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**Can This Democracy
Be Saved?**

Fall 2014



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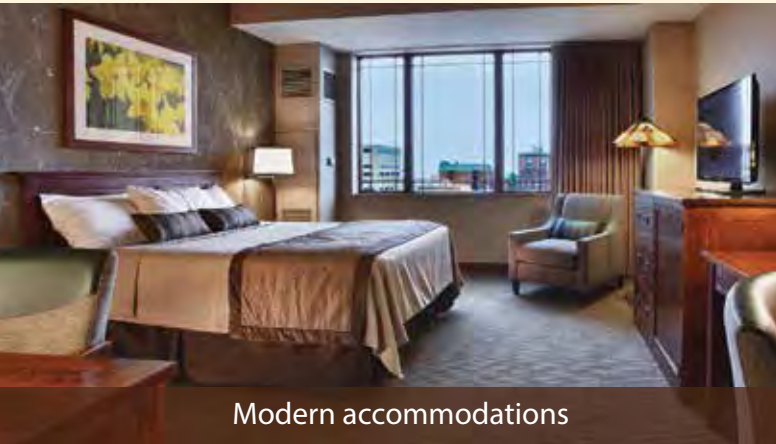
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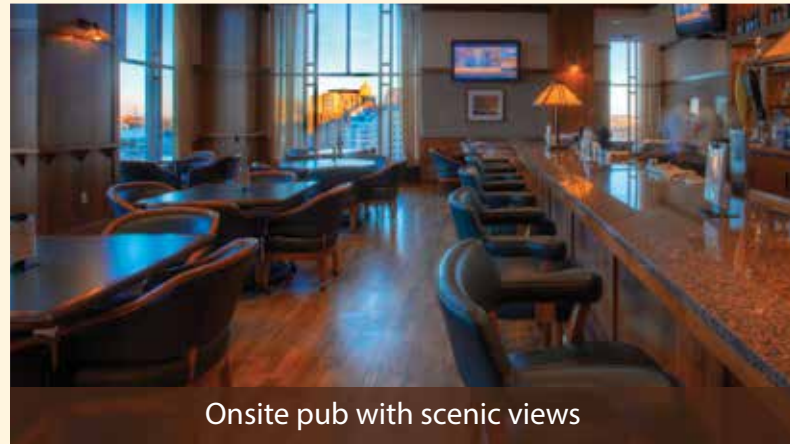
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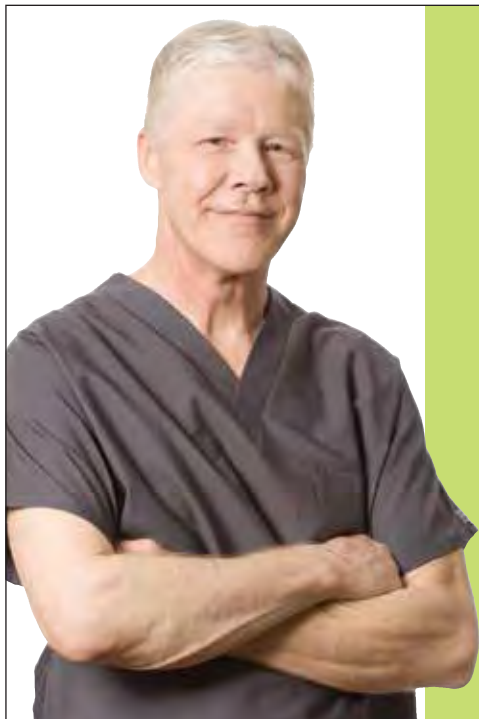
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As long as Badgers keep on doing what we do—so uniquely, so passionately, so astoundingly and so joyfully—we will continue to change the world.

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Features

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By Jenny Price '96, Preston Schmitt '14, and Michael W. Wagner

As our nation faces a great political divide, UW experts and alumni explore the current state of democracy, our voting system, the enormous power and potential of social media, and the hopeful voices of the next generation.

38 Fulsome Prison Blues Interview conducted by John Allen

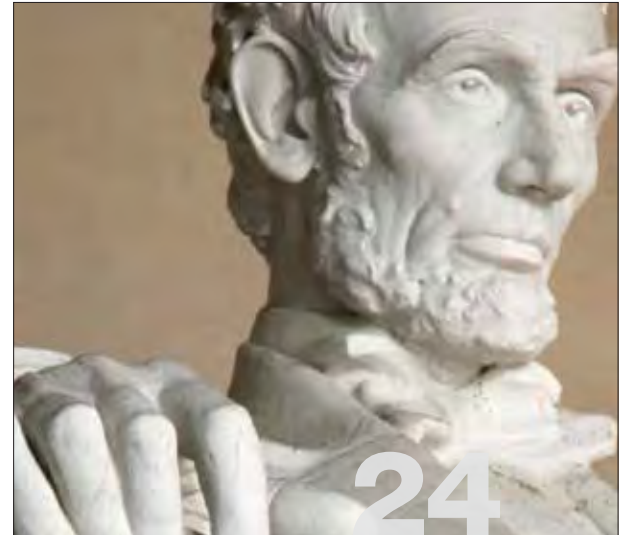
As a student, UW sociology professor Alice Goffman spent six years immersed in a poor Philadelphia neighborhood. What she learned shaped her understanding of urban policy and inspired a break-out book.

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Are we doomed to staring into the great abyss that represents the American political system?
Illustration by Michael Austin.

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We're still struggling to build a more perfect union.

As a nation, we are deeply polarized. And our partisan divisions will solidify with the approaching 2014 midterm elections and the horserace already under way for the 2016 presidential campaign.

With that as a backdrop, *On Wisconsin* is dedicating some major real estate in this issue (see pages 24–37) to show how UW-Madison professors, researchers, and alumni are looking under the hood of democracy. In fields ranging from political science to journalism to digital studies, faculty and graduate students are exploring how well our voting system works (or doesn't), what influences our political beliefs, where we get our information about issues and candidates, and how we can help the voters of tomorrow become good citizens.

UW professors have served on presidential commissions, testified in high-profile lawsuits about a Wisconsin law that would require voters to show an ID at the polls, and steadily made sense of our political system through interviews with news media from around the globe.

If you go to the polls in November — helping to determine control of Congress and choose candidates for governor and other state and local offices — you'll be in the minority of Americans.

That mass demonstration of apathy is understandable. Modern politics can be exasperating. Our world is changing at a dizzying pace. But the work happening here at the UW helps us reflect on our rights and responsibilities as citizens, how we inform ourselves and make decisions come Election Day, and what it means to be an American.

Jenny Price '96



How Not to Be Wrong Is Right On

Bravo to *On Wisconsin* for the splendid coverage of UW mathematics Professor Jordan Ellenberg and his new book *How Not to Be Wrong* ["Thinking inside the Box," Summer 2014]. In an age when even our college-educated citizens struggle with the seemingly simple concepts of economic free lunches and the differences between scientific theories and scientific laws, Ellenberg's objective approach to prudent decision-making proved a refreshing read.

Good luck, Professor Ellenberg. We wish you well as you continue to shine your Diogenes-like mathematics lamp into a world now filled with innumeracy darkness. Good stuff!

*Patrick Gould PhD '06
Middleton, Wisconsin*

Of Math and Music

[In regard to "Musical Numbers," Summer 2014]: Fascinating article. As a musician, I've always believed that music is a form of math, and math is also an art form. Music is math, and time, and physics. Incidentally, I just finished reading a novel that combines music and time travel. (It's called *Time Signature*, by fellow Wisconsinite Carlo Kennedy, and I highly recommend it.)

Jim Papandrea

Please email magazine-related comments to onwisconsin@uwalumni.com; mail a letter to *On Wisconsin*, 650 North Lake Street, Madison, WI 53706; or fax us at (608) 265-2771. We reserve the right to edit letters for length and/or clarity. We also welcome your tweets and comments:



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As someone who has promoted the arts for the past forty-five years (and as a professional musician), this is a refreshing confirmation of what research has shown us — amazing connections between the various arts and other academic disciplines. Thank you for this wonderful article, which I will promote in our next newsletter [for Arts/Learning in Natick, Massachusetts].

Jonathan Rappaport

Passenger Pigeons in Fiction

"Empty Nests" [Summer 2014] mentions UW scientists who have kept the passenger pigeon's memory alive. I'd like to add Carol Rylie Brink, author of *Caddie Woodlawn* (1935), to this list.

Brink describes the annual migration of passenger pigeons over a farm south of Menomonie in the fall of 1864. Although *Caddie* realizes that neighboring farmers and Native Americans depend on the sale of slaughtered pigeons for extra income, she has a premonition that such easy hunting will not last. Her father instructed his sons and hired men not to kill more birds than could be eaten.

*Lenore Maruyama '61, MA '62
Honolulu, Hawaii*

Highly Disappointed

I recently read "Off the Prescribed Path" [Summer 2014], and I am highly disappointed and offended. I am an enrolled member of the Ho-Chunk Nation, and am also Lac Courte Oreilles Ojibwe. I have worked for the Ho-Chunk Nation Department of Health as a physician assistant since graduation in 2010.

You praised Ms. Amani for her work with Indian tribes, when in actuality she had limited options and ended up working with Indian Health Service (IHS) more out of necessity than choice. In addition, she has only stayed at each loca-

tion for a couple of years, which is typical for non-Native providers who come to IHS facilities. ...

The biggest complaint from our patients is the high turnover rates of non-Native providers. ... Patients are distrustful of newcomers, as many don't stay long enough to gain an understanding of the culture or immerse themselves in the community. Patients may feel as though practitioners are just biding their time and aren't really invested in their health and well-being; therefore, they are less willing to be open and honest about factors that may be affecting their health.

In addition, they take from our communities without giving back: they learn much and take this knowledge and profit from it, while our communities remain impoverished.

*Kiana Beaudin '10
Baraboo, Wisconsin*

Boxing Back Then

Those who knew Charlie Mohr during Madison's NCAA boxing championship run in the 1950s were privileged indeed [News & Notes, "Fighting Back," Summer 2014]. There was no better example of humility and sensitivity on campus. His popularity actually embarrassed him. [He was a] shy, sensitive, lanky, deeply religious boy most people would never identify as a fighter. He wasn't — he was a boxer, a cat-like dancer who avoided most punches and who earned the 165-pound championship in 1959.

We roomed together for a while and we worked together at Paisan's. I also was high up in the Field House stands when he caught a right cross that put him into a coma for days — later to die on Easter Sunday 1960.

A web search will provide numerous articles on this painful and far-reaching story of a college

sports death. The best was written by *Sports Illustrated's* Michael Weinreb (April 16, 2010).

Don Bruno '59

Contrary to "Fighting Back," boxing was, in fact, a university-sanctioned club on campus in the [early] 1980s. I know because I was president of the boxing club.

We trained in the Natatorium under former professional fighter Joe Jones, who not only taught us boxing, but also how to live honorable lives. Bob Lynch, one of the coaches of the reincarnated UW Boxing Club, was also a coach in the 1980s.

We boxed in National Collegiate Boxing Association tournaments and in the Wisconsin Golden Gloves. (Curt Exum '85 was a Wisconsin state champion.)

In 1986, a few months after the National Collegiate Boxing Association tournament in Cincinnati (where I took second place), UW Risk Management decided boxing was too dangerous (although the club's members had never experienced an injury), and rescinded our club-sport status. With no voice in the matter, we lost our club and all our equipment.

In this ending, we learned important life lessons — that decisions will not always seem fair; that sucker punches can come from anywhere, whether in the boxing ring or out; and that no matter the outcome, one's life is always richer for stepping into the ring and giving it your best.

*Michael Exum '87, MS '95
Evansville, Wisconsin*

It is true that UW-Madison has not had a competitive boxing team since 1960, but during the mid-1970s, boxing was offered for credit as Defensive Boxing, and there was a boxing club that met once a week, coached by Vern Woodward, who had

been the head coach of the U.S. Olympic boxing team. Joe Machtell, who coached some of the local clubs, was his assistant. He often brought in local boxers to work out with us in the Nat.

Mark Piette '78

Potomac Fever

My daughter participated in the [Washington D.C. Semester in International Affairs] program last

year, resulting in her catching "Potomac fever" [Classroom, Summer 2014]. She has since graduated, packed her bags, and moved to D.C., and is now in search of employment to pursue her dream of making a difference.

John LaTour

Acronym Alacrity

I thoroughly enjoyed your acronym acrobatics editorial in the

Summer 2014 *On Wisconsin* [Inside Story]. It reminded me of a friend who became a member of MAD (Mothers Against Dyslexia). To get this effort off the ground ASAP, they utilized a program called PREGNANT — Parents Reaching Every Goal Now and Not Tomorrow. I wished them the very best in their endeavors.

*Glen Volkman '64
Eau Claire, Wisconsin*

tweets

@UWMadisonCALs

Congrats to @OnWisMag's John Allen for winning CASE gold award for his #Milk Matters story about UW #dairy science <http://ow.ly/xQaSu>

@muhmumercedes

Everytime I make a grocery list and write down celery I always spell it like Sellery #wiscoprozb @UWMadison

@ktschwarz

A passerby in Salzburg, Austria greeted me by saying "go badgers" when he saw my Wisconsin shirt today! #worldwidewisconsinpride @UWMadison

@WentzelAnne

Trying to decide on a college? Spend a summer night on the wisc terrace and see if that helps you decide. So happy to be back @UWMadison

@cathyedwards

@UWMadison yep there are still good people in this world. Lost wallet returned to freshman. #moneyintact #faithinhumanity

@MeganSkoyen

Top schools in the world:
1) Hogwarts
2) UW-Madison
Everything else is irrelevant

@thejohnlynch

My professor set up his lectures on learn@uw so we can binge watch the whole semester. It's the best netflix ever.

@straightlinning

My brother spelled @UWMadison "University of WINsconsin". Accident?? I think not

instagram

#uwmadison

maddy_raft



madisontaylorshiller



gner10



grocerylane



scene

Union Terrace, June 14, 2014, 9 p.m.

71 degrees

Wish you were here.

Photo by Jeff Miller



It's Time for a Change

A beloved area of central campus gets a much-needed upgrade.

In Wisconsin, as the joke goes, there are two seasons: winter and road construction.

The campus end of State Street and adjoining Library Mall have been living up to that punch line this year, with orange barrels and noisy excavators detouring pedestrians in search of food carts and a place to people-watch.

But the changes to the historic area, which is bordered by Lake and Park Streets, aren't being made without input from the people who frequent it.

"It's really the beating heart of the campus and of the community. It's where the president comes to speak, where memorials for September 11 have been held — all kinds of things happen in that space," says **Gary Brown '84**, director of campus planning and landscape architecture. "We want to get it right."

UW and city officials reached out to gather opinions, holding public meetings and even installing chalkboards so passersby could express what they loved about the campus area and what they would like to see improved. People wanted it to be more flexible, lively, and colorful, and able to accommodate the variety of activities that the campus and community hold there throughout the seasons.

When the work is done this fall on the two blocks of State Street that make up the pedestrian mall, there will be new lighting, landscaping, public artwork, and seating areas. The project is also replacing the crosswalk at North Park Street that leads to the base of Bascom Hill.

"[The area is] more of a community resource than just a campus resource. It's used by everybody," Brown says. "It's really an amazing public space."

But completion of this project doesn't signal the end of construction. What is officially considered Library Mall — the open area between the Wisconsin Historical Society and Memorial Library — will spend the next few years as a staging area for the second phase of renovations at Memorial Union and the construction of Alumni Park at the shore of Lake Mendota before undergoing its own facelift sometime in the future.

Käri Knutson

JEFF MILLER; BELOW, LEFT TO RIGHT: CCTV, JEFF MILLER, INNOVA UEV



Quick Takes

Established in June with a \$25 million grant from the Grainger Foundation, the Grainger Institute for Engineering is a trans-disciplinary research incubator that will initially focus on projects related to materials and manufacturing. The institute will hire twenty-five new faculty members and launch several graduate research centers.

Dissatisfied with the quality of Braille music sheets, School of Music grad student Yeaji Kim PhD'15 has developed a three-dimensional score format to help visu-



ally impaired musicians "see" notation that includes as much compositional nuance and detail as do traditional scores.

The Veteran Services and Military Assistance Center opened in May to

improve the student-veteran experience on campus by developing new programs and streamlining administrative processes.

An international team led by pathobiological sciences professor Yoshihiro Kawaoka has found that current avian influenza viruses contain the same genetic materials as the flu that caused the 1918 pandemic. Their findings could help predict the likelihood of an emerging strain of pandemic flu and devise strategies for countering pathogens.



Orange barrels and detours greeted campus visitors hoping to linger in the State Street and Library Mall area over the summer. Work is wrapping up this fall on a first phase of mall reconstruction (shown in the lower portion of the rendering above), with improvements that include trees, landscaping, and new seating areas. One of the first big changes: removing the hulking concrete podium and stage, pictured at left, that split the mall in two.



After two years of renovations, the Wisconsin Union Theater reopened to host a jazz concert in June. This is the first signif-

icant renovation of the theater, now known as Shannon Hall, since it first opened in the Memorial Union in 1939.

The UW has selected Ben Miller as its new director of federal relations. Based in Washington, D.C., he will maintain relationships with Wisconsin's congressional delegates and bolster partnerships with federal agencies and other higher education and scientific organizations with offices in the nation's capital.



Four electric "micro-cars" are coming to campus as part of a sustainability research initiative spearheaded by computer sciences professor Suman Banerjee. The UW is one of four institutions selected to receive Innova Dash vehicles, which are equipped with tools to help researchers study how they perform.

Note-Worthy

Festival attendees get a Handel on historical music.

Dulcians, Dante, and dancing masters are the makings for a day at court in medieval Italy — or a summer afternoon at the UW Humanities building.

In July, the Madison Early Music Festival celebrated its fifteenth anniversary with a week of events dedicated to influences on Italian music from 1300 to 1600. Early music is defined more or less as music performed before 1750, but the festival focuses on a different composer, region, or theme each year. It's distinct from other national early-music events in that it balances concert performances with a range of educational components.

The program was launched in 2000 after **Chelcy Bowles**, a professor of music and director of continuing education, discovered a shared passion for early music with fellow music professor **Paul Rowe** and continuing studies lecturer **Cheryl Bensman-Rowe**. Bowles, who is also a historical harpist, became the festival's director, and Rowe and Bensman-Rowe serve as co-artistic directors.

Participants learn how to play historical instruments — such as the harpsichord, lute, sackbut, and viola da gamba — in workshops with world-renowned musicians. They also attend lectures by scholars who specialize in the political, geographical, social, and cultural contexts of the period, and special events, which this year included a Renaissance costume ball and a Handel aria competition.



BRYCE RICHTER

Now in its fifteenth year, the Madison Early Music Festival teaches participants to party like their ancestors did in the fifteenth century.

“We really want people to not only enjoy historically informed performance as an audience member, but to understand where it came from and be able to take it and teach others,” Bowles says.

Early music has grown in

popularity in recent years. The field offers a challenge for those attempting to re-create songs composed before the era of standardized notation and played on instruments that are often difficult to keep in tune.

“A lot of [early] music is quite

improvisational within a style, just like jazz, though I would say there are probably fewer rules than with jazz,” Bowles says. “The music could go absolutely anywhere. It’s fascinating because it’s unpredictable.”

Sandra Knisely '09, MA'13

Love at First Image

Research suggests that ultrasounds create a powerful connection for dads-to-be.

For many fathers, a pregnancy doesn't become real until a blurry fetus appears on a screen in a doctor's office.

According to **Tova Walsh**, a postdoctoral fellow in the UW School of Medicine and Public Health who studies the bonds between fathers and their children, there's a "magical moment" when fathers see the first ultrasound images of their unborn children.

In recently published research, Walsh spoke with twenty-two expectant fathers, some of whom shared poignant feelings. One said, "Now that we know that it's a girl ... I'm thinking about ... walking her down the aisle someday ... which is crazy, but I mean, it's like my brain went from bringing her into the world and taking care of her to making sure she is taken care of (as) to her future and everything."

Walsh's study had some teaching moments for health care providers as well. "While all our fathers felt the mothers were receiving good care," she says, "about half felt excluded or ignored and wished that providers would offer them more explanation and opportunity to ask questions during the appointment."

Because so much previous research shows that mothers and babies benefit when fathers are positively involved during pregnancy, Walsh says that health care providers should help fathers feel welcome at an event that is often their first interaction with the health care of the mother and baby.

Walsh came to campus as part of a two-year fellowship as a Robert Wood Johnson Foundation Health and Society Scholar. After completing the

fellowship, she will join the faculty at the School of Social Work. Another of her studies looked at the difficulties faced by military fathers returning home from

deployment as they reconnect with children who were babies when they left home.

Susan Lampert Smith '82



UW research shows that fathers sometimes feel excluded or ignored by medical providers and want more chances to ask questions.

Shrinking Balances

UW System takes deliberate steps to decrease cash on hand.

State legislators have kept a close watch on the UW System's finances since last year, when they accused officials of not clearly disclosing how much money they were keeping in reserve funds.

Although much of the \$1 billion in reserves was already committed to specific expenses and tied to particular gifts, grants, and federal aid, state officials and others were angered that the UW Board of Regents raised tuition for students the last several years when it had cash on hand.

Last year, the legislature enacted a two-year tuition freeze, which continues in effect for undergraduate and graduate students for the coming academic year. Governor Scott Walker, who is up for re-election in November, has pledged to keep the freeze in place in his next budget.

The budget plan the regents approved this spring includes the freeze, but it also raises student fees and the cost of room and board. Students at the System's thirteen four-year campuses, including Madison, have to pay

an average of \$39 more in fees, \$115 more for housing, and \$63 more for meal plans.

In the meantime, UW campuses are continuing to shrink balances in their reserve funds. Within a year, just 3.3 percent of the UW System's \$6 billion budget will be in cash reserves not designated for particular expenses. That's low compared to institutions of similar size, but UW officials have viewed it as a necessary move to help repair relationships with the public and the legislature.

UW-Madison Chancellor **Rebecca Blank** has cautioned that it is reasonable for a large university to keep some amount of capital in reserve. "Such balances are a safeguard against revenue fluctuations caused by enrollment shifts or state budget cuts," Blank wrote on her blog last year. "Keeping some funds in reserve is also a prudent practice to cover sudden cost increases for obligations like utilities or fringe benefits or as contingency for emergencies."

Jenny Price '96

Bucky, Beware!

The fox is in town
and stealing hearts
all over Madison.

From the steps of Bascom to the trails of Muir Woods and even atop the Water Science and Engineering Laboratory roof, red foxes recently have claimed the campus for their own. They've inspired a Tumblr page and a Twitter hashtag, and now, research projects aimed at understanding these urban canids.

"We think there are a lot around, and their populations are growing," says **David Drake**, a UW associate professor of forest and wildlife ecology and an extension wildlife specialist who is studying the foxes. He will soon have a new graduate student working to better understand the wild animals that call the heart of campus home.

At last count, Drake says there were at least eighteen foxes on the UW campus, and he has received calls from people all over the city reporting additional sightings.

Drake wants to know how these nimble creatures coexist in a human-dominated landscape.



JEFF MILLER ©

Where do they go when they roam, whom do they encounter, and how many urban chicken coops and gardens might they be raiding? He plans to get the public involved.

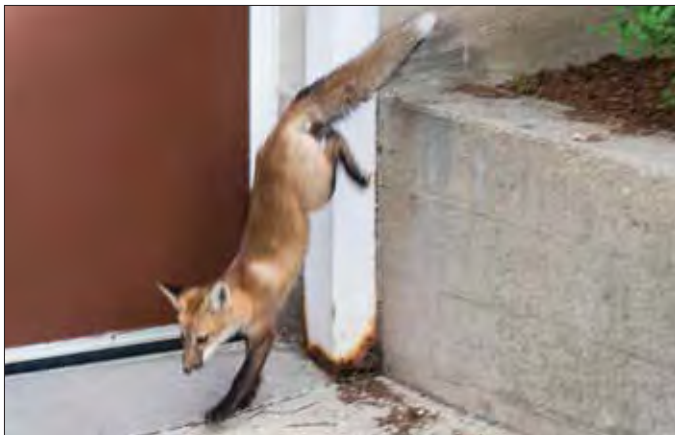
So far, the foxes seem to have adapted well to their bustling environment, taking advantage of ample habitat under campus buildings, and finding plenty of fresh rabbits and other prey to eat. Kits born this spring and raised by their mother will strike out on their own this fall.

How far will they stray? Drake hopes to find out.

Kelly April Tyrrell MS'11



At least eighteen wild foxes make their home on the UW campus, including this young animal seen roaming the grounds near the Soils Building on a spring morning. The kit and its siblings became social media stars when they were spotted living in the Observatory Hill area beginning in March. Some students took fox sightings as good omens for their exam grades.





Variations on a Theme

A six-foot-tall sculpture by Jim Dine, one of the country's most significant artists, is now on permanent display at the entrance of the UW's Chazen Museum of Art. *Ancient Fishing* is one of two large sculptures Dine gave to the museum in May after being bowled over by the building's architecture. His gift, in total, included sixty-seven of his works made from 1982 to 2000 that revolved around the iconic theme of a skull. Dine is a prolific artist whose work has been shown in nearly three hundred exhibitions worldwide, including at the National Gallery of Art in Washington, D.C. His signature method is using recurring themes.

Stephanie Awe x'15

Exam Jitters?

When it's time for tests, professors get them, too.

Students aren't alone when it comes to exam nerves: it turns out that some professors grapple with worry and angst at test time, too.

"I look out and see two hundred students with their #2 pencils and their Diet Cokes, looking kind of scruffy and tense," says **Jenny Saffran**, a UW psychology professor. "And I feel nervous — in part, because it's my fault that *they* are nervous."

Saffran, who received the Chancellor's Award for Distinguished Teaching in 2009, says that exams have gotten a little less nerve-racking for her over the years. But she still gets "a sense of dread" after the test has been passed out.

"Are the questions too hard? Are they too easy? Did I make all the studying worthwhile for them?" she asks, ticking off the doubts that still assail her.

Eric Hoyt, an assistant professor of communication arts, has faced down his own demons after exams were turned in. "You see it in the blue books if you wrote questions poorly," he says. "You wonder, why did I make them go through this?"

Hoyt always includes short-answer and essay questions on his exams.

"As a humanities professor, I am always hoping they have made connections to the broader world," he says. "How does what they're learning fit into their lives,

and what they want to do?"

Saffran, on the other hand, gives multiple-choice exams that burrow deep into the material. Earlier in her teaching career, she could spend up to a full work week crafting an exam with a minimum of sixty questions. To determine whether those questions are good or bad, Saffran "grades" herself. If most of the students who performed well on the exam, overall, answered a question right — but students who performed poorly on the exam, overall, got it wrong — then the question is good. A bad question is one that everybody got right or everybody got wrong.

"I have this sort of data for every question on every exam I

have ever given," she says. "I've used it to help me improve my exams over time."

Psychology professor **Seth Pollak**, himself a recipient of a Distinguished Teaching Award in 2001, says that early in his career, his biggest exam-related fear was always that he wasn't being fair.

"It's a terrible thing to hear from a student," he says.

Now Pollak tries to focus on the big picture. "What are your professors thinking? They're thinking that they want you to walk away with stuff that won't disappear the minute the exam is over," he says. "It feels good to give a challenging exam and say, 'These students got this.'"

Mary Ellen Gabriel

Q&A: Wren Singer

Advising the advisers to help students think bigger.

For many years, Badgers have gotten bad advice. Or at least that's been the perception among undergraduates, who have consistently rated their satisfaction with UW advising services lower than their counterparts at comparable universities.

In 2011, the Office of Undergraduate Advising (OUA) was established to make some changes and serve as a centralized hub of resources for advisers across campus. Next year, the athletic department will donate the proceeds from the 2015 Wisconsin spring football game to those efforts.

Among her many initiatives as the office's director, **Wren Singer '93, MS'95, PhD'01** is pushing for simplified registration and course enrollment technologies. Why? She hopes advisers can shift from "transactions" with students about degree requirements to more holistic conversations. *On Wisconsin* talked with Singer about her vision of campus advisers becoming so much more than the folks who hand out major-declaration forms.

What's your ideal scenario in terms of how students make use of advisers?

I want people to leave the university with their adviser as their main letter of reference, friend, and confidant, to look back and say, "If it hadn't been for this person, I wouldn't have gotten as much out of my education." We need students to understand that in order to be successful when they graduate from college, they need to put together a package of experiences that includes courses and academic work, jobs and internships, and leadership and study abroad — all of these different things.

That's why you come to a big university like this, to have these experiences. And the adviser is the person who helps you work through all that, and someone you can talk to when you're freaking out [because] your parents want you to be an engineer and you don't, or your parents want you to be an artist and you want to be an engineer. And we're a ways away from that in a lot of ways, but I think we now have the tools and the organizational structure to be able to get there.

Do students have expectations about advisers that are different from what their older siblings or parents had?

I'm not sure they are thinking about [advisers] differently, and they need to, because what they need to accomplish in college is so much more than what it used to be. A really long time ago, you just graduated and got a job. The university didn't have any particular responsibility to make sure that happened, because it just happened. But students now need [to do] a lot more during their college experience to be marketable and qualified for jobs and graduate school. Universities are under more and more pressure to deliver students into careers in ways that ten, twenty years ago were more the employers' responsibility.



JEFF MILLER

Wren Singer is on the lookout for students in need of advice. The Office of Undergraduate Advising aims to give better service.

Many of our readers are parents of current UW students. What advice would you give them about helping their children navigate campus resources?

Right now, students get a lot of advice [about selecting a major and specific courses] from their parents, which is not being countered or supported by professionally prepared staff who understand the whole picture.

If you've gone to school here yourself and now your children are going here, you can't do their academic advising, because things have changed. It's very dangerous when parents start getting involved and saying, "Here's what you should take and what you shouldn't take," because they can be flat-out wrong. So they need to be willing to trust the professionals who are aware of the current rules.

What do you wish your college adviser had told you?

I never went to see a college adviser. I remember saying to myself, "Well, what do I need an adviser for? I can figure this out." What I missed was the fact that English wasn't the right major for me. If I had had a conversation with someone who could point out that I had As in all my other classes and Bs in all my English classes, that someone could have said to me, "What's going on with that? Is this really a good major for you?" And I would have said, "No, I can't stand it." But I didn't think that was something I could talk to someone about. I was embarrassed to ask for help.

You could ask any alum that question, and they'd have something to say about it. They'd say they wished they'd had this, that, or the other thing. And now we're trying, for their children, to do [advising] differently.

Interview conducted and edited by Sandra Knisely '09, MA'13

Classroom: Anthropology 370— Field Course in Archaeology



At left, students and local volunteers sift for clues in the remains of a seven-foot mound built by Mississippian people. “I love training students, working with the public, interpreting data, and preparing exhibits all together,” says course leader Danielle Benden. “Research, service, and teaching are what UW-Madison stands for.”

Below, excavated soil is sifted for ceramic shards and stone flakes. As a kid, volunteer Don Kowalsky, left, from nearby Arcadia, found Indian arrowheads. “This is as exciting as my first parachute jump,” he says. “When I dig, I might get lucky!”

At bottom, local residents joined students for the dig. Left to right, Kowalsky, Benden, and volunteer Amanda McMahon pay careful attention to soil level and color, which show building locations.

Despite daily deluges, twelve students in this anthropology course spent most of June sifting and winnowing dirt in Trempealeau, Wisconsin, looking for house basins, stone tools, and pottery left by Mississippian civilization settlers who had arrived from Cahokia, a prehistoric site east of St. Louis.

Course leader **Danielle Benden**, an academic curator in anthropology, has devoted a decade to studying the site with her husband and fellow archaeologist **Robert “Ernie” Boszhardt MA’82**. They say the area’s flat-topped mounds were built about AD 1050.

Why did the Mississippians take pottery 550 miles upriver and depart just 50 years later? “The working hypothesis,” Benden says, “is that this was a small group setting up a religious mission, so most of what they used were special objects.”

Because the students were digging within a religious compound this year, they found fewer artifacts than previous classes. But Whitewater native **Molly Mesner x’15** said she was enjoying the chase. “Archaeology is a hands-on science,” she says. “There are theories, but you have to get in the dirt, see it, and touch it.”

David J. Tenenbaum MA’86



BRUCE RICHTER (3)



TEAM PLAYER:

Michael Lihрман

Although today **Michael Lihрман x'15** holds the NCAA championship title for weight throw, his introduction to the sport didn't come until his junior year at Rice Lake High School in northern Wisconsin.

Back then, the 6-foot-5 senior was looking for a way to stay fit after losing about eighty pounds. Someone recommended track and field, and soon Lihрман was throwing shot-put and discus. During his freshman year at UW-Stout, he began training in the weight and hammer throws, indoor and outdoor events in which athletes try to throw a heavy ball the longest distance. "Coming in, I definitely wanted to try it — it looks so interesting, so different than the rest of the events," he says. "Something about it just clicked with me."

Lihрман transferred to UW-Madison after the 2012 season, and he has already surpassed the distance he'd planned to throw during his last year of college. Now the economics major has set a more ambitious goal for his senior year.

"I'd really like to get the world record in the weight throw," he says. "If I just continue to get stronger and have a healthy season, I think I'll hit it."

Lihрман's best for weight throw — 79 feet, 7½ inches — is about 4½ feet from the record. His hammer throw of 233 feet, 9 inches also exceeds marks of past Olympians during their college years, and he's optimistic about qualifying for the 2016 Summer Olympics in Rio de Janeiro.

While Lihрман makes his throws look simple, he says each one requires concentration, and one small mistake can be costly — especially when eleven months of training boil down to a few opportunities. "I just tell myself that I've got thousands of throws under my belt," he says. "You've just got to keep positive and keep telling yourself that you're going to do it, and you will."

Stephanie Awe x'15

"I'd really like to get the world record in the weight throw. If I just continue to get stronger and have a healthy season, I think I'll hit it."



Leading the Whey

A tart beverage makes for a sweet partnership.

Two of Wisconsin's most iconic foodstuffs have united in a not-so-secret weapon for Badger student-athletes, thanks to a three-way collaboration among the athletic department, dairy researchers, and a small business in Door County.

Red Whey is an all-natural drink made with cherry juice and whey protein isolate, a byproduct of the cheese-making process. Individually, these two ingredients are well-known nutritional boosts for athletes: cherries are loaded with potassium, vitamins, and anti-inflammatory properties, and whey is absorbed easily into the body, making it an ideal form of protein for post-workout muscle recovery.

UW strength and conditioning coach **John Dettmann** thought combining the two might produce a particularly powerful recovery drink. "Our job is always to be looking out for the best interest of our athletes," he says.

A native of the Door County region, Dettmann had previously partnered with Country Ovens

— a cherry-product company based in Forestville, Wisconsin — to develop a post-game cherry and nut mix for football players. This time, he was interested in a beverage based on Country Ovens' long-standing cherry-juice product, Cherry De-Lite.

However, crafting a palatable drink from a dairy product and an acidic juice isn't as simple as pouring the two together, because they don't naturally mix well. For help, Dettmann turned to the Wisconsin Center for Dairy Research in the College of Agricultural & Life Sciences.

KJ Burrington '84, MS'87, the center's coordinator for dairy ingredients and cultured products, worked closely with Country Ovens to develop a formula that appeals to taste buds while meeting NCAA guidelines, as well as Dettmann's preference that the drink contain no more than five ingredients.

The result was Red Whey, which Country Ovens officially launched in 2012. The drink is now in the Badgers' regular rotation



JEFF MILLER

Sports nutritionist Karla Horsfall chugs a bottle of Red Whey, a UW-developed sports drink that mixes dairy with cherry.

of recovery products, and though he won't name names, Dettmann says several student-athletes have become fans. "We don't use just one [recovery drink] or have an official one," he says. "We like to change things up. Red Whey is one of the tools in our arsenal."

Red Whey has also become the centerpiece of Country Ovens' new line of muscle-recovery foods and drinks, called Rapid Performance Products. Trainers at twenty schools and colleges nationwide now include Red Whey in their student-athlete nutrition plans, and several addi-

tional institutions have expressed an interest, says Jeremy Paszczak, the marketing director for Rapid Performance Products.

"We're really proud that this is a completely Wisconsin-made product," Paszczak says. "Considering the history of Gatorade and [the University of] Florida, we're hoping that we're setting the tone for a new category of recovery drink. A lot are owned by big soda companies, and we're looking to establish ourselves as a natural alternative.

Sandra Knisely '09, MA'13

BADGER SPORTS TICKER

With an average of 17,104 fans packing the Kohl Center per game, the UW ranked second highest in home attendance among Big Ten men's basketball teams last season. Indiana University came in first.

When the Southeast Recreational Facility (SERF) is renovated, it will include a new swimming pool for competition. The 50-meter pool — with a diving tower and well, and surrounded by some 1,500 seats for spectators — will open in 2019. The facility will be able to host Badger swimming and diving events, as well as high school meets.

Some 107 Badger athletes qualified for Academic All-Big Ten honors during spring term. The women's track and field team led the way with 32 honorees. Women's rowing came in second with 17.

In June, the UW's La Bahn Arena hosted the first Blake Geoffrion Hockey Classic. Geoffrion is the only Badger ever to win the Hobey Baker Award, collegiate ice hockey's equivalent of the Heisman Trophy. He helped organize the event — a charity game featuring former Wisconsin players — to raise funds for the university's Health Burn Center.

In May, the UW's athletic department joined in the nationwide You Can Play project, which is dedicated to ensuring equality, respect, and safety for all athletes, regardless of sexual orientation. The department produced a video that features several student-athletes and coaches expressing their support for athletes. It can be seen at www.youtube.com/user/WisconsinAthletics.



Can This Democracy Be Saved?

Let's agree that we disagree.

We're a nation divided — by complex issues, by political parties, by seemingly irreparable differences.

And yet:

Citizens are still going to the polls, despite a somewhat broken voting system. Teachers are finding ways to civilly discuss civics in the classroom. The phenomenon of social media is getting young people involved in politics — and getting out the vote.

In this special section,

On Wisconsin turned to UW experts to examine the state of our democracy and tell us if there's reason to hope.



VOTING IN AMERICA: 1920

The 19th Amendment, which granted women the right to vote, became law on August 18, 1920. Here officers of the National Woman's Party hold a banner bearing a quote attributed to Susan B. Anthony.

Does Democracy Work?

BY MICHAEL W. WAGNER

“Democracy is the worst form of government except for all those other forms that have been tried,” Winston Churchill once said.

Even as someone who has devoted his professional life to studying and teaching about democracy, I often find it to be inefficient, messy, and exasperating. The behavior of Republicans and Democrats in the U.S. Congress is more polarized now than it was in the years immediately following the Civil War — a time when we were literally trying to kill each other. Less than a fifth of Americans say they are satisfied with “the way things are going” in the country, compared to nearly 70 percent expressing satisfaction with the American experiment back in 2000.

On the other hand, as Churchill was implying, democracy is also the most successful form of government the world has ever known. In the United States, our republican democracy allows us to select our leaders and then decide if we want them to continue to represent us for another term.

As frustrating as our democracy is, does it work? For our lawmakers, democracy requires compromise, communication, and clear choices that compete for our popular support. By these criteria, scholars Thomas Mann and Norman Ornstein have concluded that Congress is a bitterly divided, stalemated, “broken branch” of govern-

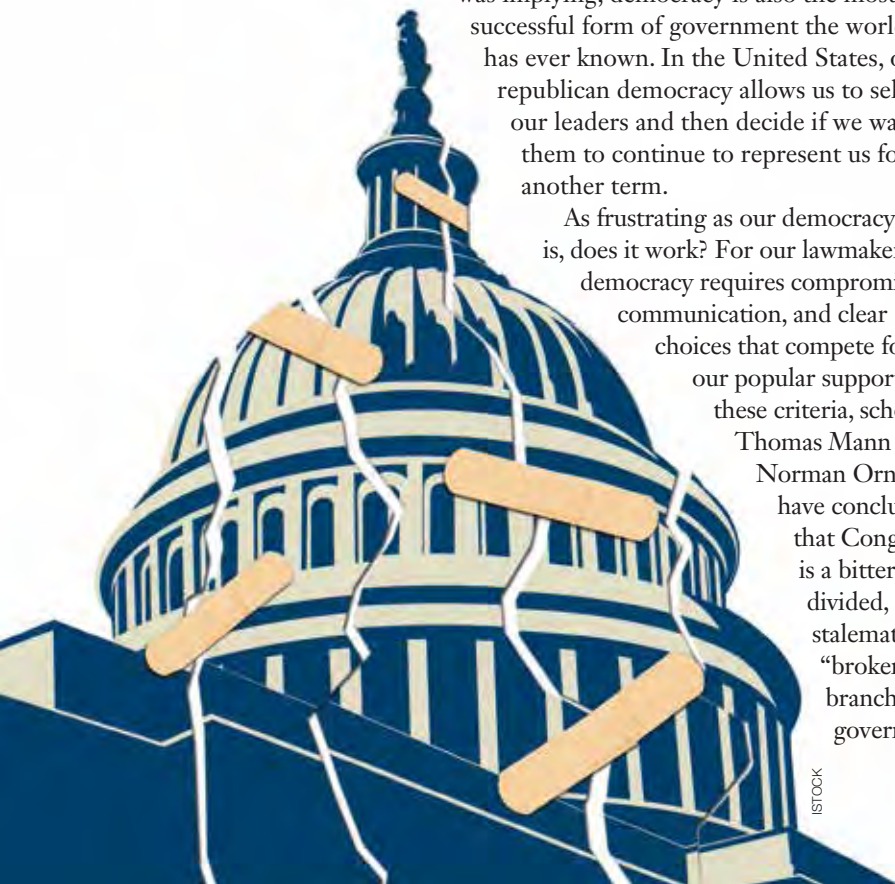
ment. And scholars of the presidency have found that the president — considered the leader of the free world — is almost never able to meaningfully change public opinion. Indeed, if we examine our lawmakers and leaders, recent evidence shows that our democracy is not performing as well as we would like.

At the level of the mass public, democracy requires participation and the knowledge to make choices that maximize our chances of getting what we want. The main architect of the U.S. Constitution, James Madison, wrote, “[A] popular Government, without popular information, or the means of acquiring it, is but a Prologue to a Farce or a Tragedy; or perhaps both.”

In other words, democracy requires that citizens have access to information that helps them to make choices about how best to govern themselves. By the access-to-information standard, things have never been better. The digital revolution has brought the world to our doorstep. Using only our phones, we can live-stream breaking news, look up past stories on topics that interest us, and immediately share what we have learned via Facebook and Twitter.

By the knowledge standard, Americans perform much more poorly. It is certainly true, and probably advisable, that most citizens do not wake up in the morning asking, “How do I hold my government accountable today?” But our understanding of both current affairs and the process of politics is thin. Scholars have found that our distaste for the process of politics leads to disengagement from the system. *Civic education*, these scholars argue, needs to include *civic* education along with *barbaric* education that tells the truth about political involvement: it is contentious, messy, requires compromise with your opponents, and often ends with your side losing. The more realistic we can be about the experience of political participation, the more likely people will keep participating when times get tough.

The rubber meets the road in our assessment of how well democracy works when we



try to understand how well our elected leaders are representing us. Indeed, as the political scientist V.O. Key wrote in 1961, “Unless mass views have some place in the shaping of policy, all the talk about democracy is nonsense.”

But what are mass views? My own research suggests that it’s very difficult to put our finger on the will of the people.

In our forthcoming book, *Beyond the Left-Right Divide*, Indiana University’s Ted Carmines, Kent State University’s Mike Ensley, and I examine the consequences a democracy faces when the electorate organizes its attitudes differently than elected officials do. Put simply, Republicans and Democrats in Washington, D.C. — indeed, in most state legislatures — are divided along a single left-right dimension in which Democrats support policies on the ideological left while Republicans favor policies on the ideological right. Their differences cover a wide range of issues from the economic (such as tax cuts and health care) to the social (such as abortion and same-sex marriage).

The public does not organize its attitudes so neatly. Individuals have views ranging from liberal to moderate to conservative on both economic issues *and* social issues. While these two issue dimensions essentially overlap for elected officials, they are distinct for those of us living and working from sea to shining sea. Some people have attitudes that are conservative across both dimensions — these folks favor things such as lower taxes and government regulation of traditional marriage. Others have preferences that are liberal across both dimensions; these individuals prefer to see more government regulation of the economy, but less regulation in the bedroom.

But it doesn’t end there. Some people are libertarian. They prefer that the government stay out of regulating the economy and private lives. Populists are just the opposite. They want a strong economic safety net provided by the government and strong government regulations on social-cultural issues. Finally, some people are just plain ol’ moderates who have attitudes somewhere in the middle.

While those who are liberal or conservative across both economic and social issues are

just as polarized from each other as our elected officials, libertarians, populists, and moderates are stuck in between — pulled in different directions by a system of government run by two major political parties that do not perfectly represent their views across both sets of issues.

Liberals and conservatives behave far differently from libertarians, populists, and moderates in the American political system. They have strong partisan identities, are more polarized, watch more partisan news on cable channels, engage in higher levels of political participation, and cast more party-line ballots on Election Day. Libertarians, populists, and moderates participate less, have less-defined partisan attachments, split their tickets between the parties in the voting booth, and feel more disenchanted with our government.

Yet liberals, conservatives, libertarians, populists, and moderates are alike in their propensity to vote. Voter turnout in the United States has been much maligned — after all, only 58 percent of the voting-eligible population cast ballots in the 2012 presidential election. But things are better than they used to be: the turnout in the last three presidential elections was higher than in each of the previous eight. Why? Candidates are better able to target voters than they were in previous decades. Moreover, once people start voting, it becomes a habitual act. Social media can foster voter turnout, too: a recent study showed that people were more likely to vote if they saw in their Facebook newsfeeds that their friends had voted.

Do elections matter? Research shows that they do. People do a pretty good job of selecting candidates who most closely match their preferences, and the candidates who win elections make serious efforts to pass laws they said they would pass.

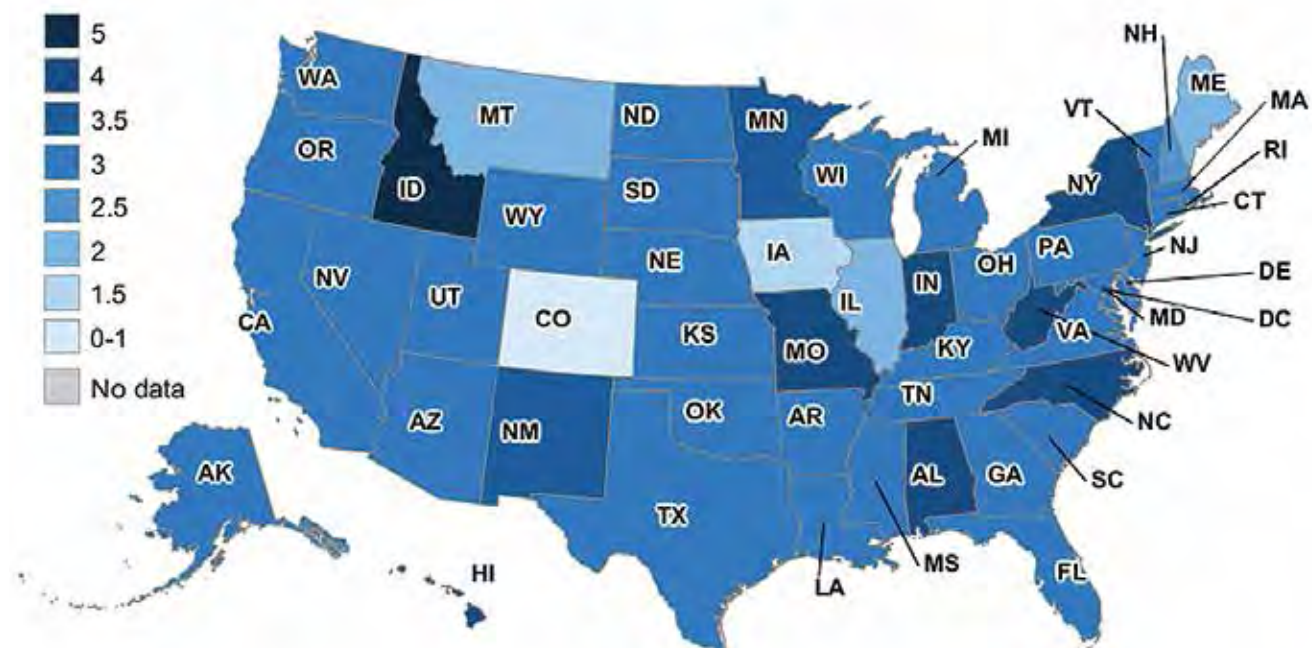
On balance, representation is alive and well in the United States. Our talk of democracy, then, is not nonsense — even though it can be maddening.

Michael W. Wagner is an assistant professor in the UW-Madison School of Journalism and Mass Communication and is affiliated with the Department of Political Science. His research and teaching centers on how well democracy works.

“[Democracy is]

a form of government where everybody has a say in the government. [To be American means] to have freedom and know I’m just as good as anybody else.”

A fifteen-year-old African-American female



THE STATE OF CIVICS EDUCATION
States require, on average, three credits of high school social studies for graduation. Credit requirements range from zero in Colorado to five in Idaho, according to the Center for Information & Research on Civics Learning and Engagement at Tufts University.

Teaching Controversy

How can we prepare our kids to participate in the highly polarized world of politics?

Less than one-fourth of adults in the United States have political conversations with people they don't agree with.

Source: Controversy in the Classroom: The Democratic Power of Discussion

BY JENNY PRICE '96

civ-ics \si-viks\ : the study of the rights and duties of citizens and of how government works

It's a tough time for civics in America.

Resources are scarce. Schools focus their efforts on math and reading to prepare kids for high-stakes tests. And intense political polarization has made it riskier than ever for teachers to wade into controversy.

In the volatile months leading up to Wisconsin Governor Scott Walker winning a recall election in June 2012, principals in some schools in the state told teachers that they couldn't discuss the historic event in their classrooms. At the same time, kids reported that their parents were getting into arguments at the grocery store and refusing to talk to family members due to disagreements about Walker's decision to curb the power of state-employee labor unions.

What was happening outside the classroom was exactly why teachers should have been permitted to talk about the issues and competing views in school, says Diana Hess, a professor of curriculum and instruction in the

UW's School of Education. Hess, a former high school teacher, has done long-term research in three states, including Wisconsin, on how middle school and high school teachers engage students in lively and respectful discussions about tough issues.

“Above all things I hope the education of the common people will be attended to; convinced that on their good sense we may rely with the most security for the preservation of a due degree of liberty.”

Thomas Jefferson, in a 1787 letter to James Madison

Civic education without controversial issues is “like a symphony without sound,” Hess wrote in her 2009 book, *Controversy in the Classroom: The Democratic Power of Discussion*, which

VOTING IN AMERICA: 1964

The 24th Amendment, which prohibited poll taxes in federal elections — taking a step toward voting accessibility for all citizens — was ratified on January 23, 1964, and signed into law by President Lyndon B. Johnson.



cemented her reputation as a national expert on the subject. Hess says the key argument for civic education is patriotic: the role of schools has long been to prepare people to participate in democracy (see Jefferson's letter to Madison, quoted on page 28).

"The challenge is that we need to prepare kids to participate in a highly partisan, polarized world, and yet, we need to do it in a nonpartisan way," she says. "I call this the paradox of political education. And it's really challenging."

What do teachers need to make it work? Hess's research shows that the answers are support from administrators and a high-quality curriculum, along with plenty of preparation

time to guide students and make sure classroom discussions don't degenerate into what we typically see on cable news programs.

At the UW, teaching controversy is a core component of teacher education. Shawn Healy '97 used the techniques he learned in Hess's methods class to get his students thinking and talking about important issues during his six years teaching social studies at high schools in Sheboygan, Wisconsin, and West Chicago, Illinois. Healy recognized that without any real meat for students to sink their teeth into, the subject would be stale.

"The extent to which we teach civics in this country — it tends to be pretty traditional. So

Are You Smarter than a Twelfth-Grader?

Every four years, students around the country participate in the National Assessment of Educational Progress. In the last civics report card, released in 2011, less than 25 percent of students in twelfth grade scored as proficient. Test your knowledge with these sample questions posed to the students.

1. What is one responsibility that modern presidents have that is NOT described in the Constitution?

- A. Commanding the armed forces
- B. Proposing an annual budget to Congress
- C. Appointing Supreme Court justices
- D. Granting pardons

2. The next question refers to this statement: The Second World War marked the most substantial change ever in the context in which United States foreign policy is made. The world that emerged after the war had fundamentally changed in economic, political, and military ways. These changes made the world a more dangerous place and altered the demands placed on foreign policy. The statement calls the world after the Second World War "a more dangerous place." What specific change could one cite to support this claim?

- A. The rise of the European Union (EU)
- B. The signing of the General Agreement on Trade and Tariffs (GATT)
- C. The decline of German military power
- D. The development and spread of nuclear weapons

3. One explanation for the large number of interest groups in the United States is that:

- A. There is little enforcement of laws forbidding their existence.
- B. Members of these groups can easily get to see the president and justices of the Supreme Court.
- C. The tax code forbids taxing any interest group.
- D. There is a wide variety of religions, occupations, and beliefs in the country.

ANSWERS: 1) B 2) D 3) D



VOTING IN AMERICA: 1963–65

Martin Luther King, Jr. speaks during the March on Washington in August 1963. The Civil Rights Act became law in July 1964, ending unequal voter registration requirements; the Voting Rights Act, which abolished literacy tests, was enacted in August 1965.

In 2012, 68 percent of twelfth-graders reported studying politics, voting, or elections in school.

Source:
U.S. Department of Education survey

there's still a lot of lecture, a lot of textbook reading," Healy says. "Believe it or not, there's still even a lot of worksheet completion, and kids don't like that. They don't respond well to it."

For the last nine years, Healy has been the civic learning and engagement scholar at the Robert R. McCormick Foundation in Chicago, where he leads the Democracy Schools initiative. Healy also advocates at the state and national levels for civic education that is student-centered, buoyed by his own experiences in the classroom and research by academics such as Hess.

"We're all participants in our civic life of our country — this isn't something you have to wait to do," Healy says. "As a young person, there are plenty of opportunities even before you're eligible to vote."

A telling example comes from Adlai E. Stevenson High School, north of Chicago, one of twenty-two schools in Illinois that the

McCormick Foundation has recognized as Democracy Schools for their commitment to civic learning. Students there got together to advocate for "Suffrage at 17," state legislation that would allow seventeen-year-olds to register and vote in primary elections.

McCormick's other Democracy Schools got involved, submitting electronic witness statements and testimony from around the state, and Stevenson students went to the state capitol in Springfield to lobby their legislators in person.

The bill was passed into law and took effect at the beginning of this year. Students in Democracy Schools spearheaded a massive voter-registration drive, with more than nine thousand students in the Chicago area alone registering to vote in the spring primary election.

"To me, that's a huge success story, and it's what good civics looks like," Healy says. "They'll be lifelong participants in this process."

Making It Count

How can we reform the American voting process?

BY JENNY PRICE '96

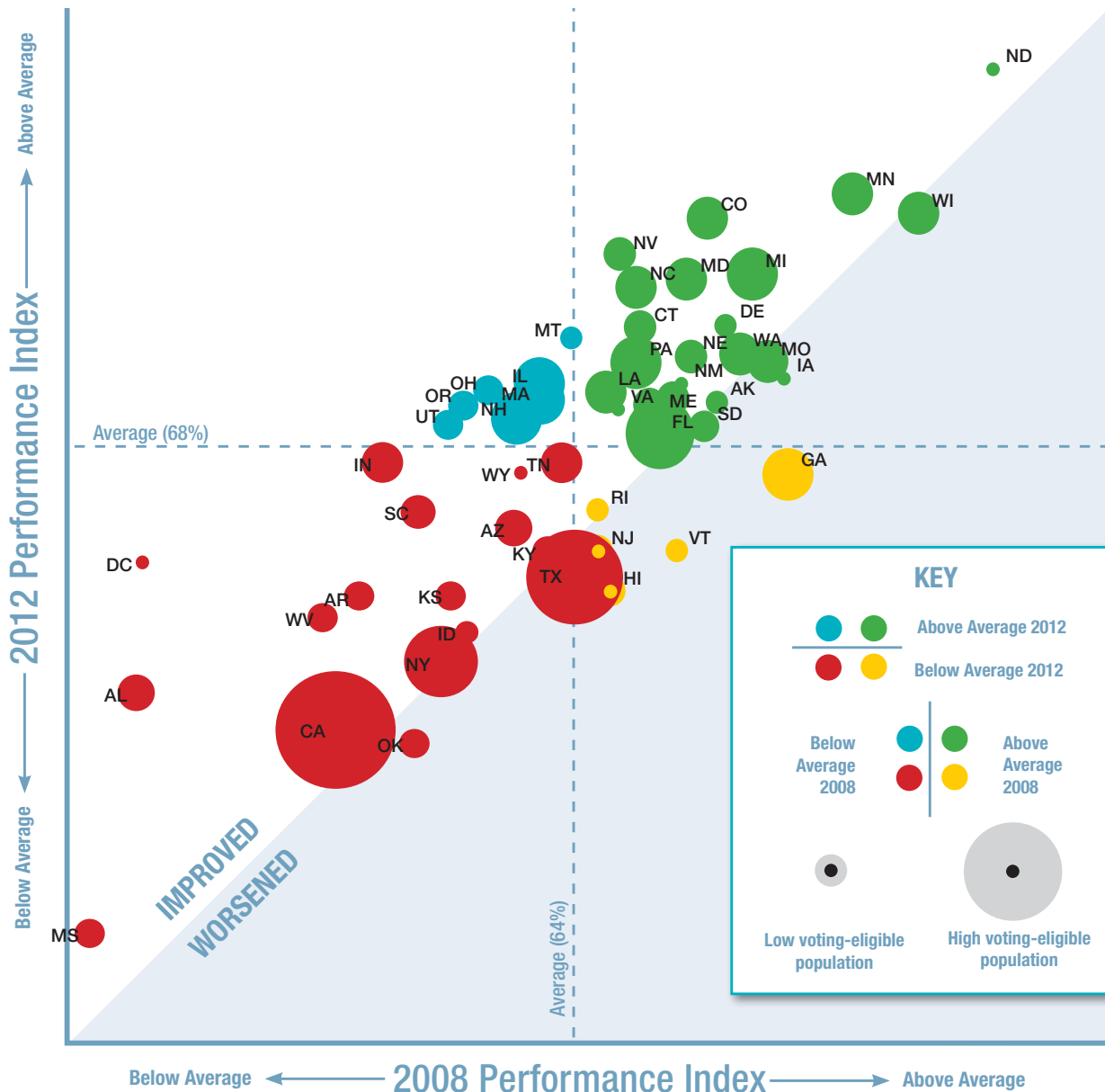
After President Obama was re-elected in 2012, he thanked Americans who voted, including those who stood in long lines at polling places, waiting for hours to cast their ballots. "By the way, we have to fix that," he said.

Obama made good on that unscripted remark by establishing a presidential commission charged with studying ways to improve elections. UW-Madison Professor Barry Burden was one of the political scientists named to serve as a researcher for the group, which earlier this year released recommendations on how to shorten waiting times, accommodate voters who don't speak English, and staff polling places.

Since the 2000 election landed at the U.S. Supreme Court due to voting problems in Florida, states have been experimenting with

and reforming the voting process. Burden says change has come in waves, from buying new machines to expanding early voting. In recent years, however, some states (including Wisconsin) have imposed restrictions on early voting and are fighting in court to require a photo ID to cast a ballot.

In a new book, *The Measure of American Elections*, Burden and his colleague Charles Stewart III, a professor at MIT, make the case for moving beyond voter anecdotes and media reports to find a more accurate answer to the question: just how good are American elections? They contend that we need a scientific, data-driven approach to studying how elections are administered — just as we analyze criminal justice, education, public health, transportation, and other government functions. And more transparency can only make the system stronger,



HOW GOOD IS YOUR ELECTION? This Pew Elections Performance Index is based on 17 measurable indicators, including wait time at polling locations, number of rejected voter registrations, voter turnout, and accuracy of voting technology. UW political science professor Barry Burden was a member of the study group that created the index.

COURTESY OF PEW CHARITABLE TRUSTS

Burden writes, noting, “People are more likely to participate if they are confident in the system and find it relatively easy to take part.”

So what *do* we know about voting in America?

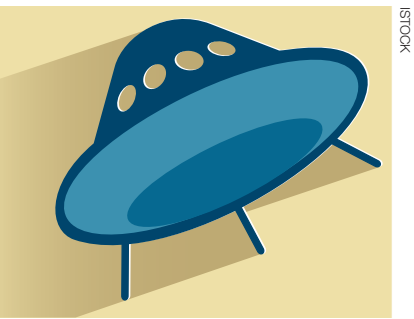
When it comes to voting, no state is the same.

The voting system in the United States is a patchwork of different registration and voting practices. In Oregon and Washington, for example, residents cast all ballots by mail. Some Eastern states, including Pennsylvania, do not

have early voting, and people must vote at polling places unless they have an official excuse, such as a medical problem or military service. In Arizona and California, some polling places are in private homes. “If a person doesn’t move around from state to state, they don’t realize just how much change there is from one place to another. Voters get treated differently depending on where they live,” Burden says.

The federal government does not have a national voter registry.

When a voter changes his or her mailing address, voting registration doesn’t also get updated — although many voters think it does.



The number of Americans who say they have been abducted by space aliens — 2.5 percent — is about the same as those who admit to committing voter fraud, UW political science professors Ken Mayer and John Ahlquist found in a voting study they conducted in 2013. In summarizing their findings, the two wrote, “Those concerned with the security of the American electoral system would do better to focus the attention and resources of our legislatures and voting administrators on issues of equal access, secure and verifiable voting technology, transparent ballot design, and timely and consistent data reporting.”

“The idea of national registration is one of those areas where the public is often misinformed,” Burden says. “You can imagine people no longer being registered because they think, ‘Oh, it’s been updated. I told the postal service. They’ll tell the voting people.’ Doesn’t happen.” Burden is part of a research project that includes a small group of states that are sharing voter registration files in an effort to find duplicate registrations and cancel old ones. In the absence of a national list, Election Day registration, which exists in ten states and the District of Columbia, could keep voter rolls clean and up to date. “You just fix that problem on the spot,” Burden says.

Many voting machines are nearing retirement.

Punch cards with hanging chads and butterfly ballots became extinct after the 2000 election, but they shed light on outdated and ineffective voting procedures. “We purged all those crummy old machines,” Burden says. But although Congress designated money that states used to buy new machines a decade ago, many of them now need replacing, and many of the companies that sold them have gone out of business. And voting machines are not at the top of the list of budget priorities in any jurisdiction. “It’s sort of a perfect storm,” Burden says. As an additional complication, the federal agency charged with establishing standards for voting machines, the Election Assistance Commission, doesn’t have any commissioners and therefore can’t set policies. The president and the Senate have been unable to reach an agreement on those appointments.

Absentee ballots are counted. No matter what.

A popular myth about absentee ballots is that they are set aside as they arrive via mail and are not counted unless an election is closely contested. Not true, Burden says: “Every vote

is counted — every vote that *can* be counted, where a voter has clearly made a mark that can be read.”

You can bank on your smartphone, but don’t expect to vote on it.

Internet voting ignites a hot debate. Supporters argue that people should be able to skip a trip to a polling place and vote on a smartphone, but opponents say the risk is too great. Burden points out that “banks have built into their systems a tolerance for fraud,” adding, “Those of us who don’t commit fraud get charged higher fees to help them pay.” With voting, however, the consequences of fraud are different: the election is wrong and irreversible. The vulnerabilities of Internet voting were put on display in 2010, when researchers from the University of Michigan hacked into Washington, D.C.’s online voting system during a test and had the website play the school’s fight song. After that, city officials called off plans for online voting.

Registration does not equal turnout.

Although about 80 percent of eligible voters are registered in most states, voter turnout varies wildly on Election Day. Minnesota could claim the highest turnout at 75.7 percent in 2012, while Hawaii had the lowest at 44 percent. That disparity, Burden says, can’t be chalked up solely to electoral battlegrounds (although Wisconsin did have the second-highest turnout at 72.5 percent). Some states, such as Mississippi, have a consistently low turnout in part because they do a poor job of running elections. But demographics, which election officials can’t control, play a huge role in turnout. “If you have a state with higher incomes and higher levels of education, you’re going to have more voters, because those are the things that correlate with voting,” he says. Mississippi, for one, has lower rates of education, income, and health — all indicators that correlate with low civic engagement.

VOTING IN AMERICA: 1971

For a time during the country's involvement in the Vietnam War, 18- to 20-year-olds could be drafted into military service, yet weren't allowed to vote. In July 1971, President Richard Nixon certified the 26th Amendment, which lowered the voting age from 21 to 18 for all elections.



The reason we vote on Tuesday no longer exists.

Early in our history, the United States was a rural, agricultural society. Holding an election was out of the question until after the end of the harvest, which pushed voting into the fall months, Burden says. The date varied across states until a uniform date (the first Tuesday in November) was established for national elections in 1845. But why

Tuesday? "We were a church-going people then, so Sunday was not an option," he says. Factoring in travel time by horse and buggy, Tuesday was the earliest people could get to the county seat to cast a ballot. Today, a national organization called Why Tuesday is pushing legislation to move Election Day to the weekend, but Burden says that shift is unlikely. "It's not clear voters would use it," he says.

The U.S. voter turnout in 2012 was ranked **seventy-fourth**, compared with other countries, placing it in the lower half of 112 countries with presidential elections in recent years — right between the Democratic Republic of Congo and Romania.

Source: *The Measure of American Elections*

In 2012, **13 percent** of Americans waited in line for more than half an hour to vote.

Source: *The Measure of American Elections*

In 2012, **63 percent** of U.S. voters were "very confident" their votes were counted as cast, although responses ranged from 80 percent in Vermont to 54 percent in Washington.

Source: *2012 Survey of the Performance of American Elections*

More than **twenty countries** around the world have laws requiring citizens to vote.

Source: cia.gov



ISTOCK



VOTING IN AMERICA: 2000

Americans learned all about hanging chads during the 2000 presidential election when ballots cast for candidates Al Gore and George W. Bush in Florida led to a recount. A U.S. Supreme Court ruling on December 12, 2000, found the recount to be unconstitutional, and Bush became the next president.

Social Potential

Can spending time online translate into citizen action?

BY JENNY PRICE '96

Social media is part of the fabric of daily life for millions of people around the world, especially those who came of age in the decade since the advent of Facebook, Twitter, and other popular online platforms for sharing photos, news articles, and opinions.

Campaigns, candidates, and causes have staked out real estate in these virtual spaces, but activities such as following candidates on Twitter or signing online petitions have earned a derisive term: *slacktivism*. The word, derived from *slacker*, means doing something online in support of a political or social cause rather than participating in person, which requires more time or involvement.

But up until now, researchers have not looked into whether social media's influence on political participation is merely hype or if it holds the promise of something more, especially among people under the age of thirty.

"This is a fundamental time at which they are forming habits of citizenship," says Michael Xenos, a UW communication arts professor who is studying social media's role in that process and whether it can transform a generation of young users into engaged and active citizens.

Xenos has spent his career examining the effects the web has on politics and how satirical programs such as *The Daily Show* affect what young people learn about politics and current events. Now he is collaborating with colleagues in Australia and Great Britain on a survey of more than 3,600 people between the ages of sixteen and twenty-nine in those countries and in the United States.

Xenos and his colleagues are still in the early stages of analyzing the results, but he says that so far, one thing is clear: "Social media is strongly associated with getting involved."

The survey measured involvement by asking participants questions about their civic

or political engagement. Do they try to influence how others vote? Do they donate money and get involved in political campaigns? Do they raise money for charity? Do they boycott certain products or services for ethical, moral, or political reasons?

The survey also measured how much time young people spend on different social media platforms and gauged their attitudes about citizenship and their political experiences growing up, including whether they discussed politics in school and at the dinner table.

Unlike many other studies, which tend to focus solely on political use of social media and its effect on participation, Xenos and his colleagues looked at time spent with social media overall, which includes looking at photos of your college friend's vacation or your nephew's first day of school. The reason? Even social media users who are not interested in politics need only be connected to a handful of interested and engaged people to be regularly exposed to political issues and information, especially during election years, when there is more activity online.

This mode of engagement fits what Xenos found in a related study in which he and his colleagues conducted focus groups with college students involved in organizations ranging from Habitat for Humanity to Humans vs. Zombies to College Republicans. "More and more young people see politics in a networked way," Xenos says, adding that they are less dependent on institutions and traditional groups.

More than academic inquiry is at stake here: there is the potential to unearth how social media could not only mobilize people, but also broaden political participation, especially among groups in which large numbers of people don't get involved at all.

Socioeconomic status and political participation are strongly linked: young people whose parents went to college and who grew up in

"To me, democracy

means the people decide, and I like that because unlike a monarchy, the leader of our country is not passed down by a family who gets to choose who would be the best for our country."

A fourteen-year-old white male

families that discussed politics at the dinner table are more likely to participate in politics. But because social media use by young people is uniformly strong across social and economic groups, Xenos sees an opportunity and some reasons for hope. More young people might get involved in the democratic process, he says, if parents and teachers help them to view social media as a venue for engaging with social and political issues.

“We might see a weakening of the traditional class-and-political-participation relationship over time,” he says.

So far, there is no evidence that social media alleviates inequalities in political participation, but a look back suggests Xenos is on to something. In 2001, long before Mark Zuckerberg launched Facebook as a college student at Harvard, an academic paper titled “Social Implications of the Internet” observed that scientific literature about politics online had progressed through three stages: unjustifiable euphoria, abrupt and equally unjustifiable skepticism, and “gradual realization that web-based human interaction really does have unique and politically significant properties.”

The Reach of Facebook

A powerful social platform is engaging citizens in the political process.

BY PRESTON SCHMITT '14

When *On Wisconsin* last caught up with Katie Harbath '03 [“E-lectorate,” Winter 2007], she was navigating the burgeoning realms of social media and digital strategy as the deputy e-campaign director for Republican Rudy Giuliani’s 2008 presidential campaign. She also had no idea what the future had in store for her.

“I don’t know what my next job will be because I don’t think it exists yet,” she said then. Indeed, her current position — as Facebook’s global politics and government outreach manager — didn’t exist until she created it in May 2013.

Following the Giuliani campaign, Harbath developed digital strategy for a public affairs firm in Washington, D.C., and worked as the chief digital strategist for the National Republican Senatorial Committee during the 2010 election cycle. Shortly afterward, Facebook approached her to become a manager for policy, through which she consulted with top Republican candidates — and ultimately, Mitt Romney — for the 2012 presidential cycle, advising them on how to utilize Facebook most effectively for their respective campaigns. Harbath then sought

to globalize her outreach; she now consults with political figures from Australia to Brazil and from India to Canada.

On Wisconsin asked her to elaborate on the converging worlds of social media and politics.

Which global elections do you focus on?

They’re mostly [countries] that have either presidential or prime minister [elections], where the head of state is just getting elected. They’re the main ones we’re focusing on, but we’re trying to do things to help everyone in between, as well. We’re looking at what conversations are happening on Facebook around the election, which issues people are talking about the most, and which candidates they are talking about the most. For the last three elections in the U.S., we were showing Facebook users a message at the top of their newsfeed letting them know it was Election Day. Now, we started doing the same thing in India to remind them it’s Election Day and get them out to vote.



ISTOCK



VOTING IN AMERICA: 2002

The Help America Vote Act, a federal law enacted in 2002, set minimum requirements for voting registration, but some states have stricter laws. On April 29, 2014, a federal judge found Wisconsin's voter ID law to be unconstitutional, although that ruling has been appealed.

HISTORICAL VOTING IMAGES: ASSOCIATED PRESS (PAGE 26), NATIONAL CONSTITUTION CENTER (PAGE 29), THE LIFE PICTURE COLLECTION/GETTY IMAGES (PAGE 30), NATIONAL ARCHIVES AND RECORD ADMINISTRATION (PAGE 33), AP PHOTO/LAURA RAUCH (PAGE 34), AP PHOTO/MARC LEVY (PAGE 36)

“To me, democracy is freedom, with the exception of laws to protect others. I don't think our so-called 'democracy' is going to survive much longer by the way things are going.”

A sixteen-year-old white student

Source: *Teenage Citizens: The Political Theories of the Young* by Constance Flanagan, a UW professor in the Department of Interdisciplinary Studies at the School of Human Ecology

Have you seen an uptick in voting rates and participation since Facebook started these efforts?

We absolutely have in the U.S. We did a study with *Nature*, working with researchers at the University of California, after the 2010 election. More people went to the polls because they saw that their friends shared [on Facebook] that they had voted. Researchers found that it did increase turnout.

Is social media strategy still evolving?

It is. I think the biggest change for campaigns is how quickly everything is going to mobile. We have more people who use Facebook on a mobile device every day than they use a desktop. So you have to make sure the types of content you're putting up and the links where you're driving people to websites are all a lot more mobile friendly.

In 2009, *Campaigns and Elections* named you a rising star of campaigning. At the time, you told them, “Campaigns have to learn to be more conversational.”

What did you mean by that?

Facebook isn't a platform where you can really just be posting things one way and not be engaging with fans and voters. The campaigns that are more successful are doing things like

Facebook Q&As, where they allow their fans to ask them questions and they're answering them right on their page. They're having that conversation back and forth — they're not just treating Facebook as a medium to push information out. I think politicians are a lot more comfortable now having these conversations online.

Is using Facebook a necessity now rather than a boost for campaigns?

I think so. We're no longer at a point where we're trying to convince people to be on Facebook. Now we're to a point where we're just trying to work with them to think through the types of content to [use] and creative ways to engage with fans. I would say the 2010 cycle is where it really started to shift. I think it just kept building on in 2012.

What are the primary benefits of using social media during campaigns?

Initially, it's really about reaching out to fans and building up your name identification — getting that conversation going. Then it kind of moves into education — telling them where you stand on issues. Then it goes to the activation [stage] of getting volunteers, getting people to donate, and building up your email list. In the final phase, it's really using it to help get people out to vote, and getting them out to vote for you.

Practical Magic

Fans of Harry Potter and other pop-culture touchstones transform into activists.

BY JENNY PRICE '96

As the public's faith in government and traditional political institutions crumbles, younger generations are taking cues from fictional wizards and TV vampires to support the issues or causes they believe in.

This phenomenon caught the attention of Ashley Hinck, a PhD candidate in communication arts at UW-Madison. Her master's thesis focused on the Harry Potter Alliance, a nonprofit organization with eighty-five chapters around the world that uses parallels from the popular books by J.K. Rowling for activism in the real world.

Since 2005, the alliance has organized more than twenty-five social-justice campaigns on issues such as same-sex marriage, independent media, fair trade, and ending genocide.

Hinck first became aware of the group when her best friend from high school, who was a “super fan,” dragged her along to a Harry Potter convention. At the time, she was an undergraduate studying communication, focusing on persuasion and social movements — yet she didn’t see the work of the Harry Potter Alliance reflected in what she was learning.

“I thought, ‘Why is no one talking about this?’” she says.

Members of the alliance engage in typical democratic activities: voting, signing petitions, and contacting their representatives. But they’re taking these steps because of themes and lessons they find in Harry Potter books, not because of a political party or a traditional interest group.

The alliance pushed Congress to take action on Darfur. “When the genocide wasn’t really being talked about, they pushed that a little bit further, and then it became a little more mainstream,” Hinck says. Members also worked on marriage-equality campaigns in Maine, Massachusetts, and Rhode Island. As soon as the Harry Potter Alliance joined forces with Mass Equality, a nonprofit that supports same-sex marriage, the number of phone calls they made in one day grew by 1,200 percent, she says.

But activism is happening among fans beyond those who love Quidditch and Dumbledore.

“I have more case studies than I know what to do with,” Hinck says. She studies a range of “fandoms,” from underground and niche to more mainstream. Followers of a YouTube channel called VlogBrothers branded themselves “Nerdfighters” and have loaned nearly \$3 million to people in developing countries through the website Kiva.org. And young fans of the TV show *The Vampire Diaries* are taking part in environmental activism through a charity established by one of the show’s stars, Ian Somerhalder.

“I wanted to make sure that this wasn’t just about ‘nerd culture,’ that this is fandom really across the board, that fandom itself has huge potential,” Hinck says.

One prime example: Nebraska head football coach Tom Osborne, who motivated Cornhusker fans to support mentoring by donating money and volunteering to mentor youth in local schools.

Hinck’s research belies any perception that fans of pop culture are losers who don’t do anything. “I’m working against the idea that super fans are weird, crazy loners. For these fans, it is very serious, and it has really important implications for who they are as political subjects, as citizens. I think that’s the really exciting part,” she says.

Fandom has shifted during the past twenty years, becoming more mainstream and accepted, as the Internet and social media have made it easier than ever for fans to connect with one another and organize.

Last year, the Harry Potter Alliance launched a campaign, Odds in our Favor, that was tied to the release of the second movie based on the *Hunger Games* book series. The campaign was aimed at making sure that economic inequality — the core of the trilogy’s story — wasn’t lost in the glossy marketing campaign for the film *Catching Fire*, which had product tie-ins for consumer items, such as a line of Cover Girl cosmetics. Fans posted photos of themselves on social media doing the movie’s three-finger salute in response to ads and posts about the movie.

While that might seem trivial, Hinck says such activities are powerful for fans.

“Their identity is really at stake in these media places. So as soon as you say, ‘I stand for economic equality ... I think this should change,’ I think that’s really significant in a young person’s life. I don’t think we should downplay what it means to change your Facebook avatar,” she says. “If you think about the courage it takes to say, ‘This is my stake. This is my position on a political issue,’ then it becomes meaningful.” ■

Jenny Price '96 declared political science as her major after taking one class on American government at UW-Madison.



“I’m working against the idea that super fans are weird, crazy loners. For these fans, it is very serious, and it has really important implications for who they are as political subjects, as citizens. I think that’s the really exciting part.”



JEFF MILLER

fulsome prison blues

Alice Goffman spent six years living in a poor Philadelphia neighborhood among young black men who were dodging the law. The experience cemented her doctorate, formed the basis for a book, and has made her a prominent voice in the discussion of **incarceration in America**.

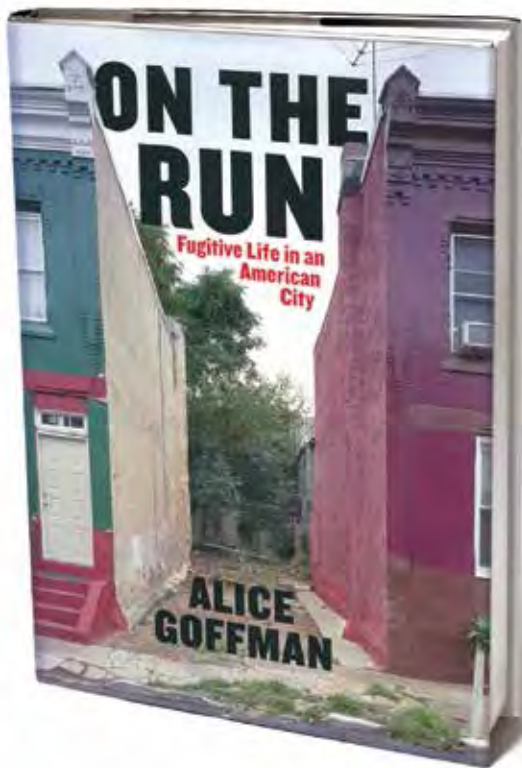
Now entering her third year on the UW's sociology faculty, Alice Goffman is a sudden — and surprised — celebrity. When she was an undergrad at the University of Pennsylvania, she began a senior thesis project: an ethnographic study of young black men in a neighborhood she called “Sixth Street,” a poor area in Philadelphia where a majority of teenage and twenty-something males were either incarcerated, on probation or parole, or facing an outstanding warrant. That project grew into the basis for her doctoral dissertation and then into a book, *On the Run*, published by the University of Chicago Press this year.

A close examination of a small group of families and friends, *On the Run* sheds light on the effects of America's war on drugs and war on crime. Currently, one of every 107 adult Americans is in jail or prison — some 2.2 million people. Another 4.8 million are on probation or parole. This rate of incarceration has hit African-Americans especially hard, and about 60 percent of black men who don't finish high school will spend time in prison before they reach their mid-thirties.

Goffman's book has established her as a leading voice on the issue of police and corrections policy. It's led to speaking tours and the opportunity to write editorials for the *New York Times*. It will be published in paperback this coming spring.

Here, Goffman shares her thoughts on crime, justice, and life as an urban ethnographer.

John Allen



Why *On the Run* Matters

The urban ethnography I was reading as an undergrad, as a grad student — in those accounts, the police were a non-presence. They were corrupt, and they were racist, and they were not great, but there were only a couple of them, and they had a very *laissez-faire* attitude toward people of color. That's a totally different world from what I saw in Philadelphia.

By the 2000s, you get the neighborhood that I was in. Police cameras had been placed on the major streets. I saw the police stop people, make arrests, run through houses, pressure girlfriends and others to provide information, question people in the street, stop and search people, run people's names for warrants — almost every day, with a few exceptions, in the first couple of years of fieldwork. We need to know what was happening in poor communities of color in the wake of the massive intervention of the criminal justice apparatus into everyday life.

On Celebrity

I've been surprised by the level of interest from people outside of sociology, and I think it's a reflection of the times and this little moment where people are angry about inequality in general.

I was always really clear [with the people of Sixth Street] that the book would not be a commercial success and that only sociologists would read it. It would be completely impenetrable to everybody else — an academic book. Probably no one would even buy the book. I didn't even think sociologists would read it, because I've been talking about the project for so

long, I assumed everybody knew about this material already and wouldn't need to buy the book. I'm kind of in shock at the level of interest. So there's been this learning curve of trying to figure out how to talk about the book to people outside the field.

I've learned that with reporters, there's no backstage. I'm being incredibly cautious. I've now seen a number of articles come out where I'm just like, "Oh, God, that was just something I said, not to be in the article."

On Writing

[The quality of the narrative] was partly due to Reggie [one of her subjects] telling me that I was making his life boring. He would read sections of the book and say, "My life is really interesting, Alice. How can you make it so boring on the page? You really have a talent for making things boring." And I'd say, "Oh, it's an academic book. We use all these terms and big words." But he was right. He was totally right. I remember doing a lot of editing based on that comment: "Please don't make my life so boring."

On Anonymity

It's so funny, all these concerns you have when you're an author writing about people who are living on the wrong side of the law. Your first concern is, "Please let no further arrests or days in prison come down on the people that are in this book because I have written it." That's your first concern. Could it be used against them in a court of law? So I've destroyed the field notes. I'd written over a thousand pages. It's not like I was going to write another book about this, right?

A secondary concern is that people go on and have lives that are very different from the ones they lead in their twenties. Any one of us, if there was a book about what we did in our twenties, we would be totally embarrassed by the things that we say and do. Mike [one of her subjects] is now working at a warehouse, a totally legal job, and does not want to be associated with this world at all. He remembers his twenties as this fateful and crazy time. But he's at a very different place in his life now.

On Reactions from the General Public

One question [people ask is], "But these guys are breaking the law — they're all breaking the law. Don't they deserve what they get?" We tend to think about justice in a very narrow way. We think about *innocence* versus *guilt*. We think about *victims* versus *perpetrators*. I think we need to think more broadly about justice. [For example,] justice in access to legal jobs: in a community where young men try twenty, fifty, a hundred times

to get a low-level part-time job and get denied — and then who work in the drug trade rather than live off their female relatives, who are also poor — what does *guilt* mean?

On Racial Disparity

The guys I went to college with — white men, many of them from very upper-middle-class backgrounds — they were doing tons of drugs in their frat parties. And there's rape on college campuses, as we're hearing more and more lately. There's drunk driving. There are fights. But none of those guys were charged with aggravated assault or rape or possession of narcotics or

I really feel like, just in the past few years, we've really seen big changes in the way people are thinking about incarceration and policing. And we've seen modest decreases in incarceration across the country for the past four years — very small, and not in every state, but after forty years of growth, it's very encouraging.

selling narcotics or drunk driving. They didn't emerge from college with felony convictions. And they're just a few blocks away from the people I was writing about in Philadelphia. There are people I know at this university who are using drugs. I think it would be very unlikely that they would be arrested.

Black and White

I'm very grateful to be part of the conversation [about racial disparity]. I'm also cognizant that — Michelle Alexander [author of *The New Jim Crow*] and her work notwithstanding — many scholars of color have been writing about these issues for a long time and have not gotten the same level of recognition that a white woman gets, talking about the same things. So I have an ambivalence about that.

About Wisconsin

Wisconsin is this hallowed place to do sociology. Wisconsin's the top department in the country. I'm shocked that they hired me. I still don't feel good enough. Every day I walk through the halls, and I can't believe that I'm here. It's just a great place to be a young sociologist. [The department is] extremely nurturing and serious, and the training here for graduate students is very serious. The reason I knew this was a really great place was Mitch Duneier, my adviser [in graduate school at Princeton] — he had been an assistant professor here. And he had always said that this is the best place to be an assistant professor in the discipline. And Devah Pager [PhD'02] was a grad student there, and she also said this was the best place to be. It was really on the strength of their advice that I came.

A Sad Day

There are a couple of people who are not in [the book] because they died. They died too early in the writing, so they never got included as core characters. At a funeral [in Sixth Street], the only pictures you have to put in a program are the pictures you took at the last funeral. You know, you need pictures of a person's life to put in a funeral program — pictures of the person who died. And where do those pictures come from? They come from pictures of that person from other funerals. The day that I realized that was a sad day.

Optimism

It's been exciting to be in this moment of reform. I really feel like, just in the past few years, we've really seen big changes in the way people are thinking about incarceration and policing. And we've seen modest decreases in incarceration across the country for the past four years — very small, and not in every state, but after forty years of growth, it's very encouraging.

There's been some really interesting movement from criminal justice professionals, from the Department of Justice, from states, from police chiefs and corrections officers across the country that are really interested in reform and who think there are too many people in prison — it's too costly.

I don't want to be too optimistic, but I *am* optimistic compared to where we were two years ago, when we thought there was never going to be any political movement here. ■

Interview conducted, edited, and condensed by John Allen, senior editor of On Wisconsin.



The Kick that Captivated a Country

With one historic play,
Badger football legend Pat O'Dea put
Midwestern college teams on a footing
with their Ivy League peers.

Pat O'Dea, who played football at Wisconsin between 1896 and 1899, was the most celebrated gridiron hero the university had ever known. In his book *The Opening Kickoff*, Dave Revsine, the lead studio host at the Big Ten Network, has used the story of O'Dea to take a look at the early history of college football. The life of O'Dea, who was called the "Kangaroo Kicker," took some secretive turns after college that involved an indictment for embezzlement, an undercover job, and a new identity, and Revsine spent many hours in the UW-Madison Archives, poring over old issues of the *Daily Cardinal* and other sources to set the record straight. *The Opening Kickoff*, which is excerpted here, was released in July by Lyons Press.

The ball flew more than half the length of the field on an awe-inspiring arc, seemingly on a collision course with the grandstand behind the north goalpost. It sailed squarely between the posts and over a fence that lined the field, landing easily ten yards beyond the goal line, just in front of the stands.

The bespectacled man stared out at the adoring throng — five thousand fans braving the chilly Midwestern November night, all there to see him. An enormous bonfire raged in front of him, its flames leaping four stories into the air. All around him, people craned their necks just to catch a glimpse of his creased face, of his graying hair, of his fedora hat. He was, after all, a legend. For decades, young boys growing up in Wisconsin had known the name of this Australian immigrant before they knew the president's. Yet, they had never expected to get this chance — the chance to lay eyes on the greatest hero their state had ever known. There was a simple reason for that. They had thought he was dead.

But Pat O'Dea was very much alive. He was sixty-two years old, carrying the same 170 pounds on his six-foot-one-and-one-half-inch frame that he had thirty-five years earlier, in the late 1890s, when crowds like this one had last cheered him — a football player described as “the closest thing to a Paul Bunyan that the game has produced.”

That had all been so long ago, though, before he'd made a mess of his life. Before the disintegrated marriage. Before his failure first as a coach and then as a businessman. Before the indictment. Before he ran away from it all, changing his name and slinking off in shame. Somewhere he had a daughter whom he had never met. Did she know of his fame? Perhaps she was out there now, among the adoring masses.

The last time O'Dea had set foot in this town, in his beloved Madison, he had taken the cheers for granted — seen them as a birthright. But it had been ages since he'd been in the spotlight. And now, the player who Walter Camp, the father of the modern game, once said “put the foot in football as no man ever has or as no man probably ever will again,” was back in front of the reverent masses.



Pat O'Dea, right, prepares to kick a football held by fellow gridiron great Red Grange at Camp Randall stadium before the 1957 Homecoming game against Illinois.

O'Dea's eyes began to moisten as the memories flooded back to him.

And then he spoke. His words were not profound. He had told himself he wouldn't reveal much. The fans knew his legend. But they did not know his secrets. Besides, when it came to O'Dea's life, it was hard to separate the myth from the reality. His silence on the most important matters simply added more mystique to an already fantastic story.

“They told me the Wisconsin spirit had changed,” he said into the microphone from his perch on the balcony outside the old library building. “But I want to tell you

that you have the same Wisconsin spirit we knew and loved years ago.”

And then, as he had so many times before, O'Dea heard the cheers.

Wisconsin's Pat O'Dea stood alone, twelve yards behind his center, Roy Chamberlain, and sixty yards away from the goal post. It was a seemingly ordinary moment very early in a seemingly ordinary football game — Thanksgiving Day, 1898. O'Dea's Badgers were at Sheppard Field in Evanston, Illinois, taking on Northwestern.

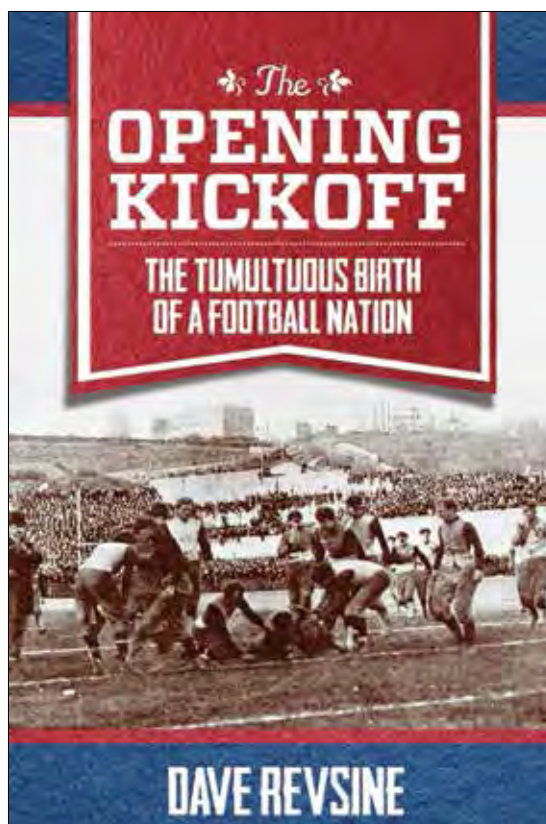
The Wisconsin captain called out the signals. “Nine, ten,” the Australian yelled. “Nine, ten.” His teammates looked at him incredulously. Unbeknownst to the Northwestern players and the three thousand or so fans looking on, Pat O’Dea was attempting to make history.

A speech from coach Phil King, less than an hour earlier, had brought O’Dea to this moment. King was in his third year leading the Badgers. His initial seasons had been remarkable successes, as Wisconsin had captured the first two championships of the newly formed Western Conference, the precursor of the modern-day Big Ten.

In O’Dea, Wisconsin boasted one of the Midwest’s first true superstars. The lanky twenty-six-year-old didn’t necessarily look the part of a rugged football player. He was strikingly handsome. His pleasant and expressive face was topped by a generous helping of seemingly never-ruffled light brown hair. It was O’Dea’s legs that really stood out, though, described by one contemporary as “abnormally long and wonderfully developed.”

Those legs were his weapon of choice. In a short period of time, they had earned him remarkable fame. He drew headlines everywhere he went — the most celebrated kicker in the country at a time when, due to the nature of the rules, the kicker could literally take over the game. With O’Dea booting and the Badgers winning, Wisconsin games were always a big deal. Always, that is, until this one.

The Badgers were coming off a devastating defeat, having fallen 6–0 twelve days before to the University of Chicago Maroons, their most bitter rival. As a result, the Maroons had stolen the headlines during the course of the week as Thanksgiving Day had drawn nearer. They were scheduled to host Michigan



In his book, Dave Revsine makes the case that college football dealt with the same issues in Pat O’Dea’s era as it does now, differing mainly in scope.

at Marshall Field on their Hyde Park campus at exactly the same time the Badgers and Purple were squaring off in Evanston. Since neither team had lost to another Western Conference foe all season, the Michigan-Chicago game was now the battle for the championship. The contest between the Badgers and a middling Northwestern team was, in many ways, meaningless.

As he had stood before the team in the cramped dressing room wedged under the grandstand at Sheppard Field, King couldn’t help but notice the ambivalence. Sensing his players needed some inspiration, King delivered a short, unconventional speech. “Gentlemen,” he told them, “score in the first two minutes, and tonight, we’ll celebrate with all the champagne you can drink.”

The cheer that went up from the players was quickly replaced by mild panic. Two minutes? As powerful as the Badgers were, two minutes wasn’t a whole lot of

time — particularly in an era when the forward pass was still illegal and results like that 6–0 final against Chicago were commonplace. Still, the team charged onto the field with a newfound sense of purpose.

O’Dea went through his warm-ups, which in and of themselves were worth the price of admission. He boomed jaw-dropping punts and converted remarkable dropkicks, routinely splitting the uprights from distances others could only dream of. In a time when field goals were worth five points — one more than touchdowns — and teams often punted on first down, kicker was the single most glamorous position on the field, and the handsome, exotic, and talented O’Dea was redefining the position. He was the best kicker in the West, and fans in that part of the country believed he was superior to any player in football.

Of course, they couldn’t say for sure. Games between Eastern and Western teams were virtually unheard of, so most of them had never seen the players from traditional powerhouses such as Yale, Harvard, and Princeton — the schools that had invented the game about thirty years earlier. Those colleges were the gold standard. The West was an afterthought.

A total of 187 players had been named “All-Americans” since the first selections were made back in 1889. All 187 had been from the East.

Wisconsin won the coin toss, so the Purple kicked off to O’Dea, who caught the ball at his own 10-yard line and ran it back to the 20. Then, in an effort to improve their field position, O’Dea and the Badgers chose to punt the ball right back to Northwestern, hoping to pin their opponents deep in their own territory.

O’Dea’s kicking style was an unusual one. When he made contact with the ball, he did so with both feet off of the ground

— appearing almost to jump at the pigskin. He did this on both punts and dropkicks, a now-obsolete form of kicking in which a player would bounce the ball off the grass and kick it on its way back up. Though placekicks played a minor role in the game, dropkicks were the typical way to convert a goal.

O’Dea unleashed a phenomenal punt, one that spun high in the air before landing 50 yards down the 110-yard field, at Northwestern’s 35-yard line. The home team kicked it right back, but the punt was a poor one, giving the Badgers the ball near midfield. In light of the improved field position, Wisconsin chose to hang on to the ball and try to move it toward the Purple goal, hoping to gain the requisite five yards in three downs.

The Badgers tried two halfback runs, neither of which netted any yardage. The game was nearly two minutes old. O’Dea dropped a dozen yards behind the line and barked out the shocking “nine, ten” signal.

“Slam” Anderson didn’t believe what he had heard. As one of the two ends for the Badgers, his duties changed significantly depending on O’Dea’s signal call. On a punt, Anderson’s job was to race down the field as fast as he could in an effort to tackle the opponent’s return man. On a dropkick, Anderson would stay in, blocking the opponent’s rusher in order to give O’Dea time to get his boot off. Yes, he knew that O’Dea had called out a signal for a dropkick — but he also knew that it was a preposterous notion. The Aussie was sixty yards from the goal. No one in the history of the game had ever converted a dropkick from farther than fifty-five yards out.

Convinced that O’Dea had simply misspoken, Anderson sprinted down the gridiron at the snap. That decision nearly doomed the play to failure. When the



The 1934 Homecoming program commemorated O’Dea’s appearance at the celebration — his first visit back to campus in 35 years.

Aussie caught the ball, he almost immediately had a Northwestern rusher in his face, in prime position to block the kick. It was the man Anderson had neglected to block. O’Dea avoided him with a quick sidestep move, let the ball bounce, and simultaneous with it hitting the ground made perfect contact with his right foot, resulting in a mighty dropkick.

The ball flew more than half the length of the field on an awe-inspiring arc, seemingly on a collision course with the grandstand behind the north goalpost. It sailed squarely between the posts and over a fence that lined the field, landing easily ten yards beyond the goal line, just in front of the stands. O’Dea had booted it at least 210 feet. In a game where lengthy kicks were celebrated the way long runs or passes are today, this was the single most remarkable football play anyone in attendance had ever witnessed.

The initial reaction was one of stunned silence. That bewilderment soon turned to an orgy of sound. Wisconsin fans hugged one another and threw their hats into the

air. The game umpire, Everts Wrenn, himself somewhat astonished, signaled a goal. The only person in Evanston who didn’t seem fazed by the achievement was O’Dea himself, who, perhaps eager to get on with the now-assured champagne feast, called on his team to assemble at midfield for the ensuing kickoff.

The early 5–0 lead quickly ballooned as the Badgers went on to win 47–0. O’Dea’s record-breaking kick was the story. The *Milwaukee Sentinel* led its entire paper with a bold front-page headline in the left-most column blaring: O’DEA KICKS A 60-YARD GOAL. Just to the right was the story deemed the second most important of the day, announcing that the Spanish cabinet had authorized the signing of the peace treaty that would end the Spanish-American War.

The *Chicago Tribune* described O’Dea’s performance as “miraculous,” continuing: “Everyone figured O’Dea would work havoc with the chances of the home team, but that he would do such phenomenal punting and dropkicking as that which electrified the crowd was beyond the wildest dreams of his most ardent supporters.” The *Duluth News Tribune* put it more succinctly, saying simply, “Pat O’Dea is king.”

Though there was certainly plenty of newspaper ink spilled regarding Michigan’s 12–11 win over Stagg’s Maroons, O’Dea’s kick made headlines nationwide and gained the attention of the Eastern establishment. At the end of the 1898 season, the Aussie was one of the first Westerners ever named to the All-American team. The legend of “The Kangaroo Kicker” was born. ■

From the book The Opening Kickoff by Dave Revsine.

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ISTOCK PHOTOILLUSTRATION EARL MADDEN

Behind the Screens

What did it take to launch a massive open online course?
An energetic professor, technical expertise, and hours
upon hours of raw video footage.

BY JILL SAKAI PHD'06

UW-Madison anthropology professor John Hawks was on location during summer 2013 in Gibraltar, Spain, recording a video lecture for his then-upcoming massive open online course (MOOC) when he received some unwanted attention.

“Filming a #MOOC lecture on the top of the Rock of Gibraltar, and Barbary macaques raid my camera bag. On video.

#greatestclasssever,” he posted on his Twitter account, @johnhawks.

The curious primates were a fitting addition to Hawks’s course, Human Evolution: Past and Future, one of four MOOCs prepared by UW-Madison faculty and offered through the Coursera online platform during the past year. He was already developing an online version of his popular introductory anthropology class through the Division of Continuing Studies when

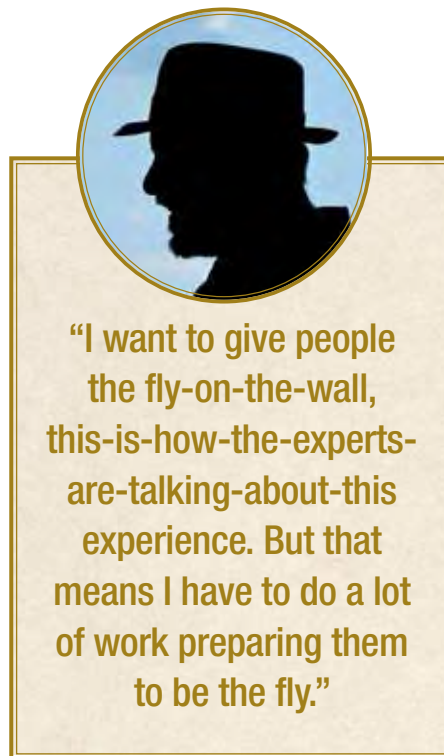
the UW decided to make its foray into the MOOC market.

The UW ventured into MOOC territory as part of a campus Educational Innovation initiative and an extension of the Wisconsin Idea, former president Charles Van Hise’s vision to spread the university’s reach beyond the confines of campus. Intrigued by the possibilities offered by the emerging online format, Hawks agreed to lead one of the initial offerings.

Some MOOCs are essentially digital archives, conventional lecture courses that are recorded and distributed online. But Hawks has a long-standing interest in using digital tools for research and learning — he’s active on Twitter and has blogged at johnhawks.net since 2004 — and he immediately decided to push the medium to see what was possible.

“We wanted to add things that would be distinctive and use the advantages of the online format,” he says. “We’re taking the students out of the classroom, but we could bring them to the field.”

He assembled a portable video kit and carried it everywhere, recording interviews with experts and lectures at field sites all around the world. He caught colleagues at conferences and at digs, in labs and over beers, and he talked to them about what they do and why, what they’ve learned, and what it means. He sent small cameras into the field with UW students to capture the



unique feel of an archaeological site — a mixture of tedium and toil punctuated by flashes of discovery.

Then, working with a team from the academic technology group of the university’s Division of Information Technology (DoIT), he edited dozens of hours of

footage into eight units of five- to twenty-minute video segments that were posted on the Coursera site each week from mid-January through mid-March this year.

The weeks follow the arc of our evolution, from the earliest human-like ancestors through Neanderthals and the rise of complex cultures to modern-day people. “John kept saying, ‘This is the story of us,’ ” says Kari Jordahl, lead instructional designer for the course. “He wanted it to be very much your story — you and where you come in time, that personal connection.”

The response was overwhelming. Two days after the course launched, nearly 10,000 students — I was one of them — had logged more than 31,000 views of the week-one videos and posted almost 4,000 comments in the discussion forums.

In the sea of students, those forums served as a source of community, say graduate teaching assistants Sarah Traynor PhDx’15 and Alia Gurtov



The videos produced for the MOOC often captured Professor John Hawks at historic field sites, where he served as a tour guide of sorts for his students, giving them unprecedented access to archaeological locations around the world.

COURTESY OF DIVISION OF INFORMATION TECHNOLOGY



Interactive maps played key roles in Hawks's MOOC. At the start of each week's video, a map showed students locations that would be covered, providing valuable context for the lesson to come.

MS'13, PhDx'15, with posts ranging from the serious to the lighthearted. "They made a forum called The Pub, and people would go in and chat, [writing], 'Welcome to the course, grab a beer, and sit down and talk!'" says Traynor.

Watching the videos is less like watching documentaries and more like sitting in on real conversations between people who happen to be world-class experts and professional colleagues. Their talks dig into the very roots of the human race.

Of course, what you see on the screen is only part of the story. The entire MOOC team — Hawks, Traynor, Gurto, three instructional designers, and four video producers — worked behind the scenes to incorporate maps, photos, glossary terms, readings, and other background information into each week's material to give learners the context they needed to follow along.

"I want to give people the fly-on-the-wall, this-is-how-the-experts-are-talking-about-this experience," Hawks says. "But that means I have to do a lot of work preparing them to be the fly."

And what a wall it is. With Hawks as the omnipresent guide, the videos transport viewers to cathedral-like Spanish caverns once home to Neanderthals, into private artifact collections, and to historic field sites such as the Cradle of Humankind in South Africa and Olduvai Gorge in Tanzania, where some of the earliest ancestral species were discovered early in the twentieth century.

These travels are even more momentous than most MOOC students probably realized. Access is a huge issue in archaeology, Hawks explains. Dig sites are restricted and artifacts are scarce, delicate, and often held in small collections with limited accessibility, either by design (to protect ownership) or simply due to lack

of resources for promotion and support. Even photos can be hard to obtain.

That lack of access limits both the work that can be done with the materials and who can do it, he says. He viewed the MOOC as an opportunity to create an unprecedented set of resources accessible to anyone with an Internet connection. The course content will continue to be available outside the MOOC through a Creative Commons license (a public copyright license that allows distribution of an otherwise copyrighted work).

"I want material out there that people can use," he says. "[This course] is just transformative in terms of what we can have for the public."

For the students, his main goal was to create an experience closer to active science than a classroom. "We're really trying to tweak people's expectations about what a class is," he says.



Measure Your Foot, Please

Professor John Hawks's MOOC included weekly activities, such as this one for a lesson that explored being a biped and what it means in human evolution:

Have you ever walked on the beach with a friend, and then compared the footprints you left behind? What does your footprint say about you? We're asking you to take a few easy measurements [of your foot] and then submit your data in a questionnaire.

would wait every Tuesday until new information was posted. They were so sad that it was being taken 'off the air' when the MOOC ended."

At the end of the course, 1,707 students requested a certificate of completion. Many MOOC critics point to low completion rates as a sign that participants do not value the experience. But Morrill says that this strict definition does not account for qualitative value in a setting driven by internal, not external, motivations. It also discounts the experiences of the thousands who participate without requesting documentation, he adds.

Gurtov agrees: "[Students are] there because they genuinely want to learn the information. This is a pure learning experience, and we get to ride along."

In the official data, I probably looked like an under-engaged student. I watched only a few videos each week, and I missed an entire unit when life got in the way. I rarely visited the discussion forums, and despite the best of intentions, did not dig into the additional resources.

Yet, I enjoyed the experience greatly. Though I skipped the forums, I found community in a small group of UW staff taking the course. Several months later, I recall few facts, but I retain my sense of discovery and awe. The study of human evolution is more real to me now — I've seen the people, the places they work, and their diligence and joy.

The end of the course feels like a launching point, giving me a mental framework into which I hope to fit future learning experiences. I don't yet know what those will be; as of press time, no decision had been made on whether Hawks's course or the other first-round MOOCs will be repeated, but a second round of six new courses will begin in 2015. ■

Jill Sakai PhD'06, communications director for the UW's Office of Sustainability and a freelance writer, will never outgrow being a student.

Through interviews, he takes viewers into the hearts and minds of top researchers in the field, revealing the passion, ingenuity, teamwork, and sometimes extreme physicality demanded by this work. It makes the process of archaeology very human, while showing that the field itself is still evolving.

One segment features South African paleontologist Lee Berger giving a detailed tour of an ancestral species that he discovered only six years ago. Another takes viewers behind the scenes of the Rising Star Expedition, a team formed to excavate an exciting new collection of fossils discovered deep in a South African cave just last October.

Hawks included "past and future" in his course title to emphasize that human evolution is ongoing and that we are very much a part of it. Weekly activities included asking participants to collect information such as foot measurements and tooth impressions to engage students in creating a unique dataset of the diversity of modern people.

While reaping the benefits of the *online* part of the MOOC, however, the team faced challenges posed by the *open* aspect.

"One of the really important things when you build an online course is figuring out who is your audience, and what do they know and what do they need to know," says Jordahl, who has been designing online courses for more than twenty years.

With a MOOC, she says, "We really can't know the audience. We know they're probably going to be from sixteen to eighty-six [years old]; they could be anywhere in the world; and some speak English and some don't. ... To me, that was the biggest challenge."

A follow-up survey by Coursera confirmed Jordahl's assumptions. In sum, 41,652 people registered from 137 countries, and 20,316 actively participated in some aspect of the course. Only

30 percent of the survey respondents were from the United States. The average age was 40, and 71 percent held a bachelor's degree or higher. Just 64 percent were native English speakers.

Despite the uncertainty with the course's target audience, Hawks seems to have hit his mark. UW academic evaluator Josh Morrill's job was to evaluate participant surveys from throughout the course. "The responses were uniformly and overwhelmingly positive," he says.

And it seems that MOOCs are fulfilling the Wisconsin Idea's goal to reach into new territory: fewer than 10 percent of the survey respondents had any prior affiliation with the UW. What's more, people seemed to connect with this class on an unusually personal level.

"I think in this Hawks MOOC, participants related to him in the way you relate to your favorite TV show. People talked about John as if they knew him," Morrill says. "People indicated they

The price of season football tickets — and how students buy them — has changed from the team’s earliest years. Now, students set alarm clocks and race online, hoping to score.

Student Football Tickets

Long before Badger football season gets underway — during a few tense hours in June — certain lucky students make the equivalent of a touchdown pass by securing season-ticket packages.

Others are destined to be on the outside of Camp Randall, looking in.

Just ask Valerie Grayson '15, who thrice failed to get her hands on tickets. The first year, 2010, she was oblivious to the fleeting timetable, with tickets selling out within thirty-six minutes. The second year, Grayson armed herself with two computers at 7:30 a.m. — when sales began — but overflow demand prevented her from being redirected through the dreaded “please wait” web page in time. The third year, she trekked to Union South, where she could secure top-notch Wi-Fi and spy on competitors. The result was familiar. And she cried.

Grayson finally secured her place within the fourteen-thousand-seat student section in year four. “I was so excited. I started listening to ‘Jump Around,’ ” she says.

June hasn’t always been the signature month for student football enthusiasts. Carianne Basler '91 remembers recruiting friends from her residence hall to purchase tickets in person during registration week in August 1986. The demand was far less, but the atmosphere of the games was still a draw. “You knew the team was awful,” she says, “but you went because it was fun.”

The process for obtaining student tickets has gone through many changes in the past two decades. Following the 1993 crowd-surge incident at Camp Randall, the UW temporarily switched from general admission to reserved student seating. In 2005, a voucher-exchange program was moved from midweek — when some students skipped classes and camped out to land the best tickets — to game days. In 2008, the UW briefly experimented with a weighted lottery system, in which seniors had four times the chance of getting tickets as incoming freshmen. Now, students of all class standings race online to purchase a seven-game voucher package and then exchange the vouchers for tickets in any of the six reserved student sections each game day.

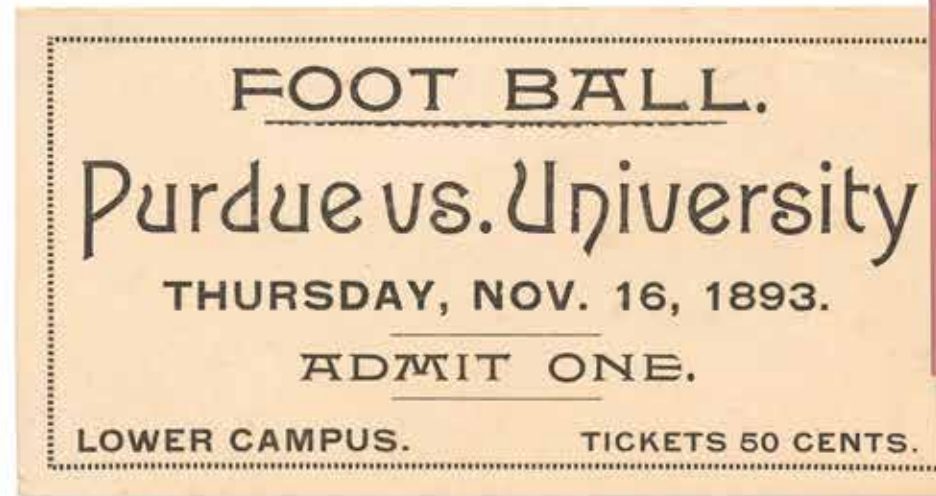
Another change? The price. Students now pay \$168 (plus a \$20 processing fee) for the package. In 1957, the UW raised the price of the Student Athletic Activity Handbook — which allowed access to football games and all other Division of Intercollegiate Athletics events — from \$8.50 to \$9.00.

Preston Schmitt '14

What’s your favorite UW tradition?

Tell *On Wisconsin* about it at onwisconsin@uwalumni.com, and we’ll find out if it’s just a fond memory — or if it’s still part of campus life today.

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Badger Sports Greats

Across

1. Large antelopes
5. Do a newspaper job
9. Red vegetables
14. Skin trouble
15. TV's "Warrior Princess"
16. Matriculate
17. "It's all clear to me now"
18. Scheme
19. Parenthetical passage
20. Badger member of the 1980 U.S. Olympic men's hockey team
23. Animal on the Wisconsin state quarter
24. Strange and frightening
25. Gift from a genie
27. Swiss house
30. Most timid
33. Email provider
34. 1976 & 1977 Big Ten diving champion Anderson
37. Watchmaking company
38. Businessmen doing book reviews?
40. Running back Ron who won the Heisman Trophy in 1999 and 2 Rose Bowl MVP awards
42. June 6, 1944
43. Trident prongs
45. Break into a million pieces
47. Summer, in France
48. With no time to lose
50. Performed some wordplay
52. Horse hair
53. Ballet school handrail
55. Joanne Woodward Oscar-winning role
57. First racehorse trainer to earn more than \$100 million in purse money
62. Sacred city in Saudi Arabia
64. Joseph McCarthy's enemies

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55	56			57		58						59	60	61
62			63			64					65			
66						67					68			
69						70					71			

65. Meaty pasta sauce
 66. Lake on the Nevada border
 67. Long-nosed fishes
 68. Court attention-getter
 69. Iditarod entries
 70. Chocolate-and-cream cookie
 71. Showing too much curiosity
- ## Down
1. Far from funny
 2. Goddard Space Flight Center org.
 3. DoIT Help Desk customer
 4. Israeli currency
 5. Shipped to another country
 6. Where many Indians live
 7. Silly as a goose
 8. Summer shades
 9. Old college caps

10. Warrant officer's superior (abbr.)
11. He won 5 gold medals at the 1980 Winter Olympics
12. Big fuss
13. Uncontrollable skid
21. Wagoneer maker
22. Fall behind on payments
26. Agenda, informally
27. Desert plants
28. Invitation to a hitchhiker
29. Badger fullback nicknamed "The Horse"
30. Talking bird
31. Emulate 11-Down
32. Flirted
35. Deep cut
36. The Red ____
39. End of Doris Day's theme song
41. ____ Royale Caffe (State Street coffee shop)

44. Culver's treats
46. Put a shot
49. Work with needle and thread
51. Cell with a synopsis
53. One way to play music
54. Actor and UW alumnus De Shields
55. Paramedics (abbr.)
56. Milk-fed calf meat
58. 2012 Ben Affleck movie
59. Knock down, a la Bob Ranck or Woodie Swancutt
60. Census data
61. Track star Favor Hamilton
63. Common fish fry choice

A senior librarian at UW-Madison, Raymond Hamel MA'85 is also a puzzle master. Find the answers at onwisconsin.uwalumni.com

Badger connections

JEFF MILLER



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55 Class Notes

61 Bookshelf

Taking the Plunge

Newlyweds Matt Hill and Jessi Hill '12 pose for a photographer at the Memorial Union's swimming pier on a June evening before heading to their wedding reception at Tripp Commons. No word on whether the swimmers also crashed the reception.

Meet the Terps

Homecoming opponent Maryland is a Big Ten newcomer.

On October 25, the Badgers will face off against the University of Maryland Terrapins during Wisconsin's Homecoming football game. The 2014 season marks Maryland's first as a member of the Big Ten conference, and whether this makes them friends or foes, it's time to learn a little more about the Terps.

Muppets, but no Mendota

The Adele H. Stamp Student Union, known as The Stamp, is one of the core spots for social activities on the UM campus in College Park, Maryland. Outside the building is a statue of alumnus Jim Henson talking to Kermit the Frog.

As for the view: The Stamp is adjacent to an outdoor amphitheater that kind of looks like a grassy version of the Memorial Union Terrace without any chairs, sailboats, or beer.

A weightier mascot

In 1933, UM unveiled a 300-pound bronze statue of its new school mascot: Testudo, the diamondback terrapin. (It's a turtle.) Almost immediately, the statue became a target for rival schools. Johns Hopkins students kidnapped Testudo in 1947, and University of Virginia students did so again two years later.

The terrapin then went into hiding before being filled with 700 pounds of cement and getting bolted to its perch in the 1950s. The original statue now sits in Byrd Stadium, with replicas placed elsewhere on campus.



GREG FINE/UNIVERSITY OF MARYLAND INTERCOLLEGIATE ATHLETICS

A tradition for football players at the University of Maryland, this year's Homecoming foe, is to touch the nose of their mascot for good luck before each home game.

Fiery traditions

Before each home game, Terrapin players touch Testudo's nose for luck as they run into the stadium. Maryland spectators enjoy singing their fight song (titled "Fight Song"), "reminding" referees to move the sideline chains, and jingling their keys during major offensive plays. (Badgers, of course, only

shake their keys during kickoffs.) And each time the Terps score, a small cannon is fired. Bucky's pushups seem safer.

Learn more about the Wisconsin versus Maryland matchup and the rest of the festivities happening during Homecoming Week at uwalumni.com/homecoming.

Sandra Knisely '09, MA'13

BADGER TRACKS

Be sure to check out the new Life after Bucky recent-grad blog at uwalumni.com/lifeafterbucky. Whether you just graduated or have been out of school for decades, you'll enjoy these insightful posts from alumni who are taking their Wisconsin Experience to new adventures near and far.

This year saw the largest Grandparents University in its 14-year history, with nearly 1,400 attendees and 24 majors, including two new ones: South Pole Science and 3D Printing & Rapid Remodeling. Also new was Chill with Bucky, an ice cream social with Bucky and a DJ who had grandparents and grandkids kicking up their heels.

WAA has posted record sales of The Red Shirt™ sixth edition, which supports the Great People Scholarship. Sales were up 41 percent from last year, with 8,019 shirts sold by August 1. The program

has generated \$250,000 in need-based scholarship aid to date.



Another way to support need-based aid at UW-Madison

is through special university license plates featuring Bucky Badger. UW-Madison has received about \$1.8 million in program funds since 2000 through the Wisconsin License Plate Scholarship Program. See www.dot.wisconsin.gov/ (search for "university license plate").

In May, WAA sponsored an annual reception to honor top faculty with Distinguished Teaching Awards, and also funded two of the awards. "Supporting high-quality teachers at the university is a crucial way to advance higher education in general," says Paula Bonner MS'78, Wisconsin Alumni Association president. For more, see uwalumni.com/go/dta.



Oh, the things you have done!

Don't be shy. We'd love to receive the (brief, please) details of your recent transitions, triumphs, and other big deals by email to classnotes@uwalumni.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. Pesky space limitations mean that we cannot publish all of the submissions that we receive, but please keep them coming anyway.

Death notices and all address, name, telephone, and email updates should be sent by email to alumnichanges@uwalumni.com; by mail to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; by fax to 608-262-3332; or by phone to 608-262-9648 or toll free to 888-947-2586 (WIS-ALUM).

The Badger Insider, our thrice-annual magazine for Wisconsin Alumni Association (WAA) members, is where you'll find the vast majority of obituary listings of WAA members and friends. If you're already a WAA member, we thank you. If you're not, please consider coming aboard at uwalumni.com/membership.

x-planation: An x preceding a degree year indicates that the individual did not complete, or has not yet completed, that degree at UW-Madison.

The Wisconsin Alumni Association® encourages diversity, inclusivity, nondiscrimination, and participation by all alumni, students, and friends of UW-Madison in its activities.

40s–50s

Oscar Boldt '48 turned ninety in April, and the Appleton, Wisconsin-based construction firm that bears his family's name — the Boldt Company — is celebrating its 125th anniversary this year. Led by four generations of Boldts, it has erected and renovated buildings throughout the nation, state, and campus, including the Wisconsin Institutes for Medical Research, the Kohl Center, and the current Memorial Union Reinvestment project. Boldt serves as chair and received WAA's Distinguished Alumni Award in 1999.

This news is downright inspiring: **Curtis Mansfield '49** writes that he's "still managing the 175-year-old family farm south of Lake Mills [Wisconsin], where he was born ninety-three years ago." His wife, Helen, attended the UW for art-teaching certification, and two sons and a daughter-in-law are Badger grads as well. Farm on, Mr. Mansfield!

On the sixtieth anniversary of earning his UW master's degree — which he was barely able to complete before his service in Korea — **Donald Liska '53, MS'54** sent the story of his life. It includes meeting his wife, Alice Martin, through Hoofers; his aerospace engineering work leading up to the Apollo moon landing; and his contributions to the world's most powerful linear particle accelerator. The Liskas are world travelers and avid mountain climbers, and Alice set a world record in Afghanistan in 1969 for the highest summit reached by a woman at that time. They're now retired near Santa Fe, New Mexico.

Job Savage PhD'55 plans to become a centenarian in November: a mighty milestone proving his assertion that "I don't believe in giving up" and prompting a recent newspaper piece about him in his home community of Wilmington, North Carolina. Savage ended his WWII army service as a lieutenant

colonel, had a long career with the Department of Agriculture, traveled the world for pleasure and to advise agricultural leaders, wrote three books, maintains a fitness regime, and — no surprise — tells a heck of a good story.

In 2007, *Concrete Construction Magazine* named **Bernard Erlin '56** one of the top ten most active, dedicated, and inspiring leaders in the cement and concrete industry — a rock star, you might say. It follows naturally that this senior concrete petrographer and founder of the Erlin Company in Acme, Pennsylvania, has earned ASTM International's Voss Award for his contributions to the petrographic analysis of construction materials. He's also a founding member and past president of the Society of Concrete Petrographers and a fellow of the American Concrete Institute.

After a career in industry, **Joseph Brenner PhD'58** says that he's "recycled himself in logic and philosophy." This has led to prolific writing and posts as the associate director of the International Center for the Philosophy of Information in Xi'an, China; as well as vice president of inter- and transdisciplinarity for the International Society for Information Studies in Vienna, Austria. Brenner lives in the Alps in Les Diablerets, Switzerland.

60s

In February, France's highest accolade — the Legion of Honor medal, established by Napoleon Bonaparte in 1802 — was bestowed upon **Palmer Taylor '60, PhD'65**. Taylor has been dean of UC-San Diego's Skaggs School of Pharmacy and Pharmaceutical Sciences since it opened in 2002, and he's also known for his research and work in mapping the genetics of neurotransmitters. Taylor's longtime friend **Larry (Robert) Schmitt '58, MD'62** says that "after Palmer Taylor joined the

UW men's crew [as a coxswain during the late 1950s], the overall crew GPA jumped a full point!"

As a boy, **Richard Karls '64, MBA'69** began working in his father's hardware store — today the Ace Hardware on Madison's Williamson Street — with plans to run it himself someday. With the early death of his father, however, his family was forced to sell the store, and Karls went to college. In 1970, he took the financial helm of Madison's General Beverage Sales Company, where he remains today. His daughter, **Nancy Karls Niehaus MS'01** of Verona, Wisconsin, says that her father and uncle eventually bought the hardware store back and have recently sold it to her cousins.

Lovers of classical music may be missing the perspectives of *New York Times* classical music editor **James Oestreich '65**, who retired in January 2013 after twenty-four years with the paper. In a farewell message to the staff, he said of his "dream job," "The opportunity to do this work, in a field and on behalf of an art form that I truly love, at the *Times* ... was a privilege beyond measure." Oestreich plans to teach, freelance for the *Times*, and perhaps engage in a book project.

The Society of Toxicology has lauded two UW grads this year: UW-Madison School of Pharmacy professor **Richard Peterson '67** has earned the society's Distinguished Toxicology Scholar Award for his research into the developmental and reproductive toxicity of dioxin, and he gave a lecture at its annual meeting in March. **William Atchison '74, MS'78, PhD'80**, an associate dean for research and graduate studies in Michigan State's College of Veterinary Medicine, has earned the Undergraduate Educator Award for his focus on undergraduate research education for underrepresented minority students. Peterson was his PhD adviser.

Dan Schwoerer '67 studied civil engineering, but it was the

tutelage of the late glass-art pioneer **Harvey Littleton** that inspired Schwoerer, **Ray Ahlgren '67**, and another friend to launch the Bullseye Glass Company in Portland, Oregon. It manufactures stained glass that's used by artists globally, innovates revolutionary ways to fuse kiln-formed glass, and mounts art exhibits such as the recent show at the Bergstrom-Mahler Museum of Glass in Neenah, Wisconsin.

We here at Class Notes HQ were astounded by the photos of the Halloween jack-o-lanterns created with Grampa Bardeen's Family Pumpkin Carving Set, sent to us by **John Bardeen '68** of Denver. As the son of the late "**Grampa Paul**" **Bardeen '23, MS'25** and now head of the family business, John's carving masterpieces have appeared on *Monday Night Football*, *Good Morning America*, and *The Today Show*. Serving as company consultants are his sisters: **Dione Bardeen Henkel '54** of Newark, Delaware; **Janice Bardeen Kistler '57** of Yorktown, Virginia; **Patricia Bardeen Monroe '58** of Yorba Linda, California; and UW-Eau Claire grad Kathie Bardeen Grenzinski. The carving set includes precision tools, patterns, a certificate of authenticity, and tips for replicating Grampa Paul's method.

70s

Catana Starks was the first African-American woman to coach a men's college athletic team, the first golf coach at a historically black college to recruit internationally, and the subject of **Michael Critelli '70's** feature film, *From the Rough*. He comes to filmmaking from previous roles as the CEO of Pitney Bowes, chair of the Mailing Industry CEO Council, a holder of ten patents, and a board leader for the National Urban League and Catalyst. He's currently the CEO of Boston's Dossia

Service Corporation, which helps consumers to manage their health care through its online system.

Over the past forty years, **Peter Tiboris '70, MS'74** has become a well-known classical music conductor, founded the concert-production firm MidAmerica Productions, created the Elysium Recordings record label, and founded the Festival of the Aegean in Greece and the Manhattan Philharmonic freelance orchestra. This year, MidAmerica turns thirty; it offers its twelve-hundredth concert; and the acclaimed Greek festival celebrates its tenth anniversary.

Roger Anderson '74 has

"The opportunity to do this work, in a field and on behalf of an art form that I truly love, at the Times ... was a privilege beyond measure."

— **James Oestreich '65**

moved to Abu Dhabi to become the new technical manager of the Abu Dhabi National Energy Company. Loyal Badger that he is, he welcomed UW computer-science majors **Westley Bonack** and **Peter Goetsch** when they visited the United Arab Emirates during spring break 2014, and Anderson wore his Badger necktie when the trio visited the Sheik Zayed Grand Mosque.

Ellen Foley '74, MA'87

has served as the *Wisconsin State Journal's* editor-in-chief, Madison Area Technical College's executive director of communications and community development, and the Foley Media Group's president. She's now at Madison's WPS Health Insurance, where she's been promoted to senior vice president of corporate communications and serves as VP of the WPS Charitable Foundation Board. Foley's expertise is chronicled in the book *Social Works* and put to work for the board of visitors of UW-Madison's Morgridge Center for Public Service.

Judge **Charles Schudson JD'74** completed his five-year Fulbright Fellowship this winter by

teaching a six-week course at the Catholic University Law School in Lima, Peru.

After **Rich Bub '75's** eighth-grade science teacher displayed Ansel Adams photos of large bridges, Bub focused on becoming an engineer so that he, too, could build bridges. He finally got his chance — working on Milwaukee's Hoan Bridge — after retiring as president and CEO of the Milwaukee-based Graef engineering and consulting firm and thirty-five years in the construction business. Bub has also earned the UW Construction Club's Lifetime Achievement Award.

The fiftieth anniversary of

JFK's assassination and the film *The Monuments Men* both caused **Steven Katz '76, MA'77** of Potomac, Maryland, to reflect. As an executive and senior adviser across the worlds of business, politics, government, and nonprofits, he credits his UW master's program in American history with allowing him to make the most of "finding myself at the crossroads of history." Indeed! Katz's intersections with seminal moments include the recovery and restitution of Nazi-looted art during WWII, bringing to light previously undisclosed Nazi death-camp records, and crucial work leading to the President John F. Kennedy Assassination Records Collection Act of 1992.

Only one individual can be named a University Professor at the University of Georgia in Athens in any given year — for significant impacts beyond normal academic duties — and this is **Russell Malmberg PhD'76's** year. As a professor of plant biology and associate dean in the university's Franklin College of Arts and Sciences, he has helped to grow the Integrated Life

Sciences Program and Intensive English Program, establish the Georgia Genomics Facility, and organize the Young Dawgs Science Internship. Malmberg also maintains a productive research lab, serving as an investigator on external grants of more than \$9 million.

The Wisconsin Governor's Trailblazer Awards for Women in Business honor a rich legacy in our state. **Robin Stroebel '76**, CEO of the Madison facility-planning firm InteriorLOGIC, is a recipient in the 2014 Business Pioneer category for operating a company that has been majority-woman-owned for twenty-five years or more.

When the UW's School of Journalism and Mass Communication saluted its own at a banquet in April, it bestowed Distinguished Service Awards on **George Stanley '79**, managing editor and vice president of the *Milwaukee Journal Sentinel*; **Christopher Peacock '86**, VP and executive editor of CNNMoney.com; Congressman **Mark Pocan '86**, U.S. Representative for Wisconsin's 2nd District; and Minnesota attorney general **Lori Quinn Swanson '89**. WISC-TV political reporter **Jessica Arp Green '04** received the Nafziger Award for achievement within ten years of graduation.

80s

March 28 is a very memorable date for **Andrew Friedman '80**. On that day this year, he completed the certification requirements to become a Sustainability Investment Professional — a significant enhancement to his thirty-two-year financial planning career. That evening, Friedman earned his fifth-degree black belt in the Kenshikai style of karate — an achievement made more meaningful because on March 28 of the year before, his Achilles tendon

Kevin Henkes x'83: Connecting with Kids



Which of his famous mice is Henkes most like? "I'm a worrier, so I'm like Wemberly. I think Owen is quietly tenacious, and I think I'm probably like that. I'm not like Lilly — I wish I were," he says of his most spunky heroine.

Kevin Henkes x'83 had just finished his freshman year at UW-Madison when he took "All Alone," a children's story that grew out of a class project for Professor Jack Kean, and headed to New York in search of a publisher.

"I think I had more confidence at nineteen than I do at fifty-three," the author-illustrator says with a laugh. "And it was a different world then. One could get an appointment with a publisher without having an agent."

His chutzpah paid off: Henkes immediately landed a contract with Greenwillow Books, which has since published dozens of his best-selling children's books, including his most popular, *Lilly's Purple Plastic Purse*. Featured on the cover of the Fall 1999 *On Wisconsin*, Henkes's star has continued to rise. The *New York Times* called him a genius, and the *New Yorker* described him as "one of the best writers of contemporary picture books." He recently won a Newbery Honor for *The Year of Billy Miller*, a novel for young readers; and his novel *Olive's Ocean*, another Newbery Honor winner, has been optioned for a movie. Henkes's picture book *Kitten's First Full Moon* earned the prestigious Caldecott Medal, and *Owen* received a Caldecott Honor.

Henkes's youngest fans often ask when he became an artist, and he tells them: "I don't ever remember making that decision. I've always been an artist." In fact, when he's painting, he still dips his brush into water in a margarine tub that he's used since fourth grade.

Henkes decided in high school that he wanted to become a children's author-illustrator and chose UW-Madison in large part because of the Cooperative Children's Book Center (CCBC) in the School of Education. The non-circulating library offered tantalizing access to the latest children's books and was a source of inspiration for Henkes, who later had a work-study job there.

He took the fall semester of his sophomore year off to finish the artwork for his first book and continued alternating semesters with book contracts before deciding to quit school to concentrate on his publishing career. But he settled in Madison and visits the CCBC regularly.

"It's a great resource if I'm designing a new picture book and I'm thinking about typography," he says. "I love to go and spend time browsing there."

Henkes's earliest picture books featured human protagonists before he transitioned to animal characters — particularly the mice for which he is best known. "My stories became more humorous, and I thought I could better tap the humor if I used animals," he says. "I chose mice for *A Weekend with Wendell*, and I had such a great time with Wendell that I put him in my next book. Then I just kept doing it."

But Henkes's books are just as heartfelt as they are humorous. "I want the books to have emotional truth, and I want the reader or listener to connect on an emotional level," he says. "That's what I always strive for."

Despite his popularity in the children's literary landscape, Henkes lives a quiet life in Madison with his wife, painter **Laura Dronzek '82, MFA'93**, and their two children. He's never had an email address or a cell phone. "In the beginning, I thought I'm not important enough to have either one," he says. "And then I thought, I try so hard to keep life simple, and I kept thinking both would complicate my life. And I don't want to be connected all the time."

But when it comes to connecting with young readers, Henkes already has all the tools he needs.

Nicole Sweeney Etter

had ruptured. Inspiration from a paralyzed veteran and months of physical therapy carried Friedman through to his goal.

Working in Ukraine as the country director for the National Democratic Institute (NDI) has no doubt been a challenging but memorable experience for **Catherine Cecil '81**. NDI, a nonpartisan nonprofit funded mostly by USAID, works to strengthen democratic institutions worldwide. Cecil most recently served as the legislative program director for the Promoting Democratic Institutions and Practices Program in Bangladesh.

Thirty-three years in the solid-waste industry and a commitment to environmental stewardship have earned **Doug Coenen '81** the post of Midwest region landfill manager at the Muskego, Wisconsin-based Advanced Disposal. He will oversee operations at eleven sites in four states.

Congratulations to **Matthew Koenings '81**, the new VP of North American operations for E.I. du Pont de Nemours in Wilmington, Delaware. He and his wife, fellow chemical engineering grad **Beth Berenschot-Koenigs '81**, have returned to their home in Elkton, Maryland, after completing an assignment in Copenhagen, Denmark.

Taking the helm of the Family Features Editorial Syndicate this winter as president and CEO was **Brian Agnes '82**. He was previously the VP of sales and marketing at the Mission, Kansas-based company, which provides syndicated editorial content for thousands of newspapers, magazines, and online outlets.

How would you feel replacing someone who'd been in your position for twenty-eight years? Madison native **Kevin Mather '84** knows exactly how it feels: in January, he was named the new president and COO of the Seattle Mariners baseball club, taking

over for retiring president Chuck Armstrong. Mather had previously spent eighteen years as the Mariners' VP of finance and ball-park administration.

New to the Economics Advisory Committee of the U.S. Environmental Protection Agency's Science Advisory Board is **Kevin Boyle PhD'85**. The director of the Program in Real Estate and a professor of agricultural and applied economics at Virginia Tech in Blacksburg, he's also an internationally recognized expert on estimating values of items that are not directly traded in markets, including natural resources.

Jennifer Barlament MA'86 is a Senior Intelligence Service officer with expertise in counter-terrorism, counter-proliferation, and counter-intelligence. She and her team are leading the CIA's National Clandestine Service recruitment program, hiring its next generation of operatives.

Were you aware of the North American Pet Health Insurance Association? Well, it's for real, and **Rick Faucher '87** of Phoenix — the chief business development officer for IHC Carrier Solutions — is a new director-at-large on its board. He says he's honored to help "preserve quality care, encourage emerging technologies, and build community within the pet health insurance industry."

Oasis Legal Finance in Northbrook, Illinois, has promoted **Colin Lawler '89** to chief operating officer, and he notes that he's "ably assisted [at Oasis] by **Laurie Grisaffe Robinson '07**, who just welcomed a new Badger into the world."

Big Red congratulations go out to **Milton Silva-Craig '89, MBA'93, JD'93**: he's the new CEO of the Portsmouth, New Hampshire, firm Q-Centrix, a health care services IT company.

90s

For her scholarship and commitment to addressing issues of

Alexandra DeWalt '13: E-Book Sensation

By the time **Ali (Alexandra) DeWalt '13** arrived for her first creative-writing class at UW-Madison, she was already a successful author with an e-book boasting four million reads — but nobody knew.

"To be honest, it wasn't something I often divulged with other students," says DeWalt, who spent weeknights doing homework and weekends writing teen fiction. "I definitely told a couple of people, 'Hey, you guys should check out this website,' but I never told anyone, 'Here, read this story of mine online.' They were just two different writing worlds, and one helped me grow and be better in the other."

That website was WattPad, where more than 2 million writers publish 100,000 chapters a day for 20 million readers, according to a *New York Times* article highlighting DeWalt's work. She found WattPad when she was only sixteen and had just finished writing a book, *My Life with the Walter Boys*. Clearly a product of the Internet generation, DeWalt's first thought wasn't about finding an agent or querying a publishing house.

"I was a kid — I hadn't really thought about being an author," says DeWalt. "I was just excited about sharing it."

So that's exactly what she Googled: "How to share your story." When WattPad popped up, she created an account under the pen name Ali Novak. From that day forward, she uploaded about a chapter a week, with some as long as 6,000 words. *My Life with the Walter Boys* became a dynamic story, with reader comments influencing the plot. The final version, completed about a year later, was entirely different from the one she'd originally written. She's now uploaded four WattPad books in total. *My Life with the Walter Boys* has been downloaded nearly 36 million times, and DeWalt's profile shows 100,000 followers.

Meanwhile, DeWalt thrived at UW-Madison, basking in the warm, red glow of Badger football Saturdays and entrenching herself in the literary classics.

"My writing wouldn't be where it's at today without the Creative Writing Program," she says. "There are definitely some interesting characters within the program, but they're all great; they're all helpful; it really helped me evolve as a writer; and it was invaluable to me."

Like many recent college graduates, DeWalt fretted about finding a job in her field — or at least one that would allow her to continue writing in her spare time — but she needn't have worried. In summer 2013, WattPad partnered with Sourcebooks Fire to transform a handful of its most successful online stories into traditionally published books, and DeWalt was one of only two authors who were chosen to make the leap. *My Life with the Walter Boys* hit bookstore shelves in March 2014, and, since then, she's inked a fresh Sourcebooks deal for two more hard-copy books, secured an agent, and landed a sizable advance.

"This is actually going to be the first time I'm able to focus on writing full time," says DeWalt.

Maggie Ginsberg-Schutz '97



Ali DeWalt got a taste of what it's like to be a hit author before she even arrived on campus. Her first book was a huge Internet success with teen readers.

ANDY MANIS

concern to urban communities, **Christine Drennon MS'90** now holds the 2014 Gittell Activist Scholar Award from the Urban Affairs Association (UAA) and SAGE Publications. As an asso-

ciate professor of sociology and anthropology and the director of Trinity University's Urban Studies Program, she's focused her recent research and activism on Trinity's own community of San Antonio,

Texas. Drennon also delivered the plenary address at the UAA's national conference in March.

Felicitations to **Jeff Krug '91** for earning the annual Kemper Fellowship for Teaching

Excellence from the University of Missouri in Columbia, where he's an associate professor in the physical therapy program and one of only five faculty members to be honored. **Randy Weideman '91** of Waukesha, Wisconsin, shared the good news.

Dennis Rodenberg '91 started his engineering career at UW-Madison's Physical Plant and says that "it's great to be using my UW-Madison engineering degree to help another UW campus" — which is UW-La Crosse, where Rodenberg has been named campus engineer. That puts him in charge of all HVAC, mechanical, and plumbing equipment on campus, and thus, he concludes, "the comfort of the ten thousand students and four hundred faculty." He's also worked at the Point Beach Nuclear Power Plant and Trane Company.

Inergy Automotive Systems has named **John Dunn MS'92** president and CEO of its Americas operations, based in Troy, Michigan. The firm supplies plastic fuel systems to original-equipment manufacturers worldwide. Dunn was previously president of Brose North America.

Badger football fans from the late eighties surely know the name **Troy Vincent x'92**: he became a cornerback for the Philadelphia Eagles, played pro ball for fifteen seasons, and earned the 2002 Walter Payton NFL Man of the Year Award. In 2010, Vincent, of Purcellville, Virginia, joined the NFL league office as a vice president, rose to senior VP in 2013, and has now been promoted to executive VP of football operations, overseeing officiating, on-field discipline, NFL relations with colleges, and more.

Kent Hayward '93's individual works as a documentary and experimental filmmaker have been shown at more than twenty-five festivals, but an April screening and Q&A with Hayward in Venice, California, highlighted a six-film selection. He's also worked on movie and television

productions and teaches film at California State-Long Beach, Loyola Marymount University, and El Camino College.

New to the president's office at Lake Superior State University in Sault Ste. Marie, Michigan, is **Thomas Pleger MA'93, PhD'98**, who previously served as campus executive officer and dean of UWC-Baraboo/Sauk County. He's also held posts at UWC-Fox Valley, Lawrence University, UW-Madison, UWC-Marinette, and UW-La Crosse, and he's the president-elect of the Council of the Wisconsin Academy of Sciences, Arts, and Letters.

Sara Truesdale Mooney '95 is the new senior director of exhibitions and strategy at the Association of Equipment Manufacturers in Milwaukee. Her responsibilities include strategic planning and goal attainment for the association's presence at some of North America's largest trade shows in the construction, utility, and agriculture sectors.

The National Association of Credit Service Organizations can boast **Robby Birnbaum '96, JD'99** as its new president. He's also a shareholder and chair of the regulatory, compliance, and defense law practice group at Greenspoon Marder's Fort Lauderdale, Florida, office, as well as president of the Association of Settlement Companies and a 2014 *Florida Super Lawyers* Rising Star.

Life is funny: some people barely know what a kitchen is for, while others appear on competitive cooking shows. (**Christina Louise Leonard '97** is solidly in the latter camp as a chef, food stylist, and recipe developer who appeared on season two of ABC's *The Taste* and won! She supports local producers of beer, wine, and spirits; regularly contributes to YouTube's Kin Community; and lives a bi-coastal life in Los Angeles and New York.

Stephanie Smith-Roe '98 says that the research bug bit her while she was a Hilldale

Undergraduate/Faculty Research Fellow at the UW, which led to a PhD from Oregon State University and postdoc work at the University of North Carolina-Chapel Hill. She's now a genetic toxicologist with the Biomolecular Screening Branch of the National Toxicology Program/National Institute of Environmental Health Sciences in Morrisville, North Carolina.

Dyslexia is estimated to affect nearly one in five school-aged children, and **Sarah Carlson-Wallrath '99** is on the job to assist them as the first executive director of the Minneapolis-based International Dyslexia Association, Upper Midwest Branch. The nonprofit supports families, educators, and individuals with dyslexia and related disorders.

Charlie Hertz '99 is a microbiologist who loves fine meat. That's why he and a friend founded Zoe's Meats, which Hertz proudly claims "provides the tastiest, best-quality products while supporting our environment and local communities." The company has operations in Seattle and California. Thank you to Milwaukeean **Mark Longua '85** for sharing this good news.

From law school to ... rugby? **Phaidra Knight JD'99**'s life veered unexpectedly after a chance meeting with a rugby player at a law school party prompted her to try out for the UW women's team. Today she focuses full time on qualifying to play for Team USA in the 2016 Summer Olympics and has used the crowd-funding platform Dreamfuel to work toward that goal. Knight believes that rugby is poised to explode in the U.S., and she's getting in while the getting's good.

Wisconsin is one of a handful of states that does not require training for coroners and medical examiners, but some recent controversies involving death investigations in the state have fueled a movement to change that. Chicagoan **Tya Lichtie '99** began taking part when her father died after a fall that her family considers

suspicious, but the coroner allowed his body to be cremated before authorities could rule out foul play. Wisconsin's recent Assembly Bill 530 — which would have created education requirements and a board to investigate complaints — did not pass.

2000s

Since graduation, **Luke VanDeWiele '00** has earned an MBA and has become the new director of manufacturing at Medtronic in Minneapolis. The company develops therapies and manufactures medical devices to prevent, diagnose, and monitor chronic disease.

After a decade away from Madison for grad school and running a guide service in Utah, **Nick Wilkes '00** is back in Madtown and has started three endeavors: rock-climbing trips and courses at Devil's Lake State Park through Devil's Lake Climbing Guides, photography services through Nick Wilkes Photography, and website creation through Isthmus Design.

Silicon Valley serial entrepreneur **Byron Alsberg '01** became so concerned with what he saw as the "growing epidemic of poorly written communication in our society" that he asked an old friend, Madison author **Laura Schaefer '01**, to co-found WordChum and become its head editor. The firm offers a web platform where users can upload a variety of written communications for the WordChum wordsmiths to professionally edit.

Following a recent promotion, **Justin Green '01** of Tallahassee is leading the Florida Department of Environmental Protection's (DEP) Siting Coordination Office, which licenses power plants in the Sunshine State. He previously headed the Florida DEP Division of Air's Compliance and Enforcement Section.

A little bird told us that **Lee Rayburn '01** is doing a smashing

job with his weekday-morning news program on WHCU Radio in Ithaca, New York, elaborating that Rayburn's "Madison influence and humor are clearly evident, and he has livened up the community with his exciting approach."

Hogen Adams, a "boutique Indian Law firm dedicated to legal excellence in Indian Country," has welcomed **Jessie (Jessica) Stomski Seim '02** as an associate attorney in its St. Paul, Minnesota, office. An enrolled member of the Muscogee (Creek) Nation, she also sits on the board of the Minnesota American Indian Bar Association. Seim was a four-year starter for the Badger women's basketball team.

Nichole Berg Von Haden '02 and twenty-four other educators have been embarking on Lindblad Expeditions voyages aboard the *National Geographic Explorer* for professional-development field experiences in Arctic Svalbard, Antarctica, Iceland, Greenland, and the Canadian Maritimes as 2014 Grosvenor Teacher Fellows. A Madison middle-school bilingual resource teacher, Von Haden designs bilingual study units to take students on global, virtual field trips.

Sloan Research Fellowships of \$50,000 each are awarded annually to early-career scientists whose achievements and potential identify them as rising luminaries. **Kristopher Karnauskas '04** is one such star: he's an associate scientist in the Woods Hole [Massachusetts] Oceanographic Institution's Department of Geology and Geophysics who focuses on the dynamics of the tropical ocean and the atmosphere as a coupled system.

Christine Khosropour '05 is a PhD student, research assistant, and teaching assistant in epidemiology at the University of Washington's School of Public Health in Seattle who conducts research on the prevention and treatment of sexually transmitted diseases. For her "academic

merit and outstanding potential," Khosropour was named one of the school's Magnuson Scholars for 2014-15 and received a \$30,000 grant. Her mentors describe her as one of the most productive students they've ever encountered.

The first tech-toy product line from the startup Seamless Toy Company in Boulder, Colorado, is the ATOMS System: plug-and-play electronic components that enable kids to easily build interactive devices. With funding by Avie Tevanian, who led the creation of Mac OS X at Apple, and Bono (yes, *that* Bono); firmware leadership from director of operations **Ben Roscoe '05**; and frequent contractor assistance from **John VanLaanen '78, MS'80**, they may really have something there.

Growing up in Sheboygan, attending college in Madison, and loving all things Wisconsin are the bedrock of **Erin Dorholt '06**'s Sheboygan Quality Goods online shop, which offers a growing line of T-shirts, totes, mugs, and artwork for the Cheesehead in all of us. The products feature hand-drawn artwork and Badger State towns with fun-to-say names. Dorholt's home is across the state line in Forest Park, Illinois.

Imagine traveling the world, writing about ... poker! That's what **Chad Holloway '07** of Reedsburg, Wisconsin, does as a PokerNews.com senior news editor. He put his know-how to work in a different way in 2013, when some eighty thousand people descended upon Las Vegas to compete in that year's World Series of Poker: Holloway won one of sixty-two championship bracelet events (rather like winning a Super Bowl ring) and \$84,915.

Katie Mayer '08 of Milwaukee has committed to running a half-marathon in each state plus Washington, D.C., by the time she's fifty to raise awareness and money to find a cure for Ménière's disease. Mayer's mother has this progres-

sive disorder of the inner ear that causes vertigo, tinnitus, and hearing loss. Mayer has also created the nonprofit Run Because to involve donors, runners, and supporters, and she's partnered with the American Hearing Research Foundation.

Dan Wohl '08 of Forest Hills, New York — along with a friend who's also named Dan — enjoyed a few minutes of fame on *Who Wants to Be a Millionaire* in March by facing the question, "What *Downton Abbey* super-fan tricked fans in 2013 when he claimed he was now a series regular and the first black character on the show?" Of the answer choices — Drake, T.I., Diddy, or Nelly — Wohl went with Diddy and won a cool thousand dollars. He was also wearing some very stylin' green pants. See for yourself at youtube.com/watch?v=HrZDdpkst8l.

"Proud mom" Robin Busalacchi shared news of her son **Nicholas Busalacchi '09**, who's joined the University of Southern California's Annenberg doctoral program for communications, where he will "continue his focus on smart cities, civic engagement, and community development." Her son **Andrew Busalacchi '12**, a former WSUM radio host and Hoofers commodore, has used his UW-attained Arabic skills in Dubai as a junior founder and VP of business development for Big Brand Media. He's now moved to Milwaukee to launch B Media & Communications, a digital media firm specializing in novel videos.

2010s

Loxley Pictures' associate producer **Sara Kelley '11** and several Badger colleagues returned to Wisconsin from their base in New York City in February to film *Blame*, a dramatic short film that explores bullying, mental illness, and teen suicide through a memorable story. Loxley's filming

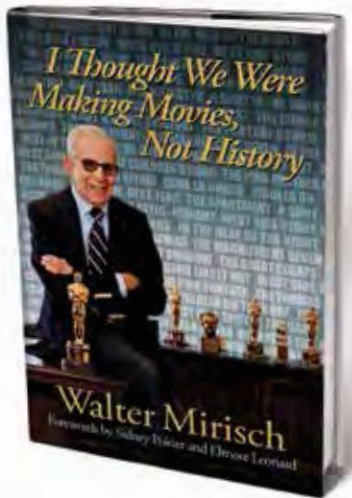
at Sauk Prairie High School engaged a local film crew, the Sauk Prairie Police Department, and the community.

"I guess I was an anomaly — an MBA student who spent his early mornings and weekends composing a choral-music celebration of the life and work of the agrarian poet Wendell Berry," writes **Andrew Maxfield MBA'12** of Provo, Utah. The result — *Celebrating Wendell Berry in Music* — is a collaboration with Grammy nominee Eric Bibb that's been featured on NPR affiliate stations and is now played regularly on Wisconsin Public Radio.

obituary

Former two-time Wisconsin governor **Patrick Lucey '46** died in May in Milwaukee. Following army service in World War II, he earned his UW degree, was elected to the Wisconsin State Assembly in 1948, and helped to revive the state's Democratic Party as its leader during the 1950s. Lucey was elected Wisconsin's lieutenant governor in 1964 and its governor in 1970 and 1974. He pushed to consolidate the University of Wisconsin in Madison with the state college system — a controversial merger that the state senate approved by one vote in October 1971 to create the current UW System. Lucey left his gubernatorial post when President Jimmy Carter appointed him ambassador to Mexico, but he eventually became a critic of Carter and joined Republican congressman and presidential candidate John Anderson to run for vice president in 1980 on an independent ticket. Lucey later worked as a political and business consultant and as a fellow in the Institute of Politics at Harvard's Kennedy School of Government.

The rock that Class Notes/ Bookshelf editor Paula Wagner Apfelbach '83 lives under is quite large.



■ With forewords by Sidney Poitier and Elmore Leonard, you know that *I Thought We Were Making Movies, Not History* (University of Wisconsin Press) by **Walter Mirisch '42** is going to be quite a read. If you're a movie buff — and even if you aren't — you know Mirisch's work. His company has produced some of the film world's most enduring classics, including *West Side Story*, *The Apartment*, *Some Like It Hot*, *In the Heat of the Night*, *The Magnificent Seven*, *The Great Escape*, *The Pink Panther*, *Fiddler on the Roof*, *Irma La Douce*, and so many others. That work has led to eighty-seven Academy Award nominations, twenty-eight Oscars, and numerous other major industry awards. In Mirisch's moving, candid, star-filled memoir — illustrated with rare photos from his personal collection — he tells a lifetime's worth of astounding stories about how movies get made and shares his hard-won insight with gentle humor.

■ Right from the start, you have to love a book called *Some Dead Genius* (Niaux-Noir Books). And then you love the cover.



And then you love the wit of the author, **Lenny Kleinfeld '69** of Los Angeles, who calls this sequel to his work *Shooters and Chasers* a “(very) black comedy crime fiction.” He's been raking in the kudos for his funny, thrilling, and well-crafted mystery, which follows two Chicago homicide detectives as they investigate the murder of a famous painter and unearth a seven-year-long trail of very talented corpses. Kleinfeld began his career as a playwright and columnist, and his work has appeared in many national publications. (And, he's married to National Public Radio

correspondent **Ina Jaffe '72**. NPR fans, swoon now!)

■ Even — or perhaps especially — in our increasingly digital world, writing is important, and teaching young people to write well is crucial.

Randy Hanson '71 of DeForest, Wisconsin, addresses this in *Teaching Students to Write and Think Well: Strategies for Using Writing as a Tool for Teaching in All Curricular Areas* (CreateSpace). He provides a big-picture view of how writing produces better thinkers, practical strategies for nurturing good writers, research-based explanations of why these strategies work, and ideas for offering efficient, quality feedback to writers.



■ Take flight through the solar system with the Cheshire cat moon and all of his cosmic friends in the whimsical *The Cheshire Cat Moon* — a blend of rich vocabulary, charming illustrations, science, and fun by author **BJ (Elizabeth) Ermenc '75** of Wauwatosa, Wisconsin. Milwaukee's HenschelHAUS Publishing, founded by **Kira Henschel '77**, published the work in collaboration with Ermenc's firm, Castle Course.



■ **Jack Hart PhD'75** has a long list of accomplishments and awards as a writing coach, university professor, former managing editor of the *Oregonian*, and nonfiction author. It's his third book, a fiction work called *Skookum Summer: A Novel of the Pacific Northwest* (University of Washington Press), that's come to our attention now. The work is set in 1981, when a dejected prodigal son returns to a dying, Washington-state mill town that's “beset by meth and murder.” Hart is pleased to live in a more uplifting place — on an island near Gig Harbor, Washington.



■ **Stuart Rojstaczer '77**'s comic and bittersweet debut novel, *The Mathematician's Shiva* (Penguin Books), begins with the death of a UW professor who's a famous, Polish émigré mathematician. Her family

wants to grieve in peace, but a ragtag group of mathematicians crashes her shiva — the formal mourning period observed in Judaism — looking for clues to the deceased's rumored solution to a famous math problem. The result, says the author, is “delightful chaos,” as well as a fresh take on the tensions among generations that inhabit most families. Rojstaczer — a consultant on water issues and a former Duke University professor of geophysics — lives in Stanford, California, but most of his novel takes place in Madison.



■ **Ann Wertz Garvin MS'90, PhD'97** has been teaching about health and nutrition as a UW-Whitewater professor and publishing in the area of exercise and mental health since graduation. Then she started writing fiction, won accolades for it, and became a creative-writing instructor in the MFA program at Southern New Hampshire University as well. Berkley Penguin published her first book, *On Maggie's Watch*, in 2010, and now it's published *The Dog Year*, which author Jacquelyn Mitchard sums up as “the story of a woman who had everything, lost everything, and now wants to shoplift the rest. ... It is hilarious, until it's poignant, until it's heartbreaking.”



■ Looking at a photo of *For the Love of Letterpress: A Printing Handbook for Instructors & Students* (Bloomsbury) makes lovers of paper want to run their fingers across its subtly textured cover and find out what delights dwell inside — and there are many. The book blends beautiful, innovative, and carefully selected images of letterpress printing with easy how-tos. It's the work of **Martha Chipulis MFA'91** and **Cathie Ruggie Saunders MA'75, MFA'76**, who make it clear why a fifteenth-century printing technology still appeals to a twenty-first-century digital society. Chipulis lives in Berwyn, Illinois. Saunders, of River Forest, Illinois, is the proprietor of The Hosanna Press. Both authors teach at the School of the Art Institute of Chicago.



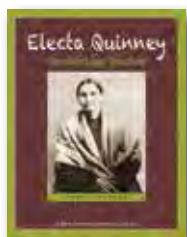
Recent events in war-torn Syria have inspired **Lilas Taha MS'92** of Sugar Land, Texas, to write ***Shadows of Damascus*** (Soul Mate Publishing), which centers on the promise that an American soldier serving in Iraq makes to a Syrian man who saves his life in battle. What transpires unexpectedly five years later involves more danger, intrigue, emotional upheaval, and hidden love. Lilas was born in Kuwait, has deep roots in the Middle East, and says that she received exceptional support from the UW community when she was a student.



The intense but redemptive book ***In Warm Blood: Prison and Privilege, Hurt and Heart*** (Henschel-HAUS Publishing) is based on letters written by and to **Judith Gwinn Adrian PhD'93**, a professor at Madison's Edgewood College, and **DarRen Morris**, the fourteenth of eighteen children who was born into poverty with a hearing disability and mental illness, and who is serving a one-hundred-year prison term. His story is interwoven with that of Adrian's father, who was born to a wealthy family, and who served only three months of his fifteen-year prison sentence. Says one reviewer, "It plumbs the depths, even with brave humor, of our correctional system and all the ... unrealized potential that results from our blindness and numbness and disinterest in knowing."



Wisconsin's first public school teacher was a Stockbridge Indian who taught white children and the youth of the Stockbridge-Munsee Band of Mohican Indians in a log building near present-day Kaukauna in 1828. (Imagine the state at that pioneering time!) Her story comes alive in **Karyn Kandler Saemann '93's *Electa Quinney: Stockbridge Teacher*** (Wisconsin Historical Society Press), and UW-Milwaukee's Electa Quinney Institute for American Indian Education honors her today. Saemann is a freelance writer, editor, and reviewer. She and her spouse, **Eric Saemann '92**, are enrolled members of the Oneida Nation of Wisconsin and live in Deerfield.



Scott Helman '97 and Jenna Russell are both *Boston Globe* reporters, making them the ideal co-authors to write a story you already know — that of the 2013 Boston Marathon bombing — but in a fresh, comprehensive way. ***Long Mile Home: Boston under Attack, the City's Courageous Recovery, and the Epic Hunt for Justice*** (Dutton Adult) chronicles the lives of five people who were caught up in the attack and provides a behind-the-scenes look at the major American city, public officials, everyday people, distance-running community, and perpetrators who were affected by the bombing and its aftermath.



Madisonian **Forrest Aguirre MA'99's** award-winning short fiction has appeared in more than sixty magazines and anthologies, and now he's published his first novel, ***Heraclix and Pomp: A Novel of the Fabricated and the Fey*** (Underland Press). In this fantastic tale, Heraclix was dead but has now been reanimated, and Pomp was nearly murdered by an evil necromancer but is now immortal. As the pair travel through Europe (with a side trip to hell), they struggle to understand who and what they now are, and they run into that necromancer once again — this time seeking his own immortality.



Do you ever want to ***Unleash the Rebel Within***? That's both the title of **Rebecca Newel '99's** new book, published by Avanda, and her advice in it. Newel's core lessons — to map out an unconventional path toward personal growth and to buck conformity and people-pleasing behaviors — grew out of her work as a therapist in St. Louis, Missouri. She contends that engaging with your rebellious side (stopping short of illegal, immoral, or destructive behaviors, of course) ignites a powerful and important creative force and spurs greater empowerment, self-worth, and vitality.



From the founders of the food website The Heavy Table comes ***Lake Superior Flavors: A Field Guide to Food and Drink***

along the Circle Tour (University of Minnesota Press), a "celebration of food culture around the shores of the greatest of the Great Lakes." Author **James Norton '99** and photographer **Becca (Rebecca) Dilley '02** hit the high-traffic tourist spots and cultural institutions, as well as the lesser-known gems and farmers' markets; meet food producers and artisans; explore the culinary history and current food culture of four distinct regions; and even try foraging from the land and lake.



If you love reading about plucky characters, redemption, healing, second chances, and the transformative power of sisterhood, then **Susan Gloss JD'04's** debut novel, ***Vintage*** (William Morrow) just may be the one you recommend as the next read for your book club. Centered on a fictional vintage-clothing shop in Madison, three women who are experiencing their own brands of pain inhabit, transform, and rescue the store — and each other. Gloss is a Madison attorney, a blogger at GlossingOverIt.com, and the proprietor of her own vintage shop on Etsy called *Cleverly Curated*.



Emma Straub MFA'08 has been raking in rave reviews as a rising literary star, and her latest book has only added to the buzz that surrounds her first works, *Other People We Married* and *Laura Lamont's Life in Pictures*. That latest is ***The Vacationers*** (Riverhead Books), "a deftly observed novel about the secrets, joys, and jealousies that rise to the surface over the course of a family's two-week stay in Mallorca, Spain." Straub, of Brooklyn, New York, has published fiction and nonfiction in prominent publications and is a staff writer for *Rookie*, an online publication for teenaged girls.



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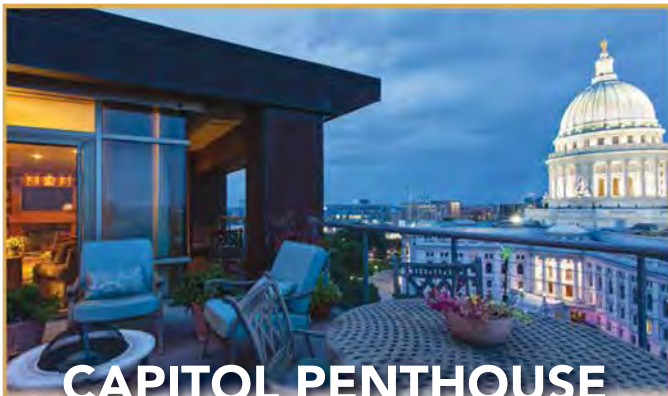
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MOOC, Meet MORC

Massive open online courses (MOOCs) may be the newest trend in higher education (see “Behind the Screens,” page 46), but at the UW, the practice of using mass-media technologies to connect the public with university instruction dates back more than eighty years.

WHA, the campus-based radio station, began broadcasting *College of the Air* in 1933. Think of it as a massive open *radio* course. The half-hour weekly program was designed for those in need of vocational training during the Great Depression. The first course was dedicated to agriculture, and several of the subsequent courses focused on home economics. One aimed to teach people how to type.

“It was bold at the time,” says journalism professor emeritus **Jack Mitchell**. “It was very much the Wisconsin Idea, trying to make the university help everybody.”

The series in that form ended in 1935 and shifted to a sort of university live stream, complete with wired classrooms. Literally. A wire was strung from the radio station in Vilas Hall through steam tunnels and up into lecture halls, such as the 1942 classroom in the photo above, where **Chester Easum PhD’28** taught German history at the height of World War II.

The first lecture broadcast this way was a music appreciation course taught by university band director **Edson Morphy**. At its peak, the series broadcast up to three lectures every weekday.

In the late 1970s, Mitchell and his station colleagues experimented with different options for getting university content back on the air. Their efforts evolved into the radio and television shows now known as *University of the Air*.

Sandra Knisely ’09, MA’13



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