

# MLSA

COLLEGE OF LITERATURE, SCIENCE, AND THE ARTS

Spring 2009



## Your Survival Guide

A VERITABLE COMPENDIUM OF FACTS, TIPS, AND LESSONS  
MODERN AND HISTORICAL, BEAUTIFUL AND TERRIBLE

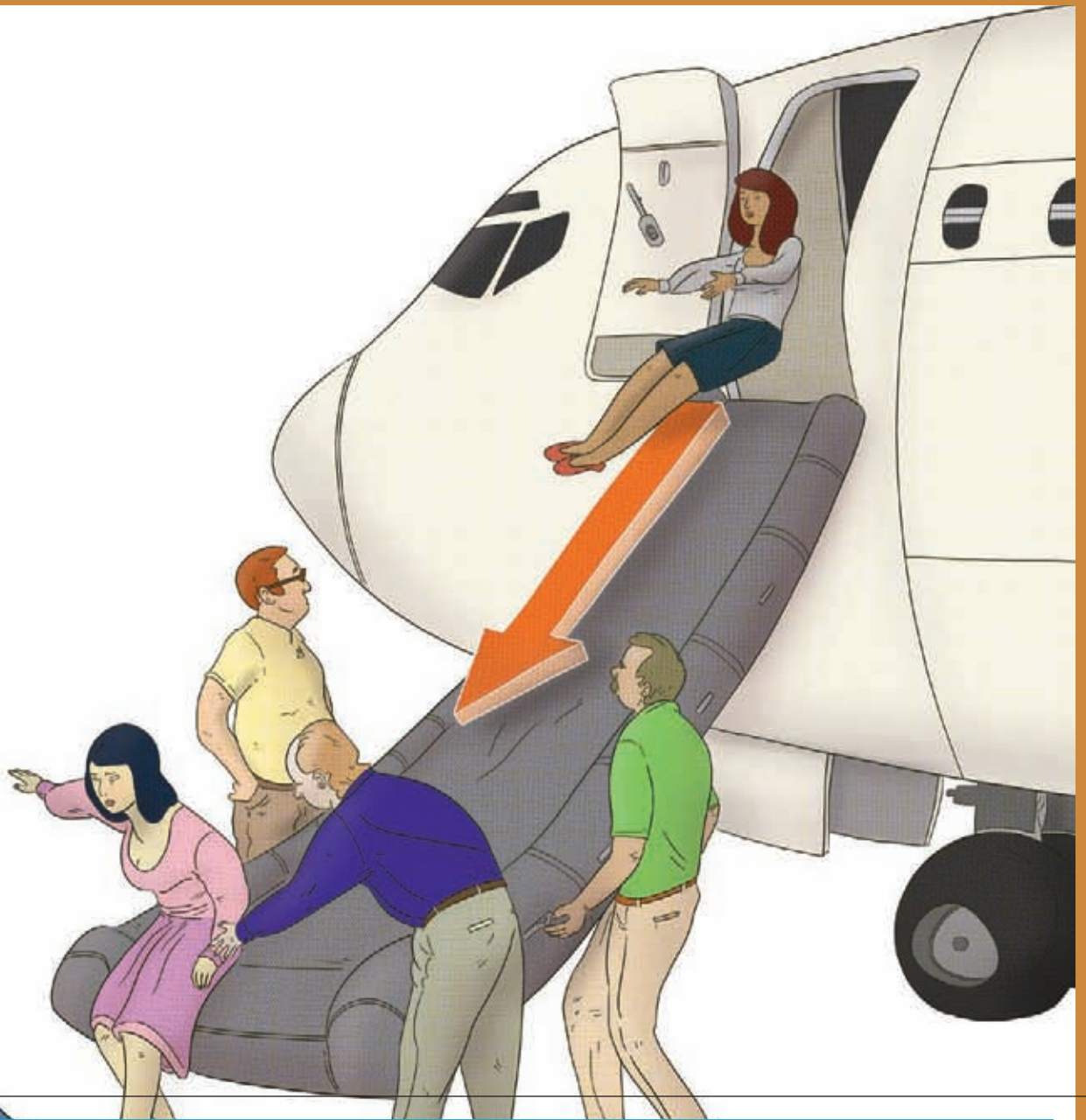


Alumni inside the demise of print news

Predicting disease outbreaks in advance—how close are we?

Dhani Jones tackles the globe





## Exiting to Safety: How Good Are Your Survival Skills?

TAKE OUR QUIZ ON PAGE 10 AND FIND OUT.

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dean's  
notes



Arthur F. Thurnau  
Professor,  
Professor of History,  
and Dean  
Terrence J. McDonald

## Scholarships Make the Difference

**MAINTAINING THE AFFORDABILITY** of a Michigan education is one of our most important goals. Any student who works hard to gain admittance to U-M should be able to attend, regardless of his or her financial standing.

Sadly, over the last several months, our scholarship offices have seen an increase in calls from students in perilous financial situations, who need help in order to continue their academic careers. Some live in homes that have been foreclosed; some have parents who were victims of the Madoff scheme; all are working to find a way to continue their college education.

This dire need has prompted us to establish an emergency student aid fund to ease the burden for struggling students. Unfortunately, the need is greater than our available funds, reminding us that the best way to provide ongoing, consistent help for students with financial need is through scholarships.

During the Michigan Difference fundraising campaign, scholarships were a priority. We wanted to raise both the number of need-based and merit-based scholarships in the College, thereby increasing overall accessibility to our world-class education. I'm proud to report that the College exceeded its overall Michigan Difference fundraising goal by \$40 million, and more than \$91 million — nearly 30 percent of the total — was raised for student scholarships.

Today, the number of undergraduate students receiving some kind of financial aid in the College is more than 11,000. One of the most common kinds of aid the College offers is scholarship support, and the number of LSA students receiving scholarship assistance has more than doubled in the past seven years. In 2000–2001, just over 400 students were receiving this aid, the average award for which was

\$4,700. Now, more than 1,000 students receive more than \$6,600 in College scholarships, on average.

Recently, Fred Wilpon ('58) and his wife, Judy Wilpon ('58), gave \$5 million to need-based scholarships through the Irene and Morris B. Kessler Presidential Scholars Fund, named in honor of Judy Wilpon's late parents. The funds were matched dollar-for-dollar by President Mary Sue Coleman's undergraduate Donor Challenge Program. The Wilpons' gift means that a cohort of 40 to 50 scholars has been added to our totals, and this group will grow to more than 70 students in future years.

But it doesn't take \$5 million to have a significant impact. In fact, a group of current students — all of whom are scholarship recipients — have started "Appreciate and Reciprocate," a new fundraising campaign by scholarship students for scholarship students. By doing things like cleaning Crisler Arena after basketball games, they've raised funds to help the next generation of students in need. Their philosophy is, "we were given a gift, and now we are giving back."

I was a scholarship student and I know many of our alumni were as well. All of us who were fortunate enough to have received a scholarship should reflect — like these students — on how to give back.

At a time of extreme financial uncertainty, we will continue to focus on our historic goals: providing a world-class educational experience open through financial aid to every qualified student.



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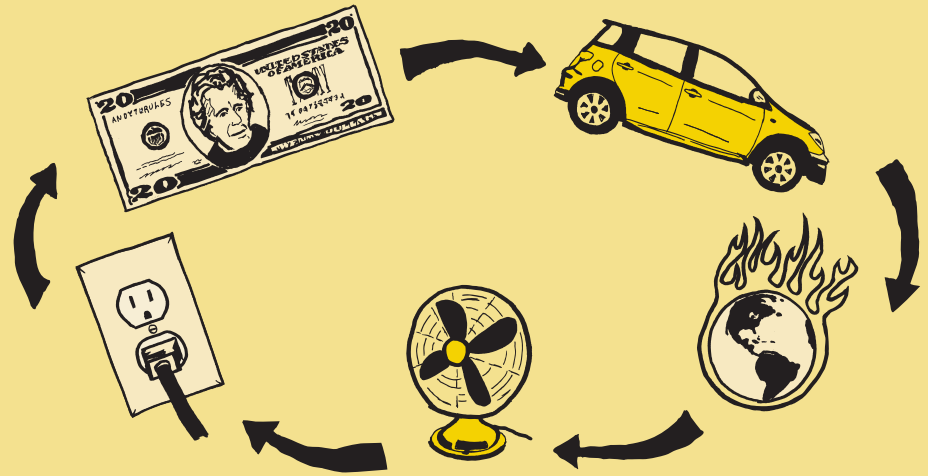
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ART DIRECTOR/DESIGNER

#### Regents of the University

Julia Donovan Darlow, ANN ARBOR  
Laurence B. Deitch, BINGHAM FARMS  
Denise Ilitch, BINGHAM FARMS  
Olivia P. Maynard, GOODRICH  
Andrea Fischer Newman, ANN ARBOR  
Andrew C. Richner, GROSSE  
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Illustration by Andrew Claydon



## Survival as a Continuum

**IN MANY WAYS, SURVIVAL EQUATES TO A SERIES OF SUCCESSFUL CHOICES.** You're faced with X, so you do Y. Survival in the short term often requires quick decisions: a bear is charging toward you—what do you do? Survival in the long term is a bit different. There's more strategy involved, more thought. You must eat to survive, but if you choose to eat red meat every day, how does that impact your overall lifespan?

It gets even more complicated on a global level. The choices we make to survive today may negatively affect humans' survival in the long term. For example, I need to drive a car to get to my job so I can make money, which affords me food and shelter. But the car I'm driving is connected to global warming, which threatens humans as a whole. Am I surviving in the short term only to sabotage the long term?

If survival is a continuum, then the stories in this issue reflect both immediate survival (short term) and strategic success (long term). For example, when Edmund Love attended the University of Michigan more than 70 years ago during the Great Depression, he found creative ways to cobble together enough money to stay in school month to month. His story (p. 33) reflects the enduring, immutable will that so often accompanies stories of survival. Similarly, when alumna Megan McKenna lived and worked in war-ravaged Darfur and met translator Daoud Hari, it was his unbreakable human spirit that helped her cope with the tragedy all around her (p. 52). Later, when Hari's life was at risk, McKenna stepped in to help him escape Darfur. Eventually, she collaborated with him on his memoir, titled *The Translator*, a bittersweet account of his life in Darfur and eventual immigration to the United States.

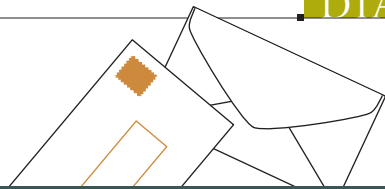
Not all of our survival stories are so heart-wrenching. We talked to six U-M alumni who managed to survive reality television shows like *The Bachelor*, *Fear Factor*, and *The Apprentice* (p. 18). Bikinis, worms, and Donald Trump—oh my! We also talked to alumni in a variety of industries who offered creative cost-cutting tips for helping your dollars survive longer during these tough economic times. There's also our essay by Jon Udell, a technology evangelist at Microsoft (really, that's his title) who tells us how the Internet can help us all amass our collective knowledge for the common good.

And for those of you who think you can survive anything and everything, be sure to take our survival quiz to find out whether you really know what to do in challenging—and even life-threatening—situations (p. 10).

Can reading this magazine be one of them? Not unless you endure a massive paper cut, in which case you should clean the wound thoroughly and apply pressure through a bandage. If bleeding persists, call a doctor. But take the magazine with you to the clinic so you have something to read while you wait.

**LARA ZIELIN, EDITOR**

# (letters)



*the*  
affairs  
of small  
tribes

by James Tobin

After years of disengagement, the Bush Administration seems bent on brokering an Israeli-Palestinian peace accord before President George W. Bush leaves office. But could such an ambitious plan do more harm than good? In his new book, *The Much Too Promised Land*, alumnus Aaron David Miller puts the Bush Administration's attitude toward the Middle East into decades of context, and plots the complex and tangled roadmap to peace in the Middle East.

(Left) U.S. President George W. Bush and former Israeli Prime Minister Ehud Olmert in Israel.

Your “Election Forensics” article echoes charges from the hysterical left that the 2004 presidential election in Ohio was stolen by voter suppression and fraud. In fact, the U.S. Civil Rights commission investigated this election and in a November 12, 2004 report found no evidence of any fraud or vote suppression.

CHRISTOPHER WASSINK ('88)

**Professor Mebane** responds to both letters: *The work regarding the 2000 election actually appears in two separate articles. The “Wrong Man is President!” analysis looked at over-voted ballots and showed that if better technology had been used to tabulate votes, Gore would have won by more than 35,000 votes. A court order to modify the recount that was happening might have produced a correct outcome. Instead, the Supreme Court terminated the proceedings. A Democratic National Committee study I worked on in 2005 concluded that the many election administration*

*problems in Ohio did not change the 2004 election outcome. Nonetheless, several attempts by the Ohio Secretary of State to suppress voters were stopped only by court order, and malfeasance by several election officials was proven in successful prosecutions. It is indeed unfortunate that some now claim that conspiracies explain every election result they may not like. The available evidence generally refutes that. But election administration in the United States remains far from perfect.*

**At first I was taken aback by your comic-book version of the story of Ralph Baldwin (“The Face of the**

**Moon”).** After reading it, I was moved by the poignancy of this story and its connection to my own research. The Baldwin story was new to me but the message it sends is familiar to the history of science, where nearly all breakthroughs are denied by the established experts until they die. Although you’ve presented the story as one of victory through perseverance, I see it more as a tragedy of intellectual prejudice that limited a brilliant scientist’s career.

RICHARD B. FIRESTONE ('67)

**In your piece titled “The Affairs of Small Tribes,”** a graphic was included that detailed how the United Nations Relief and Works Agency (UNRWA) has continued to raise the number of Palestinian refugees since 1948. However, your article failed to mention that the UNRWA has manipulated its definition of the term “refugee” to unfairly inflate the number of refugees in an attempt to discredit Israel and its policies. UNRWA’s definition differs from that of the United Nations High Commissioner for Refugees, the body charged with helping refugees from other conflicts around the world, by including people who left the conflict area on their own free will, people who had lived in the conflict area for a short period of time, and the descendants of the people of these statuses.

JUSTIN BENSON ('08)

**According to the “Election Forensics” article,** professor Walter Mebane “tested” the vote in Palm Beach in the 2000 election and concluded that “there were about 2,000” votes for Buchanan that should have gone to Gore. Based on this extremely limited analysis, Mebane penned a paper in 2004 with the definitive title, “The Wrong Man is President!” In doing so, Mebane showed his biased point of view and completely dismissed the role of the U.S. Supreme Court.

FRED SPIKE ('69)

The Fall 2008 issue was exceptional. It included a broad spectrum of fascinating people, clear and captivating reading, and a variety of intriguing subjects. The best yet!

SHEILA MCALINDEN ('68)

## Let us know what you think!

We welcome your thoughts, opinions, and ideas regarding *LSAmagazine*. Letters may be published in the magazine and/or on our website, but we cannot print or personally respond to all letters received.

Letters may be edited for length or clarity. Opinions expressed in “LSA Letters” do not necessarily reflect those of *LSAmagazine*, the College, or the University of Michigan. All correspondence should be sent to: Editor, *LSAmagazine*, Suite 5000, 500 South State Street, Ann Arbor, MI 48109-1382. You can also email us at [lsamagazine@umich.edu](mailto:lsamagazine@umich.edu). Please include your name, address, and graduation year.

*Correction: Our “Student CEOs” article credited the genesis of Eatblue.com to LSA seniors Matt Lerner and Nick Farinella. But Clint Wallace ('04) wrote to tell us that he and classmates Jake Cohen ('04), Scott Meves ('04), and Adam Linkner ('04) founded Eatblue.com in 2002. After graduation, they transformed Eatblue.com into Ugrub.com, then sold the company to YNot advertising in 2005. YNot oversaw the re-launching of Eatblue.com at the University of Michigan and that’s when Lerner and Farinella subsequently became involved. We apologize for the error.*



## Field Shapers

LSA FACULTY EXTEND  
THEIR INFLUENCE  
BEYOND ANN ARBOR

by Lara Zielin

**THE HOURS ARE LONG**, the pressure is high, and the pay...well, there is no pay. So why do so many Michigan professors become presidents of academic organizations?

“One of the most exciting aspects of the position is meeting leaders in other national organizations and working together to have an impact on both higher education and on issues the country confronts,” says Sidonie Smith, Chair of LSA’s Department of English Language and Literature and incoming President of the Modern Languages Association (MLA).

With more than 30,000 members in over 100 countries, the MLA is one of the largest professional organizations of its kind. It publishes four major periodicals, hosts an annual conference, and affords educators and researchers like Smith the opportunity to engage in discussions and collaborations on a range of scholarly topics.

But there’s certainly more than just academic rhetoric going on here. For example, Smith recently

used her influence as incoming MLA president to help the National Humanities Alliance speak to Michigan senators and representatives, with the goal of obtaining additional funds for the National Endowment for the Humanities. To what end? Jobs, for one thing.

“The humanities workforce is very large,” says Smith. “There are millions of people who are teachers, museum curators, nonprofit workers, librarians—and their humanities education is what prepares them for these jobs. Our agenda was to talk with government leaders about the importance of the humanities, and to get additional funding to improve humanities teaching, research, and outreach across the board.”

Whatever the agenda of the president, it must be one that other members of the organization support, since most presidents are elected.

Samuel Mukasa, Chair of LSA’s Department of Geological Sciences and incoming President of the Geochemical Society, is the first president to be

elected to his organization. “Before me, they were appointed,” he says.

Mukasa, who says he is one of only a few African Americans in an organization comprising thousands, is working toward greater organizational diversity, including better gender balance. “The nominees for the biggest award we have are almost always men, by a ratio of 38 to one,” Mukasa says. “Yet when you assess the productivity and visibility of several men and women in the organization, they’re comparable.”

Mukasa is also working to improve the organization’s international participation. “There are countries in South America, Asia, and Africa where scientists don’t have much money. They may not be able to afford to attend our upcoming annual conference in Switzerland. I’m looking into either sponsoring their attendance, or videotaping key addresses at the meeting and putting them on the web.”

Kevin Gaines, Director of the Center for Afroamerican and African Studies and a professor

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of history, is also working toward making the American Studies Association (ASA), the organization for which he is the incoming president, more international. "There are a number of European and East-Asian scholars working on aspects of U.S. history and culture. For several years, we have been encouraging their participation in our annual meeting and in the governance of the association," he says.

Gaines notes that this initiative is tied directly into what ASA scholars are writing and thinking about currently. "Many ASA scholars have been researching and writing insightfully about the political and cultural impact of the United States on the world, both historically and in the present. There is a strong current of American Studies scholarship that is responding to the major concerns of our time, including war and peace, citizenship, the environment, and issues of sustainability broadly defined."

And it won't just be college professors at the organizational meetings talking about relevant issues, either. Outreach to and dialogue with high school educators is one of many initiatives that Ruth Scodel, Chair of LSA's Classical Studies Department, spearheaded during her tenure as President of the American Philological Association (APA). "I helped start a project to cooperate with a high school organization, the American Classical League,

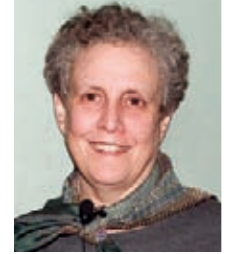
to create standards about what high school Latin teachers should know," she says. "I also worked on creating courses for Latin teaching methods that aren't widely available, to keep up the supply of well-trained Latin teachers."

Scodel adds that the more faculty leaders that engage in these activities, the more it enhances U-M's reputation. "It raises the national profile," she says.

Todd Endelman, a professor in the Frankel Center for Judaic Studies and President of the American Academy for Jewish Research, concurs. "I think being president helps make the strengths of U-M known to other people in the field. It's a moment when U-M is very visible, and that's a benefit."

*Additional reporting by James Militzer.*

**(From left to right) Samuel Mukasa, President-elect of the Geochemical Society; Sidonie Smith, President-elect of the Modern Languages Association; and Ruth Scodel, former President of the American Philological Association.**



(Left and middle) Scott C. Soderberg, U-M Photo Services; (right) Lin Jones, U-M Photo Services



"Living and learning in a different culture is an invaluable experience that prepares students for the global economy. I want to encourage students to visit other countries, particularly developing nations, and challenge themselves in their new surroundings. Increased financial support will make that possible."

—U-M PRESIDENT MARY SUE COLEMAN, WHO SEEKS TO DOUBLE THE NUMBER OF U-M STUDENTS STUDYING ABROAD.

You can help graduate and undergraduate students gain expertise and expand their worldviews by supporting the Student Global Experience Challenge. President Coleman will give \$1 for every \$2 in endowment gifts between \$25,000 and \$500,000.

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# Support the Student Global Experience



# Top of the Class



## RANKINGS SHOW THE COLLEGE AHEAD OF ITS PEERS

### HIGH-RANKING STUDENTS

Before arriving at U-M, the incoming class of 2012 already sported impressive résumés:

- 43% were elected to one or more student government offices;
- More than one third received awards in athletics;
- More than 65% played a musical instrument;
- 31% published poems, stories, or articles or worked as editors of school newspapers or yearbooks;
- 15% started their own business.

The latest rankings are out, and the College of LSA features prominently in the University of Michigan's success in a range of areas. Specifically, exceptional LSA faculty have helped propel U-M to the top of several lists through nurturing educational environments and exemplary research. "We strive to recruit and retain the best faculty in the nation," says LSA Dean Terrence J. McDonald, "and the rankings show these efforts have an impact on every level."

Recent rankings place U-M as the highest-ranked public university in America by London's *Times Higher Education* and among the "Best Colleges to Work For" by the *Chronicle of Higher Education*.

#### Other accolades include:

- The College of LSA has 72 departments, programs, and fields of study within the top 25 in the nation, including 51 in the top 10, and 35 in the top five, according to rankings issued by *U.S. News & World Report* and the National Research Council.
- *U.S. News & World Report* listed U-M as a leader in the following areas: first-year experiences;

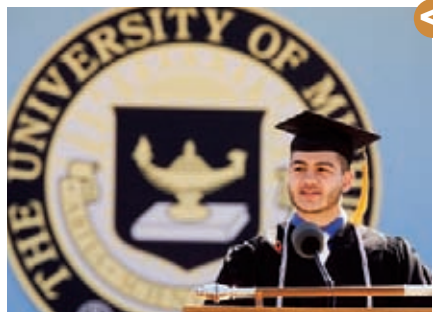
undergraduate research/creative projects; undergraduate learning/living communities; service learning; and writing across the disciplines.

- U-M was listed among the "25 New Ivies" by *Newsweek* in 2006, due in large part to LSA's Honors Program. As noted in *Newsweek*, the competitive Honors Program draws many out-of-state students due to the smaller class sizes and the Honors Housing option.
- U-M was ranked fourth among America's public universities in 2009 by *U.S. News & World Report*.
- U-M was also ranked sixth among American universities in the *Washington Monthly* College Rankings guide that asked not what colleges can do just for students, but what colleges are doing for the country in terms of research, service, and social mobility.
- The Center for World-Class Universities at Shanghai Jiao Tong University in Shanghai, China, ranked U-M 18th among the Top 100 North and Latin American Universities, and 21st among the Top 500 World Universities in 2008. ■

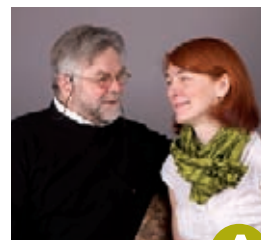


## (LSA news)

## Alumnus Wins Rhodes Scholarship



◀ Abdulrahman El-Sayed ('07), an LSA alumnus and U-M medical student, was selected as a 2009 Rhodes Scholar. Rhodes Scholarships, awarded to just 32 students chosen from more than 700, pay for two or three years of study at the University of Oxford in England, a value estimated at approximately \$50,000 per year. El-Sayed intends to pursue a master's degree in global health science at Oxford.


 How Old Do You Feel? 

Older people tend to feel about 13 years younger than their chronological age, according to a study by Jacqui Smith, an LSA professor of Psychology and research professor at U-M's Institute for Social Research. Smith and colleagues have found that people who feel younger are less likely to die than those who don't, given the same level of chronological age and equivalent physical health. "Feeling positive about getting older may well be associated with remaining active and experiencing better health in old age," she says.



## LSA Creates Global Scholars

The Global Scholars Program, U-M's newest living-learning community, begins in the fall of 2009. The program is intended to bring together students from the United States and around the world in an interdisciplinary curriculum. "Our program is designed for students interested in global issues, intercultural exchange, and expanding their learning environment and classmates beyond U-M," says Jennifer Yim, Director of the Global Scholars Pilot Program.

## SPRING AND SUMMER COURSES

In response to a growing demand, more than 20 LSA departments and programs will expand their offerings for spring and summer courses. More students have been enrolling in these courses for many reasons, says LSA Dean Terrence J. McDonald. For example, he says that growth in enrollment for LSA's fall and winter terms have lengthened waitlists for popular introductory courses. Also, more students are electing double majors, minors, internships, and study abroad programs, which can increase the likelihood of scheduling conflicts during the academic year. Some students view studying in the summer as a way to have more small class experiences, to boost their grade point average, and to lighten their load in the full terms.



## WHALES GAVE BIRTH ON LAND?



Two newly described fossil whales—a pregnant female and a male of the same species—reveal how primitive whales gave birth and provide new insights into how whales made the transition from land to sea.

The fossils were found in Pakistan in 2000 and 2004 and are being studied at U-M. Philip Gingerich, a professor of paleontology and Director of the U-M Museum of Paleontology, led the team that discovered the 47.5 million-year-old fossils. Gingerich and his team found that the fossil of the pregnant female shows a fetus positioned for head-first delivery, like land mammals but unlike modern whales, indicating that these whales gave birth on land. Another clue to the whales' lifestyle is the well-developed set of teeth in the fetus. The whales' big teeth, well-suited for catching and eating fish, suggest the animals lived primarily in the sea, probably coming onto land only to rest, mate, and give birth, says Gingerich.

# Survival Myths vs. Facts

Think you have what it takes to survive in a challenging situation? Take our survival quiz and find out if you can distinguish life-saving fact from life-threatening fiction.

*The answers might surprise you.*



You are camping with a group of friends and become lost, alone, in the woods.

**What do you do?**

- A.** Locate the nearest river and begin following it downstream. Odds are high that it will lead to more populated areas and subsequent help.
- B.** Cover yourself with leaves, twigs, and other woody offerings in order to keep dangerous animals from tracking your scent. Staying out of sight = staying safe.
- C.** Stay put. Use sticks, leaves, or objects to spell SOS in the ground.

**ANSWER: C.** Wandering is one of the most dangerous things to do if you're lost. People searching for you may be moving slowly, looking for clues, and may not be able to keep up if you are moving at a brisk pace. Moving also increases your risk of a fall or injury, so staying put is ideal. If an aerial search occurs, something spelled on the ground could help pinpoint your location. It's also wise to make a signal flag with paper, a plastic bag, or other object, as long as it's not clothing since that should be used at all times to keep you warm.



You are splashing around in the ocean and are stung by a jellyfish. You are able to swim back to shore, but **what do you do next?**

- A.** If there is fresh bottled water nearby, use that to wash out the sting. Keep the sting uncovered so it can breathe.
- B.** Cover the sting with sand for at least five minutes.
- C.** If you or a friend are bold enough, urinate on the sting.

**ANSWER: B.** Urban legend persists that urinating on a jellyfish sting is the best cure, but it's just not true. The best thing to do is cover it with sand, as that will draw out the toxins. Rinsing it with fresh water will only cause more toxins to seep into your bloodstream, and it will exacerbate the injury. (The exception to this rule is Portuguese man-of-war stings, which often occur near Hawaii. These jellyfish are from a different family than most, and their wounds can be treated with fresh water.) If you have aloe gel, meat tenderizer, or castor oil, you can apply that to the sting over the next few days. It's always a good idea to visit your doctor, especially if the sting still hurts after a day or two and/or seems to be getting worse.



# Will *you* survive?

You are hiking along a trail and are bitten by a poisonous snake. You aren't sure you can make it to a hospital or doctor in 30 minutes, the prescribed time in which to treat such injuries.

## What do you do?

- A.** Wash the wound with water and immobilize the area.
- B.** Carefully cut around the wound to allow the body's own process—bleeding—to help wash away the toxin.
- C.** Apply a tourniquet to slow the flow of poison to other parts of the body.

**ANSWER: A.** If you have a phone and can call 911, do so, since a trained professional can talk you through next steps and get help to you as soon as possible. In the meantime, wash the wound and try to keep it still, as less blood will flow to the area. Also try to keep the area lower than the heart. If someone is with you, have them carry you to safety if possible, but don't walk yourself since the less mobile you are, the better. Cutting the wound and/or applying a tourniquet are both steps that will result in more injury, not less. Nor should you apply ice to the wound because this will only increase the rate the venom is absorbed into the body.



You are on a flat, open road and severe weather erupts. A tornado begins swirling nearby. **What do you do?**

- A.** Stay in the car to avoid high winds and lightning.
- B.** Try to find shelter nearby, even if it's just a ditch.
- C.** Put the car in reverse and high-tail it out of there.

**ANSWER:** This one depends, but B and C are the best options. The ideal place to take refuge from a tornado is in a basement or cellar or, if those options aren't available, in a small room in the center of a sturdy building, such as a bathroom or closet. But if you're on the open road and nothing is around you, then look at the tornado and try to see if you can definitely tell which way it's moving. If you can, then drive at right angles away from its path. Since many tornadoes are sheathed in rain and clouds (many people mistake them for billowing dust or fog), it can be hard to tell exactly where it is or which way it's moving. In this case, a deep ditch or low spot may be your best bet for survival. Lie down and cover your head since debris can still fall on you. Do not take refuge under an overpass. It's a myth that these are safe during severe weather. In reality, wind speeds can actually increase in such locations.



# Food

[NOT CALCULATORS]







IN THE 1960S AND '70S, IN POST-WAR KOREA, STARVING CITIZENS WERE FOCUSED ON SURVIVAL, NOT NEW TECHNOLOGY. UNIVERSITY OF MICHIGAN GRADUATE CHU-YONG LEE ('58) HELPED CONVINCING THE RELUCTANT NATION THAT COMPUTERS WERE THE NECESSARY WAVE OF THE FUTURE. NOW, KOREA'S TECHNOLOGICAL ADVANCEMENTS ARE SOME OF THE BEST IN THE WORLD. FEW WOULD BELIEVE LEE, SOMETHING OF A NATIONAL HERO, BECAME A DISHWASHER AFTER GRADUATION BECAUSE HE COULDN'T FIND A JOB, AND HIS VOICE WENT UNHEARD AMONG KOREANS FOR YEARS.

--BY LARA ZIELIN--

1962

as Chu-Yong Lee's plane descended toward Kimpo Airport in South Korea, he looked out his small window at a treeless, barren landscape. He saw the Korean War's pockmarks and scars on the earth. There were few farms and no factories. ¶ Lee, who had been working in the United States for the past four years, was returning to a country where daily life was difficult. The per-capita income was less than \$100. His family had mixed feelings about his homecoming. "Feeding one more mouth will only make us poorer," they said.



Forty-five years later, in an article in Korea's *CEO Magazine*, Lee cites 1962—the year of his homecoming—as the start of the IT revolution in Korea. He's pictured on the cover—a 74-year-old man, smiling slightly and looking off into the distance. The article places Lee in league with Koreans who have had a global impact, such as Chung Ju-Yung, the founder of the Hyundai Group, and Lee Byung-Chul, the founder of Samsung. The writer says Lee reminds him of an ancient Chosun scholar with deep wisdom and morals.

His revered status is warranted. Lee ostensibly brought technology to an impoverished and war-ravaged country struggling to find its place in the 20th century.

The fact that this wasn't an easy task is summarized in the *CEO Magazine* article as "numerous problems and hardships."

The truth, not surprisingly, is more

complicated. In 1962, Koreans didn't want a technological revolution. Computers were a foreign concept that many mistrusted.

And so it was up to Lee—a U-M graduate with a few years of experience at IBM under his belt—to convince them otherwise.

How he was able to do it is a story that starts in Ann Arbor in 1954.

--SEEING THE WHOLE PICTURE--

In 1954, the frenzied building in Ann Arbor, driven by Mayor William Brown Jr., reflected growth and increasing wealth in the United States, underscored by President Eisenhower's Economic Report to Congress, in which he said, "Our economy today is highly prosperous, and enjoys great basic strength."<sup>1</sup> The campus, too,

was expanding. The Union received a new wing, and plans for a North Campus were submitted. As students danced to "Papa Loves Mambo" by Perry Como or cheered for All-American Art Walker on the football field, the Korean War might have been just a distant memory.

But not for Lee.

True, the Demilitarized Zone had been established along the 38th Parallel to end fighting, but the war was the very reason Lee was in Ann Arbor. Seoul National University, where he studied for a short while after graduating from high school, was devastated. "There wasn't much campus left," Lee says. "The country was torn down, it was ash." Going abroad was the only option Lee had for a quality education, and he chose Ann Arbor in order to study economics.

Lee says that his first year on campus he

(Previous page) Courtesy of CEO Magazine; (this page) Michael Rongier/Time Life Pictures/Getty Images

<sup>1</sup> *The Economic Report of the President, 1955* (Government Printing Office, 1955).



(Opposite page) The Kaesong Valley, along the 38th parallel, taken one month before the Korean War armistice was signed on July 27, 1953. Just visible in the foreground are sandbags and soldiers looking into the distance. Today, Kaesong City is one of the few North Korean locations open to tourists, though strict movement and information restrictions are enforced.

was “shut,” studying and adjusting to an educational system that challenged him in unfamiliar ways. “I had a history class where I was forced for the first time to reason and think dynamically,” he says. “In Korea, it was all memorization. But Professor Karl Reichenbach told me you have to know history to know the future. So he challenged me to think differently, to see the whole picture.”

Lee absorbed the lesson and was able to maintain a stellar grade-point average — even while working at the Pretzel Bell, serving frothy beer and greasy food to hungry students. By the time he was ready to graduate in 1958, his hard work put him in the top 20th percentile of students. Knowing that the employment rate among U-M students at that time was 90 percent, Lee never imagined he’d have difficulty finding a job.

But only a few months after he’d been handed his diploma, Lee was in Chicago working at the Medina Country Club washing dishes and busing tables. He’d interviewed with 30 banking or financial companies, and all of them had turned him down. “It’s your lack of experience,” they told him, but Lee suspected that in the wake of the Korean War, it could be racism.

One night, as Lee was clearing dinner plates, he spotted among club guests an economics classmate from U-M who had graduated and landed a job in insurance banking. The two struck up a conversation, and the classmate asked Lee why he was working at the country club. “I hung my head,” Lee says, ashamed at the time that he hadn’t yet found a job using his degree.

But Lee’s problems were about to get worse. “There was a rule [at the country club] that you don’t talk to members,” Lee says, “and I carried out a private conversation with one of them. It didn’t matter that he was my friend. I was fired that night.”

On the four-hour bus ride back to Ann Arbor, Lee stewed. He vowed that he would never again wash another dish in his

life. *I will starve first*, he told himself.

When the bus pulled into Ann Arbor, Lee stepped off and headed for Gartner Ackley’s house. Ackley had been his economics adviser and Lee demanded answers from him: “Was I in the top 20 percent of students at Michigan?” Lee asked.

“Yes,” acknowledged a surprised Ackley. It was late at night, and he wasn’t accustomed to students showing up on his doorstep.

“Are 90 percent of Michigan students employed after graduation?” Lee asked.

“Yes.”

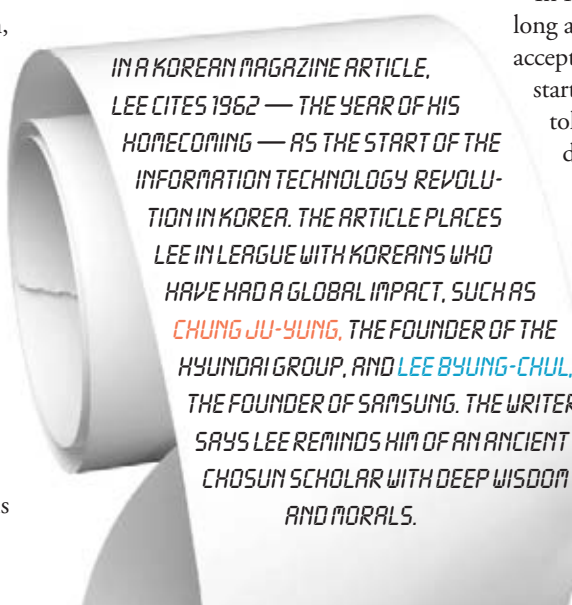
“Then either you didn’t prepare me well enough, or there is too much discrimination against Koreans for me to get a job. Which one is it?”

Ackley told Lee that he needed to think about his situation, and to meet him the next day in his office.

By the time Lee showed up, Ackley had a solution.

**--NEW IDEAS, BRIGHT MINDS--**  
+++++

Ackley offered Lee a position working with U-M’s first computer, an IBM 650, a mammoth of a machine housed in the Social Survey Research Center. Lee’s job was to work the night shift feeding the computer stacked-up cards, which represented code, or instructions.



IN A KOREAN MAGAZINE ARTICLE, LEE CITES 1962 — THE YEAR OF HIS HOMECOMING — AS THE START OF THE INFORMATION TECHNOLOGY REVOLUTION IN KOREA. THE ARTICLE PLACES LEE IN LEAGUE WITH KOREANS WHO HAVE HAD A GLOBAL IMPACT, SUCH AS CHUNG JU-YUNG, THE FOUNDER OF THE HYUNDAI GROUP, AND LEE BYUNG-CHUL, THE FOUNDER OF SAMSUNG. THE WRITER SAYS LEE REMINDS HIM OF AN ANCIENT CHOSUN SCHOLAR WITH DEEP WISDOM AND MORALS.

The task was simple, but transformative.

“I became curious about computers,” Lee says. “After I finished my shift, I’d stick around and teach myself about the machine. I took graduate-level courses about computers and became an expert.”

Lee says 1958 was the first year of the computer age. He had landed a spot on the ground floor of a burgeoning industry that would transform nearly every aspect of society in the years to come.

In the early summer of 1960, Lee interviewed with IBM, headquartered in New York, and was offered a job at their fledgling software center. The fact that he was Korean no longer seemed to matter as much as his newfound knowledge about the machines everyone was trying to advance, improve — and understand. “Everyone working there was new, most people were under the age of 40,” Lee says. “It was high energy, with keen competition. There were new ideas and bright minds all around.”

Lee says that on several of IBM’s early projects — many of them for the government — he and his colleagues would “work like dogs” with “no limit to their overtime.” Lee would forget what day it was, and sleep on the floor of his office. “I had no social life, it was all in the office. It was an all-out effort, but it was exciting.”

In 1962, IBM asked him to take a year-long assignment in Denmark, and he accepted. He’d sublet his apartment and started taking German classes when IBM told him he wouldn’t be going — they’d decided it wasn’t the right move.

With his apartment already paid for and his eyes already trained eastward, Lee thought about returning to Korea. IBM already had computers in Hong Kong and Taiwan. Why not his home country as well?

In a bold move, Lee wrote to Thomas John Watson Jr., Chairman and CEO of IBM. *Korea has established a military government, and they are moving forward*, he



said. *There are many opportunities here. Even the Korean Army would be a good market. IBM is already in Hong Kong and Taiwan. Why not Korea?*

Improbably, Watson agreed, and set up Lee as the head of Korea's first IBM office.

### --A REVOLUTION UPON THEM--

After Lee's plane landed in Korea, Professor Reichenbach's lesson returned to Lee in spades. *You have to know history to know the future.*

"I understood then that Korea was poor because 100 years prior, our ancestors decided not to open to industrialization," Lee says. "Then they were colonized [by Japan]. Now, another revolution was upon them. The technological revolution. Where the industrial revolution had used tools to extend people's physical power, the technological revolution was poised to

use computers to extend people's thinking power. I wanted Koreans to understand this, to think dynamically and to be at the forefront of this change."

Lee tried to explain this to potential clients, to let them know how the computer could transform their work and businesses. "They were negative about it," Lee recalls. "When the word 'computer' is translated, there's no distinguishing it from an adding machine. It's very hard to explain to people, and they thought I was trying to con them." Additionally, in a country where jobs were already scarce, "some people thought the computer would create unemployment, if it could do the job of many men."

Koreans told him, "We need food, not calculators."

When Lee made appointments to speak with potential clients in person, many of them thought he was from a popular Korean travel agency, also called IBM.

By 1964, Lee had enough. He headed back to New York and worked for IBM there for two more years. "I worked in the service field," he said, "taking on a new job every week. I learned the application of computers in places such as Pittsburgh Steel and the Canadian government offices."

But circumstances compelled him to return to Korea. "I was an only child and my dad wanted me home. I was married by then and my wife wasn't adjusting to life in New York very well."

Lee tried, unsuccessfully, to launch his own company in Korea selling computers to the government, but the endeavor failed. Koreans still weren't ready to adopt the technology. He became unemployed. Prospects were slim. By 1966, his wife was expecting their second child, and Lee was desperate. "I thought, I'll go back to IBM. So I told them I'd be back in New York by mid-December. And as I was going



(Opposite page) In 1959, U-M's first IBM computer took up an entire room in the Social Survey Research Center and was still considered state-of-the-art technology. Pictured here, left to right, are Alex Veliko, Bruce Arden, and Bernard Galler.

around Seoul, saying goodbye to friends and family, I went past the Korean Productivity Center.”

To Lee's overwhelming surprise, his contact at the Korean Productivity Center (KPC), a Mr. Lee, informed him the company was taking his advice and buying a computer. They weren't yet sure how they would use it, but they knew one important thing: it would be the first one in the country of Korea. Mr. Lee also had another surprise. “He asked me to stay in Korea and help train his employees on how to use the machine,” Lee says. After some hesitation, he agreed. The pay was nonexistent, the hours long, the training tough, but Lee was determined to pass his knowledge along to others.

Later that summer, when the Korean government set up the Ministry of Science and Technology, Lee was back in the saddle, encouraging the government to adopt computer technology. This time, they agreed. As an added bonus, they gave Lee funds to help train and support them.

Lee's work over the next several years focused on helping the government, banks, and private companies become familiar with computers. He wrote numerous programs running statistical regressions on everything from finances to inventory. He encouraged computer automation wherever he could, and offered education and training to students and faculty at Seoul National University, Korea University, and other schools.

Change did come, but not overnight.

“It took ten years for people to begin to be receptive to computers,” Lee says. And even then, the country began focusing on hardware, not software, which was a mistake.

Because software development requires less investment than hardware and because the applications for software are more broad, Lee felt it was the right direction for Korea. The country was already years behind in hardware development, and the years it would take to catch up could be spent pursuing much more immediate software development. “Even Bill Gates

started in software,” Lee says, “but Koreans didn't understand. They wanted to feel what they were producing, which is a very Korean mentality. You sound like a scam artist if you're pushing something they can't see — something that is made up of ones and zeros.”

His inability to convince Korea to develop in this area is something Lee regrets, even now. “I met with countless people in government, academia, in industry and tried to convince them, but I couldn't.” The result, Lee says, is that Korea never gained a competitive edge in hardware development, and now it's behind in software development as well.

Despite the refusal of many to heed his warning, Lee still carved out a successful niche for himself in Korea through his company, KCC Telecommunication. Through KCC, Lee spread information

technology to a variety of government and industry sectors, helping automate hundreds of processes and spread the use of computers nationwide.

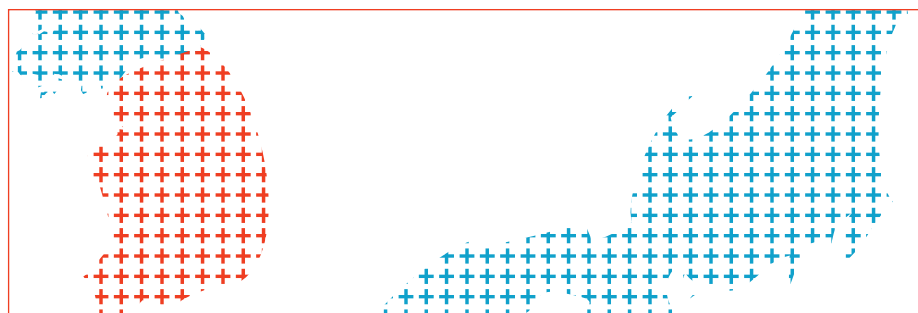
Today, the company has expanded to five separate entities — specializing in everything from cars to security — and is run by Lee's oldest son, Sang Hyun. Together, Lee and his son are looking into the future and gauging where to invest. Their eyes are on renewable energy and senior care as growth industries.

But that, Lee says, is where his son will take over as pioneer.

“My role has been completed, my work is only up until now.”

Perhaps. But he's still involved with KCC, still looking ahead, thinking the way Professor Reichenbach taught him. *You have to know history to know the future.* +++

Lara Zielin is Editor of LSA magazine.



## { A Nation of Innovation }

LEE MAY HAVE SHEPHERDED THE FIRST COMPUTER TECHNOLOGY TO KOREA, BUT THE COUNTRY WAS RICH IN INNOVATION LONG BEFORE THE DIGITAL AGE.

**1377**

*Jikjisingyeong*, a Buddhist scripture, is printed with the world's first movable metal type. It's used as a textbook by priests studying Buddhism and precedes the Gutenberg Bible by approximately 75 years.

**1441**

Yeong-sil Jang responds to a call from King Sejong asking for better water management in the agriculturally based economy and society. Jang presents the king with the first rain gauge.

**1591**

Korean admiral Yi Sun-sin develops *Geobukseon* or “turtle ships,” which are characterized by multiple cannons and a fully covered deck designed to deflect cannon fire and keep enemy combatants from boarding. They are one of the most effective maritime weapons ever invented.







# Surviving 15 MINUTES

Six U-M alumni endured cockroaches, worms, bachelorettes, Donald Trump and more while gleaning their 15 minutes of fame. Was it worth it? The contestants tell all.

*by Katie Vloet*

# UM ALUMNI ARE FAMOUS

for many reasons, and those featured here are best known for their appearances in the protean world of reality TV. Indeed, U-M alumni are pioneers in this realm; graduate Judd Winick appeared on what is widely considered the first of the contemporary reality shows: the first season of *The Real World* on MTV.

¶ Since that show first aired in 1994, reality has taken over the primetime schedules on major networks, with each show trying to out-gross or out-shock its competitors. It's a genre in which the most outrageous people tend to become the most famous — though the LSA alumni featured here played neither the fool, nor the jerk, nor the crazy person. For the most part, they were the nice ones, and no matter what the old adage says, some of them still managed to finish first.

## Joshua Schwadron

### FEAR FACTOR: LAS VEGAS

SEASON 4 (2003)

**| HOW HE DID |** He won.

**| GETTING NOTICED |** Schwadron ('03, M.A. '04) was named *GQ* magazine's "Big Man on Campus" in the national contest in 2003. When *Fear Factor* came to town, there were thousands of people at the Touchdown Café hoping to make it onto the show. But when a friend who was auditioning told a bouncer about Schwadron's *GQ* honor, Schwadron skipped to the front of the line.

# 1

#### **| THE HIGH POINT |**

Betting \$44,000 at the blackjack table—and winning. It was the best blackjack hand he'd ever had.

**| THE LOW POINT |** Schwadron wants you to think about the weight of a cockroach—not much, right? But the cumulative weight adds up. While he lay shackled in a coffin, 15,000 Madagascar hissing cockroaches were poured over him, and that added

up to about 80 pounds of the little heavy breathers.

"They bit me all over, and I had to spit out some of them when they went into my mouth. I was in the coffin for about four minutes, and I had a really bad rash afterward."

**| AN EVEN LOWER POINT |** Whip scorpions, Schwadron notes, have extremely sharp claws. It was impossible, then, to swallow them whole. "We had to kill them inside our mouths. We had to show the host they were dead before we were allowed to swallow. As I was eating one, it bit the inside of my mouth." The stunt was named the 11th Greatest Reality Moment of All Time by VH1 in 2007.



# Elizabeth Jarosz

## THE APPRENTICE

### SEASON 2 (2004)

**| HOW SHE DID |** Fired in Week 8 (out of 15).

**| GETTING NOTICED |** Other hopefuls camped out so they could be among the first in line at an open audition in Austin, Texas, but Jarosz (B.B.A. '95) had another idea. "I thought, 'Donald wouldn't camp out.'" Instead, she waited until the day of the auditions to get in line. While she waited, she conducted informal exit interviews with people in line ahead of her and learned that a debate was part of the audition. She got to know everyone auditioning around her, so she was prepared when her number was called. "I ended up leading the debate." She then asked the production assistant where the crew was going that night, and she met up with them. The next day, during call-backs, her interviewer was familiar: "He was one of the guys I befriended the night before," says Jarosz.

**| HIGHLIGHT OF THE SHOW |** "Meeting this amazing group of people. I'm still friends with many of them," including that season's winner, Kelly Perdue. "It's almost like you've been through a war together. There's a great bond because we shared such a unique and intense experience."

**| THE LOW POINT |** Getting fired by Donald Trump was surprising and tough — though Jarosz rebounded quickly. She even called The Donald's office a few months after appearing on the show, and was pleasantly surprised when he called her back immediately. "I realized then getting fired was the beginning of many fantastic experiences. We talked about the show and some ideas for the future."

**| THE FIRST 15 MINUTES OF FAME |** *The Apprentice* was the number one show in primetime the year that Jarosz appeared. Many episodes gathered between 17 and 20 million viewers. "I walked outside and pretty much everyone recognized me. It was different. Now some people remember me, but most look at me with squinty eyes and say, 'don't I know you?' or 'did I work with you?' It's quite funny."

**| THE REAL WORLD |** After the show, Jarosz fulfilled a lifelong dream to be a feature reporter for WDIV-TV, the NBC affiliate in Detroit. She now lives in Santa Monica, California, and owns and runs Pulse40 Inc., a consulting/market research firm. She is regularly asked to do business commentary for channels including CNBC, MSNBC, and Fox News Live, and she is developing a talk show focused on her passion: working women. In addition, she is a co-founder of Humanity Unites Brilliance, or HUB, which unites companies and individuals to make a positive and powerful impact in the world through sustainable giving and receiving.

**| WHAT SHE LEARNED |** Even though the likelihood of getting on the show was very low, Jarosz learned she's not a woman deterred by statistics. "I always knew I was going to get on the show, even though over a million people applied that year. I don't look at the odds; they don't matter. I'm living proof of that."

**| THE LOWEST POINT |** After *Fear Factor*, Schwadron was one of the dozens of reality stars on a VH1 special, the *Big in 2003 Awards*. But the star of *Joe Millionaire* was named The Really Big Reality Star of the year. "After losing to Joe Millionaire," Schwadron jokes, "I knew my whole life would only improve from there."

**| HIS WINNINGS |** More than \$130,000.

**| THE REAL WORLD |** Schwadron is a member of the bar in three states. He is an attorney, and a principal and co-founder of Casabode Group LLC, a full-service real-estate firm headquartered in New York City.

**| WHAT HE LEARNED |** Schwadron describes himself as risk-averse; all of his friends thought he wouldn't make it past the first stunt on *Fear Factor*. Turns out, he's more of a risk-taker than he ever knew. "I'm terrified of heights. I won't even ride a motorcycle. But people do things on TV they would never do in real life."

# Sarah-Elizabeth Langford

**FEAR FACTOR:  
MISS USA  
SPECIAL**

SEASON 5 (2005)



**| HOW SHE DID |** She won the title of Miss Fear Factor '05.

**| GETTING NOTICED |** Langford ('00) was a contestant in the 2005 Miss USA contest, representing Washington, D.C. She and five others were chosen to compete for the title of Miss Fear Factor.

**| HIGHLIGHT OF THE SHOW |** The first stunt required the women to walk on six-inch-wide beams that were suspended over a pool, trying to gather as many flags as possible. All the while, powerful water jets were shooting at them. Some contestants fell, some moved slowly, but Langford picked up 10 flags faster than anyone else. She had a big advantage on this stunt; she did, after all, attend U-M on a full gymnastics scholarship. "I wasn't a beam specialist, not at all, but I definitely think my gymnastics training helped me," she says.

**| THE LOW POINT |** The contestants had to slide backward through a narrow tube to retrieve keys. Each time they grabbed a key, 50 gallons of either fish guts, fish oil, or worms would be dumped on them. Langford remembers having worms in her hair, and says she couldn't eat seafood for a while afterward. That stunt was worse, believe it or not, than the one in which she hung over the ocean in a cage that was suspended from a helicopter.

**| HER WINNINGS |** She gave \$25,000 to the charity of her choice — the United Youth Adult Conference, a youth mentoring organization — and won \$25,000 for herself.

**| THE REAL WORLD |** She represented the District of Columbia in the 2003 Miss America pageant, and competed for the Miss USA crown in 2005. She earned a law degree from Howard University in 2006, then moved back to her hometown of Atlanta. She does real-estate development for a company that specializes in senior housing. Recently she was accepted to join Leadership Georgia, a prominent leadership-training program. And look for Langford on the big screen; she had a small role in the 2007 movie *Three Can Play That Game*, starring Vivica A. Fox. She also hopes to audition for other acting roles. In her personal life, she looks forward to one day having a large family of her own and wonders if her children "will be as adventurous as I am."

**| WHAT SHE LEARNED |** The stint on *Fear Factor* confirmed for Langford that "I'm a person who is willing to take risks. I think it's good, in life, to take calculated risks." She adds: "I thought, 'if I do something this silly, I'd better win.'"





# Adam Mesh

## AVERAGE JOE: ADAM RETURNS

SEASON 3 (2004)

**HOW HE DID** | Eliminated in Season 1, but returned as the star of Season 3.

**GETTING NOTICED** | A friend from U-M was watching a dating show on television, and emailed Mesh ('97) to say he should apply to be on *The Bachelor* or something like it. Mesh went to a casting call, and he was chosen for the first season of *Average Joe*. He ultimately was rejected, and a non-average-Joe (read: male model) was chosen instead. He was brought back for the third season, with a well-established fan base and 19 women vying for his affections.

**THE HIGHLIGHT** | Mesh enjoyed his time in the limelight, especially some of the perks of fame; a video clip on his website, [adammesh.com](http://adammesh.com), shows him as a guest on *The Tonight Show*. "The whole experience was so much fun," Mesh recalls. "I think everyone should have their own dating show, at one time in their life." The best part of his whole experience was learning that people like him—they really like him. After he wasn't chosen by the woman in the first season, many fans said he should have been selected. The outpouring was so strong, in fact, that Mesh was made the focus of the third season of the show. The contestants were all women who had written to the show to express their disappointment that he was eliminated. He still meets strangers who tell him he shouldn't have lost the first time.

**A U-M CONNECTION** | Having the cameras constantly on him was hard to take, but the task was made easier when he learned that the show's director, Tony Croll ('94), also went to U-M. "That made me a lot more comfortable, knowing there was a Michigan guy behind the camera."

**MORE THAN 15 MINUTES OF FAME** | "Originally it was crazy. Now it's at the point where it's fun, not invasive. Now you go to a bar or something and people are like, 'did we go to camp together?'" His fame lives on internationally; Mesh's season of *Average Joe* recently aired in Denmark, and many Danes have contacted him through Facebook.

**THE REAL WORLD** | He owns the Adam Mesh Trading Group and he has appeared as a financial expert on Fox Business, CNBC, and CNN. Mesh's stock market newsletter goes to 75,000 people each day, and he offers financial coaching services and products. "We offer discounts for all Michigan alumni, and cost increases to all Ohio State grads," Mesh jokes. Even in a difficult economy, the business is doing well, he says. "We show people how to put the money in their own hands, after they've been burned by brokers." *Fortune* magazine raved about him as an "unlikely mascot for the new world of Wall Street" who "typifies today's investor." He is married (though not to any of the women from *Average Joe*), and he and his wife are expecting twins.

**WHAT HE LEARNED** | "The best thing you could do is be yourself and enjoy the ride. I also learned to appreciate every moment for the unique experience that it was." And, like his counterparts on other reality shows, he learned that, good or bad, kind or cruel, funny or critical, "the camera captures *everything*."

Elizabeth Jarosz (top, second from right) didn't let getting fired by Donald Trump stop her from starting her own business. Joshua Schwadron (middle) is now a New York attorney, after surviving scorpions and hissing cockroaches to win *Fear Factor*. Sarah-Elizabeth Langford (bottom middle) was crowned Miss Fear Factor. Last summer, Langford and Georgia State Senator Kasim Reed (bottom right) attended the launch of video podcasts by music artist Usher (bottom left).

4

# Stephanie Izard

## TOP CHEF

SEASON 4 (2008)

**HOW SHE DID** | She out-cooked everyone else and was named the winner.

**GETTING NOTICED** | Izard ('98) displayed her daredevil spirit when she opened a restaurant, Scylla, in Chicago at the young age of 27. At the time she ran the Mediterranean restaurant, she also was a fan of *Top Chef*, and a friend, Dale Levitski, appeared on Season 3. When the producers were looking for contestants from Chicago, Levitski recommended her for the show. In spite of her fears about millions of people watching her, Izard auditioned for her chance to be on, as she calls it, “the culinary Olympics.”

**THE HIGH POINT** | She was the first *Top Chef* winner who also was selected as the fan favorite, and was the first woman to win. Izard won four elimination challenges, tying her for the most wins by anyone in the show's four seasons. Her winning dishes included: duck breast with mushrooms, bok choy, and duck spring rolls with orange-soy glaze; and sweetbreads with golden raisins, fennel, and pine nuts. Her dishes on the finale included her favorite ingredient — fresh fish — including a sautéed red snapper filet with truffled white asparagus and clam broth.

**THE LOW POINT** | “Quickfire” challenges made Izard nervous, and she did not consider them her strongest area. She prefers to have time to think and plan, which the fast pace of the Quickfire challenges does not permit. Even so, she won two challenges, once on her own and once as a member of a team.

**HER WINNINGS** | \$100,000 and a culinary tour of the French Alps.

**MORE THAN 15 MINUTES OF FAME** | She feels lucky that she has been so well received by the public. Her win is still relatively new, and she is noticed all the time by adoring fans. Really, really adoring fans. “Sometimes, when I walk down the street, people hug me.” She estimates she has had her photo taken with more than 500 fans. The good-natured Izard is not bothered by the fame or by strangers' displays of affection.

**THE REAL WORLD** | Izard is planning to open a new restaurant in Chicago called Drunken Goat—a fun, casual place featuring Spanish- and Italian-influenced dishes. She also is working on a cookbook, and possibly a TV show. “*Top Chef* has opened up so many doors for me.”

**WHAT SHE LEARNED** | Nice people can win reality shows. Sure, often the winners are devious or even downright mean. But Izard took the bold step of being pleasant to the other competitors. “I just decided to be myself. I was the one person who was kind of normal and nice.”





# Kristin Krizmanich- Conniff

## THE BACHELOR

SEASON 5 (2004)

**HOW SHE DID** | She withdrew from the show in the second episode.

**GETTING NOTICED** | Krizmanich-Conniff ('03) had just broken up with a boyfriend when she and a couple of friends went to the Post Bar in Novi. It happened to be the night that a casting call for *The Bachelor* was being held. With little interest in being on the show—"I didn't think I needed to be on *The Bachelor* to find a husband"—she auditioned as a joke. She heard back within a couple of days and ultimately was cast as the "academic, brainy med student."

**HIGHLIGHT OF THE SHOW** | Krizmanich-Conniff instantly became a hero to many reality TV bloggers and fans on the second episode of the show. Before the show began, Internet leaks suggested that former football star Jesse Palmer would be the next bachelor. She read about him online, and learned from earlier interviews that he had no interest in a long-term relationship. After Palmer gave her a rose on the first episode of the show, she chose her own fate on the next round. She told him, "I know in my heart that you're not the guy I'm supposed to marry." And with that, she left the show. The online review site Television Without Pity declared that "Kristy rocks ... because she thinks Jesse is a tool."

**THE OFF-AIR HIGHLIGHT** | The relationship that ended right before the show began was rekindled immediately when her ex-boyfriend picked her up at the airport after she left the show. Being on the show, she said, "sped up his realization that I was right for him." They married in 2006.

**THE REAL WORLD** | Krizmanich-Conniff is a house officer in the Department of Radiology at the U-M Health System, and she hopes to join a private practice in metro Detroit when her residency is completed. She and her husband have a young son. In a fantastic collision between her TV life and her real life, Krizmanich-Conniff's husband is a football fan who enjoys the TV commentary of a former player named—you guessed it—Jesse Palmer. "I said to him, 'Don't you think that's a little ironic?'"

**WHAT SHE LEARNED** | Reality shows use a lot of trickery to show contestants in particularly flattering or unflattering lights. One contestant who was on Season 5, Trish, was "made into a villain. But she really wasn't that terrible." Now when Krizmanich-Conniff watches reality shows, she can tell when they have filmed or edited something to establish a particular effect. She's not shy about pointing out these manipulations of reality, either—even when her insights start to bug her family and friends. When it comes to reality shows, "my husband can't watch with me."

*Katie Vloet is a writer and editor at the University of Michigan.*

Financial expert Adam Mesh (top) tells Jay Leno he didn't find the love of his life on *Average Joe*, but he is married now and offers financial advice to average Joes everywhere. *Top Chef* was like a "culinary Olympics," says winner Stephanie Izard (middle), who plans to open her own Chicago restaurant. Being on *The Bachelor* helped Kristin Krizmanich-Conniff (bottom) find true love, but only after she left the show and rekindled with an ex, whom she married in 2006.



# Howard Bragman and the Democratization of PR

IN AN ERA WHEN ANYONE CAN BE A STAR, WHAT'S THE LEAST WE NEED TO KNOW?

Before Howard Bragman ('78) hires an employee, he visits their Facebook page. "I look at who their friends are, and what image they're projecting forward," he says. A picture of a potential hiree's bare butt might be hilarious among friends, but Bragman cautions that it's public information, and so it should be managed. Or in the case of a bare butt, deleted.

This is the changing face of PR, which Bragman, a PR veteran with more than 25 years in the business, talks about in his new book, *Where's My Fifteen Minutes?* Despite a title that hints at self-promotion, the text is really all about self-awareness.

"PR used to be for celebrities, politicians, and so-called public figures," says Bragman. "But today, if you want to clean up the Huron River or run for your local PTA, then you have a responsibility to define your image. If you don't do it, someone will do it for you."

Managing your public "face" is part of living in the Internet era. It's also a skill that Bragman argues can translate to other areas of life. "In defining yourself, you start to understand what's important to you, what your messages are, how you want to be presented to this world," he says. It's a potentially useful skill in a flagging economy. "A job interview isn't that much different than a TV interview. You need to stand out, you need to anticipate questions and think about how you're presenting yourself. It's about being proactive instead of reactive."

Bragman studied journalism at U-M, then went to work at a small ad agency after graduation. After

seeing the dichotomy between the "account" and "creative" sides of advertising, and thinking he could do both, Bragman decided to pursue PR—a new medium at the time. He practiced corporate, crisis, entertainment, and political PR before opening his own strategic media and public relations agency in California, Fifteen Minutes, in 2003.

In a business where anything can be managed, packaged, and sold to look like the truth, Bragman is a surprising advocate for understanding how messages and ideas are spun. Bragman says he wants to give people the tools to be discriminating about what they believe.

"Question the information you're given," he says. "If you're a Democrat, read Republican blogs and vice versa. The truth gets in the way of a good story sometimes, especially now that speed has trumped accuracy with news. People should open their eyes and take responsibility for the ideas they're spreading and believing. Healthy cynicism is good."

*Where's My Fifteen Minutes?* uses real-life examples from Hollywood headlines to hammer home these messages. Bragman uses Michael Vick's dogfighting mess to remind readers to be honest, to "get ahead of the bad news by getting it all out there." Senator Larry Craig, arrested for his escapades in an airport bathroom, could have helped his cause by taking "a moment or two" to compose himself and get good advice.

"PR is a life skill," Bragman says. "Practicing good PR forces you to communicate, organize, write, and think. No matter what you do in life, these skills will serve you."

## Baloney Litmus Test

HOW CAN YOU TELL IF SOMEONE IS SPEWING BULL WITH THE CAMERAS ROLLING? HOWARD BRAGMAN SAYS RAISE YOUR RED FLAGS WHEN YOU SPOT THE FOLLOWING:

Dissent as threat. "Any strong idea, any worthy idea, will survive public opinion," Bragman says. Beware the talking heads who say contrary ideas are dangerous.

Many voices, one script. "If everyone is saying the same thing about a particular issue, this points to nervousness. It means they have to be on target and on message, and there's a reason they can't divulge more. What's the reason? Find out."

Refusal to answer questions. It's one thing not to know the answer. But Bragman says beware of those who are constantly evading direct questions.



# Aim for Sweden

## AND OTHER SURVIVAL OFFERINGS

Writer, filmmaker, and journalist **Davy Rothbart ('96)** presents six survival anecdotes, both ordinary and extraordinary, for getting through the tangled stuff of everyday life, when everyday life involves sword-swallowing and ladders.

### How to Survive Waking Up in Copenhagen With No Idea Where You Are

You're on a gym mat on the floor of someone's room in a college dormitory. Everyone's gone. You can't remember much about the previous night after the fifth drink. Somewhere in this city, your friends are scattered. You need to find them by late afternoon; you've got another show tonight in another country.

Look around for mail. The address label, paired with a computer and GoogleMaps, will tell you where you are. But there's no mail and no computer. Pull your pants on. Take a leak. Exit the building through a rear stairwell. Make your way through campus to the main road. A city bus groans near. Hop on. Give the driver a purple bill. Pocket the change.

Watch the city roll past. A fat river, auto glass shops, cigarette kiosks. Eavesdrop on your fellow passengers. You don't speak Danish, but somehow the inflections and intonations make sense to you. Understand that this is the real Copenhagen — not the museums, not the fountains, but here, this bus, where at the crack of noon, unemployed locals are floating toward a cousin's house or the bar.

Hop off. Find a Chinese buffet that serves margaritas. Realize you're drinking a margarita at a Chinese restaurant in Denmark. Cross the street to an electronics store. Use their display model PC to get on the Internet. Email your friends with the address of the store. Sit out front, wait for them, and smile at strangers until your friends arrive. Aim for Sweden.



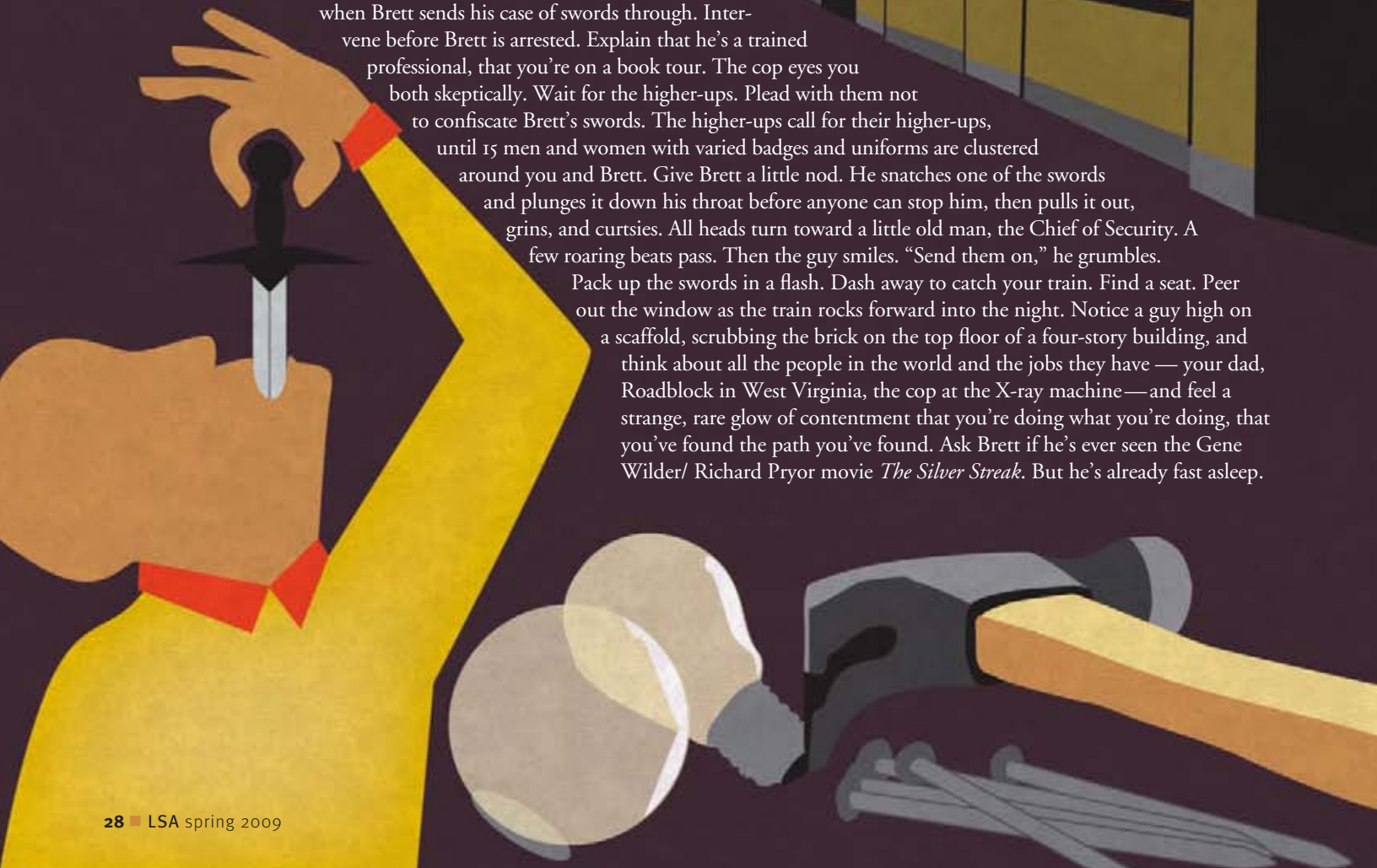
# How to Survive Crossing the English Channel with a Narcoleptic Sword Swallower

On your book tour, you're scheduled to read at a dive bar in that dive state, West Virginia. Nobody's there, except a 350-pound bouncer named Roadblock. A shaggy-haired teenager wanders in; he says his name is Brett and that he's a sword swallower. Ask him to perform for you and Roadblock. Sit back with a drink and watch Brett climb up on stage and swallow swords, hammer nails up his nose, and eat light bulbs. Be absolutely dazzled and astounded. Kidnap Brett and let him open for you at all of your readings the next couple of weeks, up and down the East Coast. Worry about his fast-food diet and his habit of falling into deep and instant slumbers. When Brett's grandfather demands his return, put him on a Greyhound bus back to Charleston.

A year later, your book is published in the U.K. Invite Brett along on your European tour. Enjoy the expressions of awe, wonder, and glee on people's faces as Brett performs before your readings in towns like Cork and Belfast and Aberdeen. Return to London and head for mainland Europe. At Victoria Station, before boarding your train to Brussels, watch the yawning cop at the security checkpoint X-ray machine bolt upright

when Brett sends his case of swords through. Intervene before Brett is arrested. Explain that he's a trained professional, that you're on a book tour. The cop eyes you both skeptically. Wait for the higher-ups. Plead with them not to confiscate Brett's swords. The higher-ups call for their higher-ups, until 15 men and women with varied badges and uniforms are clustered around you and Brett. Give Brett a little nod. He snatches one of the swords and plunges it down his throat before anyone can stop him, then pulls it out, grins, and curtsies. All heads turn toward a little old man, the Chief of Security. A few roaring beats pass. Then the guy smiles. "Send them on," he grumbles.

Pack up the swords in a flash. Dash away to catch your train. Find a seat. Peer out the window as the train rocks forward into the night. Notice a guy high on a scaffold, scrubbing the brick on the top floor of a four-story building, and think about all the people in the world and the jobs they have — your dad, Roadblock in West Virginia, the cop at the X-ray machine — and feel a strange, rare glow of contentment that you're doing what you're doing, that you've found the path you've found. Ask Brett if he's ever seen the Gene Wilder/ Richard Pryor movie *The Silver Streak*. But he's already fast asleep.





# How to Survive Baldness

You're bald. You're bald and you're not even 30 yet. You have more hair on your back than on your head.

Wear baseball caps all the time. Feel self-conscious without one. Find a dope little hat shop in Chicago and get an Irish flat cap. Rock it night and day.

On a first date, discover that the club you're at doesn't allow hats. Fake a smile and take it off, but all night imagine that everyone is staring at your bald patch—more of a bald acre—especially the girl you're with. Blame your baldness when you get an email from her that says, "Last night was awesome, but I just got a job offer in Toronto and I'm moving next week. Good luck!"

Shave your head. Somehow a shaved head looks less bald. But continue to wear your hat as though it's stapled to your head. Learn how to swiftly pull a sweatshirt on or off without taking off your hat.

Meet a girl at a party for the Ann Arbor Film Festival. Get dinner with her a few nights later. Bring her back to your place. Start making out in your bed. Turn the lamp off beside your bed before taking off your hat. She draws back. "Did you just turn the lamp off so I wouldn't see that you're bald?"

You're caught. Stammer, "Yeah. I guess I did."

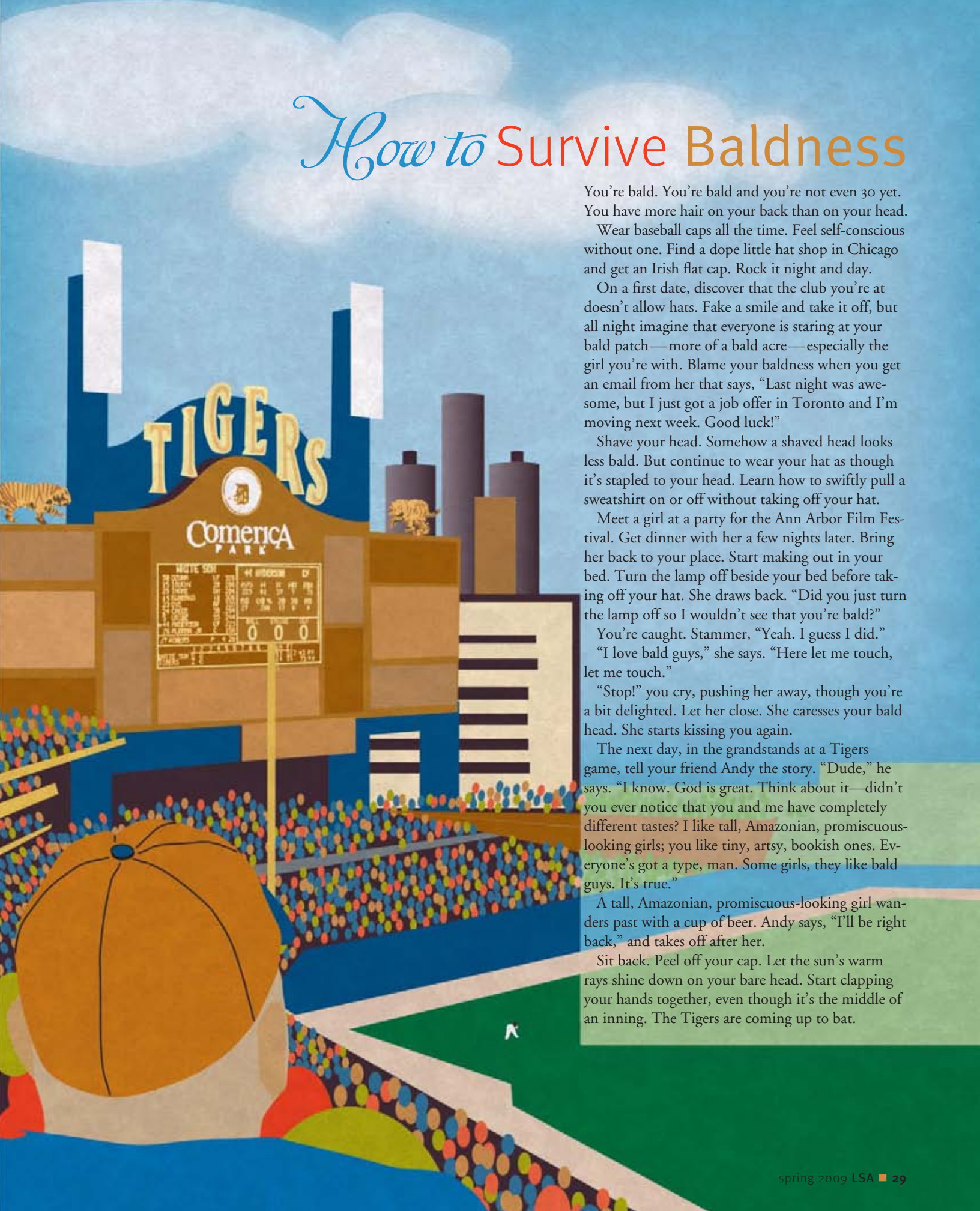
"I love bald guys," she says. "Here let me touch, let me touch."

"Stop!" you cry, pushing her away, though you're a bit delighted. Let her close. She caresses your bald head. She starts kissing you again.

The next day, in the grandstands at a Tigers game, tell your friend Andy the story. "Dude," he says. "I know. God is great. Think about it—didn't you ever notice that you and me have completely different tastes? I like tall, Amazonian, promiscuous-looking girls; you like tiny, artsy, bookish ones. Everyone's got a type, man. Some girls, they like bald guys. It's true."

A tall, Amazonian, promiscuous-looking girl wanders past with a cup of beer. Andy says, "I'll be right back," and takes off after her.

Sit back. Peel off your cap. Let the sun's warm rays shine down on your bare head. Start clapping your hands together, even though it's the middle of an inning. The Tigers are coming up to bat.





# How to Survive Grown-ups Asking You What Your Plans Are When You Have No Idea What Your Plans Are

You're at a Bar Mitzvah. You're tailgating before a Michigan football game. You're meeting your girlfriend's parents. You're at your own graduation party.

Tell them you've applied to the Peace Corps. Tell them you've been accepted to three grad schools but are having a tough time deciding between them. Tell them you're moving to Seattle. Tell them you've been drafted to work in Obama's 2012 ground campaign. Tell them you've got a job in new media—they won't know what that is and will be too sheepish to ask.

Or tell them the truth. Tell them you've got no idea where you're going or what you're doing. Tell them you're overwhelmed by the possibilities. Tell them no one's hiring and you're freaked out. Tell them what you dream of doing. Tell them there's so much you want to do, but you don't know how to get there. Ask them what they did when they finished school. Ask them what they'd do if they could do anything. Ask them what they'd do if they were you. Listen.

Move to Cleveland, build a skate ramp in the 'hood, and teach kids how to skate. Hike the Continental Divide. Ride a bike across India. Hole up at your grandmother's apartment in Fort Lauderdale and write a one-man play about the life and times of Denny McClain, who won 31 games for the Detroit Tigers in the early 1970s, but ended up a con man and a thief. Keep your college job, keep your radio show at WCBN, and study martial arts. Borrow a video camera and make a documentary about hobos. Join a rap-metal band. Sleep in a van. Roam the country.

Understand that you won't know what you want to do and what you're able to do until you try doing lots of things. Recognize that if you pour yourself into each thing you try, your time will never be wasted. Don't worry too much. Don't be too hard on yourself. Remember that the folks that seem like they've got it all figured out don't really have it all figured out, or okay, even if they do, that's all right, because your path is different, and its unpredictability—despite the anxieties that creates—is a gift. Don't be pulled in by anyone else's ideas of success—do what you want to do, and be what you want to be. Be open. Allow for serendipity.

Or—alternately—get a job in new media. Then hire me.





# How to Survive Falling Off a Ladder



Writhe in pain. Grasp your right leg. Gasp. Lie back with your face flat in the dirt. Moan. Shout for help. Listen to birds chirping, the putt-putting of a distant lawn mower. Cry for 30 seconds. Sit up. Peel the grass from your face.

Inspect your right ankle. It's surely destroyed. Call Sarah. Tell her what happened, that you were fifteen feet up. Beg her to come over right away. Crawl back inside your house. Try to put weight on your right foot and feel a shooting pain and collapse in a heap.

Drag yourself up to your bedroom. Take four Advil. Wait for Sarah. Marvel at the power of adrenaline to numb the pain. Start crying again.

See a doctor the next day. Take X-rays. Ask when you'll be back on the court. Hope he's wrong when he says, "Optimistically, two months."

Wait two months. Lie on the couch all of June and all of July. Watch an *Ice Road Truckers* marathon on the History Channel. Watch it again the next day. Ice your ankle constantly. Ice it too much. Take a tentative step and crumble in pain.

Feel sorry for yourself. Read *Johnny Get Your Gun* and relate to the blinded soldier with amputated limbs. Get angry at yourself. Wonder how you could've been so ridiculously stupid. Ache at the sound of guys playing basketball across the street. Curl up in bed, sweating. Comfort yourself with the knowledge that it could've been much worse. Your roommate tells you about his grandfather, who fell off a six-foot ladder and broke his spine. Think of all the chances you've taken, how you've always felt invulnerable, and imagine that this fall has taught you a lesson about taking chances, and most likely saved you from a much more devastating injury down the road.

Rent a dilapidated shack in August in Joshua Tree, California. Stare longingly at the red rock hills, wishing you could explore them. One night, on the back porch just before dusk, down a shot of whiskey and a couple of extra Advils. Stand. Take one little staggering step forward. Take another. Laugh like a crazy person. Know that it'll be a year before you're playing basketball again, and that your ankle will never be the same as it was, but that you're doing it, you're walking again. Limp out of the yard and head out into the desert twilight until darkness falls. Look up. Soak up the stars.







## How to Survive Meeting Your Ex-Girlfriend's New Boyfriend

You want to be cool about it, but also, you kind of want to fight him. It's only been four months, and the pain of losing her still hasn't lost its sharpness.

His name is Ghostshrimp. What kind of name is Ghostshrimp? It's stupid. It's pretentious. It's trying too hard. He's an animator. Animate this, 'Shrimp: my fist going through your face.

He's driving across the country from New Hampshire to California, picking her up along the way here in Michigan; they're going to start a new life together in L.A. You imagine them as animated characters, plucking fruit from a tree, riding together on the same bike, Ghostshrimp with his shirt off. You hate Ghostshrimp. When he pulls up in front of your house with her to say hi, you are going to kill Ghostshrimp. This must be the reason you've left that snow shovel on the front porch even in the summertime.

They pull up. They walk up to the front of the house. They knock. They come in. Everyone's hungry. She suggests the People's Food Co-op. You amble over, the three of you, and get veggie wraps. The thing is, this Ghostshrimp fellow, he ain't such a bad guy. If he wasn't stealing your girlfriend, he's the kind of guy you'd probably be friends with. And he loves her, you can see that. Your heart, cramped but strangely giddy, like a teenager on a joyride in a shopping cart, isn't quite sure what to make of all this. You invite them to be part of an art show you're curating. You walk outside with them. You hug her. You miss her so much already that it makes you dizzy, but you know, too, somehow, that this is what's right, that you'll be all right, and that you'll find someone, somewhere, someday, your own perfect match, your own Ghostshrimp.

You hug Ghostshrimp. What the hell. You tell them bye. You wander away and sit in a park, your eyes a little bit wet, and watch a young boy, maybe five years old, study ants in the dirt. He sees you watching and comes over. He holds out a hand. "Look," he says. "Look, mister. It's alive."

*Davy Rothbart is the creator of Found magazine and is the author of the short-story collection The Lone Surfer of Montana, Kansas (Simon & Schuster, 2005). His work has appeared in GQ, SLAM Magazine, and on National Public Radio's This American Life. Rothbart is the subject of an upcoming documentary, directed by David Meiklejohn, called My Heart Is An Idiot.*





# *Fear Itself*

**A FORGOTTEN MEMOIR  
CONJURES U-M IN THE  
GREAT DEPRESSION**

*by James Tobin*



# A LONG, GIDDY BOOM FUELED BY IRRATIONAL INVESTMENT BUBBLES...

LAX REGULATORS LOOKING THE OTHER WAY... THEN RAPID-FIRE CRISES AND A DOWNWARD-SPIRALING SLOW-DOWN... ¶ IN THE MINDS OF MANY AMERICANS, THE ECONOMIC CRISES OF RECENT MONTHS DISPLAYED STRIKING PARALLELS TO THE WALL STREET CRASH OF 1929 AND THE ENSUING GREAT DEPRESSION. ONE COULDN'T HELP BUT WONDER: IS THIS THE START OF A NEW DEPRESSION? WHAT WOULD THAT BE LIKE?

Our collective memory of that era now consists of little more than time-encrusted clichés and scratchy news-reel images — grim men in soup-kitchen lines and a jaunty Franklin

Roosevelt declaring: “The only thing we have to fear is fear itself.” As the parents of the Baby Boomers pass from the stage, firsthand knowledge of 1930s America is vanishing.

To summon the Ann Arbor of that era, we need only turn to a vivid memoir, now little remembered, by the Michigan-born writer Edmund G. Love ('36). Published in 1972 by William Morrow & Co., the book was titled *Hanging On: Or How to Get Through a Depression and Enjoy Life*. In spite of its happy-go-lucky subtitle, it is a searing recollection of what the term “hard times” really means. One puts it down shorn of any glib nostalgia about “the greatest generation.”

Love, born in 1912, was a journalist, screenwriter, and novelist who published some 20 books, including *Subways Are For Sleeping*, which became the basis of a hit Broadway musical in the late 1950s. But the two books of his most likely to last are his memoirs of growing to maturity in Michigan.

The first of these, titled *The Situation in Flushing*, is about Love's boyhood outside Flint — an evocation of small-town life that the *New York Times* reviewer called “enchantment, pure and solid.” Gerald Linderman, now professor emeritus of history, often assigned the book in his popular course in early 20th-century U.S. history. *Hanging On* carries the story through Love's prolonged college career at Michigan.

“The Great Depression of the 1930s too often comes down to us as a series of statistics,”

Linderman says. “We frequently use them to lighten the predicament of our own recession, e.g., ‘Our jobless rate is less than ten percent, theirs much worse at 25 percent.’ Edmund Love's achievement in *Hanging On* is to reveal the human dilemmas beneath the numbers.”

By the time Love was in high school, his family had moved from Flushing to Flint, and his mother — the first woman of her family to attend college, and deeply committed to seeing her three sons college-educated — had died. Love's father, who had built a lumber and coal yard from the ground up, intended to honor his wife's wish for their boys. He could certainly afford it. Flint in the 1920s was riding the great boom in automobiles. “Prosperity touched everyone,” Love writes. “It was a poor man who couldn't make money in Flint.”

His daily paper route took him past dozens of new homes packed with new electric appliances, all purchased with the bounty brought by

General Motors. Yet it was “a conservative society... still basically oriented to the farms and small towns from which we had so recently

come.” This clash of the old ethos with the new — the values of small-town individualism swamped by a crisis born of a complex urban economy — would haunt Love's time in Ann Arbor.

## LOSING THE BREEZY LIFE

*Hanging On* begins when Love graduates from Flint Northern High School in the spring of 1929. He emerges from his house one morning to see his graduation present in the driveway — “a brand new Chevrolet Six sport coupe, a beautiful car, dark







blue, with disk wheels and a rumble seat.”

All that blissful summer, he sported around town with the first love of his life. Then he spent a miserable year at the now-defunct Kemper Military School in Missouri, where his stepmother — a classic of the type — wanted him to go for toughening up. He returned to Michigan barely aware of the Wall Street crash and its repercussions: “I had no real understanding of life at all and I was about to enter a period when I would need all the knowledge I could get.”

Love’s father had been quietly devastated by the crash. Using the business as collateral, he had borrowed money to buy stocks. The stocks collapsed, leaving him deep in debt, and in that instant, Love says, “the pleasant rather breezy way of life which had marked our existence was gone.”

His maternal grandfather, who lived with the family, laid out the facts to Love. He used “a little phrase that was to become, in its many variations, the watchword of the next few years. Things would be better in the spring when people started building houses again. The situation was only temporary.”

## ANN ARBOR WAKES TO THE PERIL

Ann Arbor in the fall of 1930 hosted some 12,000 students, most of them from comfortable middle-

and upper-middle-class families like Love’s.

“School started just before the real pinch of the Depression set in,” he writes, “so that the general tenor of college life that fall was... closer in spirit to

the twenties than it was to the thirties. The centers of campus social life were still the fraternities and sororities, and much emphasis was put upon good manners, good taste, and good living.”

In the era before men’s dormitories at U-M, Love moved into the rooming house of a Mrs. Schoeneman on South University, then pledged Phi Kappa Sigma (near the corner of South University and Washtenaw). With the Prohibition laws still in force, the nation was officially “dry.” But “the thing I didn’t realize was that Ann Arbor was a wet island in the midst of a dry sea. I soon discovered that a seedy-looking character arrived at the back door of the fraternity house every Friday afternoon and dragged two or three gunny sacks into the landing at the bottom of the fire escape. Then, cupping his hands, he would yell up the stairs, ‘Bootlegger!’ The boys would come running....

“Anyone who wanted a drink could

have one.”

By the summer of 1931, many students were waking up to the peril their families faced at home. Love returned to Flint to find that his confident father — in some sense the tragic hero of this story — had become a grim figure preoccupied with small schemes to make his dwindling payroll. His stepmother, so recently a country-club social climber, had “changed so completely that I hardly knew her. I came home to find a woman whose hair had turned gray, who was thoroughly frightened.” They could give no more money for Love to make it through Michigan.

*It was a peculiar thing about my father and everyone else. No one had any perspective on things. We were living in a world where all the people were broke, where everyone was struggling for survival, where forces beyond our understanding and remedy were operating on us, and still we were embarrassed to death at our predicament....[N]early everyone still thought in old-fashioned terms. A man’s troubles were his own troubles and it was expected that he would face them and surmount them by himself.*





3/10



So Love plugged along on his own. By today's standards his expenses look paltry — \$49 for a semester's tuition; \$30 for books and fees; \$80 for room rent; two meals a day at his fraternity for \$10 a week; breakfasts at a diner totaling \$1 a week — yet there was never enough to be sure of getting through the term.

In the fall of 1932 "the Ann Arbor that I went back to was like a ghost town." Of 28 members of his fraternity's pledge class, only six remained in school, while the fraternity as a whole had dropped from 70 to 32, and "all the campus gathering places had closed."

Love became resourceful, even cunning, about money, getting by through a combination of scrubbing pots in the kitchen of the Gamma Phi Beta sorority house and a series of scrappy stratagems and lucky breaks. Every small event of daily life on and around the campus became an opportunity to make or save a crucial dollar or two.

Love rounded up black cats to sell to fraternity pledges in a "Hell Week" prank, taking a \$39 profit that paid his bills for a time. He scored a freak-luck win at a horse race — his first ever — at a track in Windsor, Ontario. Rival lawyers paid him for his testimony about a fatal auto crash he chanced to witness. He won enough at a fraternity craps game to eke out another semester's worth of tuition. His father sent him cash after cobbling together and selling a new house constructed all out of scrap lumber.

This was typical of what Love describes as the quintessential Depression experience — "hanging on."

*People talked about the upturn that would come the next spring. The next spring people would say that the upturn would come in the summer, and so on. The thing is that people really believed this. They had a blind faith in it, and because*

*they did, they set up a pattern of living. It was called "hanging on."...If you had a job, you hung onto it any way you could. You took less money and worked longer hours. If you were behind on the house payments or the car payments, you gritted your teeth and held on, scraping up enough to prevent foreclosure or repossession until things got better.*

### THE LOST GOLDEN AGE

Some students in Love's story scrape and struggle to make it through U-M, then find after graduation that the world outside Ann Arbor is far grimmer, and their time on campus begins to look like a lost golden age. Love's ruined love affair with a girl named Jill Ryan, launched in a lecture course in the old Haven Hall, is in part a casualty of this phenomenon.

Jill graduated on time, leaving Love still scraping along. She went home to bleak scenes in Youngstown, Ohio, then tried to convince herself she cared for Love as much as he did for her simply because she missed college life so much. When they made their final break, Love's heartbreak was softened by his relief at no longer having to worry about how he could possibly support a wife.

Eventually Love dropped out completely to help save his family. He drove a coal truck through a brutal winter in Flint. Then, in another marvelous act of generosity, his father

released him from responsibility, insisting that he go back to Ann Arbor. He took his degree in 1936, seven years after finishing high school, worked for a time, then returned to U-M for a graduate degree during the run-up to World War II.

The result of this experience, shared with most of his generation, Love says, was a transformed worldview. The inflated optimism of the late '20s gave way to a cold, clear-eyed realism.

*My generation came to the Depression governed by a set of principles deeply rooted in the past. "We emerged from it with an entirely different set of principles. A whole way of life disappeared in those years — a whole set of attitudes. My generation learned to look at things as they were, not as they were supposed to be.*

If that outlook came at great cost, it was, at least, a true education.

*James Tobin is an associate professor of journalism at Miami University in Oxford, Ohio.*

Edmund G. Love's *Hanging On: Or How to Get Through a Depression and Enjoy Life* (William Morrow & Co., 1972) is out of print but available through sellers of used books such as those found at [www.abebooks.com](http://www.abebooks.com) and [www.alibris.com](http://www.alibris.com).





# How to Live Well ... ON A BUDGET

CAN YOU CUT BACK WITHOUT LOSING QUALITY OF LIFE? THESE ALUMNI SAY **YES, ABSOLUTELY**. HERE ARE THEIR CREATIVE TIPS THAT YOU CAN TAKE TO THE BANK.

## How to **WORK OUT** without paying for a gym membership



“Exercise options are almost endless outside of a gym,” says Philip Duvall, who has been a personal trainer since 1999 and holds a sports management degree from U-M. Now the director of personal training at Pure Austin Fitness in Austin, Texas, Duvall advises people to pursue an activity that’s enjoyable but doesn’t seem like exercise, such as tennis, running, in-line skating, or walking. Duvall also says exercise equipment doesn’t have to be expensive. Less than \$30 will buy a Swiss ball and a resistance band, both of which can provide an effective workout. Finally, he says, build exercise into everyday life. Take the stairs, park farther away and walk, and bring grocery bags into the house one at a time to increase steps. “Exercise is crucial during tough times,” he notes, “since it produces endorphins, which are natural pain relievers and stress reducers.”

## How to **EAT AWESOME** **FOOD** that doesn’t cost a fortune



Thrifty, delicious, and quick are three adjectives that might describe the recipes in *Freshman in the Kitchen: From Clueless Cook to Creative Chef*, the cookbook that Max Sussman ('07) and his brother, Eli Sussman, co-authored in 2008. Max, who is the sous-chef at Eve restaurant in Ann Arbor, says that eating well on a budget starts with smart shopping. “Never go to the grocery store hungry since you’ll wind up buying snacks and treats instead of staples.” Building up a cabinet of staples — from spices to rice to oil — enables shoppers to focus on purchasing perishable items in smaller quantities, such as meat and vegetables, which will cut down on waste. Max encourages shopping seasonally at farmers’ markets for the best produce at the best price, and also says that buying one or two quality items can enhance every meal. “A gourmet variety of a single element, like olive oil, can elevate the whole dish and make a big difference.”

## How to **TRANSFORM** **EVERYDAY** **ITEMS** into useful tools and gifts



Oh, the things you can do with an old wool sweater! In her latest book, *Backcountry Betty: Crafting With Style*, author and crafter extraordinaire Jennifer Worick ('90) shows how to transform found items (like pinecones, beach glass, and driftwood) and stuff around the house (like ticket stubs, foreign coins, and yes, that old wool sweater) into cool gift projects. “People often run out to the store for presents, but something handmade is often more meaningful, and recycling what you already have on hand is better for the planet,” says Worick. If you have that sweater handy, Worick says you can cut off the sleeves and sew a round piece to the cut end to make a wine sleeve. For extra flair, tie a piece of yarn with a gift tag around the ribbed cuff. Or, roll the yarn into a ball, stick it in a piece of hosiery, knot it, and agitate in hot water until it felts. Add more yarn around the ball and repeat the process until you get a ball about the size of a lemon. Throw it into the dryer and *voilà* — no more static cling.

## How to **DRINK QUALITY** **BEER** for less



Ron Jefferies ('89) is an English major-turned-brewer who runs the Jolly Pumpkin brewery in Dexter, Michigan. His hand-crafted, oak-aged beers have won numerous awards and have been featured in the *New York Times* and on MSNBC. “You get what you pay for with beer,” says Jefferies, who advocates buying good beer for less, versus buying cheap beer. And the best way to do that is to visit local breweries. “Many offer happy hours and specials,” he says. Jolly Pumpkin, for example, offers walk-in specials for folks who come on Fridays, noon to 6:00 P.M. “There are no wholesalers or retailers in the middle to soak up the margins,” which allows them to drop the price, he says. Mug clubs are another option. For a fixed price you can buy a mug, in some cases hand-crafted by a local artist, and get better pricing on the beer, as well as other perks and benefits.

# FACULTY



This is not a story about canoes. It's a story about metaphors. About finding truth. About cultural resurgence. About a professor's passion. It just so happens that at the center of it all are a whole lot of canoes. But it's not about canoes. **Not really.**

*by Lara Zielin*

## Everywhere, Canoes



**MERE HOURS AFTER** President Barack Obama's inauguration as the 44th president, Vince Diaz is standing at the front of his Canoe Cultures class. "Was there anything in Obama's speech that you can connect with what you read for today's class?" he asks the ten or so students seated around the large table in the center of the room.

One student raises his hand. "That, like, different canoes serve the same purpose, and Obama says we're all different races but we all have a common bond as Americans."

Diaz nods. It's a good answer, but it's not the one he's driving at. "Did anyone notice that Obama took us back to the water, to a wooden boat?" he asks. "In the most important part of the speech, he took us back to Washington on the Potomac, to a wintry moment on the water when the only thing that could survive was hope."

The class shifts. No, they hadn't connected Washington's boat on the Potomac in 1776, which Obama referenced at the end of his inaugural address, with a canoe. Or canoes—plural. But they're about to learn that Vince Diaz sees canoes everywhere.

"Through canoes, you will not just learn about the Pacific Islands," Diaz says, explaining the goal of the class, "but about yourself. Canoes are a platform for addressing issues." He tells them to think about the metaphorical canoes in their own lives.

To understand Diaz's passion for canoes and his penchant for seeing them everywhere, you have to understand his upbringing in Guam. But Diaz is a man of context, and so if you ask him about growing up there, you get a history lesson. And it goes like this.

Guam, in the Marianas archipelago, is a small island east of the Philippines and north of New Guinea. It's a U.S. territory located in a region of the Pacific called Micronesia.

In its long past, Guam and the other Mariana Islands have been the property of Spain, Germany, the United States (in 1898), Japan, and then again the United States (after World War II). The Chamorros, Guam's native peoples, once heralded the United States as liberators who freed them from Japanese rule. But their unresolved political status—one that many residents describe as "colonial"—along with Americanization and rapid overdevelopment has challenged that favorable sentiment. Before World War II, Chamorros comprised more

than 90 percent of Guam's total population. Today, it's 37 percent.

Diaz—whose lineage is Micronesian and Filipino—never really thought about any of this when he grew up on Guam playing baseball, football, and eating at McDonald's. "We studied American history," he says, "Micronesian culture and history just didn't exist, or were not considered worth teaching."

It wasn't until he was an undergraduate at the University of Hawaii that he was exposed to the political history of European and American imperialism in the Pacific. At that point, everything changed. "I became a born-again native. And an angry one," Diaz says.

Then, while he was pursuing a master's degree in political science, Diaz watched a film called *The Navigators*, which chronicled the journey of the Hokule'a, a Hawaiian double-hulled canoe that sailed from Hawaii to Tahiti in 1976—a distance of more than 2,600 miles. Hokule'a was navigated by an Islander named Mau Piailug, who accomplished the feat without a GPS, or a nautical map, or even a compass. Piailug, a native of the island of Satawal in Diaz's home region of Micronesia, sailed this distance by reading stars, clouds, and swells, and employing skills passed down to him from his father, who learned it from his father, and so on back through time.

"That voyage sought to prove once and for all that Pacific Islanders had the technical capabilities to sail long distances, which enabled the settlement of all inhabitable islands in the Pacific Ocean," Diaz explains. "Europeans puzzled over the settlement of such a vast expanse, because they presumed that Islanders were little more than savages who could not possibly do for thousands of years what Europeans only began to master in the 18th century."

The 1976 voyage of the Hokule'a helped launch a remarkable cultural reawakening, a renaissance among Hawaiians and other Polynesians, that is still ongoing today. "This was made possible by the skills of a Micronesian, an elder, from my own backyard,"

“Canoes are a platform for addressing issues,” Diaz says. He tells his students to think about the metaphorical canoes in their own lives.

(Opposite page) Professor Vince Diaz, who teaches in LSA's Program in American Culture, looks at the ways in which canoes have become platforms for language revival, environmental stewardship, and other social and political issues for Pacific Islanders.

Diaz says. The lesson of the film, he says, wasn't simply one of cultural pride, although that was important, but rather, "I was awakened to the reality of a civilization, a way of life, whose ancient practices were still alive and well in the tiniest islands of my home region. The future burst open for me."

Diaz almost quit school right then to return to Micronesia to learn how to build and sail outrigger canoes. Instead, he completed his doctoral degree in the History of Consciousness Program at the University of California, Santa Cruz in 1992, then went on to teach Pacific history at the University of Guam. Before long, Diaz was working with traditional navigators from the tiny island of Polowat in Micronesia, adjacent to Satawal Island, where the navigator Mau Piailug had learned his craft.

By the late 1990s, the born-again native Diaz was something of a canoe evangelical. He had brought navigators to the University of Guam to teach undergraduate and graduate seminars on the fundamentals of traditional seafaring, seafaring culture, and the history of the region. By 2000, classes were held in a traditional canoehouse built by the students, complete with a program of building and sailing canoes.

The students learned the positions of the 32 stars that orient a canoe on the sea; the different kinds of waves that can indicate a canoe's location; the idea of *etak*, or that islands aren't static but that they move. Canoes provided a thread that linked the social, the environmental, the physical. They presented Diaz with new concepts through which to analyze culture and history. "Here was an entirely different way of conceptualizing islands and oceans that was beginning to force us to rethink oceanic cultural and historical realities.

You've heard of the saying 'no man is an island'? Traditional seafaring takes it a step further and shows us that no island was ever an island to begin with." Canoe culture, Diaz explains, literally began to provide a radically different, yet ancient and time-honored, cartography for mapping island and oceanic cultural histories.

While academics, especially social scientists, have looked at Pacific cultures before, no one is coming to the table quite like Diaz, with firsthand canoe-building and navigation knowledge, which he brought to Michigan in 2001. Consequently, Diaz provides the kind of education his U-M students don't soon forget.

"One of the profound ideas I learned from Vince is that water isn't a barrier, it's a bridge," says John Low, a Potawatomi native and American Culture graduate student. Low worked with Diaz on Canoe Crossings, a cultural and educational exchange program that sent a delegation of Ojibwe, Potawatomi, Odawa, and Cherokee Indians to Guam and Hawaii in 2005 to meet with navigators and canoe-builders, community activists, and Islander scholars. Low was on that trip, along with Diaz.

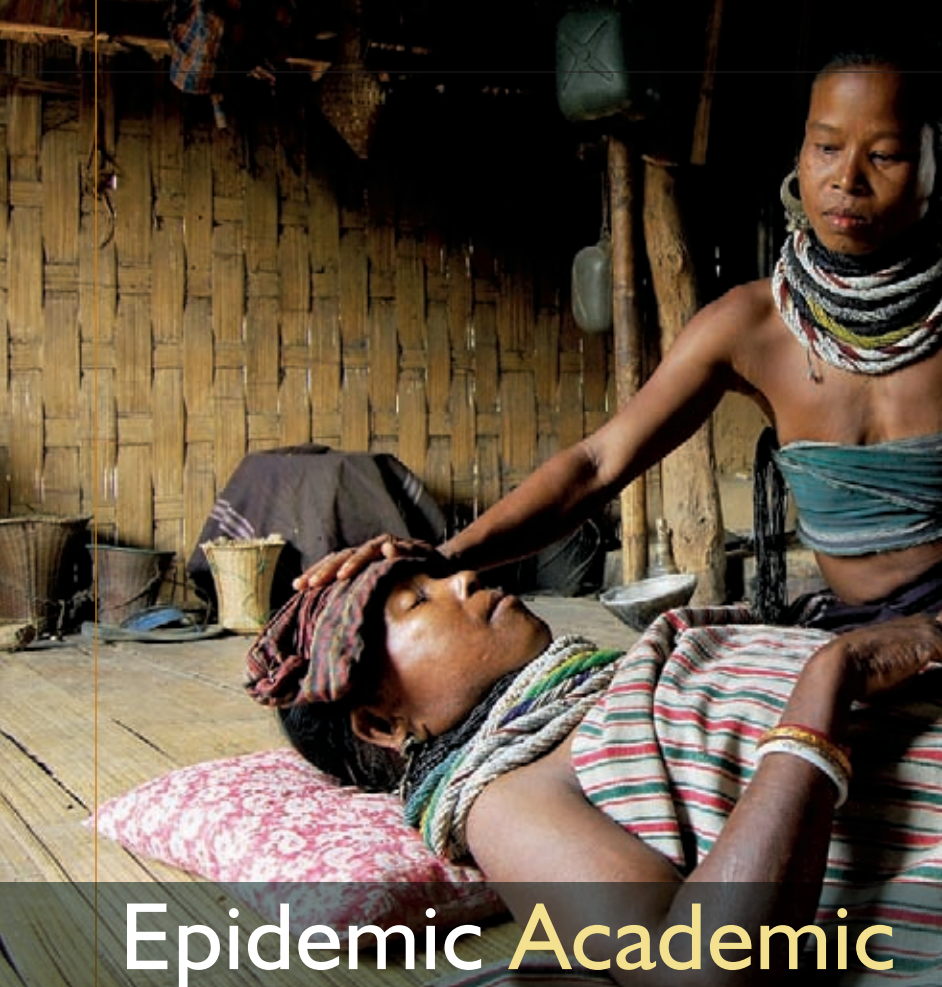
"I suspect that before the Canoe Crossings trip, no one from Guam had met an Indian from the Great Lakes and vice versa," says Low. "It was a very profound thing, seeing the connections our elders from opposite sides of the world made, sharing indigenous knowledge and technology." Before Diaz and Canoe Crossings, Low was no stranger to canoes: "The Potawatomi make large, well-made canoes," he says. But Diaz, and Canoe Crossings, changed his perspective on canoes forever. "I never thought of canoes as vessels that carry ideas as well as people, that they would be containers of culture as well as objects."

In the future, Diaz is interested in creating a virtual voyaging program using U-M's state-of-the-art virtual reality environment, called the Cave, located on North Campus. He's also interested in obtaining an outrigger canoe for use in his classes. "I want to either build one or have one shipped over. This would mean the need for a canoehouse, which would mean labor, and a new community." But, he says, it's possible to build that, too. "A canoe is as much a community as a community is a canoe." ■

(Left) *The Quest*, a 26-foot Carolinian outrigger sailing canoe, in Pacific waters. (Right) Diaz, in the red hat, works with students to get *The Quest* ready for a journey from Guam to Saipan.







# Epidemic Academic

Professor Mercedes Pascual at the crossroads of sickness and ecology, where she works to understand the ebb and flow of disease, and to one day predict outbreaks in advance.

by Sally Pobjewski

**REMEMBER BACK IN HIGH SCHOOL** when you had to calculate the collision time of two trains traveling at different speeds toward each other on the same track? If a simple problem like this can still make your palms sweat, imagine having to solve this one: If 40 percent of people living in a given area are still immune to the strain of cholera that infected 1,000 people last year, how many people are likely to get sick after next year's rainy season, if surface temperatures in the Pacific increase by one degree Celsius?

Welcome to the world of Mercedes Pascual. A theoretical ecologist and professor in LSA's Department of Ecology and Environmental Biology (EEB), Pascual specializes in a new field called the ecology of infectious diseases. Her goal is to understand the complex relationship between climate variability and diseases like cholera and malaria.

Researchers know that these diseases tend to occur in cycles. The number of people who get sick varies with the season, as well as from year to year. Long periods with just a few cases can be interrupted by



localized epidemics. But no one understands exactly why this happens. What causes the periodic ebb and flow of disease?

To find answers, Pascual and her research team use statistical analyses, mathematics, and computers to create a mathematical representation, called a model, of the processes underlying the changing patterns of disease over time. Then, they add data on other variables—such as sea surface temperatures, rainfall, population size, and immunity.

But when all the variables are constantly changing, it's a little like raising the proverbial chicken and egg question.

"Is it the natural oscillation of disease that causes this variation in epidemic size?" Pascual asks. "Or are climate fluctuations the main drivers behind the pattern? It appears there is no simple general answer, and we need a better understanding of how climate and disease dynamics interact."

Pascual's research is just as complex as she is. Colleagues describe her as brilliant, analytical, and meticulous, but say she's also humble. She is a striking young woman with long silver hair who loves beautiful jewelry and speaks with a lilting Latin American accent. She is also an internationally

(Top) A tribal woman attends to a malaria-infected woman at her home in the remote village of Bilaihum, India, in May 2008.

(Inset) Mercedes Pascual conducts research on infectious diseases in Kolkata, India, with the help of local doctors and public health officers employed by India's National Institute of Cholera and Enteric Diseases.

### A DEADLY ENVIRONMENT

Malaria is curable when diagnosed and treated properly, but burgeoning numbers of untreated cases are causing more and more fatalities, and environmental changes can be linked to the breeding grounds for this deadly disease.

● Malaria-carrying mosquitoes are likely to bite humans 200 times more often in cleared areas versus forested ones. In the Peruvian Amazon, malaria rates soared dramatically with exhaustive tree-clearing—jumping from a few hundred in 1992 to more than 120,000 cases, or over a third of the population, by 1997.

Source: A 2006 study by the University of Wisconsin-Madison and Johns Hopkins University

● The threat of malaria rose sharply in countries affected by the December 26, 2004 tsunami, which predominantly affected Indonesia, Sri Lanka, India, and Thailand. Fresh water from seasonal rains mixed with saltwater pools left from the tsunami, leaving brackish water in which malaria-carrying mosquitoes could breed.

Source: The Associated Press, January 2005

● A three-year drought in sub-Saharan Africa has contributed to lower water levels in Africa's largest lake, Lake Victoria, which lies inside the borders of Kenya, Tanzania, and Uganda. Stagnant pools have formed around the shoreline and act as prime breeding sites for malaria-carrying mosquitoes.

Source: Suad Sulaiman of the Environment Conservation Society in Sudan

recognized scientist, a member of the U-M Center for the Study of Complex Systems, and an external faculty member at the Santa Fe Institute in New Mexico.

Not content with just one field of science, Pascual likes to work at the interfaces between scientific disciplines. This makes her research more difficult and challenging than traditional studies within a single discipline. It requires expertise in mathematics, statistical analysis, and computer modeling, plus an in-depth understanding of ecology, environment, climate, and human disease.

There are certainly easier ways to be a success in science, but Pascual has never been one to look for the easy way.

"For Mercedes, it's not about prestige or just getting publications out the door," says Katia Koelle, Pascual's first Ph.D. student at U-M, who is now an assistant professor of biology at Duke University. "She wants to learn about the world and what's really going on. She is in it for the love of science and has a real passion for what she does."

"She's one of a small group of people looking seriously at the complexity of the human disease system," says John Vandermeer, the Margaret Davis Collegiate Professor of Ecology and Evolutionary Biology in LSA. Vandermeer has been Pascual's mentor since 2001, when U-M hired her as a new assistant professor. "The medical establishment has always viewed human disease as something to be cured," he says. "Mercedes is looking at it as something to be understood."

Pascual's models are only as good as the quality of the data that goes into them. That's a problem, because reliable long-term information about past epidemics in developing countries isn't easy to find. "It's a limiting factor in our work," Pascual says. "We need more long-term data sets from hospital records and disease surveillance programs, including information on control measures."

Recently, she made several trips to India in an effort to form new research collaborations and get access to important data on the history and incidence of malaria in the area. Pascual says the value of the data makes the time and effort worthwhile, plus the trips get her away from her desk and "out in the field."

Pascual says she appreciates the many opportunities she has at U-M to work with other scientists in EEB, within LSA, and in the Center



Mercedes Pascual with graduate student Diego Ruiz-Moreno in her lab.

for the Study of Complex Systems. "I admire them for the way they continue to enjoy what they do and transmit a sense of excitement about exploring ideas," she says. "Plus, I have been lucky to get some wonderful people in my lab."

Pascual has received many honors and awards since she studied ocean plankton to earn a Ph.D. in 1995 from a joint program of the Woods Hole Oceanographic Institution and the Massachusetts Institute of Technology. In 2008, she was named a research investigator by the prestigious Howard Hughes Medical Institute (HHMI). She is one of only 10 HHMI investigators at the University of Michigan. The appointment allows her to devote more time to research.

That research, Pascual says, will continue investigating connections between climate change and disease, especially epidemics of malaria in parts of India and a resurgence of malaria in the highlands of East Africa. She'd like to understand the growing problem of resistance to anti-malarial drugs. And she's fascinated by pathogen diversity and how it influences immunity within individual hosts and in populations.

Eventually, Pascual hopes to test the ability of her models to predict disease outbreaks in advance. If she's successful, public health workers could use this information to implement lifesaving prevention measures and treatment in places with limited resources.

Pascual is careful to point out that the cyclical climate variations she studies are not the same as the long-term warming trend associated with global climate change. But they often get confused by reporters who frequently call her for interviews — something that "doesn't always work out as I think it would," she admits.

While she's happy to talk to reporters and increase public awareness about what people are doing to the global environment, Pascual doesn't have many illusions it will help in the long run.

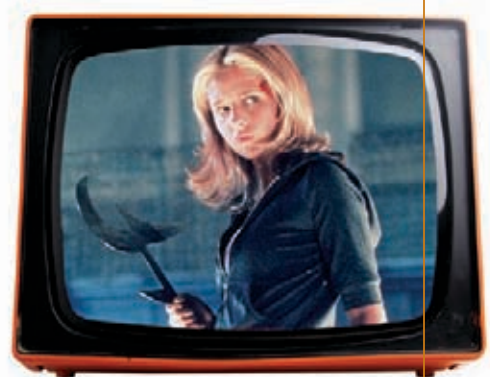
"As ecologists, the very subject matter we study is disappearing," says Pascual. "The pace at which we are negatively affecting the environment is very fast, and I don't see any sense of urgency to make hard choices or lifestyle changes. Everyone wants the problem solved, but we don't want to change the way we do business." ■



# Redesigning Women

A LOOK AT THE CHANGING FACE OF FEMALE CHARACTERS ON AMERICA'S TELEVISION SCREENS

by Kristy Demas



(Top row) CBS Photo Archive; © Mc-Spector/Kipa/Corbis; (middle row) CBS Photo Archive; Warner Bros.; (bottom) DM/Time Life Pictures/Getty Images



Amanda Lotz, an associate professor in the Department of Communication Studies, examines the roles women have played on television over time. Today, heroines who struggle with families, careers, and relationships might be commonplace, but their TV evolution was a gradual one. Lotz sat down with *LSA magazine* to look back on some of the shows that helped pave the way for Carrie Bradshaw on *Sex and the City* and Liz Lemon on *30 Rock*, and the characters that defined—and defied—generations.

### THE MARY TYLER MOORE SHOW (1970–1977)

*The Mary Tyler Moore Show* starred Moore as a young career woman who worked as a producer of a TV news show. Not only was Moore's job non-

traditional for a woman, but so was her disinterest in getting married. "Mary was not focused on finding a boyfriend or husband," says Lotz. "While she dated men in various episodes, it was not a central theme." Lotz says the show was groundbreaking because it focused on Moore's capabilities, not just her good looks, and she became an icon for single working women.

### CAGNEY AND LACEY (1982–1988)

This show boasted two strong female leads — Sharon Gless as Christine and Tyne Daly as Mary Beth — working as police detectives.

"What's interesting

about this show is that it was a real departure from shows like Angie Dickinson's *Police Woman*," says Lotz. "Christine and Mary Beth did not have to look good when fighting crime. And while Dickinson's detective partner was a man, Christine and Mary Beth had each other." They also had complicated personal lives. Mary Beth was married with kids and had a chaotic home life. Christine was a recovering alcoholic. Both characters had flaws and, Lotz says, "were not from the role-model handbook." The show also broke ground dealing with issues like alcoholism, racism, abortion, and AIDS.

“The Golden Girls tore down stereotypes not just for women but for older women,” says Lotz, noting that all of them worked or volunteered and were active, sexual, sharp, and witty. Because the four women relied on one another for household help, for counsel, and for comic relief, men were inconsequential.

### GOLDEN GIRLS (1985–1992)

An ensemble show boasting a wealth of comedic talent in Beatrice Arthur, Betty White, Rue McClanahan, and Estelle Getty, *The Golden Girls* was about four older women living together in a house in Florida. "This show tore down stereotypes not just for women but for older women," says Lotz, noting that all of the characters worked or volunteered and were active, sexual, sharp, and witty. Because the four women relied on one another for household help, for counsel, and for comic relief, men were inconsequential. "It ushered in more of the 'female buddy' trend in shows," says Lotz. *The Golden Girls* was also a surprising platform for controversial issues including health care, homophobia, euthanasia, drug addiction, and more.

### MURPHY BROWN (1988–1998)

Murphy Brown, played by Candice Bergen, served as another example of a woman succeeding in a job traditionally held by a man, working as an investigative journalist and producer of a TV news magazine, *FYI*. Murphy was a recovering alcoholic and, despite her hard-line approach to journalism, had trouble managing her staff. Lotz says Murphy Brown broke new ground with social issues by becoming a single unwed mother. When then Vice President Dan Quayle tried to connect the Los Angeles riots with a "poverty of values," of which Brown and her fatherless child were a part, it ignited a maelstrom of media attention and public debate. "Most agree that Murphy came out on top," Lotz says.

### THE DAYS AND NIGHTS OF MOLLY DODD (1987–1991)

This show starred Blair Brown as Molly Bickford Dodd, a divorced woman living in New York City. "Molly was part Mary Tyler Moore, part *That Girl*, and part precursor to Ally McBeal," says Lotz. "What really stood out was that the show was about a woman deviating from the path that her [television] predecessors had taken." Lotz explains that Molly didn't need to prove that she could compete in a man's world — or in any world for that matter. She reveled in a bohemian lifestyle of her own making, drifting from job to job and relationship to relationship. Dodd was not compelled to conform to anyone's — a man's or a woman's — definition of success.



### ALLY MCBEAL (1997–2002)

In the late 1990s, Ally McBeal emerged as the quintessential modern working girl who was part successful attorney and part angst-ridden woman. Lotz says the show successfully merged a modern woman with one who wanted a boyfriend, giving us another lens through which to view what being a feminist meant in the 1990s. The show also promoted and perhaps lampooned equality between the genders, going so far to install unisex bathrooms at the law firm. Ally struggled throughout the tenure of the show to find balance in her life, and gave the audience a firsthand look into her thoughts and imagination (think dancing baby). “*Ally McBeal* touched a nerve,” says Lotz, “and paved the way for future shows like *Sex and the City* and *Lipstick Jungle*.”

### XENA: WARRIOR PRINCESS (1995–2001) AND BUFFY THE VAMPIRE SLAYER (1997–2003)

These two shows are among Lotz’s favorites. “They created a new entertainment genre by combining fantasy, science fiction, and warrior women,” she says. “These *femme fatales* fight physically and hold their own against villains.” *Buffy* was pioneering because it showcased a young, modern woman dealing with very adult issues, including increased responsibility, parental death, and questions of identity. *Xena*, meanwhile, took place in the ancient world and tackled notions of personal responsibility, the value of life, and liberty versus sacrifice. *Xena* and her sidekick Gabrielle were lauded among many in the gay community as role models, though their lesbian status was never confirmed by the show’s producers and actors. “Both *Xena* and *Buffy* charted new territory for women by showcasing action heroes who were tough but fair,” says Lotz. “They were physically attractive, but their looks never diminished their abilities.”

### JUDGING AMY (1999–2005)

Amy Brenneman starred in this show about a family court judge struggling to balance career and family. Her untidy life included living with her mother and trying to jumpstart her love life post-divorce. Lotz says Amy is a much more realistic character than, say, Claire Huxtable from the *Cosby Show* who was

a beautiful, unflappable, ultra-successful attorney/mom with nary a hair out of place. “Amy, on the other hand, showed that a woman could go through her personal crises and triumphs but still be a good mother and successful career woman—just not in an antiseptically perfect way.”

### DAMAGES (2007–PRESENT), THE CLOSER (2005–PRESENT), AND SAVING GRACE (2007–PRESENT)

“These shows are indicative of the 2000s because they show capable women in a wide range of roles,” says Lotz. “They depart from the old formulas because these women are not always likeable. They have problems.” The other surprise is that they’re older—over 40 in each case. While the actors might not overtly mention their age on the screen, advertisers are quick to note it—and to acknowledge that the demographic of 40+ women who want to watch strong, complex characters is growing. So too is the number of women in leadership positions at major networks including Bravo, Lifetime, and HBO. “Hopefully programming showcasing strong, complex, intelligent women will only continue to increase,” says Lotz. ■

LSA WIRE > [www.lsa.umich.edu/alumni/wire](http://www.lsa.umich.edu/alumni/wire)

“Both *Xena* and *Buffy* charted new territory for women by showcasing action heroes who were tough but fair,” says Lotz. “They were physically attractive, but their looks never diminished their abilities.”





# STUDENTS

## From **Combat** to **Campus**

LSA STUDENT **DEREK BLUMKE**  
HELPS VETERANS MAKE THE  
TRANSITION TO COLLEGE LIFE

by Sheryl James

**LAST YEAR, A ROUSING RALLY** supporting a proposed new G.I. Bill took place on the steps of the Capitol in Washington, D.C. The fired-up group that day included a lot of political VIPs, including four U.S. senators, several members of the U.S. House of Representatives, the Capitol press corps, and several hundred people.

All of these VIPs at one point fixed their gazes on someone who was definitely not a VIP—Derek Blumke, a 27-year-old student veteran from the University of Michigan—as he delivered an eloquent,

convincing speech advocating the legislation.

It was some kind of moment, Blumke will tell you, mingling with all of those polished legislators and just being part of that exciting scene. But, if truth be told, he wasn't at all intimidated by the VIP company or much of anything else at the Capitol. In fact, he was pretty polished himself by then. As co-founder of the Student Veterans of America (SVA), a veteran of the U.S. Air Force, and an active member of the Air National Guard who could have been deployed—again—to Afghanistan at a moment's notice, he had been lobbying for this bill for months, even as he attended classes at U-M.

Between January and June of 2008, when the Post 9/11 Veterans Assistance Act of 2008 passed, Blumke traveled six times to D.C. to walk the halls of Congress, meet with legislators, their staffs, and anyone else who would listen. He was joined in this effort by other veterans and veteran groups. But his was a key voice in the gathering support for legislation that sought to update G.I. benefits that were woefully out of date.

Blumke is quick to say he was not hanging out in D.C. to rub elbows with power brokers or to get noticed—though he indeed has been noticed and featured in numerous publications. Rather, he says, “I was privileged to represent the most elite group of people in the world, people who have done things you’ve seen in the movies and some things you’ll never see in the movies.” He speaks, of course, of veterans and of student veterans in particular.

Few are more qualified, or willing, to represent these veterans who come to college after active duty, excited and optimistic, only to end up frustrated, alienated, or worse. Blumke knows exactly how these vets feel, because he experienced the same trials.

“When I first was applying to U-M,” in winter 2007, “it was difficult,” he says. “I was on the

Courtesy of Derek Blumke



phone asking about transfer credits for military training, about housing, about the veterans' advisor on campus." (There wasn't one at the time.) "They transferred me around a lot on the phone. When I finally did get onto campus, I wandered around about an hour-and-a-half to find the office where I was to get my paperwork for the G.I. Bill. And then they just said, 'Welcome to Michigan.' That was it."

Blumke pauses here to explain that U-M, at least, admitted him though he was shy a few prerequisites. "U-M has a holistic approach. They considered my military training and experience. They saw I had a 3.9 GPA in community college (after his active service) and that my high school transcript showing a 1.5 GPA didn't really reflect who I was anymore, and that I might be a good addition to the university." Michigan State University simply turned him down because he had not taken a required math course.

After Blumke finally got past the paperwork safari, things didn't improve much. There he was, a 26-year-old who had seen a lot—a *lot*—while everyone else seemed to be, well, 18. The culture on campus reflected them, not him. "So much of the stuff was not geared toward veterans, it was geared toward 18 and 19 year olds," he recalls. "You're going from the military, where there's this camaraderie, where everybody cares about you, to the dorm, where it's survival of the fittest."

Adding insult to injury, Blumke fielded the same stupid questions—they're more like insults—all veterans get from the younger students. Common Insult No. 1: "You were in the military? Why would you ever do that?" Common Insult No. 2: "Did you kill a lot of people?"

Good grief.

For the record, Blumke did not see actual combat, but he was close to it. As an aircraft electrical and environmental systems technician and aircraft maintenance expeditor, he was deployed three times to Afghanistan during Operation Enduring Freedom. There, "I provided crucial support for infantry," he says, referring to that sense of camaraderie.

## Common Insult No. 1: "You were in the military? Why would you ever do that?"

## Common Insult No. 2: "Did you kill a lot of people?"

"I mean, I feel right now I should be in Afghanistan with my friends.

"If it was that hard for me when I came to college, I can only imagine how hard it is for combat vets who have seen their friends get killed."

Add to that the overall fish-out-of-water syndrome all vets feel, college or no college. Up until 2007, veterans often had to defer college because the G.I. Bill's benefits covered only part of the tuition, and no living expenses at all.

"You go from active duty, the most important thing you've ever done, to living in your parents' basement working at U-Haul," as Blumke describes it.

"Sitting in a college classroom, there's a similar feeling. You feel worthless." Like many other vets, Blumke experienced depression.

The turning point came when he was walking across campus one day in March 2007. He caught sight of a magazine cover showing a sketch of a soldier with the headline, "Student Veterans." The magazine contained stories of three vets and their problems assimilating to college and civilian life.

"I read it and realized, 'I'm not alone,'" Blumke says.

He sure wasn't then, and he definitely isn't today. Blumke looked up the sources in that story, heard about independent student veteran chapters, and was determined to set up one at U-M—which he did. But he also asked these other chapter presidents



# The Post 9/11 G.I. Bill

if they had thought about going national. They had, they said. But they had not gotten to it.

Blumke immediately went about helping to launch a national SVA in January 2008, which now has 94 chapters. He was elected president—and he was instantly busy. A year later, he and his SVA colleagues have much to celebrate. The G.I. Bill was passed to the elation of active duty and recent vets. He advocated successfully for a veterans' resource center at U-M—and U-M has been warm and generous in its response, he says.

He advocates for veterans, works closely with existing veterans groups, and recently served as a consultant for the “21st Century G.I. Bill,” which he’s pushing in Lansing. It calls for Michigan public universities to offer all veterans in-state tuition; establish veteran syndicate offices; accept military training and schooling as transfer credits; establish extended application deadlines for veterans, who don’t enjoy normal “school year” schedules; and to waive application fees for all veterans.

Meanwhile, Blumke still has three years to serve in the Air National Guard, and he was called out of the country last year for a time. U-M professors, he said, responded famously. “Every professor has been absolutely incredible. Not one has given me a hard time.”

Blumke shares a house with a fellow veteran, a former Army Ranger. His living quarters are small, and sport the things he most values: framed certificates, leadership awards and plaques from the Air Force, and photographs of family. His stairwell holds three full-size flags representing his country, the Air Force, and U-M.

Not that he’s home much to enjoy any of this. In 2009, he’s been off to D.C. again, then to New York and Phoenix for SVA meetings, and he joined a panel discussion at the U-M Depression Center’s annual event, “Depression on College Campus Conference” in March. And, oh, yes, he hopes to graduate sometime in ’09.

He is pursuing a double major in psychology and, no surprise, political science. He has learned just how much he loves advocacy. After graduating, he’s thinking maybe law school, maybe U-M’s Gerald R. Ford School of Public Policy, and then, well, he has to admit: Congress calls.

“I’m a Michigan man,” he says, referring to the state and the school. “I’ll either live here or always have a house here—and maybe I’ll have a chance to represent the citizens of Michigan.” ■

As of August 1, 2009, anyone who has served at least three months active duty in the military since September 11, 2001, is eligible for at least some benefits under the Post 9/11 Veterans Educational Assistance Act of 2008, depending on their length of service. Those who have served at least three years since 9/11 will receive full benefits. According to the U.S. Department of Veterans Affairs, those benefits include:

- Cost of tuition and fees, not to exceed the most expensive in-state undergraduate tuition at a public institution of higher education (paid to school);
- Monthly housing allowance (for non-active duty personnel) equal to the basic allowance for housing payable to a military E-5 with dependents, in the same Zip code as your school (paid to the veteran);
- Yearly books and supplies stipend of up to \$1,000 per year (paid to the veteran); and
- A one-time payment of \$500 paid to certain individuals relocating from highly rural areas.

Anticipating an influx of veterans—and in consideration of their special circumstances and their service to their country—U-M recently established its Student Veteran Assistance Program (SVAP), which is under the auspices of the Office of New Student Programs. This program, along with several related initiatives, exemplifies U-M’s commitment to help veterans, guardsmen, and reservists transition well to life on campus.

A special website, the Veteran’s Connection, at [www.vets.umich.edu](http://www.vets.umich.edu), has also been established to keep veterans updated on benefits and educational opportunities at U-M.

**LSA senior Derek Blumke works to unite student veterans and advocates on their behalf.**



Robert Ramey





# First-Generation Students

A NEW CAMPUS ORGANIZATION HELPS THOSE WHO ARE THE FIRST IN THEIR FAMILY TO ATTEND COLLEGE

by Dwight Lang

**WHEN SHARDAE OSUNA** came to the University of Michigan from San Diego, California, adjusting to life in Ann Arbor wasn't easy. "While I succeeded in high school, traveling across country to attend college in another state definitely tested me," she says. Adding to her stress was the fact that no one in her family had ever before gone to college.

Fortunately, Osuna found she wasn't alone.

Almost ten percent, or 2,500, U-M undergraduates are "first-gens." To address the unique needs of this group, Elise Harper, the Undergraduate Program Coordinator in the Department of Sociology, and Greg Merritt, the Director of Residence Education in University Housing, partnered with a handful of students in 2007 to initiate a new organization: First Generation College Students @ Michigan. All members shared one powerful experience: they were the first in their families to attend college.

First-gens @ Michigan is designed to assist students like Carley Flannery from Crandon, Wisconsin, who says that when she attended summer orientation and started classes in 2008, she felt overwhelmed. "My high school was small and few students planned to attend college. Out of 50 graduates only seven of us attend four-year colleges. So everything here at Michigan seemed very big and intense. When classes finally started I had a hard time adjusting." When Flannery heard about First-gens @ Michigan she discovered the group provided a sense of community, made the university

more manageable, and helped her navigate campus life. "Now I feel much more comfortable and in control," she says.

First-gens @ Michigan hosts weekly meetings where Merritt says the diverse group—white, African American, Hispanic, male and female, urban and rural—explores a range of issues from what to expect living in residence halls, to interacting in classrooms, to how to talk with a professor, to how to buy books, and more. Merritt says the campus group can help in ways those back home can't. "While family and friends provide substantial psychological support, they may not always be familiar with campus living, when compared with students whose immediate and extended family members attended college," he says. "First-gens sometimes feel isolated in a place where most people seem so comfortable living on campus. First-gens @ Michigan gives visibility and offers a sense of belonging."

Harper says the group also exists to help first-gens resolve concerns and address issues specific to them, such as communicating with family about school-related issues or adjusting to their new lives on campus. Counseling is also available from staff and faculty members for first-gens who are having trouble acclimating. "The overarching goal is always to enhance student success," says Harper.

The Department of Sociology now formally sponsors first-gen efforts on campus, and students have recently launched their own "Story Project" on the web, where they describe their journeys to higher education in their own words.

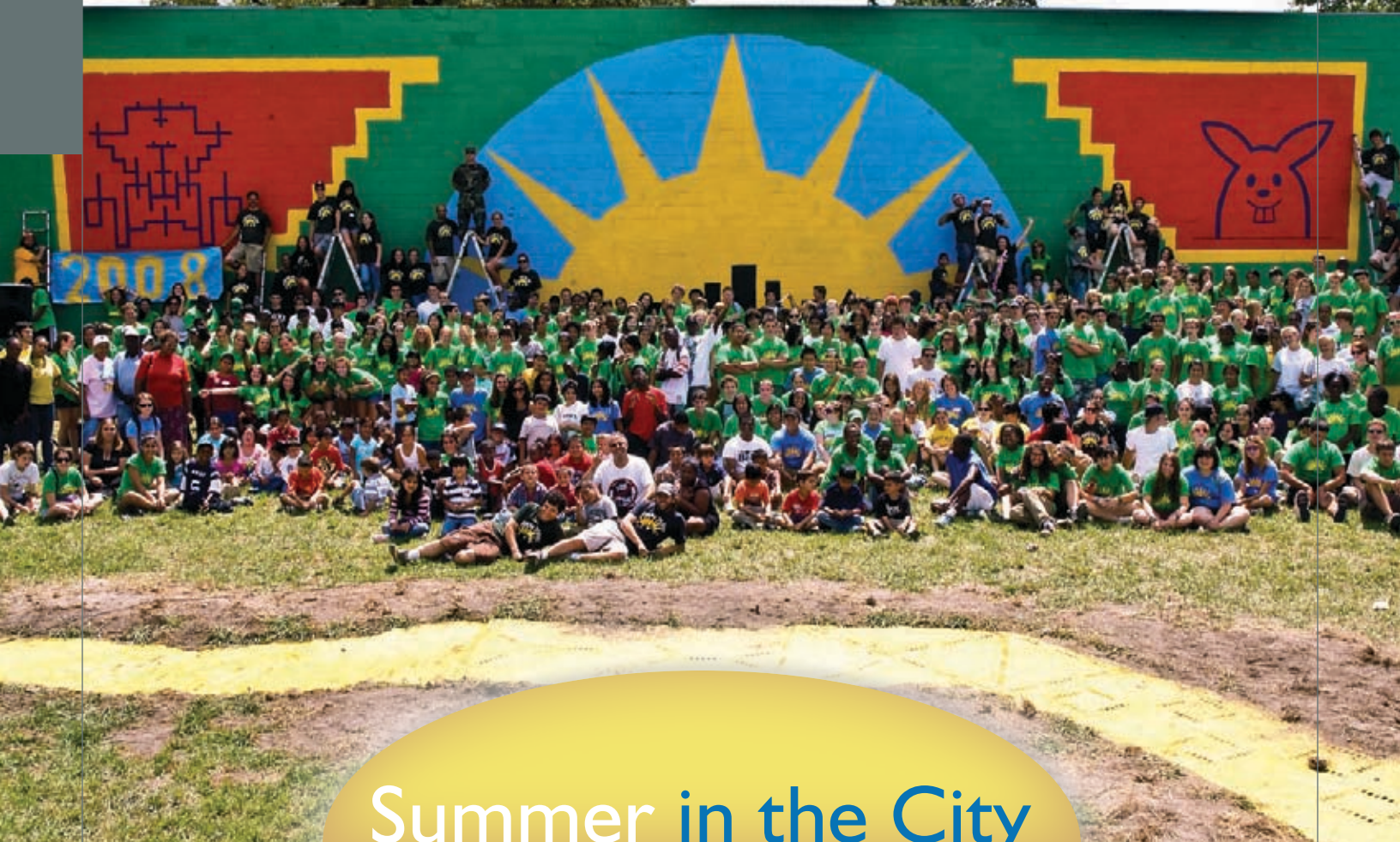
Harper says that the issues First-gens @ Michigan addresses are germane to many students, and adds that "all students are welcome to participate, even if they aren't first-gens."

**LEARN MORE >** For more information on First-gens @ Michigan, please visit <http://sitemaker.umich.edu/firstgens>.

(Above) The First-gens @ Michigan group meets weekly during the academic year to help students like Sharda Osuna (below) adjust to life on campus. Osuna is the first member of her family to attend college.







## Summer in the City



During the warmest months of the year, when most people flock to the beach, scores of LSA students and alumni head for Detroit to help revitalize a suffering city.

by Katie Vloet

**ANYONE CAN NAME A LIST OF PROBLEMS** afflicting the city of Detroit: blight, poverty, corruption.

But lists of solutions are harder to come by — that is, unless you talk with someone like LSA first-year student Masha Zilberman. She rattles off a few: tutoring school kids, playing with students after school, painting murals to conceal decades of rot and neglect.

She speaks from experience. For the past two summers, Zilberman worked nearly every day with Summer in the City, a nonprofit organization that recruits high school and college students to volunteer in Detroit. She found that volunteering for the organization was a source of new friends, a way to

help the community, and a fun personal challenge.

“Everyone just really loves what they do. You get really close with the kids at the schools and the volunteers,” she says. “And it feels good to know that you’re helping to make things better in Detroit. It makes you feel really good about yourself.”

Summer in the City began when a few friends from the Detroit suburbs decided to satisfy what they saw as an unmet need.

The Detroit area has “a virtually limitless supply of volunteers” through schools, companies, and faith-based groups, says Ben Falik, a U-M student currently completing a dual degree in law and public policy. But matching those volunteers with the organizations that need them can be a daunting hurdle.

That’s why Falik, Michael Goldberg, and Neil Greenberg (’05) co-founded Summer in the City in 2002. “We sat down and said, ‘how hard can it be to start a nonprofit?’” recalls Falik.

Turns out, it’s pretty hard, with all the required paperwork and recruiting and financing. In the end, though, they created something that met the





Like many other participants, McDowell was recruited by Falik at his high school. Volunteer numbers have increased yearly thanks to such recruiting efforts, as well as the positive word-of-mouth.

“The best part about Summer in the City is that it’s interesting—you play with kids, demolish things, paint murals,” adds McDowell, who also has been a staff member for the organization. “A lot of places may sound fun, but Summer in the City really is.”

Volunteers say the experience has given them far more than the community service hours that many of them initially sought.

“You learn a lot of independence,” says Natalie Klein, a first-year student in LSA. “It’s definitely going outside of your comfort zone. It helped me know how to make friends, taught me leadership skills. That all helped me when I first came to U-M.”

Klein may return this summer, and if she does, she hopes to see some of the children she met while volunteering at a day camp in Mexicantown last summer, specifically one little girl named Breeana. “I speak Spanish, and she was one of the only girls in the program, so we became close,” Klein says. “We still keep in touch.”

For Avie Linden, an LSA senior who is studying anthropology, the environment, and art history, Summer in the City has helped to shape her career plans. She wants to fashion a career that combines volunteer coordinating with her interest in art.

Initially, she discovered the organization during a nonprofit fair at U-M. She ended up coordinating the painting of more than 10 murals, including some along Gratiot Avenue and around Clark Park. She and her teams, composed in part of high school students, also painted variations of the half-sun logo of Summer in the City, all over town.

Linden’s team even started and finished one mural in a single afternoon. The long series of images, near a pet store on Gratiot, made a lasting impression on the kids.

“They were still smiling at the end of the day, after all their hard work,” Linden says. “I think that’s a perfect day.” ■

group’s initial vision: to make volunteering in Detroit fun, flexible, and fulfilling, says Falik.

“It has far, far exceeded our expectations,” he says, noting that last summer, 1,300 volunteers contributed 20,000 hours to Summer in the City. The nonprofit partners with 20 organizations, including the civil and human rights organization Focus: HOPE, Greening of Detroit, and several public schools. Volunteers are dispatched Tuesday through Friday during the summer, and they teach or play, clean or paint, build up or tear down—whatever is needed most.

Anybody 14 or older can volunteer, as long as they show up at one of the group’s carpool sites. Part of the appeal for participants is the flexibility; they can volunteer without signing up in advance, and then can return to volunteer more, or not. For many, it’s an easy decision.

“When I first volunteered, I did it for community service hours. After I graduated [from high school], we did it for fun,” says Will McDowell, a second-year student in the Ross School of Business, who is pursuing a minor in global media studies in LSA.

**University of Michigan students participate in 2008 Summer in the City activities in Detroit. A 2008 survey of incoming first-year students reveals that close to 75 percent have participated in a civic project like Summer in the City or Habitat for Humanity. According to the same survey, more than half of all incoming first-year students have volunteered in a community health program, and 43 percent have participated in programs to assist children or adults with disabilities.**

ALUMNI

# Dhani Jones Tackles the Globe

HE'S AN NFL LINEBACKER, BOW  
TIE DESIGNER, LSA ALUMNUS, AND  
NOW THE HOST OF HIS OWN  
TRAVEL SHOW

by Rebekah K. Murray



Courtesy of The Travel Channel



**“ENGLAND. YOU CAN COME HERE A DOZEN TIMES** and never get further than Shakespeare, the Royal Family, and the uncomfortable feeling that you’re just not sophisticated enough. But that’s such a tiny slice of this place. It would be like spending an afternoon in Beverly Hills or a weekend in the Hamptons and saying you understand America. You want to discover England? Here it is: rugby. Football’s muddy, bloody, and slightly drunk cousin.”

That’s NFL linebacker and alumnus Dhani Jones (’00) on a video clip about his new show, *Dhani Tackles the Globe*. Jones, who plays for the Cincinnati Bengals, gave himself a new challenge during the off-season: spend 10 days each in 10 countries to learn 10 different sports. Along the way, he met athletes and fans and discovered a little more about what it’s like to be British—and Spanish and Swedish. The show premiered on the

Travel Channel on March 16 and has been airing each Monday night.

The show “gives you a look into that country,” Jones says. “Instead of a tourist looking around, I say ‘I play sports, you play sports, let me get to know you while I try your sport.’”

In England, Jones joined the Blackheath Football Club for practices and a rugby game. In Spain, he tried a handball game called pelota. In Switzerland, he played Schwingen, a variant of wrestling. In Singapore it was dragon boat racing, and in Thailand it was Muay Thai, a sport similar to boxing that uses martial arts.

While the show’s premise is simple and its mood light—in the England episode, Jones speeds through country roads in a little sports car, calling himself the “black James Bond”—the show’s purpose is much more thought-provoking.

“I want people to take away a message of diplomacy,” Jones says.

Diplomacy? That may not be the first thing that



Dhani Jones tackles Switzerland and Thailand, two of the 10 countries he visited while filming his new Travel Channel show.



“Get out of your house and go visit a place you’ve never seen before . . . Don’t be so comfortable with what you have.” Explore a little.”

comes to mind when you watch Jones get a black eye or busted lip. But to Jones, “it makes you see that everybody is not so different,” he says. “We all love family, friends, and sports.”

### NOT YOUR TYPICAL ATHLETE

A show that combines sports and culture seems perfectly suited for Dhani Jones. This is the athlete who has a line of designer bow ties. He plays the piano and saxophone and was a guest conductor for the Philadelphia Pops. At Michigan, Jones wrote poetry during football meetings in Schembechler Hall, when his coaches’ backs were turned. It’s no wonder that as a student, Jones was a natural fit for LSA’s Residential College (RC), a living-learning community with an emphasis on arts and culture.

comes to mind when you watch Jones get a black eye or busted lip. But to Jones, “it makes you see that everybody is not so different,” he says. “We all love family, friends, and sports.”

In the RC, Jones was encouraged to explore art and music. He took up acting, shot photos for the Michigan Daily (during football’s off season), and continued painting and writing poetry, talents he’s pursued since he was a high school student in Maryland.

Jones’ parents are LSA graduates. His father, Samuel (’70), is a retired Navy commander and his mother, Nancy (’72), an anesthesiologist. When Jones came to Michigan, it was for both football and the liberal arts. He often tells the story of seeing a pamphlet from Michigan that had the Block M sitting on top of the world. “I wanted to be on top of the world,” Jones says. “I knew that if football wasn’t going to get me there, my education from Michigan could.”

Jones has discovered that he can run into Michigan alumni anywhere. He met an alumnus in a rural part of China on a trip he took a few years ago. While filming *Dhani Tackles the Globe*, he met an alumnus in Switzerland who attended U-M when Jones was also at the University. The man recognized him and asked, “What are you doing here?”

It was a common question Jones received while filming the show, but a few people asked it a bit skeptically. People were generally very welcoming, Jones says, but there were those who questioned his motives. People seemed to wonder, “Are you doing it for the show or is it because you love sports and want to tell other people and really get to know people?”

Jones didn’t do it just for the camera. “It was emotionally trying, physically demanding, and mentally stimulating,” he says. “All the sports had their own stressors. The hand-to-hand combat of Muay Thai in Thailand was very difficult. And even a sport that people would think is easy, like dragon boat racing, you try it for a mile and keep in sync with 18 other people and keep up the rhythm and flow. It builds a different type of strength.”

But it’s not about the muscles, Jones reminds us. It’s about diplomacy.

“Get out of your house and go visit a place you’ve never seen before,” he says. “We may not all be able to take a flight to Switzerland or fly to Spain or Brazil. But there’s an Indian restaurant down the street. You can try that food. Have fondue even if you can’t go to Switzerland. There are so many different wonderful aspects of the world that people have brought to America that you can try. Don’t be so comfortable with what you have. Explore a little.” ■







## The Trans·mog·ri·fi·er

WITH A DUAL DEGREE IN ENGLISH AND PHYSICS, ONE LSA GRADUATE MORPHS TOYOTA PRIUSES INTO VAUNTED PLUG-IN HYBRIDS

by Dane Golden

**Transmogriifier (n):** Someone or something that can change or transform its appearance to something else.

**IF YOU KNEW HER** back at the University of Michigan, you probably wouldn't have predicted that Carolyn Coquillette ('00) would become a leading specialist on plug-in hybrid vehicles. Nothing in her encounters with the Bard or old Johnny Milton said so, nor in any of her physics classes—except, perhaps, Physics 401 (Intermediate Mechanics).

Neither her semester abroad in Hanoi nor her part-time job serving up espresso shots at Amer's Mediterranean Deli would give you a hint.

She'd be the last person you'd expect to now be spending her mornings pulling down communication lines from one of the most complex cars, the Toyota Prius, amid the mechanical sounds of drills, wrenches, and rubber mallets.

And yet a walk around Coquillette's specialty auto repair shop, Luscious Garage, in San Francisco, may indeed be like a stroll into the future. The only vehicles in sight are hybrids, and, often, their cousins the plug-in hybrids, which she charges from solar panels on the roof. And in an industry not known for its cleanliness, she recycles everything—not just paper and plastic, but items like air filters (she splits up the rubber and paper parts) and certain metal parts. She also uses reprocessed motor oil, which she says is as good as new.

Coquillette's auto repair business opened in 2007 at just the right time, in just the right place. According to R.L. Polk, an automotive information and marketing company, there are more hybrids in the San Francisco Bay Area than in the entire state of Michigan. San Francisco registered more than 27,000 gas-electric vehicles in 2007, compared to Michigan's 5,852.

And Coquillette's had her hands in many of them. Of the 200 Priuses that have been converted to run on plug-in technology, she's worked on 30.

This is not your father's Oldsmobile garage.

### FROM MICHIGAN TO MECHANIC

Coquillette started her U-M education in the College of Engineering but found it prohibited her from getting a dual English degree, so she changed to English and physics. She also wanted more time to take electives.

"One of the great things about Michigan is the ability to dabble in other fields in your undergraduate study," she says.

## { alumni profile }

## The Happiest Periods of My Life

**Dr. Thomas Weller, 93-year-old Nobel laureate, never forgot his fondness for the Biological Station.**

This past summer was the 100th anniversary of the U-M Biological Station and on August 21-23, more than 350 alumni and friends celebrated on the shores of Douglas Lake near Pellston, Michigan. That same weekend, on August 23, one of the station's most noted alumni, Dr. Thomas Weller (\*36)—a tropical medicine specialist, Nobel laureate, and emeritus professor at the Harvard School of Public Health—died at

his home in Needham, Massachusetts. He was 93.

It had been more than 70 years since Weller conducted research at U-M's Biological Station, but the station shaped his career. Upon his death, Weller left the station \$10,000. Weller's gift will be used to provide scholarships, as the station looks toward the next 100 years of environmental instruction and research.

Weller wrote about the station in his 2004 autobiography, saying, "The three consecutive summers I spent there were one of the happiest periods of my life."

Weller first attended the Biological Station the summer before his senior year. "It was a stimulating environment," he wrote. "Jim Merry, my birding companion, and I shared a primitive cabin. In the center of the room was a wood-burning stove, and toilet and shower facilities were in a cabin across the road. We usually spent part of each evening working in the laboratory. But we also played hard, and many in residence at the station that first year became lifelong friends and contributed nationally and internationally in the field of tropical medicine."

In 1936, Weller graduated Phi Beta Kappa from U-M and then attended Harvard Medical School, where he graduated in 1940. In 1942, he joined the Army Medical Corps during WWII, and attained the rank of Major.

In 1947, Weller joined one of his Harvard professors, Dr. John Enders, in organizing the research division of infectious diseases at Children's Hospital Boston. It was there that Weller, Enders, and a medical school classmate of Weller's, Frederick Robbins, grew the poliomyelitis virus for the first time outside human or monkey nerve cells. Their work earned the Nobel Prize in Physiology or Medicine in 1954, and led the way for Jonas Salk and Albert Sabin to develop their vaccines for polio.

Weller went on to make many more advances in the study of parasitic diseases.



Before changing majors, Coquillettte worked on the Solar Car team, although she didn't enjoy it much, spending a lot of time sanding an epoxy/fiberglass material that ruined her favorite jeans.

She began working at nonprofits during the summers, thinking that was where her future lay. But after failing to get on with the United Way after graduating, she tried out teaching and even drove a limo. Neither of which suited her.

Then, in an attempt to learn more about her car—a '95 Dodge Neon with a pesky dome light—she signed up for an introductory automotive repair course at Washtenaw Community College, taught by local automotive guru and Porsche mechanic Tim Pott, then of Ann Arbor's EuroTec Motors.

After all, Coquillettte says, "if you're in Southeast Michigan long enough, you get into automotive. It's in the water."

Pott's enthusiasm and intellectual approach to repairs caught her interest.

"He was presenting the car as being a very complex, very sophisticated piece of machinery, and coming from a technical background I was inspired by that. This was applied physics."

She also found that she could really help people simply by making their cars work properly.

Sensing that this was her future, she then began working as an apprentice for Pott at his shop, sweeping floors and other "peon" duties.

"It was a mental oil change," she says.

And she realized that the cars of the future deserved educated technicians.

"Forty years ago you didn't have to read and you could be an automotive savant," she says. "Today if you can't read you can barely get the car started."

She's also observed and assessed trends in automotive culture and technology, which has resulted in her book, *Check Engine*, about Americans' relationship to their cars. The book has yet to find a publisher.

Not many mechanics write books, nor are there many with a U-M education that continues to influence them today.

"My reaction to my education at Michigan at first was to kind of jettison what it had prepared me for. And it wasn't until I had worked on cars for a while that I started to value not only the kind of basic knowledge of electrical systems and mechanics that I had learned for physics, but also how to treat people." ■

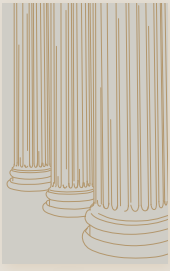




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# The Translator



AN LSA ALUMNA HELPS ONE MAN TELL HIS HARROWING STORY OF ESCAPE FROM WAR-TORN DARFUR

by Rebekah K. Murray

“I am dead, I am dead, this is how I died, it is not so bad, I was thinking, afraid to look down at my body because too many bullets were flying around for me still to be okay. I kept moving, moving, carrying the people to the trees and up into the rocky ravine, looking back and hoping to see no one else needing help, but seeing them and going back.”

—Daoud Hari, *The Translator, A Tribesman's Memoir of Darfur*





There are over 250,000 Darfur refugees in Chad, who face difficult lives in camps, says alumna and aid worker Megan McKenna (left). She is pictured with Daoud Hari, who worked with her as a translator and eventually needed her help to escape Darfur.



IT WAS THE FALL OF 2003, and Daoud Hari's village was under attack. Villages of indigenous Africans in the Darfur region of Sudan were systematically being attacked by government troops and Arab militia. Hari ran back and forth from the huts helping women, children, and the elderly flee the village while other young men fired at the Arab ground attackers, holding them off while the villagers escaped.

It's a scene that still plays out in his nightmares, Hari told his friend, alumna Megan McKenna ('90). He recently relived that difficult memory again, so McKenna could write down every detail. She not only wrote about the attack on Hari's village, but about his life before the on-going war and about his more recent experiences serving as a translator and guide for journalists sneaking into Darfur. The book that resulted from McKenna and Hari's hours of interviews and storytelling is titled *The Translator, A Tribesman's Memoir of Darfur* and was published by Random House last year.

"It was really hard to ask Daoud to tell me about the very difficult times in his life as the pain was still very much present in him," says McKenna. "But the best way for people to understand what's happening in Darfur is through a story. More than 2.5 million people have been displaced because of this war and it's only getting worse."

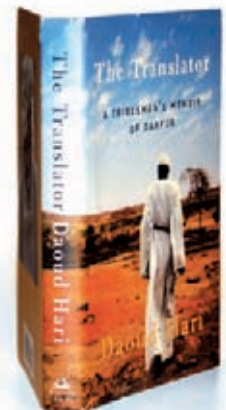
McKenna has been advocating for Darfur refugees since the conflict started. Through reading *The Translator*, McKenna hopes more people will not only understand what has taken place in Darfur, but will put pressure on their government officials to get involved in the situation. "The United

States can do more," McKenna says. "The U.S. people have given a lot of aid, which has saved lives, but there hasn't been the political influence. We can encourage our President to make it a priority to push for peace in that region."

## STORIES THAT MIGHT NOT BE TOLD

McKenna is a senior communications officer for Doctors Without Borders. It's her life's work, she says, to tell stories that "otherwise might not be told." After earning an LSA English degree in 1990, McKenna worked for news organizations for several years, including CNN in London. But it was an interest in human rights, developed during her time at Michigan, that led McKenna to graduate school. In 1997, she earned a master's degree in international affairs from Columbia University.

When the conflict in Darfur started in 2003, McKenna was working for an international refugee advocacy organization. By early 2004, international aid organizations began streaming in to the Darfur region to assist the refugees. McKenna went to help in January 2005.







“You have to find a way to laugh a little bit each day despite everything, or your heart will simply run out of the joy that makes it go.”





McKenna's assignment was to tell the stories of the women and children refugees and to advocate on their behalf. To hear those stories, McKenna hired Hari as her translator. At that time, McKenna knew Hari was a refugee himself, but he hadn't yet shared his story with her. Instead, they focused on the stories of hundreds of women and children, who had survived attacks on their villages. The refugees had made it through the long desert walk into Chad from Sudan, but they now faced difficult lives in the camps. There were not enough blankets or food. The children needed schools to attend. And the women and girls were victims of sexual violence. They needed firewood for cooking, but were raped by local men when they ventured out of the refugee camps to gather wood.

Hearing the stories of burned villages, mass murders, starving children, and sexual violence was "heartbreaking," McKenna says. "It was difficult to sleep at night, difficult to go on with my daily life knowing that people are suffering like this."

Hari understood. He told McKenna, "You have to find a way to laugh a little bit each day despite everything, or your heart will simply run out of the joy that makes it go."

After her stay in Chad, McKenna went back to the United States in late January 2005 and spent the next few months meeting with members of Congress, the State Department, and the United Nations. She told the stories of the refugees and advocated for money for more education in the camps and for armed security guards to accompany the women refugees when they gathered firewood.

Legislators listened and McKenna says the refugees started getting basic health care and the sexual violence decreased. McKenna returned to the region once more, visiting camps for people displaced by violence in Sudan, always advocating for improving the conditions in the region, and always staying in touch with Hari.

Then in the fall of 2006, Hari needed her help. While translating for American journalist Paul Salopek, a two-time Pulitzer Prize winner who was on assignment with *National Geographic*, the men had been captured by the Sudanese government and imprisoned for illegally entering Sudan and conducting illegal reporting. The government accused them of being spies. After 35 days of imprisonment, the men were finally released after Bill Richardson,

the governor of Salopek's home state of New Mexico, flew to Sudan to intervene.

But McKenna knew Hari wasn't safe. He was still too close to the conflict and too well-known by the Sudanese government as a friend of journalists. "I knew it would only be a matter of time before the Sudanese government got him back," McKenna says.

McKenna raised money to help Hari and was also able to secure pro bono assistance from a lawyer in Washington, D.C. With their help, Hari flew to Ghana, where he waited before being accepted into the U.S. refugee program. Hari flew to the United States in March 2007. With Hari safe on U.S. soil, he and McKenna began the process of writing his memoir, with the help of a writer from Random House, Dennis M. Burke. It was a way for Hari and McKenna to continue to advocate for the Darfur refugees.

"This story needed to be told so people can understand what's happening and know how to help," McKenna says. "So many people have said they were touched by the book. It is our hope that they turn these feelings into action."

Hari sums it up in *The Translator*: "Let me ask you to think of the fact that tonight as I write this, and probably as you read this, people are still being killed in Darfur, and people are still suffering in these camps. The leaders of the world can solve this problem, and the people of Darfur can go home, if the leaders see that people everywhere care deeply enough to talk to them about this. So if you have the time, perhaps you can do so. For it has no meaning to take risks for news stories unless the people who read them will act." ■





## Banking on Financial Literacy

As the nation seeks to work its way out of the current financial crisis, attention has increasingly focused on the factors that contributed to the recent economic upheaval. Among these factors is the inability of many Americans to comprehend basic financial concepts, also known as financial literacy. Today, LSA faculty and alumni are helping to lead the discussion about the importance of financial literacy to our national economic health.

by Noreen Ferris Wolcott

(Opposite page) Mike and Karen Herman (right) collaborated with Valerie Traub (left), Chair of Women's Studies, and Linda Tesar (second from left), Chair of Economics, to increase financial literacy among women.

**IN 2008, AS THE ECONOMY** continued to tank and the financial crises deepened, President Bush created the President's Advisory Council on Financial Literacy to respond to Americans' difficulty calculating interest rates and developing a budget, among other financial challenges. But before that—and well

before the economy had collapsed—there was the Financial Literacy and Education Commission, established by Congress in 2003.

One of the Commission's members, Edward M. Gramlich, was also a U-M professor emeritus of economics. He watched the subprime mortgage crisis unfold and noted the connection between a lack of financial knowledge and the vulnerability of borrowers in his book, *Subprime Mortgages, America's Latest Boom and Bust* (Urban Institute Press, 2007). Published shortly before Gramlich's death, the book warns that “recent testing of high-school students, even from upper-income districts, finds pretty woeful general knowledge about financial issues; as long as that is true, borrowers are vulnerable.” And while promoting financial literacy is not the entire solution to predatory lending and foreclosure problems, it is an important long-term approach that policy makers should consider, said Gramlich.

In Michigan, state legislators have done just that. Last year, State Representative Alma Wheeler Smith ('63) joined her colleagues in a unanimous vote supporting a bill that allows financial literacy courses to count toward high school graduation requirements. Michigan Governor Jennifer Granholm signed the Switalski Financial Literacy Bill into law this past December.

But another area of increasing concern is financial literacy and the gender gap. Alumna Karen Herman ('64) became aware of the disproportionate number of women who struggle with financial literacy through her involvement with the Women's Foundation of Greater Kansas City.

“Our research revealed that women—who are the most affected by poverty—could be positively impacted by financial literacy training,” says Herman.

She and her husband, Mike, along with their family foundation, were already supporters of Women's Studies. They have begun a dialogue





## Are you financially literate?

TAKE THIS TEST TO FIND OUT.



# 1

- 1 Suppose you had \$100 in a savings account and the interest rate was 2% per year. After 5 years, how much do you think you would have in the account if you left the money to grow?

A. More than \$102  
 B. Exactly \$102  
 C. Less than \$102  
 D. Do not know

# 2

- 2 Imagine that the interest rate on your savings account was 1% per year and inflation was 2% per year. After 1 year, would you be able to buy more than, exactly the same as, or less than today with the money in this account?

A. More than today  
 B. Exactly the same as today  
 C. Less than today  
 D. Do not know

# 3

- 3 Do you think that the following statement is true or false? "Buying a single company stock usually provides a safer return than a stock mutual fund."

A. True  
 B. False  
 C. Do not know

Answers: 1 A 2 C 3 B

The research found that women, especially those over the age of 50, displayed lower levels of financial literacy.

with both Women's Studies and Economics, the results of which include a new freshman seminar, "Women, Finance and Economics." The seminar will begin in the 2010 winter semester, in addition to a series of colloquia.

Economics Assistant Professor Martha Bailey, who is the first Herman Faculty Fellow in Gender and Economics, helped organize the fall 2008 colloquium. The colloquium's principal speaker was Dartmouth Economics Professor Annamaria Lusardi, who presented her research findings on "Gender and Financial Literacy: How Much Do Women Know?" Through surveys, Lusardi and a co-researcher found that women, especially those over the age of 50, displayed lower levels of financial literacy. These findings can have important implications as women who are less financially literate are less likely to plan for retirement and less likely to successfully navigate through tough economic times.


"Annamaria's research has provided us with some of the best understanding of gender differences and financial literacy," says U-M Economics Department Chair Linda Tesar. "This is a relatively untapped area of study in the field of economics."

While both Lusardi and Tesar want to increase financial literacy education, they say more empirical work on this topic is needed in order to design programs for people of every age and economic level. When designing these programs, "the idea is not to transform each person into a financial wizard," Lusardi says, "but to give him or her the tools to navigate the current financial system." ■



These questions were used by Professor Annamaria Lusardi and Olivia Mitchell (Wharton School) in their research, and they were presented during the Herman Family Foundation colloquium this past November. To be considered financially literate, you must answer all three questions correctly. For more information on financial literacy, please visit [annalusardi.blogspot.com](http://annalusardi.blogspot.com) or check out [my-money.gov](http://my-money.gov), the federal government's website on financial literacy and education programs.



A man with a goatee, wearing a black fedora, a black leather jacket over a blue shirt and tie, and blue jeans, is sitting on a concrete pillar in a city street. He is looking towards the camera with a slight smile. The background shows tall city buildings and a traffic light.

## The Truth About Hobos and Other Questionable Insights From Charlie LeDuff

by Sheryl James

### OKAY. LET'S GET TO IT.

Charlie LeDuff ('89). Like, who is this guy? Been at the *Detroit News* just over a year and already he's a name. A persona. A guy Detroit VIPs already recognize at the bar. What's he about, doing these weird stories: the frozen dead guy found at the bottom of an elevator shaft; the old lady who owns a Bible and a gun; the road trip to the Inauguration he made in his '72 rusty Checker Cab, writing about bad haircuts along the way? Plus he's got his video thing called



“Hold the Onions”—very out there. Posted on detnews.com. A video presence for a print medium, and vice versa.

He’s 43. Skinny. Smart. Funny. Fearless—most of the time. Not perfect. A guy who’s been around the world and back, and a writer who has worked for this country’s top papers and magazines. Not to mention his other jobs as a carpenter, a middle school teacher and gang counselor in Detroit, a bartender in Australia, and a baker in Denmark. He’s lived in a tree house in Alaska and slept on the Great Wall of China. He speaks decent Spanish and bad Russian.

He’s on Wikipedia, man. He’s won a Pulitzer. He’ll do anything for stories, like when he was working at the *New York Times* doing a new creation there for the Discovery Channel called *Only In America*, where he participated in a gay rodeo, played semi-professional football, hung out with models. Who in print does documentaries? LeDuff. His first ever, in college, was about hobos. “I rode the rails,” he says. He was disappointed. “They’re not hobos anymore. They’re welfare frauds, they’re tramps. See, a hobo travels and works, a tramp travels and drinks, and a bum drinks and does nothing.”

Now, he’s at the *News*—a print guy in a multimedia world. Whatever that means.

His version of his agreement with the *News* editors when he came aboard in March of 2008: “Do high grade journalism. Don’t embarrass us. Don’t embarrass yourself. And say something. Be a witness of the deindustrialization of the United States. I told the boss, ‘I want to document it.’ He said, ‘Come here and do it.’”

He has. He’s done the ride around town with assisted suicide guru Jack Kevorkian in an electric car; stories about “black flight”; he has chronicled the severe lack of toilet paper in Detroit public schools and asked mayoral candidates on live TV what they’ll do about it; he arranged for Detroit City Council President Monica Conyers to be questioned by a bunch of middle schoolers.

LeDuff has been filling the *News* with these kinds of creations. He’s some kind of creation, as well. He’s the kind of character who invites assumptions. But don’t go there.

For instance, you might assume the *News*, upon hearing LeDuff grew up in Livonia, Michigan, called him up and all but bribed him to sign on.

Nope. “I wanted to come home,” he says. “So I called.” Why in the world? “My blood’s from here. I’m educated here. I learned to read here. I got my first kiss here. . . . We shouldn’t have this personality problem about being in the Midwest. We’re not dummy, corn-fed people. We’re the offspring of the people that re-invented the world.”

You also might assume some kind of normal background and experience, and a passion for journalism early on. Nope. Had a good mom, a couple of not-so-great stepdads. He survived, decided to go to college, because, like we said, he’s smart. He only applied to one place, the University of Michigan, because he didn’t know any better. “Hey, it was down the street. I got good grades, took the ACTs, played some sports.” He earned a bachelor’s in political science. Later, he went to University of California. Berkeley, man. A storied place. The mountaintop for free thinkers. The best—or so he must have thought, right?

Nope. Liked Berkeley. Learned a lot. U-M? “Berkeley doesn’t hold a candle to Ann Arbor. I’ll tell you about Michigan: that is an oyster. An oyster. Succulent.” Later, traveling the world, “I didn’t realize the really good education I got until I was out there. How much I knew.”

Let’s bust some more assumptions: LeDuff may be a rebel, but he’s also Roman Catholic. Big believer in God, and doesn’t mind saying so. “It’s undeniable,” he says of God. He stumbled into his life’s work. He traveled all over the world by himself after graduating from U-M, and then someone said something about journalism school, which “sounded like fun” and led him to Berkeley. He’s a member of the Chippewa tribe in Sault Ste. Marie. This doesn’t influence him, but it’s fun to mention.

He’s funny, yes. But not aimlessly so. “You know, society’s hard. We need a laugh,” he says. His writing can be lyrical and powerful; his muse is irony.

He’s done the ride around town with assisted suicide guru Jack Kevorkian in an electric car; stories about “black flight”; he has chronicled the severe lack of toilet paper in Detroit public schools and asked mayoral candidates on live TV what they’ll do about it.

(Opposite page) Charlie LeDuff is a *Detroit News* reporter who chronicles the machinations of Detroit with the hope that honest, raw documentation will help fix the city’s problems.



## Death and the Depot: Detroit's Decay Spreads

The Michigan Central Depot, designed by the same architects who envisioned New York's Grand Central Station, opened in Detroit in 1913. The long, tall waiting room, decorated with Guastavino arches, columns, and large windows, was once a marvel, but when the last train departed in January 1988, anything of value was stripped by vandals.

The now decrepit Michigan Central Depot has become a symbol of Detroit's decay, wrote reporter Charlie LeDuff in the *Detroit News* in January 2009. In that same story, LeDuff followed a news tip and found a dead body in the crumbling warehouse next door to the train station. The body was partially submerged in ice at the bottom of elevator shaft. The *Detroit News* later reported that it was Johnnie Redding, a homeless man who had died from a cocaine overdose.

As LeDuff reported, "There are at least 19,000 homeless people in Detroit, by some estimates. Put another way, more than 1 in 50 people here are homeless."

Both the train station and the warehouse next to it are owned by Manuel "Matty" Moroun, a trucking and real estate mogul who is worth billions of dollars. Moroun also owns the Ambassador Bridge.

When Moroun was asked about the dead body found in one of his properties, he blamed trespassers. Louis Aguilar of the *Detroit News* quoted Moroun as saying, "People ask why don't I just tear down those buildings. Do you really want me to tear them down? What can I do?

"I'm not a magician."

Sources: The *Detroit News* (January and February 2009 reports) and BuildingsOfDetroit.com

He breaks the rules well because he knows them well. He's very serious. Witness a video on his charlieleDuff.com website called "One Day on Earth." In it, Paris Hilton is climbing into her car, surrounded by people and photographers. As the video rolls, LeDuff narrates: "On June 3, 2007, people all over planet Earth did not sleep at home. In Morocco, a family of seven was evicted from a public toilet, where they had lived for seven years. They joined the 100 million homeless worldwide. . . ." On and on until the end, when LeDuff says: "Of all these stories across planet Earth, this last story is the only one you saw, because it's the only one you wanted to see."

So LeDuff is back, living a middle-class life in metro Detroit. He's a family man and all that implies. Loves his wife, Amy, married 16 years. Adores his two-year-old, Claudette. Was a stay-at-home dad for a while.

LeDuff may write about Detroit's deindustrialization, and says bluntly that right now, "it's a mess." But he loves it. He has come not to tear down, but try to build up—by documenting it, first. "We can't fix it until we know where we're at, and that's what I'm committed to do."

That's why he does the frozen body stories, and why he does "Hold the Onions," his video thing. The title's symbolic of "hold the b.s.," and also refers to his venue for this piece of new journalism. He gets highly visible Detroiters to sit down at American Coney Island on Lafayette Boulevard in Detroit. He works with Max Ortiz, his talented, indispensable videographer.

So LeDuff interviews his guests. If that's what you want to call it. We're not talking *Meet the Press* here. "*Meet the Press* is boring," he says. As he ruminates on inventing a video item, he suggested, "How about we just take some Borat, some *Jackass* (MTV), a little *Meet the Press*, myself. We put it in the stew and we just talk for real."

LeDuff assembles two or three people involved in a recent drama, controversy, campaign, whatever. They all order coney dogs, Detroit buzzes by in the window behind them, and LeDuff starts off, as he did on a recent Cobo Hall-related show, introducing his distinguished guests, then following immediately with, "Okay. Let's get to it. Cobo: What the hell is that about?"

You get the idea. ■



# CAMPUS



## Staying Above the Fold

LSA ALUMNI ARE AMONG THOSE CAUGHT IN THE FRAY AS NEWSPAPERS FIGURE OUT HOW TO SURVIVE IN THE DIGITAL AGE

by Marianne George

**STEVE HENDERSON ('92) HAS BEEN** in the *Detroit Free Press* editorial page editor's office many times. As a college student in 1991, he persuaded the legendary editor Joe Stroud to hire him as an intern. That summer he wrote 30 editorials and realized it could be a career.

After working for 17 years at the *Free Press*, *Chicago Tribune*, *Baltimore Sun*, and the Knight Ridder Washington Bureau as an editor and a reporter, he returned to the *Free Press* in 2007 as deputy editorial editor. In January, he inherited the big office with the arching window overlooking Second Street in downtown Detroit, when he was appointed as editorial page editor of

(Clockwise from left) Alumni Laura Berman, Steven Henderson, and Jodi Cohen are journalists at print papers who are working to help redefine what being a journalist in the 21st century means.



the nation's 20th largest paper. He is the first African American to hold the job.

"This is the job I've dreamed about but never thought I would get," says Henderson, a former deputy editorial editor at the *Michigan Daily*. "It's overwhelming."

Henderson is taking over when the nation's newspapers are at precarious crossroads, battered by a poor economy, shrinking ad revenue, soaring costs, and demand for news in a 24-hour nonstop cycle that is driving readers to websites, while print sales shrink. Ironically, the combination of millions of web hits and print sales means newspapers are attracting more readers than ever before.

**Weeks before the magazine went to press, Geoff Larcom found out the paper he'd worked for since 1982, the *Ann Arbor News*, was closing and reinventing itself online. Larcom, who has a child in college and another slated to graduate from high school, is not sure what his employment future holds.**

“The message to me is that people will always have to get the news but the way they get it will change. It’s scary to a lot of people because it’s changing so fast.”

the digital age.

LSA alumni caught in the currents of change are adopting various survival approaches. Some are trying to stay ahead of things; others are just trying to stay afloat. None of them have many answers.

At the *Free Press*, Henderson is part of an unprecedented effort to save a paper born in the

19th century with 21st century digital technology.

After years of downsizing, cost cutting, and employee buyouts, the Detroit Media Partnership, which operates the *Detroit Free Press* and *Detroit News*, is cutting home delivery to three days a week at the *Free Press* and two days at the *News*, starting in the spring. Smaller daily print editions will be available at newsstands and the papers will expand their websites. The changes will save thousands of dollars but cost about 200 jobs on the business side. So far newsroom jobs have been spared.

The papers are among the first in the nation to end daily home delivery, and the bold experiment editors hope will preserve two newspapers in Detroit, is being closely watched by the industry. Increasing revenue from online ad sales is one of the biggest challenges.

But the increasing web traffic for the *Free Press* — more than 500 million page views last year — convinces Henderson that the paper's future is on the web. "This is the biggest change since the beginning of home delivery," he says. "There have never been as many people interested in the *Free Press* as there are now. The way we deliver it is incidental."

Henderson recently launched an online opinion page, [www.freepopinion.com](http://www.freepopinion.com), and is working on how it will look and function in the digital age. The interactive nature of the Internet means the page can function as an online town hall meeting, facilitating two-way discussions about issues.

He plans to add videos and guest blogs by newsmakers and create a searchable database for all of the letters sent to the editors by readers, not just those that are published. Editorials, especially those responding to breaking news, can be up-

But print advertising — the lifeblood of most newspapers — was down more than 18 percent in the third quarter of last year, the worst decline in nearly 40 years, according to the Newspaper Association of America. Internet advertising, although growing, is still not paying the bills, and competition from Google and Yahoo keep online advertising cheap.

Meanwhile costs for newsprint, ink, health care, and fuel are soaring as the nation faces the worst economic crisis since the Great Depression. Publishers have cut news holes, closed papers, slashed thousands of jobs, and expanded websites to stay in business while they retool for





dated throughout the day.

"For decades we had the last word," he says. "Now we get the first word. We are working hard to cultivate a responsible online community. I can do things now I could never do in the print edition."

Expanding the paper's web presence is also the best chance for the paper's survival, according to Henderson. "The other way to deal with this would be to cut the staff by a third and still have the old business model," he says. "Instead of fixing the problem it would only buy us about 18 months."

## A TWO-WAY CONVERSATION

Laura Berman ('75), a metro columnist at the *Detroit News* and a *Daily* alumna, saw the electronic future of newspapers in 1974 as a student intern at the *Miami Herald*. The paper's parent company Knight Ridder was experimenting with Viewtron, an electronic delivery system using a special box.

"I could feel it in my bones," she says, recalling that early glimpse of an electronic paper. "Thirty years ago executives at the *Miami Herald* thought they would go electronic in 10 years and here we are 30 years later."

Since then Berman has also worked at the Knight Ridder Washington Bureau, the *Free Press*, and as a freelance journalist for national magazines. She has watched newspapers evolve from print only to a combination of print and online.

"The Internet is so flexible and interesting to readers that everyone has to go there," she says. "Newspapers are in a huge transition and changing from a top-down conversation, where the media tells you what is important, to where being a columnist means directing a two-way conversation. People no longer rely on one or two news sources."

Berman is not sure she can finish her career as a journalist, but she's energized by the risks the *Detroit Free Press* and *Detroit News* are taking to preserve newsroom jobs. The tough part is figuring out what her audience wants.

"I must transform and it's challenging, scary, and exciting," she says. "It's a difficult job to be a metro columnist. It's not the same job and audience it used to be. It used to be that you give a provocative voice to a mass audience. But everyone is so specialized now and it's difficult to figure out how to be a generalist."

Berman says she's up for the challenge and can't imagine a job where she could be more engaged.

"This push to the web gives me some energy I didn't have," she says. "The *Free Press* and *News* did something brave, risky, and bold. But you see where not taking risks got the auto companies. I admire what they did. It's scary but it needs to happen."

## NEWSPAPER DNA

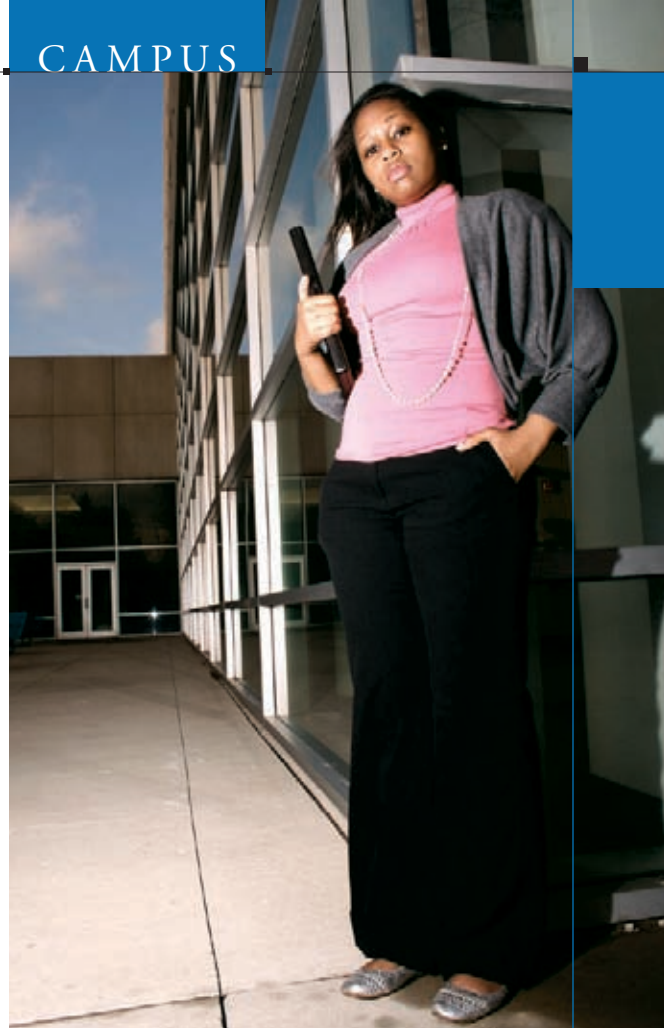
Berman is one of thousands of journalists wondering how to reinvent themselves and survive amid mass layoffs and newspapers' transition to multimedia platforms that demand new skills.

As a sports reporter and editor at the *Daily* in the late 1970s, Geoff Larcom ('80, M.A. '82) remembers the old linotype machines in the building's basement. After earning a master's degree in journalism in 1982, he began working at the *Ann Arbor News*, where he's been ever since, except for a three-year stint at the *Detroit News* in the mid-1980s.

Newspapers are in his DNA. His parents, Guy and Helen, both worked as editors at the *Hartford Courant* in the 1930s. But his digital "ah-ha" moment happened two years ago as he watched his son open his laptop and scan several newspaper websites.

"I realized then that laptops are the new newspaper," says Larcom, who has worked as a reporter, columnist, and sports editor. "After 32 years I'm facing the Internet revolution. Newspapers are now a round-the-clock organization like TV or radio."

Larcom's world was rocked this past March when the *Ann Arbor News* announced it would close in July after 174 years because it could not afford to print a daily paper. Its successor, AnnArbor.com, will publish a print edition on Thursday



Breeanna Hare is in the middle of a master's program in journalism at Northwestern University, and is unsure whether she'll have a job when she graduates.



## THE NEWSPAPER CRISIS AT A GLANCE

- In 2008, Gannett Co., Inc., the nation's largest newspaper chain with 85 newspapers including the *Detroit Free Press*, cut staff by 10 percent, a loss of 2,000 jobs. The 200 job cuts at the *Detroit News* and *Free Press* are not included in the total.
- Tribune Co., owner of *The Chicago Tribune*, *The Los Angeles Times*, *The Baltimore Sun*, and several other large papers, filed for Chapter 11 bankruptcy protection in December 2008.
- In October 2008, the *Christian Science Monitor*, one of the nation's leaders in international reporting, announced it would scale back from printing five days a week to a weekly print edition and would expand its website.
- In February 2009, the New York Times Co. borrowed \$225 million against its new headquarters in Manhattan to cover debt payments.
- Full-time journalists at daily newspapers shrank by 4.4 percent in the last year to a total of 52,600, the largest decline in 30 years, according to the American Society of Newspaper Editors.
- Print and online ad revenue dropped more than 18 percent in the third quarter of 2008, the worst decline in nearly 40 years, according to the Newspaper Association of America.

and Sunday and create a new interactive website. Staffers like Larcom can apply for positions in the new company, but job losses are expected.

Larcom, who has spent this past year at U-M as a Knight-Wallace journalism fellow, planned to return to the paper rather than take the buyout offered to him several months earlier. "I anticipated downsizing but I didn't expect the paper to close," he says. "I was happy at the *Ann Arbor News*. Now I have a month to decide whether to apply to the online company, try to get a job at U-M, or do something outlandish."

While his recent fellowship, which included trips to Russia and Argentina, has helped "strip away fear of change," Larcom feels the weight of the situation. "People built careers, families, and lives from this business and watching that change is sad and difficult. But out of these setbacks can come some amazing things."

### INDUSTRY CONVULSIONS

Jodi Cohen, ('98) also a *Daily* alumna, worries about how the demands of technology will affect the quality of newspaper

journalism. When she started as a reporter at the *Detroit News* in 1998, she had to share a computer with other reporters. Now as the higher education reporter at the *Chicago Tribune*, she says editors are considering sending reporters out on the streets with laptops to cover their beats.

Cohen, who hopes to make journalism a lifelong career, says reporters at the paper are scared. In the past few months the Tribune Company, owner of the *Chicago Tribune*, *The Los Angeles Times*, the *Baltimore Sun*, and several other major papers, has declared bankruptcy and laid off dozens of journalists. A redesign of the *Chicago Tribune*, meant to attract more readers, was recently scrapped.

"I love what I do and I try to stay as optimistic about the future as I can," she says. "People want news whether it's in the paper, online, or some other way. But I worry about whether reporters will still be able to work on in-depth stories as the newsroom shrinks. The demands on reporters are so much higher."

As professional journalists wrestle with the new demands of the digital age, some aspiring journalists wonder whether they'll ever make it into a newsroom.

Breanna Hare ('07), who grew up reading newspapers online rather than in print, is in the middle of the journalism master's program at the Medill School at Northwestern University. Hoping for a career in either newspapers or magazines, she is watching the convulsions in the industry.

"Whether newspapers will survive is a daily conversation for me," says Hare, who has racked up substantial student-loan debt. "I wonder if there is even going to be a job for me. The message to me is that people will always have to get the news but the way they get it will change. It's scary to a lot of people because it's changing so fast."

Steve Henderson says a stint at the *Chicago Tribune* in 1996, helping to design the paper's new website, prepared him for the digital age. But he admits all the changes are still nerve wracking.

"It's a paradigm shift and we don't know how to make money on this platform," he says. "I'm also worried about how the people who can't afford computers will be able to access the paper. But progress is always hard. Either you go with it or you get left behind." ■



# (campusnews)

## U-M Purchases Former Pfizer Property



◀ The U-M Board of Regents recently approved the purchase of the Ann Arbor property of pharmaceutical firm Pfizer Inc. The nearly 174-acre site, which includes almost two million square feet of laboratory and administrative space in 30 buildings, is ideal for the University's growing research activities in health, biomedical sciences, and other disciplines, U-M officials say. The state-of-the-art facilities will also help the University recruit scientists to Ann Arbor. U-M anticipates hiring 2,000 researchers and staff during the next 10 years with the new expansion possibilities through the Pfizer property purchase.

## A LEADER IN FULBRIGHT AWARDS

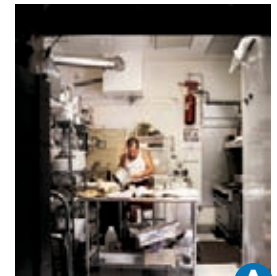
For the third time in the past four years, U-M once again leads the nation in the number of U.S. Department of State Fulbright award recipients. U-M placed first with 31 awardees, followed by Harvard University with 29 and Yale University with 26. The Fulbright U.S. Student Program is the largest U.S. exchange program offering opportunities for students and young professionals to undertake international graduate study, advanced research, and teaching English overseas.

## Hardwired to Overspend?

Foreclosures, rising credit card debt, and perhaps a Corvette purchased in a midlife crisis—all are symptoms of compulsive overspending. U-M researcher Daniel Kruger looks to evolution and mating for an explanation and theorizes that men overspend to attract mates. Kruger, an assistant research scientist in the School of Public Health, tested his hypothesis in a community sample of adults aged 18–45 and found that the degree of financial consumption was directly related to future mating intentions and past mating success for men, but not for women. “Especially for guys, our position in the social hierarchy is based on our resources,” Kruger says.

## COSTLY STRESS

Even in a down economy, companies need to alleviate workplace stress, say U-M business professors. Prior research has shown that about 75 percent of Americans list work as a significant source of stress and more than half say their work productivity suffers due to stress. Workplace stress is estimated to cost U.S. businesses about \$300 billion a year through absenteeism, diminished productivity, employee turnover, and direct medical, legal, and insurance fees. Business professors found that companies on the Fortune 500 list that offer generous complementary alternative benefits (examples include flexible hours, on-site fitness centers, and paid leave time) enjoy a significant reduction in employee turnover, compared to the industry average. The average cost savings for the firms examined as a group was about \$275 million in 2007.



## Partnering with Small Businesses

▶ The University is working to engage small businesses and help them establish research partnerships with faculty and students. U-M's Office of the Vice President for Research recently announced a pilot Small Company Innovation Program. This program gives financial incentives to small businesses in Michigan to collaborate with the University on research projects.

## IN SICKNESS AND HEALTH



◀ Older people who spent at least 14 hours a week taking care of a disabled spouse lived longer than others, says a U-M study. The study supports earlier research showing that in terms of health and longevity, it really is better to give than to receive. “These findings suggest that caregivers may actually benefit from providing care under some circumstances,” says U-M researcher Stephanie Brown, an assistant professor of internal medicine and lead author of the study. “Previous studies have documented negative health effects of caregiving. But the current results show that it is time to disentangle the presumed stress of providing help from the stress of witnessing a loved one suffer.”



Author, information architect, and software developer **JON UDELL** argues that the Internet is more than a place to watch videos of skateboarding dogs and view pictures of Rod Blagojevich's hair. Rather, it provides a place to pool collective knowledge to problem solve, to improve lives, and to inspire others. There has never been a better time, he says, to share what you know online.

## Can the Noosphere Save Us?

by Jon Udell

**PEOPLE ARE FLOCKING TO LIBRARIES.** It happens in every recession: Tough times underscore the value of free information and entertainment. This time around, though, our libraries aren't just repositories of books, magazines, CDs, and DVDs. They're also portals to the web, a very different sort of library than existed during the last long downturn in the early 1980s.

The web is more than an indexed collection of works created at high cost by the few and given for free to the many. It's also a printing press and radio/TV broadcast studio that enables the many, at almost no cost, to create for—and distribute to—the many.

This democratization of publishing isn't yet universal. But billions can place words, images, sounds, and video online to be found, read, heard, and viewed by billions. Everyone can be both a writer and a reader, a producer as well as a listener and a viewer. And nobody pays to play.

Near-zero cost to produce and distribute content would be miraculous enough. But thanks to the technologies of search, syndication, and social software, connection costs are falling to zero too. If you publish something useful to me, or I to you, it is increasingly likely that the six degrees of separation between us will collapse, and that we will connect and share.

All this was foreseen by Douglas Engelbart, who invented the computer mouse and—in 1968!—

demonstrated a working system that combined a graphical user interface, hyperlinked documents, and telepresence.

Engelbart was inspired by a vision. One day, as a young engineer, he stopped to ask himself: Why am I doing this work? Of what real use are these technologies that fascinate and compel me?

After wandering in a revelatory trance for a few hours, the answer came: To meet the civilization-threatening challenges we've created for ourselves, we'll need to augment human capability. How? By creating—and projecting our minds into—a shared information system that harbors collective memory and harnesses collective intelligence.

In fact you're doing just that if you participate in the blogosphere, Facebook, YouTube, and Twitter. As we use these free online services, we are creating the planetary network of human awareness that the Jesuit paleontologist Teilhard de Chardin first intuited. He called it the noosphere.

If you're a University of Michigan student or recent grad, you're living in the noosphere. If you're part of my cohort—I graduated in 1979—maybe not. In either case, you may sometimes regard much current online activity as fiddling while Rome burns. And I don't disagree. Amidst the general froth and frivolity, it can be hard to see the firefighters at work.

But if you look carefully, you will find them. Here are three of my favorite examples.

Jean-Claude Bradley, a professor of chemistry at Drexel University in Philadelphia, is a leading advocate of open-notebook science. His lab notebook is a blog: [usefulchem.blogspot.com](http://usefulchem.blogspot.com). There he narrates his work, shares his data, weaves a network of

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collaborators, and envisions how this open process might enable the automation of aspects of his research that ought properly to be automated.

Susan Gerhart, a retired computer scientist, is losing her vision to macular degeneration. On her blog, [asyourworldchanges.wordpress.com](http://asyourworldchanges.wordpress.com), she shares what she has been learning about the assistive technologies that she uses to adapt to her changing circumstances.

John Leeke, a restorer of old homes, wants to help preserve more than just the homes near Portland, Maine, where he lives and works. So at [historichomeworks.com](http://historichomeworks.com) he posts videos that show people on every continent how to repair windows and porches. His method for making cheap interior storm windows, if widely adopted, would help meet the urgent need to weatherize our homes.

We are all continually discovering useful knowledge that we want to share. Until very recently, it was costly to transmit that knowledge beyond the local sphere: friends, family, tribe. Now, suddenly, it's free to address the whole world. The only cost is your time. Of course that is the scarcest commodity. But you already invest your time in the crafting of messages that you deliver only to the few. When appropriate, consider placing those messages in online venues where they can also inform the many.

The tragedy of the environmental commons will not similarly play out in the information commons because, as Jefferson observed, "he who lights his taper at mine, receives light without darkening me." The library is open. Visit often, and use its

free services in every way you can. While you're there, light a few candles of your own. We're all in this together. There's never been a greater need, nor better opportunity, to pool and apply what we collectively know.

*Jon Udell is an author, information architect, software developer, new media innovator, and the author of Practical Internet Groupware (O'Reilly, 1999). From 2002 to 2006, Udell was a lead analyst at InfoWorld, an online technology resource, where he penned the weekly "Strategic Developer" column, served as blogger-in-chief, and produced an audio show that, today, continues on the Conversations Network under the title "Interviews with Innovators." In 2007, Udell joined the Microsoft Corporation as a writer, interviewer, speaker, and experimental software developer. His portfolio includes an interview series, "Perspectives," which explores how Microsoft works with partners — universities, governments, NGOs — to develop new and socially impactful uses of its technologies. Currently he is building and documenting a community information hub that's based on open standards.*

**On her blog, *As Your World Changes*, Susan Gerhart chronicles the intersection of technology and sight loss, and exemplifies how information-sharing on the Internet can help people connect and problem solve.**





## TURKEY ON WHEAT, HOLD THE RECESSION

For the 60+ years it was in business, Drake's Sandwich Shop endured its share of boom and bust cycles, including the roaring '20s and the Great Depression. When it closed its doors in 1993, the Internet was emerging, high-tech companies were forming, and a bull market on Wall Street was beginning; and just as it did in the 1930s, the prosperity bubble burst. Our story "Fear Itself," starting on page 33, chronicles life in Ann Arbor during the Great Depression, and draws more parallels between life back then, and life today.