Campus pays tribute to victims at NIU

By Sharita Forrest
Assistant Editor

On the eve of the anniversary of the tragic events at Northern Illinois University, students, faculty, and staff members gathered to remember and pay tribute to those who lost their lives.

The event was held in the Memorial Union at NIU, where a moment of silence was observed at 10:31 a.m., the time the shooting took place. A crowd of nearly 1,000 people gathered to listen to speakers and remember the victims.

"It's important to remember the victims," said one participant. "We can't let this go on in vain."

Disease-causing staph could be rendered harmless

By Diana Yates
News Bureau Staff Writer

Researchers at the University of Illinois have discovered a new treatment strategy for antibiotic-resistant Staphylococcus aureus (MRSA) infections. The research, published in Science, shows that a compound (BPH-652) originally designed to reduce bacterial virulence can completely neutralize the bacterium's defenses.

The compound, developed by Dr. Victor Nizet, a professor of pediatrics at the University of California at San Diego, targets a specific enzyme in the bacterial cell membrane. By inhibiting this enzyme, the researchers were able to render the bacteria harmless.

"This is a significant breakthrough," said Dr. Nizet. "It's the first time we've been able to completely neutralize the defenses of this deadly bacteria."

Insect fear

By Sharita Forrest
Assistant Editor

The annual Insect Fear Film Festival returns Feb. 23. This year's theme is "The insects that are afraid." Featured films include "Bee Movie" and "Antz.

On the Web

www.news.uiuc.edu/illinois
Workgroup examining gender and global equity concerns

By Sharita Forrest
Assistant Editor

The Council on Gender Equity, a standing committee formed by Provost Linda Katehi, is examining gender equity concerns on campus and exploring ways to foster an inclusive environment. The council merges two previous campus committees, the Chancellor’s Committee on the Status of Women, formed in 1971 to identify issues affecting all women on campus, and the Gender Equity Planning Team, a team that Katehi formed in 2006 to examine key gender equity concerns on campus as well as any other important gender issues. Among traditionally male-dominated fields, such as engineering and science, and less social work and the arts, female professors have a serious issue to deal with on campus, said Gale Summerfield, a professor of human and community development and director of the Chancellor’s Office and the Provost’s Office, who was a planning team member. “The provost is interested in action-oriented interventions. With the support of the Chancellor’s Office and the Provost’s Office, we’re making sure that we look at ways to intervene in some of the problematic practices and trends that continue.”

In a report dated June 3, the planning team recommended a number of actions oriented toward three broad categories: increasing the number of female faculty members and students in underrepresented units, institutionalizing gender inequity initiatives, and redefining the workplace culture.

Among the problematic identities identified in the planning team’s report were a lack of transparency in the processes for promotions, raises, awards and retention offers; inequities in allocation of space and resources; and exclusionary recruitment practices. The planning team recommended conducting bias issues training for deans and unit leaders, establishing and communicating clear guidelines, goals and incentives for recruiting and retention of underrepresented faculty members, and developing an administrative framework for assessment and evaluation.

“Once you look at the ways that search committees initially screen out women or people of color or people who are not traditionally in whatever program it is, you realize that people are being excluded,” said Criss Mayo, interim director of the Gender and Women’s Studies Program and professor of gender and women’s studies. “Once you intervene in that, departments change their culture and bring in people they wouldn’t have looked at before, either because they haven’t known how to incorporate them socially or they haven’t known how to mentor them, not known how to read their curricula vitae or hadn’t even considered the possibility that either a woman or an underrepresented minority might be appropriate. People very often don’t realize the kind of exclusionary practices they engage in until it’s pointed out to them.”

Summerfield and Mayo are co-chairing the Council on Gender Equity, which is working with various other groups on campus that address related issues, such as the Diversity Committee; the Lesbian, Gay, Bisexual and Transgendered Concerns Committee, and the Promotion and Tenure Review Committee; to ensure an integrated, coordinated response and to share resources and insights.

A subcommittee of the council is preparing to issue a request for proposals about action-oriented projects that could begin this semester and receive seed funding from the campus. Another subcommittee is exploring ways of heightening awareness of existing campus programs, such as the Target of Opportunity program and the Dual-Career Partners Program, which could be used to increase representation of underrepresented minorities in the campus. A third subcommittee is working with the Division of Management Information to gather data on relevant issues, such as rates of promotion, recruitment and time to tenure.

“I think it’s good for us to do this data collection to show where there are areas on campus that have already had success,” Mayo said. “These are programs that have been used successfully, that have changed the character of departments, improved education at the university and are drawing in different populations of students because the students are now seeing themselves reflected in their mentors. Some areas of the university are beginning to look like the population of the state that we’re serving, and it’s a very important thing.”

“This isn’t just for women or people of color or any of the marginalized groups,” Summerfield said. “It really is a way of making this a better institution and making us a world leader in areas that are crucial to current educational needs. You really want to do it on the full pool and not be excluding half the population or more.”

Recommendations of the Gender Equity Planning Team for transforming the gender equity climate on campus

• Increase the percentage of female faculty members and students in underrepresented units
• Initiate training for administrators and search committees, emphasizing active recruiting; expand funding for Faculty Excellence hires; develop effective retention strategies at the college level; increase the pipeline by improving strategies to recruit and retain female undergraduate and graduate students and by expanding external funding.
• Institutionalize gender equity initiatives
  • Establish a committee to evaluate progress on gender equity issues, collect and disseminate data, hold units and administrators accountable for meeting goals, establish an annual provost’s lecture on gender equity, promote activities to learn from and engage with specialists on gender equity issues locally and globally.
• Redefine workplace culture
  • Increase transparency by developing/comunicating clear metrics for raises, promotions, awards, resource allocation, retention offers and start-up packages.
  • Improve workplace environment by instituting gender equity training, continuing to expand child-care facilities and sick child/family care, encourage development of more family restrooms across campus, encourage family friendly meeting and lecture times.

Fostering inclusively

Criss Mayo, left, interim director of the Gender and Women’s Studies Program and a professor of gender and women’s studies, and Gale Summerfield, a professor of human and community development and director of the Women and Gender in Global Perspectives Program, co-chair the Council on Gender Equity. The council is examining gender equity concerns on campus and exploring ways to foster an inclusive environment.

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Listings of academic positions and faculty professional and other academic positions are on-line at www.panda-cf.com.

For faculty, academic professional and other academic positions:
www.hrnet.uihr.uillinois.edu/panda-cf/

Inside Illinois
Feb. 21, 2008
Tell me about your job.
(Marylin) Ted Burgin and I maintain all the handicapped electronic door operators and the card-access system on campus. We have worked together for about 2 1/2 years. Our first priority is to answer service calls on doors. We've also been helping out with direct digital control work for the chilled meters and condensate meters that are being installed around campus.

What kinds of problems do you have with the doors and the card-access system?
We have had an intermittent problem with an elevator in the Police Training Building only. We've also had problems with doors standing open in the Siebel Center, and then we'll go in and add to it. The Siebel Center is entirely card-access.

We work hand-in-hand with the locksmith shop. If it's the door operator, we fix it, but if it's something in the locking mechanism, they fix it.

What kinds of problems do you have with the doors and the card-access system?
We have had an intermittent problem with an elevator in the Police Training Institute where the card-access system wouldn't unlock the elevator to allow people to get up to the second floor. We eventually found that a component in the card-access system was failing. You can't fix it until you know what's failing, so you just try to put some mechanism in there to catch it when it does fail so you can diagnose the problem. On the card-access system the biggest challenge is getting the raceways (for the wiring) in the ceilings to the places you need them to go in the buildings.

On a recent Monday, we had 20 calls because of the wind making the (automated) doors stand open or because doors wouldn't open. In winter, 75 percent of the calls are about doors standing open or not working because someone shut them off. Or the outside push button may be frozen, so we swap the inside and outside push buttons so the frozen one can thaw out indoors. We've also had problems with doors standing open because snow was thrown up against the buttons by people shoveling or using snow blowers.

What's the best part of your job?
I like it. I like the work. I've got a good group of guys to work with, a good boss, the programmer's an excellent guy. Any problem I encounter that I can't fix, I can make a phone call to one shop or another and have the right people there with me to get it done.

What do you like to do when you're not working?
I've been married for 13 1/2 years and have two kids: a daughter, Alexis, who's 10, and a son, Spencer, who's 6. They keep me busy from the time I get home until they go to bed. I helped coach my daughter's fifth grade basketball team this year, and I coached my son's T-ball team. My daughter's in dance, and my son's in Tae Kwon Do, so there's a lot of running around.

And I like to bowl. I bowl in the Monday night Merchant's League at Arrowhead and my son's in Tae Kwon Do, so there's a lot of running around.

What do you like to do when you're not working?
I like the work. I've got a good group of guys to work with, a good boss, the programmer's an excellent guy. Any problem I encounter that I can't fix, I can make a phone call to one shop or another and have the right people there with me to get it done.
Researchers: Parks should adapt to better serve Latino users

By Melissa Mitchell
News Bureau Staff Writer

B y now, many people know that 30 minutes of daily exercise may go a long way toward extending their life expectancy. And among those who are taking the message to heart and actually becoming more physically active, the most commonly reported exercise of choice is walking.

Increasingly, many people are logging their miles on trails and greenways that are surfacing throughout the United States in parks and other outdoor settings. But, according to Kim Shinew and Monika Stodolska, both UI professors of recreation, sport and tourism, not much research has focused on the recreational use of these pathways by the nation’s minority populations.

“Without an understanding of diverse cultural preferences and expectations, trail management for health benefits may not be effective among minority populations,” they noted in an article scheduled to appear in the upcoming issue of the Journal of Park and Recreation Administration. The article, “Trail Use Among Latinos: Recognizing Diverse Uses Among a Specific Population,” was co-written by UI graduate student Megan Kelly Cronan and focused on observational and survey research conducted in Chicago’s Lincoln Park. It is part of a larger study, funded by the Robert Wood Johnson Foundation, which examines Latino use of parks, sports complexes and trail systems for active recreation.

“Our findings suggest that cultural understanding on the part of trail managers and designers is essential to best serve a growing Latino population as well as successfully encourage physical activity,” the authors wrote.

“Our survey and observational data together suggest the need for organizing family-oriented events along the trail as well as introducing trail design features that will encourage walking by recognizing the preferences of Latino visitors.”

In Chicago – a city with a Hispanic population of more than 1 million – in some areas those visitors could number 40 or 50 percent of park users, said Stodolska.

“One of the most significant findings noted by the UI researchers is that urban-dwelling Latinos often use trail areas in ways that sharply contrast with traditional use patterns.

“What’s interesting in the trail literature is that it’s assumed that the trails are going to be used for jogging or bicycling and other more active types of leisure use,” Stodolska said. “What we found is this is not really how a lot of minorities are using this area. It’s more of a passive and social type of use.”

Unlike many non-Hispanic whites, who may visit the parks more frequently, for shorter periods of time more than once a week for a specific purpose – to walk, jog, run or bike, alone or with a friend or family member – the study’s 301 Latino respondents indicated that they go to the park mainly on weekends (particularly Sundays), in larger groups, and often remain there for up to five hours at a time.

In fact, the respondents noted, the open – often shaded – areas just off the trails appear to play an important role in recreating culture, functioning as “a cultural stage on which Latinos were able to re-enact the plazas and markets of their homelands.” The most popular activities along the trail, as reported by survey respondents, were sitting, relaxing, resting, talking and socializing.

The researchers also observed that people brought food and beverages or purchased snacks and drinks from unsanctioned vendors.

Despite their primary motivations for visiting the parks and trails, respondents did list walking as the type of physical activity they engaged in most frequently in that setting.

“It may not be like what I would do – go to a trail, start my stop watch and walk for 45 minutes, stop it and get in my car and leave,” Shinew said. Nonetheless, “they were getting exercise by running after kids and going to their cars and things.”

If park managers and designers better understand the needs and motivations of an increasingly more diverse user base, it would go a long way toward developing recreational spaces where all users not only felt comfortable, safe and welcome but also had built-in opportunities to be more physically active, Stodolska said.

“Making the parking space a little farther from the picnic area, just to make sure people have a little bit longer distance to walk” would be one way to do that, she said. Also important is “getting the message across to this population that physical activity is actually very beneficial to their health.”

A related study by Shinew and Stodolska, with graduate student Maya Skowron, which focused on determinants of leisure-time physical activity among women revealed that this population does have positive attitudes regarding the importance of physical activity. However, they indicated a number of constraints that prevent them from exercising, the foremost being childcare responsibilities.

In that study, which will be published in a forthcoming edition of the journal Leisure Sciences, the researchers suggested promoting leisure-time physical activity that might take place at home or in its vicinity, with little outlay of resources, and that can be undertaken in between household obligations.

Language may be another barrier to communicating the value of physical activity to both genders of Hispanics, Shinew said, suggesting that the installation of bilingual signs in parks might help. In addition, she advocated providing better informational sources, such as signage and brochures within the park setting. And media campaigns targeted at the community could augment that effort.

“An informational source could be provided, for example, stating, ‘Walking briskly 10 minutes burns 100 calories’ or ‘The recommended amount is to exercise 30 minutes every day, but this doesn’t have to be at one particular time.’”

And while Shinew and Stodolska want to arm park and trail users with knowledge about the long-term benefits of physical activity, they point out that the ways in which many Latinos currently use these recreational areas may be valuable in other ways.

“It’s important to recognize that many people within this particular population work at physically demanding jobs,” Shinew said. “We oftentimes – given the obesity epidemic and particularly as it relates to minority populations – say, ‘Get moving, Get moving, Get moving!’

“But there is the benefit of going to the park and sitting and socializing. Even though I’m a strong advocate for the getting-moving message, the World Health Organization defines health more holistically. I think we need to be careful that we don’t send a single-minded message to people who may have very demanding physical jobs.”

The refined message, she said, would be: “Use parks for physical activity, but also use parks for health. And that might be social health and emotional health.”

Beyond that, the researchers maintain there is an even greater take-away lesson from the research results.

“We have to recognize this is a multicultural society we live in,” Shinew said. “We are not this Anglo society that we have sometimes thought of when we design programs and facilities. We have to really open up our minds to different, diverse user groups.”

“This study happens to focus on Latinos, but there are (among park users) other groups, from American Indians to the Muslim population. And we need to be cognizant of different people’s culture and religious restrictions or whatever it might be that will influence how they use a site.”

Pathfinders Kim Shinew, right, and Monika Stodolska, both professors of recreation, sport and tourism, have focused on the recreational use of pathways by the nation’s minority populations. They found that Latino use is more passive than other users.
"I stayed alive for a fish," one domestic violence survivor told Jennifer Hardesty, the principal investigator on a study of how relationships with pets affect survivors’ outcomes.

“That was a very powerful statement," said Hardesty, a professor of human development and family studies in the department of human and community development.

Among the difficult decisions that a woman in an abusive relationship may face is the dilemma of what to do with her pets:舍去 she must decide whether her children can’t accept pets because of health codes. If she leaves the pets behind, the abusive partner might neglect, abuse, kill them or give them away.

But women in Central Illinois can have a little peace of mind knowing that their pets are safe and lovingly cared for when they seek respite from violent partners in two area shelters.

A Pet’s Place is a temporary pet shelter for pets of domestic violence survivors staying at A Woman’s Place in Urbana or BIETHS (Because Eventually the Healing Starts) Place in Tuscola. When a woman decides to leave her home, but has no one to provide foster care for her pets, she and staff members at the shelters can arrange for a volunteer from A Pet’s Place to pick up the pets at the shelter and keep them safe and well cared for up to 30 days.

A Pet’s Place volunteer is on call seven days a week from 7 a.m. until 9 p.m. to transport pets. Kennels and pet food also are at the shelters to keep pets fed and comfortable and to instruct the owners in proper pet care as they leave their homes to go to a shelter.

Jill Wojciechowski, a third-year student in veterinary medicine, is the program’s student director and has been volunteering with A Pet’s Place since her freshman year. Occasionally, she is the volunteer answering the pager and taking the animals from their owner’s arms.

Wojciechowski said: “I get thank-you letters all the time from the ladies. They’re very emotional because it’s an extremely stressful time in their life. They have to leave their homes to go to a shelter and then say goodbye to their pet for a while. They’re emotional, but they’re so happy that someone is actually there to take care of their pet so they don’t have to give them to the animal shelter or leave them in an abusive situation. They’re really happy and grateful.”

Owners can arrange for supervised visits with their pets, but volunteers also provide cuddles and play time with the pets and instruct the owners in proper pet care as needed.

Pets can be a great source of comfort to domestic violence survivors, and knowing that their pets are safe while they are in a shelter and that they may be able to reunite with their pets when they leave can provide continuity in their lives, Hardesty said.

Hardesty’s research focus is intimate partner violence, and for the past 18 months she has been interviewing domestic violence survivors about their relationships with their pets. Co-investigators on the study are Marcella Ridgway, clinical academic professor at the veterinary teaching hospital, and Cheryl Weber, client counselor specialist and adjunct professor at the Veterinary Teaching Hospital, are shown with Ridgway’s dog, Porter, a retriever mix.

Ridgway and Weber are volunteers for A Pet’s Place, a program that provides shelter, food and medical care to pets while their owners are staying in either of two local shelters for battered women.

“I think this program helps vet students understand about domestic violence and family violence," Weber said. “Domestic violence, child abuse, elder abuse, animal abuse can be interrelated. It’s a public-health issue, and I think vets have a role to play in trying to make every home a safe home,” which is the goal of domestic violence professionals. “I sense that most students haven’t really thought about this before they get here.”

Ridgway agreed: “The people here who get involved with A Pet’s Place change as people. They have an understanding of other people at a level which they’ve never had before. They’ve had in their experience.

“We’re very emotionally involved with the family because pets are family members. If you’re dealing with the pet family member and you don’t understand the family environment where that pet lives, there’s a big piece missing from that and in the communication with the family that belongs to the pet.”

"I can’t tell you how much I appreciate your kindness. (A Pet’s Place) was there for me when I needed a place for my pets. You gave them love and care when I couldn’t. You gave them shelter when I had to leave my home. ... My heart and mind were at peace because you and the UI opened your doors and your hearts to all of us. Thank you and God bless you for being there.”

—anonymous client of A Pet’s Place

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STAPH INFECTIONS. From page 1

carotenoid was identical to those that led to production of cholesterol in humans. Old-field, who is the senior author of the paper, had spent decades exploring this pathway, which has implications for the treatment of diseases. He noted that an enzyme in the human pathway, squalene synthase, was strikingly similar to one that led to the production of the carotenoid in Staph. He also knew that many compounds already had been demonstrated to inhibit this human enzyme.

“I thought there was a good chance that squalene synthase inhibitors developed early on as cholesterol lowering agents might also work on this other pathway,” he said. “Current cholesterol-lowering drugs like statins work in a completely different way and would be ineffective.”

The researchers began by testing dozens of new compounds for their activity against the Staph enzyme. This allowed them to narrow the field of potential candidates to eight. When they tested these drugs on Staph cells, they found that BPH-652 was the most effective at getting into the cells. A tiny dose impaired the cells’ ability to produce the carotenoid. The cells, once golden, turned white.

“We have found that the same golden amber used by Staph to thwart our immune system can also be its Achilles’ heel,” said Nizet, a study co-author, who is affiliated with the Skaggs School of Pharmacy and Pharmaceutical Sciences at UCSD. Preliminary studies were conducted in the laboratories of Nizet and Dr. George Liu, a professor of pediatrics at Cedars-Sinai Medical Center. Exposure to BPH-652 also markedly reduced bacterial levels in a mouse model of severe Staph infection.

The key to the compound's success is that the human and bacterial enzymes it targets are so similar. Andrew Wang and his colleagues at Academia Sinica and the National Institutes of Health in Taipei, used X-ray crystallography to determine the structure of the enzyme and how it interacts with the inhibitors.

“Our structural studies pinpointed how these drug candidates bound to the bacterial enzyme to shut off pigment production,” Wang said.

The new findings are particularly promising because BPH-652 already has been used as a cholesterol-lowering agent in human clinical trials, reducing the cost and time for development.

“This research is an excellent example of how discoveries at the lab bench can lead to clinical advances,” said Dr. Elisa A. Zerhouni, the director of the National Institutes of Health, which supported the research. “By following their scientific instinct about a basic biological process, the researchers found a promising new strategy that could help us control a very timely and medically important health concern.”

By Sharfaa Forrest
Assistant Editor

Feb. 21, 2008
By Craig Chamberlain
News Bureau Staff Writer

For much of the 20th century, the African-American image in advertising was rare, subservient or worse. Blacks were disregarded as consumers, and the doors to the advertising profession were largely closed, says Jason Chambers, a professor of advertising at the UI.


Other books have traced the depiction of blacks in advertisements, but Chambers’ book appears to be the first to tell the inside story of blacks in the ad business itself. He thought the subject important because advertising, as he often tells his students, is “the most visible corner of society and that a key part of that definition lay in their status as consumers,” Chambers wrote. They used that expertise in positioning themselves for employment, and then in making the case for a different and more respectful approach to the black consumer market, he wrote.

Getting to that point, however, first required getting white-owned companies to recognize the black consumer market, and that is where Chambers’ story begins. It was African American media publishers and executives, needing advertising to support their newspapers and magazines who began that conversation with white businessmen in the 1930s and 1940s, he said.

In some of their reasoning, documented in correspondence, the white businessmen said they simply saw no need to target African Americans in their advertising, either because they saw no need for a separate approach to that market, or because the market was small, Chambers said. But they also worried that in advertising a given product to blacks, the product might become known as a “black product” and eventually be shunned by whites, he said.

A key turning point came with the magazine Ebony, first published in 1947, Chambers said. Unlike black newspapers, which often served as protest organs, it focused on entertainment, sports and general interest stories, and therefore was more appealing to advertisers.

Over the next two decades, leading up to the mid-1960s, corporate interest in the black consumer market grew and black pioneers in advertising, marketing and public relations moved to take advantage, Chambers said. Among those pioneers were a group of African-American marketing and advertising specialists known as the “Brown Hucksters.”

Even the growing corporate recognition of the black consumer market, however, could not overcome discrimination and the lack of real opportunity for blacks that persisted within the advertising industry. Chambers said. In the 1960s, civil rights groups, through protest and consumer boycotts, worked to bring about concessions from advertisers. Federal and state equal employment commissions — particularly in New York — also had a strong effect, he said.

What followed was a “golden age” for African Americans in the advertising industry, between the mid-1960s and a recession that hit in the mid-1970s, Chambers said. A number of black-owned agencies emerged, and blacks also found new opportunities in mainstream agencies. The period also saw an “explosion of attention from the advertising trade press about ending discrimination in the industry,” he said.

It was from this period that Chambers found the striking image for the cover of his book: a black man in white face paint, with the headline “Mass advertising.”
Rare Book and Manuscript Library closes to combat mold

By Roxana Ryan
News Bureau Intern

The UI’s prized Rare Book and Manuscript Library will close Feb. 25 to combat a mold outbreak that has spread throughout the vault. There are approximately 300,000 volumes in the collection, which is valued in excess of $1 billion. The library is scheduled to reopen May 5.

Only a fraction of the items have active mold blooms on them but mold spores have permeated the entire vault, according to Tom Teper, associate university librarian for collections and associate dean of libraries.

According to Teper, mold likely entered the library through the ventilation system, which was installed at the same time the library branch was constructed in the mid-1990s. Teper said the mold was discovered in fall 2007.

“We took advantage of the dry winter climate in Central Illinois to plan our response,” Teper said. “We needed to determine how extensive the damage was, plan for recovery operations that would be performed completely by university personnel or assisted by contracted employees, and secure support for the recommended course of action.”

Teper said in similar instances, libraries have closed for years to recover a collection. In the UI’s case, a slightly more expensive process that requires contracted support was recommended, which has enabled the university to minimize impact on academic needs of students, faculty members and scholars.

Texas-based BMS Catastrophe has been contracted to clean the collection at a cost of up to $800,000.

“We are hoping to bring in the project for approximately 300,000 volumes in the collection at a cost of up to $800,000. Cleaning crews will work with personnel from Conservation and Rare Books to ensure that no items are damaged in the process, according to Teper.

Teper said the university has cooperated and supported the cleanup efforts.

“I, for one, have been grateful for the support given to us by the library, campus and university administration,” Teper said. “This could be a very demoralizing time, but their timely response has been very heartening. We are beginning this recovery operation and are in discussions about long-term fixes for this problem. This type of recovery operation is the type of project one doesn’t want to repeat.”

Teper said the collection, which includes paper and letters of Carl Sandburg, H.G. Wells and Marcel Proust and first editions of titles by Charles Dickens and Mark Twain, is irreplaceable and invaluable to the university. The collection is a valued scholarly resource – one of the richest in the nation,” Teper said. “It attracts scholars from around the world and is part of what makes Illinois such an important research institution. It is also a tremendous stewardship responsibility that we are obligated to secure for the future.”

ADVERTISING, CONTINUED FROM PAGE 6

ing is color-blind,” used by the black-owned firm Zebra Associates in a 1970 ad to solicit clients.

The accompanying text makes the case that mass advertising “approaches the Black consumer as if he were somebody’s fair-haired boy” and was therefore ineffective with that audience. Zebra, it said, could help “bridge the gap between white advertiser and Black consumer.”

This period also brought the promotion of “positive realism” by Tom Burrell, the African-American co-owner of the Burrell-McBain agency, Chambers said. Avoiding the extremes of wealthy black celebrities or destitute ghetto dwellers, Burrell sought to portray blacks who were in the economic middle and “dying to see themselves as they really are.”

His ads showed blacks in everyday situations, brushing their teeth, washing their cars, doing laundry — just like everyone else, except in an African-American context.

Since the “golden age,” “what racial changes have occurred within the (advertising) agency business have advanced in fits and starts,” Chambers wrote. Blacks remain seriously under-represented in mainstream agencies even as black athletes, entertainers and music play a larger role in advertisement.

Black-owned agencies continue to do creative work, but also must continue to fight to justify their existence and the necessity of specific advertising aimed at the black consumer market.
Dear Colleagues,

I am pleased to report that the 2007 Campus Charitable Fund Drive has just completed an impressive and successful campaign, racing past the goal of $1.3 million.

Your overwhelming response embodies the theme Every Gift Matters. On behalf of the eleven participating nonprofit agencies, and the hundreds of specific programs they support, I thank each of you for your generous contribution. You can trust that each gift helps address important humanitarian and social challenges throughout the world and right here in central Illinois.

I especially thank the CCFD volunteer leaders who gave of their time and their energy. Once again, our CCFD volunteer leaders showed that they are the heartbeat of our fundraising effort. Because of their enthusiastic appeal to UIUC employees, the response was nothing short of breathtaking. We had around 3,400 donors this year, 400 more than last year!

I also appreciate the efforts of the CCFD Advisory Board under the leadership of the always upbeat May Berenbaum. The Board’s leadership was indeed inspiring.

I see the CCFD as a challenge to all of us on campus to make a very real impact in this great community we call home. You answered the call and I am grateful to all of you.

Thank you for caring.

Richard Herman
Chancellor

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**Every Gift Matters**

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>NUMBER OF GIFTS</th>
<th>AMOUNT OF GIFT</th>
<th>PERCENT OF GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Cancer Society</td>
<td>741</td>
<td>$88,053</td>
<td>6.71%</td>
</tr>
<tr>
<td>America’s Charities</td>
<td>374</td>
<td>59,928</td>
<td>4.57%</td>
</tr>
<tr>
<td>Black United Fund of Illinois</td>
<td>117</td>
<td>16,964</td>
<td>1.29%</td>
</tr>
<tr>
<td>Community Health Charities of Illinois</td>
<td>532</td>
<td>74,874</td>
<td>5.71%</td>
</tr>
<tr>
<td>Community Shares of Illinois</td>
<td>543</td>
<td>106,499</td>
<td>8.12%</td>
</tr>
<tr>
<td>Earth Shares of Illinois</td>
<td>413</td>
<td>75,530</td>
<td>5.76%</td>
</tr>
<tr>
<td>Global Impact</td>
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<td>97,303</td>
<td>7.41%</td>
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<tr>
<td>Independent Charities of America</td>
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<td>66,729</td>
<td>5.08%</td>
</tr>
<tr>
<td>Special Olympics</td>
<td>191</td>
<td>17,276</td>
<td>1.32%</td>
</tr>
<tr>
<td>United Negro College Fund</td>
<td>172</td>
<td>24,388</td>
<td>1.86%</td>
</tr>
<tr>
<td>United Way of Champaign County</td>
<td>1648</td>
<td>727,280</td>
<td>55.42%</td>
</tr>
</tbody>
</table>

**TOTALS** $1,354,824 103.24%

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**SECTION SECTION NAME TOTAL GIFTS GOAL GOAL %**

| AA Executive Offices | 19,573 | 18,570 | 105.40 |
| AB VP for Administration | 524     | 2,717   | 19.29 |
| AC Planning Budgeting & Decision Sup | 4,194   | 4,123   | 101.72 |
| AD University Audits | 1,822   | 1,306   | 139.51 |
| AE Admnr Info Technology Services | 17,309  | 20,253  | 85.46 |
| AF Business & Financial Services | 7,459   | 7,328   | 102.23 |
| AG Human Resources | 1,575   | 2,688   | 58.59 |
| AH VP for Academic Affairs | 23,576  | 16,626  | 141.80 |
| AJ VP Technology & Economic Dev | 6,408   | 7,797   | 82.19 |
| AM UIf | 13,147  | 8,637   | 152.23 |
| PW Nursing | 550     | 1,439   | 38.22 |
| GP Urban Planning & Public Affairs | 1,419   | 1,704   | 83.27 |
| KL Agr Consumer & Env Survences | 81,861  | 81,489  | 100.46 |
| KM College of Business | 50,475  | 56,816  | 88.84 |
| KN Education | 64,712  | 50,013  | 128.81 |
| KP College of Engineering-East | 13,567  | 11,126  | 124.52 |
| KQ College of Engineering-West | 118,636 | 93,940  | 128.20 |
| KS Graduate College | 3,772   | 6,123   | 60.60 |
| KT Collge of Communications | 14,766  | 13,153  | 112.42 |
| KU College of Law | 39,259  | 39,103  | 103.30 |
| KV Liberal Arts & Sciences | 261,569 | 251,911 | 103.83 |
| KY Applied Health Sciences | 17,866  | 16,680  | 107.11 |
| LB Medicine at UIUC | 18,940  | 21,559  | 87.85 |
| LC Veterinary Medicine | 20,413  | 31,408  | 64.99 |
| LE Institute of Aviation | 3,890   | 4,717   | 82.47 |
| LF Public Safety | 2,098   | 4,092   | 51.27 |
| LG Labor & Industrial Relations | 4,959   | 7,849   | 63.18 |
| LH Beckman Institute | 12,285  | 9,338   | 131.56 |
| LB Environmental Council | 460     | 647     | 71.10 |
| LL School of Social Work | 10,929  | 12,125  | 89.47 |
| LN Office of Continuing Education | 4,869   | 7,654   | 63.61 |
| LP Library & Information Science | 17,322  | 13,529  | 128.04 |
| LQ International Prgms & Studies | 6,731   | 5,877   | 114.53 |
| LR University Library | 29,953  | 30,367  | 98.64 |
| MY UA - Facilities Planning & Programs | 1,135   | 1,752   | 64.78 |
| NA Chancellor | 23,477  | 17,819  | 131.75 |
| NB Provost & VC Acad Affairs | 47,619  | 42,561  | 111.88 |
| NE Vice Chancellor for Research | 39,695  | 38,523  | 103.04 |
| NF State Surveys - State Natural Hist | 7,662   | 10,079  | 76.02 |
| NH Public Affairs | 2,967   | 4,131   | 71.82 |
| NJ VC Student Affairs | 30,066  | 27,497  | 109.41 |
| NK McKinley Health Center | 14,909  | 18,172  | 82.04 |
| NN Facilities | 33,810  | 75,025  | 45.06 |
| NQ Auxiliary Units - Housing Division | 34,449  | 28,000  | 123.03 |
| NU Div Intercollegiate Athletics | 18,096  | 17,185  | 105.55 |
| NV State Surveys - State Geological Survey | 8,021   | 6,592   | 121.68 |
| NW State Surveys - State Water Survey | 7,712   | 10,276  | 75.05 |
| NX State Surveys - Waste Management Re | 1,180   | 537     | 219.74 |
| NY Auxiliary Units - Assembly Hall | 804     | 2,670   | 30.11 |
| NZ Auxiliary Units - Illini Union | 9,109   | 10,085  | 90.32 |
| Retirees and Direct Donations | 23,137  | 0.00    | 130.24 |

**TOTALS ALL SECTIONS** $1,354,824 $1,312,355 103.24%
UI develops free, easy-to-use Web tool kit for archivists

By Andrea Lynn
News Bureau Staff Writer

Archivists at the UI Library believe they have built a better tool kit.

Their new online collections management program called Archon (www.archon.org) has more than a few attractive features – not the least of which is that it was developed for “lone archivists with limited technological resources and knowledge,” said Scott Schwartz, one of the developers of the software program and the archivist for music and fine arts at Illinois.

The state-of-the-art tool also is free, adaptable to any institutional setting and is easy to download and use.

“We wanted our application to be particularly useful to small, one-person repositories that have been unable to take full advantage of current tools under development,” Schwartz said.

According to Chris Prom, assistant university archivist and co-project director, the developers knew the system had to meet staff members’ needs.

“But what really makes it special is that it makes an archives’ holdings much more accessible to its users,” Prom said. “The program automatically creates its own searchable Web site. It’s based on extensive research about how people search for and use archival materials.”

Prom said that users can now “browse and search all of our information in one place. They can view photos and other materials we’ve scanned right alongside descriptions of related materials that are available only in the search room.”

“In essence, our primary goal was creating a tool that provides immediate public access to information about various collections of historical documents and records found in archives,” Schwartz said, noting that Archon functions in both English and Spanish.

The emphasis in the design was on encouraging efficient work processes.

“We didn’t want anyone to become burdened with having to learn complex methods or standards required by the archives profession just to make their collections available to the public in today’s online environment,” Schwartz said. “We took a minimalist approach, yet didn’t sacrifice the standards of the profession. We recognized what people and researchers need to access collections of historical documents preserved in archives, and developed the tools to help put archivists and the public in the driver’s seat to meet these important access needs.”

As it happens, Archon is one of two major programming efforts that the archives profession is pursuing to enhance the management of libraries, archives and museums’ historical documents and the public’s access to the physical and intellectual content contained in these records. The other effort is called the Archivist’s Toolkit and is a Mellon Foundation-funded collaboration of several universities.

Schwartz and Prom likened the development of their product to a shoestring do-it-yourself project in the family garage.

“We knew what we wanted, but every time we added a new feature, we thought of something even better to add on next,” Prom said.

To be sure, the archivists had a bit of help building Archon. A couple of “very talented” undergraduate students did much of the programming: Kyle Fox, from Marion, lead developer and graduating senior in computer science; and Chris Rishel, from Chatham, lead developer prior to 2007, who majored in computer science and chemistry.

Developing Archon was “a very organic process,” Prom said. “It wouldn’t have happened if we hadn’t had such a talented team and the great ideas that Chris and I had.”
The NEA’s goal is to make it the largest federal reading program in U.S. history. According to NEA Chairwoman Dana Gioia, the initiative—which locally is being led by the UI—seeks to address a decline in reading for pleasure among American adults. That decline was indicated in a 2004 NEA report, “Reading at Risk: A Survey of Literary Reading in America.”

In response, the NEA launched the Big Read program, “a three-year project to bolster literacy of reading in American popular culture,” Gioia said.

Back to those billboards... and the obvious questions they are sure to prompt: And why should anyone care?

The program is led by the UI’s Russian, East European and Eurasian Center. The center, along with the university’s department of Slavic languages and literatures, School of Literatures, Cultures and Linguistics, and Center for American Music Studies, is taking the lead on organizing local Big Read activities. Park and Slavic department head Harriet Murav are coordinating the effort with assistance from other community partners, which include the Champaign Public Library and Champaign Free Library; area high schools; Illini Union Bookstore; Borders: Pages for All Ages; the Dalkey Archives; Champaign-Urbana News-Gazette; and WILL (AM 580).

The local initiative is funded by the NEA, with additional major support from the Office of the Chancellor, and assistance from other campus units.

The UI is one of 127 communities nationwide to receive a “Big Read” grant from the NEA during the first half of 2008, and one of only four U.S. communities to take part in the inaugural U.S. component called “Big Read Russia.” That program began last year in Russia, in the Ivanovo and Saratov regions, where residents read Harper Lee’s classic, “To Kill a Mockingbird.”

Park said mass copies of Ivan Ilyich should be available at UI bookstores soon. Paperbacks and hardcovers of the larger format are expected to be available at bookstores soon.

The novel itself is a quick read, said, at 113 pages, including the introduction.

While, on the surface, a classic Russian novel may not sound like something that would appeal widely to 21st-century readers, local Big Read organizers expect people will find ways in which they can relate to the title character.

Ivan Ilyich, an ordinary family man with a successful career as a judge in St. Petersburg, finds himself confronted by a fatal illness that begins on the day he finishes decorating his apartment,” Murav wrote in a synopsis of the book. “A few unpleasant symptoms—a strange taste in his mouth and a nagging pain in his side—grow into unbearable pain and suffering....”

“Ivan Ilyich’s illness turns everything in his life upside down. He begins to examine his entire life and everything he does, and his illness makes this self-examination take on a journey away from the world of work and social life, away from colleagues, friends, doctors, his wife and children to an unfamiliar territory of the medical world, where he feels humiliated and alone, but where he also begins to find his inner self.”

The local Big Read will formally start at a public event, scheduled to begin at 5 p.m. March 30 at the Alice Campbell Alumni Center. The event is scheduled to include a presentation by Vladimir Tolstoy, the Russian author’s great-grandson, who plans to come from Russia for the occasion. The mayors of Champaign County and the state will designate March 28 through April 6 as Big Read Russia Day.

Other activities planned through April include a keynote lecture by Michael Denner, professor of Russian studies, Stetson University; a dramatic performance of the novel by Champaign Central High School; the “Death and the Meaning of Life” film festival at the Virginia Theater; and a party and talk for members of area book clubs.

Additional highlights include talks, panels and performances on the UI campus and throughout the community; WILL-AM radio and book-club discussions; and a Krannert Art Museum tour. The book will be incorporated into the curriculum in some area schools and at the UI where Murav will teach an eight-week undergraduate course on the novel. It also will serve as a springboard for a medical panel discussion attended by researchers and students in the College of Medicine’s Medical Scholars Program, and will be the subject of discussions among a group of friends at the Champaign County Bookeye, organized and led by UI speech communications professor Stephen Harnett.

**On The Web**
- The Big Read
  - www.reec.uiuc.edu/BigRead
Hot springs microbes hold key to dating sedimentary rocks

By James E. Kloepel
News Bureau Staff Writer

Scientists studying microbial communities and the growth of sedimentary rock at Mammoth Hot Springs in Yellowstone National Park have made a surprising discovery about the geological record of life and the environment. Their discovery could affect how certain sequences of sedimentary rock are dated, and how scientists might search for evidence of life on other planets.

“We found microbes change the rate at which calcium carbonate precipitates, and that rate controls the chemistry and shape of calcium carbonate crystals,” said Bruce Fouke, a professor of geology and of molecular and cellular biology at the UI. In fact, the precipitation rate can more than double when microbes are present, Fouke and his colleagues report in a paper accepted for publication in the Geological Society of America Bulletin.

The researchers’ findings imply changes in calcium carbonate mineralization rates in the rock record may have resulted from changes in local microbial biomass concentrations throughout geologic history. A form of sedimentary rock, calcium carbonate is the most abundant mineral precipitated on the surface of Earth, and a great recorder of life.

“As calcium carbonate is deposited, it leaves a chemical fingerprint of the animals and environment, the plants and bacteria that were there,” said Fouke, who also is affiliated with the university’s Institute for Genomic Biology.

The extent to which microorganisms influence calcium carbonate precipitation has been one of the most controversial issues in the field of carbonate sedimentology and geochemistry. Separating biologically precipitated calcium carbonate from non-biologically precipitated calcium carbonate is difficult.

Fouke’s research team has spent 10 years quantifying the physical, chemical and biological aspects of the hot springs environment. The last step in deciphering the calcium carbonate record was performing an elaborate field experiment, which drew water from a hot springs vent and compared deposition rates with and without microbes being present.

“Angel Terrace at Mammoth Hot Springs in Yellowstone National Park is an ideal, natural laboratory because of the high precipitation rates and the abundance of microbes,” Fouke said. “Calcium carbonate grows so fast – millimeters per day – we can examine the interaction between microorganisms and the calcium-carbonate precipitation process.”

The researchers found that the rate of precipitation drops drastically – sometimes by more than half – when microbes are not present.

“So one of the fingerprints of calcium carbonate deposition that will tell us for sure if there were microbes present at the time it formed,” Fouke said. “And, within the environmental and ecological context of the rock being studied, we can now use chemistry to fingerprint the precipitation rate.”

In a second paper, to appear in the Journal of Sedimentary Research, Fouke and colleagues show how the calcium carbonate record in a spring’s primary flow path can be used to reconstruct the pH, temperature and flux of ancient hot springs environments. The researchers also show how patterns in calcium carbonate crystallization can be used to differentiate signatures of life from those caused by environmental change.

“This means we can go into the rock record, on Earth or other planets, and determine if calcium carbonate deposits were associated with microbial life,” Fouke said.

The work was funded by the National Science Foundation.
achievements

A report on honors, awards, appointments and other outstanding achievements of faculty and staff members

business

Jeffrey R. Brown, professor of finance, was nominated by President Bush Feb. 12 to serve on the board of trustees for the nation’s Social Security and Medicare programs, the White House announced.

If approved by the Senate, Brown will serve a four-year term as one of two public trustees, first added in 1984 to increase public confidence in the programs. The six-member oversight board also includes the secretaries of treasury, labor, and health and human services and the commissioner of Social Security.

The board monitors the financial status of the two major entitlement programs to ensure their trust funds are properly managed, presenting annual reports to Congress that forecast spending and revenue for more than 75 years.

education

Richard W. Justice, clinical professor of educational organization and leadership, and former director of the Office for Student Conflict Resolution and associate dean of students, has been awarded the Donald D. Gehring Award for exceptional individual contributions to the field of student judicial affairs by the Association for Student Judicial Affairs. He received the award at the national conference in June.

Jeffrey F. Gardner and James A. Imlay, professors of microbiology, have been elected fellows in the American Academy of Microbiology and elected fellows in the American Academy of Arts and Sciences, respectively.

Gardner and Imlay were among 38 scientists from seven countries honored for their contributions to the field of student education within the context of the mission of their organization.

Ioannis Chasiditis and Joanna M. Austin, professors of aerospace engineering, have been recognized with career-development awards. Chasiditis was selected for an National Science Foundation CAREER award from the Materials Design and Surface Engineering Program at the National Science Foundation. Austin recently received a Young Investigator Award from the U.S. Air Force Office of Scientific Research.

Jeffrey F. Gardner and James A. Imlay, professors of microbiology, have been awarded the 2008 Association of College and Research Libraries Samuel Lazzerow Fellowship for Research in Technical Services or Acquisitions. Jiang, along with researcher Ping S. Liu of the University of Arizona, was selected for the award for a research project on vendor-provided records and the experience of a research library in outsourcing cataloging service for its Chinese language materials, including its backlogs. A $1,000 award and a plaque will be presented during the American Library Association’s annual conference in June.

Christina White, professor of chemistry, has received the 2008-2009 Pfizer Award for Creativity in Organic Chemistry. This award is given annually to members of the organic chemistry community who have distinguished themselves through significant creative contributions to the area of organic chemistry research and through excellence in graduate student training. She also has been named the recipient of the 2008-2009 Bristol Myers Squibb Unrestricted Grant in Synthetic Organic Chemistry. As part of the award, White will participate in a two-day symposium and present a lecture at RMS in the spring.

Ad removed for online version
Holonyak to be inducted into National Inventors Hall of Fame

By James E. Kieoppel

Nick Holonyak Jr., a John Bardeen Professor of Electrical and Computer Engineering and Physics at the UI, will be inducted into the National Inventors Hall of Fame. Holonyak was selected for his invention of the first practical light-emitting diode, in addition to the body of work on transistor and laser electronics generated over the span of his career (55-plus years).

“Nick Holonyak’s inventions, like all great works of scientific inspiration, have changed our world,” said Richard Herman, the chancellor of the Urbana campus. “Think, for a moment, of the impact of LEDs. Today, they are ubiquitous, in games, household products, medical equipment, automobiles and countless other applications. Honoring Nick Holonyak’s inventions is yet one more recognition of the extraordinary significance of his work.”

Founded in 1973 by the U.S. Patent and Trademark Office and the National Council of Intellectual Property Law Associations, the National Inventors Hall of Fame is the premier not-for-profit organization in America dedicated to recognizing, honoring and encouraging invention and creativity. Thomas Edison was the first inductee in 1973. This year’s inductees include Robert Adler (deceased), who invented the television remote control; Ruth Benerito, who invented wrinkle-free cotton; Amar Bose, who developed superb sound technology; and Orris McIntyre (deceased), who invented Styrofoam® brand foam. The induction ceremony will be May 2-3 in Akron, Ohio.

Holonyak developed the first practical light-emitting diode in 1962 and the LED has proven to be the “ultimate lamp.” Today, these long-lasting, low-heat light sources illuminate everything from alarm clocks to the NASDAQ billboard in New York’s Times Square, as well as the New York New Year’s Eve “ball drop.”

Light-emitting diodes produce more lumens per watt than both incandescent and halogen lighting sources, making them more environmentally friendly and cost effective. The LED’s long life span (more than 10 times longer than an incandescent bulb) makes it ideal for use in automotive dashboards, taillights and headlamps, as well as in traffic signals and consumer electronics.

The son of Slavic immigrants who settled in Southern Illinois, Holonyak earned his bachelor’s degree in 1950, his master’s in 1951, and his doctorate in 1954, all in electrical engineering from Illinois. Holonyak was the first graduate student of two-time Nobel laureate John Bardeen, an Illinois professor who invented the transistor. An early researcher in semiconductor electronics, Holonyak gained eminence through his numerous inventions and contributions to advances in semiconductor materials and devices.

Before joining the Illinois faculty in 1963, Holonyak worked for Bell Telephone Labs, where he helped develop silicon-diffused transistor technology. Several years later, while at General Electric, he invented the first practical light-emitting diode and the first semiconductor laser to operate in the visible spectrum. He also developed the first electronic devices in III-V compound semiconductor alloys (III referring to the elements, and V referring to places in the periodic table of the elements), and is the inventor of the basic silicon device used in house-hold light-dimmmer switches.

At Illinois, Holonyak and his students developed the first quantum-well laser, creating a practical laser for fiber-optic communications, compact disc players, medical diagnosis, surgery, ophthalmology and many other applications.

In the early 1980s, his group introduced impurity-induced laser disordering, which converts layers of a semiconductor structure into an alloy that has important electronic properties. In one use, this discovery solved the problem of a laser’s low reliability.

Dodd elected to National Academy of Engineering

By Rick Kubetz

Robert H. Dodds Jr., the M.T. Geoffrey Yeh Chair of Civil Engineering and head of the department of civil and environmental engineering, is among 65 new members elected to the National Academy of Engineering.

Dodds was cited “for contributions in non-linear fracture mechanics and applications to practice in nuclear power and space systems.”

“I am extraordinarily grateful for the great support of the UI over the years, and that of my colleagues and friends in the department of civil and environmental engineering,” Dodds said. “I am truly humbled by this award.”

Dodds, a UI alumnus, has been an Illinois faculty member since 1987. He was the Nathan M. Newmark Professor of Civil Engineering from 1996–2000, and in 2000, he became the inaugural holder of the M.T. Geoffrey Yeh Chair in Civil Engineering. He teaches undergraduate and graduate courses on structural analysis, finite element methods, fatigue and fracture mechanics and software development-design methods for civil engineering.

Dodds’ research interests focus on the field of nonlinear fracture mechanics fatigue and associated computational methods. Results of his research have wide-ranging applications in civil engineering, offshore, petro-chemical, naval and aerospace structures. He has published extensively in the areas of fracture mechanics, computational methods, and software engineering. In 1996, he became co-editor of Engineering Fracture Mechanics, a leading international journal on fracture mechanics for the past 30 years. He is an associate editor for the International Journal for Engineering Computations. He also is a contributing editor to the International Journal for Mechanics of Advanced Materials and Structures, and previously served as an associate editor for ASCE Journal of Structural Engineering.

Election to the NAE is among the highest professional distinctions in engineering.
Researchers: Web sites have indirect influence on users

By Jan Dennis
News Bureau Staff Writer

Web surfers may get more than just the music, videos and news updates they were looking for when they log onto trendy next-generation sites such as Last.fm, YouTube and Digg, according to new research by a UI business professor.

Whether they know it or not, they also could be getting swayed—toward musical genres that stretch their tastes or to video and news clips they might have overlooked without an endorsement by the masses, says business administration professor Mu Xia.

Xia says the seemingly impersonal voting, tagging, ratings and even music catalogs offered on so-called Web 2.0 sites can influence users, not unlike more traditional written commentaries posted on blogs and in chat rooms.

“This is a new way to communicate,” he said. “It basically opens up a new horizon for letting people know what other people think. Before I could only read what one person wrote. Now I know what everyone else thinks.”

Xia calls it “ballot box communications,” an offshoot of Web technology that provides a tally of what users are thinking even though they never communicate directly.

On popular Web sites such as YouTube and Digg, the new technology highlights videos and news stories based on rankings or mouse clicks, steering users to the most popular clips and sound bites.

“You could say it’s human nature. If I know a lot of people have chosen a particular video, I also want to experience that,” said Xia, lead researcher for the study that will appear in Communications of the ACM, a publication of the Association for Computing Machinery.

The influence also extends to music-sharing services, according to the study, which analyzed searches, browsing and other commands on a popular music-sharing site from 2001 through 2006. For example, the study showed demand for country music increased as other users began including more in their online inventories, while supplies of jazz and other genres dwindled as demand dipped.

Xia says the findings signal that users are swayed by the tastes of other users, whose online offerings create a sense of curiosity.

“If people see there’s a lot of it out there, they sense it must be popular and it makes them more apt to check it out. They want to see what all of the fuss is about,” he said.

Based on the case study, Xia says researchers should dig deeper into those evolving online communities to better gauge how they influence users and society.

“You could frame it as a new kind of communication that’s not as rich as other forms. But at the same time maybe it encourages people to participate more because it takes less effort, so the limited information exchange actually becomes an advantage,” Xia said. “We may not have time to post comments to 10 Web sites every day, but we can go to that many Web sites and share our opinions by clicking on things.”

The study, “Voice of the Crowd: Ballot Box Communications in Online Communities,” was co-written by Wenjing Duan of George Washington University School of Business and Yun Huang and Andrew B. Whinston of the Center for Research in Electronic Commerce at the University of Texas.

ACHIEVEMENTS, CONTINUED FROM PAGE 12

Two library faculty members have been selected in a highly competitive process to participate in the Association of College and Research Libraries Institutes for Information Literacy Immersion Program this summer. Kirstin Dougan, literacy immersion program this summer.

Kirstin Dougan, administration and music user services co-

Robin Kaler, the associate chancellor for public affairs, is the winner of the 2008 Medallion of Honor Award, the most presti-

Marie-Claude Hofmann, professor of veterinary biosciences, received an Inde-

Mu Xia

Robin Kaler, the associate chancellor for public affairs, is the winner of the 2008 Medallion of Honor Award, the most prestigious annual award given by the Moms Association at the UI. Kaler will be presented the award at the Moms Weekend kick-off dinner April 11. Since 1977, the medal-

Marie-Claude Hofmann, professor of veterinary biosciences, received an Independent Scientist Award from the National Institutes of Health.

The research focus of Yao’s laboratory is the formation of sex organs in mammals.
Research Symposium
Submit proposals by March 16

An undergraduate research symposium will showcase the best faculty-mentored research, scholarly and creative activity of UI students on April 29 at the Illini Union. Deans, directors and department heads are asked to encourage students and student-faculty teams to propose presentations, posters and installations.

The deadline for proposals is March 16. Details about the symposium and a link to the online proposal form are available at www.provost.uiuc.edu/committees/ugresearch.html. The deadline for proposals is March 16. Details about the symposium and a link to the online proposal form are available at www.provost.uiuc.edu/committees/ugresearch.html. The report on the survey results should be completed by the end of the semester.

Center for Children’s Books
Gryphon Award winners announced

“Billy Tartle in Say Cheese!” has won the 2008 Gryphon Award for Children’s Literature. The book for readers ages 4 to 8 was written and illustrated by Michael Townsend, and is his debut as a children’s author.

The award, which includes a $1,000 prize, is given annually by the Center for Children’s Books at the UI. The center is a unit of the Graduate School of Library and Information Science.

The prize is awarded to the author of an outstanding English language work of fiction or non-fiction for which the primary audience is children in kindergarten through fourth grade. The title chosen best exemplifies “those qualities that successfully bridge the gap in difficulty between books for reading aloud to children and books for practiced readers,” said Christine Jenkins, director of the Center for Children’s Books and a GSLIS professor.

According to Jenkins, “Billy Tartle” (Knofl, July 2007) “is a compelling and humorous anti-boredom fantasy of the kind that captures and keeps the attention of children. The book is written and illustrated in an exuberant graphic novel format.”

Two Gryphon “Honors” winners also were named: “Rufus the Scuff Does Not Wear a Tutu,” by Jamie McEwen, illustrated by John Margeson; and “Spiders,” written and illustrated by Nic Bishop.

“Taken together, these books represent a diversity of genres, styles and formats that will appeal to a broad range of young readers,” Jenkins said.

The Gryphon Award was established in 2004 as a way to focus attention on transitional reading – “an area of literature for youth that, despite its importance to the successful transition of children from new readers to independent lifelong readers – does not receive the critical recognition it deserves,” Jenkins said.

The award committee consists of members drawn from the youth services faculty of GSLIS, the editorial staff of the Bulletin of the Center for Children’s Books, local public and school librarians, and the library and education community at large.

To learn more about the award and previous winners go to www.ccb.lis.uiuc.edu/gryphon.html.

“Bee movie” director to host screening at insect fear film festival

By Diana Yates

“Bee Movie,” hosted by its director, Simon J. Smith, will be commemo- rate its 25th year with other insect-related activities, including a screening of the HBO documentary, “Inside the Hive: The Making of ‘Bee Movie,’’ and a viewing of ‘Antz,’ which Smith also contributed to as head of layout.

Entomologist professor and Department of Entomology chair Berenbaum said. “The point is it’s supposed to be funny.” She pointed out that – unlike the male dominated hive in “Bee Movie,” the actual male drones don’t do much of anything except wait for the opportunity to mate with a virgin queen.

“Their ‘they’re not making a documentary here,’ Berenbaum said. “The point is it’s supposed to be funny.” She noted that Homer Simpson doesn’t have the right number of fingers, either, and that mice don’t usually win battles of wit with cats, as in the “Tom and Jerry” cartoons.

The great thing about many animated insect films is that they invoke the normal sense of reality, she said. “And at least conceptually the movie was right on target in saying that bees provide exceptionally useful pollina tion services.”

“We see ‘Bee Movie,’ and its predecessor, ‘Antz,’” as a celebration of not just insect biology but the ability to draw parallels between insect biology and human biology,” she said. “It’s a venerable tradition, dating back even before Aesop’s famous take on the ant and the grasshopper.”

Doors will open at 6 p.m. Feb. 23 at the Foellinger Auditorium. Early activities include an insect petting zoo and honey tasting. Courtesy of the UI Beckman Institute’s Imaging Technology Center, Bugscope will provide a peek through a scanning electron microscope for an “up close and personal look at various bits and pieces of bees that are not usually visible to the naked eye,” Berenbaum said. Face painting will be available, and entomology graduate students will do their best to demonstrate the “w agitation dance” that foraging Western honey bees perform upon their return to the hive with pollen or nectar to inform their nestmates as to where they’ve been.

Opening remarks will begin at 7 p.m., and winners of the 2008 Insect Fear Film Festival art contest will be announced. (The Scientist, a life sciences magazine, will post the winning designs on its Web site on Feb. 22 at www.the-scientist.com.) A trailer for “Bee Movie” will begin at 7:30 p.m., followed at 7:35 p.m. with a screening of the movie. At 9 p.m. Smith will answer questions, followed by a screening of the HBO documentary at 10 p.m. and “Antz” at 10:30 p.m.

ON THE WEB
Insect Fear Film Festival
www.life.uiuc.edu/entomology/egsa/ifff.html
**College of Engineering**

Open house aimed at ‘Sparking Curiosity’

“Sparking Curiosity” is the theme of this year’s Engineering Open House. On March 7-8, visitors of all ages will converge on campus to see and experience the technological achievements of students in the College of Engineering. From high-school- and college-level robotics competitions, to RoboGoldberg machines, to more than 190 student exhibits, there is a lot to see and do. This is the largest student-run event at the UI with more than 20,000 visitors each year. The open house is open from 9 a.m. to 4 p.m. March 7 and 9 a.m. to 4 p.m. March 8. For more information, visit eob.ece.uiuc.edu or call 244-3828.

**New writing network established at UI**

The UI has received a grant from the National Writing Project to establish a professional development network of local teachers from all disciplines and at all levels to share effective classroom strategies and become part of a national community of professionals.

As part of the National Writing Project, the local project is supported by the National-Louis University, joining existing sites at Illinois State University, UIC and National-Louis University. The project is a cross-college effort between the colleges of Liberal Arts and Sciences (Center for Writing Studies and English) and of Education (curriculum and instruction). For more information about best practices for teaching writing, become more confident about their own writing, demonstrate effective classroom strategies and become part of a national community of professionals.

The first UWP Invitational Summer Institute will be June 9 to July 3. More information about the UWP and the Invitational Summer Institute is available at www.uwp.uiuc.edu.

**Survey Research Laboratory**

Free seminars on research methods

The Survey Research Laboratory is offering four introduc- tion seminars page to the new Bronze Tablet print order page at the bookstore. There is a link from the digital collection page to the new Bronze Tablet print order page at the bookstore.

**Office of Continuing Education**

Workshop features Elluminate tool

The Office of Continuing Education will host a work- shop showcasing its technological capabilities on Feb. 26 as part of the campus’s InnovationWeek effort. The office provides leadership for lifelong learning and distance education, helping units design and present credit and noncredit programs to diverse audiences. Many different technologies are used to carry out this mission. For InnovationWeek, the office has chosen to feature a cutting-edge technology named Elluminate.

Elluminate is a synchronous tool designed for distance education and collaboration in academic situations. It provides a virtual classroom environment, in which students in different physical environments can interact in real-time without ever leaving their home or office. Using Elluminate allows the office to help units enhance learning opportunities for existing students, reach out to new students, and leverage limited teaching resources. The Elluminate workshop is from 2 to 3 p.m. Feb. 26 at 508 S. Sixth St., Champaign. Contact Tony Suttle by Feb. 22 at 244-7722 or suttle1@uiuc.edu to attend. For more information about Elluminate, visit www.tec.uiuc.edu/iweek.
calendar of events

Feb. 21 to March 9

Much of this information is drawn from the online Campus Calendars on the UI Web site at http://www.uiuc.edu/calendar. Other calendars on campus should be sent 15 days before the desired publication date to insideillinois@uiuc.edu.

More information is available from Marty Yeakey at 333-1085.

Note: $ indicates Admission Charge

22 Friday

23 Monday
“Recent Research at Pharm.” Tony DeRose, Pixar Entertainment. 4 p.m. 1404 Siebel Center. Computer Science.

23 Tuesday
“Building International Communities Locally.” Cheryl Henkel, UI. Noon. Latzer Hall. University YMCA. Know Your University.

25 Thursday

26 Thursday

27 Friday

27 Saturday
Lecture: “Why Reading Teens Rumm.” Ross Carroll and Aaron Pollack. Students for En- vironmental Concerns. 7 p.m. Latzer Hall. University YMCA. Know Your University.

28 Tuesday

29 Wednesday

30 Thursday

25 Monday

26 Tuesday

27 Wednesday
“Policies and Procedures of Academic Integrity.” Mary Rambottom, UI. 3 p.m. 336 Lincoln Hall. Sociology.

28 Thursday

29 Friday

27 Saturday
Lecture: “Why Reading Teens Rumm.” Ross Carroll and Aaron Pollack. Students for En- vironmental Concerns. 7 p.m. Latzer Hall. University YMCA. Know Your University.

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Feb. 21, 2008
CALENDAR, CONTINUED FROM PAGE 18

30 Thursday

40 Saturday

3rd Annual Women’s Basketball Free Throw Clinic. 4 p.m. Memorial Union. (Register: www.uiuc.edu/goto/cte_031408.)

5th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.


7th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.

8th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.

9th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.


14th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.


16th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.


18th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.


22nd Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.

23rd Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.


26th Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.


31st Annual International Trade Fair. 9 a.m.-3 p.m. 428 Armory. Registration: www.uiuc.edu/goto/cte_031008. Center for Teaching Excellence.
CALENDAR, CONTINUED FROM PAGE 19
a.m.-3:30 p.m. on non-perfor- 
mance weekdays; 7:30 a.m.
through weekday performance
weeksends from 90 minutes
before until after performances.
Promenade gift shop: 10 a.m.-
p.m. Monday-Saturday, one
hour before until 30 minutes
after performances.
Ticket Office: 10 a.m.-6 p.m.
daily, and 10 a.m. through first
intermission on performance
days.
Tours: 3 p.m. daily, meet in
main lobby.
Library Tours
Self-guided of main and un-
dergraduate libraries: go to In-
formation Desk (second floor
main library) or Information
Services Desk (undergraduate
libraries: go to In-
formation Desk (second floor,
main library).)
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graduate libraries: go to In-
formation Desk (second floor,
main library) or Information
Services Desk (undergraduate
libraries: go to In-
formation Desk (second floor,
main library).)
Meat Salesroom
102 Meat Sciences Lab. 1-5:30
p.m. Tuesday and Thursday; 8
a.m.-1 p.m. Friday. For price
list and specials, 333-3404.
Robert Allerton Park
Open 8 a.m. to dusk daily.
“Allerton Legacy” exhibit at
Visitor's Center, 9 a.m.-5 p.m.
daily; 244-1035. Garden tours,
8 a.m.-1 p.m. Friday. For price
list and specials, 333-3404.
Italian Table
Italian conversation Mondays
at noon, Intermezzo Café,
KCPA.
For advertising information, go to
www.news.uiuc.edu/ii/iiadv.html.
Ad removed for online version
Ad removed for online version

HOLONYAK, CONTINUED FROM PAGE 13
by John Crow-
guardians of the Illini Club
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more calendar
of events

Events: www.ieanea.org/local/
asp/
Book Collectors’ Club – The
No. 44 Society
3 p.m. First Wednesday of
each month. Rare Book and
Manuscript Library, 346 Main
Library. More info: 333-3777
or www.library.uiuc.edu/brb/
no44.htm.
Council of Academic
Professionals Meeting
1:30 p.m. First Thursday
monthly, location varies. More
info: www.cap.uiuc.edu or
mjreilly@uiuc.edu.
Classified Employees
Association
11:45 a.m.-1 p.m. first Thurs-
day monthly. More info:
244-2466 or rblackbu@uiuc.
cdu
UIUC Falun Data Practice
group
4-10-6:10 p.m. each Sunday.
305 Illini Union. More info:
244-2571.
French Department: Pause
Café
6 p.m. Thursdays, Espresso
Royle, 1117 W. Oregon St.,
Urbana.
Ilili Folk Dance Society
8-10 p.m. Tuesday and some
Saturdays, Illini Union. Begin-
ning
up!
Italian Table
Italian conversation Mondays
at noon, Intermezzo Café,
KCPA.
Lifetime Fitness Program
6-8:30 a.m. Monday-Friday.
Kinesiology, 244-9983.
Normal Person’s Book
Discussion Group
7 p.m. 317 Illini Union. Read
“Little, Big,” by John Crow-
ley for March 13. More info:
355-3167 or www.uiuc.
edu/~beuoy.
PC User Group
Schedule: www.uiuc.
edu/~pcug.
Scandinavian Conversation
Group
1:30 p.m. Monday Wednesday.
The Bread Company, 706 S. Good- 
win Ave., Urbana. More info:
clacatus@uiuc.edu.
Secretariat
11:45 a.m.-1 p.m. third
Wednesday monthly. Illini
edu/ssecretariat.
Deutsche
Konversationsgruppe
1:30 p.m. Wednesday. The
Bread Company, 706 S. Good-
win Ave., Urbana. More info:
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