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Bucky Badger. 1953/1999

[Madison, Wisconsin]: [s.n.], 1953/1999

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Who knew?

Eileen Gilligan

Q. Has there ever been a female badger mascot for UW-Madison?



A. From time to time, efforts have been made to create a female version of Bucky Badger or a female friend for Bucky. But no female badger mascot apparently has survived the test of time.

Before the birth of Bucky in his current form, the 1941 "Badger" yearbook featured two loving badgers, boyfriend and girlfriend Benny and Beulah. But they were not attempts at a mascot, according to Gwen Schultz, professor emerita of geology, who wrote the authoritative book, "The Bucky Badger Story." Rather, "Numerous drawings of them, fitting various campus activities, humorously added life to that issue of the yearbook," she wrote.

"There was some talk about finding a partner for him and the name Becky was tossed around with others, Betty, and something equally alliterative," says Art Hove, a historian of UW-Madison. "But it never really went beyond the experimental stage."

The School of Nursing featured a Bucky-type badger topped with a nurse's cap as a logo on its internal newsletter in the early 1960s, according to one historian there.

A 1980 photo from UW-Madison Archives shows a smiling, waving, bow-topped Becky Badger. But Hove and Schultz say she was a short-lived, one-time kind of badger mascot.

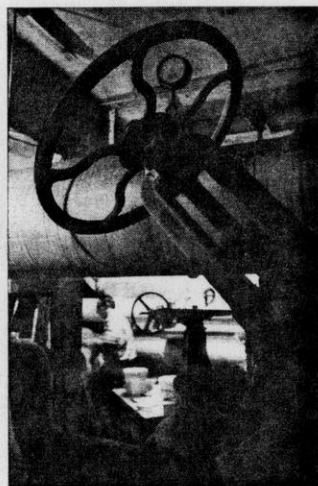
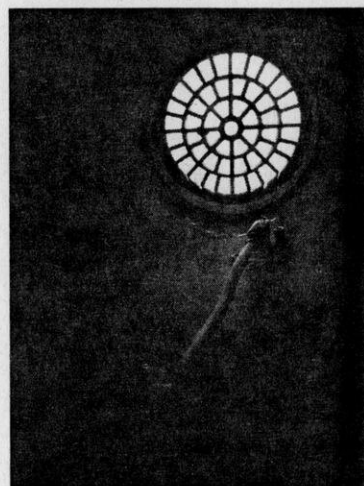
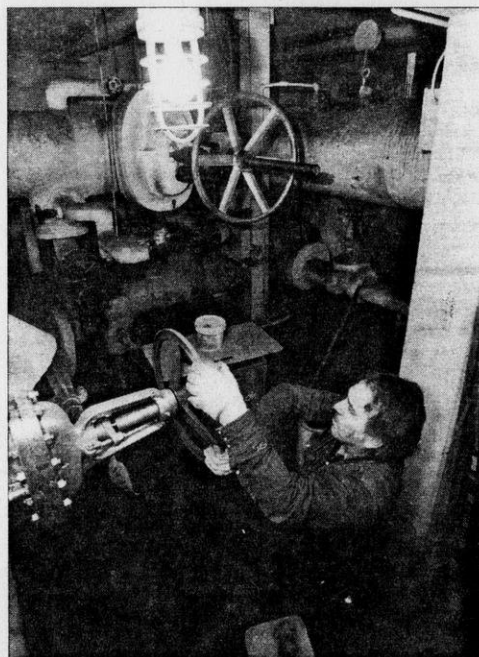
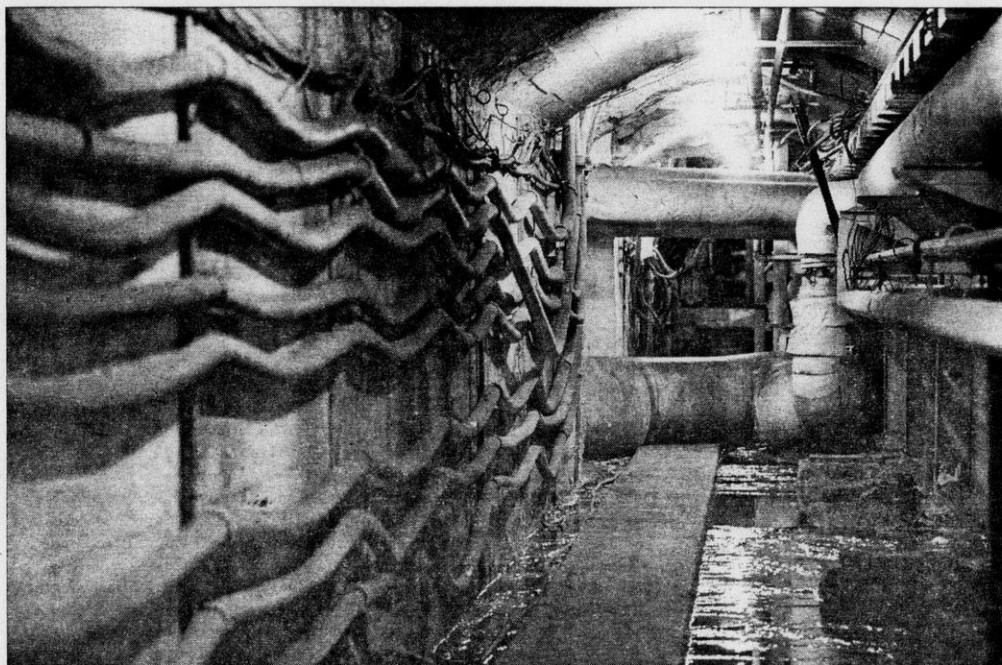
If readers have any information on the whereabouts of a female badger mascot, please write or call Who Knew?

Send your question to *Who Knew?*
c/o Wisconsin Week,
19 Bascom Hall; or e-mail:
wisweek@mac.wisc.edu.



CAMPUS SCENE

Bucky



UW underground

A subterranean campus snakes beneath your feet

Eileen Gilligan

A dark, labyrinthine world concealed below campus shares at least one thing in common with hell: heat.

A century-old system of tunnels supplies steam to heat most campus buildings, snaking along for several miles beneath campus buildings, roads and open spaces, says Kevin Corcoran, shop supervisor for the physical plant.

Built in 1898, two sets of steam tunnels encase the pipes that now carry steam from the main heating station on Charter Street to most buildings on campus. A second facility at Walnut Street supplements the Charter plant, Corcoran says.

Despite its age, the "district heating and cooling system" is not considered old-fashioned, Corcoran says. Instead, it's economical when compared to the cost of running a separate heating system in most buildings on campus.

Widely used in Europe — and even downtown Milwaukee — the steam tunnel system allows workers to operate just one heating system, rather than a whole slew of individual ones. Two pipefitters perform day-to-day maintenance on the campus heating system, he says.

There's only one way into the tunnels and that's with a key, Corcoran notes. But "Tunnel Bob," a human denizen of the deep passages, is not a figment of anyone's imagination. He has been

spotted in the tunnels from time to time, Corcoran notes. Though the itinerant has been lurking around the subterranean campus for years, "it's not a place you want to go roaming," Corcoran cautions. "If you happen to step on the wrong thing, you can get yourself cooked." ■

Top to bottom: The tunnels can be a bit dank, as ground water leaches through the walls in the tunnel under Charter Street. Steamfitter John Schneider opens a new valve in the junction room in a tunnel adjoining the Charter Street heating plant. View from the tunnel: Looking up from the tunnel floor one can see daylight streaming through a manhole grate. Amid the valves and pipes, steamfitter Les Breunig insulates a repaired section of steam pipe. Photos: Jeff Miller

Who knew?

Eileen Gilligan

Q: Of the 40,610 students enrolled at UW-Madison this year, how many are from other countries?

A: International student enrollment took an interesting jump this fall, increasing 12 percent over last year's enrollment of 3,349 students from foreign lands. This is particularly surprising because international student enrollment has been flat or on the decline for most of the 1990s.

The increase appears to be mostly split between graduate and undergraduate students. An increase of 10 percent — or 199 more students — entered UW-Madison to pursue graduate studies this fall, raising the international graduate student enrollment to 2,210.

"I think that overall the biggest reason that we saw an increase is that students who were affected by the Asian economic crisis last year or the previous year were able to come this year," says Joanne Nagy, associate dean in the Graduate School. "The incentive is a lot higher for international students to get a degree from a U.S. institution right now than it is for U.S. students."

International students can earn more in their home countries with a U.S. degree — and they'll earn more respect, too, she notes.

Among undergraduates, international students have numbered below 1,150 since 1992-93. But this year, 1,257 international students attend undergraduate programs.

"I think, in the world, it's becoming more and more the norm for people to have international experience," says Catherine Sheskey of the International Student and Scholar Services office.

"Wisconsin still has a lot of attraction as well as a lot of connections," she says. Many international students who choose UW-Madison have parents or professors who are alums, Sheskey says. "And the reputation is another part of it."

Q: Where's the Bucky Wagon?

A: It broke down, and an imposter from McFarland has been filling in.

The Spirit Squad is awaiting parts from Pennsylvania so the 1932 La France fire engine can be repaired.

"The McFarland Fire Department is just helping us out by letting the cheerleaders and Bucky use their wagon before the game to ride around on to all our appearances and then ride in on it at the beginning of the game," says Jessica Almazar, administrative assistant to the Spirit Squad. The old red McFarland engine came to the Spirit Squad's rescue for the last two home games.

"We kind of miss the old fire wagon," Almazar says. And the squad hopes repairs can be made in time for the last home game of the season Saturday, Nov. 13, against Iowa.



Bucky

The sweet smell of success — and sweat

Christine Mangi

It's New Year's Day, 1999, and 25,000 Badgers fans are basking in the sun shining over Pasadena, cheering on their team in the Rose Bowl.



Peterburs

Waving wildly at them from the field is Bucky Badger. The fans can smell the roses as they watch the beloved mascot's antics. But inside the sweltering 25-pound mask, Bucky can only smell sweat.

It's as if he buried himself in a pile of bowling shoes.

And he couldn't be happier.

In his three years as the mascot, Kevin Peterburs has grown accustomed to the smell. It's intensified over the years by the students who've played Bucky. Before every game, Peterburs sprays the inside of the mask with Febreze, but even that doesn't combat the odor. It's one of the most vivid memories Peterburs has of the first time he squeezed the fiberglass mask over his head at tryouts his sophomore year.

"It's a very pungent odor," he says. "And you can barely see and breathe. You basically decide right then and there if this is something you want to do."

For Peterburs, the decision to be Bucky Badger couldn't have been easier. Growing up in Milwaukee, he was known for his energy. Friends still chide him about break-dancing lessons he took as a 5-year-old.

"My parents thought I'd like them because I had so much energy," he says. "I was constantly running and dancing

around the house."

So one day when Peterburs, an engineering major, saw an ad seeking energetic individuals to fill the role of Buckingham U. Badger, he knew he'd be perfect.

But first, he had to prove it. The tryouts were intimidating. "We had to dance to all different kinds of music," he recalls, "without the mask on."

That's when the break dancing lessons came in handy. One minute he was doing "the worm," a slinky Michael Jackson-like move. The next, he was dancing with the grace of a ballerina.

"You pretty much feel like the biggest idiot in the world," he says. "But that broke the ice because it was the first thing we had to do."

In the next portion of tryouts, 35 Bucky hopefuls suited up to bring Bucky to life. And they had to do push-ups, as many as they could. "I think I did over 60," Peterburs says, trying to hide a smile.

The judges saw potential in Peterburs and asked him back to a second round of tryouts. The next week, Peterburs was in a deep sleep when the phone rang. "Congratulations," says the voice on the other end of the line. "You're the next Bucky Badger."

As Bucky, Peterburs is probably one of the most popular figures on campus. More than 75,000 fans come to cheer with him on football weekends. Nearly 322,300 alumni worldwide take pride in him as their college mascot. "It's nice to know you're well-known," says Peterburs. "I still can't get over the fact that I'm one of the few mascots in a college football video game. When a friend told me that,

I had to go out and buy it."

But living up to the expectations of Bucky Badger isn't always as easy as people think. Being the badger requires so much energy that Peterburs starts downing pitchers of water the night before a game and doesn't stop until the moment it starts. Not only does it keep him hydrated, it keeps his body cool. The temperature inside the outfit is 30 to 40 degrees warmer than it is outside.

Whether the temperature is 10 degrees or 110 degrees, Bucky can never show his fatigue. His job is to keep the momentum going, even when the team is losing.

"Someone, especially little kids, is always watching you," he says.

Peterburs doesn't follow any special exercise regimen to prepare for the stint, but he says it's one of the toughest aspects of the job.

While they don't have practices, the students who play Bucky do try to learn from each other at games. Sometimes they even hang out together and swap stories.

"They could relate when I told them about an interview I had for an engineering internship," he says. "The very first thing the guy asked me after he looked at my resume was 'are you really Bucky Badger?'" ■

Top: Bucky Badger greets children invited to campus for Halloween activities. Below, from left: Kevin Peterburs carries Bucky Badger's head and outfit in a custom-made backpack on his way to and from appearances. Peterburs begins his transformation from mild-mannered student to wild-mannered mascot in a sorority bathroom. The fully assembled Bucky checks himself out before heading out to greet his public. Photos: Jeff Miller



Who knew?

Eileen Gilligan

Q. How does a person who is disabled and/or in a wheelchair get through the heavy double doors that shut during a fire drill?

A. Although you may be surprised by the answer, it's something that safety officials have been studying for a number of years. In case of fire or other emergencies, people in wheelchairs and others with disabilities should go to a room near the stairs and away from any obvious harm. Preferably the room should have a window and a telephone, says Marcia Carlson, a facilities planning specialist. Then they — or with the assistance of a staff member ideally, or a student — should telephone 911 to let the police and fire workers know where they are. The problem with those heavy fire doors is that stairways often are located on the other side, presenting another possible problem to disabled persons.

"There's a lot of self-responsibility" needed on the part of a person with a disability, says Carlson, who uses a wheelchair. "You should figure out for yourself ahead of time what you should do," she says.

For more details and updates on evacuation procedures, visit: <http://wiscinfo.doit.wisc.edu/evacuation/>.

Q. Where is the best place to go when a fire alarm or other emergency breaks out in a university building?

A. The most important place NOT to go is into a bathroom. That's right. Although rest rooms may seem like safe places, especially in the case of a fire, they're actually danger zones.

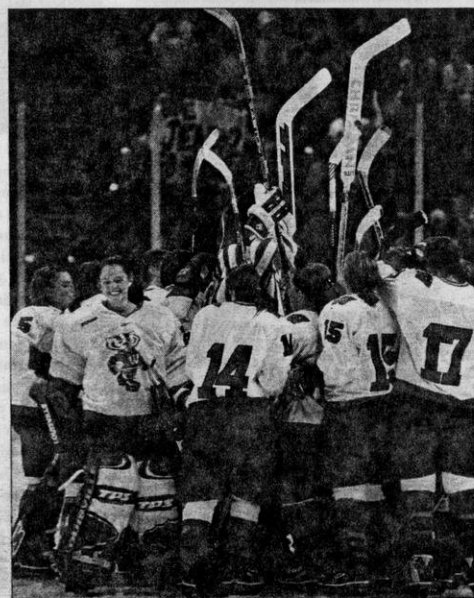
"Rest rooms have negative pressure, which means that air is sucked into the room and vented outside," Carlson says. "In a fire or chemical spill, smoke or chemical fumes will be pulled into a rest room, potentially harming or killing anyone who is in the room."

And if you see any notices still posted that instruct people to head to rest rooms in case of emergency, take them down, Carlson says. "In the distant past, well-intended but uninformed person(s) determined that people with disabilities should be directed to rest rooms in times of emergencies," Carlson writes in a recent memo. Most notices were removed about five years ago, but a few remain.

People with disabilities should follow the instructions listed in the first item in this column, at least until other instructions are developed, Carlson says. "Because of the nature of our buildings, you can have hundreds of people in the building who have never been there before, so you must have a much more sophisticated process" for clearing large buildings, Carlson says. A campus group has been developing new procedures; more information should be available soon, she says.



CAMPUS SCENE



Counterclockwise from top: Head coach Julie Sasner directs her team from the bench during the women's hockey program's inaugural game against Minnesota-Duluth Oct. 8 in the Kohl Center. The women's hockey team huddles for good luck on the ice with Bucky Badger just before the opening face-off of their first game. From directly behind the team bench and the arena glass, fans (l-r) Linda Olson, Patti Ruffeldi and Jo Hoel cheer on their niece, #13 Sis Paulsen, a freshman defenseman from Eau Claire. The Badgers celebrate the team's first-ever goal scored on a power play 2:25 minutes into the program's first game by #26 Kenda Antony, a freshman forward from Yorkton, Saskatchewan, Canada. Leslie Toner, a freshman from Wausau, was credited with the only assist on the goal. Photos: Jeff Miller



Crowd welcomes new women's sport

Wisconsin fans watched the women's hockey team play its first-ever game Oct. 8 in the Kohl Center.

A crowd of 3,892, the second-largest for any intercollegiate women's hockey game, featured dignitaries including Gov. Tommy Thompson, Chancellor David Ward and gold-medal Olympian Cammi Granato.

After taking an early lead on a power play goal by Kenda Antony 2:25 minutes into the game, the new team lost 8-1 to Minnesota-Duluth. Goaltender Jackie MacMillan, a redshirt freshman from Buffalo, Minn., made 50 saves.

The team posted its first win in UW history with a 2-1 victory on the road against Ohio State Oct. 15. ■



Chancellor David Ward, speaking at a news conference, explains that the budget proposal will balance tuition and state funding with private giving. Photo: Jeff Miller

'Intellectual firepower' to be brought to bear

New resources expected to aid recruiting of faculty and academic staff

Dan van der Weide, a new university professor working to enhance the power of modern microscopes, personifies the "intellectual firepower" the university expects to bring to bear in Wisconsin through the Madison Initiative.

Van der Weide, a professor of electrical and computer engineering who comes to UW-Madison from the University of Delaware, is one of the first of more than 100 faculty and academic staff expected to be hired under the Madison Initiative, a public-private investment included as part of the pending state budget.

UW-Madison has already authorized the hiring of 32 new faculty members with private funds, and 16 of them — including

van der Weide — are now on campus.

"More than anything else, it allows us to recruit and retain the very best faculty and academic staff," Chancellor David Ward says. "Intellectual firepower is what makes a great university, and this funding will allow us to build and retain this intellectual firepower."

The Madison Initiative calls for an increase to the university's base budget of \$57 million from the state and students, combined with \$40 million in private giving from alumni and donors, over four years. The 1999-2001 state budget, expected to be signed next week by the governor, will provide \$29.2 million for the first two years of the initiative.

The payoffs should be quickly apparent. Van der Weide, for example, plans to work with students to develop an Internet-based laboratory where experiments can be conducted using remotely operated microscopes. Such a lab has potential for teaching and scientific and industrial collaboration.

The chancellor says the initiative and overall university budget will provide students with improved educational and research opportunities; strengthen libraries and other services; and renovate buildings, among other things. ■

For a full report
on the
Madison Initiative,
see page 14.

Seg fees case has national implications

Erik Christianson

The amount of money is relatively low.

But the stakes couldn't be any higher. The U.S. Supreme Court will hear the university's segregated fee lawsuit Tuesday, Nov. 9. The lawsuit, which challenges the constitutionality of the university's mandatory student fee system, could force public colleges and universities nationwide to re-examine their student fee systems.



Southworth v. Board of Regents, the case's legal title, is a unique and compelling examination of one of the nation's foundational principles. Scott Southworth and two other conservative law students filed the federal lawsuit in April 1996, claiming the mandatory student fee forced them to support student groups they opposed on political, ideological or religious grounds. Since then, both the university and the plaintiffs have argued that the First Amendment is on their side.

"The funding of student services and a forum for the expression of diverse views does not offend the First Amendment," reads the university's legal brief to the Supreme Court. "It instead furthers First Amendment values by promoting vigorous debate in an educational setting entirely suited to that discussion."

Counters Jordan Lorence, the plaintiffs' attorney, in his Supreme Court brief: "The university must show it has a compelling interest in forcing students to fund

continued on page fifteen

Study: Bargaining doesn't inhibit grad education

Jeff Iseminger

Collective bargaining with graduate assistants doesn't interfere with the faculty's ability to instruct and advise those students, says the first national empirical study of collective bargaining's effects on faculty-student relationships.

The study was conducted by Gordon Hewitt, until recently a university doctoral student. He did the study in consultation with his adviser, Chris M. Golde, assistant professor of educational administration.

Hewitt surveyed a random sample of nearly 300 faculty members at five universities that have had graduate student collective bargaining for at least four years. They included the State University of New York at Buffalo and the universities of Florida, Massachusetts-Amherst, Michigan and Oregon.

Among the results:

■ Ninety percent of faculty members said collective bargaining does not inhibit

their ability to advise their graduate students.

■ Ninety-two percent said it does not hurt their ability to instruct their students.

The survey did find that many faculty members have concerns about the increased labor costs and bureaucratic procedures inherent in the administration of a collective bargaining agreement.

"These findings demonstrate that the relationship of faculty and graduate students is not negatively affected by collective bargaining," says Hewitt, who now works for Tufts University. "Administrators are using a specious argument when they invoke the disrupted educational relationship theory in defending their campus against an organizing effort."

"Instead, administrators may want to focus on the faculty's concern shown in this study over administrative and cost issues of implementing a bargaining agreement."

Graduate student employee organizations claim teaching and research assistants are entitled to collective bargaining rights. Many university administrators, on the other hand, argue that graduate assistants are primarily students, not employees, and should be governed by educational policy, not a collective bargaining agreement.

Coincidentally, UW-Madison in 1969 became the first university to enter into collective bargaining with graduate students. But it is only in the last eight years or so that large numbers of graduate students have attempted to unionize at colleges and universities.

Graduate students in the University of California System, for example, went on strike in 1992 and 1998 and this year won recognition for collective bargaining. New contracts have also been signed at the universities of Iowa and Kansas, with recognition battles going on at several other campuses. ■

Community's music

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Ready to play

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Who knew?

Eileen Gilligan

Q. Who are those crazy students who dash across the football field at the Homecoming football game and throw sticks at the goalposts?

A. Law students, obviously. (OK, maybe it's not obvious.) But each year at the Homecoming football game, third-year law students undertake this traditional run, which they believe forecasts the results of their first official cases as lawyers.

The goal is for students to toss canes over the goalpost and catch them on the other side. Legend holds that those who catch successfully will win their first cases; those who catch the wrong cane will have to settle.

Meghan McCormick, treasurer of the Student Bar Association, says she knows of no studies to determine whether those who drop their canes really do lose their first cases.

Perhaps with a nod to a future working relationship, the plain, black canes this year were ordered from a medical supply company, the cheapest source. "A lot of times people decorate them in different ways so they can recognize their canes so they get a 'win' rather than a settlement in their first case," McCormick notes.

Despite some top legal research, the origin of the cane toss remains murky. Many believe it dates to the arrival of professor William Herbert Page from Ohio State University Law School in the 1930s.

Keep an eye out for this event during the game Saturday, Oct. 16, and wish the future jurists luck — unless you plan to be on the opposing side of the courtroom for a new graduate's first case.

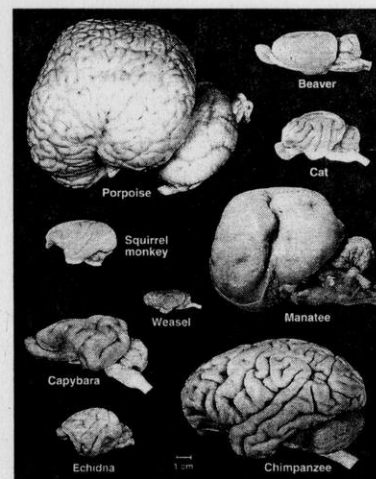
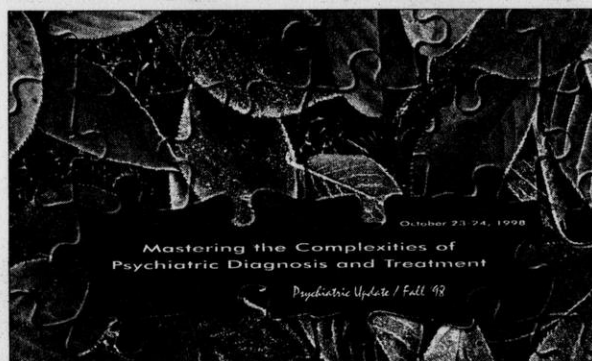
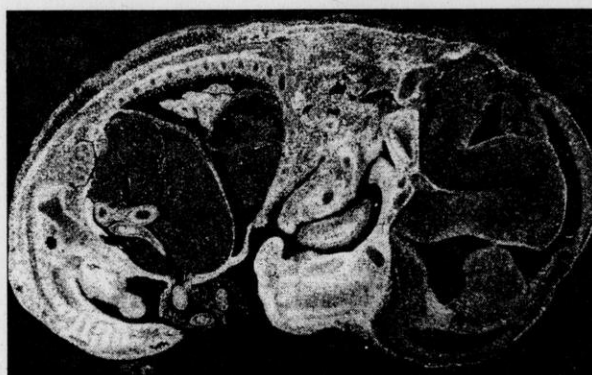
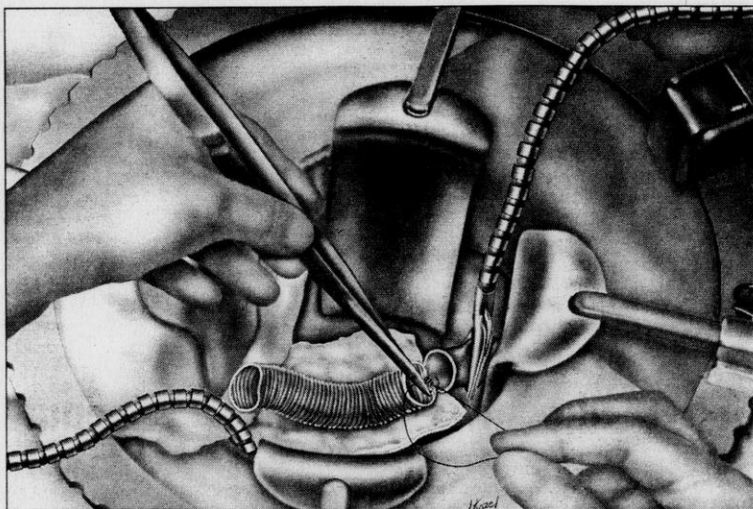
Q. Where did the Bucky Wagon come from?

A. The Bucky firehouse, of course. Or would you believe Wisconsin Rapids?

The Bucky Wagon, which carries Bucky and the cheerleading squad, onto the football field before games, actually is the third in a line of Bucky wagons. Originally, the wagon was used to transport shells for the crew team from lake to lake. Then the wagon's cargo expanded to include the football team. The tradition dates to the turn of the century when fans pulled the football team in a "Little Red Wagon" to and from the train station for out-of-state games.

At one point, the wagon was an antediluvian Ford chassis with a wooden framework. An old fire truck followed, until the current restored truck, a 1932 La France fire engine, was donated by Mr. and Mrs. Jay J. Norrington of Wisconsin Rapids in the mid-1970s.

Now the team travels by bus or airplane, and the Bucky Wagon is reserved for taking Bucky and his contingent onto the field at Camp Randall stadium.



Left: A brochure and program designed by Todd Brown for a 1998 conference, called "Mastering the Complexities of Psychiatric Diagnosis and Treatment," visually likens the diagnosis and treatment of patients to solving a puzzle. Above left: The image shows detail of a developing mouse embryo experiment and section done by Ian C. Scott in the laboratory of professor Daniel S. Greenspan, Department of Pathology and Laboratory Medicine. The specimen was about 7 mm long and almost invisible to the naked eye due to its transparency. Top: An illustration from a surgical series by senior illustrator Joan Kozel shows surgeon William Turnipseed's mini-laparotomy aortic surgery. The illustration was done for a lecture and for publication. Above: A chart compares various animal brains.

Image conscious: Service helps illustrate work

Images tell the story in this age of visual communication, and to help faculty and staff tell their stories better, a low-profile unit in the Medical School has been quietly expanding its range of high-quality art and photography.

The images on this page are a tiny sample of a wide range of digital and traditional art and photography services produced by the Medical Illustration and Photography staff.

Staff members support clinical, teaching and research projects at the Medical School, University Hospital and Clinics, health sciences and for other university faculty and staff.

Director Leta Hensen says the unit has branched out since another service, Photo Media, closed in 1997. For example, the

Medical Photography unit at the Medical Science Center now offers a new service, extremely high-resolution macrophotography of specimens (including large specimens up to 9 centimeters across) at magnifications of up to 50 times.

"This service will be of particular interest to researchers wishing to have outstanding images of stained tissue sections, embryos, histological specimens and other images for publication, poster sessions and other applications where only the best quality will do," says Doug Austin, a photographer who handles these special projects.

Medical Illustration and Photography also is the only place on campus where faculty and staff will find a computer slide-imaging service bureau. Files composed on

computer can be imaged onto slide film for presentations and other uses.

In other graphics areas, staff also produce illustrations and animations, publications and web pages, and general design services. Faculty and staff outside the health sciences can use these services, but should check to make sure their own school doesn't provide similar presentation help.

"We don't turn anyone away, but whether we compete or not may not be our decision," Hensen explains. "We will service staff from schools who have a service but choose to come to us for various reasons."

For more information and further examples of the work, visit: <http://media.medsch.wisc.edu>.

Bucky



Bill Sachse, left, now 72 and of Kohler, came up with the winning entry in a 1949 student contest to name UW's mascot, whose first incarnation is shown above. Sachse, the pep chair that year, submitted "Buckingham U. Badger." He says he's thrilled to be able to celebrate the tradition of Bucky in this year's parade. "It's been 50 years since he was created, and he's done a great job," says Sachse. "He is a wonderful ambassador for the university, its students and the whole state. It's a thrill to be able to promote him for another 50 years." Courtesy UW-Madison Archives

Homecoming parade features "Bucky's dad"

Liz Beyler

The 1999 Badger Homecoming celebration Oct. 10-16 will "Treasure the Tradition — 150 Years," and in that spirit, "Bucky's dad will be parade marshal."

"As our sesquicentennial comes to a close and the new millennium approaches, we think this is an important time to look back at the deep-rooted traditions of the university's past and celebrate those of the present, as well," says Stephen Randall, co-chair of the 60-member Homecoming Committee. "We invite all students, faculty, staff, alumni and other friends of the university to join us in the festivities."

This year's Homecoming parade will be Friday, Oct. 15, starting at 6 p.m. at East Washington Avenue and the Capitol Square. The UW Marching Band, colorful floats depicting this year's theme and other units will travel around the square and down Martin Luther King Jr. Boulevard to Monona Terrace. A Badger pep rally will take place on the center's rooftop garden immediately following the parade.

Because one of the university's most popular and recognized icons is its famous mascot Bucky Badger (who will celebrate his 50th birthday next month), the Homecoming Committee invited "Bucky's dad" to serve as this year's parade marshal.

Bill Sachse, now 72 and of Kohler, came up with the winning entry in a 1949 student contest to name the mascot.

Some new Homecoming events this year are:

- Middle- and high school-aged youths from the community will "Paint the Town" Sunday, Oct. 10, showing off their artistic skills by depicting the Homecoming theme on the storefront windows of State Street businesses.
- A Tug o' War battle, 4-6 p.m. Thursday, Oct. 14, in the back yard of Witte Hall along Dayton Street, will feature teams from the residence halls, student organizations, sororities and fraternities.

For a complete schedule and list of Homecoming '99 events, check out www.waa.wisc.edu/homecoming/ or call the Homecoming office at 265-2731.

- An essay contest for students in kindergarten through college. Winners in each of four categories will receive \$50 savings accounts at the University of Wisconsin Credit Union. As part of the university's sesquicentennial celebration, the essays will be placed in University Archives and are to be reopened and incorporated into UW-Madison's bicentennial celebration in 2049.
 - Public service opportunities. All organizations taking part in Homecoming activities earn points for their participation. This year, working with the Morgridge Center for Public Service, the Homecoming Committee lined up some 80 community service projects in which groups could participate and earn points for their involvement. Those projects, which began Sept. 24, wrap up Saturday, Oct. 9. Other Homecoming activities include:
 - An annual Charity 3K Walk/5K Run to benefit the Dean of Students Crisis Fund, starts at noon Sunday, Oct. 10, in front of the Memorial Union. Registration is from 10-11:30 a.m. on Library Mall. Cost: \$15.
 - A Celebration of Cultures, 3:30-7 p.m. Sunday, Oct. 10, in the Pyle Center, 702 Langdon St., features ethnic food and entertainment from around the world, provided by several campus student organizations. There is a modest charge for food items.
- All proceeds from Homecoming events and sales of Homecoming apparel and other items go to the Dean of Students Crisis Fund. ■

Conferences to explore role of Judaism

Barbara Wolff

In the middle of the 17th century, Baruch Spinoza was expelled from his Amsterdam synagogue, apparently for heresy. How that experience, and Judaism itself, shaped his life and work — and how he himself shaped modern Judaism — will be the subject of a conference Oct. 7-10.

According to conference organizer Steven Nadler, professor of philosophy, Spinoza made his mark as a philosopher by pursuing his unswerving belief that God is nature, that the roots of organized religion are in the passions and superstition, and the Bible is just a work of literature.

Scholars from Yale, Stanford, Vanderbilt, the University of Chicago, University College London, Tel Aviv University and elsewhere will consider the role Spinoza's Jewish background played in the formation and evolution of his philosophical principles, and Jewish reception of them.

A century or so after Spinoza, Johann Wolfgang Goethe came to prominence as a champion of the Sturm und Drang movement in which young writers revolted against prevailing literary standards of the day. His work, greatly influenced by Spinoza's, led to the importance of characters' psychological development in later German novels. Equally accomplished as a scientist as well as a literary figure, Goethe's discovery of the itermaxillary bone in 1784 played a role in Darwin's theory of evolution.

Klaus L. Berghahn, professor of German and coordinator of the symposium, says the question of whether Goethe was anti-Semitic has been debated endlessly; the Jewish reaction to Goethe, a newer direction of inquiry, will be explored at UW-Madison Oct. 28-30.

"We want to show the complexity of the German-Jewish symbiosis on which the reception of Goethe's works by a Jewish audience played an important role," Berghahn says.

Organized by the UW-Madison Center for European Studies in cooperation with the Department of German and the Center for Jewish Studies, the symposium will bring together faculty from across the country and around the world. Opening the event Thursday, Oct. 28, at 7:30 p.m. will be Michael Engelhard, consul general of the Federal Republic of Germany. ■

"Spinoza and Judaism,"
Oct. 7-10,
6191 Helen C. White Hall.
Information: Steven Nadler,
263-3741.

"Goethe in German-Jewish Culture,"
Oct. 28-30,
Lakeshore Room, Pyle Center,
702 Langdon St.
Information: Joan Leffler,
262-2193.

NEWSMAKERS

Here's a small sample of the faculty and staff who each week are spotlighted by the media. More: <http://www.news.wisc.edu/inthenews/index.html>.

Kutler: Reagan bio clouded

Critics are wading through the revelations in Edmund Morris's new biography, "Dutch: A Memoir of Ronald Reagan." Professor Emeritus of History Stanley Kutler, who is reviewing the book, was quoted in USA Today (Sept. 22) saying that the book primarily illustrates Reagan's skill as a "great practitioner of symbolic politics." Kutler finds other parts of the book less illuminating. In the book, Morris inserts his own presence through the inclusion of sometimes-fictional characters, a practice that clouds the narrative, says Kutler.

Reasons to drink grape juice

Reporting on a study by John Folts of the Medical School, the San Antonio Express News (Sept. 21) identifies the newest health benefit associated with drinking purple grape juice. Drinking the juice seems to be significantly increasing the elasticity of blood vessels, thus fighting the narrowing of arteries that leads to coronary artery disease. In Folts' study, subjects with coronary artery disease drank purple grape juice for two weeks. Folts found after that period that arteries were more elastic and the rate at which LDL cholesterol oxidized had increased. "Previously, much of the potential benefit of consuming purple grape juice was attributed to its apparent ability to make blood less likely to clot," says Folts. "Now we see that there appear to be two other beneficial factors at work as well."

Scary movies: Pickup strategy?

Author Jennifer Kornreich ponders in Salon (Sept. 19) whether scary movies such as "The Blair Witch Project" may prompt closeness between couples who see the movie together — or perhaps even induce some women to invite men to their bedrooms to calm their fears. Joanne Cantor, communication arts professor and author of a book on reactions to frightening media images, says that getting through a scary scene together can indeed be a bonding experience. But Cantor says the fright reactions can be more enduring than something that can be allayed by a night's companionship. "I see 40-year-old women who say, 'I have this thing ever since "Psycho" about showering [alone in the house]," Cantor says. The professor says a blind date took her to "The Collector," a creepy 1965 horror film about one man's sexual obsession. "I never wanted to see a man for the rest of my life!" Cantor recalls.

That pesky swamp gas again?

Physics professor Donald Cox was among those weighing in as scientists and citizens search for answers as to what might have caused a series of colorful blinking lights in the night sky above Menominee. An Associated Press item (Sept. 17) says local officials believe the lights may have been caused by reflection from a planet. But Cox says reflections usually appear as tiny spots, and he finds equally incredible the notion that the lights may have come from a flying saucer. "I would say the chance is about zero, but that is a prejudice," Cox says. "When I see one, I will change my mind." More likely, he says, is that the lights were caused by something more terrestrial, such as reflections from swamp gases.

Hoyt: Cameras no problem

As a bipartisan bill that would allow cameras in the Wisconsin Supreme Court nears becoming law, journalism and mass communication professor James Hoyt, quoted in the Minneapolis Star Tribune (Sept. 13), says research shows cameras seem to have little effect. Hoyt helped run a study on the subject that shows witnesses pay little attention to cameras or anything else outside the scope of the trial. "Whether there's a camera tucked back in the courtroom or not doesn't even register on the radar screen," he says.



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NEWS

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Bucky

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FOR IMMEDIATE RELEASE

Oct. 7, 1999

CONTACT: Stephen Randall or Simon Soomekh, (608) 265-2731

BADGER HOMECOMING FEATURES 'BUCKY'S DAD'

MADISON -- The 1999 Badger Homecoming celebration Oct. 10-16 will "Treasure the Tradition - 150 Years," and in that spirit, the Homecoming parade will feature "Bucky's dad" as parade marshal.

Bucky Badger, the university's most popular and recognized icons, will be celebrating his 50th birthday next month. Bill Sachse, now 72 and of Kohler, came up with the winning entry in a 1949 student contest to name the mascot.

Sachse, the pep chair that year, submitted "Buckingham U. Badger." He says he's thrilled to be able to celebrate the tradition of Bucky in this year's parade.

"It's been 50 years since he was created, and he's done a great job," says Sachse. "He is a wonderful ambassador for the university, its students and the whole state. It's a thrill to be able to promote him for another 50 years."

This year's Homecoming parade will be Friday, Oct. 15, starting at 6 p.m. at East Washington Avenue and the Capitol Square. The UW Marching Band, colorful floats depicting this year's theme and other units will travel around the square and down Martin Luther King Jr. Boulevard to Monona Terrace. A Badger pep rally will take place on the center's rooftop garden immediately following the parade.

"As our sesquicentennial comes to a close and the new millennium approaches, we think this as an important time to look back at the deep-rooted traditions of the university's past and celebrate those of the present, as well," says Stephen Randall, co-chair of the 60-member Homecoming Committee. "We invite all students, faculty, staff, alumni and other friends of the university to join us in the festivities."

--more--

Homecoming/Add 1

There are some new Homecoming events this year:

-- Middle- and high school-aged youths from the community will "Paint the Town" Sunday, Oct. 10, showing off their artistic skills by depicting the Homecoming theme on the storefront windows of State Street businesses.

-- A Tug 'o War battle, 4-6 p.m. Thursday, Oct. 14, in the back yard of Witte Hall along Dayton Street, will feature teams from the residence halls, student organizations, sororities and fraternities.

-- An essay contest for students in kindergarten through college. Winners in each of four categories will receive \$50 savings accounts at the University of Wisconsin Credit Union. As part of the university's sesquicentennial celebration, the essays will be placed in University Archives and are to be reopened and incorporated into UW-Madison's bicentennial celebration in 2049.

-- Public service opportunities. All organizations taking part in Homecoming activities earn points for their participation. This year, working with the Morgridge Center for Public Service, the Homecoming Committee lined up some 80 community service projects in which groups could participate and earn points for their involvement. Those projects, which began Sept. 24, wrap up Saturday, Oct. 9.

Other Homecoming activities include:

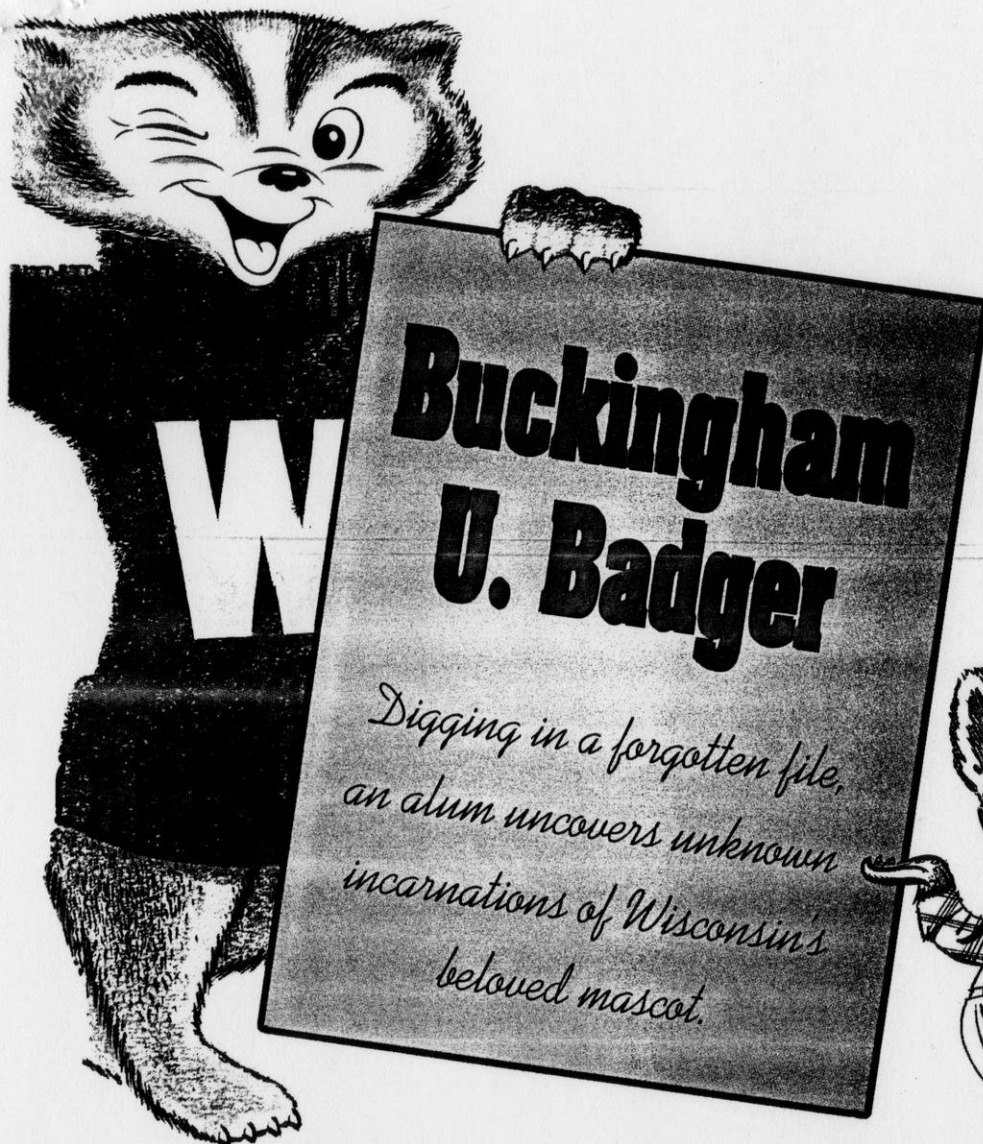
-- An annual Charity 3K Walk/5K Run to benefit the Dean of Students Crisis Fund, starts at noon Sunday, Oct. 10, in front of the Memorial Union. Registration is from 10-11:30 a.m. on Library Mall. Cost: \$15.

-- A Celebration of Cultures, 4-7 p.m. in the Pyle Center, 702 Langdon St., features ethnic food and entertainment from around the world, provided by several campus student organizations. There is a modest charge for food items.

All proceeds from Homecoming events and sales of Homecoming apparel and other items go to the Dean of Students Crisis Fund. Since 1987, the Homecoming Committee has donated more than \$125,000 to the fund. This year, the committee hopes to raise more than \$10,000.

For a complete schedule and list of Homecoming '99 events, check out www.waa.wisc.edu/homecoming/, or call the Homecoming office at 265-2731.

###



the fierce animal that led UW-Madison to a Rose Bowl victory.

As Towell flipped through the black-and-white drawings, he marveled at this Bucky impostor pictured as a nature spokesman for fishing and hunting and as a carefree tourist traveling the evergreened countryside in a sporty convertible. There was no indication that these were in fact the predecessors of the modern day mascot, except for the appearance of a tiny "B" on the belt buckle of one illustration.

The last few drawings in the file showed some evolutionary steps toward the modern model of Bucky. His head was wider and his nose less protruding. He lost his pudgy belly and gained a more personified look

with clothes. The animal also clearly bore the name of "Bucky Badger."

One illustration from this era shows the badger balancing in a tree over a lake setting. Dressed in a tasseled Indian outfit, the character winks enthusiastically at his audience. He wears an Indian feather headband as he paints the colors of the autumn leaves.

The final sketch in the file most vividly resembles today's Bucky Badger. On a large piece of faded card-

board, this badger was pictured wearing a dark sweater with a large white "W" on the front. He was not fishing or sightseeing, but simply taking a forward stride. Now all he needed was that unbeatable attitude and the presence of a football or hockey stick.

Bucky Badger has been used as more than just the mascot of Wisconsin and of the UW, of course. He has promoted everything from medical supplies to toothbrushes and even pesticides. Bucky was also the star of such controversial items as the infamous "Get

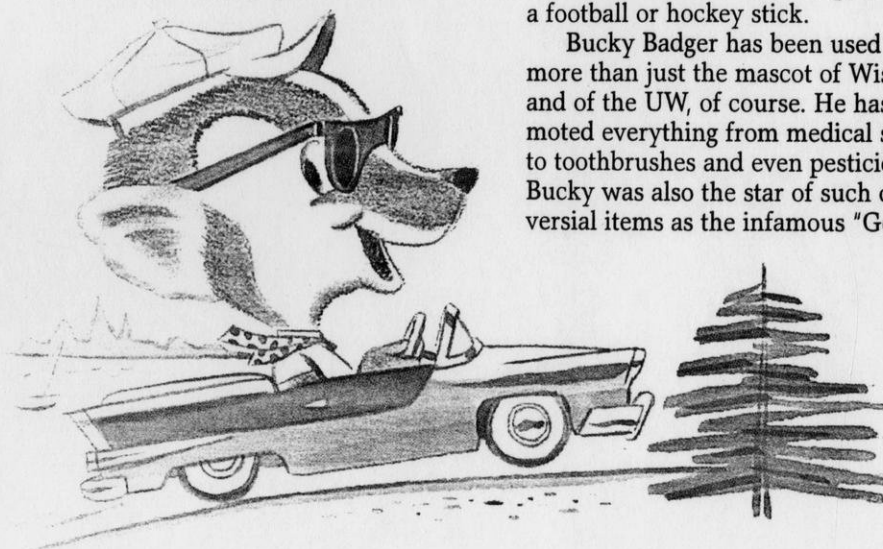


BY PAM ULIJASZ X'96

While cleaning out an old file cabinet at the offices of Towell Promotional Services (TPS), company president Tom Towell '53 uncovered an obscure history related to UW-Madison's most faithful fan. Hidden in the depths of an art drawer, a brown tattered folder with a masking tape label held original illustrations of a Bucky Badger-like caricature from the forties and early fifties, when the mascot served as a poster child for the Wisconsin Conservation Department (today the Department of Natural Resources and the Division of Tourism.)

Towell opened the musty "Bucky File," which overflowed with aging advertising illustrations produced by the forerunner of TPS - a local advertising agency run by Tom's father, Arthur Towell. However, the familiar forward-bound

caricature of the UW's snappy mascot strutting and snarling was not in this chapter of Bucky's scrapbook. Instead, the first sketch Towell found pictured a cute and cuddly badger with a rounded belly and big, smiling eyes - far from



Lucky Bucky" condoms and the "F—'Em Bucky" T-shirts that students bought prolifically. This was all before the university was finally officially granted a trademark interest in Bucky in June, 1994.

UW-Madison first embarked on its battle to license Bucky and other university symbols in 1988. Part of the motivation to take control of the university's symbols was to avoid having them used in an obscene manner.

Also, the athletic program was running a deficit, and an official licensing program featuring Bucky was thought to be a good source of revenue. However, several retailers, including the University Book Store (UBS) and Brown's Book Store (now the UBS Corner Shoppe), contested the university's ownership of its mascot and refused to remit licensing fees and royalties.

The university applied for the registration of the Bucky trademarks, but the bookstores and the Wisconsin Merchants Federation filed oppositions. Those oppositions were finally denied by the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office last summer, and the UW's ownership of its mascot was confirmed.



Bucky's path toward partnership with the university began with the first association of the badger with the state of Wisconsin. This was back in the nineteenth century, when Wisconsin miners were often referred to as badgers because they lived in earthen dwellings. In 1848, the badger was pictured perched at the top of the state's original coat of arms. It wasn't until 1957 that the badger was officially adopted as Wisconsin's state animal.



When the UW began playing intercollegiate football in 1889, the badger quickly became the university mascot. Live badgers were often brought to games in cages or on chains until one of the mascots broke loose, delaying a football game while he snapped at fans and cheerleaders.

The 1941 *Badger* yearbook was the first to portray the badger as an upright, humanized figure. From here, Bucky Badger began to emerge as a product of the UW Athletic Department's publicity efforts, directed by Arthur Lentz.

In 1946, an athletic-looking black-sweatered badger running with a football began appearing on official athletic department publications and press releases. Although antiquated in style, the characteristic wide face, shaggy cheeks, distinctive markings, small round nose, curled mouth, furry legs with four "toenails," and turtleneck sweater with white "W"

were all very similar to those of the now-standard Bucky. This particular badger also resembles the last illustration depicted in the "Bucky File" at TPS Advertising.

Bucky was formally introduced as "Buckingham U. Badger" at a 1949 Homecoming pep rally on the Memorial Union steps. This was also the

first live appearance of Bucky, featuring cheerleader Bill Sagal '51 in a papier-mache Bucky head. The badger was an instant success.

Bucky's first appearance as the trademark image we recognize today was printed in mid-1940. It was included in a set of decals ordered by Brown's Book Store and created by Arthur C. Evans of the Anson W. Thompson Company in Los Angeles, California.

The recognizable Bucky trademark, a strong forward marching model with curled lip and stern brow, is now forever a figure of university strength and pride. However, the coincidental discovery of the "Bucky File" at TPS is a reminder of the lengthy path that this badger has traveled, both evolutionary and legally. The badger is now an eternal sign of the university, and "black market Bucky's" are a thing of the past.

Some two hundred U.S. colleges and universities, including all other Big Ten schools, now have licensing programs. Royalties generated by Big Ten programs range from \$140,000 to \$1.3 million at Wisconsin and between an estimated \$5 and \$6 million at Michigan. □

If you have early illustrations to add to Bucky's scrapbook, send them to us at ON WISCONSIN, 650 N. Lake St., Madison, Wisconsin 53706.





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NEWS

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BACK TO SCHOOL SPECIAL:

WISCONSIN WELCOME PLANNED FOR NEW, RETURNING STUDENTS

MADISON – More than 5,600 freshmen and 1,100 transfer students are expected to join about 30,000 returning students at the University of Wisconsin-Madison during the next few weeks, and dozens of events are planned to help make the new students feel welcome.

Wisconsin Welcome 1999 features different events each day – such as open houses, skills workshops, faculty lectures and fun residence hall programs -- starting Tuesday, Aug. 24.

Arctic explorer Alvah Simon will be the keynote speaker at the Chancellor's Convocation Wednesday, Sept. 1, at 2 p.m. in the Kohl Center. Simon, author of "North to the Night: A Year in the Arctic Ice," will talk about his experiences surviving five months of isolation on his 36-foot sailboat high above the Arctic Circle. After his talk, free Babcock Hall ice cream will be served to commemorate his icy trip.

Some of the other highlights of Wisconsin Welcome 1999 include:

-- Fifth Quarter Pep Rally and Badger Tailgate, 4:30-7 p.m., Sunday, Aug. 29, in Camp Randall Stadium. The UW Marching Band, cheerleaders, dance squad and Bucky Badger will teach traditional Wisconsin cheers and fight songs to the newest Badgers, to be followed by a tailgate party.

-- Free Midnight Movies to close out the new students' first weekend on campus starting at 11 p.m. Sunday, Aug. 29, at the Memorial Union.

--more--

Welcome/Add 1

-- ComedySportz, a local improvisational group, to perform humorous skits about college life and survival tips at 9 p.m. and 11 p.m. Monday, Aug. 30, in the Wisconsin Union Theater.

-- The Morgridge Center Open House, 716 Langdon St., 1-4 p.m., Tuesday, Aug. 31. Students may sign up for community service opportunities with local, regional, national and international service organizations.

-- Rec Sports "Up At Night" Party, starting at 10 p.m. Tuesday, Aug. 31, which invites students to the Natatorium and SERF (Southeast Recreational Facility) for some late-night hours of sports, games, dancing, food, movies and prizes.

-- "Getting the Most Out of Your Freshman Year," a program sponsored by the Cross-College Advising Service, featuring survival skills for avoiding freshman pitfalls. It will run from 9:30 to 11:45 a.m. Wednesday, Sept. 1, in B10 Ingraham Hall, located on Observatory Drive.

-- UW-Madison Society of Poets Fall Picnic combining food and poetry at 4 p.m. Friday, Sept. 3, near the fountain on Library Mall.

-- Labor Day Bash, 12-3 p.m., Monday, Sept. 6, next to Vilas Hall, 821 University Avenue. One of Madison's best local bands will entertain students who may grill out while enjoying the music.

-- Global Connections, an all-campus social event with dance performances and instruction for all students, faculty and staff interested in meeting students from around the world, exchanging travel experiences and making new friends. From 8-11 p.m., Thursday, Sept. 9, Global Connections will be held in the Great Hall, fourth floor, of Memorial Union.

Tours of 10 UW-Madison libraries will be available starting Thursday, Aug. 26. Students may begin moving into residence halls on Friday, Aug. 27, and Saturday, Aug. 28. Special events are scheduled for commuter students and older adult students. And many campus religious organizations also are planning receptions for new students.

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-- Eileen Gilligan, (608) 265-5359

Who knew?

Eileen Gilligan

Q. Hey, what time is it? How come campus clocks seem to be set at different times?

A. Essentially, because they are set by different people with different "time" reference points. Your best bet is the clock in Library Mall. Aligned with "campus time," as electrician Jane Liess, calls it, this four-faced clock is hooked up to the campus's master clock, located in the physical plant.

Wires running through the tunnels under campus connect the master clock with "sub-masters" in different buildings, Liess explains.

The master clock is set to "Coordinated Universal Time," broadcast by a Fort Collins, Col. radio station associated with the National Institute of Standards and Technology. "We check the master clock every few days and it hasn't ever been more than two seconds off," she declares.

The clock crews try to keep their watches synchronized with "campus time," Liess says, especially for when they have to fix clocks not wired into the right time.

The "Bucky clock," located on the corner of Park Street and University Avenue, next to Grainger Hall, is not connected to the system. This two-faced clock is tough to set because "you've got to get out there on that ledge," Liess says, and adjust the two electric motors.

Plus, Bucky fights like a badger to keep his own time. "It's been very difficult over the years to get it to try to keep time," she adds. With no connection between the two faces, time may drift on one side but stay correct on the other.

The clock in Music Hall at the foot of Bascom Hill is another difficult clock. Part of the original construction of this 1878 building, the clock consists of four six-foot tall faces and a 2,000-pound bell.

Lyle Anderson, the university's carillonneur and artist-in-residence in the music school, says it used to be a two-man, two-hour job to wind the mechanical clock every eight days: That changed in 1933 when the clock was "electrified."

At the other end of Bascom Hill, Anderson sets the time for the chimes in the Memorial Carillon, located next to the Social Science building. He sets the time based on his watch synchronized with WHA.

And one campus-area clock is purposely set wrong: the clock atop Brothers tavern, at the corner of Lake Street and University Avenue, is set five to 10 minutes fast — "bar time," says Mark Bernadot, the general manager. It's a practice used to "get people out of here by local (closing) time so we don't have any problems with the police."

Send your question to
Who Knew? c/o Wisconsin
Week, 19 Bascom Hall; or
e-mail: wisweek@macc.wisc.edu.



Alternative publisher to fund e-journals

*Bucky
Badger*

Jeff Iseminger

Ratcheting up its David-and-Goliath battle with publishing behemoths, the Scholarly Publishing and Academic Resources Coalition (SPARC) has announced it will offer \$500,000 for the creation of new electronic journals.

The grants will go to nonprofit start-up ventures in science, technology and medicine. SPARC wants to transform the scholarly communications process through publishing alternatives to journals now owned by giant conglomerates such as Elsevier, an Anglo-Dutch publisher that also owns the Lexis-Nexis database company.

The reason: Conglomerates have pushed their journal rates so high that many academic libraries have had to cancel subscriptions. Some journal rates could buy you a

new car. Brain Research, published by Elsevier, costs libraries \$18,000 a year.

The journal increases squeeze an already tight budget: UW-Madison libraries have not received a state-funded acquisitions increase for a decade. The UW System has requested that lawmakers add base funding for collections and resource sharing in the 1999-2001 state budget, and the governor has proposed a \$7.3 million increase.

There's more at stake than money. Faculty members rely heavily on scholarly publishing to get promoted, win grants and receive recognition for their research. Their careers are profoundly affected by library cutbacks in subscriptions.

Into that fray last year jumped SPARC, an initiative of the Association of Research Libraries with 135 institutional members

in several nations. SPARC was founded to support increased competition in scientific journal publishing, which is why it's now offering \$500,000 in start-up grants.

"We want to create whole new models of publishing, and that will require applications of computer technology and the Internet," says Ken Frazier, director of UW-Madison's General Library System and chair of SPARC's steering committee. "And as librarians, we can help electronic publishers work on the problem of archiving electronic information."

SPARC previously supported, through nonmonetary means, the creation of three new journals: Evolutionary Ecology Research, PhysChemComm, and Organic Letters of the American Chemical Society to be launched in summer. ■

Taste testers sample food service fare

Eileen Gilligan

For students, it's an opportunity to taste what could be on their table in the morning or the next night.

For University Housing Food Service, it's a chance to explore the taste buds of the bulk of their customers: undergraduates.

And for top chef and production manager Paula Dobrowski, it's one of the few times she gets to witness students chowing down on her fare.

It is simply food testing, held every few weeks by the recipe developers in University Housing Food Service. Instead of professors, the evaluators are mostly students, especially those who live in on-campus residence communities.

"I think it's really fun," says Dobrowski, who does most of her work below ground in the roomy kitchen located beneath Gordon Commons at the corner of Johnson and Lake streets. "It gives me a chance to see what people really think because I don't get upstairs much to see people, especially the students."

University Housing Food Service has been relying on taste-testers for as long as they can remember. But unlike in the old days when students paid one price for university food, today's customers pay only for each item they select. As a result, says Robert Fessenden, associate director of University Housing, "We ask students: 'Would you buy it?' Sometimes we try things, but they don't eat it."

A taste-testing session Thursday evening, April 15, featured three kinds of potato salad, cherry pies with two different sauces, and chicken and turkey burgers that met the reduced-fat label. The main course, however, was ribs, both those campus-made by Dobrowski and her staff and some from Damon's, a popular local restaurant.

"Previously, we had a number of comments from the students that the ribs had too much sauce and were too soft," says Dobrowski, who heads a staff of four cooks in producing much of the food for the six residential community dining rooms.

Communication arts major Joel Zaslofsky, of St. Paul, Minn., gave the home team's ribs "two thumbs up." He adds: "I'd give them two and a half if I could, except for the potato salad. I'm not a big fan of potato salad."

Staff members from University Housing Food Service participate in the food testing as well, but "we're older," explains Fran Johnson, a food service administrator. Staff

taste preferences don't always match up with those of the students.

For instance, Dobrowski and Carolyn Yanke, who's in charge of recipe development, served some fresh mixed beans. Although most testers agreed the green beans in the assortment tasted delicious, some of the students were turned off by the wax beans, which they found more amusing than appetizing.

Jerralyn Ramthun, a senior from Waukesha who works in the food service administrative offices, recognizes the problems inherent in trying to please the more than 6,000 students who dine on university housing food. "It's very, very hard to get all the students to agree on something," Ramthun says. "I never fail to be amazed at how concerned they are for us, the students."

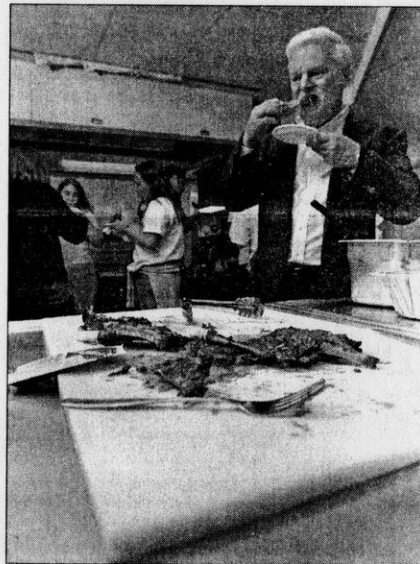
To keep the evaluations separate, Yanke uses fluorescent yellow forms for students, plain white for staff. Yanke says she weighs the students' evaluations more heavily than staff opinions. "We need the student input, really, because they are our customers."

Chuck Hitzeman, a junior economics major from LaGrange Park, Ill., says he's impressed with how responsive the university is to students' preferences. A member of the Food Advisory Committee, which was participating in the food tasting this month, Hitzeman refers student complaints about residential hall living and food to university staff.

For example, another advisory group member, sophomore Jeff Werner, had requested more turnovers at breakfast. Fessenden joked with Werner that he might find more turnovers if he woke up before noon. But then Fessenden admitted turnovers were just added as a regular breakfast serving one day a week. Werner, however, still did not

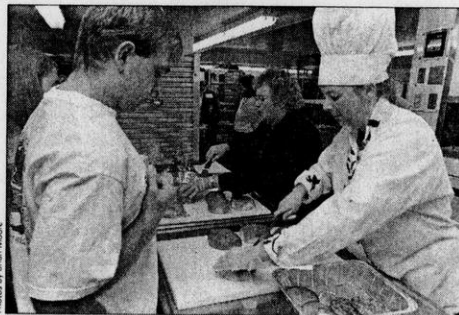
promise to get to breakfast on time.

The food feedback, Dobrowski says, brings her work full circle. "It really makes me feel like I have a part in what goes on in the bigger picture. I can see something from recipe development to the end."



Above: Robert Fessenden, associate director of University Housing, samples ribs in a taste-test pitting the university's ribs against Damon's, a chain restaurant.

Below: Paula Dobrowski, right, top chef and production manager, serves up reduced-fat turkey burgers to volunteer taste-testers.



Photos by Brian Moore

But what about the harsh criticism of her potato salad dressing or rib sauce? "I don't take it personally," she says, showing she has a thick skin as well as a tall toque. "Food is so much a matter of people's opinions." ■

Who knew?

Eileen Gilligan

Q. A highlight of the Dane County Coliseum hockey games was the presence of Bucky running around, hamming it up with fans. At the Kohl Center, the only time you see him is between periods, on the ice. Why is that?

A. Sources close to Bucky insist he does work the crowd: "It's just that the Kohl Center is a lot bigger. It's a more 'sectionalized' building so it's harder to get to as many sections."

At the Coliseum, Bucky could run through aisles, covering half the arena as all watched. In the Kohl Center, Bucky can only visit with fans in one section at a time; then he must retreat to the main hallway and enter another section. That only allows Bucky to stop in one or two sections per period.

Plus, Bucky really only has about 10 minutes in each 20-minute period to entertain his fans. The rest of the time, he's either lacing up his skates for the next intermission or taking them off. And try doing that with a head on your head.

But Bucky is worried fans at hockey games Dec. 31 and Jan. 1 might have missed him. "Bucky wasn't there because he happened to be a few thousand miles south and west." And can you really blame him?

Q. Why is there no real American flag at the Kohl Center? I think we lose something looking at a computer-generated one on the scoreboard.

A. Actually there is a real, cloth American flag at the Kohl Center, although the message board crew flies the computer-generated one during the national anthem as well. The "real" flag hangs on a steel truss at the south end of the arena, above the student section where the band plays. During some events, a military honor guard also carries a U.S. flag during the national anthem.

When the Kohl Center first opened a year ago, the flag was mounted on a truss, along with the UW flag and the flag of the opposing team, operations manager Mike Huffman says. But due to safety concerns, the flag was hung permanently on the steel with a UW flag at its side. The opposing team's flag is hung on the other side of Old Glory before each game.

Send us your questions

Wisconsin Week publishes answers to questions of campus interest posed by faculty and staff. Eileen Gilligan, a project assistant in the Office of News and Public Affairs, takes your questions and seeks out the answers.

Send your question to *Who Knew?* c/o Wisconsin Week, 19 Bascom Hall; or e-mail: wisweek@macc.wisc.edu.

Researchers turn to federal agencies — not industry — for financial support

George Gallepp

The nation's agricultural colleges frequently come under fire for a growing reliance on private industry for research funding. But recent surveys of scientists at U.S. ag colleges do not support the claims that ties to agribusiness have become too cozy.

"Our data show that industry's share of research support changed little between 1989 and 1996," says UW-Madison rural sociologist Fred Buttel. "Nor is there evidence that researchers are developing closer relationships with industry. In fact, researchers may be growing more wary of close ties with industry."

There have been many reports during the past decade on changes in the nation's ag colleges, Buttel says. The portrait that emerges is one in which a shrinking clientele of farmers, level or falling public funding for ag research, and the rise of molecular biology and biotechnology result in university agricultural scientists turning to industry as a key client group and source of research support.

"Those reports have been based on little concrete data, or else on aggregate data that aren't very useful in describing the conditions that a typical ag scientist faces," Buttel says.

Buttel and Jessica Goldberger, a research assistant also with the UW-Madison College of Agricultural and Life Sciences, evaluated key changes in the land-grant agricultural colleges by analyzing responses from individual faculty members.

The sociologists conducted surveys in 1989 and 1996, comparing their findings, where possible, with results of a landmark survey

done in 1979. Biological scientists dominated the survey.

Buttel and Goldberger found that between 1979 and 1996 the research spending by the average scientist decreased from \$134,000 to \$112,000 per year when adjusted for inflation. Grants from the Hatch Act, which originate at the USDA and include a match from the individual states, remain the single largest source of money for agricultural research, according to Buttel. However, between 1989 and 1996 Hatch funding decreased from 36 percent of the average researcher's support to 26 percent.

The scientists surveyed strongly agreed that private sponsorship of land-grant ag research is needed because public research funds are not adequate, Buttel says. However, funding from private industry and commodity groups, taken together, rose only from 15.6 percent to 16.8 percent between 1989 and 1996.

To study ties between ag college researchers and industry, Buttel and Goldberger looked at the percentage of faculty who owned equity positions in private companies, received private industry support, or consulted with, communicated with or advised private firms. The UW Madison sociologists found no significant changes between 1989 and 1996.

Buttel and Goldberger found that grants also play an increasingly important role in faculty promotion decisions. Those surveyed in 1996 said that receipt of grants or contracts is now nearly as important in determining faculty promotions as their publication record. ■

Fauna versus flora: Deer threaten wildlife

Terry Devitt

Like Aldo Leopold before him, UW-Madison botanist Don Waller is about to take an unpopular stand on Wisconsin's booming deer herd.

Waller is likely to find himself in the cross hairs of both hunters and animal rights activists over the issue of how best to manage the estimated 1.4 million deer in the state. He paints a vivid picture of the damage the large deer herd is doing to Wisconsin's biodiversity.

The list of casualties, says Waller, includes trees like Eastern hemlock and white cedar, wildflowers such as orchids and lilies, and shrubs like Canada yew. Moreover, the combined effect of overbrowsing by a deer herd with population densities now in the range of 20 to 30 animals per square mile has, in some areas, significantly reduced vegetation needed by many songbirds and butterflies.

"We've created a landscape that fosters high deer density," says Waller noting that much of northern Wisconsin is now a blend of openings, conifer stands and young aspen stands, ideal deer habitat. "But there's a downside to this kind of landscape and wildlife management."

Fifty years ago, another UW-Madison professor, wildlife ecologist Aldo Leopold, faced a similar situation, and successfully persuaded the state to alter the way deer were harvested, specifically by opening the hunt to include young bucks and does. He was criticized for it until his death in 1949 (see story at right).

In Waller's view, the issue remains essentially the same: The deer herd, he argues, is managed in one dimension, with little thought or policy directed to the idea that deer are one component of an interconnected system of plants and animals.

The problem, says Waller, is of such proportion that "catastrophic disintegration" looms for some of Wisconsin's distinct biotic communities.

"There is good evidence that native species, particularly orchids and lilies, are getting hammered by deer. They are high on the list of preferred deer foods."

Waller and his students, in fact, have collected much of the hard data to support

such a conclusion. Under grants from the National Science Foundation and the U.S. Department of Agriculture, Waller has conducted studies over six years of the influence of deer on plant communities, principally in northern Wisconsin. The results portray a dire future for plants and trees that were once common elements of the Wisconsin landscape.

Eastern hemlock, for example, was at the time of European settlement a dominant or important component in roughly two-thirds of Wisconsin's northern forest area. It is now confined to a few remnant stands and, in those stands, is experiencing a widespread failure to regenerate. Seeds sprout, says Waller, but trees rarely survive beyond the seedling stage because they are a preferred menu item for deer, which today roam in densities two to four times as great as when Europeans first settled the area.

Thomas P. Rooney, a UW-Madison graduate student in botany, working in Pennsylvania's Heart's Content, one of the last virgin forests in the eastern United States, has documented the devastation inflicted by deer that exist in densities even higher than those in Wisconsin. Cataloging plants in the two virgin stands browsed by deer, he found that in one stand nearly 60

percent of native species had disappeared. In the other, he could not find nearly 80 percent of the plant species found in a 1929 survey of the same tract.

The heart of the problem is single-minded management, Waller says. Management historically has been focused on keeping deer populations as high as possible without degrading the herd.

What's needed to ensure the overarching health and diversity of Wisconsin's biotic communities, argues Waller, is a more encompassing approach to management: a broader, ongoing monitoring of biotic impacts. "That, heretofore, has not been an element of deer management."

Waller says the idea will be controversial because it involves reducing deer population density in some deer management units through expanded hunting.

Reducing densities will be unpopular with some hunters. But the method for achieving those densities, hunting, which Waller says is far and away the best management technique at the DNR's disposal, will not be favored by other groups such as animal rights activists.

"This is a radical notion to some people. But some managers, particularly foresters and wildlife biologists, are starting to listen to the message," Waller says. ■

For Leopold, radical measures of control took a toll

SOME 50 years ago, Aldo Leopold, UW-Madison professor of wildlife ecology and environmental icon, sounded the first alarm about Wisconsin's looming overabundance of deer.

And he did something radical about it: As one of six board members of the Wisconsin Conservation Commission, the precursor of Wisconsin's Department of Natural Resources, Leopold advocated and helped implement the first harvest of young bucks and does during the hunt of 1943.

For opponents of the plan, including many resort owners, hunters and anti-hunters, the annual gun deer season that year became known as the "Slaughter of '43." The idea of shooting antlerless deer, a more common deer management strategy today, "was considered heresy," according to Leopold's biographer Curt Meine. "It wasn't what anybody wanted to hear."

The events of 1943 prompted a backlash against Leopold, and the personal attacks persisted up until his death in 1949. The affair, says Meine, had an important impact on Leopold, especially on the thinking and writing behind his conservation classic, "A Sand County Almanac."

"The issue is not so different today," says Meine. "Leopold saw that problems inevitably arise if management focuses too heavily on a single species — when we manage for just one part of the system and pay inadequate attention to the system as a whole."

Bucky Badger

Bucky

FOR IMMEDIATE RELEASE 3/23/99

NEWS BRIEFS FROM THE UNIVERSITY OF WISCONSIN-MADISON

- o Bucky, other guests cap year of reading at Kennedy school
- o Social Security reform forum features UW speakers
- o Academic staff elect representatives

BUCKY, OTHER GUESTS CAP YEAR OF READING AT KENNEDY SCHOOL

CONTACT: Craig Campbell, principal, Kennedy Elementary School, (608) 246-5060; Paul Ludden, UW-Madison biochemistry professor, (608) 262-9812

MADISON -- Local celebrities will visit Kennedy Elementary School in Madison on Friday, March 26, to read to students and boost the school's efforts to emphasize the importance of reading.

A steady stream of local celebrity readers will spend time reading to students as part of the "Reading is Your Ticket to the Top" program.

Reading from 1-2 p.m. will be Paul Ludden, executive associate dean and professor of biochemistry at the University of Wisconsin-Madison College of Agricultural and Life Sciences. Ludden will read and discuss a book on cells to two third-grade classes.

Bucky Badger and the UW-Madison cheerleading squad will be on hand from 2-3 p.m., organizers say. Madison Police Chief Richard Williams and state literacy director Barbara Manthei kick off the day at an assembly at 8:30 a.m. Madison Mayor Sue Bauman, Fire Chief Debra Amesqua and local television personalities will be among the guest readers. Kennedy Elementary School is at 221 Meadowlark Drive on Madison's East Side.

SOCIAL SECURITY REFORM FORUM FEATURES UW SPEAKERS

CONTACT: Steve Lederman, (608) 263-2458

A panel of speakers will present several viewpoints about reforming the nation's social security system Wednesday, March 24.

The forum is scheduled to start at 7 p.m. in Tripp Commons of Memorial Union on the UW-Madison campus. Panel members will debate the merits of each reform proposal and then open the discussion for questions from the audience. Panel members include professor Ken Mayer, UW-Madison Department of Political Science; professor Paul Menchik, Michigan State University; Larry Bulling, American Association of Retired Persons; and Carol Weidel, Wisconsin Federation of Teachers president.

ACADEMIC STAFF ELECT REPRESENTATIVES

The university's academic staff employees have elected two new members and re-elected an incumbent to the Academic Staff Executive Committee.

Lawrence Casper, Linda Newman and incumbent Esther Olson begin three-year terms July 1 on the panel that conducts the daily business of the Academic Staff Assembly. ASEC is the counterpart to the Faculty Senate's University Committee. The three join five current committee members. ASEC must also appoint a replacement for former member Mary Ruedinger, who left the university for another position.

Casper is assistant dean of engineering for research and technology transfer and also serves as associated director of University-Industry Relations in the Graduate School. Newman is a student services coordinator in the School of Education. Olson is assistant director of both the Physical Sciences Laboratory and the Synchrotron Radiation Center. She also is president of the Academic Staff Public Representation Organization, or ASPRO.

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Who knew?

Eileen Gilligan

Q. I really like Bucky Badger and I'd like to find him on campus. Where should I look?

A. Like many people on campus, Bucky has a campus phone number and an e-mail address. But whether you would reach him at either of those is another question.

A search of the e-mail directory turns up the following address: buckyb@students.wisc.edu. If you send Bucky a message there, he'll promptly write back with a message like this one: "Go Big Red! Sincerely, Bucky Badger." According to this directory, Bucky is a senior with no major. His home address is Bascom Hill, but he coyly lists his home phone number as the information directory.

If you want more of a personal touch, you might try the staff directory. There, his home address is listed simply as Winning Season, Apt. 1999. We certainly know that's located in Madison this year. His home phone number is 262-2222, but that is answered by the touch-tone registration system in the registrar's office.

Bucky's job is listed as "School Mascot," and he works at 1440 Monroe Street. That address may seem familiar to Badger sports fans: It's the athletic department office at Camp Randall Stadium. (It figures Bucky would be there, too.) His work phone number is 262-1440, but that's answered by the athletic ticket office at the Kohl Center. It makes sense that Bucky doesn't answer his own phone since we haven't ever heard him speak.

Q. How come I couldn't go skating at the Shell last Thursday night?

A. Because *Who Knew?* goofed when we published an item last issue that said the Shell was open for public skating at that time. The correct public skating hours are:

Monday, Wednesday and Friday:
Noon - 1:10 p.m. and 5:30 - 7 p.m.
Saturday: 1:45 - 3:15 p.m.
and 7:15 - 8:30 p.m.

Sunday: 1:45 - 3:15 p.m.

Fees are \$2.25 for faculty and staff (who have paid the access fee), \$1.25 for UW-Madison students, \$2.25 for other students and \$3 for the general public. Skate rentals cost \$1.50.

Send us your questions

Wisconsin Week publishes answers to questions of campus interest posed by faculty and staff. Eileen Gilligan, a project assistant in the Office of News and Public Affairs, takes your questions and seeks out the answers.

Send your question to *Who Knew?* c/o *Wisconsin Week*, 19 Bascom Hall; or e-mail: wisweek@macc.wisc.edu.

Future of West tied to saving the land

Brian Mattmiller from Anaheim, Calif.

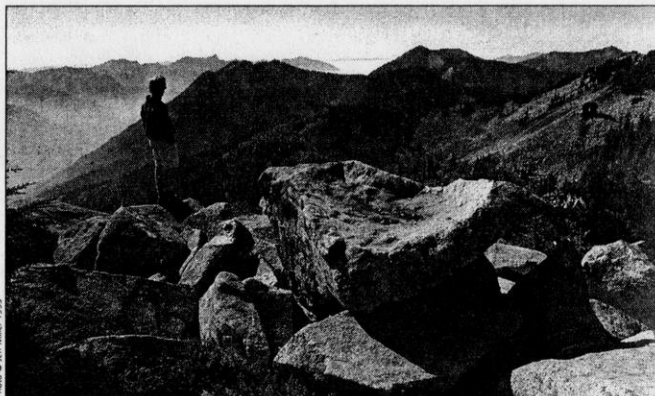
The mythical road to riches in the American West has always been tied to a deeper coal mine, a bigger clear-cut, a greater take from the earth. But those boom-and-bust operations have produced more ghost towns than prospering ones.

The road to economic stability for the west today, argues a UW-Madison rural sociologist, is one that takes an ironic twist to the frontier axiom that "all wealth comes from the land."

William Freudenburg says western towns that are healthiest today are those that have stopped chasing new mines, smokestack industries and prisons and focused instead on the West's greatest asset, its natural beauty. Many rural towns have growing populations and revitalized economies built on promoting environmental quality.

"The new prosperity in the West is based on the region's natural beauty, rather than on tangible resources like coal, trees, cattle and sheep," says Freudenburg. "The only mining in these towns is mining the coins out of the pockets of tourists."

Freudenburg was part of a symposium on exploring the changing character of the American West Saturday, Jan. 23, at the American Association for the Advancement of Science annual meeting. A century after Frederick Jackson Turner's famous "frontier thesis," the West now faces a riding tide of challenges, including relentless development, battles over public land and environmental blight. The symposium focuses on the interior West composed of eight states of the Great Basin and Rocky



Vistas, such as this one in the Pacific Northwest, draw visitors to the region. Tourism and service industries will help the American West thrive in the future, a UW researcher says.

Mountains. From 1980 - 1990, the population in these eight states (from Arizona and New Mexico north to Montana and Idaho) has increased 20 percent, twice the national average.

One telling example of change is Kremmling, Colo., a town of about 2,000 people, an hour's drive from Steamboat Springs. For decades, its citizens saw industries such as sawmills as the surest route to prosperity. But that all changed about a decade ago, when the last timber-related industry shut down.

"A lot of people expected the town to dry up and blow away," Freudenburg says. But within a few years of the plant closing, the town's population was growing. People moved there because of its mountain scenery and quality of life, and

relatively lower costs than nearby Steamboat Springs.

Freudenburg says thriving towns not only have tourism, but an influx of retirees and a growing service economy. New businesses such as software development and consulting can be based anywhere, and people are choosing small towns with gorgeous views.

Freudenburg says one of the biggest enemies of the West is the frontier mentality itself. It's captured in the vernacular of the region, in phrases like "you can't eat the scenery" and "next-year country."

"We're becoming prisoners of our perspectives that are rooted in the time of Frederick Jackson Turner," Freudenburg says. "That era may have died, but the logic of the frontier still hasn't." ■

Research describes human origins debate

Terry Devitt from Anaheim, Calif.

Common wisdom holds that Charles Darwin's *Origin of Species* was the spark that ignited the debate — often cast as religion versus science — about human origins. But when Darwin's revolutionary work was first published in 1859, the intellectual and spiritual controversy that colors nearly any discussion of where humans come from was already a two-decade-old phenomenon in the United States.

G. Blair Nelson, a UW-Madison graduate student in the history of science, speaking here last week at the annual meeting of the American Association for the Advancement of Science, describes a rich pre-Darwinian tradition of controversy over human origins.

The debate included such notions as different races having different origins, and the belief that Adam and Eve were not necessarily the first humans, but the first Jews or Caucasians, leaving the door open for the existence of prebiblical humanity.

"There were many different versions of these ideas," says Nelson, and some were used to prop up notions of white supremacy after the Civil War. Others, proto-fundamentalists, for example, used these ideas to reconcile their beliefs with an emerging fossil evidence that suggested a prehistoric, prebiblical lineage for humans.

After the Civil War, Darwin's theory exerted an influence that tended to shut down these debates, but some carried over into the early 20th century, Nelson says. ■

Assembly to vote on mandatory reviews

Erik Christianson

A proposal to institute performance reviews for the largest group of UW-Madison employees appears poised for passage in the Academic Staff Assembly next month.

The assembly on Monday, Feb. 8, is scheduled to vote on a plan to require written, annual summaries of job performance for the university's 5,300 academic staff. The proposal, however, dictates that the actual review is not limited to the traditional sit-down meeting between employee and supervisor — a concession to staff who protested an earlier version of the measure.

Those who had raised concerns say mandatory performance reviews can carry a negative connotation. But supporters say the provision is intended to help, not hinder, academic staff.

Ann Wallace, chair of the Personnel Policies and Procedures Committee, says performance reviews are already utilized with classified staff, who are evaluated each

year, and faculty with post-tenure review. Some academic staff employees are reviewed annually as well, with many of those reviews linked to merit raises.

Wallace says that annual documentation of job performance is important for employees and supervisors. Expectations can be clearly stated, and both special accomplishments and areas needing improvement can be noted.

"Performance reviews are not to be viewed as punitive but rather to facilitate communication with an emphasis on the positive," says Wallace, the School of Education's administrative officer.

An academic staff employee's performance will be deemed "at least satisfactory" if a supervisor does not write an annual summary and put it in the employee's personnel file, according to the proposal. Some supervisors already address employee job performance in annual reappointment letters, which could be used to meet the new requirement.

Char Tortorice, UW-Madison's associate director of testing and evaluation services, had been opposed to mandatory reviews. But the new language allowing many types of performance evaluations assuaged her.

"Various types of ongoing communication between employees and their supervisors of the sort described in the new language as acceptable performance reviews is just good daily management," she says.

The Academic Staff Executive Committee did not take a position on the performance review proposal because it does not want to influence the assembly, says Barry Robinson, ASEC chair. He predicts passage in the assembly. "People are much more comfortable with the language," he says.

Once the assembly adopts the proposal, Chancellor David Ward and then the UW System Board of Regents would review and approve the measure. Implementation would occur later this year. ■

Bucky

12/22/98

TO: Editors, news directors, Rose Bowl feature reporters
FROM: Tim Kelley, (608) 265-9870
RE: More Rose Bowl story tips

For your Rose Bowl feature coverage in Pasadena, you may want to consider these possible story subjects:

Rose Bowl reunion. About 400 people, including many former Badgers who played in previous Rose Bowls, are expected to converge at the Los Angeles Marriott hotel on New Year's Eve. The National "W" Club is planning a reception honoring former players starting at 7 p.m. PST.

National "W" Club executive director Terry Murawski is still collecting RSVPs, but he can talk about the plans for the event and should soon be able to tell you about some of the people expected to attend. The event is open only to club members and the invited guests, but media coverage is welcome, Murawski says.

The National "W" Club is an alumni letter-winners organization at the University of Wisconsin-Madison. Murawski, who has been with the organization more than 15 years, can be reached at (608) 262-7717.

Bucky everywhere. One Bucky Badger will not be enough to handle the demand for public appearances in Pasadena by the reliably energetic Badger mascot. Three UW-Madison students will wear the Bucky suit next week in southern California. Geri Shuler, who coordinates spirit activities, says the Bucky trio will be joined by a 12-member dance team (formerly the pom-pom squad) and 20 varsity cheerleaders.

Bucky will follow the band and make other appearances. The Bucky crew will work in shifts to get through a 13-hour game day series of appearances, and two Bucky's may work the crowd during the game, Shuler says. For more information, call Shuler in Pasadena at the Doubletree Santa Monica, (310)395-3332. Leave a message.

Acting as Bucky are Matt Malecki, a senior in mathematics from Oshkosh; John Seelman, a senior in journalism from Whitefish Bay; and Dan Nicholas, a senior in business from Rockford, Ill. Nicholas is available for interviews at (608) 286-1857 Wednesday and (815) 398-8303 until Sunday.

Through the wire: World Wide Web users can join in the Rose Bowl hoopla vicariously through the UW-Madison Office of News and Public Affairs, which will be producing the web-based "Postcards from Pasadena," a series of images and stories updated daily on the UW-Madison web site.

Vignettes will include the Tournament of Roses Parade, the Badger pep rally and some slices of Southern California life. Check it out Dec. 30-Jan. 2 by visiting:
<http://www.news.wisc.edu/rosebowl/>

Media are welcome to link to the UW-Madison Rose Bowl web series and related information from their own web sites. For more information, contact Nick Weaver, (608) 263-9141.

FOR IMMEDIATE RELEASE 12/15/98
Contact: Pamela Holt, (608) 262-0195.

Bucky

ROSE BOWL EXPECTED TO BOOST BUCKY SALES

MADISON-There's nothing like a Rose Bowl invitation to increase the popularity of the already popular Bucky Badger.

Bucky, one of America's favorite college mascots, will be on center stage Jan. 1 when the Badgers play UCLA in the Rose Bowl. The University of Wisconsin-Madison's second Rose Bowl appearance in five years has boosted sales of Bucky Badger merchandise - and could lead to an increase in counterfeit merchandise, says Pamela Holt, director of the university's Office of Trademark Licensing.

"The popularity of Bucky is one of the major aspects of our trademark licensing program, from sweatshirts to hats to all kinds of items," Holt says. "And with the Rose Bowl, sales are really picking up."

UW-Madison ranks 10th in sales in the Collegiate Licensing Company, the organization that oversees trademark licensing for more than 170 universities. Royalties from licensing totaled almost \$1.2 million in 1997-98, continuing a trend of more than \$1 million in annual trademark income since 1993-94, when the Badgers won the Rose Bowl.

The royalty income is divided between financial aid for students, called Bucky Badger Grants, and the UW athletic department. This year, 107 Bucky Badger Grants ranging from \$700 to \$10,000 were awarded, mostly to Wisconsin residents, based on need.

The university has licensing agreements with 445 companies to market Bucky Badger, the motion "W" and the UW-Madison name on apparel and other merchandise. Permission to use the university's trademarks must be obtained through the Office of Trademark Licensing. The trademarks are property of the UW System Board of Regents.

Holt anticipates an increase in counterfeit UW merchandise at the Rose Bowl. More than 1,500 counterfeit T-shirts, sweatshirts and hats were turned over at the 1994 Rose Bowl through a civil enforcement action.

Holt, CLC representatives and a private company hired by the Pasadena Tournament of Roses will enforce the trademarks at the Rose Bowl.

"It's important for people to remember that they can't use the UW's trademarks, UCLA's trademarks and the Rose Bowl's trademarks just because they want to use them," Holt says.

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- Erik Christianson, (608) 262-0930; echristi@facstaff.wisc.edu

Who knew?

Column answers your questions

Eileen Gilligan

Q: Which book is checked out of the campus libraries most often?

A: *Organic Chemistry* — yes, a textbook. But one may wonder if the numbers are skewed by professors who put books on reserve for check-out by diligent students. The highest-ranking humanities entry is a collection of writings labeled *Early English Books*, which comes in at 16th. Other popular selections include *The New Our Bodies, Ourselves* at 18th and *Madison, A History of the Formative Years*, at 21st. *The African Storyteller: Stories from African Oral Traditions* numbers 99.

But don't let the numbers fool you. As Don Johnson, a library editor in external relations, points out: None of these figures includes the number of people who pull a book off the shelf, peruse, copy or read it, yet never check it out.

Why is there no popular novel in the top 100? "We're not used that often for diversion," Johnson says of the crowded stacks located in 45 libraries around campus.

Q: Where did Bucky come from?

A: Bucky's ancestors started gracing the state seal one sesquicentennial ago — in 1848, a badger was put atop the state seal, where it still resides today.

When the university began playing intercollegiate football about 41 years later, a badger quickly became the mascot and appeared at home football games, traveling either in a cage or on a chain. Those visits ended after the badger broke free and started snapping at fans and cheerleaders. Cited for delay of game, the badger stayed home on subsequent game days.

In 1940, local commercial artist Arthur C. Evans drew the first cartoon of the "traditional" Bucky as we've come to know him. And the 1941 Badger yearbook was the first to feature the upright, personified Bucky. The athletic-looking badger came next, wearing a black sweater and carrying, what else, a football.

The "life-size" Bucky, with a paper-mâché head worn by a student, made his first appearance on the steps of Memorial Union at a pep rally in 1949, where he was introduced as "Buckingham U. Badger." And Bucky's life has never been the same — or better — since.

More information on the Bucky story can be found in *The Bucky Badger Story*, a 1981 softbound book compiled by Gwendolyn Schultz, a professor emeritus of geological and natural history.

Send your question to *Who Knew?* c/o Wisconsin Week, 19 Bascom Hall; or e-mail: wisweek@macc.wisc.edu.

UW research bringing emotions into focus

Brian Mattmiller

The scientific study of emotion, an area once considered too "soft" for serious inquiry, is developing a solid future at the UW-Madison.

This fall, a team of researchers studying emotions and health have received three grants totaling more than \$6 million over the next five years. The researchers say this new infusion of support is helping make UW-Madison one of the premier places to study the complex interplay between emotions and biology.

"When I first started talking about all this, I was regarded as somewhat of an odd-ball in advocating the neuroscience of emotion," said psychologist Richard Davidson, one of the leaders in the field. "The view was that emotions were too ephemeral to be approached scientifically."

No one doubts the field's potential any more. In fact, researchers are finding striking connections between emotions and health. For example, a recent study found that heart attack patients who become depressed are five times more likely to die than those who do not.

Studies at UW-Madison are identifying the brain's "processing centers" for negative and positive emotions. Other studies focus on a fear-regulating portion of the inner brain called the amygdala. Researchers are finding that abnormal function of these key emotional centers can trigger psychological problems.

Davidson said the field is being energized by new technology in brain imaging, which is allowing people to literally peer into the working brain. A large base of animal research is also laying a foundation for work with human implications.

Work being done at UW-Madison is

under the Wisconsin Center for Affective Science directed by Davidson and the Health Emotions Research Institute, which is co-directed by Davidson and psychiatrist Ned Kalin. Other core members of the research team include psychologist Hill Goldsmith and psychiatrist Marilyn Essex.

Davidson said the group hopes to establish a baseline for normal emotional development, which will help them identify problems and intervene before psychological problems occur. "Emotion is the key variable in understanding all forms of mental illness," he said. "If we can better specify who might be vulnerable, we can intervene much earlier in the life span."

The team has reason to be blissful about the future of emotion studies here. The National Institute of Mental Health provided researchers with a \$3.7 million, five-year center grant and another \$1.5 million over five years to train new graduate and postdoctoral students.

Davidson said the program has hired eight new pre-doctorate and two new post-doctorate students so far this year. "Most people who are studying the brain ignore the body, and vice versa," he said. "The goal is to educate a new generation of emotion scientists with a broader range of expertise, including psychology, sociology and biology," he said.

A third grant of \$1.25 million from the Keck Foundation will help create a new brain imaging facility at the Waisman Center "that is truly unique in the world," Davidson said. The facility will combine two different technologies that can track both the structure of the brain and the biological and chemical processes at work.

The resolution will be so precise, Davidson said, scientists will be able to per-

ceive changes in very small areas of the brain never examined before. It will be especially valuable in studying the amygdala, which serves as a central processing center for fear.

Looking ahead, Davidson said he plans to devote more study to why some people have a persistent reaction to stress. "Some people are not able to turn off a negative emotion once it's been turned on by the amygdala," he said. In many people, this is the hallmark of anxiety disorders and creates a "vicious feedback loop," causing both emotional problems and physical damage to the immune system and the brain.

Other research projects include:

- A project led by Kalin has developed a primate model for human fear and anxiety. The researchers are working with monkeys that have excessively fearful dispositions, and finding parallels with humans. "We think that this research will tell us a lot about the factors behind why some people develop anxiety and depressive disorders," Kalin said.

- A study that will gauge the effects of group therapy for women who are recovering from breast cancer. The study follows a Stanford University finding that group therapy has the potential to double the survival time of breast cancer patients. The study will look at physiological measures that can explain why group therapy has this powerful benefit.

- An ongoing study of twins, led by Goldsmith, will attempt to identify children at risk of developing problems such as anxiety, social withdrawal and depression. One intriguing question is whether researchers can identify parts of the brain that regulate our temperament, such as shyness, boldness or fearfulness. ■

Stem cell research captures world attention

Researchers, media relations office spent a month laying the groundwork

Nick Weaver

The rigor of scientific research requires stamina, but James Thomson suddenly needed to draw on his physical and mental reserves for a different task recently — handling the frenzy of media interest in his research team's latest discovery.

The international spotlight focused on Thomson with the news Nov. 6 that his team had cultured human embryonic stem cells in the laboratory.

Terry Devitt, the science writer who handled the media onslaught for the university, said he's never seen a UW-Madison scientific breakthrough generate such hoopla.

At that day's UW System Board of Regents meeting, President San W. Orr Jr. of Wausau passed out copies of a front page story on the project from the morning *New York Times*, hailing the research as part of UW-Madison's long-standing tradition of excellence in the biological sciences. *Newsweek* reported that Thomson had "snared the golden ring of developmental biology." Broadcasters including ABC, NBC, CNN, NPR and the BBC jumped on the story as well. And the Associated Press and Reuters wire services carried the stem cell story to the pages of newspapers around the world.

But behind the scenes, campus public affairs personnel had been laying groundwork for the story for more than a month. For example, staff at the Office of News

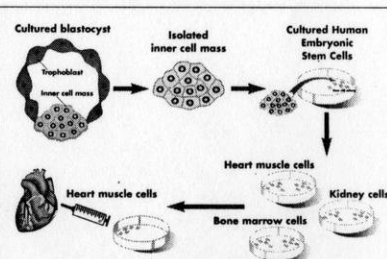
and Public Affairs — with assistance from the Center for Health Sciences Public Affairs and The Graduate School — produced photography, graphics, animations, video and audio clips to help media tell the story simply and correctly.

To prepare for the media onslaught, Thompson and his colleagues completed a media workshop to help level the mass media playing field.

Media received the information in advance under an agreement, called an embargo, that gives media time to prepare stories and presentations ahead of an official announcement.

Devitt says this advance notice generated more than 100 media phone calls to his office during the week before the rest of the world received the news. To cope with such a gush of interest, Devitt set Thomson up in an office next door to his own in the basement of Bascom Hall. Thomson patiently completed interview after interview — some 80 total — as they were directed his way.

"This would have been impossible to do if Jamie hadn't been as cooperative and



Background on the story: Writing in the journal *Science*, a UW-Madison research team reported the successful derivation and prolonged culture of human embryonic stem cells — cells that are the parent cells of all tissues in the body. The achievement opens the door to growing from scratch everything from heart muscle to bone marrow and brain tissue. As the illustration shows, the stem cells were derived from the inner cell masses of donated human blastocysts. A blastocyst is a hollow ball of about 140 cells that develops several days after fertilization. Researcher James Thomson's team established five independent cell lines and has been able to grow them indefinitely in culture. They have observed the cells to differentiate into the three primary germ lines that make up the body — endoderm, ectoderm and mesoderm, and subsequently into arrays of tissue cells such as cartilage, bone, muscle, neural and gut cells. The work, which was supported by the Menlo Park, Calif.-based biotechnology company Geron Corp., caps a 17-year international quest.

Illustration by Jeffrey Jensen

indulgent as he was," says Devitt.

For a firsthand look at how various media outlets around the world covered the stem cell story, visit: <http://www.news.wisc.edu/stemcells.html>. ■

PROFILE

DORIE GENIESSE

At first blush, the career of Dorie Geniesse seems to straddle opposite ends of the spectrum — from the mechanics of flying commercial airplanes to the nuances of retirement planning.

But Geniesse, UW-Madison's retirement benefits counselor, said both fields are bound by their uncanny ability to rattle nerves. Navigating through volumes of retirement fine print can be a treacherous ride for many employees, where decisions made in a narrow window of time can resonate for a lifetime.

"Retirement is considered one of the top ten stress producers in life," Geniesse says. "I've seen it as high as No. 3 in polls."



ANDREW GREENSHED

"There are so many ways we can and should nurture people on their way toward retirement."

When she came to UW-Madison about a year ago, Geniesse pursued several ideas to help take the turbulence from retiring. The three-day seminars she created last spring on retirement planning have been a resounding success, and are already booked solid into the new year.

Geniesse estimates she will have talked to 3,000 people this month alone. People from other state agencies have even snuck into her UW-only seminars.

"When I came here and had to learn the Wisconsin retirement system, it was incredibly complex," Geniesse says. "I had to hear the information three or four times before it started to sink in. If it took me that long, I can only imagine how long it takes people unfamiliar with the retirement process."

Ronald Hinsdill, chairman of the bacteriology department, can testify to how unnerving the

retirement process can be. He attended one of Geniesse's seminars and calls her addition to the Employee Compensation and Benefits Service "a stroke of genius. Without this class, you wouldn't really know what questions to ask. This helps people control their own destiny."

Too often, Hinsdill says, he has heard horror stories from people who made uninformed decisions on funding retirement. "Dorie is the outreach and lifeline needed to turn a fiasco into something really positive and wonderful for the campus," he says.

Her basement-level office in the Peterson Building couldn't be further removed from her early career in aviation. At age 18, the Middlebury, Ind. native spent all the money she saved for college on flying lessons. By the end of summer she had a pilot's license, but not a penny to spend as a Purdue University freshman.

She ended up landing a job that fall as a flight instructor for a fixed-base operator in town. She looks back on that as nothing short of miraculous, considering that Purdue has a top-flight aviation school that would have produced dozens of qualified applicants for the same job. "I think they were more impressed with my naivete in my decision to do something that ridiculous with my money," she says.

After college, she flew coach flights for Texas A&M University, and used her commercial license to fly cargo planes for more than a decade. She also was hired as an air traffic controller for the Federal Aviation Administration, a stint that lasted until the Reagan administration fired striking controllers in 1981. Geniesse says she was too free and unattached to let that setback faze her. She returned to school, getting an advance degree from University of California.

What did affect her, however, was an experience a few years later. One engine in a new plane she was test-flying burst into flames. As she calmly landed the plane and taxied it off the runway, she was struck by how completely fearless she had become.

"That was the day I walked away from flying," she says. "I decided if I wanted to have any longevity, I'd better just walk away."

Since then, her career has been rooted in financial planning. She went into two businesses on her own before joining the university.

One of the biggest rewards in helping people retire, she says, is in charting a path through the process. Too often people don't know where to begin, or how to avoid serious mistakes. She pointed to another recent national poll that showed only a small percentage of retirees say they retired happily — a statistic Geniesse says demands change.

"We can make that segue such a nice one," she says. "There are so many ways we can and should nurture people on their way toward retirement."

— Brian Mattmiller

Bucky's here to stay — and students benefit

Licensing revenue of more than \$1 million will help fund athletics, general scholarships

By Bill Arnold

It appears that blistering, Rose Bowl-inspired sales of Bucky baseball hats, boxer shorts and Badger neckties will have a bolstering and beneficial impact on UW-Madison students.

Licensing revenues collected from the sale of goods bearing the image of Bucky Badger and/or the name of UW-Madison will be used to benefit student athletes and to increase the university's pool of student financial aid money, university officials told members of a UW System Board of Regents committee Oct. 7.

UW officials are confident Bucky's popularity is here to stay. By the end of this academic year, the university will eliminate the \$10-per-semester "segregated fee" currently assessed to all students to support athletic programming. Beginning next year, the money generated from licensed products will be split 50/50 between the university's athletics programs and general scholarship money. Chancellor David Ward has said this new system will be reviewed in three to five years.

John Torphy, vice chancellor for administration, told members of the board's Committee on Licensing the net revenue from licensing fees and royalties during the 1993-94 academic year totaled an estimated \$1.065 million — with about \$500,000 coming from sales generated by the Rose Bowl berth.

In a related issue, Vince Sweeney, director of marketing and licensing for Intercollegiate Athletics, told the committee that based on audits conducted by a private company that tracks the sales of Wisconsin goods sold by licensees, the university may collect back royalties from companies and individuals who sold merchandise but who refused to recognize Bucky as a licensed trademark of the university.

Earlier this year, the U.S. Trademark Trial and Appeal Board Office ruled that UW-Madison can proceed with its efforts to register the Bucky Badger logo as a trademark of the university, thus clearing the way for the university to collect unpaid royalties.

Sweeney said licensees and other entities owing back royalties have until Nov. 1 to make payment.

In other business, the Regents unanimously approved a five-year business plan for the University of Wisconsin Hospital and Clinics.

The plan, required as part of an agreement that UW Hospital officials signed in August with Blue Cross and Blue Shield United of Wisconsin, outlines a strategy of expanding the hospital's patient base by about 100,000 through aggressive marketing by U-Care. The new business plan spells out how the hospital will seek to acquire new practices, and it states that the hospital will focus on acquiring practices in central and southern Wisconsin.

Undergraduates give high marks to summer sessions classes

By Judy Reed
UW-Madison Outreach

UW-Madison undergraduates who attended classes on campus during the summer of 1994 have rated their academic experiences the same as, or better than, during the regular school year.

In a survey of undergraduates conducted by the Division of University Outreach and Summer Sessions, 49 percent ranked their academic experiences in summer as similar to those during the regular school year. Another 38 percent said their summer academic programs were better. Only 10 percent said their experiences in summer were worse compared with the regular school year.

"We were pleased with the high level of satisfaction with summer sessions," said Howard Martin, dean of the Division of University Outreach and Summer Sessions, "but we also wanted to determine how our division might better serve students. We also wanted to gain information to help UW-Madison schools and colleges plan their curricula for the coming summer."

Martin said the survey was sent to 1,100 undergraduates who attended summer sessions and who had been enrolled in the previous spring semester. Of those, 617, or 56 percent, responded. UW-Madison undergraduates were targeted in this first in-depth survey, Martin said, because 81 percent of all summer credit students were also on campus during the spring semester and nearly half — 6,851 of the 14,200 credit students attending summer sessions in 1994 — were undergraduates.

Survey questions focused on who enrolled, why they enrolled, what they thought of the classes they took, when they preferred classes to be scheduled, what services were useful to students, and how they learned what courses were being offered.

The data gathered from the respondents identified three major reasons why students enroll in summer sessions: to

graduate on schedule, with 61 percent indicating it was very important; to complete requirements for a major, with 55 percent checking very important; and to complete a degree as fast as possible, with 39 percent citing it as very important.

At the other end of the spectrum, reasons that were not deemed very important to students were: taking the course from a specific professor, taking a course they couldn't get during the regular year, picking up a course they had previously dropped, or taking a special elective. Less than 20 percent cited any of these reasons as being very or somewhat important.

The survey responses showed that the closer undergraduates are to graduation, the more likely they are to enroll in summer sessions. Fifty-six percent of the respondents were classified as seniors and 26 percent were juniors. Only seven percent were sophomores and one percent were freshmen.

The largest group of students, 41 percent, took three credits or less. Twenty-two percent took more than six credits.

Nearly all the respondents, 92 percent, said they had been able to enroll in the courses they chose among those offered. However, one-fourth said there were other classes they wanted to take that were not offered. Among the dozens of courses students would have taken if they had been offered were: several history courses, upper-level language courses, physics and sociology courses.

In 80 percent of the cases, students said they prefer to enroll in classes taught in the morning. Only 13 percent preferred afternoon hours and four percent wanted classes offered in the evening.

On particular services, students gave registration the best numbers, with 92 saying it was good or excellent. The size of classes received a good or excellent rating by 84 percent and the quality of instructors got an 80 percent good or excellent ranking. The majority of students indicated they had not used financial aid services and nearly half did not request academic advising services.

A summer sessions survey will be done annually, focusing on a different group of students each year. Next summer it will be sent to graduate students. The 1994 survey was prepared by the Wisconsin Survey Research Laboratory of UW-Extension.

UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release:

Immediately

5/1/91

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FIRST BUCKY TRADEMARK WINS U.S. APPROVAL

MADISON--The University of Wisconsin-Madison has received its first registered trademark for a Bucky Badger symbol, Melany Newby, vice chancellor for legal and executive affairs announced Wednesday (May 1).

The University of Wisconsin System Board of Regents recently received official notification from the U. S. Patent and Trademark Office that a Certificate of Registration had been issued to the university for one of its licensed marks.

The mark, which has the caricature of Bucky Badger on a block "W" with the word "Wisconsin" below, is now federally registered in two classes, one for educational purposes, the other for clothing.

All future uses of the mark must now include a "Circle R" indicating the federal registration.

Under trademark law, the federal registration is effective for 10 years.

"We're pleased that the Patent and Trademark Office has concurred with our previous statements regarding our ownership of the trademark rights to the mark," said Newby. "We're optimistic that similar rulings regarding other UW-Madison marks will be forthcoming."

This first registration received no formal opposition during the federal review process.

UW-Madison also has applied for federal registration for four other marks, including two Bucky Badger caricatures, the words "University of Wisconsin" and "Wisconsin Badgers." Those applications, which have been the targets of some opposition, are pending.

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-- Vince Sweeney (608) 262-9349

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**UNIVERSITY OF
WISCONSIN
MADISON**

April 29, 1991

PLEASE NOTE: The United States Patent and Trademark Office recently issued to the Board of Regents of the University of Wisconsin System a Certificate of Registration for the trademark identified below.



Any use of this trademark must be identical in all respects to the registered mark and must include the "Circle R" notice of registration as indicated.

Thank you for your cooperation.

Sincerely,

A handwritten signature in black ink that reads 'Vince Sweeney'. The signature is written in a cursive, flowing style.

Vince Sweeney
Director of Licensing

Vice Chancellor for Legal and Executive Affairs

Gamma ray telescope at South Pole

The cascades of blue light last three-billionths of a second, UW-Madison Physicist Robert Morse said, and may be the key to discovering the celestial origins of cosmic

each day," Morse said. "but at the South Pole, it can operate for 500 hours in a row."

The South Pole's "long winter night" makes it an ideal location for extended viewing, but maintaining a telescope there is hampered by the region's physical hard-

Bucky's trip harrowing



Bucky Badger has had many adventures in his years as official mascot of UW-Madison, but none more harrowing than his experience at the South Pole. Gracing a white flag, he was carried to Antarctica as part of the High-Energy Gamma-Ray Experiment, being led by UW-Madison physicist Robert Morse with colleagues and students in the Department of Physics.

What ensued is a tale of kidnapping and extortion, albeit one with a happy ending.

Shortly after arriving in December 1989, the Bucky flag was kidnapped and replaced on the flagpole by a cook's apron. Rumor had it that the "perps" were jealous researchers from a rival Big Ten university, that begins with I and has garish orange and black school colors.

A ransom note appeared. Despite fruitless bargaining and negotiations, and "Missing Person" posters describing the lost badger, no flag was forthcoming.

Finally, after a heart-rending holiday appeal, the flag mysteriously reappeared in time to be carried by Morse three times around the pole in the traditional "around the world" race.

Morse has great fun recounting this story of Bucky's adventure, an enthusiasm that spills over into describing his research which, he is quick to point out, involves undergraduate as well as graduate students.

The research, says Morse, is aimed at determining whether pulsars, rapidly rotating neutron stars, generate very high energy gamma rays. Scientists do know that pulsars emit other sorts of energy in the spectrum from radio waves to X-Rays, and have wondered if they emit the even more energetic gamma rays.

The team uses sensitive instruments, capable of detecting a single photon of light, to pick up faint flashes of light caused by the rays hitting the atmosphere. These flashes last only one to two-billionths of a second. The instruments can only operate on dark, moonless nights, so the six-month night at the South Pole provides an ideal opportunity to capture these events.

Morse is excited about the research and notes that his team has enjoyed their "summers" at the South Pole.

Whether Bucky has enjoyed them is another question. After his "rescue," he flew for over a year in bone-chilling temperatures over the South Pole. The flag has since returned to Madison where arrangements are being made for Bucky to fly over balmy Bascom Hall.

—Linda Weimer

Meteor

Ask Charles R. Stearns

Antarctica and you get a "There isn't anything c And a lot of snow, Stearns' weather station gist operates a string of 32 tica.

"These stations are in on Earth," Stearns said, and the South Pacific th planet's surface.

"We want to find out between Antarctica and world," Stearns said, and swered with the kind of hasn't been available before.

For most of the year, th 40-mph winds, heavy sn range to 100 below zero. T cessible, Stearns said, and impossible.

The southern summer, The "warm" spell lasts fr ary, with temperatures h sea-level and dropping to

Thousands of research during this period, and ea sure his equipment can v tions of the nine-month w

Stearns began installing sites were equipped with t sure monitors. Stations a year, and each transmits w hour intervals

The data is distributed medium-range forecasting may also shed some light climate changes

"Antarctica acts sort of l water from the atmosphere age."

This continental "tank" h fresh water, he said, and h historic climate and atmo

"Scientists have been usi peratures," Stearns said, bu atmospheric conditions, the method. Stearns is studyin data and what is being prec

Twenty Questions About the Licensing of Bucky Badger

1. Why does the University of Wisconsin-Madison feel it owns the trademark rights to Bucky Badger and other UW-Madison symbols?

Courts have regularly recognized that universities hold trademark ownership rights and interests in the symbols they use, and which have come to be identified with the university, including their names, initials, seals and other insignia.

2. What type of "symbols" does that include?

To date, the university claims a trademark ownership interest in and has licensed 19 symbols. When used to identify the University of Wisconsin-Madison, the following words and phrases are among those subject to licensing: "Wisconsin", "University of Wisconsin", "University of Wisconsin-Madison", "University of Wisconsin Badgers", "Badger", "Badgers", "Wisconsin Badgers", "Bucky", "Bucky Badger", "UW" and "W". Also, the following graphics are among those subject to licensing: the traditional Bucky Badger, the official athletic department symbol and the Numen Lumen seal.

3. Aren't those symbols in the public domain and available for use free of any licensing fees?

No. Public domain does not apply to trademark laws. Public domain refers to other types of property law, like patents and copyrights. For instance, if an individual creates a unique design, she can secure a copyright for that design. But after the expiration of the copyright, the creation becomes part of the public domain. In trademark law, an individual takes a word or design that may be in the public domain to represent their business or product. If that design or product comes to symbolize that business or product, the individual acquires a trademark right to that word or design.

4. But in the past, didn't the University of Wisconsin-Madison indicate that Bucky Badger and other UW-Madison symbols were in the public domain?

That's true. But such statements were of no legal consequence insofar as ownership of the trademarks is concerned. Instead, such statements were, in essence, a non-royalty license for those who were using the trademarks at the time. That non-royalty license is subject to revocation upon notice. The university has notified the users of its trademarks that it was commencing a licensing program, and may enforce its trademark rights.

5. Is the University of Wisconsin-Madison one of the first schools to undertake such a licensing program?

Not at all. To date, approximately 200 colleges and universities have a licensing program. That includes all the other Big Ten schools, including Penn State.

6. When did the University of Wisconsin-Madison begin its licensing program?

In March, 1988, the University of Wisconsin-Madison signed an agreement with the Collegiate Licensing Company to act as the university's agent in licensing use of its trademarks.

7. What are the licensing fees and who pays them?

... The University of Wisconsin-Madison has set its royalty fee at 6 1/2 percent of the wholesale price of the goods, which is payable by the licensee. The licensee is the entity legally obligated to pay the royalty and is generally the manufacturer of the product for sale. Typically, when a vendor receives a shipment from the manufacturer, the invoice includes that 6 1/2 percent royalty fee. The vendor then pays the manufacturer, who in turn, pays the licensing company. The company then pays the university.

8. How much money has been raised by the University of Wisconsin-Madison since it began its licensing program in 1988?

As of October 1, 1990, the University of Wisconsin-Madison licensing program has generated revenues of \$302,827.

9. Where does that money go?

The University of Wisconsin-Madison athletic department has received \$265,937 since the program started. Those funds have been used to support academic counseling services for student-athletes. The remaining \$36,890 is being used for the administration of the program with a portion set aside for student support purposes.

10. Why does the University of Wisconsin-Madison want to license products associated with the university?

For three reasons:

1) The UW-Madison wants to protect the institution's reputation, its good name and its image. By asserting its trademark rights, the university seeks to prohibit inappropriate use of its names and symbols.

2) The UW-Madison wants to promote its reputation and good name through a clear identification of the institution and through an association with quality products.

3) The UW-Madison wants to use the royalties to provide student support services in the athletic department and in the institution's other support service programs.

11. Are merchants cooperating with the licensing program?

To date, the UW-Madison has signed up approximately 350 licensees, including major clothing manufacturers like Champion and Russell Athletic. "We feel that we should be paying it," says Rupert Cornelius, owner of Rupert Cornelius and Insignia clothing stores in Madison. "We're happy to do it. It's important to the university. There's no question in my mind that the merchants should cooperate. The fact is, if you have two sweatshirts side by side, one that is blank and the other that says Wisconsin on the front, the one with Wisconsin on it is the one that is going to sell quicker. It's clear that using the school's name is a big lift to the merchant."

Some merchants, like the University Book Store in Madison, are not cooperating with the licensing program.

12. What has the University of Wisconsin-Madison done to encourage cooperation from those merchants who are not cooperating?

UW-Madison officials have met with and corresponded with those merchants to explain the institution's position regarding the licensing program.

13. Is University Book Store affiliated with the University of Wisconsin-Madison?

University Book Store is a private corporation and is not part of the university.

14. What jurisdiction does the Board of Regents have over University Bookstore?

The trust indenture for the University Bookstore gives the Board of Regents the authority to "prescribe reasonable rules for conduct of the business. . . in relation to the students."

15. Why doesn't the UW-Madison allow merchants who have previously sold emblematic goods on a royalty-free basis to continue that practice?

Allowing some merchants to waive the royalty fee and not allowing others to waive the fee would not be fair to those merchants who cooperate with the licensing program. By not enforcing its trademark rights at an earlier date, the UW-Madison was in essence waiving the fee at that time. When it decided to begin its licensing program, the UW-Madison gave advance notice of its intentions.

16. The UW-Madison signed an agreement with the Collegiate Licensing Company to act as the school's agent in licensing use of its trademarks. How much money does the licensing company make on the deal?

The CLC collects the royalty payments. The UW-Madison then receives 90 percent of the first \$25,000 of annual royalties. Of the revenues exceeding \$25,000, the UW-

Madison receives 66.7 percent on the first \$100,000, 70 percent of the next \$50,000, 75 percent of the next \$50,000, 80 percent of the next \$50,000, and 82 percent on all revenues in excess of \$250,000.

17. Do other schools use a licensing company?

More than half of the colleges and universities with licensing programs are represented by agents. The company used by the UW-Madison, the Collegiate Licensing Company, represents more than 111 colleges and universities and 10 bowl game organizations.

18. What about those schools not represented by a licensing agent?

Many licensing programs are run by college and university employees who work directly with the manufacturers, with the cost of the programs paid out of royalties.

19. What amounts of income from licensing programs are being generated by other Big Ten universities?

The University of Michigan generates the most income, nearly \$1.7 million annually. The University of Minnesota is among the lower income-generating schools in the Big Ten, with an annual royalty income of \$140,000.

20. As the licensing program grows and produces more revenue, how does the UW-Madison plan to use that money?

A good portion of those funds will continue to fund the UW-Madison athletic program. The UW-Madison plans to create a licensing committee that will include student members to help the institution decide how it can best promote the licensing program and spend licensing revenues.

(Compiled by the University of Wisconsin-Madison Offices of Legal Services and University Relations.)

For more information contact:

■ Office of Legal Services, 608-263-7400

■ Office of University Relations, 608-262-6843



*Badger Badger
licensing*

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

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UNIVERSITY OFFICIALS TO MEET WITH BOOKSTORE TRUSTEES ON LICENSING PROGRAM

MADISON--University of Wisconsin-Madison officials are scheduled to make a presentation on the Badger trademark licensing program on Wednesday, Oct. 24, at a meeting of the University Bookstore trustees.

UW-Madison has registered the rights to a series of marks and logos. The university has collected approximately \$300,000 during the past several years from licensed vendors of UW-Madison goods, according to Vice Chancellor Melany Newby, the university's legal counsel.

Newby is meeting with bookstore officials to persuade them to support the licensing program. The University Bookstore, a private corporation that is not part of the university, has withheld support for the program, contending that the university does not have a legal right to license its trademarks and collect a 6.5 percent royalty on licensed goods.

Newby will discuss the university's legal rights with the bookstore leadership, and will bring to the meeting Arnold Lutzger from a Washington D.C. law firm. Lutzger, one of the nation's leading copyright and trademark attorneys, is UW-Madison's special trademark counsel.

"We are looking forward to this meeting to air all questions and concerns face-to-face," said Newby, "and to explain our position and the basis of our program to the store's trustees."

-more-

Add 1--Licensing program

Newby said UW-Madison is beginning to promote its program more aggressively.

"We're pleased to announce the appointment of Vince Sweeney as our interim licensing coordinator," she said. Sweeney, a veteran reporter and former sports and features editor of the Capital Times, joined the university staff Oct. 22. His task is to get the licensing promotion and coordination off the ground at the local level, and to work with local licensees to facilitate their participation in the program.

UW-Madison is one of approximately 200 colleges and universities with licensing programs. The UW-Madison program began in 1988. Of the roughly \$300,000 raised since that time, about \$265,000 has gone to the Athletic Department to help support academic counseling services for student-athletes.

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BUCKY RAISING MONEY FOR UW-MADISON AND ITS STUDENTS

MADISON--Licensing Bucky Badger and other symbols of University of Wisconsin-Madison helped raise about \$250,000 for the university last year, and could bring in up to three times that much in future years.

And the major beneficiaries of the program promise to be UW-Madison students.

So says Vice Chancellor Melany Newby, who heads up UW-Madison's legal team and has done much of the paperwork -- and legwork -- necessary to get the licensing program up and running.

Under the program, UW-Madison charges manufacturers a royalty fee of 6.5 percent of the wholesale price of items that use the university's emblems. So far, the university has licensed 19 such symbols, from Bucky to the words "University of Wisconsin-Madison" and even "Barry Knows Football."

"Basically, we license any mark that is clearly identified with this institution -- whether it's Bucky Badger, the university seal, or even 'Wisconsin' when it clearly is intended to mean the university," Newby said. "Anyone making commercial use of those emblems really is using the good name of the university, and we reserve the right to control that use."

UW-Madison is a relative latecomer to the field of logo-licensing. Universities such as Michigan and Ohio State have been generating revenue through use of their symbols for more than a decade, and more than 200 colleges and universities in the country currently have such programs.

-more-

Newby said the university took control of its logos for two reasons: to generate income and to stop "inappropriate use" of the university's symbols.

"New revenue sources are especially important now, because state dollars account for a smaller portion of the university's budget than they have in the past," she said. "But the issue of control also is important. We don't think cartoons of Bucky Badger swigging beer or making obscene gestures are appropriate uses of our symbol, and this gives us control over such use."

The money generated by the program is earmarked for programs that benefit students, Newby said. A portion -- \$125,000 last year -- goes to the Athletic Department. There, according to Administrative Officer Al Fish, the funds are used to support academic counseling services for student-athletes. On the institutional side, the money is targeted for such things as scholarships and student-related programming.

"In fact, I'd like to create a committee that includes students to make recommendations about how to allocate the income," Newby said. "It's clear that some of the funds will go to student scholarships, and some to student services such as academic and personal counseling; but we feel the students ought to have some input into how the money is spent."

To date, the university has signed about 350 licensees, including major clothing manufacturers like Champion and Russell Athletic.

"We've made good progress in signing manufacturers," Newby said. "In return, they get to display a tag on their merchandise identifying it as being officially licensed. And we as an institution try to encourage people who support us to buy those products."

"If someone is looking for a Wisconsin sweatshirt, and wants to help us, we would like them to look for that tag. It supports us financially, and it supports those manufacturers who have cooperated with our program."

The university has had mixed success in getting local businesses to be as

cooperative. Bucky's Locker Room in the UW Fieldhouse, the W Club souvenir stands along Breese Terrace outside Camp Randall Stadium, and the Wisconsin Unions all sell licensed items. Other local businesses and manufacturers -- among them Insignia, Name of the Game and Brown's Book Shop on State Street, and Active Sports, American Screen Printing, Douglas Stewart, LSJ Sportswear, the Star B Cap Co., Top Promotions and B/W Company distributors -- also carry a substantial amount of licensed products, Newby said.

A number of shops carry some licensed items but continue to stock a large amount of what Newby calls "bootleg" goods -- those carrying Wisconsin logos but manufactured by companies not in the program. And one business in particular -- University Bookstore -- has actively opposed the program by refusing to pay the extra 6.5 percent cost to the manufacturer.

"University Bookstore contends that the university's names and marks are in the public domain, and that the university hasn't proven it owns the marks," Newby said. "But when you talk about trademarks, you're talking about taking a symbol out of the public domain and making it a registered symbol of your business or institution."

As an example, Newby cited Apple Computers, which took a common object -- an apple -- and made it a registered trademark of the company.

"We're just claiming as our own symbols that already represent us, which is both legally clear-cut and appropriate," she said.

All things being equal, Newby said, she would like to see supporters of the university buy not only licensed products, but buy from retailers who support the licensing program.

"A lot of people who support us buy at University Bookstore, because they think it is affiliated with the university," Newby said. "The fact is, University Bookstore is a private corporation, is not a part of the university, and is fighting the university over this issue."

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Bucky Badger

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

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UW-MADISON LICENSES ITS SYMBOLS

MADISON--The University of Wisconsin-Madison is beginning a licensing program with International Collegiate Enterprises, Inc. covering the use of insignias such as the university's logo and Bucky Badger.

The university took the action to control use of its recognized symbols, to ensure the quality of the products on which the symbols appear, and to raise funds for academic and athletic programs, Michael A. Liethen, the university's legal counsel, said Monday (May 16).

UW-Madison joins 92 other universities -- including five Big Ten schools, Cornell, Duke and Yale University -- with similar licensing programs.

It is expected that a major benefit of the licensing agreement will be the ability, for the first time, to limit the sale of obscene T-shirts that feature Bucky Badger, Liethen said. "For years the university has been embarrassed by the sale of obscene T-shirts near Camp Randall Stadium and on the State Street mall," he said. "With the establishment of this program, International Collegiate Enterprises will seek to stop the sale of these materials."

ArthaJean Towell, president of the national Wisconsin Alumni Association and a member of the UW-Madison Athletic Board, said "we receive very critical comments from alumni who are offended by these materials." She said that through the licensing program "the university will control the use of its name

and symbols, and that will enable us to avoid having the university's symbols used with obscene material or objects."

Liethen said he expects some "understandable concern" about the licensing program because it is new and because it may mean increased costs to purchasers. But he noted that "many people who have been buying the items under discussion already presume, incorrectly, that they are contributing to the university with their purchases."

Under the licensing agreement, a royalty fee will be charged based on the sale price of products on which a UW-Madison symbol appears. The fee is typically about 6 percent of the retail price. Liethen said consumers should not necessarily assume they will have to pay more for goods bearing the Wisconsin logo because these goods all are sold in a competitive market.

Liethen said materials displaying UW insignias tend to be "discretionary purchases" such as tote bags, stadium blankets, buttons, calendars, caps, T-shirts, glassware, mugs and many other novelty items.

Chancellor Donna E. Shalala said the five-year contract which she signed in mid-March, "will provide us an opportunity to assess the costs and benefits of this relationship and to determine whether we want to have a long-term arrangement of this type."

The Athletic Department will, for the first test year, receive any resulting revenues because it is running a deficit. After that, Shalala said, she intends to assign a significant portion of the revenue to student financial aid. She noted that the UW-Madison athletic program receives very little state tax support. Most of its funding comes from gate receipts and private fund-raising.

Liethen observed that the university has had a more modest licensing program involving a few UW symbols for at least several years. "The university is, in effect, expanding on that effort," he said.

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Plucky Bucky feels lucky

Home Address 10/86

by Barbara Wolff

If you want to be a Badger, just come along with Jeff Neiss.

Just don't expect him to talk to you once he gets into costume.

Neiss plays the role of UW-Madison's famous mascot, Bucky Badger. "Only cheerleaders can hear Bucky talk," he explained, adding one of the universal mascot tenets is not to utter a word to the fans. "In the first place, real badgers don't talk, and in the second, there are three of us BUCKYS and we all have different voices. It would ruin the whole experience for a child if Bucky spoke in one voice one weekend and sounded totally different at his next appearance."

This is Neiss' first season as Bucky—or rather, as one of UW-Madison's Bucky trio. Neiss, Paul Miller or Charles Stone will perform at football, basketball and hockey games at home and select away games. In addition, they also make personal appearances at restaurants, tailgate parties, hospitals, fundraisers and alumni gatherings.

On a typical football Saturday Neiss is in his 30-lb. costume by about 9:45 a.m. Between then and noon he will have ridden twice around the Capitol in the Bucky Wagon, the vintage fire engine with a horn that plays "On Wisconsin." He will also have checked in with a few alumni picnickers, including the traditional pregame reception at Chancellor Shain's. By 12 p.m. Bucky is ready for game time at Camp Randall, "where I can do pretty much what I want: grab somebody's beer, sit down next to somebody. Just general clowning. I have my picture taken hundreds of times."

But one thing Bucky cannot do is be seen in partial costume. "Once I put the

(fiber glass) Bucky head on it stays there. If I have to go to the bathroom, I have one of the cheerleaders guard the door for a second. It gets extremely warm in the costume, but we have some tricks to cool off."

A favorite, Neiss said, is to pour a glass of water through Bucky's mouth. "That's where my eyes are, so it's a good way to refresh myself. Other times I plop down next to a fan on a blanket, or lean on a reporter's desk in the press box. It looks like part of the act, but what I'm really doing is having a rest."

Neiss said much of his job involves handling people and that sometimes includes obnoxious fans. As a fifth year adolescent psychology major, he has good credentials for those assignments. For his volunteer Bucky post Neiss beat

out 30 people, including, he said, "a guy who'd been a hot dog in a TV commercial and somebody fresh from a summer as Mickey Mouse at Walt Disney World."

Obviously Neiss takes his alter ego seriously. "But there are other people at other colleges who take it much more seriously than I do. The South Carolina game cock won't even let anyone know who he is.

"I do and I don't take this seriously; basically, I'm a Bucky Badger so I can make a contribution to the school that isn't solely academic. But I'm also doing this to have fun. Make no mistake—it's hard work, and sometimes when I get a call that I have to appear here or there I just groan. But when some little kid comes up and hugs me and says, 'I love you Bucky' there's no doubt in my mind that it's all worthwhile."



Badger evolves from mines to mascot

Home Address Fall, 1986

It's been a long road from Wisconsin's mining shafts in the early 1820s to the exalted position of University mascot. And Bucky Badger's journey has taken many a strange turn. According to Gwen Schultz, author of *The Bucky Badger Story* (Madison: Hammock and Ingle-nook, 1981), the Bucky who now struts on his hind legs in his letter sweater was introduced in about 1948 at the instigation of UW-Madison's then-new athletic director Ivan "Ivy" Williamson.

The badger, of course, had been the informal state symbol of Wisconsin since the animal's appearance on the state coat of arms in 1851. However, the badger's association with Wisconsin dates to the early 1800s, when lead mining was a profitable enterprise in southwestern Wisconsin. Miners of the region—some of whom sheltered in "burrows" dug into hillsides—soon were nicknamed badgers, and eventually all new settlers to the area picked up that moniker.

The badger depicted on the coat of arms stands with all four paws firmly on the ground. Schultz reports that the University of Wisconsin first adopted this horizontal rendition as a mascot, along with the likeness of lumberjack legend Paul Bunyan. But intercollegiate football didn't begin at UW-Madison until 1889, and by the turn of the century large scale lumbering was on the wane in Wisconsin. Besides, Schultz said the lumberjack had also begun to be used by neighboring states and other athletic organizations,

so the symbol had little relevance for the UW.

Real badgers took up the mascot slack until about 1947. Leashed but not muzzled, they paraded in front of the stands and all too often escaped, with hapless cheerleaders bearing the brunt of the mascot's displeasure. For the UW's centennial in 1948, the *Badger* yearbook presented the team and fans with "Regdab," described as a badger in a raccoon coat, but really a baby raccoon purchased from a game preserve; at public appearances, Schultz wrote, Regdab came attired in a cardinal-red blanket with a white "W."

However, in 1940 a company in California produced decals for the UW featuring a scrappy two-legged badger much like the modern Bucky. By the end of the decade the "fighting badger" had been emblazoned not only on decals but on notebooks, periodicals and publicity releases. However, the figure remained nameless.

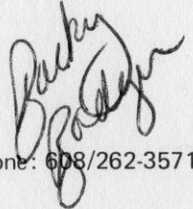
In 1949 all student houses were invited to compete in a name-the-badger contest. Two free tickets to that year's homecoming game and an team-autographed football would go to the winner. The Madison Capital Times announced in the November 12 issue that "... this cocky, feisty little fellow ... was christened Buckingham U. Badger ... at the Homecoming Pep rally."

The paper also invited fans to call him Bucky for short.

by Barbara Wolff

UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571



Release: **Immediately**

7/13/83

UW-MADISON NEWSBRIEFS

CONTACT: Nancy Gebert (608) 262-2115 or Jane Ragsdale (608) 262-2851

PEACE EDUCATION ADVOCATE TO SPEAK AT UW-MADISON UNIVERSITY FORUM

MADISON--Elise Boulding, chairman of the department of sociology at Dartmouth College, Hanover, N.H., will discuss "New Education for People in a World Without War" at a free, public University Forum lecture at University of Wisconsin-Madison, Tuesday (July 19).

Professor Boulding is a member of the governing board of the United Nations University, a member of the International Jury of the UNESCO Prize for Peace Education, and a member of the U.S. Commission for UNESCO. She also has served on the Commission for a National Academy of Peace and Conflict Resolution.

The lecture is sixth in an eight-part series focusing on "World Without War: Political and Institutional Challenges." The series is being held on consecutive Tuesday evenings from 7:30-9:30 p.m. in Room 3650 of the UW-Madison Humanities Building, 455 N. Park St. The Office of International Studies and Programs (262-2851) or the Summer Sessions Office (262-2115) has more information on the series.

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CONTACT: Greater Madison Board of Realtors (608) 255-8831

'BUCKY' WILL JOIN VILAS BADGER CELEBRATION

MADISON--Bucky Badger, the costumed mascot of the University of Wisconsin-Madison, will join the celebration July 30 when the Vilas Park Zoo returns a real badger to its animal collection.

-more-

Add one--newsbriefs

The zoo had badgers, which are the state's official animal as well as the university's symbol, until 1981 when officials removed the badgers to make more room. That resulted in a public campaign to return the badger that will culminate in a Zoo Ball at Vilas on July 30.

The event will run from 8 p.m.-midnight, tickets are \$10 in advance, and further information is available from the Greater Madison Board of Realtors, telephone (608) 255-8831.

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ENGINEERING PROFESSOR HONORED FOR HIS WORK IN RHEOLOGY

MADISON--Arthur Lodge, a UW-Madison engineering professor, will receive a gold medal from the British Society of Rheology for his research in that field.

Lodge, professor of engineering mechanics at UW-Madison, and a leader of the college's rheology research program, will receive the medal this September in London.

Lodge is the eighth person and first American to receive the gold medal, which is awarded for outstanding fundamental contributions to rheology that other scientists and engineers have used extensively.

Rheology is the study of the flow and deformation of matter, especially materials such as rubber, molten plastics, polymer solutions, blood, paints, and soils. These have varied and striking properties which cannot be described in terms of elasticity and other basic concepts that apply to many materials.

One of Lodge's current research projects involves the development of instruments to measure properties of polymer additives for motor oil. This could lead to more effective lubrication and better fuel mileage for vehicles.

Lodge, a native of Liverpool, England, has been a member of the UW-Madison faculty since 1968.

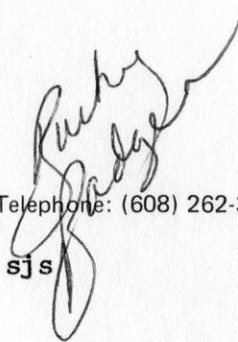
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feature story

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

11/12/81 sjs



CONTACT: Gwen Schultz (608) 263-7388 or 262-1705

BOOK ANSWERS BAFFLING QUESTION--WHO CREATED BUCKY?

MADISON--A question that has stymied researchers into the history of the University of Wisconsin-Madison for years may have been answered.

The question? Who created UW-Madison's famous mascot, Bucky Badger?

The answer is contained in "The Bucky Badger Story," an 80-page magazine-style book to be published later this month by Gwen Schultz, a professor of geography in University of Wisconsin Extension.

Speculation has been that the first Bucky was drawn in about 1946 or 1947 by a Madison-based artist, or by a decal artist "somewhere in Iowa." But Schultz followed threads of evidence to discover that Bucky appeared, exactly as he appears today--sporting a red-and-white striped Wisconsin letter sweater, strutting, fists clenched and lips curled defiantly--much earlier than 1946. She even acquired copies of the original ink drawing of Bucky and its copyright information to prove the truth of her research.

So who first drew Bucky, and when? Well, says Schultz, it's in the book.

"It's kind of a detective story, so I don't want to give it away," Schultz said in a recent interview. "And it wasn't easy to find out. There are so many people who think they drew the first Bucky."

Add one--Bucky

Schultz said she decided to turn her research into a book after she learned that no one had ever devoted an entire work to Bucky. The book includes a history of the badger as the state's unofficial and official animal, as well as a fictional story about the origin of Bucky written especially for children, a number of photographs, and reproductions of what Schultz calls "aberrant badgers"--other versions of Bucky that never caught on.

Also included is a history of various mascots used by the University over the years, including Paul Bunyun, and a raccoon named Regdab--Badger spelled backwards. Not surprisingly, a raccoon didn't have lasting appeal as a mascot for a team of Badgers.

Schultz also provides a detailed account of a rather haphazard contest held among student houses in 1949 to find an official name for the badger mascot, which was to be christened at the pep rally for the 1949 Homecoming football game. Contest organizers were so fond of the name Bucky that they chose the name even though none of the contestants had submitted Bucky as an entry.

The formal name given the mascot at that pep rally was Buckingham U. Badger--it was Bucky for short.

"The **Bucky** Badger Story" is published by Hammock & Inglenook, P.O.Box 1246, Madison WI 53701. It will be available from the publisher or from Madison area bookstores by late November. The book costs \$6.

Schultz has written several other books, including "Ice Age Lost" and "Icebergs and Their Voyages," both science books; and "The Blue Valentine" written for children. She currently is working for the Wisconsin Geological and Natural History Survey on a book on Wisconsin geology, to be published by the University of Wisconsin Press.

*a profile of Wisconsin's
favorite animal*

The Badger



*The Japanese think of the badger
as a character who likes
wine, moonlight, and good living.*

ON A GIVEN AUTUMN Saturday afternoon in Madison, thousands of University of Wisconsin football fans need only the sight of a member of the cheerleading squad dressed up as Bucky Badger to bring them to their feet. These fans will then wildly cheer this anthropomorphic badger because, to them, he represents the spirit of Wisconsin.

To the uninitiated, this type of behavior may seem somewhat totemistic, but to the seasoned Wisconsin fan, it is all a part of the ritual that accompanies a Big Ten football Saturday afternoon.

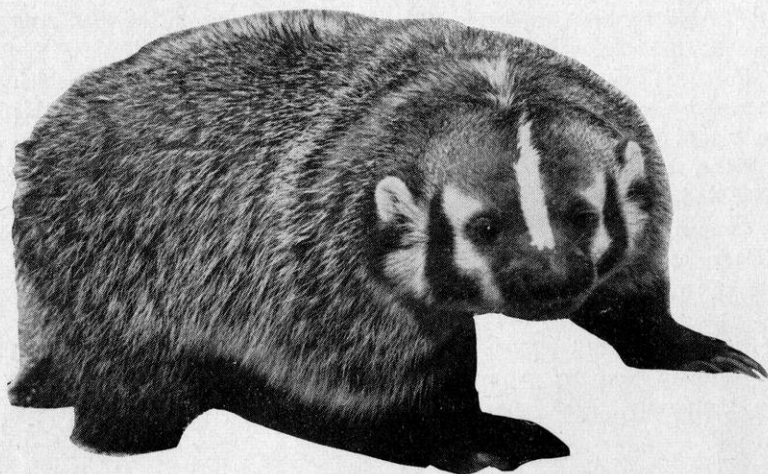
But why should Wisconsin be so closely identified with the badger? According to Harley H. T. Jackson, whose massive book—*Mammals of Wisconsin*—contains a thorough description of the badger and his habits, badgers are not noticeably prevalent in the state. (The total badger population of Wisconsin is never concentrated in any given area and varies between five- and twenty-thousand.) Thus, Wisconsin can lay no special claim to being the Badger State because of the numerical abundance of the animals within the boundaries of the state.

It is history rather than nature that gives us the best answer as to the link between the badger and Wisconsin. The association between the state and the animal is derived from the working habits of the lead miners who populated the area around Platteville over a hundred years ago. In many ways, this hardy group of men imitated the habits of the badger. During the long Wisconsin winters, the miners occupied makeshift burrows to shelter them from the cold; on the job, they dug holes and tunneled into the ground in search of the lead ore.

While similar to the lead miners in their hardiness, the University of Wisconsin football team prefers to be compared with the badger for other reasons: "Belligerent, stubborn, strong, energetic, and persistent as a fighter, the badger can master any animal its size," says Jackson. With this in mind, the Wisconsin Badgers do battle every fall with such an odd assortment of foes as: Wildcats, Hawks, Owls, Nittany Lions, Gophers, and Wolverines.

ALTHOUGH MOST WISCONSIN residents don't realize it, the badger

Wisconsin Alumnus, October, 1961



*"Belligerent . . . strong, energetic . . . the badger
can master any animal its size."*

didn't become the official state animal until just over four years ago.

On January 30, 1957, Bill 76A was introduced to the Legislature. The bill read: "The Wisconsin state animal is the badger (*Taxidea taxus*), long adopted as a mascot of the University of Wisconsin football team and fondly referred to by Wisconsin fans as 'Bucky Badger.'"

The driving force for the introduction of this bill came from a group of Jefferson school children who, after reading *Badger History*, a publication of the State Historical Society, discovered that their favorite animal was only the state mascot and that no one had bothered to make him the state animal. Following their discovery, the school children—Leslie Smith, and Kristin, Greg and Erik Gilbertson—appealed to their assemblyman, Byron Wackett, to draw up legislation that would install the badger as the official state animal.

Although the badger seemed the odds-on favorite for the title, it was not as easy as it seemed. A considerable group of animal lovers favored the white-tailed deer over the badger. After a few skirmishes, a compromise was reached—the badger would be named the official state animal, and the white-tailed deer would be designated as the official wildlife animal.

It was a proud day then for the Jefferson school children as they watched Gov. Vernon Thomson sign their "Bucky Badger Bill" into law.

THE BADGER itself is an animal about as big as a medium-sized dog.

It is squat, with a broad body and short, muscular legs and neck. Because of the peculiarity of his stature, the badger has often been described as resembling a doormat.

The badger lives in a burrow which he digs himself and which is usually located in "grasslands, sandy fields, and pastures;" but he is also found in "brushland and open woodlots."

Like many a playboy, the badger is nocturnal in his habits and will seldom venture forth from his burrow on a bright, shiny day. The badger also has an acute sense of hearing and smell and, for that reason, naturalists find it hard to observe him during his nighttime activity. But when he feels no imminent sense of danger, the badger will let his guard down and go for a frolic with his family—a favorite entertainment is romping around tree trunks or over fallen logs.

The badger secures his food at night. Being omnivorous, he has a gourmet's taste for such delicacies as: rabbits, mice, rats, moles and hedgehogs, insects, wasps and bees, and earthworms. And, in spite of his rather rapacious dining habits, the badger is noted for the cleanliness of his habits.

Through the years, an aura of myth has grown up around the badger. He has been accused of being a wholesale slaughterer of poultry; is thought to hibernate during the winter; and his fur is considered a valuable ingredient in the composition of quality shaving brushes. While the first two statements are, for the most part, old wives' tales, the latter holds some credibility—how-

ever, it is the fur of the European badger that is used for shaving brushes and not that of his American cousin.

Because these myths have often been allowed to go without contradiction, the badger has suffered torment from his worst enemy—man. In England, "badger baiting" with dogs was once considered great sport. (But many of the dogs didn't think so after their first encounter with a belligerent badger.) Both in Europe and in America, badgers are often trapped, struck by automobiles, or drowned by people who are ignorant of their value. But, perhaps the most degrading indignity the badger suffers, is the one he shares with man. The badger is an ideal host to *Pulex irritans*—fleas!



*The University's favorite
—Bucky Badger.*

THE BADGER has often appeared in literature. The most notable example is lovable old Badger who shuffles through the pages of Kenneth Grahame's *Wind in the Willows*. And, while Wisconsinites tend to admire him for his ferocious courage, the Japanese think of the badger as possessing an appreciation of good living. As the Japanese conceive of him, the badger is a mellow character who likes wine and moonlight.

But for all the stories, Jackson best sums up the nature and worth of our friend: "The badger, emblem of the Badger State, has not only sentimental value but is a useful animal in that it spends a large part of its time unearthing and devouring injurious rodent pests, thus saving quantities of grain and other crops from destruction. It is one of the most beneficial and least harmful of Wisconsin mammals."

57 BADGER

FRAN MONTGOMERY • EDITOR

PHIL HENDERSON • BUSINESS MANAGER

UNIVERSITY OF WISCONSIN

770 LANGDON STREET
MADISON, WISCONSIN

Jan 13, 1957

Mr. Robert Taylor
University News Service
University of Wisconsin
Madison 10, Wisconsin

Dear Mr. Taylor:

Enclosed is the proof of our 4-color. The woman in the foreground (walking) is a little bulkier than I had though but otherwise we're quite pleased. Hope you are too. By the way, don't get panicked over the poor register-these are only engraver's proofs. If you'd like to see them, we also have the break downs on each plate. We only have one copy so I decided against sending it on to you.

Sincerely,

Fran Montgomery
Fran Montgomery
Editor, 1957 Badger

Received your purchasing order.

12/4/53

File
[Badger]

Terry Ferrer
Education Editor
Newsweek Magazine

Wisconsin athletes were referred to as Badgers even farther back than 1899; the term began to be applied to them shortly after the first football game in 1889. Today the term is ^{still} applied mainly to members of athletic teams.

Wisconsin has been called the "Badger" state since 1827, when hundreds of lead miners came to the southwestern part of the state from Missouri, Kentucky, Tennessee, and southern Illinois, dug homes for themselves in the hillsides like badgers do, and settled down there.

NOTE

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

1st football game 1889 N.Y., N.Y.

Wis vs "Badgers"
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Terry Fener

Ed. Ed

Newsweek

152 ~~W~~ 42nd St
N.Y.C.