

the uo's newsletter for faculty, staff, and graduate teaching fellows

october 25, 2004

▶ featured stories

**Changes Strengthen Equal Opportunity Efforts**

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▶ [Full Story...](#)**Scholarship Spans Spectrum of Arts, Humanities**

< Vice President Linton

By Richard W. Linton
Vice President for Research and Graduate Studies, and
Dean of the Graduate School

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▶ [Full Story...](#)**A French Soldier's Journal Gives Close-up View**

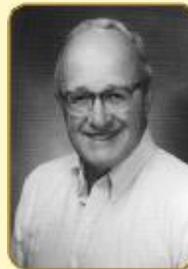
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▶ potpourri

Featured Author**Kahle Offers Insights into the Future of the 'Euromarket'**

A new book edited by Lynn Kahle, James Warsaw Professor of Sports Marketing, offers an analysis of developments in the European marketing landscape for the purpose of identifying a new set of signposts into the future.

▶ [Full Story...](#)**Honors and Distinctions****Cancer Researcher's Contributions Gain National Spotlight**

Chemistry Professor Peter von Hippel will become the third Oregonian to be inducted into the nation's most storied academic society when the American Philosophical Society meets Nov. 12 in Philadelphia. The legendary Linus Pauling and Jane Lubchenco, a professor of zoology at Oregon State University, are the only other Oregonians to be so honored.

▶ [Full Story...](#)**On the Move****Search Continues for Information Services AVP**

The search for an associate vice president for information services has been restarted, with Journalism and Communication Dean Tim Gleason chairing the search committee. University Librarian Deborah Carver has assumed the associate vice presidency on an interim basis. The position had been vacant following the recent retirement of Joanne Hugi.

▶ [Full Story...](#)**Campus Briefs****Oregon Economic Forum Debuts in Portland**

< Merrill Lynch Director of Global Equities Strategy Mary Ann Bartels tells Oregon Economic forum attendees what to expect in the 2005 stock market.

[▶ Full Story...](#)



Anthropologist Uncovers Ancient Expertise in Sustainability

< Jon Erlandson, professor of anthropology

For 10,000 years, the Chumash people of the California Channel Islands lived off the ocean's bounty without much impact on the coastal environment. But during the past two centuries, European settlement has wreaked havoc on marine life, destroying species and disrupting the fragile ecosystems.

[▶ Full Story...](#)



First Instructional Technology Fellowship Awards Spur Faculty Innovation

< Awardees (from left) are Jim Tice, Susan Guian, Julie Haack and Peggy Dame. Not shown is Leslie Opp-Beckman.

Academic Affairs recently announced the winners of its first Instructional Technology Fellowship Awards--a program that is part of a [series of opportunities](#) to help faculty members more effectively use emerging technology for instruction and research.

[▶ Full Story...](#)



New IT Services Available

< J.Q. Johnson leads the new Center for Education Technologies.

The instructional services team at the UO Libraries just launched two new services to help faculty members use technology to increase their teaching effectiveness.

[▶ Full Story...](#)



Community Mapping Project Begins

< Students Nai Yu Chen (left) and Emily Eng (right) and community member Greg Edblom (center) enter data about a city tree into their GIS-enabled personal digital assistant.

By Marc Schlossberg
Last Saturday, a powerful event happened. My students became teachers, neighborhood residents became experts, a neighborhood became a classroom, and learning became fun.

[▶ Full Story...](#)

Business, government and industry representatives got a glimpse of the projected 2005 economy at the inaugural Oregon Economic Forum presented Oct. 21 in Portland by the College of Arts and Sciences (CAS) and the Department of Economics.

[▶ More Campus Briefs...](#)

Bargains



East Campus Restaurants Are Not Just for Students

You don't have to go far to sample gourmet dishes from around the world. Sushi, grilled Jamaican jerk chicken, peanut butter cream pie, smoked barbecued pork spareribs, spicy vegan couscous, chicken cordon bleu, beef enchiladas and Phad Thai are a small sampling of entrees at the UO's seven dining centers on the east side of campus. They are operated by university housing and open to the campus community.

[▶ Full Story...](#)

Bargains



Catch the Spirit!

Get 25 percent off your next purchase of UO sportswear at the UO Bookstore and Duck Shops when you use [this coupon](#). This special offer, good through Nov. 7, is only for UO faculty, staff and GTFs.

Were You There?



Visitors Get 'Sneak Peek' at Museum's New Exhibit

[More than 400 visitors got a sneak peek](#) recently at the Museum of Natural and Cultural History's new main exhibit, "Oregon - Where Past is Present," that opens formally on Feb. 11, 2005. The new set of displays vividly depict Oregon's geological creation and thousands of years of cultural history through the state's four geographical regions: the Great Basin, the Columbia Plateau, the Coast and the Interior Valleys.

Were You There?

Make a Date



Oct. 26 'Community Conversations' Offers Election Preview

As part of the "Community Conversations" series produced by the UO's Residential Academy, this week President Dave Frohnmayer will moderate a discussion called "Election 2004: What's at Stake?" The program is Tuesday, Oct. 26, 7:30 p.m. in the Dunn Lounge at the Hamilton Complex, East 13th and Agate. It is free and open to the public, and will be broadcast 8:30 p.m., Wednesday, Oct. 27, on cable channel 23 in Eugene.

[Full Story...](#)

points of pride



Student Vote Coalition Registers Nearly 8,000

< Sophomore David Krshina is ready in front of the EMU to register students to vote.

They've created a buzz around campus during the past months, and when the voter registration deadline arrived Oct. 12, the Student Vote Coalition found it had exceeded its ambitious goal of registering 7,500 students at the UO by nearly 200 voters. The [total of 7,669](#) exceeds records set in similar massive registration drives in the 1990s, organizers say.

[Full Story...](#)



Fall Family Football Day

[Fall Family Football Day](#)--fast becoming a staple of UO Homecoming celebrations--was a hit this fall, with parents traveling to Eugene from around the country on Oct. 16 to watch the Ducks defeat the University of Arizona Wildcats 28-14 at Autzen Stadium.

Make a Date



Sampling of Coming Events

< 'Good Morning Athens' stars are, from left, Joe Oyala (Tantalos), Danielle Kardun (Chrysis), Sarah Griner (Lysistrata) and Juliet Strong (Thalia).

University Theatre Presents 'Good Morning Athens'

Next on UO's Robinson Theatre playbill is "Good Morning Athens," a new musical comedy by Sean Keogh based on "Lysistrata," the classic story of the innovative fight by Greek women against war. Performances start Nov. 5-6 and continue Nov. 11-14 and 19-20. Curtain time is 8 p.m. for all performances except Thursday, Nov. 11 at 7:30 p.m. and Sunday, Nov. 14 at 2 p.m. Director is Theater Arts Professor Jack Watson. UO faculty and staff members and GTFs receive a discount on all University Theatre productions. For more information, call (541) 346-4363 or 346-4191.

[Full Story...](#)

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"These actions build on overall efforts to enhance diversity that started with the creation of Vincent's post and continue with the development of our diversity action plan," explains Dan Williams, vice president for administration. "While there have been many benefits in linking affirmative action and human resources, we believe it is time to make this move that underscores the independence of the Office of Affirmative Action and Equal Opportunity."

"The organizational change is intended to address any perceptions about AAEO's ability to most effectively accomplish its institutional mission," Vincent adds.

The expansion of AAAC is another way the university is strengthening its efforts to be more inclusive. The council was formed in the early 1990s and reviews student discrimination grievances. It also reviews and provides guidance in connection with faculty and staff grievances.

"The AAAC model will continue to serve the university well," says Linda King, director of human resources. "The individuals appointed represent the experience and perspective of the populations served by this process and contribute to its diversity."

King explains that the addition of the vice provost for institutional equity and diversity and the at-large faculty position "will offer new voices and valuable perspectives" to the AAAC.

"I welcome the opportunity to serve on the AAAC and bring my background and expertise to the table," Vincent says. "I've seen first-hand the value and richness that diversity offers. It helps us all to recognize and break down stereotypes."

[Current AAAC members](#)



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Scholarship Spans Spectrum of Arts, Humanities

< *Vice President Linton*

*By Richard W. Linton
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It is also imperative, however, to acknowledge the much broader impact of scholarship reflective of the UO's tradition as a liberal arts research university, often led by the creative talents of individual faculty members, and driven as much by academic curiosity as by the availability of external funding. At the UO, the scholarly endeavors of our faculty, graduate teaching fellows, staff and students, span the full cycle of innovation—from basic research to inspired pedagogy to applications that improve our quality of life.

Indeed, the importance of the discovery of new knowledge and its connection to our broader society are fundamental cornerstones within the UO's strategic vision.

Our commitment to scholarship spans the spectrum of the arts, humanities, sciences, and professions to create a rich tapestry encompassing such diverse fields as human security, law and public policy, educational practices, the creative and performing arts, international and ethnic studies, the treatment of disease, and technological innovations fueling the knowledge-based economy. Whether it be major UO research initiatives involving nanoscience or neuroscience, or philosophical studies on the nature of the mind conducted by a humanities scholar, all contribute to the extraordinary diversity of discovery that distinguishes the UO as a leading research university.

[Select Grants and Projects, 2003-04](#)

Linton may be reached at (541) 346-2816, e-mail: rlinton@uoregon.edu.

Other Sponsored Research stories:

[A French Soldier's Journal Gives Close-Up View](#)

[Anthropologist Uncovers Ancient Expertise in Sustainability](#)

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Select Grants and Projects, 2003-04

UO researchers obtained a record \$90.2 million in contracts and grants for fiscal year 2003-4. Below is a sampling of some of the larger awards and the projects they fund.

College of Arts and Sciences

- \$234,090--Biomechanical/Sensory Motor Functions After Concussion
Funding source: U.S. Centers for Disease Control
Principal investigator: Li-Shan Chou, assistant professor of human physiology
[Chou's](#) research addresses the problem of motor recovery from sports-related concussions or traumatic brain injuries. An estimated 300,000 Americans suffer these injuries each year. The research will provide an objective and quantitative measurement of the residual impairment on motor functions following a concussion and could lead to improved assessment of the injuries and development of rehabilitation programs.
- \$143,000--Customizable E-Mail Applications for Those with Cognitive Impairments
Funding source: National Science Foundation
Principal investigator: Stephen Fickas, professor of computer and information science, and McKay Sohlberg, associate professor of communication disorders and sciences
This [project](#) seeks to identify modifications needed to allow people with difficulties in memory, attention, problem solving, and language to use electronic communications such as e-mail. Little is known about the potential social connection that e-mail could provide for people with these disabilities. This effort requires a partnership among experts in computer science, rehabilitation professionals and individuals living with the effects of cognitive disabilities.

College of Education

- \$899,500--Research and Demonstration Center on School-Wide Behavior Support
Funding source: U.S. Department of Education
Principal investigator: Rob Horner, professor of special education, and George Sugai, professor of education and community supports
Researchers will study the effectiveness of behavior management, discipline, and positive behavior support programs that use a school-wide approach to address student behavior and learning problems. Such programs developed by Horner and Sugai are now being used in more than 2,600 schools in 30 states, and while the programs appear to be successful, this project will provide educators with needed evidence to tell them how to maximize and maintain positive results.

Museums

- \$241,000--Keeping Oregon Memories Alive for 21st-Century Learners
Funding source: Institute for Museum and Library Services
Principal investigator: Melvin Aikens, professor emeritus and director of the Museum of Natural and Cultural History (MNCH), and Andrew Bonamici, associate university librarian for

instructional services

MNCH and the UO Knight Library are collaborating to preserve and increase access to multimedia presentations on [Oregon history](#) produced by Don Hunter, former director of UO Instructional Media Services. The presentations, on topics ranging from the area's archaeological origins to the beginnings of the UO, currently require multiple slide projectors and elaborate sound systems. The project will develop new methodologies to convert the presentations to DVD that are easily presented. The DVDs will be distributed to Oregon schools and the conversion process will be shared with other museums and libraries.

Vice President for Research and Graduate Studies

- \$492,000--Teaching Science in Coastal Rural Public Schools
Funding source: National Science Foundation
Principal investigator: Alan Shanks, associate professor of biology at the university's Oregon Institute of Marine Biology (OIMB) in Charleston, and Jan Hodder, OIMB program coordinator
This [grant](#) nurtures future scientists. It provides support for nine UO graduate students to help kindergarten through sixth-grade teachers present a marine biology curriculum in Coos Bay and North Bend schools. The funds also support teachers who mentor the graduate students, professional development workshops for teachers and provide supplies for classroom activities.
- \$500,000--Integrative Graduate Education and Research Training (IGERT) Fellowships
Funding source: National Science Foundation
Principal investigator: Dave Johnson, professor of chemistry
With this [grant](#), the NSF recognizes the comprehensive, diverse graduate education the UO offers to all physics and chemistry students through internships, collaboration, partnering with institutions, and coursework. It funds fellowships that include tuition and a research stipend to the top 15 to 20 doctoral students in these departments each year. The fellowships give students more freedom to pursue their individual research interests and provide the UO with a competitive edge in recruiting graduate students.

Computing Center

- \$450,000--Network Start-up Resource Center (NSRC)
Funding source: National Science Foundation
Principal investigator: Lucy Lynch, academic user support specialist, and Steven Huter, project manager
The primary goal of the [NSRC](#) is to facilitate collaboration via the Internet between scientists and engineers in the United States and those in developing areas. With this grant, NSRC and the UO Computing Center provided technical training workshops on four continents and coordinated donations of equipment and technical reference books to universities and NSRC training facilities in 50 countries.



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A French Soldier's Journal Gives Close-up View

< *Gordon Sayre, associate professor of English*

Thanks to a National Endowment for the Humanities grant of \$100,000, Gordon Sayre, associate professor of English, and two co-editors are starting the task of publishing the autobiography of Jean François Benjamin Dumont de Montigny, a French soldier who lived in Louisiana from 1719 to 1737.

In a first-person, hand-written narrative of 450 pages, which he composed in 1747 after he returned to France, Dumont recounts his travels and misadventures. When Sayre and his colleagues at the Newberry Library Center for Renaissance Studies in Chicago complete their work in about three years, Dumont's memoir will be available for the first time, complete and in its original form, as a mid-eighteenth century French autobiography of major historical and literary importance. Also included will be 23 watercolors of Louisiana that Dumont created along with his manuscript. Until now, only portions of the document have been available and only in a considerably sanitized form, printed in 1753.

"When a contemporary Paris hack writer reworked the account for a book titled Historical Memories of Louisiana, he not only erased the first person perspective but also removed its most fascinating contents," says Sayre. "Gone were Dumont's many complaints and critical observations of his French superior officers, most notably Jean-Baptiste le Moyne de Bienville, whom historians have portrayed as the 'father of French Louisiana.' Those accounts are what make it so valuable to us today. We're getting a real slice of life at a crucial time in history."

Sayre describes one portion of the narrative representative of Dumont's style where he tells how he was put in irons after a dispute with the French commander at the Natchez fort, Chepart, whose arrogant provocations of the local Indian population led to the disastrous Natchez Massacre of 1729 when 250 settlers were killed. Dumont escaped his imprisonment by serving as a waiter at an all-night officers' party. After pouring copious amounts of wine that left his keepers in a drunken stupor, he seized his opportunity and ran for freedom into the woods.

"Dumont's narrative is filled with rich, vivid detail of daily life in frontier Louisiana," adds Sayre. "It's fascinating material and it will give scholars and students new insight into the hard, rugged life and times of this era."

Sayre plans to continue his research in France this summer with a goal of completing the book in French in about three years. Following that he would like to translate the work into English.

The French version will be co-published by Les éditions du Septentrion of Quebec, and Les Presses de l'université Paris-Sorbonne.

[For more](#)

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Anthropology Professor Jon Erlandson uses archaeology and ecology to better understand how ancient humans practiced sustainable harvest of marine resources, and the implications of ancient methods on current conservation and restoration.

Erlandson and research assistant Todd Braje, an anthropology doctoral degree student, recently won a Mia Tegner Memorial Grant in Marine Environmental History and Historical Ecology. This year, the Marine Conservation Biology Institute issued 11 grants to scientists whose work aims to understand the composition of marine ecosystems before human alterations. The grant is named in honor of Mia J. Tegner, a marine biologist who lost her life while scuba diving in January 2001.

The \$2,500 grant will help Erlandson continue his research of shell middens on San Miguel Island, the eastern-most of the Channel Islands. Middens are refuse deposits containing shell debris, fish and sea mammal bone, and artifacts, some more than 9,000 years old. By examining middens, Erlandson's team is creating a picture of marine life in the Channel Islands over the course of time and gaining insight into how the Chumash people, the islands' original inhabitants, harvested resources using ecologically sound methods.

"We're trying to figure out what kind of impact Chumash people had on local environments and compare that to impacts that European people had since they colonized the area in the late 1700s," Erlandson says. "Even though the Chumash were there for more than 10,000 years, there is limited evidence for major environmental impact. We have a picture of sustained occupation and sustainable economies."

Erlandson's research also provides evidence for the theory of coastal migration, which suggests that early humans settled the coastal regions of the Americas by boat. His research of early humans and coastal migration was featured last summer on the PBS program, "Scientific American Frontiers."

--By *Lindsay Sauv e*, UO senior



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"These awards are for faculty members who have exceptional skills in technology to help provide them with initial seed funding so they can implement their ideas," explains Vice Provost Russ Tomlin.

Tomlin says that in addition to the fellowships, a series of workshops recently began for faculty members at all levels of experience in instructional technology. Four workshops have already taken place over the summer involving about 60 faculty members with more planned for the coming months. Vice Provost Terri Warpinski, along with Tomlin, developed the workshops.

Supporting these efforts are numerous instructional technology units throughout the UO, including J.Q. Johnson, academic education coordinator at the UO Libraries' Center for Educational Technology; Greg Bothun, professor of physics; Georgeanne Cooper, director of the Teaching Effectiveness Program; Tom Matney, director of UO Libraries' Media Services; Jeff Magoto, director of the Yamada Language Center and his staff; and the offices of Technology Transfer, and of Graduate and Research Studies.

The new Instructional Technology Fellows and their awards are as follows:

- [James Tice](#), assistant professor of architecture
\$25,150 for a digitally re-mastered 1748 Nolli map of Rome.
- [Julie Haack](#), senior instructor and assistant department head, chemistry
\$17,256 for a web-based green chemistry teaching system
- [Peggy Dame and Leslie Opp-Beckman](#), both senior instructors, American English Institute
\$10,000 for a digital repository of language teacher training materials
- [Susan Guion](#), assistant professor of linguistics
\$10,000 for an electronic database for the study of language acquisition



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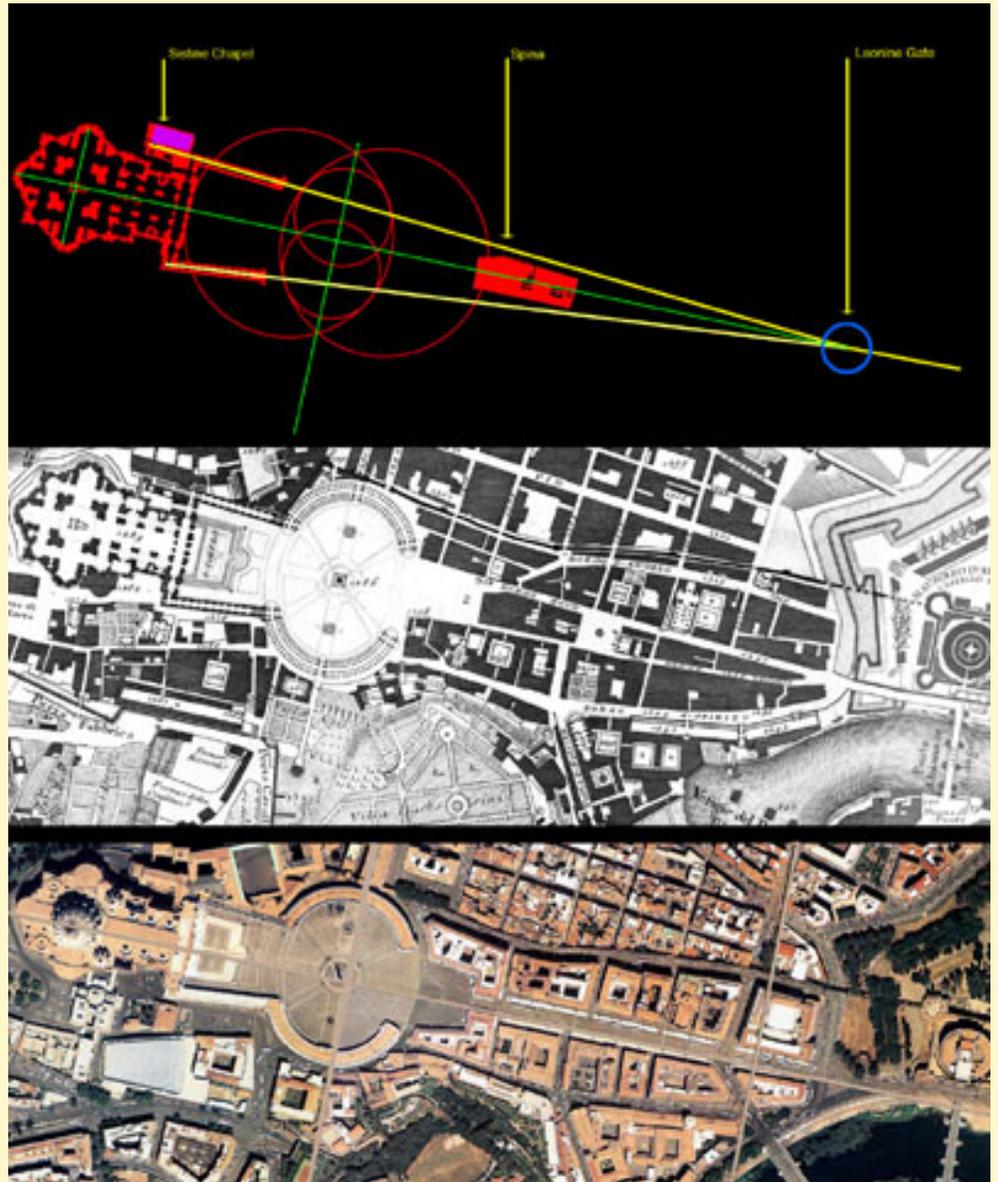
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The Nolli Map Website: Visualizing Rome

James Tice, associate professor of architecture

The 1748 Nolli map, regarded by architects, cartographers, and scholars as one of the most important historical documents of Rome ever created, serves as the starting point for our project. By introducing 21st-century state-of-the-art computing techniques, we are transforming this classic but underused document into an innovative and highly interactive website that can be used as a dynamic learning and research tool for many disciplines. Our primary goals are to reveal the cultural history of Rome and to illuminate general principles of urban design manifest in the city's evolution over many centuries.

Building on the results of a 2004 Northwest Academic Computing Consortium grant and a School of Architecture and Allied Arts Board of Visitors grant, we plan to use a new Instructional Technology Fellowship Award to help further develop and implement the Nolli website in collaboration with project designer Erik Steiner and an interdisciplinary faculty team at the UO and beyond. The funding helps place this site prominently among the most advanced interactive teaching tools of its type and provides leverage to attract additional external funding for future development.



A digital image of a portion of the Nolli map.

[Preliminary images of the Nolli site](#)



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Green Chemistry in the Classroom>

Julie Haack, senior instructor and assistant department head, chemistry

Green chemistry is the redesign of chemical transformations and processes to reduce or eliminate the use of materials that are hazardous to human health and the environment. Green chemistry breaks the cycle of pollute/clean-up by preventing pollution in the first place.

The incorporation of green chemistry principles into chemistry curricula provides new opportunities to engage a broader spectrum of students in the study of chemistry and to enrich the way chemistry is taught. Funds from the Instructional Technology Fellowship Award will be used to support the development of a web-based database of Greener Education Materials for chemists called GEMs.

[The demo form of the database](#)

[The green chemistry program](#)



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Digital Repository to Aid English Language Training

Peggy Dame, special program coordinator, and Leslie Opp-Beckman, senior instructor, English Language Institute

The demand for English training around the world has increased

dramatically in the past few years, particularly in the Pacific Rim, and is expected to grow well into the future. The UO American English Institute (AEI) already conducts English language teacher training online and face to face, both in Eugene and abroad. The Instructional Technology Fellowship Award gives AEI the opportunity to systematically organize teacher training materials in a digital repository, making use of such cutting-edge technology as streaming media servers in the Knight Library and the Yamada Language Center.

The repository will contain high-quality digital video of authentic classroom teaching, as well as lectures, lesson plans, simulations, quizzes, assessment systems and more.

Ready access to the repository will make it easy for faculty to search through available resources, and share, reuse and repurpose materials to fit the needs of different learners, contexts and delivery systems.



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Second Language Acquisition Corpus Database (SLA Web)

Susan Guion, assistant professor of linguistics

A server in the university's Riverfront Research Park contains nearly 50,000 written and spoken texts produced by learners of foreign languages from around the country who have taken the Standards-based Assessment of Proficiency (STAMP) test, an online assessment developed by the [UO Center for Applied Second Language Studies](#) (CASLS). Thousands of more samples are being added each month.

At the same time, second language acquisition (SLA) researchers at the UO are hungry for data that will help them discover how second languages are learned. Many of these researchers teach classes to the next generation of SLA researchers but struggle to find real-life data to use in their classes and studies.

SLA Web will make this growing corpus of data available online to researchers and teachers around the world, making the UO a worldwide center for this specialized data.

Access to this rich source of data collected under controlled conditions will also allow students of SLA to research and write fully developed research projects.



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New IT Services Available

< J.Q. Johnson leads the new Center for Educational Technologies.

The instructional services team at the UO Libraries just launched two new services to help faculty members use technology to increase their teaching effectiveness.

Center for Educational Technologies

New at the Knight Library this fall is the Center for Educational Technology (CET). CET blends several of the library's previously offered instructional technology services into a single unit that will provide start-to-finish assistance to UO instructors interested in using technology as part of their teaching strategies.

The library's academic education coordinator, J.Q. Johnson, leads the new unit. "Our mission is to promote active learning through innovative use of technology," says Johnson. "CET brings together a wide array of services under one roof, with the goal of better serving instructors who want to use technology in their UO courses."

The center's staff offers training, consulting, media production, and project management as needed to address instructional goals. Areas of expertise include:

- Blackboard, the university's course management system
- Graphics and digital images
- Digital video and audio
- Scanning
- Instructional design
- Web design and development
- PowerPoint and other presentation technologies.

Andrew Bonamici, associate university librarian for instructional services, says that in addition to providing direct production assistance and training, CET can help faculty members identify other

units on campus that may cater more directly to their specific instructional needs.

"Our library staff networks extensively with many different technology units on campus, so we have a good knowledge of where to refer people if we're not able to serve them directly," says Bonamici.

[CET](#) is located in Room 19 of the Knight Library. Hours of operation are 9 a.m. to 6 p.m. Monday through Friday. The web address is <http://libweb.uoregon.edu/cet/>. For more information, contact Johnson at (541) 346-1746, e-mail: jqj@darkwing.uoregon.edu.

IT Directory

Also launched this fall is a new online [Instructional Technology \(IT\) Directory](#) to help instructors identify and locate academic support resources that fit their instructional needs.

The directory was developed in response to faculty requests for a comprehensive, user-friendly guide to the many educational technology service providers scattered across the UO campus. It includes long-existing providers, such as the Teaching Effectiveness Program, Yamada Language Center, and the Social Science Instructional Lab, as well as relatively new groups, such as the Wired Humanities Project and the Adaptive Technology Lab.

The IT Directory's design emphasizes non-technical terms and carefully developed category searching to help users find services they need even if they aren't familiar with the latest jargon or organizational labels.

If you'd like to have your technology service included in the directory, contact Bonamici at (541) 346-2682, bonamici@uoregon.edu.



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Community Mapping Project Begins

< *Students Nai Yu Chen (left) and Emily Eng (right) and community member Greg Edblom (center) enter data about a city tree into their GIS-enabled personal digital assistant.*

By Marc Schlossberg

Last Saturday, a powerful event happened. My students became teachers, neighborhood residents became experts, a neighborhood became a classroom, and learning became fun.

Students from the UO partnered with resident members of the West University Neighbors to [map the neighborhood](#) based on what its residents deem important. While students were fulfilling requirements of their "Social Planning and Geographic Information System (GIS)" class in the Department of Planning, Public Policy and Management (PPPM), the event was much more than a technical exercise.

The service-learning and action-research approaches to this mapping project have led to a number of benefits.

For students, the project represented a hands-on educational activity that combined new tools discussed in the classroom with a real-world opportunity to apply them. Among these tools and skills was mobile GIS that includes global positioning software and the capacity to collect data directly in a field mapping environment using handheld computers. The incorporation of mobile GIS into the curriculum makes this one of the only classes nationwide to utilize field-based mapping for community empowerment applications.

The second benefit accrued to neighborhood residents—the collection of neighborhood-based spatial data -- in this case, the location and description of city trees, street lights, and dumpsters. With the data collected, the community can begin to understand the spatial patterns of important community assets and develop appropriate strategies for addressing any gaps that exist.

New relationships and a breakdown of stereotypes were a third key benefit of this project. Twelve student-resident teams were responsible for mapping a sub-section of the neighborhood. During the six-hour day (which included pizza donated by Pegasus Pizza), students and residents were able to get to know each other in a way not normally possible. Perhaps the most heartening example of these new bonds was the fact that students instantaneously became teachers of neighborhood residents with the new mobile GIS technology.

The project was made possible by a small seed grant from the Northwest Academic Computing Consortium and is part of a continuing effort to utilize the resources and expertise inherent within the UO for the service of our surrounding community.

Schlossberg is an assistant professor in the Department of Planning, Public Policy and Management.



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Make a Date



Oct. 26 'Community Conversations' Offers Election Preview

As part of the "Community Conversations" series produced by the UO's Residential Academy, this week President Dave Frohnmayer will moderate a discussion called "Election 2004: What's at Stake?" The program is Tuesday, Oct. 26, 7:30 p.m. in the Dunn Lounge at the Hamilton Complex, East 13th and Agate. It is free and open to the public, and will be broadcast 8:30 p.m., Wednesday, Oct. 27, on cable channel 23 in Eugene.

Panelists include Mary Burrows, former state legislator; Chicora Martin, director of the UO's Lesbian, Gay, Bisexual, Transgender Educational and Support Services; Shaul Cohen, associate professor of geography; Ibrahim Gassama, associate professor of law; Bob Avery, Lane County Republican Party chair; and Michelle Dixon of the Lane County Kerry Campaign.

Now in its fourth year, Community Conversations present speakers and encourage discussion on current affairs and popular culture, including the Middle East, politics, terrorism, gay marriage, film, dieting and education. It is produced by students of the [Residential Academy](#), a joint project of Undergraduate Studies, University Housing, and the Robert D. Clark Honors College to promote intellectual activity in UO residence halls. The academy is funded in part by a grant from the William and Flora Hewlett Foundation.

Future topics at Community Conversations are "Fad Diets" on Nov. 10 and "UO Dollars: Getting More, or Paying More?" on Nov. 17.

For more events, please visit the [University Events Calendar](#).



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points of pride



Student Vote Coalition Registers Nearly 8,000

< *Sophomore David Krshina is ready in front of the EMU to register students to vote.*

They've created a buzz around campus during the past months, and when the voter registration deadline arrived Oct. 12, the Student Vote Coalition found it had exceeded its ambitious goal of registering 7,500 students at the UO by nearly 200 voters. The [total of 7,669](#) exceeds records set in similar massive registration drives in the 1990s, organizers say.

"This really cut down on my sleep, but my priority is getting an education both in and out of class," says sophomore Amy DuFour, state affairs coordinator for the Associated Students of the University of Oregon (ASUO). "It's important that students' voices are heard and that we tell our elected officials our concerns so they work on the issues that affect us."

DuFour, along with senior Christina Swartz, an international studies and political science major, served as coordinators of the campus effort. Statewide, the coalition registered 32,000 students.

"Legislators used to not listen to us because we didn't vote," DuFour adds. "This election is going to change that."



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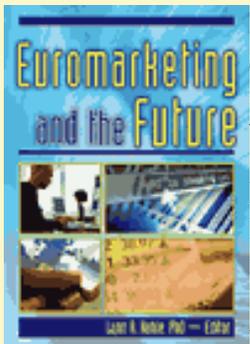
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Featured Author



Kahle Offers Insights into the Future of the 'Euromarket'

A new book edited by Lynn Kahle, James Warsaw Professor of Sports Marketing, offers an analysis of developments in the European marketing landscape for the purpose of identifying a new set of signposts into the future.



In *Euromarketing and the Future* (Haworth Press, 2004), Kahle charts a course for success through the diverse and challenging European markets, presenting research and theory on where they've been, where they're going, and what's likely to happen when they get there.

Kahle's thoughtful analysis and examination of major developments in Western and Eastern Europe provide a comprehensive primer for those interested in international marketing. The book addresses e-commerce and the Internet as they relate to Europe, privatization and the move toward a market economy in Eastern Europe, the effect of global politics on marketing, and much more.

[Purchase the work at the UO Bookstore](#)



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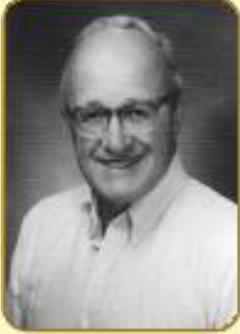
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Honors and Distinctions



Cancer Researcher's Contributions Gain National Spotlight

Chemistry Professor Peter von Hippel will become the third Oregonian to be inducted into the nation's most storied academic society when the American Philosophical Society meets Nov. 12 in Philadelphia. The legendary Linus Pauling and Jane Lubchenco, a professor of zoology at Oregon State University, are the only other Oregonians to be so honored.

As a member of the National Academy of Sciences and a fellow of the American Academy of Arts and Sciences, von Hippel is internationally recognized for his work. The American Cancer Society counts him among its prestigious Career Research Professors.

"Peter von Hippel continues to lead a life of flourishing discovery in the laboratory and in the seminar room," says UO President Dave Frohnmayer. "He is recognized as a senior statesman at the UO and beyond. All of us at the UO are honored to be his colleagues."

At 73, von Hippel continues to lead a major research program involving millions of dollars worth of sophisticated equipment, all paid for with federal research grants. He's officially listed as "emeritus" by the university, a category that usually signals "retired." That's not the case for von Hippel, whose research continues to be funded at about \$600,000 per year by the National Institutes of Health and other agencies and foundations.

His research group of 10 graduate students, postdoctoral fellows and visiting scientists study gene expression at the molecular level to gain deeper knowledge of the complexities of DNA replication, RNA transcription, and protein-protein and protein-nucleic acid interactions. Their work has helped to reveal how molecular "mistakes" can occur at various levels to allow disease states to get established.

Fresh Insight on Mount St. Helens

New tools for monitoring volcanoes may be developed with help from a study on Mount St. Helens published Oct. 14 in *Science Express* by an international team of geoscientists, including UO volcanologist Katharine Cashman.

The study on geochemical precursors to volcanic activity leading to the cataclysmic eruption of the southwestern Washington mountain in 1980 yields new insight about volcano behavior.

"We're looking at chemical signatures—chemistry that's related to volatile, or gas, phases in the eruptive cycle," says Cashman, a UO professor of geological sciences. "We've learned that the

magma that erupted on May 18, 1980, had probably begun degassing for a minimum of five years before the eruption. Then, throughout the summer of 1980, what we see is evidence that gas from the deeper magma storage system had been interacting with the magma at a shallower level."

The study provides a detailed picture of magma and gas movement during 1980. The data shows that ascending magma stalled and was stored at a depth of three to four kilometers beneath the surface.

Cashman's in-depth knowledge of Mount St. Helens began when she served as the U.S. Geological Survey spokesperson before, during and after the 1980 eruption. Since then, she's become an authority on volcanoes throughout the world. She had intended to spend the current academic year working with Italian volcanologists to compare eruptive styles at Etna, Stromboli and Vesuvius with those of the Cascades. But she flew back from Italy several weeks ago to rejoin colleagues at Mount St. Helens.

Old is New in Ginsberg's World

UO English Professor Warren Ginsberg, a leading expert on medieval literature, presented "The Language of Fraud in Dante's *Maolbolge*" on Oct. 12 at Yale University's annual lecture series on Dante.

Back at the UO, Ginsberg's students don't have to speak old English to learn that modern Americans have more in common than they might think with medieval characters and contexts. In addition to sharing his intimate knowledge of Dante's fiery worlds and Chaucer's imperiled pilgrims, Ginsberg invites students to observe the connections between literature of the dark ages and the culture of 21st-century America.

Ginsberg's most recent book, *Chaucer's Italian Tradition* (University of Michigan Press, 2002), explores Chaucer's cross-national relationship with Italy's literary greats and examines the formation of tradition.

—By Lindsay Sauv , UO senior

Wong Earns Student Research Award

Brett Wong, a Ph.D. student in the lab of Chris Minson, assistant professor of human physiology, recently received the National Student Research Award. The American College of Sports Medicine awards the prize annually to only one student in the United States whose research is considered to be the most outstanding in the country during the previous year. Wong's award-winning project is titled "A Role for Histamine in Active Vasodilation."

Duff Reconstructs Archimedes' Claw

Twenty-two centuries ago during the Second Punic War, the Greek mathematician Archimedes purportedly designed a number of fearsome war machines used in the successful defense of the Greek city-state of Syracuse against two attacking Roman armies. Famous among these weapons was "Archimedes' Claw," a device that somehow smashed or disabled Roman warships as they assaulted the southeastern seawall of the city. Recently, Stephen Duff, an associate professor of architecture, was part of a five-person North American team that engineered and built a working reconstruction of the claw for a documentary film shot in Essaouira, Morocco. The one-hour documentary is scheduled to air on the Discovery Channel this spring.



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On the Move

Search Continues for Information Services AVP

The search for an associate vice president for information services has been restarted, with Journalism and Communication Dean Tim Gleason chairing the search committee. University Librarian Deborah Carver has assumed the associate vice presidency on an interim basis. The position had been vacant following the recent retirement of Joanne Hugi.

Alumni Office Welcomes Jennifer Casey

Jennifer Casey is a Duck who has returned to the team. She joined the UO Alumni Association staff earlier this month as deputy director for alumni communications, replacing Paul Stieber, who resigned earlier this year to return to school. Casey is a 1999 graduate with a B.S. in journalism and communications and an emphasis in public relations. While a student, she was president of the UO chapter of the Public Relations Student Society of America and earned numerous public relations awards and honors. Casey previously worked for the Portland Trail Blazers, Nike, and most recently, the Professional Bowlers Association.

Office of the Registrar Welcomes Four New Staff

Four new staff members have joined the Office of the Registrar. They are Lois Douglass, a records specialist who transferred from Financial Aid; Robeson Kitchin, website developer; Juliana Caruso, records specialist; and scheduler Liz Mann.

Two New Librarians Join Staff

Mary Ann Hyatt is the new director of the John E. Jaqua Law Library at the university's School of Law. She was most recently interim academic dean at Florida Coastal School of Law, where she was also library director and assistant professor of law.

Elizabeth Breakstone is the new Knight Library social sciences librarian. She earned a master's degree in information science from the University of Michigan, where she was university library associate at Harlan Hatcher Graduate Library. She has additional library and research experience at Michigan Radio, the Spertus Institute of Jewish Studies, the Internet Public Library, and the Newberry Library in Chicago.

Olsen Departs Annual Giving

Kay Olsen, assistant director of annual giving for the past six years, is now a mortgage broker with Welcome Home Loans in Eugene.

Financial Aid Welcomes New Staffers

Joining Financial Aid are Sophie Smith, counselor; Trisha Krasen, information specialist; and Donna Schimmer, executive support specialist.

Linguistics Move

Sarah Klinghammer, until recently a senior instructor with the American English Institute, has moved to the Department of Linguistics to direct the department's new Master of Arts and Language Teaching Specialization Program.



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Campus Briefs



Oregon Economic Forum Debuts in Portland

< *Merrill Lynch Director of Global Equities Strategy Mary Ann Bartels tells Oregon Economic forum attendees what to expect in the 2005 stock market.*

Business, government and industry representatives got a glimpse of the projected 2005 economy at the inaugural Oregon Economic Forum presented Oct. 21 in Portland by the College of Arts and Sciences (CAS) and the Department of Economics.

The half-day forum provided a platform for UO economists to present new research and open a dialogue with Oregon leaders on key policy, taxation, and trade issues. Among those at the event were U.S. Rep. David Wu and Marty Brantley, Oregon Department of Economic and Community Development director.

Presentations included an examination of economic performance as a predictor of this fall's presidential election winner, pros and cons of corporate tax incentives, the impact of international trade on Oregon's economy, and the state and federal minimum wages. Featured speaker Mary Ann Bartels, director of global equities strategies for Merrill Lynch in New York, presented a forecast of the 2005 stock market.

CAS Dean Joe Stone's research on the economy and presidential elections—conducted in partnership with Economics Professor Stephen Haynes—indicates a likely popular-vote win for incumbent George Bush next month. Their work used formulas that have successfully called the winner of all but five presidential elections since 1908. But regardless of who wins, Oregon Economic Forum Director Tim Duy noted in his presentation, federal policies are projected to have a neutral impact on next year's economy.

Additional presenters included Bruce Blonigen, Knight Professor of Economics; Larry Singell, professor of economics; and Ronald B. Davies, associate professor of economics.

The forum is part of a series of public engagement efforts planned by CAS and the economics department during the coming year. For information on next year's forum, contact Duy at 346-1305 or duy@darkwing.uoregon.edu.

[Click here for a PDF file of the forum handout.](#)

[Click here for photos at the forum.](#)

UO Researchers Will Conduct Election 'Exit Polls' for the Media

ABC News, CBS News, CNN, FOX News, NBC News and the Associated Press all will use data from UO researchers to predict the outcome of the Nov. 2 election and to explain why people voted the way they did.

Joel Bloom, a researcher at the Oregon Survey Research Laboratory and assistant adjunct professor in political science, leads the team that will collect Oregon data for the National Election Exit Poll. Bloom says collecting the data will be a challenge, given Oregon's vote-by-mail system.

"Traditional exit polling is impossible in Oregon," Bloom explains. "We can't stand outside polling places on Nov. 2 and survey those who have voted. There aren't any polling places in Oregon, and most voters will have cast their ballots well in advance of election day."

Instead, Bloom's team is calling registered voters around the state to get the information.

The survey sample will include names from voter registration lists supplemented by random-digital phone calls. Bloom says the random-number calls are necessary to account for the fact that the voter registration list leaves out voters in two categories: those without phone numbers listed on their registration records and those whose names do not appear on the lists because they registered very recently.

The UO researchers began their task on Friday, Oct. 22.

Classified Employees To Meet with President Frohnmayer Oct. 26

The Classified Staff Training and Development Advisory Committee ([CSTDAC](#)) and the Office of Human Resources invite classified employees to meet with President Dave Frohnmayer from 3 to 4:30 p.m. on Tuesday, Oct. 26, in the EMU Fir Room. Provost and Senior Vice President John Moseley and vice presidents Dan Williams, Allan Price, Lorraine Davis and Rich Linton also will attend.

Frohnmayer will address the classified staff, followed by a moderated discussion. Committee members will help answer questions and discuss training and development opportunities. Light refreshments will be served.

For more information, visit the [CSTDAC website](#).

Alumni Recognized for Outstanding Careers

Six graduates of the School of Journalism and Communication were inducted into the school's Hall of Achievement on Oct. 14. Established in 1998, the Hall of Achievement both celebrates the history of the school and seeks to connect students with that history and with the school's most distinguished alumni and former faculty.

Award winners include:

Tim Boyle, president and CEO of Columbia Sportswear, a 1971 alumnus who took his modest family business and turned it into a multimillion dollar sportswear empire through the application of a simple communication principle: listening. Columbia Sportswear projects record sales in 2004, driven by a nationally known ad campaign featuring Boyle and his "tough mother," Gert.

Roger Fidler, who developed the concept and prototype for the flat-panel tablet newspaper. Fidler directed the Knight-Ridder Information Design Laboratory from 1992 to 1995. A 1966 alumnus, he founded the Knight-Ridder Graphics Network, the first computer graphics network for newspapers, and PressLink, the newspaper industry's first online service. He is a professor in residence at Kent State University and currently serves as the first Donald W. Reynolds Fellow at the University of Missouri School of Journalism.

Four award winners were honored posthumously:

Willis L. "Bill" Winter, whose love for advertising and ability to inspire and encourage students made him a legend on the UO campus. While at the UO, Winter led seven student teams to victory in the Portland Advertising Federation competition. He received the UO's Burlington Northern Award for Outstanding Teaching in 1987. In 1972, the American Advertising Federation honored him as "Advertising Man of the Year." Winter retired from the UO in 1994 and died in 1995.

Robert H. Short, a 1950 journalism graduate, served as chairman and CEO of Portland General Electric from 1977 to 1988. Short established the company's reputation for customer service and community relations, and explained complex information about the utility to the general public. He helped steer the electric company through the energy crisis that struck Oregon in the mid 1980s and established a clear mission for PGE, noted for "putting the company back in touch with the customer." Short died in 2001.

Laurie Johnston, a New York Times reporter who helped pave the way for women in journalism. Johnston's career spanned six decades and took her to places uncommon for women of that era. A 1936 alumna, she covered World War II for Reuters in 1943 as one of the wire service's few accredited female reporters. In 1946, she took a job in Newsweek's traditionally male international news department, where she stayed until joining the Times in 1949. At the Times, Johnston settled into New York life until her retirement in 1984 at age 70. She wrote on an array of topics, from President Richard Nixon's impeachment to the roller skating craze of the early 1980s in Central Park. She died in 2001.

Gen. Herbert Butler Powell, a four-star general in the U.S. Army and former U.S. ambassador to New Zealand. Powell graduated and was commissioned as a second lieutenant in the U.S. Army in 1926. During his 43 years of military service, he served as the 25th Division commander, commandant of the Infantry Center and commanding general of the Third Army. Powell died in 1998.

Foundation Honors UO with Safety Award

The Protecting People First Foundation has honored the UO with a safety award in recognition of leadership shown by the university through its replacement of wired glass in athletic facilities with shatter-proof tempered windows. The foundation cited the UO's "outstanding commitment to increasing the safety of its students, faculty and administration." Receiving the award for the UO was Dennis Munroe, director of Physical Activity and Recreation Services.



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the uo's newsletter for faculty, staff, and graduate teaching fellows

Bargains



East Campus Restaurants Are Not Just for Students

You don't have to go far to sample gourmet dishes from around the world. Sushi, grilled Jamaican jerk chicken, peanut butter cream pie, smoked barbecued pork spareribs, spicy vegan couscous, chicken cordon bleu, beef enchiladas and Phad Thai are a small sampling of entrees at the UO's seven dining centers on the east side of campus. They are operated by university housing and open to the campus community.

Barnhart (Barnhart Hall) and Carson (Carson Hall) Dining Centers offer an extensive buffet for breakfast, lunch, and dinner, while Hammy's (Hamilton Complex) is home to submarine sandwiches and ice cream sundaes. Pizanos Pizzeria (Bean Complex) serves hand-tossed pizza in the evenings, Grab 'n Go Marketplace (Hamilton Complex) has a wide variety of snacks and entrees, and Common Grounds Café (Hamilton Complex) features espresso drinks, hot and cold sandwiches, soup and smoothies. Finally, Fire 'n Spice Grill (Hamilton Complex) will stir-fry your favorite ingredients atop rice or noodles as you create your own masterpiece.

"We recognize the importance of the dining program and work hard to stay on the cutting edge of culinary trends and student preferences," says Mike Eyster, assistant vice president for student affairs and director of university housing. "In comparison to other colleges and universities, students rate our dining program among the best in the nation."

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Visitors Get 'Sneak Peek' at Museum's New Exhibit

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Gallery: News Photo Gallery [↑](#) **Album:** Were You There? [↑](#)

More than 400 visitors got a sneak peek recently at the Museum of Natural and Cultural History's new main exhibit, "Oregon - Where Past is Present," which opens formally on Feb. 11. The new set of displays vividly depict Oregon's geological creation and thousands of years of cultural history through the state's four geographical regions: the Great Basin, the Columbia Plateau, the Coast and the Western Valleys.



Patty Krier, museum director of public programs, leads local teachers through the exhibit area.



The Harper family of Eugene looks over geological items at the information table.



This mural by Creswell artist Don Prechtel portrays the local fishing industry that Lewis and Clark observed at Celilo Falls on the Columbia River.

Gallery: News Photo Gallery [↑](#) **Album:** Were You There? [↑](#)

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Fall Family Football Day at the UO

3 images in this album

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[Gallery:](#) News Photo Gallery [↑](#) [Album:](#) Were You There? [↑](#)

Fall Family Football Day--fast becoming a staple of UO Homecoming celebrations--was a hit this fall, with parents traveling to Eugene from around the country on Oct. 16 to watch the Ducks defeat the University of Arizona Wildcats 28-14 at Autzen Stadium.



The DeMarco and Corrado families give "tradition" a whole new meaning: both dads were roommates together at the UO. Now, daughters from both families are roommates this fall at the UO.



The Campbell family gets ducky.



This entire section was reserved for the families of new UO students.

[Gallery:](#) News Photo Gallery [↑](#) [Album:](#) Were You There? [↑](#)

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the uo's newsletter for faculty, staff, and graduate teaching fellows

Make a Date



Sampling of Coming Events

< *'Good Morning Athens'* stars are, from left, Joe Oyala (*Tantalos*), Danielle Kardun (*Chyrsis*), Sarah Griner (*Lysistrata*) and Juliet Strong (*Thalia*).

University Theatre Presents 'Good Morning Athens'

Next on UO's Robinson Theatre playbill is "Good Morning Athens," a new musical comedy by Sean Keogh based on "Lysistrata," the classic story of the innovative fight by Greek women against war. Performances start Nov. 5-6 and continue Nov. 11-14 and 19-20. Curtain time is 8 p.m. for all performances except Thursday, Nov. 11 at 7:30 p.m. and Sunday, Nov. 14 at 2 p.m. Director is Theater Arts Professor Jack Watson. UO faculty and staff members and GTFs receive a discount on all University Theatre productions. For more information, call (541) 346-4363 or 346-4191.

Cressman Lecture Provides 'New Look' At Lewis and Clark

Historian Gary E. Moulton will present the annual Luther S. and Dorothy Cecilia Cressman Lecture in the Humanities at 8 p.m., Thursday, Nov. 4, in 182 Lillis Hall. Moulton will speak on "Lewis and Clark's New Look," an exploration of new ways of judging the character and personalities of the leading figures of the Corps of Discovery: Meriwether Lewis, William Clark and Sacagawea. The talk, which is free and open to the public, will be followed by a book sale and signing.

Moulton is the Thomas C. Sorensen Professor Emeritus of American History at the University of Nebraska, Lincoln, and editor of *The Journals of the Lewis and Clark Expedition* (University of Nebraska Press, 2004). His fields of specialization include American history, the American West and historical editing. For more information, call the Oregon Humanities Center at (541) 346-3934.

Marching Bands Converge on Autzen, Nov. 6

Bands from throughout the Northwest will fill Autzen Stadium with a variety of music ranging from Broadway tunes to rock on Saturday, Nov. 6, during the 26th annual Festival of Bands sponsored by the UO's Oregon Marching Band.

The festival will welcome 29 of the Northwest's top high school bands, with action set to begin at 8 a.m. Preliminary rounds will conclude with an exhibition performance by the Oregon Marching Band at 3:30 p.m. Final rounds will begin around 5:30 p.m., and a finale performance by the Oregon Marching Band will close the festival at 9 p.m.

Tickets will be available at the south gate of the stadium on performance day. An all-day tickets are \$12 for adults and \$8 for students and senior citizens. A Family Four-Pack will be available for two adults and two children for \$32. Children under six will be admitted free. Wheelchair accessible seating is also available. Parking is also free.

The festival is the Oregon Marching Band's largest fund raiser of the year and is run entirely by band members and staff. For more information, call the University of Oregon Band Department at (541) 346-5670.

For more events, please visit the [University Events Calendar](#).



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