In designing better drugs to treat cancer, Xiaohua Peng’s goal is to kill the tumor cells – not the surrounding healthy cells.

By exploiting two distinctive features of tumors, Peng, a UWM biochemist has developed compounds that can “recognize” and release active drugs only to cancer cells.

“The compounds we’ve developed are not toxic by themselves,” she says. “They are activated under tumor-specific conditions – increased oxidative stress and hypoxia [a lack of oxygen].”

For her novel strategies in designing tumor-targeting drugs, Peng has recently received a Shaw Scientist Award from the Greater Milwaukee Foundation. The Shaw Scientist program awards unrestricted grants of $200,000 each year to scientists from UWM and UW-Madison who are working to advance important research in genetics, biology, biochemistry and cancer.

Oxidative stress occurs naturally in the body during processes like metabolism. But in cancer, cells are growing and dividing so fast that the dramatically quicker pace of metabolism leads to formation of high levels of hydrogen peroxide and free radicals, causing cellular damage and disease.

Peng has created two compounds that release a chemotherapy agent at the exact site of increased oxidative stress. The compounds she and her lab members have developed using this mechanism showed a 60-90% inhibition of various kinds of cancer cells, while normal cells were not affected.

Regions of hypoxia are also characteristic of tumors. These form in parts of the tumor farther removed from the blood vessels that supply oxygen. So Peng is creating drugs that induce damage to the cancer cells’ DNA under conditions of little or no oxygen.

There is a particular interest in focusing on hypoxia for cancer treatment, she says, because low oxygen supply has been associated with cancer cells’ resistance to radiation treatment.

Peng received a bachelor’s degree from China’s Nanchang University and a Ph.D. from the University of Osnabrueck in Germany. As a postdoctoral fellow at Johns Hopkins University, she studied DNA damage and repair. In 2010, she received a research award from the National Institutes of Health.

The Shaw Scientist program started in 1982 thanks to a $4.3 million bequest from Dorothy Shaw, widow of James Shaw, a prominent Milwaukee attorney. In addition to $2 million in special grants, the fund has given out more than $11 million to 60 scientists whose research might one day lead to new drugs and treatments.
Alumnus Jason Dzwinel Named Leader of the Future

Jason Dzwinel received the Leader of the Future Award given by the Public Policy Forum. He was honored in June at the 20th Annual Salute to Local Government Awards Presentation. At the event, he was lauded because “as Ozaukee County’s second-highest administrative official, 36-year-old Jason Dzwinel plays a key role in the government’s policy development and analysis, strategic planning, budgeting, human resources, collective bargaining and financial management.”

Jason is the Assistant County Administrator and Human Resources Director of Ozaukee County. Jason received both his bachelor’s degree in political science as well as his master’s degree in public administration from UWM’s College of Letters & Science. He began working at Ozaukee County in 2002 and quickly received several promotions, assuming Human Resources Director duties in 2008. In that role, he took the lead on initiatives such as the revision of personnel policies, collective bargaining negotiations, and important changes in employee benefit policies.

Ozaukee County Administrator Tom Meaux calls Jason “a trusted advisor and strategic implementer throughout our organization.” Jason notes, “While this award is a significant professional honor, I owe the University of Wisconsin-Milwaukee and the MPA program many thanks for providing the foundation on which my career is built.”

L&S Represents UWM in the 2012 Outstanding Women of Color in Education Awards

Each year, the UW System recognizes outstanding service to campus and community in diversity and/or women's studies. Nominated by the Chancellor’s of each campus, the recipients have demonstrated their ability to create positive change in the lives of women of color.

**English Professor Kim Blaeser** is a Native American writer, teacher, activist, and mentor who has earned an international reputation. Her passion for the Native Literary arts shines through her work on national boards and her travel on behalf of the U.S. State Department to provide arts programming and networks in countries such as Norway, Indonesia, and the Kingdom of Bahrain. Kim's publications include three books of poetry, one of which won the first book award from the Native Writers’ Circle of the Americas. Through poetry, short fiction and personal essays, she is attentive to family and community stories, to historical truth, and to issues of justice and empowerment. Her work has also been translated into various languages including Spanish, French, Norwegian, and Indonesian. Kim is the faculty member who established the first graduate and undergraduate courses in Native American literature in the College of Letters & Science. Members of the writing group for which she served as faculty advisor have gone on to earn advance degrees, publish creative and scholarly work, and institute their own mentoring initiatives. She is the recipient of many grants and awards, and her poem “Living History” was selected for installation in the Frontier Airlines Center in Milwaukee. Read more about Kim’s accomplishments at [http://bit.ly/Ne8sGS](http://bit.ly/Ne8sGS). Kim is also featured in the cover story of the Summer 2012 edition of Wisconsin People and Ideas. She is one of the leaders who helped organize “A Gathering of Words at the Gathering of Waters,” a North American Native writers’ festival celebrating its twentieth year in Milwaukee from September 5 to 9. [http://bit.ly/MQyZXV](http://bit.ly/MQyZXV).

**Angela Lang** is on the Board of Directors for the United Council of UW Students and an International Studies major in the Letters & Science. Angela was a founding member of the UWM American Civil Liberties Student Alliance in 2008. She taught student leaders how to be grassroots organizers and educated disenfranchised populations about voter rights. She has worked in the Office of Student Life, helping to lay the foundation for the opening of the Inclusive Excellence Center which is designed to create a better campus climate for non-majority populations; Angela played a key role in securing the funding for the new center. Angela is best known on campus as a Student Association (SA) leader. Her work has resulted in the establishment of the Committee for Diversity and Inclusion, and she played a leading role in organizing the Building Unity Conference for students from across the UW System. Prior to serving as SA President for 2011-12, she served as the Vice President during the 2010-11 school year. On a national level, Angela serves as the Vice Chair of the Women's Issues Caucus for the United States Student Association, the country’s largest and oldest national student rights organization. Read more about Angela at [http://bit.ly/O5ydI4](http://bit.ly/O5ydI4).
The Myth of the Disconnected Telecommuter

by Laura L. Hunt, University Relations

The assumption that employees who regularly telecommute will feel less attached to the organization they work for due to feeling isolated and disconnected is a myth, according to a study led by Assistant Professor of Communication Kathryn Fonner.

The study examined how teleworkers’ use of various forms of communication was related to their feelings of closeness to others as well as to feelings of stress due to interruptions. The study also tested how these outcomes of communication were associated with teleworkers’ sense of identity as part of their organization. Findings indicated that more communication does not equal more organizational identification for teleworkers. In fact, the opposite was true, says Fonner.

“It is often assumed that teleworkers need a lot of communication and contact with the organization in order to diminish their sense of distance and to develop a sense of belonging. But we found that the more teleworkers communicated with others, the more stressed they felt due to interruptions, and this was negatively associated with their identification with the organization.”

The study, co-authored with Michael Roloff, professor of communication studies at Northwestern University, appears in the June issue of *Communication Monographs*, published by the National Communication Association.

Although feeling a sense of closeness with others during workplace interactions was associated with positive organizational identification, the study found that the negative relationship between stress from interruptions and organizational identification was stronger.

One possible reason, says Fonner, is that teleworkers consider fewer interruptions as being one of the perks of their remote work arrangement. “When teleworkers feel they are constantly interrupted, this may decrease the value of organizational membership for them, and diminish their attachment to the organization,” she says.

The study evaluated differences between teleworkers and office workers. Teleworkers regularly worked at least three days a week from a location other than the office, and office workers worked at least three days a week in an office or shared workspace alongside their colleagues. Each set of employees used various modes of communication, including face-to-face, phone or email contact, instant messaging and videoconferencing.

Other outcomes of the study:

- The benefits of frequent communication with others were minimal and not significantly related to teleworkers’ or office workers’ sense of closeness with others in workplace interactions, regardless of the communication mode used.
- Office workers reported significantly greater levels of stress due to interruptions compared to teleworkers, but their organizational identification was not affected by this stress.
- For teleworkers, stress from interruptions was associated with increased face-to-face communication, email, instant messaging and videoconferencing. For office workers, stress was only related to increased face-to-face and email communication. Results indicate, however, that phone communication generally did not induce the same degree of stress as the other modes.

Fonner says the study findings emphasize a need to address the stress and time pressure associated with the constant barrage of workplace communication for everyone. “Teleworkers should strategically manage their connectivity in order to balance the benefits and drawbacks of communicating with others, while organizations should focus on streamlining communication. This may include limiting mass emails, diminishing the number of weekly meetings, creating information stores and fostering an environment where employees can schedule uninterrupted time to work.”
Ask May 2012 graduate Devin Szczerbiak to list his accomplishments and he will nonchalantly tell you he earned a BA in History with a Chinese minor, along with an Asian Studies Certificate. What he won’t mention is that, as a youngster, he was diagnosed with autism disorder.

Is this a challenge for Devin? Yes, it is, says Jim Klingbiel, Devin’s UWM advisor. “I have a son with autism, and I understand the frustrations and struggles. For Devin to have achieved what he has is a huge accomplishment. He never complains; he just works hard to reach his goals.”

For instance, he completed the required math course, but only with very dedicated work. “Math is my nemesis,” Devin explains. “I don’t disdain math; I just couldn’t understand it.”

When starting college Devin didn’t know what he would study, but he did know that college was also preparation “to be a grownup. It would all be up to me.”

With an affinity for history – how people deal with situations, how conflicts are begun and how they are resolved – he focused on that department. But his interest in East Asian issues, and particularly Chinese history and Chinese language was as much a surprise to him as it was to others. Having studied German in high school, he knew nothing about Asian cultures but wanted to try something different than another European language. Thinking back, Devin says, “Studying Chinese was out of the blue. I asked myself, ‘Why don’t I just give it a shot?’ I did, and it’s changed my life.”

Now armed with his UWM degree and a Teaching English to Speakers of a Foreign Language certificate from another institution, Devin hopes to visit and work in China. He credits his advisors, faculty and staff for encouraging him and helping along the way. “That was the best thing about college. Just look at all the people I met, because I took these courses. It really changed the way I look at things.”

L&S Laurels and Accolades

On July 23rd, President Obama named 96 researchers as recipients of the Presidential Early Career Awards for Scientists and Engineers, the highest honor bestowed by the United States Government on science and engineering professionals in the early stages of their independent research careers. Included on this list was Krista Lisdahl from the Department of Psychology.

“Discoveries in science and technology not only strengthen our economy, they inspire us as a people.” President Obama said. “The impressive accomplishments of today’s awardees so early in their careers promise even greater advances in the years ahead.”

The awards support the continued professional development of the recipients and furthers their work that can have important national implications in the areas of science and technology; Krista will be funded by the Department of Health and Human Services.

Second-year graduate student Octavio Santos (Clinical Psychology) was selected as the highlighted student of the quarter by the Association of Neuropsychology Students In Training (ANST). Octavio has gained clinical experience as part of two vertical teams, one specialized in Tourette’s syndrome and Trichotillomania and another focused on eating disorders. His research interest and thesis work is on executive functions. Read more about Octavio on the ANST web site: http://www.div40-anst.com/member-central.html

Anjali Rameshbabu (Psychology) has been awarded a Grant-in-aid of Research by the Society for the Psychological Study of Social Issues, Division 9. These awards support scientific research in social problem areas.

Devin Mueller (Psychology) accepted an invitation to serve on the editorial board at Psychiatry Journal.

Andrea Westlund (Women’s Studies and Philosophy) has accepted a one-year visiting position as the Brady Distinguished Associate Professor in Ethics and Civil Life at Northwestern University for 2012-2013.
Imagine an earth where dinosaurs still roam. Although it’s been years since these gigantic beasts ruled the earth, Dylan Wilmeth spent a month last summer hunting them in Montana. Sleeping under the starlit sky in The Badlands only reaffirmed his commitment to study paleontology.

For this UWM Geosciences senior, the rocks in which he digs and the fossils he finds are very much “alive.” It’s the excitement of not knowing what he’ll discover that lights his paleontology research fire.

An aspiring paleontologist with a yen for fossil research (“If it’s old and dead I like it.”), his course of study has led him to fieldwork in the U.S. – Michigan, Illinois, Montana and Wisconsin – and to more international sites such as Iceland and Argentina. It doesn’t matter whether a fossil is uncovered in another country or in Grafton, Wisconsin, “knowing that you’re the first person to discover and see something for billions of years gives you a giddy rush,” Dylan explains. Research in Patagonia further fueled his excitement about fieldwork: “During our work, we could see the Andes Mountains in the distance and at night the Milky Way was like a bridge over our heads.”

His high level of enthusiasm and energy may have been what sparked Rosalyn Isbell, a Grafton High School counselor, to mention him to her husband, UWM Geosciences Professor John Isbell. “What impressed me most about Dylan was his intelligence, passion for learning and interest in geology, specifically paleontology, and that he someday wanted to do research in China,” she recalls. She suggested he set up a visit with John, who could also connect him with Steve Dornbos and Margaret Frasier, UWM paleontologists who do research in China.

Before entering the University, Dylan got a head start by spending his summer in the Undergraduate Research Opportunity Program, researching ancient embryos with Professor Dornbos.

His acceptance into the Compass Scholarship Program, a four-year scholarship awarded to high-achieving and promising science freshmen, was a very influential factor in his enrollment at UWM. “It was not only important to me in dollars,” Dylan explains, “but I met scientists from other universities, had great mentors and made friends with lots of smart kids.”

Dylan’s experiences in the classroom and in the field were enhanced by the open atmosphere in the Geosciences Department. “If a student can’t find something to do here, it’s their own fault,” he says. “The first time I went to a Geosciences symposium I had no clue what they were talking about, but I sat and listened, had something to eat, and eventually I made friends. It’s an amazing environment where people are passionate about what they are doing and interested in others’ ideas.” The professors’ open door policy encourages exchanges and camaraderie, Dylan tells others who might be reticent to approach their instructors.

You couldn’t do any better than have Dylan, an intelligent, enthusiastic, focused young man, as an ambassador for UWM and the Geosciences Department, says Gina Seegers Szablewski, a senior lecturer. Dylan spent a year as a student worker assisting her, grading papers and tutoring other students. His obvious enthusiasm for paleontology, and generally anything he tackles, makes him the ultimate student worker, says Gina.

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“He is a great student, reliable worker and just a good human being. I hope he will eventually become a teacher so he can share his talents with others. But whatever he does, he will be successful.”

Having tutored a variety of students, he knows that not all geosciences scholars are turned on by *Jurassic Park*. You don’t have to study dinosaurs and fossils, Dylan explains, because all of the Geosciences professors have different research opportunities; some work with the School of Freshwater Sciences, others dig deep into the history of glaciers and volcanoes – there are many specialties.

No matter how solitary the research may seem to others, paleontology is working with other people as much as it is working with rocks, Dylan points out. Each professor and each student has a story, and hearing these stories can help you discover what you want to do. “It’s so exciting, because each little discovery can lead to something big. Each one is a clue that leads to larger discoveries. I feel as if I’m standing on the shoulders of others to see how the Universe works.”

A bright student who is doing graduate-level research, Dylan has a strong passion for science, says Steve Dornbos. “He is always open to new possibilities and experiences, an important trait for any successful researcher.”

The key is to be open to anything, Dylan explains, such as when he found information about a 10-day Iceland trip on a bulletin board, and he went. Adding to the excitement, a volcano erupted there before they arrived. “We were so excited to see an active volcano, walk right up to it and look down. The lava is the richest orange you’ll ever see, and we were so close the sulfur burned our eyes. We even made grilled cheese sandwiches on the rocks.”

Although he’s enthusiastic about rock-grilled sandwiches, fossils and large expanses of time, these aren’t his only passions. Dylan’s course work includes Honors English, and he’d like to publish a work of fiction. (He strives to write 1,000 words every day.) He also plays the piano and tuba and participates in local choirs. Craving music in his life, Dylan and other Geosciences students formed the Geology Band. But music will remain an avocation, while he earns advanced degrees so that he can have a research and teaching career in academia.

Asked how he fits everything he does into a 24-hour day, Dylan stops to think and replies, “I ask myself that every day. It feels normal to me, because I always have to be doing something.”

After talking with him, you wonder if there is anything Dylan Wilmeth can’t do. Well, Dylan Wilmeth can’t whistle. But you just know he’s working on that, too.

*For a blast to the past, read an interview that Dylan did as a sophomore at [http://bit.ly/Mgr760](http://bit.ly/Mgr760).*

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**The Road to a PhD Goes Through Switzerland**

Communication doctoral students Kim Kulovitz and Anna Herrman attended a summer program in Ascona, Switzerland, on research on computer-mediated-communication (CMC) in linguistics. Both students received travel grants from ThinkSwiss to help fund their studies. Doctoral students from around the world learned from and studied with several top linguistic and CMC scholars. Kim and Anna brought two current CMC projects and were able to further develop the methodology sections based on recommendations from the scholars and other students. Kim developed methodology pertaining to her study of bullying in the online gaming environment while Anna discussed ethical and methodological issues relevant to her study of pro-anorexia websites.
20 million. 100 million. 150 million. 200 million. These are the numbers, respectively, of unique worldwide users of Pinterest, Twitter, LinkedIn and Facebook.

The explosion of the social media audience just might be a marketer’s dream scenario. Everyone, from the local politician seeking like-minded-voters, to the global conglomerate looking to peddle a product, to the individual looking for a job, is turning to social media as the outlet of choice – reaching lots of people quickly and inexpensively. Even social revolutions in places such as Egypt and Syria have gotten their legs through social media.

This rapidly changing technology has led to a quick doubling of enrollment in the Digital Arts and Culture (DAC) Certificate program offered through the Department of Journalism, Advertising and Media Studies. Students and professionals in all fields – especially marketing, journalism, communication, global studies, education, business, human resources, information science, graphic design and political science – want to know how to use social media tools for their personal and professional success.

Three individuals who approach the use of social media from very different perspectives share their thoughts on social media as a marketing and communication tool and as an academic discipline. They speculate on the future of the genre as an influential force and discuss why today’s students need to move beyond social media as merely a personal communication vehicle regardless of their area of study.

The three experts are Marc Tasman, director of the DAC program; Tina Wagner, UWM’s first full-time social media manager; and Colleen Hickman, a graduate of the DAC program now working as a marketing and social media assistant at Glenwood Springs Spa in Colorado.

Marc Tasman is director of the Digital Arts and Culture certificate program at UWM:

Marketing techniques and tools have, and will continue to, evolve rapidly. Positions such as account executives and creative directors still exist, but these people must now be proficient in analyzing and manipulating digital media in a world where they can communicate with consumers at the speed of a simple a click. Fingertips now connect marketers to customers and drive marketing these days.

In the past, a fewer number of “players” or “experts” ruled media and the marketing realm. Now, in a digital world, anybody can claim “authenticity” on a subject, and savvy individual (consciously or unconsciously) craft a “self-brand” when they develop their online profile. It’s a river that flows constantly, and anyone can jump into the water at any time. Now, instead of trusting expertise, people are trusted by the amount of influence they wield, often indicated by the number of Facebook friends or Twitter followers and the volume of posts.

But marketing professionals are also learning that just because a digital tool is there and readily accessible doesn’t mean it will work for their product. The traditional measure of return on investment still matters, though there are new quantitative and qualitative ways of measuring that with social media. Companies can monitor the conversations about their products, or lack of conversation, and more quickly change “the narrative” than in the past.

Social media is also redefining the concepts of privacy, time and space. Whether real or perceived, there is a greater expectation of openness, sense of urgency and feeling of closeness. Because of this, the certificate program emphasizes not just how to use social media but also how to function ethically and mindfully.

We have seen a significant increase in our program’s enrollment, and there are some pragmatic reasons. It correlates to the meteoric rise in the use of social media, not only by individuals such as students, but also teachers, administrators and institutions. As sites such as Twitter stopped being the subject of jokes, public relations professionals and scholars alike widely adopted the practice of tweeting as “mind-casting” rather than “life-casting.”

We take a long view of social media and recognize an ongoing trend toward personalization of media by individuals and for individuals. Focusing on the cultural aspects of this shift, I see culture not only as a set of conventions and practices for communicating with each other, but also as a means of accessing knowledge from our ancestors. By obtaining this knowledge we can preserve these practices to communicate to future generations about our hopes, dreams and anxieties, essentially providing a snapshot of our reality, much the same way photography and motion pictures changed (with an enormous shift) the way our ancestors told stories and how we understand history.

Colleen Hickman holds a bachelor’s degree from UWM with a double major in marketing and in journalism, advertising and media studies. She also earned the certificate continued on page 13
Transit of Venus

Photography by Gazelle Arga

On June 5, 2012, the UWM Manfred Olson Planetarium celebrated a once in a lifetime event, the Transit of Venus. This was a unique event as the UWM Planetarium had entertainment both inside and outside of the Physics building. Inside the Planetarium, guests enjoyed a special show where audiences learned about the historical and current importance of the transit of Venus and the transit of exoplanets in other star systems. Because of the large turnout at the event, there were multiple show times to accommodate all of the guests. Outside, hundreds of people lined up to view the telescopes in the courtyard, which had special filters allowing guests to view the transit. In addition, live music by the bands Canyons of Static and Dawn of Man played throughout the entire show. People were invited to purchase brats, cookies, chips, and other refreshments. The turnout was so large that the staff ran out of brats before the end of the evening. Guest attendance was also diverse. There were families, students, and both younger and older generations who celebrated together at the event.
Passings

Thomas Bontly, a retired Professor of English, died on June 28th at the age of 72. Tom taught creative writing at UWM for 35 years, a program he helped create, and was a prolific writer. After his retirement in 2001, he continued writing, including working on what would have been his fifth novel and a new website which went live after his death. [http://tbontly-writer.com/](http://tbontly-writer.com/)


Bontly also played a role in the creation of *Cream City Review*, a nationally respected literary review based in Milwaukee.

Tom also found time to enjoy the outdoors and other aspects of life. In addition to a yearly fishing trip to northern Wisconsin or Canada with friends, he enjoyed golfing and was renowned for his vegetable garden. He was active in his church, St. Eugene Catholic Church, leading, of course, a book club. Tom was also an artist, according to his son Tom, and his father’s paintings and illustrations fill the family home.

He is survived by his wife of 49 years, Marilyn, his son, and many cousins, relatives and good friends.

A full obituary can be viewed at: [http://bit.ly/LWSaCh](http://bit.ly/LWSaCh)

Richard Perlman died peacefully of natural causes on July 18th at the age of 88. Professor Perlman was a retired faculty member from the Department of Economics where he served the UWM community from 1964 to 1997. He was a renowned scholar in the field of labor economics and was twice awarded a Fulbright Scholarship, first to teach in Mexico City in 1964 and then to teach in Madrid in 1972.

His passion for mentoring young students was recognized with the creation of the Perlman Prize, a UWM scholarship for promising economics students.

Richard graduated from Cornell University in 1946 and received his Ph.D. from Columbia University in 1951. He also served in the armed forces during World War II.

He is survived by his wife, Irma, and four children, 15 grandchildren, four great-grandchildren, two nephews, two nieces and countless friends.


New Video Story

Meet Brandon Lemke, recent graduate from the Journalism, Advertising and Media Studies program – also known as Pounce the Panther. We’re unmasking the man behind the UWM mascot.
In the Media and Around the Community

Had you heard of a derecho before the violent June storms on the east coast? Following the storms, Clark Evans (Atmospheric Science) talked about derechos with AtmosNews. http://bit.ly/M6D1tV

Kundan Kishor (Economics) spoke with Fox 6 about “bank walkaways” - some financial institutions will foreclose on a property and then walk away from it when they realize it is not profitable, leaving the original owner back on the hook for municipal fees. http://bit.ly/MeLRLN

The Department of Biological Sciences had a strong showing at the Evolution Conference in Ottawa Canada (July 6-11, 2012). Professors and students from the labs of Gerlinde Höbel, Emily Latch, Jeffery Karron, Rafael Rodriguez, Linda Whittingham and Peter Dunn. Three of Dr. Latch’s students presented posters, and several individuals gave talks:

- “MHC variation is related to a sexually-selected ornament, survival and parasite resistance in common yellowthroats” (Peter Dunn)
- “Hybrid swarm between divergent lineages of mule deer (Odocoileus hemionus)” (Emily Latch)
- “Multiple mating and male-female conflict in a hermaphroditic plant” (Jeffery Karron)
- “Trade-offs and signal performance during close-range vocal competition in gray treefrogs” (Michael Reichert from Dr. Hoebel’s lab)

Rob Ricigliano (Communication and Institute of World Affairs) was featured in the August issue of M, Milwaukee’s lifestyle magazine, discussing his new book Making Peace Last, A Toolbox for Sustainable Peacebuilding.

Devin Mueller (Psychology) gave two seminars at the University of Puerto Rico - Medical Sciences Campus: “Overcoming addiction by enhancing extinction and inhibiting retrieval of drug-related memories” and “Career development for emerging scientists.”


Shawn Cahill (Psychology) was interviewed by WTMJ Radio 620 about post traumatic stress disorder in the aftermath of the Aurora, Colorado, shooting. http://bit.ly/T0kIeN

Glen Jeansson (History) spoke on BlogTalkRadio, about President Herbert Hoover, exploring the parallels between today’s current economic conditions and political leadership. Professor Jeansson recently authored a new book on the life and leadership of Hoover. http://ow.ly/cf95s. In July, Glen also talked about “The Many Dimensions of Herbert Hoover” and signed books at the Herbert Hoover Presidential Library and Museum in West Branch, Iowa, and the Chai Point Jewish Home in Milwaukee.

Doctoral student Mridula Mascarenhas (Communication) presented “Science will lead us forward: marginalization of the public sphere in the Frankenfish debate” at the Rhetoric Society of America Research Network Conference held in Philadelphia in May and also “The ELCA as deliberative community: A study of the distinctive features of deliberation in a religious context” at the 2012 National Communication Association Doctoral Honors Seminar held in Los Angeles.

Office of Undergraduate Research (OUR) Director Nigel Rothfels and student Cynthia Aguas-Fernandez appeared on UWM Today, heard on WUWM radio, to discuss the advantages of developing research skills early in the college. OUR matches students with rigorous research opportunities across every discipline where they work directly with UWM faculty. The show can be heard at http://bit.ly/T0jX5a

Dawn Erb (Physics) was part of a team of astronomers who have discovered the universe’s oldest spiral galaxy. This cosmic structure is estimated to date back 10.7 billion years, and their research was recently published in Nature (see publication section on page 12 for citation). This significant study was featured in media from around the globe including CBS News, NBC News, the L.A. Times, and British, Australian and Canadian media.

Atmospheric Science alumni John Peters (’12) and Brock Burghardt (’11) spoke with Channel 12 News about the water spout over Lake Michigan on July 27th. Brock is currently working on a master’s degree in atmospheric science at UWM and John will be entering a PhD. program in atmospheric science in Colorado. http://ow.ly/czjg6


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In the Media and Around the Community

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Doctoral student **Lara Stache (Communication)** presented “A rhetorical construction of botox: Botox parties, real housewives, and the female body from a technophilic lens” at the 2012 National Communication Association Doctoral Honors Seminar held in Los Angeles.

Fred Helmstetter (Psychology) gave two invited talks at the Dutch Neuroscience meeting held in Lunteren, The Netherlands, in May: “Molecular mechanisms of fear memory consolidation” and “New directions in extinction”. His research team also had two presentations at the annual meeting of the Organization for Human Brain Mapping held in Beijing, China, in June: “Behavioral and amygdala BOLD responses in psychopaths during fear conditioning” by **Balderston, N.L.** (graduate student), **Schultz, D.H.** (graduate student), Newman, J. (UW-Madison faculty), **Larson, C.** (UWM faculty) and **Helmstetter, F.J.** (UWM faculty) and “Rapid amygdala responses during trace fear conditioning without awareness” by **Balderston, N.L., Schultz, D.H.** and Helmstetter, F.J.

A number of **Communication** graduate students and faculty presented at the International Association for Relationship Research Conference held in Chicago in July:

- “Does this app make my butt look big? M2M smartphone application users” by **DeAnne Priddis, Karina Willes and Mike Allen**
- “How deep is the relationship you seek? A comparison of mainstream and cougar dating websites” by **Jennifer Jackl**
- “The impact of computer-mediated communication technology on family communication patterns: An exploratory study” by **Emily Cramer and Edward Mabry**

**Milwaukee-Madison Inter-Institutional Research Grants**

Twelve teams of scientists from the UW-Milwaukee and Madison campuses will collaborate with the help of the third round of Intercampus Research Incentive grants. The grants support projects across the broad strengths of both institutions, including efforts to improve human health, produce environmentally friendly materials and expand our understanding of the natural world. Each award, chosen from a pool of 60 proposed research programs, is in the range of $50,000 for one year. The program is funded by donors, and projects are selected by a committee of faculty and administrators from both institutions. Representing Letters & Science among the award winners are:

- **Novel nanomedicines for targeted neuroendocrine cancer therapy** – Shaoqin “Sarah” Gong, Madison, Biomedical Engineering; **Yiqiang “Eric” Cheng, Milwaukee, Biological Sciences**; Herb Chen, Madison, Surgery
- **Role of carbonic anhydrase in plant development** – **Dazhong “Dave” Zhao, Milwaukee, Biological Sciences**; Marisa Otegui, Madison, Botany
- **Microfluidic corral trap arrays for molecular analysis** – **Jorg Woehl, Milwaukee, Chemistry and Biochemistry**; Tom Krupenkin, Madison, Mechanical Engineering
- **Understanding and forecasting meteotsunami in the Great Lakes** — **Chin Wu, Madison, Civil and Environmental Engineering**; **Paul Roebber, Milwaukee, Freshwater Sciences and Mathematical Sciences**
- **Characterizing a unique association between rice and Rhizobium** — **Gyaneshwar Prasad, Milwaukee, Biological Sciences**; Jean-Michel Ané, Madison, Agronomy
- **Vocal mechanisms maintaining monogamy and pair bonding** — Catherine Marler, Madison, Psychology; **Gerlinde Höbel, Milwaukee, Biological Sciences**

In collaboration with UW-Whitewater and UW-Madison, UWM’s **Center for Latin American and Caribbean Studies** hosted a three-day summer teacher institute for thirteen K-12 and post-secondary educators. Supported through a Title VI National Resource Center grant from the U.S. Department of Education, this year’s theme was “The Politics of Motherhood in Latin America.”

Doctoral student **Adrienne Frie (Anthropology)**, currently in the field in Slovenia, was mentioned in a number of Slovenian media outlets as local archaeologists held protests over the government’s austerity cuts to funding for excavation and preservation. Adrienne’s presence as an American was used as an example of the disconnect between the international interest in archeological treasures and local cut backs.

**Dyanna Czeck (Geosciences)** and two of her students presented research talks recently, **Jolene Traut (M.S., ‘11)** and Dyanna presented “Rheologic information determined from naturally deformed interlayered phyllites and quartzites” at the Structural Geology and Tectonics Forum in Williamstown, Massachusetts, in June. Current master’s student **Ernie Thalhamer** presented “Analyzing ductile shear zone network geometries in the Grassy Portage Sill, Rainy Lake Region, northwestern Ontario, Canada” with Dyanna at the Institute on Lake Superior Geology (ILSG) Annual Meeting in Thunder Bay, Ontario. Ernie also received a $150 travel award from ILSG to present his work.
L&S People in Print


Krista M. Lisdahl (Psychology) and Jenessa S. Price, "Increased marijuana use and gender predict poorer cognitive functioning in healthy emerging adults," *Journal of the International Neuropsychological Society*, Vol. 18, pp. 678-688, July 2012. [http://dx.doi.org/10.1017/S1355617712000276](http://dx.doi.org/10.1017/S1355617712000276)


Trudy R. Turner (Anthropology), "Ethical Issues in Human Population Biology," *Current Anthropology*, Vol. 53 (S5), The Biological Anthropology of Living Human Populations: World Histories, National Styles, and International Networks (April 2012), pp. S222-S232. This article was also the tenth most accessed *Current Anthropology* article over the past three months. [http://dx.doi.org/10.1086/662661](http://dx.doi.org/10.1086/662661)


Glen Jeansonne (History), “Is the Great Recession Another Great Depression?” in the online Classroom Teaching Forum for ABC-CLIO, July 2012.

Glen Jeansonne (History), entry on Leander H. Perez, in KnowLA (online encyclopedia of the Louisiana Endowment for the Humanities), July 2012.

Kim, K.-Y., Han, Weon Shik (Geosciences), and Park, E., “The impact of highly permeable layer on hydraulic system in a coastal aquifer,” *Hydrological Processes*, Vol. 26 (16), June 2012. [http://dx.doi.org/10.1002/hyp.9437](http://dx.doi.org/10.1002/hyp.9437)


in Digital Arts and Culture and currently works as the marketing and social media assistant at Glenwood Springs Spa in Colorado.

Social media allows brands to reach their audiences across many more media than previously, and that allows for more personal and targeted messages. Being interactive with consumers via social media is huge. You can respond directly to consumers’ comments, concerns or questions and run promotions that are specific to a certain group’s needs. This type of direct targeting and real-time interaction is something traditional media can’t do.

Traditional marketing tactics create and reinforce a brand’s identity and messaging; social media takes the tone set by the traditional marketing and raises it to the next level to connect directly and personally with the brand’s consumers. The traditional marketing defines how, what and why I represent our brand on social media. For any brand to successfully market itself, you need to develop an integrated campaign that uses all channels – traditional and non – to relay solid and consistent messaging.

I learned the principles of marketing, statistics, facts, figures, and research information from classes. My DAC certificate gave me the opportunity to get technical and hands-on with digital media. My experience came from internships. Real world experience paired with the textbook concepts and class projects, gave me a well-rounded experience that sparked my passion for marketing and public relations and created many opportunities.

As the industry around it evolves, so will social media. The change will be in the technology – new social media channels, apps, and more advanced mobile devices – and in an increased challenge for brands to stand out in the crowd.

Business will need to use social media differently. Marketers will really need to strategize how to do something engaging enough to not only spark conversation but actually change behaviors. To accomplish this, business will need to use social media to become integrated into consumers’ everyday lives. I envision a world where brands and consumers coexist as seamlessly as possible.

Tina Wagner is UWM’s first full-time social media staff person and is responsible for campus-wide strategy related to Facebook, Twitter, Google+, Pinterest, Pandora, Foursquare, YouTube and all other social media channels. She holds a UWM degree with a double major in communication and journalism, advertising and media studies.

In the past, we would have tried to engage students with print pieces, t-shirts and magnets. While we still use traditional methods such as TV and print ads, we now have additional tools to broadcast our brand. We don’t have to wait for the next ad opportunity or newsletter publication date; we post information immediately and can track whether or not our audience is reading our messages. And, we can get immediate feedback from them to know if we are being relevant or not. Monitoring and responding to what people are saying means we can change our methods and our message much more quickly than in the past. We don’t have to use expensive assets and wait for long periods of time in order to be responsive to students, prospective students, parents, alumni or the general public.

Whether traditional media or new media, our goal is still to engage and connect with people. An added bonus with social media is that people who feel that connection can more easily become UWM ambassadors with a simple re-tweet, share or like.

Photo and video-based social interaction will continue to grow, because pictures and video speak louder than words. Multimedia social networks are here to stay and will continue to emerge and force brands to adapt, too. With the growth of mobile, social media will also need to become more integrated with mobile-friendly apps/websites.

With all of this, social media does not fit into one job category – the role is evolving and becoming more integrated across roles. You are creating a voice for a company/institution (public relations), branding the company and analyzing posts (marketing) and communicating with the public (communications). There has been growth in the social media/managers/specialists/coordinators career field. However, it will always depend on how a company or institution wants to invest its resources.