

College of Letters & Science

IN FOCUS



February

2017

JAMS professor's new book documents *Atari Age*

By Sarah Vickery, College of Letters & Science

First there was Pong. Then there was Space Invaders. Then came Pac-Man, Asteroids, Defender, Galaga, and Donkey Kong, and the list kept growing. It was the advent of the video game, and it's all documented in Journalism, Advertising, and Media Studies professor Michael Newman's new book, *Atari Age: The Emergence of Video Games in America*.

The book, released earlier this month, chronicles the rise of one of the biggest pop culture phenomena in American history. Newman pored over old newspapers and catalogue advertisements, visited archives like The Strong museum in Rochester, N.Y., and scoured the Internet for informal sources for his research.

"Video games were this unfamiliar new technology and medium, a leisure-time amusement that people had to make sense of," Newman said. "The book takes us through about a decade of the emergence of video games to a point when they were on the cover of *Time Magazine*."

The rise of gaming

Things took off for video games when in-home consoles allowed people to play right on their television screen, Newman said. Video games could also be played on computers, which served to introduce many people to personal computers for the first time.

And what games they were.

"There were so many. A lot of the early games were variations on Pong, or they were sports games or driving games," Newman said. "The other really big genre of games would have been science fiction-inspired games. Keep in mind, Star Wars was the most successful pop culture franchise and had a huge influence through toys and apparel. So games like Asteroids, Defender, Missile Command, and Tempest, that involved some combination of spaceships, war, shooting, alien invaders, or enemies, captured the imagination."

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CONTACT US AT LET-SCI@UWM.EDU OR

(414) 229-2923.

L&S ACTING DEAN: DAVE CLARK

IN FOCUS EDITOR: DEANNA ALBA



FIND US AT UWMILWLETSCI

L&S welcomes new Acting Dean

Earlier this month, Rodney Swain stepped down from his post as the Dean of the College of Letters & Science for personal reasons. He will still be a familiar face on campus; Rodney is planning to remain on the faculty in the Department of Psychology.

The search is currently underway for a new Dean for the college, but in the meantime, Associate Dean of the Humanities David Clark is the Acting Dean.

Dave was promoted to Associate Dean in 2014. He joined the UWM faculty in the English Department in 2001 after graduating with his PhD in Rhetoric and Professional Communication from Iowa State University. He also completed his Bachelor's and Master's degrees at Iowa State.

Dave's research interests focus on technical writing, content management, and writing pedagogy. Over the years, he's received several grants and awards for his efforts, including a J.R. Gould Award for Excellence in Teaching Technical Communication in 2013 and UWM Foundation Catalyst Grants in 2014 and 2016. Dave also regularly consults with Wisconsin businesses, helping companies train their employees in technical writing, documentation systems, and proposal generation.

In 2016, Dave began to formalize his consulting by working with UW Ideadvance, a program that fosters entrepreneurs within the UW System through grants and business mentorship. He, along with former doctoral student Tatiana Batova, founded Responsive Writing Solutions LLC, a company that aims to develop customizable software for businesses to guide workers through the writing process. Clark and the Responsive Writing Solutions team were also chosen for the National Science Foundation's I-Corps program, winning a \$50,000 grant and additional business training.

Dave will return to his role as Associate Dean of the Humanities once a new Dean has been appointed and is able to join UWM.



David Clark



Rodney Swain

Art History student paints glowing picture of Art Museum internship

By Zachary Julius, College of Letters & Science

The Calatrava that houses the Milwaukee Art Museum is an imposing building, and Art History major Morgan Ellsworth was intimidated when she stepped inside to begin her art museum internship. She didn't need to worry; within days, Ellsworth found her groove.

"The feeling of having your dream career goal confirmed is a feeling I can't begin to describe," Ellsworth said. "I was nervous in the beginning, fearing that I wouldn't like working in a museum. Going into this internship has allowed those fears to diminish completely."

With an assigned theme, Ellsworth researches pieces of art for upcoming exhibits in the Kohl's Art Generation Gallery, designed for younger children. She picks pieces that she feels will expand their creativity and that they will hopefully remember for the rest of their lives. She hopes to give them a greater understanding and admiration for art.

"I have learned a variety of different artistic intent through this given theme in my research," Ellsworth said. "The experience of working closely with kids of all backgrounds in order to broaden their imagination and appreciation for all kinds of art is a reward in itself."

After graduation, Ellsworth plans on being a curator in a city with an exciting art scene. She was inspired to pursue such a career after observing a museum curator during an art competition and falling in love with their work.

Ellsworth began her love of art in high school through several Advanced Placement Art History courses. She carried that love to UWM, where last year, one of her professors suggested that she apply for an internship at the Milwaukee Art Museum. Ellsworth, now a senior, got the placement, and draws on her knowledge gained from her high school and college classes to color her internship successes.

Ellsworth initially thought she would be the typical coffee-fetching intern, but that wasn't the case. She was surprised at the amount of important duties she was responsible for so soon. Working independently within the assigned theme, she analyzes the movement of time and symbolism utilized by artists in their work, and uses that as a basis for inclusion in children's events and exhibits.

"I'm very excited about working with these pieces of art," Morgan said. "It's like the artwork is frozen in time, giving the viewer a glimpse into past eras, and that's so fascinating to me."

Ellsworth has a passion for reactionary, historical pieces, especially ones created during and after World War II. One of her favorite paintings is "Guernica" by Pablo Picasso (oil on canvas, 1937), a prime example of artistic reactions to war.

"People are always hesitant to take an Art History course, but once they do, they end up loving it. You learn balance, symmetry, and history through these beautiful pieces of art. Everyone should have a greater appreciation for the world around you, and that begins with taking art history," Ellsworth said. "I love talking about art. When most people get older, they tire of the paintings they once loved when they were younger. But not me; I'll be talking about my favorite pieces when I'm old and retired."



UWM Art History major Morgan Ellsworth stands beside the painting "Crying Girl" (1964) by Roy Lichtenstein. Ellsworth is an intern at the Milwaukee Art Museum.



The UWM Chemistry and Biochemistry Department is home to the Milwaukee Institute for Drug Discovery, which allows researchers to work on treatments for everything from cancer to Alzheimer's to asthma. <https://youtu.be/nnuCAxEcJo>

Video Stories



Speaking of cancer, February 4 marked World Cancer Day. See the novel therapies and drugs researchers in the Milwaukee Institute for Drug Discovery are working on to battle this disease. <https://youtu.be/bsanAmxb9wk>

UWM Research Foundation licenses novel cancer drug

By Laura Otto, University Relations

Arizona-based Systems Oncology has licensed a patented drug compound from the University of Wisconsin-Milwaukee Research Foundation. The compound offers safe and effective suppression of tumors using a unique approach.

The compound disrupts the interaction between the vitamin D receptor (VDR) and proteins that control certain genes. Normally, the VDR interacts with a form of vitamin D to “turn on” the right genes to drive proper cell growth and differentiation. But interaction with certain genes degrades the active form of vitamin D, leading to cancer growth and a change in the area around the tumor that makes it less responsive to cancer drugs and immunotherapy.

A compound discovered by Alexander “Leggy” Arnold, a UWM associate professor of Chemistry and Biochemistry, prevents the degradation by blocking the interaction of certain genes.

“Initial studies with new drug candidates suggest that VDR can be a successful therapeutic target for some difficult-to-treat cancers,” Arnold said. “By using these newly discovered molecules, we can change the regulation of VDR target genes.”

Several anti-cancer drugs in clinical trials are based on vitamin D. But, because VDR is also the “master regulator” of the body’s calcium, Arnold’s compounds alter the VDR’s action without interfering with calcium regulation needed for normal health.

“We are excited to have the opportunity to work with pharmaceutical partners to translate this important new agent into a breakthrough cancer therapy,” said Spyro Mousses, CEO of Systems Oncology.

Systems Oncology LLC is a machine learning-based biotechnology company that uses cognitive computing and multi-scalar systems modeling to mine massive datasets and uncover hidden therapeutic insights for cancer. The UWM Research Foundation, a nonprofit corporation that provides research, entrepreneurship and innovation programs at UWM, has supported Arnold’s research and helped to commercialize it.



Alexander “Leggy” Arnold guides graduate student Margaret Guthrie in analyzing a drug compound with a mass spectrometer. (Photo by Peter Jakubowski)

Survey says: UWM Physics student rocked Family Feud!

By Zachary Julius, College of Letters & Science

Marika McGhee is majoring in Physics, but she took a break from her studies in January to compete on one of America's most-loved game shows, Family Feud. The McGhee family's episode aired Jan. 23. She spoke with In Focus intern Zachary Julius about her family's experiences on the show.

Tell me about yourself.

My name is Marika McGhee. I'm 27 years old. I was born and raised in Milwaukee as one of six children. I have a 5-year-old son, Charlie. I'm majoring in Astrophysics and I plan to study space and be a rocket scientist.

What inspired your family to try out for Family Feud?

My sister, a theater professional, is always getting invites for auditions. She noticed the auditions for Family Feud were taking place in Milwaukee, and convinced us all to go.

How was the audition process?

The audition process was interesting. The five of us who happened to be in Milwaukee at the time auditioned as a family. We did a mock game show, where we sat in a room filled with dozens of other families and were called up randomly, two families at a time. One family would play while the other huddled, and then we switched. The producers told us it was more important that we were energetic rather than getting the right answers, so we all put on our best faces. The producers told us we'd hear from them if they chose to send us onward.

How did you and your family react when you found out you were chosen?

We got a postcard, which was mailed to my sister. My sister decided to wrap it up as a Christmas present and recorded us opening it. When I found out, I literally jumped for joy. We were all very excited. My siblings who weren't on the show were a tad jealous, and same with my boyfriend. We immediately started planning our outfits for the show.

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UWM Astrophysics major Marika McGhee (second from left) appeared with her family on Family Feud. The episode aired Jan. 23. Photo courtesy of Marika McGhee.

UWM alum finds national literary success with novels

By Kathy Quirk, *University Relations*

René Steinke, who earned her doctorate in English/creative writing from UWM in 1993, is gaining increasing recognition for her novels. This year, she received a Guggenheim Fellowship in Fiction, and her second novel, “Holy Skirts,” was a finalist for the National Book Award. It was also included among the Best Books of the Year by the *Chicago Tribune* and the *Washington Post*. Her most recent novel, “Friendswood,” was named one of National Public Radio’s “Great Reads of 2014.”

Steinke lives in Brooklyn, and she is the director of the MFA Creative Writing Program at Fairleigh Dickinson University in New Jersey.

What inspired your award-winning second novel, “Holy Skirts?”

In researching an essay on the New Jersey doctor/poet William Carlos Williams, I came across this scathing review of one of his works. It was written by the Baroness Elsa von Freytag-Loringhoven, a poet and artist of the early 20th century, who’d had an affair with him. She appeared in a lot of biographies of artists and writers of the 1910s and 1920s. She was completely colorful, but nobody had written her story. I just got fascinated with her and fell in love with her artwork, her poetry, and her autobiography. She was one of the true early feminists.



Award-winning novelist Rene Steinke earned a doctorate from UWM in 1993. She now directs the MFA Creative Writing Program at Fairleigh Dickinson University while working on her fourth novel. (Fairleigh Dickinson University photo/Deborah Feingold)

Your most recent novel, “Friendswood,” is about the aftermath of an environmental disaster and how it affects four families in a small Texas town. Was that based on an actual incident?

The novel is fiction, but Friendswood is a real place, my hometown. The environmental disaster actually happened right outside of town. A subdivision was built near fields where an oil refinery had been dumping chemicals for decades. People began to notice alarming rates of birth defects and cancer. Finally, there were local hearings and protests. Eventually, the houses were bulldozed. It’s not dissimilar to things that are happening today with fracking and other environmental disasters. It’s the story of a particular town, but it’s also an American story.

Your novels seem so different from each other. How do you get your ideas?

Each of the novels comes from some combination of reading and seeing what’s interesting in my day-to-day life. Though they seem on the surface to be radically different, there’s one thing I keep returning to — there’s always the character of a woman who’s somehow on the margins.

How did you first get interested in writing?

I think I first became interested when I was 8 years old. My dad was a Lutheran minister. I saw him writing sermons every Sunday, and he passed down a love of literature to me.

Why did you come to UWM for your doctorate?

I wanted to teach as well as write. At the time, this was one of the few places that offered the doctorate in English with a creative writing concentration. I had some wonderful professors and colleagues. That program allowed me to write the first draft, an early version of my first novel, “The Fires,” as my dissertation. It was a good program, very rigorous.

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Upcoming Events

MARCH 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

March 2

Women's and Gender Studies Spring '17 Brown Bag Series: Bread & Roses: The Birth of Feminist Healthcare in Milwaukee. Noon. Curtin 904. Fran Kaplan, America's Black Holocaust Museum.

<http://uwm.edu/womens-gender-studies/>

Geosciences Colloquium: The Dawn of Gravitational-wave Astronomy. 3:30 p.m. Lapham N160. Patrick Brady, UWM Physics.

<http://bit.ly/2kkd5G2>

March 3-5

Ctr. for Celtic Studies Deireadh Seachtaine Gaeilge: Irish Language Immersion Weekend.

Begins 5:30 p.m. Mar. 3. Milwaukee Irish Fest Center, 1532 Wauwatosa Ave., Milwaukee. Registration required. Free for UWM students; \$75 for weekend or \$50 for Saturday only. Email bairbre@uwm.edu to register. <http://bit.ly/2mgexel>

March 3-31

Science Bag - Water and Air: The Physics of Flying and Sailing. 8 p.m. Physics 137. Free and open to the public. Paul Lyman breaks down aerodynamics. Show runs Fridays at 8 p.m and Sunday, Mar. 12 at 2 p.m. <https://uwm.edu/science-bag/>

March 3

Neuroscience Seminar: Genetic dissection of blood-brain barrier development in zebrafish. 2 p.m. Lapham N101. Michael Taylor, UW-Madison.

Geography colloquium - Water: Protection, Extraction, and Presence. 3 p.m. AGS Library. Lane Hall, UWM English.

<http://bit.ly/2mtc2S5>

March 4

Ctr. for Celtic Studies Douglas Hyde Memorial Lecture 'Wild Melancholy': Wake and Death Rituals in Irish Literature and Culture. 1 p.m. Celtic Milwaukee Center, 1532 Wauwatosa Ave., Milwaukee. Part of Irish Language Immersion weekend.

Ctr. for Celtic Studies workshop: Amháin Grá - Love songs. 7:15 p.m. Celtic Milwaukee Center, 1532 Wauwatosa Ave., Milwaukee. Part of Irish Language Immersion weekend. <http://bit.ly/2mgexel>

March 6

Economics Lecture - Behind the Scenes: The Real Process of Government Planning, Policy, and Spending. 5 p.m. KEN 1150. Congresswoman Gwen Moore (D-WI). Sponsored by the Economics Department and Economics Club.

Screening of "Gender Revolution: A Journey with Katie Couric". 5:15 p.m. Bolton B52. Q&A session with Eric Lohman, UWM Journalism, Advertising, and Media Studies (JAMS), to follow. The Lohman family is in the documentary. Free and open to the public. Sponsored by JAMS; the LGBT Resource Center; and Women's & Gender Studies. <http://bit.ly/2mf2Hd1>



Gwen Moore

March 9

Geosciences Colloquium: What Lies Beneath: Using Detrital Materials to Explore Iceland's Subglacial Volcanoes. 3:30 p.m. Lapham N160. Tenley Banik, Illinois State University. <http://bit.ly/2kkd5G2>

March 10

Letters & Science Psychology Day. 3:30 p.m. Vogel Hall. Prospective students are invited to explore the UWM Psychology program. Free. Register at <http://bit.ly/2l82hrp>.

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★ Alumni Accomplishments

Ralph Hollmon ('78, MS Urban Affairs) was named as one of the winners of the *Milwaukee Business Journal's* 2016 Central City Business Awards. Hollmon is the president and CEO of the Milwaukee Urban League. <http://bit.ly/2kntvq>

Andrew Lange ('06, BA International Studies) was named a Fulbright Fellow. The Fulbright program provides opportunities for U.S. citizens to study, teach, and research abroad. Lange will travel to Lima, Peru, to support education and skills training for youths with disabilities. <http://post.cr/2jUmZPI>

Emily Cramer ('14, PhD Communication) was hired as a tenure-track faculty member at North Central College in Naperville, Ill., one of a cohort of 14 incoming tenure-track faculty. <http://trib.in/2lgT3dM>

Brad Stern ('97, BA Journalism, Advertising, and Media Studies) was selected as the new Washington County Attorney, a promotion from his role as Assistant County Attorney. The County Attorney's office provides legal advice to the County Board and its departments, among several other duties. <http://bit.ly/2lc6WNz>

Brice D. Smith ('10, PhD History) recently published a biography of LGBT activist Lou Sullivan titled, *Lou Sullivan: Daring to be a Man Among Men*. The book is available through Transgress Press and has received glowing reviews. <http://www.transgresspress.org/lou-sullivan.html>

Upcoming Events

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March 10

Comparative Ethnic Studies lecture - Hip Hop, Art, and Academia: A Conversation with SΔMMUS. 5 p.m. Lubar N120. Rapper Enongo Lumumba-Kasongo (SΔMMUS) presents. Hosted by Comparative Ethnic Studies and the Department of Africology.

March 16

Geosciences Colloquium: Finding the duration of the Shuram 13C excursion using rock magnetic cyclostratigraphy. 3:30 p.m. Lapham N160. Kenneth Kodama, Lehigh University. <http://bit.ly/2kkd5G2>

English reading: United We Read. 7 p.m. Woodland Pattern Book Center, 720 E. Locust St. Free and open to the public. Works read by Kenzie Allen, Sherri Hoffman, Caleb Nelson, and Lane Hall.

March 24-May 5

Japanese Festival and Planetarium Show: Evening in the Land of the Rising Sun. 6 p.m. Manfred Olson Planetarium. Learn about Japanese culture and customs before a planetarium show featuring Japanese celestial folk stories. Tickets are \$4. Show runs Fridays Mar. 24-May 5. <http://bit.ly/2lhSXSG>

March 28

Mathematical Sciences Marden Lecture: The Greatest Codebreaker and His Mathematics. 4 p.m. Lubar N140. Bela Bollobas, British Royal Society. Open to the public.

March 29

Translation Alumni Panel: Transitioning from Student to Professional Translator. 5:30 p.m. Curtin 209. French-to-English translators Meghan McCallum and Sarah Puchner speak.

March 30

Geosciences Colloquium: Defining the Operational Age of a Well: Predicting Maintenance Issues in Advance of Failure. 3:30 p.m. Lapham N160. Michael Schmieders, Water Systems Engineering. <http://bit.ly/2kkd5G2>

March 31

Geography colloquium: Ash tree identification based on the integration of hyperspectral imagery and high-density LiDAR data. 3 p.m. AGS Library. Haijian Liu, UWM Geography. <http://bit.ly/2mtl6GQ>





Laurels, Accolades, and Grant Awards

Jeffrey Karron (Biology) is the lead principal investigator on a three-year National Science Foundation Evolutionary Ecology collaborative grant that combines the expertise of ecologists, geneticists, botanists, and theoreticians from the U.S. and France. The total award for this innovative project in plant reproductive biology is \$931,255 and the UWM award is \$386,631.

The UWM Sociology Department is being hailed for landing UWM as one of the Top 20 Online Schools for Bachelor of Sociology Degree Programs, as chosen and compiled by OnlineSchoolsCenter.com. Programs were chosen based on the experience of faculty members, effectiveness of research and practice methods, and individualized attention to students. <https://yhoo.it/2jRR2WH>

Adam Greenberg (Psychology) was awarded a Medical Research Grant by the Greater Milwaukee Foundation to study the symptoms associated with cognitive decline in breast cancer patients caused by chemotherapy. This research may someday aid patients in making informed choices about their cancer treatments and even lead to rehabilitation therapies to help patients recover from the effects of chemotherapy. <http://bit.ly/2IJoJW>



Jeffrey Karron

Family Feud

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What was it like on set?

It was very cool. Even though most of my family have been on stage before through lead roles in various productions, it was exciting to be on national TV, talking with a huge TV personality. The producers did a great job of making it relaxing for us. We practiced a couple times before actually shooting. By the time it was live, we were practically pros, and I felt like I was in my element.

Even though it's just a game, I really wanted to win that money, so I was definitely nervous. I didn't want to be the one that cost my family thousands of dollars by giving a silly answer.

How is Steve Harvey?

He's a funny guy, that's for sure. I had told him that I'm studying Astrophysics, which he assumed meant I was book smart and not street smart. He asked me what I would do if I was lost in the woods and needed to get back home. He was surprised when I told him I'd look at the moss on the north side of a tree. He talks way more on set than actually gets aired. There was a ton of stuff cut out, including his tendency to curse like a sailor.

My brother, who until that day had a short haircut with a full goatee, told Steve that he shaved his head and beard bald and left his mustache so that he could be Steve's "doppelganger". This confused Steve, who had never heard the word before.

Was there a member of the family that came forward as a leader?

At the initial audition, you had to declare the order of appearance. We chose my sister, Mara, as first because of her loudness and the fact that she had chosen the opportunity in the first place. Originally I was third, but the producers decided to switch my brother and me.

How is being on the show different than watching the show itself?

The amount of cutting. We filmed that 20 minute episode for practically an hour or two.

While the McGhee family enjoyed their time playing Family Feud, unfortunately they lost out to the competing family, the Cosios.



The McGhee family poses with Family Feud host Steve Harvey. Photo courtesy of Marika McGhee.

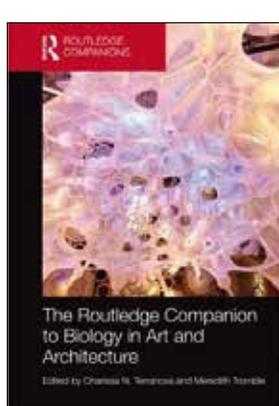
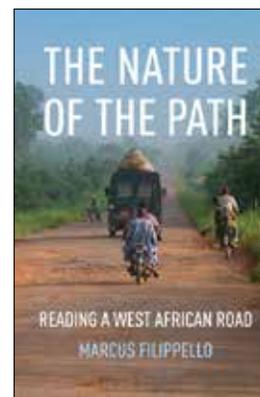
People in print

Conner J. Wiktorowicz, **Bettina Arnold (Anthropology)**, John E. Wiktorowicz, Matthew L. Murray, and Alexander Kurosky. 2017. Hemorrhagic fever virus, human blood, and tissues in Iron Age mortuary vessels. *Journal of Archaeological Science*, 78: 29-39. <http://bit.ly/2jqBtVJ>

Marcus Filippello (History). 2017. *The Nature of the Path: Reading a West African Road*. University of Minnesota Press. <http://bit.ly/2kLz3lc>

Michael R. Stoneman, Joel D. Paprocki, Gabriel Biener, Koki Yokoi, Aishwarya Shevade, and Sergei Kuchin. 2016. Quaternary structure of the yeast pheromone receptor Ste2 in living cells. BBA. Ed. by **Valerica Raicu (Physics)**. *Biochimica Biophysica Acta Biomembranes*, online Dec. 2016. <http://bit.ly/2lQ2P9W>

Michael N. Liston (Philosophy). 2016. Scientific Realism and Antirealism. *Internet Encyclopedia of Philosophy*.



Margo J. Anderson (History). 2016. ASA and Census: A Long and Productive Relationship. *Amstat News*, 474: 6-7. <http://bit.ly/2lATNeb>

Nolan A. Kopkin (Africology). 2016. Does Racial Prejudice affect Black Entrepreneurship?: Evidence Exploiting Spatial Differences in Prejudicial Attitudes. *Applied Economics*, Taylor & Francis, 1-22. <http://bit.ly/2mcPEAj>

Jennifer N. Johung (Art History). 2017. Demonstrable Plasticity. In *The Routledge Companion to Biology in Art and Architecture*. Routledge. <http://bit.ly/2bgnr6P>

Zengwang Xu (Geography). 2017. The Structure and Dynamics of Population Migration among Economic Areas in the United States from 1990 to 2011. *Papers in Regional Science*. <http://bit.ly/2mqxbfD>

Novel alumna

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What are you working on now?

I don't want to say too much about it yet, but it's about a woman living in a town near El Paso on the Texas-Mexican border. The title is "The Way Through."

You also enjoy teaching creative writing?

I love teaching. I currently teach graduates and undergraduates, and they're different but equally rewarding. I feel such gratitude to my professors at Valparaiso University (where she earned her undergraduate degree). They, along with UWM professors, really taught me how to teach.

Do you find some parents may discourage their students from studying creative writing because they don't think it will lead to a paying job?

I was lucky that my parents always encouraged my writing. They trusted that if we did the thing we loved, we would make it work. (Steinke has three younger siblings in creative fields.)

Creative writing is actually a very popular major here (at Fairleigh Dickinson). There are jobs out there after graduation in advertising, publishing, public relations, finance or teaching. If you're writing seriously, you have to think creatively and be articulate and find a way to make things interesting for people. All those skills are actually valuable in the workplace.

Planetarium Spotlight

The pounding of drums and dancing flowed through the Planetarium during the Celebration of African Culture event on Feb. 1. The event, sponsored by UWM Sociocultural Programming, the Department of Africology, African Student Association, Africology Now, and the UWM Black Cultural Center, took everyone on a tour of the sights, sounds, and even stars of Africa.

Dancers from Viva Africa! treated guests to a West African dance known as Lamban right outside of the planetarium. The audience was invited to join in the singing.



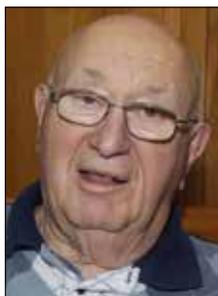
After guests entered the planetarium, Sociocultural Programming Undergraduate Assistant Mikey Murry introduced everyone to Teju the Storyteller. While using drums to reproduce a human heartbeat, Teju talked about how we share the sky and we should focus on what brings us together, rather than how we differ. The story was followed by compelling imagery of African people, cities, savannas, celebrations, and sports assembled by planetarium staff member Elise Murphy.

After another storytelling session from Teju, Planetarium Director Jean Creighton took guests on a tour of the constellations from three different latitudes: Egypt (30 N), Kenya (on the equator) and South Africa (30 S). The nightscapes included familiar constellations like Orion and Leo as well as a special appearance by the Small and Large Magellanic Clouds. Seeing the planetarium projector set to properly show the skies of the Southern Hemisphere was a rare treat.

After the presentation, the dancers returned for a South African Boot Dance in tribute to Antiapartheid activist and Black Consciousness Movement founder Stephen Biko. Guests also sampled traditional African bowls from 20/20 Catering.

The Planetarium staff are proud of the opportunity to immerse everyone in African culture and thank everyone who made this event such a success.

Passings



Philip Freund

Holocaust survivor and UWM alumnus Philip Freund escaped death during his childhood and finally met it on his own terms at the age of 85. Freund passed away in mid-January.

As a young child, Freund fled Nazi Germany with his mother following the infamous Kristallnacht in November 1938. He and more than 900 other Jewish refugees tried to escape to America aboard the MS St. Louis, which has gone down in American history as a point of national shame; officials refused to allow the ship to dock and the refugees were returned to Europe. Freund and his family were granted asylum in England. More than 250 refugees on the ill-fated MS St. Louis were killed in the Holocaust.

Freund and his family eventually made their way to the United States. Freund later joined the U.S.

Army, serving for 40 years and achieving the rank of Colonel. He majored in History at UW-Milwaukee, graduating with a Bachelor's degree in 1957. He later earned a Master's degree from Marquette University and worked in Milwaukee Public Schools.

A full obituary and Freund's remarks regarding his experiences are available at <http://bit.ly/2jRyINi>.

In the Media and Around the Community

Chia Youyee Vang (History) was quoted in a Wiscontext article regarding the surprising fastest-growing refugee population in the state: the Burmese. <http://bit.ly/2jRANtb>

Douglas Howland's (History) recent book, *International Law and Japanese Sovereignty: The Emerging Global Order in the 19th Century*, was reviewed on the Legal History Blog. <http://bit.ly/2knLh48>

More than 100 students at UWM were affected by an executive order from President Donald Trump limiting travel and immigration of citizens from seven different middle eastern countries. **Mahmoud Alchamaa (Biochemistry)**, an affected student, discussed his fears for his future and family on TMJ4. <http://bit.ly/2jSaltB>

Research by **Marc Levine (History)** into Milwaukee's high rate of black-white segregation was referenced in a *Milwaukee Journal Sentinel* article marking the 50th anniversary of Milwaukee's Fair Housing March. <http://bit.ly/2kODA7T>

UWM hosted a WisPolitics program on campus detailing how a Trump administration and a Republican Congress might affect the state of Wisconsin. **Kathy Dolan (Political Science)** was one of the panelists. (<http://bit.ly/2jzOBoi>) She was also a guest on Australian professor Taylor Fox-Smith's podcast discussing gender stereotypes among voters and how they affect elections. (<http://bit.ly/2mfy3lg>)

Women who married Asian men in the early 1900s risked losing their American citizenship, **Rachel Ida Buff** said in an article covering naturalization featured on The Good Men Project. <http://bit.ly/2ktn8ZL>

Gladys Mitchell-Walthour (Africology) was invited as a Featured Speaker at the Global Brazil Lab at Duke University. On Feb. 17, she presented on the "Increasing Saliency of Race in Brazil and What the Future Holds", and delivered a presentation on affirmative action in Brazil at Rhodes College on Feb. 25.

Science Daily (<http://bit.ly/2kTLz0f>) and News-Medical.net (<http://bit.ly/2jZG1CQ>) featured **Marius Schmidt's (Physics)** summary of how a light-sensing protein from a particular protein has provided a new key in developing novel drug-discovery methods, understanding human vision, and other biomedical applications.

Wooden timbers in a Celtic burial chamber helped researchers date the chamber to 583 B.C., **Bettina Arnold (Anthropology)** told *USA Today*. <http://usat.ly/2jYUxe9>

A graphic from **Dexuan Xie**, PhD student **Jinyong Ying (both Mathematical Sciences)** and Yang Xie (Computer Science)'s research was featured on the front cover of the *Journal of Computational Chemistry* and their paper, titled "SMPBS: Web server for computing biomolecular electrostatics using finite element solvers of size modified Poisson-Boltzmann equation" appeared inside (pp. 541-552).

There's a math achievement gap in Milwaukee. WUWM featured several area educators who are working to close it, including **Leah Rineck (Mathematical Sciences)**. <http://bit.ly/2kelzKV>

Democrats are extremely negative in their assessment of President Donald Trump, **Thomas Holbrook (Political Science)** told the *Milwaukee Journal Sentinel*. <http://bit.ly/2lhAshP>

Gordon Gauchat (Sociology) warned of the dangers that come with politicizing science on Seeker. <http://bit.ly/2kGEYVm>



Letters & Science Senior Development Director **Christina McCaffrey** made headlines in February – or at least, her newborn son did. Baby Jack was so eager to meet the world that he arrived at home before the McCaffreys had time to drive to the hospital. Father Jason delivered the baby with guidance from a 911 dispatcher.

The story was featured on WISN 12 (<http://bit.ly/2IAApzJ>), *Waukesha Now* (<http://bit.ly/2IRVuqo>), and CBS 58 (<http://bit.ly/2mfXP3O>). Mom and baby are doing well and the McCaffreys are excited for the new addition to their family.

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In the media

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Reviewer Stina Atterbery gave a nod to the **Center for 21st Century Studies** during her review of the book *Treaty Shirts: October 2034 – A Familiar Treatise on the White Earth Nation* for the Los Angeles Review of Books. <http://bit.ly/2lmmvmv>

Karyn Frick (Psychology) was one of five panelists in an event held at Discovery World by Milwaukee PBS after their advanced screening of the new documentary, “Alzheimer’s: Every Minute Counts”. The panel discussion was led by Joanne Williams, host of Milwaukee PBS’s show *Black Nouveau*, and featured speakers including Alzheimer’s Association Executive Director Tom Hlavacek and former Wisconsin Governor Martin Schreiber.

As a conservative talk radio host who renounced President Donald Trump during the election race, **Charlie Sykes** (’75, BA English) has become an interesting media figure. He was profiled in *Urban Milwaukee*. <http://bit.ly/2k3hERt>

Michael Newman (Journalism, Advertising, and Media Studies) gave a pair of invited presentations at Oxford College of Emory University and the Georgia Institute of Technology on his new book, *Atari Age: The Emergence of Video Games in America*.

Lecturer **Eric R. Lohman (Journalism, Advertising, and Media Studies)** appeared with his wife and family in the National Geographic documentary “Gender Revolution: A Journey With Katie Couric,” which premiered on Feb. 6.

A meteor lit up the night sky with a fireball visible for miles in early February. For expert commentary, WISN 12 turned to **Lindsay McHenry (Geosciences)** (<http://bit.ly/2lgD0Qw>) and CBS 58 talked to **Jean Creighton (Planetarium)** (<http://bit.ly/2lh5fuf>).

Systems Oncology has licensed a patented drug compound developed by **Alexander Arnold (Chemistry and Biochemistry)**, as reported on *Newswise* (<http://bit.ly/2lv9raR>). He was also featured on WUWM as this month’s Science Bag presenter, focusing on Vitamin D (<http://bit.ly/2l8MpJs>).



A meteor lit up the night sky in early February over northern Illinois and southeastern Wisconsin.

Biologist **Gary Casper (Field Station)** warned that any development to Wauwatosa, Wisc.’s ‘Sanctuary Woods’ could negatively impact wildlife habitats. <http://bit.ly/2lvb9sC>

Krista Lisdahl (Psychology) talked on WTMJ 620 Radio about UWM’s participation in the largest adolescent brain study in the United States. <http://bit.ly/2kpomkP>

President Trump’s promise to repeal and replace the Affordable Care Act comes with a costly price tag, **Bill Holahan (emeritus Economics)** opined in *The Cap Times*. <http://bit.ly/2l89rjm>

Several Letters & Science students, including **Jensen Trotter (International Studies)**, **Jon Watts (Women’s & Gender Studies)**, and **Diana Caraballo (Psychology and Pre-Med)** spoke out on WISN 12 News about a sign with racial overtones posted in the UWM Student Union. <http://bit.ly/2kMpkek>

Catch up on Russian internal politics with **Jeffrey Sommers (Africology and Global Studies)**, who went on *The Grass is Greener* program on Riverwest Radio in February (<http://bit.ly/2lDmsm3>) and had the lead story on the *World Financial Review* in mid-February (<http://bit.ly/2m3QDP4>).

The Festival of Films in **French** returned to UWM in February, much to the delight of the *Milwaukee Journal Sentinel* (<http://bit.ly/2lRDkHN>) and *Shepherd Express* (<http://bit.ly/2lQfK8W>).

Explore the final frontier over coffee at Coffeeshop Astrophysics, hosted by postdoctoral and graduate students at the **Center for Gravitation, Cosmology, and Astrophysics**. The *Marquette Wire* reviewed one of the latest meets. <http://bit.ly/2lkUfPF>

A recent poll shows Gov. Scott Walker is losing popularity among Wisconsinites, and **Jessica McBride (Journalism, Advertising, and Media Studies)** had some theories why in *OnMilwaukee.com*. <http://bit.ly/2kRKvcC>

Walworth County Today featured Beloit College’s Logan Museum of Anthropology, where **Nicolette Meister** (’02, BA Anthropology) works as the acting director. <http://bit.ly/2lrqDAo>

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Hooking an audience

Other audiences played and enjoyed them, but the young, male, middle-class demographic seemed a ready-made market for video games.

“We know from market research and social science research within the industry at the time, a majority of the players of coin-operated games in the early ’80s were male and teenagers,” Newman said. “The arcade was seen as sort of a disreputable place – that’s where people would supposedly be pushing sex and drugs on your teenage kids. I think it’s fair to assume that a lot of parents were more worried about their daughters than their sons going into spaces like these.”

Add to that that many video games centered around science fiction or adventure narratives, genres seen as typically masculine. Technology itself was often viewed as a male pursuit, Newman added.

Game developers also made an effort to market their products to the middle class, who could afford to buy the relatively expensive consoles, televisions, and computers needed to play. That required a cultural shift, not just in advertising and thinking, but even in the way retail worked.

“[Arcades in shopping malls] were given an upgrade so that they would be clean and safe, and that was one way of taking what had been more of a working-class, less-respectable place to go – an arcade – into something more respectable and middle-class,” Newman said.

The gaming backlash

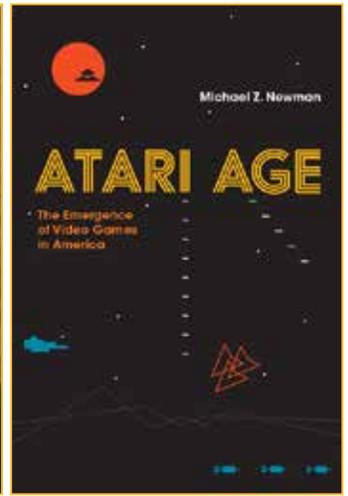
Just like with rock and roll in the ’50s and ’60s, older generations grew nervous about the effects video games would have on young children. Parents feared everything from dropping grades to mental impairment to physical ailments, like poor eyesight or strained wrists. The U.S. Surgeon General even said, in a quote he later had to walk back, that video games were leading children to addiction.

“There were fears that children might be turning to crime to support their video game habit,” Newman said. “Games cost a quarter to play. There were reports of children ripping off cigarette machines and taking the quarters, leaving behind the nickels and dimes.”

Over time, however, video games began to win some critics over. Games like Pac-Man, which were easy to learn, fun to play, and lacking in violence, served as a bridge that allowed audiences to learn and enjoy video games. In fact, Newman’s favorite game as a child was Ms. Pac-Man.

Learn more

The history of video games and the culture surrounding them is rich and largely unexplored, but Newman’s book helps put it into context. His book is available at <http://amzn.to/2IGqk4V>. Newman also gave a public reading of his book at Boswell Book Company on Feb. 28.



UWM Journalism, Advertising, and Media Studies professor Michael Newman is the author of *Atari Age: The Emergence of Video Games in America*.

In the media

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Milwaukee enjoyed some spring-like temperatures in late February, but this false spring could have a negative impact on crops, ecosystems, and wildlife in southeastern Wisconsin, warned **James Reinartz (Field Station)** on WUWM. <http://bit.ly/2lhr2Cj>

The U.S. Geological Survey used research by **Mark Schwartz (Geography)** to show how early spring has been arriving across the country this year. <https://on.doi.gov/2lOWtaC>