

MizzouWeekly

Cliff-hanger
TV serials had 19th century antecedents.
Page 4



Sure and Begorra!

It's time for those engineering lassies and laddies to kick off the annual shenanigans known as Engineers Week. A complete list of events is online at eweek.Missouri.edu.

Lifelong Health

USDA grant fuels MU's food stamp nutrition education program.
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March 4, 2004

University of Missouri-Columbia

A winning edge

MAJOR IMPACT

\$10 million gift from Kansas City Sports Trust will fund sports facilities improvement

At a March 2 news conference, University officials announced a \$10 million gift for the renovation and expansion of Mizzou's sports facilities that will benefit generations of MU student-athletes.

"This gift will have a lasting effect on all student-athletes at Mizzou. It certainly shows a tremendous amount of support and trust is our mission of preparing champions for life," said Mike Alden, director of Intercollegiate Athletics.

Construction is scheduled to start on the sports complex at the southwest corner of Providence Road and Stadium Boulevard in spring 2005 and will be completed by August 2006. The work will include improvements

to Sheldon Academic Resource Center, the athletic dining hall, the strength and conditioning area, and athletic office space, among other projects.

The renovation and expansion is expected to cost between \$8 million and \$9 million, and the remainder of the gift will be used for scholarships.

The gift comes from the Kansas City Sports Trust. Chancellor Richard Wallace said the donors have asked that they not be identified.

"Excellence in athletics opens the door to enhanced visibility for MU in everything we do across the board," Wallace said.

He also applauded the success that MU is achieving in its "For All We Call Mizzou" comprehensive campaign, which has a goal of \$600 million. "Our total now has surpassed \$400 million, and we have two years to go," Wallace said.



Steve Morse photo

SHARED VISION Chuck Hatfield, left, a representative of the law firm that administers the Kansas City Sports Trust, called the trust's \$10 million gift to renovate and expand MU's sports facilities "a vote of confidence" in the University and the athletics department. Hatfield made the announcement March 2 at a news conference with Mike Alden, center, director of Intercollegiate Athletics, and Chancellor Richard Wallace.

Initiative focuses MU research efforts across the life span

BUILDING ON STRENGTH

Faculty task force tackles research issues from childhood to aging

A group of researchers from across campus is forging some new family ties. These scientists and scholars are proposing that MU launch a Life Span Development Institute to focus the academic expertise from many disciplines on child and family issues.

In a way, this initiative is getting off to a serendipitous start because of a difficult challenge the campus faces: MU's Child Development Lab was feeling some serious growing pains.

The child-care center is a research and teacher-training laboratory for the Department of Human Development and Family Studies. It has a national reputation as one of the best child-care centers in the country, but the facility in Gwynn Hall is crowded and aging. There's a long waiting list for one of the 90

spaces available to children from the Columbia and campus communities. Space restrictions also limit opportunities for faculty research.

When the College of Human Environmental Sciences began looking at the feasibility of building a new Child Development Lab several years ago, planners quickly identified a priority. "What was missing was a strong research angle," says Stephen Jorgensen, dean of human environmental sciences.

A task force was asked to help plan a new "research-driven" child-care laboratory, Jorgensen says, and the call went out to faculty to learn where the strengths and the needs were on campus for research on child and family issues.

Even Jorgensen was surprised by the range of such research at MU. "One person led to the next, and then that person led to the next. Once word got out about what we were doing, the number of faculty interested in participating in the proposed

institute has grown from about a dozen to nearly 30," he says. "We've got the critical mass; we're building on MU's existing strengths."

In fact, so many research strengths and opportunities became apparent that organizers decided it made sense to expand the focus of the institute to include the entire life span, from childhood to issues of aging.

Currently, the initiative is focusing on three major research areas: children with normal development, children with autism and other special needs, and an intergenerational component that could include research on the interaction between children and the elderly.

This new coalition of MU researchers will showcase the diversity of their work at a poster presentation and symposium that will be held from 2 to 4 p.m. Wednesday, March 10, in the Memorial Union's Stotler Lounge.

The keynote speaker will be Carl Calkins, director of the

Institute for Human Development at UM-Kansas City, who will talk about translating research into practice in the developmental sciences.

Those who attend the poster session might be in for some surprises themselves, Jorgensen says. The research topics that will be covered range from education and psychology to medicine and social policy.

That diversity also demonstrates a potential strength of the new life span development initiative. Many of the research questions it would address are complex issues with many components and different layers. MU researchers with a wide variety of expertise can tackle those problems from a number of different directions.

"We have scholars and researchers all across campus working individually in their own silos. We want to knock those silos down," Jorgensen says.

The planned focus on autism is a good example of how that might play out, Jorgensen says.

As the number of children with autism grows, so to have debates about the best ways to diagnose and treat the neurological disorder. There are 37,000 Missourians who have been diagnosed with autism. "That's a lot of families," Jorgensen says, "and a lot of families that are falling through the cracks."

Currently, Mizzou has medical researchers studying the genetic basis of the disorder. At MU's Truman School of Public Affairs, policy experts are studying the experiences of families with autism and Missouri's public infrastructure. Scholars in educational and counseling psychology are evaluating effective behavioral interventions.

In the future, consumer finance experts could counsel families about coping with the financial impacts of autism. Experts in learning and language disorders could help develop treatment plans.

"The initiative's goals are ambitious," Jorgensen admits. "But we have too much going for us and there's just too much need out there not to do it."

Music from the heart

Chancellor Richard Wallace and his wife, Patricia, will be honored at a special musical event March 13 when most students in MU's School of Music will take the stage of Jesse Auditorium for the "Chancellor's Concert."

The concert will feature the University Philharmonic, piano and vocal soloists, the Show-Me Opera Chorus, University Singer, the Concert Chorale and other student ensembles.

MU music faculty voted unanimously last fall to host the concert in recognition of the Wallaces' long-term commitment to Mizzou's music

program, says Melvin Platt, director of the School of Music. "It seemed most appropriate that we honor them in this way."

Tickets are \$20 for adults and free for students with IDs, and are available at the door or at the Concert Series box office at 882-3781. Proceeds will help endow the Richard and Patricia Wallace Music Scholarship.

Start your engines

Get a jump up on spring yard chores and have your lawn mower cleaned and tuned early this year at the annual service offered by students in the MU Agricultural Systems Management Club.

Customers can drop off their push-type mowers at the east end of the Agricultural Engineering Building on Rollins Street from 4 to 6 p.m. on March 11 and from 7 to 9 a.m. or 4 to 6 p.m. on March 12. Pick-up times and dates are 7 to 9 a.m. on March 15 and 4 to 6 p.m. on March 16.

The students steam clean each mower, clean the air filter,

change the oil and spark plug, and sharpen the blade for \$30. The money supports field trips and other club activities. All machines must be in working order, and riding mowers cannot be accommodated. For more information, call 882-2731.

Center stage with Edward Albee

Edward Albee should feel right at home on the stage of Jesse Auditorium March 9. After all, Albee has been called "America's greatest living playwright." His more than two dozen plays, including *Who's Afraid of Virginia Woolf*, *A*

Delicate Balance and *Seascape*, form a body of work that is recognized as unique, uncompromising, controversial and provocative.

The Pulitzer- and Tony-award winning playwright will get top billing when he comes to campus to present the Proctor Distinguished Author Lecture at 8 p.m. Tuesday, March 9 in Jesse Auditorium. "An Evening With Edward Albee," sponsored by MU's Center for the Literary Arts, is free and open to the public.

Youth education key to healthy diet**LIFELONG HEALTH**

USDA grant fuels MU's food stamp nutrition education program

Choosing a healthy diet and maintaining an active lifestyle is a challenge for an increasing number of Americans. For low-income households, the problem is more widespread. Thanks to a \$5.8 million grant from the U. S. Department of Agriculture's Food and Nutrition Service, MU is battling to turn the tide.

The grant is the largest ever received by MU's Food Stamp Nutrition Education Program, which began in 1994. The program's goal is to promote lifetime health and fitness that centers around good nutrition balanced with physical activity. While Food Stamp Nutrition Education isn't unique to Missouri, MU's program is different than many states because it focuses heavily on youth education.

"Good nutrition is important

for all children, but we focus on low-income children because we know there's a greater prevalence of obesity and related diseases in lower-income households," says Jo Britt-Rankin, interim associate dean of human environmental sciences extension programs. "They're also at a higher risk of not achieving well on standardized tests, so we're helping in the assessment testing as well."

Through the program, 80 trained paraprofessionals work in elementary school classrooms in nearly 60 percent of the state's school districts. The educators spend an average of 30 minutes per week for six weeks educating children on everything from proper nutritional habits to the benefits of physical activity to the importance of hand washing. Last year alone, 90 percent of the 192,000 people who went through the program were children.

While the program focuses

on educating children, parents also are a key to shaping a child's habits, Britt-Rankin says. To address this, the program produces a parent newsletter that reinforces what the children are learning in the classroom, and includes a healthy recipe that parents can make for their children. Nearly 350,000 newsletters were distributed last year.

The \$5.8 million budget is contingent upon matching funds from MU, which brings the total funding for the program to \$11.6 million for 2004. This is a five-year grant during which time Britt-Rankin expects to see progress on several fronts.

"We hope that those who are on food stamps are better able to manage their diet, activity and food dollars," Britt-Rankin said. "Additionally, we hope to see long term that children who have gone through these programs have a lower incidence of obesity and related diseases."

IN brief**MU Latino project wins national award**

The Cambio de Colores (Change of Colors) is an annual conference that focuses on the changes brought about by the increase of Hispanic residents in Missouri and the Midwest. The conference draws community leaders, elected officials and others to discuss issues related to that immigration.

A collaborative effort of several MU units, the conference received the Region VIII Exceptional Program Award from the Association for Continuing Higher Education. The award recognizes programs that make unique contributions to higher education and inspire others to create similar programs. This year's Cambio de Colores conference, "Latinos in Missouri: Gateway to a New Community" will be held March 10 to 12 on the UM-St. Louis campus. More information is available online at www.cambriodecolores.org.

Save a historical life

The Western Historical Manuscripts Collection at MU is getting some help from important benefactors through the collection's Adopt-a-Document Program. Tax-deductible donations allow the collection to clean, restore, preserve and microfilm original historical documents.

For example, many of the papers of Daniel Dunklin, Missouri's fifth governor from 1832 to 1836, need to be dry-cleaned and have tears mended. A \$10 donation would help the collection clean and repair one item. For more information, call 882-6028 or e-mail questions to whmc@umsystem.edu

Alumni-Faculty Lounge
inside Memorial Union

Reserve this recently renovated meeting space for your next event. This elegant and spacious area works well for social gatherings and can be converted for banquet dining.

Contact 884-8793 for more information and reservations.

MISSOURI UNIONS

MizzouWeekly

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calendar



Concerts & Plays

Thursday, March 4

THEATER SERIES: *The Trial of One Short-Sighted Woman vs. Mammy Louise and Safreeta Mae* will be performed at 8 p.m. today through March 6 and March 11-13, and at 2 p.m. March 14 in the Rhynsburger Theatre. For ticket information, call 882-PLAY.

STUDENT ENSEMBLE

SERIES: The University Philharmonic Orchestra will perform at 8 p.m. in Jesse Auditorium. Suggested donation: \$5; students are free.

Friday, March 5

FACULTY RECITAL: The Esterhazy Quartet will perform at 8 p.m. in Whitmore Recital Hall. Suggested donation: \$5; students are free.

Sunday, March 7

JAZZ SERIES: The Cyrus Chestnut Trio will perform at 3:30 and 7 p.m. at Murry's, 3107 Green Meadows Way. Tickets are available at all Ticketmaster locations or call 449-3001.

UNIVERSITY CONCERT

SERIES: The Teatro Lirico d'Europa will present *La Traviata* at 8 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

Tuesday, March 9

FACULTY RECITAL: The Missouri Quintet will perform at 8 p.m. in Whitmore Recital

Hall. Suggested donation: \$5; students are free.

Wednesday, March 10

UNIVERSITY CONCERT

SERIES: The Vienna Choir Boys will perform at 7 p.m. in Jesse Auditorium. For ticket information, call 882-3781.

Conferences

Thursday, March 4

HUMAN SECURITY

CONFERENCE: "Human Security in the New Millennium" will be held today through March 5 in the Memorial Union Auditorium. For more information, contact Kelly Shaw at 882-2718 or visit www.truman.missouri.edu or eu.missouri.edu.

Friday, March 5

SOCIAL WORK

CONFERENCE: "The Power of Social Work: Pass it On" will be held from 1-5:30 p.m. in the Great Room of Reynolds Alumni Center. Registration is required; contact Mark Gallagher by phone at 882-4447 or by e-mail at ssw@missouri.edu.

Saturday, March 6

ART HISTORY & ARCHAEOLOGY

CONFERENCE: The 12th Annual Art History and Archaeology Graduate Student Symposium will be held today

in 106 Pickard Hall.

Presentation of papers begins at 9 a.m. and the keynote address by Nancy Locke is at 4:15 p.m. For more information, contact Julia Menes at jcm427@mizzou.edu.

Wednesday, March 10

LATINOS IN MISSOURI

CONFERENCE: "Cambio De Colores 2004 (Change of Colors)" will focus on the impacts of Missouri's growing Latino population today through March 12 at the Millenium Student Center at UM-St. Louis. For more information, contact Cindy Hazelrigg at 882-2301 or visit the Web site at www.cambriodecolores.org.

Courses & Workshops

Wednesday, March 10

COUNSELING CENTER

WORKSHOP: "Dealing with Difficult Work Relationships" will be presented from 5:30-7:30 p.m. in 102 Parker Hall. Registration required; e-mail WolszonL@missouri.edu or call 882-6701.

HUMAN RESOURCES

WORKSHOP: "Tell Me the Meaning of Life and a Good Interview" will be presented from 11:30 a.m.-1 p.m. in S203 Memorial Union. Registration is required; call 882-7760.

Thursday, March 11

COUNSELING CENTER

WORKSHOP: "A Survival Guide to Living with a Depressed Person" will be presented from 5:30-7:30 p.m. in 102 Parker Hall. Registration required; e-mail WolszonL@missouri.edu or call 882-6701.

Exhibits

BRADY GALLERY: "Women in the Arts 2004," an exhibit of artwork by Missouri women, is on display through March 26. A reception will be held from 5-7 p.m. March 4 in the gallery at 203 Brady Commons.

BINGHAM GALLERY:

"Threads of Life" an exhibit of paintings and photography by Adrienne Hoard, professor of art, is on display through March 18. An opening reception will be held from 4:30-6:30 p.m. March 4 at the gallery located in the Fine Arts Building.

Lectures & Seminars

Thursday, March 4

CHEMICAL ENGINEERING

LECTURE: Y.T. Shah from UM-Rolla will present "Cavitation Reaction Engineering" at 3:30 p.m. in Ketcham Auditorium in the Engineering Building East.

SOIL SCIENCE SEMINAR:

Graduate student Wonkyo Jung will present "Understanding Claypan Soil Productivity Using Soil Quality Indicators" at 4 p.m. in 1234 ABNR Building.

Sunday, March 7

RELIGION, THE PROFESSIONS & THE PUBLIC SYMPOSIUM:

Journalism faculty members Esther Thorson and Michael Grinfeld will join local attorney and clergyman L. Scott Smith to discuss "Law, Journalism and Citizens in Times of Civic Stress" at 1:30 p.m. in 85 Gannett Hall.

Monday, March 8

HUMAN GENETICS

SYMPOSIUM: "The Social and Cultural Implications of Human Genetics" begins today from 7-8:30 p.m. in the Memorial Union Auditorium and continues tomorrow from 9 a.m. -8:30 p.m. in N201-202 Memorial Union. A complete list of speakers is available at www.missouri.edu/~socwww/.

JOURNALISM SEMINAR:

"Original Research the Easy Way: With Help from the Social Science Statistics Center and Ellis Library Data Services" will be presented at noon in 85 Gannett Hall.

Tuesday, March 9

LITERARY ARTS LECTURE:

Edward Albee, one of America's most celebrated playwrights, will present "An Evening with Edward Albee" at 8 p.m. in Jesse Auditorium.

Wednesday, March 10

PUBLIC POLICY

SYMPOSIUM: "Child and Family Sciences Initiative Symposium and Poster Session" will be presented from 2-4 p.m. in Stotler Lounge.

Special Events

ENGINEERING LABORATORY EXHIBITS:

Laboratory exhibits from every department in the college will be on display March 11 from noon-6 p.m. in the Time Capsule Area, Engineering Building East.



Parking & Transportation Services

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The PEDESTRIAN CAMPUS AREA is off limits to all motorized vehicles between 8:15 am and 3:45 pm., Monday through Friday when classes are in session. Entry by a vehicle into the pedestrian area is a violation of Columbia City Ordinance Section 14.180.

Questions about access to the area may be directed to University Police at 882-7201.

<http://mubsweb.missouri.edu/parking>

Attention: MU Entrepreneurs

Date: Monday, March 15

Time: 4:00 p.m. - 6:00 p.m.

Location: Reynolds Alumni Center, Columns

The MU Entrepreneurs' Group (E-Group) will host Pat Snider, president of the new, St. Louis BioGenerator, a pre-seed fund, and Bob Calcaterra, president/CEO of the St. Louis Nidus Center for Scientific Enterprise, one of the top biotech incubators in the U.S.

Find out if your technology and/or business concept would attract venture funding or assistance from these innovative commercialization resources.

The event is free to attend and no registration is required.

For more information go to:

<http://venture.missouri.edu/March15Event.htm>

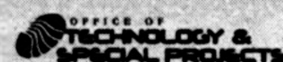
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Mizzou Weekly Classifieds. Make check payable to University of Missouri and send to Scott Reeter, Mizzou Weekly, 407 Reynolds Alumni Center, Columbia, Mo. 65211

Hanging on every word

The soap opera, the mini-series, and more recently, the Harry Potter series, are modern-day series with cliffhangers that keep people coming back for more. However, these literary techniques are nothing new. A new book by an MU researcher explains that the serial theme and cliffhanger technique are ideas that have been around since the 19th century.

"While broadcast media were obviously not yet developed, magazines were enormously popular in the 19th century," says Patricia Okker, associate professor of English and author

of *Social Stories: The Magazine Novel in Nineteenth-Century America*. "One of the reasons magazines were so successful is that they featured novels written by the nation's most popular authors. Issued in weekly or monthly installments, these novels appeared alongside news items, fashion plates and political editorials."

In her research, Okker found that these serialized novels were an important part of contemporary culture during the 19th century. Readers wrote to their favorite authors, offering advice about specific characters and events, and discussed the

stories with each other, just as fans of soap operas and television series do today. Authors often included references to current events because these novels were such an important part of the daily culture, Okker says.

"Serials are still popular today on television, but the serial novel within magazines has largely been abandoned because they must be read from beginning to end," Okker says. "Serials in broadcast media today no longer require viewers to catch every episode. Novels simply don't work like that. I can still enjoy my favorite television series if I miss an episode, but if readers skip two or three chapters of a novel, they are almost certainly lost."

New technology helps treat blocked arteries

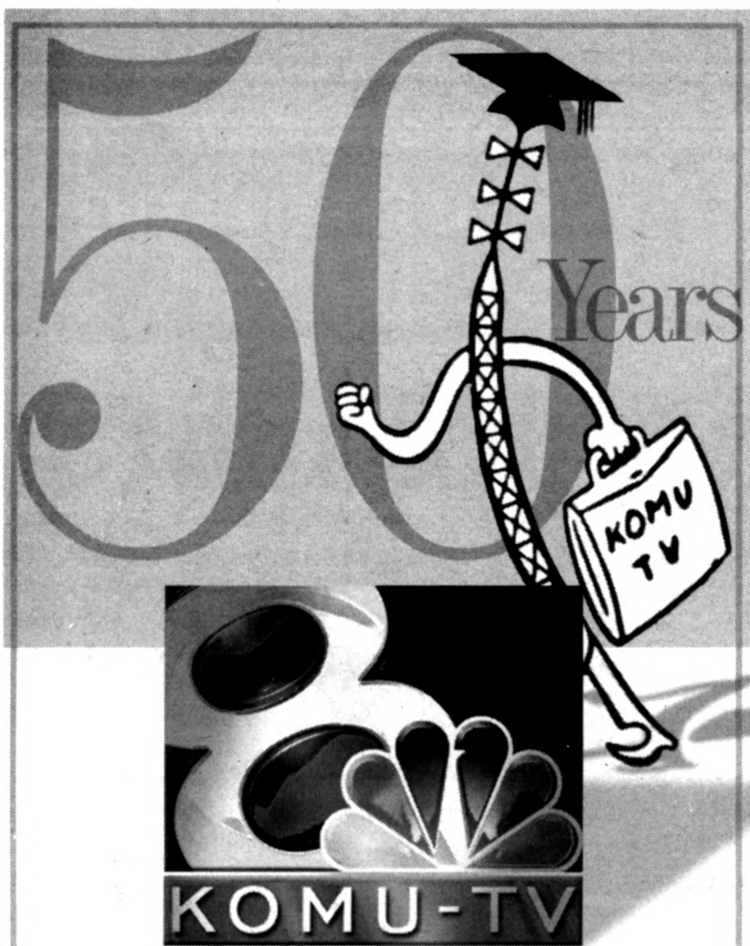
Cardiologists at University Hospital are the first in Columbia to offer a new minimally invasive treatment for patients whose coronary arteries are blocked with hard plaque. The Frontrunner X39 catheter is a very small device designed to work through the blockage by spreading apart the artery at the tip of the catheter and gently separating the plaque from the arterial wall. The catheter creates an opening through which cardiologists can insert a guide wire for procedures such as balloon angioplasty or stenting.

Cardiologists Kul Aggarwal, MD, John Best, MD, Tim Catchings, MD, and Richard Webel, MD, provide this treatment option to patients. Without this innovative technology, many patients would be referred for open-heart surgery because these types of arterial blockages cannot be opened with conventional techniques.

To learn more about this new treatment, please ask your cardiologist, call (573) 882-2576 or log on to www.muhealth.org/frontrunner

Richard Webel, MD, Director,
Cardiac Catheterization Laboratory

 **University Hospital**
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Optical resolution	600 dpi
Color settings	8 bit grayscale for majority of pages; 24 bit color for color illustrations/portraits/photographs
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