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echo is a publication for the Western Kentucky University community, produced by the office of University Relations.

E-mail items or comments for *echo* to the editor or call 745-7024.

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A Natural Treasure

by Kimberly Shain Parsley

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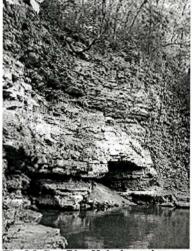
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Editorial Staff

On April 17, Western Kentucky University will be hosting an event that will serve as the statewide kick-off for Kentucky's Earth Day Activities. But the event will not be held on the WKU campus; rather it will be held in a remote part of Hart County on the banks of the Green River. Why there?

Western recently finalized the purchase of 705 acres, which will henceforth be known as the Upper Green River Biological Preserve.

"The upper Green River basin is one of the most biologically diverse freshwater aquatic systems in the whole U.S., in fact in the whole world," said Dr. Ouida Meier, project specialist in the Ogden College of Science and Engineering and co-director, along with Dr. Scott Grubbs, for the Preserve.



The McCoy Blue Hole, located on the Upper Green River Biological Preserve, is one of the largest springs in Kentucky.

Photo by Dr. John Andersland

Dr. Albert Meier, associate professor of biology, is the director of the Preserve. When he found out that some land in the Upper Green River Basin might be available for purchase, he visited the site on one of his frequent weekend exploration expeditions. He happened upon a neighbor who put him in touch with the current landowners of the property. After initial contact was made, what turned into years of discussions and negotiations followed, ultimately resulting in Western receiving a \$1.2 million grant from the Kentucky Heritage Land Conservation Fund Board for the purchase of three tracts of land which span both the north and south banks of the Green River.

Albert Meier said that there is not an equivalent location in the world. "There are seven federally listed endangered species on this site. That means there are seven of the rarest animals on earth all on one square mile."

These animals include five mussel species, the Mammoth Cave shrimp—also called the Kentucky cave shrimp, and the grey bat.

"One of the mussel species may well be the rarest animal on earth," Albert Meier said. "There have only been two individuals found in the last 30 years."



In addition to these endangered species, the plants, animals and water supply of the Mammoth Cave National Park will also benefit from Western's purchase of this land, because it will act as a sort of buffer zone

near the already protected land inside the Park. Collaboration on research projects between Western and the Park are already underway, and more joint research activities are planned for the future.

Albert Meier said that one such project involves the establishment of a mussel raising facility on the Preserve. He explained that these mussels need water specifically from the Green River to grow and survive.

"Our students will get the opportunity to participate in that project, and hopefully they'll be able to cause these incredibly rare organisms to recover so they are not in such a tragic state," said Albert Meier.

Another project in which Western will be partnering with the Park is the American chestnut restoration experiment. Albert Meier explained that the American chestnut was the most abundant tree species in the eastern U.S. in 1900, and provided much of the food for wildlife. By the 1930s however, the American chestnut was nearly extinct in the eastern U.S., having fallen victim to a blight that entered the country from a Chinese chestnut in about 1904. Nothing was found that could stop the blight, and no adult trees in the east were found that had survived it until recently, when an adult American chestnut, 42 inches in diameter, was discovered in Adair County, Ky. This lone tree has somehow managed to fight off the blight many times.

Albert Meier said that Mammoth Cave National Park has gotten some of the nuts from this tree, and the Upper Green River Biological Preserve will be the site where these nuts are planted in an attempt to grow new American chestnuts that will be resistant to the blight.

A similar project will be undertaken at the Preserve to grow Kentucky butternut trees, also hit by a blight. This project is in conjunction with researchers from the University of Tennessee.

In addition to the research projects mentioned above, other centers in the Applied Research and Technology Program and departments in the Ogden College of Science and Engineering, and most importantly WKU students, will be able to conduct various types of research at the Preserve.

A structure on the land, known as the Gardiner house, is also providing research and study opportunities for faculty and students in the folk studies and anthropology and archaeology programs. The house is dated between 1803 and 1810.

"The Gardiner House is an early 19th century Federal style house. Although small by today's standards, its brickwork and trim indicate that it was an impressive house for its time and region," said Dr. Michael Ann Williams, professor and director of programs in folk studies and anthropology. "It is one of the only surviving houses from that era in Hart County."

A team of graduate students from Williams's cultural conservation class has visited the Gardiner House and has documented its history and architecture. The students did basic cleanup of the house, and a masonry company, which specializes in historic work will soon be repairing the damaged brick walls.

"The house provides hands-on experience for students interested in historic preservation. We hope that it will continue to serve as a 'laboratory' for students to get professional experience, while at the same time preserving an important historic resource," Williams said.

The Gardiner House is not the only part of the Preserve in need of cleanup.

"We've hauled out approximately 35 cubic yards of trash so far," said Albert Meier, "and we're not anywhere near being done."

In addition to the trash pick-up, six of 22 oil wells on the property have been successfully shut down. If those oil wells leak or spill, the effect on the animal and plant species, both on the Preserve itself and in the Mammoth Cave National Park, could be catastrophic.

"We're really concerned that oil could get into the river right at the mussel bed where the federally listed endangered mussel species are sitting," said Albert Meier.

Efforts to cap the remaining wells will continue.

Both Albert and Ouida Meier said that the Upper Green River Biological Preserve is an invaluable resource for training students in environmental and ecological preservation.

"The research and educational and environmental protection opportunities are very important for this area," Ouida Meier said.

She said that another important part of what makes this project so special is that it will increase the awareness of citizens of Kentucky about the uniqueness and fragility of the ecosystems in which they live. She said this will show first hand how much there is to learn and appreciate about Kentucky's lands.



The Upper Green River Biological Preserve is home to innumerable unique plant and animal species, which will now be protected and students. The above is cross vine flowers with a sarcophagid fly.

Photo by Dr. John Andersland



Dr. Michael Ann Williams, professor and director of programs in folk studies and anthropology, has been leading groups of her students on research and clean-up missions to the Gardiner House, an early 19th century home on the Preserve.

Photo courtesy Dr. Albert Meier





April 2004

One person's trash is another person's recyclable.

by Kimberly Shain Parsley

Commentary

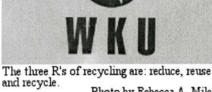
Library Activities

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Western Kentucky University has been actively engaged in recycling efforts since 1998. Since then, the amount that Western recycles annually has gone from 80,000 pounds in 1998 to 250,000 pounds in 2003.

According to Greg Fear, manager of Campus Services, recycling is more complicated than just separating trash. He said that initially, Western recycled plastic, glass and aluminum in addition to paper and scrap metal. Due to the rigid guidelines pertaining to recycling plastics and the mess that the



WE RECYCLE

Photo by Rebecca A. Miles

attempt to recycle glass was causing (People don't realize that glass must be cleaned.), those programs were abandoned and focus shifted to improving efforts in recycling paper, newspapers and cardboard.

"We found a way to recycle aluminum cans," Fear said. "If the building service attendants take over monitoring the aluminum recycling bins then we allow them to take the cans away. That's working out very well."



Making new aluminum cans from old ones requires only five percent as much electricity as it does to make new cans from bauxite, an ore that's mined from the Earth.

Fear said that there is a lot that people don't know about what can and cannot be recycled. He said that is because the guidelines continually change. For example, slick paper used to be unacceptable for recycling, but now is allowed. So magazines and some newspaper inserts can now be recycled. One thing that is not acceptable is glue, which means envelopes and Post-it® notes cannot be recycled.

Fear said that a survey is now underway to determine how Western might be even more

effective in regard to recycling. Two recycling attendants are going to every room in every building on campus to make sure that room has one of the grey recycling bins, and to gather comments from employees about recycling habits and perceptions. He asked anyone who would like more information or to request one of the grey bins to contact him at greg.fear@wku.edu or 745-5820.

Fear said that most people don't realize that recycling, at least for Western, is not a money making venture. He explained that every pound of trash that does not make it into the track streem saves 5 cents. Multiply that has 250 000 and you get \$12 500. That sounds impressive until you factor in the cost of a recycling operation, which for Western includes two employees, a vehicle and fuel for the vehicle.

"Recycling costs a lot of money," Fear said. "It's a losing proposition money-wise, but it's the right thing to do."

In addition to the WKU employees and student workers, Fear gets assistance from youths in the area who have been ordered by the court to perform community service. The Boys and Girls Clubs refer them to Fear, who oversees their service. He estimated that Western benefited from 2,500 hours of community service over the past few years. He said the youths involved prefer this kind of service to roadside trash pick up.



Shondus Young, building service attendant, is one of the reasons recycling works on the WKU campus. Photo by Sheryl Hagan-Booth

With this help, plus the dedication of the WKU faculty and staff, Fear said he believes Western's recycling program will continue to grow and improve.





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A Celebration of Books

by Rebecca A. Miles

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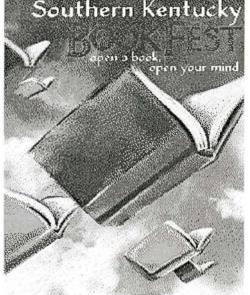
Editorial Staff

The 2004 Southern Kentucky Book Fest, Kentucky's largest literary celebration, will be held April 16-17 at the Sloan Convention Center in Bowling Green.

The Festival, held annually during National Library Week, will feature over 200 authors, including nine best-selling novelists and several prominent children's authors.

"The Book Fest has become one of the most exciting events for Bowling Green, Warren County and the surrounding area," said John Grider, co-chair of the Book Fest. "It provides an excellent opportunity to meet authors and to discuss their works. I am honored to be a part of such a great event."

The Festival will kick off on Friday, April 16, with a ribbon cutting ceremony and the



The Southern Kentucky Festival of Books, April 16-17, includes fun and activities for readers of all ages.

Logo by Eric Kittelberger

announcement of the winners of the Long Story Short contest for students in grades three-12. The winners of the second Kentucky Literary Awards will be announced at a special luncheon on April 16. Over 30 writers were nominated for excellence in nonfiction, poetry and fiction.

New to the Book Fest is the Kentucky Writers Conference held on April 15 and 16. The Conference will feature 21 sessions showcasing some of Kentucky's finest writing talent. For a complete list of speakers and session times go to:

http://www.sokybookfest.org/BookFest04/speakerlist.htm. All sessions will be held at Western Kentucky University in the Downing University Center. These sessions are free and open to the public. Parking is available at Diddle Arena Lot.



Friday is Children's Day at the Festival. This year, Suzy Kline, author of the *Horrible Harry* series, is the featured children's author. She will be presenting on Friday and again on Saturday. Kline was an elementary school teacher before retiring. She now writes full time.

Along with over 50 other children's authors, Kline will meet the children in attendance and sign books. The day will include performances by the Western Kentucky University Children's Theotor, the Powling Green Youth Orchestra, plus storphook

Theater, the Bowling Green Youth Orchestra, plus storybook characters, all new makeand-take activities, and much more.

For a list of children's activities on Friday, April 16 and Saturday, April 17, visit: http://www.sokybookfest.org/BookFest04/events/children.htm.

The Festival continues on Saturday, April 17, with a day for the adults featuring authors and presentations. A highlight of the day will be the nine headlining authors for the Book Fest.

Rosalind Miles is the author of such novels as I, Elizabeth: A Novel, Who Cooked the Last Supper: The Women's History of the World and The Maid of the White Hands: The Second of the Tristan and Isolde Novels. Miles is a critically acclaimed novelist, essayist and broadcaster. In 1990, she won the Network Award for outstanding achievement in the field of writing for women. She has recently been appointed a Fellow of the Royal Society of Arts.

Author Dorothea Benton Frank will pique your interest in the Lowcountry. Frank's first fiction work published in hardback, Isle of Palms, is actually her third novel, which follows her two New York Times bestseller paperback titles, Sullivan's Island and Plantation. Author of South Carolina Lowcountry tales, Frank's contemporary look at southern culture has earned her fans nationwide.

Have you ever noticed that there are no female characters in Moby Dick? Ever wonder why some of the great American novels did not include significant female characters? Sena Jeter Naslund may be able to tell you. Naslund is the author of the best-selling and critically acclaimed Ahab's Wife. She has most recently authored Four Spirits. Set in Birmingham during the struggle for civil rights, Four Spirits, in a series of vignettes, tells the stories of several characters, both black and white, as they adapt to the upheavals in Southern society-or fail to. Four Spirits was a New York Times Notable Book for 2003.

Looking for something a little more light-hearted? In his eighth novel, Lunch at the Piccadilly, Clyde Edgerton looks at the challenges of aging with sympathy, sensitivity and his trademark sense of humor.

If you're interested in mystery and intrigue check out Brian Haig's military thriller, Private Sector. Haig is a West Point graduate and a career infantry officer and military strategist. He served as special assistant to the chairman of the Joint Chiefs of Staff and currently runs International Business Communications. The son of former Secretary of State Alexander Haig, he lives in New Jersey.

World War II comes to life in David L. Robbins' Last Citadel. Robbins is the author of Scorched Earth, The End of War, War of the Rats, and Souls to Keep. He lives in Richmond, Va., and teaches novel writing at Virginia Commonwealth University.

You will want to meet John Seigenthaler if your interest lies in American history. Seigenthaler's book, James K. Polk: 1845–1849, tells of the shrewd and decisive commander in chief. Seigenthaler is the founder of the First Amendment Center at Vanderbilt University. An administrative assistant to Robert F. Kennedy, he was an award-winning journalist for The Nashvile Tennessean for 43 years, finally serving as the paper's editor, publisher and CEO. He was named founding editorial director of USA Today in 1982.

Don't waste a minute in meeting Ann B. Ross if you're a fan of the Miss Julia series. In her latest outing, Miss Julia Hits the Road, Miss Julia maintains the impeccable manners and irresistible charm that keep her readers coming back again and again. Ann B. Ross taught literature at the University of North Carolina at Asheville. She lives in Hendersonville, N.C.

Steve Berry's debut novel, Amber Room, has received rave reviews. A brilliant adventure and a scintillating tale of intrigue, deception, art, and murder, this book is a classic tale of suspense. Berry is a lawyer with more than 20 years of courtroom experience. He lives in Camden County, Georgia, and is currently working on his next novel.

For more information on all of the authors at the Book Fest, visit: http://www.sokybookfest.org/BookFest04/authors/allauthors.htm.

For information on presentation times for Saturday, April 17, visit: http://www.sokybookfest.org/BookFest04/events/adults.htm.

After you've met all the authors and visited all the presentations, stop in to visit the exhibitors representing major publishers, regional publishers and book-related non-profit organizations.

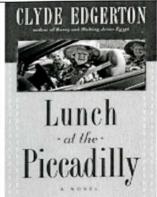
The Southern Kentucky Book Fest is dedicated to its mission of encouraging reading and the love of books and to be a positive force in reducing the illiteracy in our region and state. For more information about the Southern Kentucky Festival of Books, please visit: www.sokybookfest.org.

Miss Julia Meets Her Match

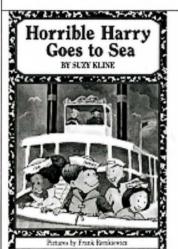


Ann B. Ross

Ann Ross's philosophy on writing, "consists only of trying to tell a good story. That, I think, is the primary purpose of a storyteller." Book cover courtesy Viking Penguin



The New York Times
Book Review calls Clyde
Edgerton, "A master
storyteller, Edgerton
proves that he is in full
command of his craft no
matter what the setting."
Book cover courtesy
Algonquin Books
of Chapel Hill



DISCUSSION TO SERVE Suzy Kline is a prolific writer, having written over 40 children's books. Book cover courtesy Puffin Publishers



ROSALIND MILES

After writing scholarly books, Rosalind Miles turned her attention to novels. "My first published works were these nonfiction studies on literary themses but I on literary themes, but I always wanted to write novels. The very first thing I ever wrote was a story when I was ten."

Book cover courtesy Crown Publishing

The FaCET library still offers faculty a wide range of resources on teaching and teaching approaches and includes information on such specific topics as retention, freshman seminar, assessment, teaching philosophies and more. Digital cameras, laptop computers, digital projectors, a digital video camera, a portable P.A. system and other equipment can be borrowed from the FaCET.

Kuhlenschmidt said she is grateful to Irene Erskine, who donated the house to Western, and to the Faculty Advisory Council, which worked to make the house available to the Center.

Kuhlenschmidt invited all faculty to visit the new Center to see for themselves the many opportunities that it offers for individual and group uses. "We put faculty first in our name for a reason," she said.

Kuhlenschmidt said that the FaCET is about more than just workshops, although they do conduct several throughout the year. In addition to the library resources, FaCET offers resources and assistance for new faculty, individual consultations, and serves as a clearinghouse for on campus information. "If we don't do it, we generally know who on campus does," she said.

For more information about the FaCET, visit: http://www.wku.edu/teaching/.

Anyone wishing to schedule an event at the FaCET house should contact Kuhlenschmidt at 745-6508 or by e-mail at facet@wku.edu. Events are scheduled on a first come, first serve basis, so she asked that requests be made as far in advance as possible.



The new FaCET location at 1783 Chestnut Street will allow the Center to better meet the needs of WKU faculty members.

Photo by Sheryl Hagan-Booth





April 2004

An International Celebrity—in his own right! by Bob Edwards

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It's amazing how much publicity a \$250 million lawsuit can generate.

That's the amount of the trademark and copyright infringement lawsuit by Crossland Enterprise against Italy's Mediaset on behalf of Western Kentucky University for allegedly creating a copy of Big Red in the form of Gabibbo. The dollar figure is an estimate of the earnings of the Gabibbo character



For more information about the lawsuit, visit: http://www.courierjournal.com/business/news2004/03/02/F1-bigred02-6142.html.

since his creation in 1990 through "Striscia la Notizia," or "Slithering News," a book, a No. 1 album of songs and other enterprises.

Word of the suit spread rapidly across the United States and even went international. ABC's "Good Morning America" did a segment on it, and ESPN's morning program "Cold Pizza" "interviewed" Big Red and WKU President Gary Ransdell. The next morning, CNN came calling. Now, it was officially everywhere. Articles appeared in USA Today, The New York Times, The Washington Post...even Time. Variations of the Associated Press story appeared in at least 55 more newspapers and magazines across the nation and 17 media outlets throughout Italy, France, Germany and India.

While the media attention has been an unexpected boost to Western's name recognition and most of the coverage has been lighthearted, there is a serious side to this story. The overwhelming similarity of the two characters cannot be ignored; however, that is exactly what Mediaset has been doing since 2002, when Crossland and the University were made aware of the imitator. It apparently takes a lawsuit of this magnitude to get some people's attention.

The serious side to this story is an organization, in this case Western, protecting images and copyrights that it has developed. These images represent a brand identity for the owners. "We view this case and what's going on as if Mickey Mouse were being pirated or the Nike swoosh was being used illegally," said Steve Crossland, whose company handles the Big Red licensing rights.

It will probably take some time for this suit to be resolved, but it appears Crossland has a very strong case. "Striscia la Notizia" creator Antonio Ricci said in a 1991 interview that he copied Gabibbo from Kentucky. Ricci told *Novella 2000* magazine, "There was this number called Ric Red who was the masset of an American haskathall toom. The

tims pupper cancer Big Keu who was the mascot of an American basketban team. The team is Western Kentucky University. It plays in minor tournaments, but the pupper was cute." He added, "Big Red became Gabibbo."

Leo Damerini, a spokesman for "Striscia la Notizia," was quick to say that Ricci was joking. "It wasn't an admission," he said. "Their mascot is silent and conceptually different. He's mute and moves along the sidelines of basketball courts," Damerini said. "Gabibbo is something else. He talks. He's a sort of journalist, he does investigations, he's a real and proper character."

Stay tuned for further news.

Bob Edwards is the assistant vice president of University Relations.





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Submissions for entry in the Professional Activities section should be sent to Rebecca Miles, rebecca.miles@wku.edu. All submissions must be sent electronically. Please include name, department, title, current position, name of presented or published work and name of publication or conference. No acronyms or abbreviations please.

Engineering

Dr. Douglas G. Schmucker led a team of 18 engineering students on a trip to Chicago to tour famous Chicago area facilities and to present at Valparaiso University, Valparaiso, Ind., as a part of a celebration of National Engineer's Week. The students' topic was WKU's Concrete Canoe.

Journalism and Broadcasting

The public relations program has been recommended for accreditation by the Public Relations Society of America. The report of the review team said, "Western Kentucky University's public relations program is a well-conceived, well-implemented effort to ensure that graduates are prepared to enter professional life at the entry level. It is a regional program with a focus on teaching, blessed with a physical plant matched by few other programs in the nation." The PR program will be one of four schools in the country to have dual accreditation, one from PRSA and also from the Accreditation Council for Association of Schools of Journalism and Mass Communication.

Marketing

Dr. Ronald E. Milliman presented a paper entitled, "How Academic Marketers Sell in the Recruiting Process," to the 2004 International Applied Business Research Conference in San Juan, Puerto Rico, on March 18. The paper was co-authored by Dr. Craig Martin.

Music

Dr. Michael Kallstrom performed his new electric opera, "Tell Me Your Name," a music theater work for solo voice, electronics, videotape projections and shadow puppets, in Ohio at Mt. Union College and Denison University in March. Kallstrom's electronic composition, "Forward Drive," was choreographed by Stephen Stone of the Department of Theater and Dance and premiered by a WKU student ensemble for the American College Dance Festival Association conference held at Emory University in Atlanta in March.

Dr. R. Wayne Pope was invited to sing the title role in the world premier of J.A.C.

April 18 in Columbia, S.C. He will also perform "Five Mystical Songs" for Baritone, Choir and Orchestra by Ralph Vaughan Williams and Franz Joseph Haydn's "Paukenmesse," with the BGWSO and Choral Society on April 15 at 7:30 p.m. at Bowling Green's First Baptist Church.

Political Science

Dr. Saundra Curry Ardrey was elected president of the Kentucky Political Science Association at its March conference. She is the first African American to serve as president of the association. The 2005 annual conference will be hosted by the WKU Department of Political Science.

Dr. James Chappell presented, "Public Planners and the Planning Process," at the Southern Political Science Association Conference in New Orleans. He was elected vice-president of the board for the National Headquarters of the Gamma Beta Phi Society at their conference in Nashville, Tenn. Chappell also presented, "Comprehensive Strategic Management Process," at the Kentucky Political Science Association (KPSA) conference in Georgetown, Ky.

Psychology

Dr. Joe Bilotta gave a poster presentation entitled "Spectral sensitivity of ERG b and d waves in African cichlid fishes: Comparisons with habitat, ecology and phylogeny," at the January meeting of the Society for Integrative and Comparative Biology, New Orleans, La.

Dr. Pitt Derryberry published "Instrumentality, task value, and intrinsic motivation: Making sense of their independent interdependence," in the journal *Contemporary Educational Psychology*, 29, 63 77, 2004.

Dr. Sally Kuhlenschmidt published a chapter entitled "Getting Started on the Web: Enhancing Instruction in Psychology," in *Lessons Learned: Practical Advice for the Teaching of Psychology*, Vol 2, pp. 81-90, an edited volume on best practices in teaching published by the American Psychological Society.

Dr. Sam McFarland published "The effects of authoritarianism and social dominance upon American students' attitudes toward attacking Iraq," in *Psicología Política*, No. 27, 119 130 (2002).

Dr. Farley Norman published "Lightness constancy in the presence of specular highlights," in *Psychological Science*, 15, 33 39, 2004. *Psychological Science* is the flagship journal of the American Psychological Society. He also published "The visual perception of length along intrinsically curved surfaces," in *Perception & Psychophysics*, 66, 77 88, 2004.

Dr. Bill Pfohl was elected president of the National Association of School Psychologists. He will serve as president-elect during the 2004-05 academic year and as president during 2005-06. This is Pfohl's second term as president of the national organization, having previously served during the 1996-97 academic year.

Dr. Retta Poe presented a paper entitled "Using student assessment data for program assessment," at the meeting of the Southern Association of Colleges and Schools in Nashville, Tenn. She had two previously published articles reprinted in Vol. 2 of Lessons Learned: Practical Advice for the Teaching of Psychology.

Dr. Steve Wininger gave a poster presentation entitled "Measuring marbles: Demonstrating a basic tenet of psychological measurement," at the Southeastern Conference on the Teaching of Psychology in Atlanta. His poster presentation was recognized as the outstanding poster presentation for the conference.





April 2004

University Libraries Activities

echo Home	Kentucky Live! The Kentucky Live! presentation of "Beyond the Ballads: Jesse James as Confederate
Commentary	Outlaw," by T.J. Stiles, will take place on April 15 from 7-8:30 p.m. at Barnes & Noble Booksellers, 1680 Campbell Lane. This Trace Die Cast sponsored series is free and open to the public. For more information, contact Brian Coutts (270) 745-6121 or brian.coutts@wku.edu.
Professional Activities	
Library Activities	Far Away Places With Strange Sounding Names The Far Away Places series presentation on Ecuador by Dr. David Coffey, Agriculture Department, will take place on April 22 from 7–8:30 p.m. at Barnes & Noble Booksellers, 1680 Campbell Lane . For more information, contact the University
Archive	Libraries Reference Office at (270) 745-6115 or web.reference@wku.edu.
Editorial Staff	