



# Go Big Read

## UW–Madison Common Book Program

"On Campus: For Go Big Read, talk of celery will turn to cells" *The Wisconsin State Journal*: April 7, 2010

"Chancellor Martin selects Go Big Read" *The Daily Cardinal*: April 7, 2010

"Chancellor announces UW's 2010-2011 'Big Read'" *The Badger Herald*: April 7, 2010

*The Immortal Life of Henrietta Lacks* Chosen for Go Big Read Program: April 6, 2010

"Michael Pollan on *Food Rules: An Eater's Manual*" *Democracy Now*: February 8, 2010

Go Big Read Makes Promising Start in First Year: December 10, 2009

"Benefits of Local Food Explained" *The Badger Herald*: December 4, 2009

Go Big Read Seeks Book Nominations for 2010-11: November 23, 2009

"Doug Moe: Book on Favre Should Be Next Go Big Read Choice" *Wisconsin State Journal*: November 9, 2009

Nominations for Go Big Read Sought: November 4, 2009

"A Wisconsin Farmer's Response to Michael Pollan" *WI Farm Bureau Federation*: November 2, 2009

"Agriculture Critic's Appearance Angers University" *LA Times*: October 15, 2009

"Farmers: What Do You Think Of Pollan's Ideas?" *NPR: Talk of the Nation*: October 8, 2009

"Thoughtfulness Trumps Attacks in Food Debate" *Cap Times*: September 29, 2009

"US farmers Unite to Defend Ag" *Feedstuffs.com* : September 28, 2009

"Allergic to Pollan: Why Farmers Started a Food Fight" *Toronto Star*: September 27, 2009

"Some 7,000 Hear Pollan Decry Industrialized Food" *Wisconsin State Journal*: September 25, 2009

"John Oncken: Farmers have No Real Beef with Pollan, but Don't Blame them for Obesity" *Wisconsin State Journal*: September 25, 2009

"Pollan Advocates Shift in Food Ideology" *Badger Herald*: September 25, 2009

"Author Stresses Eating Healthy, Sparks Debate" *Daily Cardinal*: September 25, 2009

"7,000 Attend Talk by Controversial Food Author" *Milwaukee Journal Sentinel*: September 24, 2009

"In Defense of Michael Pollan and a Broad Food Debate" *Cap Times*: September 24, 2009

"Author's 'Food' Lecture Draws Attention On Campus" *Channel 3000.com*: September 24, 2009

"Author Causes Debate Over Controversial Book on Farming" *WKOWTV.com*: September 24, 2009

"Go Big Read...What?" *Drovers*: September 24

"Scientists, Foodies and Farmers Join University of Wisconsin Debate over Pollan's 'Food' Book" *Associated Press* : September 23, 2009

"On Campus Blog: More than 100 Farmers Expected at Pollan's Lecture" *Wisconsin State Journal*: September 23, 2009

"'In Defense of Food' is Short on Science" *Wisconsin State Journal*: September 23, 2009

"Book On 'Food' Sparks Debate On UW Campus" *Chanel 3000.com*: September 23, 2009

"Pollan's 'Defense Of Food' Sparks Debate In Dairyland" *Huffington Post*: September 23, 2009

Author Visits Campus as Part of Go Big Read: September 23, 2009

Ag Industry Views on Food, Farming and Michael Pollan to Be Discussed: September 23, 2009

"Go Big Read Point of Campus Debate" *Badger Herald*: September 23, 2009

"Campus-Recommended Book About Farming Sparks Debate at UW-Madison" *Wisconsin Ag News*: September 23, 2009

"'Go Big Read' Campaign Begins with Lecture on Healthy Eating" *Daily Cardinal*:  
September 22, 2009

"Food Fighter" *Madison Magazine*: October 2009 issue

"In Defense of Farmers, Food and Having a Clue about How it Gets to Your Plate" *Wisconsin  
Technology Council*: September 21, 2009

"Farmer's Unite in Response to Pollan Appearance at University of Wisconsin this  
Week" *Feedstuffs.com*: September 20, 2009

"Michael Pollan Talks about His Role as an Agent for Radical Change in the Food  
System" *Isthmus* September 19, 2009

"Famed Author Michael Pollan to Share Food Theory with Madison  
Audience" *Madison.com*: September 18, 2009

Interview with Michael Pollan from *Isthmus Daily Page*: September 17, 2009

"What is agenda in 'Go Big Read' pick?" *Wisconsin State Journal*: September 17, 2009

"University of Wisconsin Chooses Michael Pollan's Eater's Manifesto for its Go Big Read  
book" *Examiner.com*: September 13, 2009

Madison Minute Radio Broadcast: September 12, 2009

"'Food' Book Will Leave Readers Hungry for a Balanced Message" in *WI Farm Bureau  
Federation*: September 11, 2009

Wisconsin Farm Bureau Federation *AG News Wire*: September 11, 2009

Biddy Martin: UW invites you to sift, winnow on food this fall: September 10, 2009

*Wisconsin State Cranberry Growers Association News*: September 2009

*Janesville Gazette* Go Big Read! Article: September 1, 2009

"Author Pollan to Give Lecture on Sustainable Food Systems" *77 Square*: August 28, 2009

Author to Visit Campus for Common-Reading Program: August 27, 2009

UW-Madison Launches Go Big Read Book Program: August 27, 2009

"Farmers Can Feed the World: Better seeds and fertilizers, not romantic myths, will let them  
do it" *The Wall Street Journal*: July 30, 2009

"The Omnivore's Delusion: Against the Agri-intellectuals" *The American*: July 30, 2009

"Controversial Book Focus of UW-Madison Project" *The Country Today*: July 29, 2009

New York City Badger Alumni Lead Off "Go Big Read:" June 24, 2009

*Badger Herald* Chosen Title Announcement: May 7, 2009

*Wisconsin State Journal* Chosen Title Announcement: May 7, 2009

First *Go Big Read Program* book title **announced**: May 6, 2009

Program Receives Hundreds of Nominations: March 26, 2009

*Badger Herald* Program Announcement Article: March 5, 2009

*Wisconsin State Journal* Program Announcement Article: February 23, 2009

*Daily Cardinal* Program Announcement Article: February 19, 2009

Chancellor **Announces Go Big Read Campus Program**: February 18, 2009