



University of Wisconsin–Madison

# LIBRARIES

UW–Madison Libraries  
Welcome New Vice Provost  
and University Librarian  
Lisa R. Carter

Debut: A Selection of Recent  
Acquisitions in Special  
Collections

Inspiring Spaces:  
Celebrating the Grand  
Opening of the Business  
Learning Commons

University of Wisconsin–Madison

# LIBRARIES



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# C O N T E N T S



## On the Cover

Gsol 'debs le'u bdun pa dang Bsam pa lhun grub. Coll. R no. 52. A text of the Nyingmapa [Rnying-ma-pa] tradition. Nyingmapa is one of the "red hat" schools of Tibetan Buddhism, and edges are dyed red to reflect this. (L)

## Photos

History of Biology Instruction at UW-Madison (L), Business Learning Commons (M).

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# New Faces. New Visions. New Opportunities.

Introducing the New Vice Provost for Libraries and University Librarian Lisa R. Carter



I am thrilled and honored to join the University of Wisconsin–Madison family as your new Vice Provost for Libraries and University Librarian. The chance to lead one of the nation’s most distinguished research library systems is an exciting opportunity full of possibilities. While I’ve only been in Madison a short time, I’ve been busy getting to know campus, the city, and all this community has to offer!

As I begin my first semester at UW–Madison, I want to share a little about myself, as well as part of my vision for this next chapter in the Libraries’ future.

I come to Madison from The Ohio State University Libraries, where I served as Associate Director of Special Collections and Area Studies. During my time at OSU, I advanced the Libraries’ strategic direction and enhanced its leadership and partnership roles on campus. The teams I worked with developed a wide range of services, resources, and spaces, while cultivating strong relationships with stakeholders eager to invest in the libraries. I have a long history with land-grant and flagship universities, and am delighted that my journey has brought me to this world-class institution.

The UW–Madison Libraries are in the midst of a transformation that calls for strategic vision, collaboration, and the agility to respond to the needs of a diverse and rapidly evolving higher education landscape. I am grateful to my predecessor, Ed Van Gemert, for his leadership in advancing this transformation and look forward to building on the strong foundation in place. I believe the Libraries at UW–Madison are poised to make their significant position on campus, and beyond, even stronger.

A successful future requires the Libraries to continue aligning the vision of campus and the Libraries, leveraging partnerships to play a leading role in the teaching, learning, and research process that is critical to an R1 institution, and investing in our advancement and development opportunities. Whether it’s generating innovative ideas on user experience and learning, coordinating traditional and emerging approaches to scholarly work, enhancing the digital and print collections, or prioritizing social justice through a culture that truly practices diversity, equity, and inclusivity, the Libraries have a powerful role on campus. We must continue to be good stewards of the resources we hold and the services we provide to benefit our community, the state, the nation, and the world.

The Libraries serve as an essential nexus from which the Wisconsin Idea is able to advance. I look forward to combining my experience with the expertise, goals, and passion of our library staff, faculty, campus partners, donors and Friends, as well as the community to ensure that this tradition not only continues, but thrives.

I thank everyone for their warm welcome to the Badger Family. I can’t wait to jump in, or, more specifically, “jump around,” and get to work with this great campus!

On, Wisconsin!

A handwritten signature in black ink that reads "Lisa R. Carter". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Lisa R. Carter  
Vice Provost for Libraries and University Librarian



## 10 Quick Facts about the New Vice Provost and University Librarian

1. Most recently worked as the Associate Director of Special Collections and Area Studies at The Ohio State University Libraries.
2. Previous organizations include North Carolina State University, University of Kentucky, Kentucky Educational Television, and Iowa State University.
3. Received a Master of Information and Library Studies from the University of Michigan.
4. Received a Bachelor of Arts in Interdisciplinary Humanities from Michigan State University.
5. Least anticipated career accomplishment: Establishing a museum-quality exhibitions program in a research library.
6. Looking forward to exploring every one of Babcock Ice Cream's flavors.
7. Standout Wisconsin/UW–Madison fact I've learned since moving to Madison: A sett is a badgers' den, and it can hold 15 or more badgers. I'm looking forward to learning so much more about badgers!
8. Was interested to learn: Steenbock Library is named after Harry Steenbock, who demonstrated that irradiation increases the vitamin D content of foods, especially milk, and arranged (through WARF) to have the proceeds from his patent come to the university.
9. Favorite color: Red! Seriously, it is, and it was, even before my time at NCSU, OSU, and now UW–Madison!
10. Can't wait for: Next year's Wisconsin Film Festival!



### **Put Your Mark on the Historic Memorial Library Card Catalog Room**

Alumni and Friends: Put YOUR name or a brief message on a historic Memorial Library Card Catalog drawer. For generations UW–Madison students relied on the card catalog, the original “Google,” to find what they needed.

Now a wall of drawers is being saved for posterity. Your gift of \$1,000 will reserve a drawer that will have your name or message. Proceeds will go toward the renovation of Libraries spaces.

Reserve yours today, before they are all checked out. Naming opportunities for study carrels, rooms, or group study spaces are also available.

For more information, contact Ben Strand, Libraries Development Director at (608) 308-5405, [ben.strand@supportuw.org](mailto:ben.strand@supportuw.org), or visit: [go.wisc.edu/LibrarySpaces](http://go.wisc.edu/LibrarySpaces).

# UW–Madison Libraries Welcome New University Archivist **Katie Nash**



*By Haley Griffith*

The University of Wisconsin–Madison Libraries are pleased to welcome the new University Archivist, Katie Nash. Nash has quickly settled into her new role managing and overseeing the daily operations of the University Archives. She works closely with the Archives staff to ensure that accounts of individuals, places, events, and stories associated with UW–Madison are collected, shared, and carefully preserved for generations to come.

Nash received her BA in anthropology and a minor in sociology from Appalachian State University, and later earned her MILS at University of North Carolina at Greensboro. In 2011, she became a certified archivist. Prior to her role at UW–Madison, Nash worked as a special collections librarian and archivist at Elon University in North Carolina, and as a college archivist and special collections librarian at Williams College in Massachusetts.

As the current University Archivist at UW–Madison, Nash works closely with staff who manage the Oral History Program, the Records Management operation, anything pertaining to digital collections and media, and general collection development, as well as the arrangement and description of collections.

“The team in University Archives is truly amazing. Everyone is so knowledgeable, hardworking, service-orientated, creative, and not shy about sharing their great senses of humor,” Nash noted. “These traits are crucial to creating and working in a successful and forward-thinking environment.”

About her vision and goals she hopes to share with UW–Madison, Nash said, “We’ve

got our work cut out for us, but we’re eager to carve out new initiatives, partnerships, and collaborative opportunities across campus.”

Due to several staff transitions and retirements in the University Archives recently, the department has faced some challenges Nash believes can be used as opportunities to improve workflows, policies, procedures, spaces, and much more. She added, “Although we are all eager for some things to change quickly, we must be methodical and thoughtful in our approach, and communicate change. We want to make sure that we continue to provide the highest quality service.”

The department is excited to welcome Nash to the team. Said her mentor, David Pavelich, “It’s wonderful to have Katie in this role. She’s energetic, positive, ambitious, and forward-thinking, and she brings with her a depth of experience in university and college archives that’s hard to match. Running the archives for an ambitious university of this size and with this much history is exciting, but also challenging work. Katie has an excellent sense of humor, and she has already discovered Babcock ice cream, so she’s well prepared for any challenges this campus can throw at her.”

When she’s not working in the archives, Nash enjoys jumping at any opportunity to take in everything Madison has to offer.

Welcome to UW–Madison, Katie!

# A Sweet Sound: Ben Sidran Collection Comes Home to Madison

By Natasha Veesser

**T**alk about a sweet sound. The University of Wisconsin–Madison Libraries are excited to announce the recent acquisition of Ben Sidran’s extensive personal archives. The nearly 100 boxes of materials include everything from personal and professional correspondence to music manuscripts and drafts of song lyrics, master tapes, unedited radio interviews, photographs, and posters.

“We are delighted to welcome Ben Sidran’s collection into the UW–Madison Libraries,” said Jeanette Casey, Director of Mills Music Library. “This a fabulous addition to the Wisconsin Music Archive. Ben’s materials also open an amazing door of potential when it comes to research and performance studies. His success and dedication to music bring entertainment and educational power.”

The collection documents the extraordinary career of Sidran as a performer, composer, producer, lyricist, author, and radio broadcaster, highlighting his varied and award-winning contributions to the music world, including:

- Performing, composing, and/or producing dozens of recordings with artists such as Steve Miller, Mose Allison, Diana Ross, Boz Scaggs, Phil Upchurch, Tony Williams, Jon Hendricks, Lee Konitz, Richie Cole, and Van Morrison.
- Film composing for critically acclaimed documentaries such as “Hoop Dreams” and “Vietnam: Long Time Coming.”
- Hosting the Peabody-Award-winning “Jazz Alive” series on National Public Radio.
- Authoring, “There Was a Fire: Jews, Music and the American Dream,” which was shortlisted for the National Jewish Book Award.

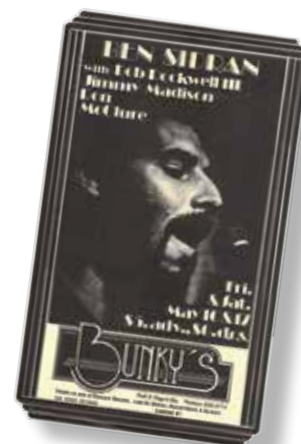


Given that Sidran is a longtime Madisonian and UW Distinguished alumnus, it’s quite fitting that his archives remain in Madison. His expansive career has taken him from Racine, WI, where he enjoyed playing boogie woogie piano as a little boy, to sharing his talents with the world, and gaining widespread acclaim in Europe and Japan, in particular. He also recorded his first solo album with Blue Mitchell.

When it came time to find a more permanent home to share materials that document his career, the Badger state only made sense.

“All my memories—of discovering jazz, studying history, raising a family, writing books—everything of importance to me, really, happened in Wisconsin. I am happy and proud to have my work live on at the University of Wisconsin,” noted Sidran.

Following processing and preservation work, the collection will be available to the public.



All images: Archives of Ben Sidran, UW–Madison Libraries, and Locus Solus Rare Books.



# Madison Reunion:

## Bringing the 60s Back Home



*By Natasha Veaser*

Summer 2018: Madison took a trip back in time to “Bring the 60s Back Home,” thanks to the Madison Reunion. The event not only highlighted the transformative role Madison played 50 years ago in theater, film, and general creativity, but also its impact on social justice causes. As part of the event, the University of Wisconsin–Madison Libraries, the University Archives, and Madison Public Library partnered with event organizers, including well-known musician Ben Sidran to collect stories for a documentary about those who lived and experienced the Madison of the 1960s.

“It’s a cliché to say if you don’t know your history you’re doomed to repeat it,” said Sidran, “but in these times, when so many people are traumatized by the news and polarized by social media, coming together and talking about important issues may be old fashioned, but it’s a good way to go forward with a new sense of purpose and a continued sense of humor.”

The University Archives and Madison Public Library helped leaders of the Madison



Reunion gather individual stories and experiences from the 1960s through video and oral recordings. The project's structure was similar to the efforts of the Archives' "Dow 50" public history project in October of 2017, when a team held a multi-day opportunity at the Madison Public Library to record the memories of individuals who experienced the Dow Chemical demonstrations on UW-Madison's campus 50 years ago.

"The Dow 50 project showed us what could be accomplished when we collaborated with the public library and engaged students to help us collect history through those who experienced it," said Troy Reeves, Head of the Oral History Program at UW-Madison. "We tried to replicate that at the Reunion as we gathered stories from the attendees who offered their time and their perspectives on campus and in the community during the 1960s."

Sidran, the organizing force behind the Madison Reunion, recently joined forces with the Libraries on another endeavor by giving them his extensive personal archives.

"We truly appreciated the Sidrans for

giving us space inside the Union to pursue this project. It gave us a front-row seat to witness the impact Madison has on so many different facets of our community," said Reeves. "This project gives us the unique opportunity and responsibility to help document and preserve the experiences and memories of the events, and people, that make Madison such a transformative force generation after generation."



Students, Archives, and Madison Public Library staff gather stories from witnesses (Opposite page and left). Visitors walk through an exhibit on the events of the 1960s in Madison in Memorial Union (below).

## Signs of the Sixties







# Sounds from Around the World

By Haley Griffith and Nathan Gibson

The 2018 World Records Symposium was hosted at Memorial Library this year (April 12–14), with the theme “Sustaining Scandinavian Folk Music in the Upper Midwest.” The event was organized by three campus folklorists, Marcus Cederström (Community Curator of Nordic-American Folklore, Department of German, Nordic, and Slavic), Nathan Gibson (Ethnic American Music Curator, Mills Music Library), and Anna Rue (Community Curator of Upper Midwestern Scandinavian Cultures, Center For the Study of Upper Midwestern Culture). It focused on the ways in which Scandinavian folk music is documented, preserved, revitalized, and reimagined, both in Scandinavia and in the United States. Participants, who traveled from Finland, Sweden, Norway, and many states in the Upper Midwest, presented on a variety of preservation and scholarly activities, including digitizing historic songbooks and recordings, creatively performing, and passing down stories and songs through apprenticeship programs, processing and archiving music collections, researching and recording musical repertoires, actively documenting current musicians, and more. The two day event included panel presentations, such as a keynote on fiddling traditions by Dr. Chris Goertzen, Professor of Musicology at the University of Southern Mississippi, as well as a tour of the Mills

Music Library highlighting the extensive Scandinavian music holdings and grant-related projects led by Gibson and Jeanette Casey, Head of Mills Music Library. Two evening concerts took place, featuring National Endowment for the Arts National Heritage Fellows Dwight Lamb (2017) and Paul Dahlin (1996), and many more accomplished folk musicians, as well as a final mid-blizzard community dance and performance by Foot-Notes (Decorah, IA) at Folklore Village in Dodgeville.

The World Records Symposium was sponsored by the Sustaining Scandinavian Folk Arts in the Upper Midwest project, the Mayrent Institute for Yiddish Culture, the Center For the Study of Upper Midwestern Cultures, Mills Music Library, the Department of German, Nordic, and Slavic Languages, the Borghesi-Mellon Workshops, and the National Endowment for the Humanities. Also in attendance and participating were representatives from the American Swedish Institute, the American Scandinavian Foundation, the Vesterheim Norwegian-American Museum, Finlandia University, the Wisconsin Arts Board, the Minnesota State Arts Board, and many independent researchers and musicians. The symposium events attracted nearly 500 participants and resulted in collaborations, thought-provoking presentations, inspired dialogues, and a heaping of fantastic Scandinavian folk music.

## 2018 World Records Symposium

Photos: Various sessions and participants of the World Records Symposium.



# Alchemy and Other Curiosities

By Robin Rider

This year's Madison Early Music Festival, with its theme "A Cabinet of Curiosities: Journey to Lübeck," gave us the opportunity to showcase our many books of curiosities from the 16th to 18th centuries. One of the most curious is Heinrich Khunrath's *Amphitheatrum sapientiae æternæ, solius veræ*. Thanks to our colleagues in UW Digital Collections, especially Jesse Henderson and Steven Dast in collaboration with Special Collections' Carly Sentieri, a newly digitized version of Khunrath's masterpiece from our Duveen Collection is now available.

The oft-reproduced, hand-colored engraving of the alchemist's laboratory features musical instruments in the foreground.

An exhibit in the first floor lobby of Memorial Library highlighted holdings from Special Collections and Mills Music Library related to cabinets of curiosities, early music, and early music printing. Sentieri and Jeanette Casey, of Mills Music Library, also held a special gallery talk about the exhibit over the summer.

The digital version of Khunrath's work is available through UWDC.



Images: Getty Institute (top, Middle). Alchemist's laboratory. From Heinrich Khunrath, *Amphitheatrum sapientiae æternæ* (Hamburg, 1595). Duveen Collection, Department of Special Collections, Memorial Library, University of Wisconsin-Madison (Right).





# Debut: A Selection of Recent Acquisitions in Special Collections

Showing new acquisitions from the Kohler Art Library, Mills Music Library, Special Collections, and University Archives, this new exhibit in Memorial Library runs through December 24, giving visitors a look at some of our newest items. Highlights include artists' books that respond to contemporary political issues; Japanese materials related to the Russo-Japanese War and World War II; original paintings of cats and dogs by comic artist (and UW–Madison faculty member) Lynda Barry; selections from the Ben Sidran Papers and the archive of Cuca Records; realia from the LGBTQ Archive Project; and rare books and manuscripts in the areas of history of science, women's literature, and much more. The exhibit was curated by a collective of staff members (Susan Barribeau, Jeanette Casey, Paloma Celis-Carbajal, Yoriko Dixon, Lyn Korenic, Katie Nash, Robin Rider, and Lisa Wettleson), under the leadership of Carly Sentieri.



# THE SAINT JOHN'S BIBLE: Illuminated Encounters

By Haley Griffith and  
Natasha Veaser

The Saint John's Bible is the first handwritten illuminated Bible of its scale in over 500 years. In April 2018, the Department of Special Collections at the University of Wisconsin–Madison Libraries welcomed Jim Triggs, Executive Director of The Saint John's Bible Heritage Program, for a special talk that showcased the extraordinary endeavor of creating The Saint John's Bible. The UW–Madison Libraries recently had a copy of the Bible donated by Dick Cable, UW Alumnus Class of '55, on behalf of the Dick and Marlene Cable Family Fund.



Jim Triggs, Ed Van Gemert,  
and Dick Cable.

"This event was a wonderful opportunity to learn about and celebrate one of the great acts of book-making of our time," said David Pavelich, Director of Special Collections & Archives at UW–Madison. "Collaboratively crafted, contemporary in its aesthetics, and ecumenical in its approach, The Saint John's Bible is the kind of spiritual work our society very much needs now."

Beginning in 1998, Saint John's University (MN) commissioned Donald Jackson, senior scribe to Queen Elizabeth II, to lead a team of calligraphers and artists to create a Bible for the 21st Century. *Smithsonian Magazine* called The Saint John's Bible "One of the extraordinary undertakings of our time."

For the past 10 years, Triggs and his colleagues at Saint John's University have worked with organizations across a wide range of faith traditions to bring The Saint John's Bible Heritage Edition to communities around the world. "Illuminated Encounters" offers an appreciation of how this Bible lives up to its mission "to ignite the spiritual imagination of people around the world of all faith journeys."

"It's a work that truly can bring people and faiths together," explained Pavelich.

Like the illuminated voiceprints in the Psalms volume, which celebrate the intersections of diverse cultures, there have been many "illuminated encounters" along this Bible's journey: a late-night impromptu exhibition at a McDonald's on the Southside of Chicago, a North Dakota teen who insisted on seeing the Bible after chemo treatments at Mayo, a lesson taught by a Jewish man when discussing the *Death of Moses* illumination, and a blessing of the Bible by a representative of a local Muslim community.

"In addition to thanking Jim for presenting this special event, we also extend our tremendous thanks to the generosity of our friend Dick Cable," noted Pavelich. "Because of him, the UW–Madison Libraries are fortunate to have one of these amazing Bibles in our collection."





# Sierra Nevada: The John Muir Trail

By Susan Barribeau

On January 25, 2018, University of Wisconsin–Madison alumni Fred Brown (BA '54, MA '55) and Barbara Thaller Brown (BS '56) of Ames, Iowa visited the Department of Special Collections to deliver a very welcome gift to the Libraries: a signed first edition of Ansel Adams' first major monograph *Sierra Nevada: The John Muir Trail* published by Chicago's Lakeside Press in 1938. Adams' book was commissioned by Sierra Club member Walter Starr as a memorial to his son Walter Starr, Jr. ("Peter") who died in 1933 while solo climbing in the High Sierra. Starr wrote a definitive *Guide to the John Muir Trail and the High Sierra Region* that was published posthumously in 1934. It is still in print to this day. Peter's last photograph taken, found in his camera at his last camp, was given by his



father, to Ansel Adams and is included in Adams' book. The book was instrumental in lobbying Congress during a legislative battle to establish Kings Canyon National Park. President Franklin Roosevelt signed the bill establishing the park on March 4, 1940.



Barbara Thaller Brown, Susan Barribeau, and Fred Brown.

## Thailand



*By Haley Griffith*

For years, Asian and Hmong Studies librarian Larry Ashmun has provided a unique and important local connection between the Thai culture and the University of Wisconsin–Madison. For more than a decade now, Ashmun has shared such items as UW–Madison’s Thai Tripitaka and Thai Buddhist canon with K-12 educators and officials from Thailand who come to visit the collection. Larry now includes this experience as part of a three-week visit to sites around the state, including the UW–Madison campus.

Ashmun has volunteered with the Wisconsin–Thailand Sunrise Program since it started in 2007. The program formed when the Department of Public Instruction (DPI) and the Thailand Ministry of Education signed a cooperative agreement allowing Wisconsin schools to host groups of students and teachers from Thailand. 2018 marks the eleventh year of the program’s existence, which has received overwhelmingly positive feedback. Individuals and hosting schools have expressed their appreciation of the opportunity to get to know and learn about Thai culture. Wisconsin and Thailand have developed strong connections through the UW–Madison Alumni Association, and the Thai chapter is among

Larry Ashmun meets with students from Thailand during their visit to campus (L). A Thai bookplate noting, “The University of Wisconsin” & “The King of Siam” (R).

# Unique



the university’s largest international alumni associations.

Ashmun said it is important to share the unique UW–Madison collections with visitors from Thailand because “the edition of the Thai Tripitaka, or Thai Buddhist canon, which we received from Siam in 1895, are both so special and rare, such that none of the Thai educators and students on the DPI program would’ve seen them before, even while in Thailand.” Ashmun continued, “During the short time the group is in Memorial Library, showing them a part of our regular Thai Studies holdings helps them understand the UW’s commitment to an internationally-recognized, strong Thai Studies collection.”

Ashmun plans to continue his dedication to growing the collaborative efforts with Thai communities, both locally and abroad. “It’s a good example of our collaboration with DPI, while also being an informative opportunity to share with the Thai educators and students, some of whom might want to come to school here at UW,” explained Ashmun. “As a Thai Studies specialist who’s lived in Thailand for many years and is married to a woman from Thailand, it’s fun to learn about the students and teachers. Not only about where they’re from in Thailand, but also how they enjoyed their three-week experience in Wisconsin.”



# Collections

Tibet



The Tibetan collection, housed in the University of Wisconsin–Madison Department of Rare Books and Special Collections, was originally cataloged by Leonard Zwilling in 1984. The collection contains 549 items covering 350 separate titles, and includes approximately 50 Tibetan manuscripts which were originally “uncataloged, unorganized, and lacking even minimal bibliographic control” according to Zwilling’s work, *Tibetan Blockprints in the Department of Rare Books and Special Collections*. Currently, the collection is under the care of library services assistant Lisa Nachreiner, who has picked up where Zwilling left off.

Zwilling compiled his print catalog in 1984, but the titles were never entered into the library’s online database. Nachreiner is now working on a retro-conversion of his cataloging so that the works will be discoverable online.

“Many of the block prints were published in Beijing/ Peking in the early part of the 20th century, so there may be Chinese title or imprint information that was not included in Leonard’s catalog,” explained Nachreiner. “I’ve worked to include this information as well.”

Much of Nachreiner’s work involves creating online accessibility for the items in this unique collection, as well as transcribing the original descriptions that Zwilling wrote.

“Although other institutions may hold the same editions of these titles, it seems that many of them have not yet converted their print catalogs,” said Nachreiner. “I do find myself creating new entries based on Leonard’s catalog.”

Nachreiner often uses the same print catalogs and resources Zwilling referred to in his work 35 years ago. While the works in this particular collection are often unknown, Nachreiner said the concern of similar “hidden” Tibetan special collections have been recognized by the International Association of Tibetan Studies and efforts to make these collections more discoverable is now a priority. Everything from proposals to create a registry of collections, to finding aids to collate information about these resources is slowly gaining traction.

“It’s been interesting to learn about these materials through Leonard’s efforts, as well as working through the challenges of figuring out how to catalog them within the current framework,” said Nachreiner.

While she works to make the items in the collection even more accessible, Nachreiner is quick to thank Zwilling for his years of dedication to the collection.

“While I am currently helping to make these resources discoverable online, it is really Leonard’s work that made all of this possible.”

Gsol ‘debs le’u bdun pa dang Bsam pa lhun grub. Coll. R no. 52. (L) Chos skyong bai rgyal po bsrong btsan rgam poi bka bum las stod kyi cha thog mar bla ma rgyud pai gsol debs lo rgyus sogs. Coll. R no. 49 (R).

# UW–Madison #throwback Meme Discovery Made

By Kari Knutson,  
University Communications

Vitamins A and B.  
Homo naledi.  
The anticancer drug fluorouracil.

The University of Wisconsin–Madison is known for many great discoveries. And recently, another important discovery was made: the world's first meme.

Well, maybe.

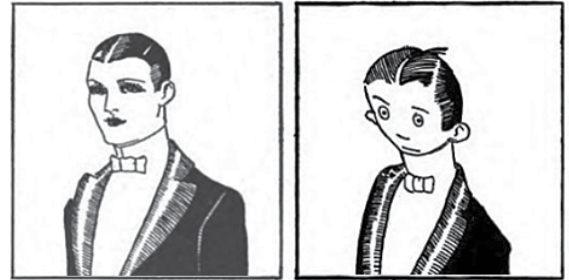
It didn't start out as a meme. The joke was found in a 1921 copy of the *Octopus*, a humor magazine at UW–Madison published from 1919 to 1959. It plays with the popular “expectations vs. reality” found throughout social media.

This discovery of what may be the world's first meme (before the word meme was even invented) was first celebrated on Tumblr in April 2018, and has since been shared thousands of times.



Why? Well, who can't relate to feeling like you're looking pretty dapper until you look in the mirror and see reality staring back. Hard.

BBC News first covered the breaking story, citing Richard Dawkins in his 1976 book *The Selfish Gene* as the person who coined the term *meme*, meaning “ideas that spread from brain to brain.”



This was published in a 1921 edition of the *Octopus*, a UW–Madison humor magazine. But it would be right at home on social media.

*Time*, *Vice*, *Gizmodo*, and other media also covered the story as it unfolded.

While this old comic is being shared using modern technology, it's important to remember that it was discovered thanks to the dedication of University Archives. So, what other treasures can be found? Katie Nash is finding out as the new university archivist and head of University Archives.

“That's part of the beauty of making collections available for all to use, you never know what gems might be found,” said Nash.

As for the first meme, she's not so sure.

“I tend to be cautiously optimistic when labeling anything as the ‘first,’ but it's very exciting that UW–Madison may have created/published one of the earliest memes,” said Nash.

Fair enough. But she does know the value of preserving things from the past. She was excited to see the original image of the meme, right there on page 18 of the May 1921 issue of the *Octopus*.

“There's something special about seeing it in print. The magazine is one of the many humor publications at UW–Madison and if you need a good laugh, come peruse our copies,” Nash said. “Most humor transcends generations, but of course there are some things that were considered ‘funny’ in the 1920s and during other decades that would not be considered humorous today. It makes



me wonder what we find funny today that won't be amusing years from now."

It might surprise people to know that all types of materials are collected in the University Archives, including paper records, electronic records, photographic media, oral histories, audio/video recordings, 3-dimensional objects/artifacts, scrapbooks, maps, posters, and other ephemera and memorabilia, ranging in dates from the 19th century to the present day, and most of it is available for people to use, view, and touch.

University Archives has a significant collection on Aldo Leopold, which can be viewed online or in person, and quite a rich set of materials relating to the Vietnam War era (photographs, chancellors papers, oral histories, posters, and other ephemera). It also has an LGBTQ archive, which includes oral histories, personal papers, photographs, ephemera, and organizational records related to LGBTQ life in Madison and Dane County from the 1940s to the present.

The collections include more than 26,000 cubic feet of paper and published material; 2.5 million photos, over 1,400 oral histories, 4,500 films and videos, 8,500 audio recordings, memorabilia, campus publications, and other university records.

"The intention for collecting and preserving photographs, stories, life journeys, and material goods from our lives or an institution/organization has certainly evolved over time. People still collect, but how they collect, the frequency, and methods of collecting have changed," Nash said. "In general, people still want to feel connected to others, organizations, time periods, and/or institutions—and there is still a large amount of 'stuff' being generated that helps people feel connected. The challenge is how the 'stuff' will last, especially born-digital and



Katie Nash, head of University Archives, displays the May 1921 *Octopus*, a UW–Madison humor magazine, in which what's now being called the first meme ever, appeared. Photo by Emily Hamer, University Communications.

electronic records, and how archivists and librarians can keep up with the accelerated environment of collecting, preserving, and making content available."

While the mission of the University Archives remains the same, what it's collecting is changing. Yes, memes will be among the material future generations may or may not find so funny.

"I know some institutions are actively collecting memes that pertain to some aspect of an institution's history. Capturing memes and social media is one of the initiatives that the University Archives is exploring," Nash said. "Memes can represent an important part of online culture—a culture that archival repositories are increasingly documenting."

# Nothing To Hide

## UW–Madison Archives Awarded Grant to Fully Digitize 650 Unique, At-Risk Videotapes Highlighting LGBTQ+ Issues

By Natasha Veerer



The UW–Madison Archives was recently awarded a \$12,000 grant from the Evjue Foundation to fully digitize 650 unique and at-risk videotapes in the *Nothing to Hide* archive. Created by David Runyon in 1981, *Nothing to Hide* was a weekly television program on WYOU that focused on LGBTQ+ issues. The program ran for a remarkable 20 years until Runyon’s death in 2001. Preserved on now fragile and decaying magnetic media (U-Matic and VHS tape), there is an urgent need to digitize the recordings before their content is lost.

“We are so grateful to the Evjue Foundation for their support of this important project,” said David Pavelich, Director of Special Collections and Archives at UW–Madison. “Libraries and archives cannot possibly achieve all of our goals without investments like this. We’re incredibly fortunate to have the Evjue Foundation this close to home!”

In 1981, Runyon split from the local WYOU television program *Glad to be Gay* to create his own weekly program, *Nothing to Hide*. The new program focused on LGBTQ+ issues, capturing local and national events and featuring both local and national figures. Internationally known writers, politicians, and activists featured on the show included Eve Kosofsky Sedgwick, Angela Davis, Howard Zinn, and Toni Morrison, among others. The many local and regional luminaries who appeared on the program included George

Mosse, Tammy Baldwin, and Dick Wagner.

*Nothing to Hide* created a unique video record of historically important events in Wisconsin and United States history. For example, Runyon’s program documented LGBT civil rights marches in Washington, D.C., in 1979, 1987, and 1993 and here in Madison in 1989, 1991, and 1996. The program recorded and broadcast documentary footage of Governor Lee Sherman Dreyfus’s statement at the signing of AB70, which made Wisconsin the first state in the nation to ban discrimination based on sexual orientation in employment, housing, and public accommodation.

Another program documented the signing of the consenting adults law on May 5, 1983, which repealed the earlier “sexual perversion” law.

A wide variety of subjects were covered in the 20 years of *Nothing to Hide*’s programming. Coverage of the AIDS epidemic, for instance, began in 1983 and continued into the 1990s. Runyon produced episodes on subjects such as gays in the military, coming out, and community health issues. The program featured performances by local and national gay and lesbian theater and musical groups such as the Lionheart Gay Theater (Chicago) and the New Orleans Gay Men’s Chorus. Several conferences—including the Black and White Men Together National Conference and the Annual International Gathering of Gay and Lesbian Elected and Appointed Officials—were filmed from the late 1980s into the 1990s.





The Nothing to Hide archive came to the UW–Madison Libraries in 2009 through the energy and advocacy of local faculty, students, and community members, who recognized the incredible value of the collection and realized the urgent need to preserve it. The primary source of these archival videotapes was WYOU, which had retained 800 recordings of the program. Local LGBT advocacy center OutReach owned another 50 tapes, which were deposited there by Runyon.

“This digitization project illustrates many of the objectives of modern archives,” said Pavelich. “We are no longer simply asked to archive paper in boxes, but to rescue and provide access to various forms of obsolete media from magnetic videotape (which decays quickly) to word processing files created on long-dead operating systems. And we are committed to gathering and sharing the full story of our diverse community, not just the story of one dominant viewpoint. Our archivists and librarians are working hard—every day—to secure the puzzle pieces of our history.”

There is a high risk of loss for this important collection. The National Archives estimates that the life span for magnetic videotape (without loss) is between 10 and 50 years. Because of the unstable medium, the video recordings in the Nothing to Hide archive are currently inaccessible to users. Once accessible, however, the diversity of content will make the collection meaningful

to a broad spectrum of users, from community members to academics.

“Grants like this allow us to make one of a kind collections such as *Nothing to Hide*, which was at great risk from decay and deterioration, available for use in teaching and research for generations to come,” said Doug Way, Associate University Librarian for Collections and Research Services.

“Libraries and archives cannot possibly achieve all of our goals without investments like this. We’re incredibly fortunate to have the Evjue Foundation this close to home!”

David Pavelich

# Inspiring Spaces: Celebrating the Grand Opening of the Business Learning Commons

The completed Business Learning Commons opened on May 5, 2018. A joint project between Wisconsin School of Business at UW–Madison and the UW–Madison General Library System, the donor-funded initiative renovated nearly 35,000 square feet of Grainger Hall. The Learning Commons is home to the Huber Undergraduate Computing Lab, the Finance and Analytics Lab, five active learning classrooms, 10 breakout rooms, and numerous study areas.

Photos: University Communications, Wisconsin School of Business, and the Libraries.







## A Message from the Friends President



Dear Friends of the UW-Madison Libraries,

With their rich and varied content, the issues of this magazine afford multiple opportunities to learn about the collections, services, and staff of one of America's great university libraries. Together the Libraries do much to make the University of Wisconsin-Madison a special place for teaching and research, for learning in groups and as individuals, and for sharing with others both the joy and the benefits of these manifold discovery processes.

But what about the Friends? What do we do? Our mission statement identifies four particular goals:

- To stimulate interest in the use of the University of Wisconsin-Madison Libraries within the campus and community;
- To advance recognition of library collections and service through publications, grant programs, special events, Friends development, and other outreach activities;
- To strengthen the campus libraries via grants for collections, preservation, and scholarly research;
- To continue the development of a long-term endowment fund ensuring continuity of Friends programs, and to attract and encourage monetary gifts as well as gifts-in-kind, in recognition of the needs and potentials of the libraries.

A board of directors provides overall policy guidance and fiscal control. But much of the actual work goes on in committees. If you've ever come to one of our semi-annual book sales (the largest of their kind in Wisconsin!), you've seen some of the dedicated volunteers who make this fund-raising effort such a

success. Other committees are less visible.

A grants committee manages grants to scholars (mostly early-career) from other institutions for brief research stays using the university's extraordinary collections. It also manages a separate program of grants to assist the libraries in meeting special needs in collection development and in collection preservation. An events committee provides planning input for a variety of joint events on and off campus and recommends Friends funding for them. These events, which can have very different audiences, are intended to increase awareness of the university's library collections and to promote the scholarly and imaginative reading or listening or viewing they enable. Lastly, a publications committee assists in the production of this very magazine.

How can you help? Two ways come to mind.

1. Volunteer to serve on a committee. The work is important and it won't get done unless people donate their time to do it. For details and other assistance, please contact Libby Theune at [friends@library.wisc.edu](mailto:friends@library.wisc.edu) or 608-265-2505.

2. Donate to the Friends. All donors to any UW-Madison Libraries fund are considered to be a Friend of the Libraries. Donations to the Friends of the Libraries Fund specifically underwrite activities of the Friends and for that reason are especially welcome in this context.

To donate to the Friends of the Library Fund, give online through the University of Wisconsin Foundation.

With thanks,

John Dillon  
President,  
Friends of the UW-Madison Libraries



## Did you know?

The Friends of the UW–Madison Libraries have been hosting a book sale twice a year since 1995. Over the course of 45 sales, the Friends have sold more than 1,125,000 items! These books, music, maps, and movies were all donated by campus and community members. The Friends are proud to provide a sustainable option for unwanted books and an opportunity for these materials to be rediscovered by delighted new owners. If you have books to donate, please contact the Friends at [friends@library.wisc.edu](mailto:friends@library.wisc.edu). Someone will love you for it.



## Don't miss the Friends of UW–Madison Libraries Semi-Annual Book Sale!

**OCTOBER 10-13, 2018**

- Wednesday, October 10, 4–8 PM  
(Preview sale, \$5 admission fee)
- Thursday and Friday, October 11 & 12, 10:30 AM–7 PM
- Saturday, October 13, 9 AM–1 PM (\$5-A-Bag-Sale)



**[library.wisc.edu/friends](http://library.wisc.edu/friends)  
[Facebook.com/FriendsofUWMadLibraries](https://Facebook.com/FriendsofUWMadLibraries)  
608-265-2505**



### **Friends of the UW–Madison Libraries Board Members**

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Elisabeth Owens  
Richard Pifer  
William Reeder  
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Libby Theune, Administrator

## Friends Scholar Highlight



By Libby Theune

*Julie Hawks, a Ph.D. candidate in History at American University in Washington, D.C., was a recently awarded a travel grant from the Friends of UW–Madison Libraries. She was interested in visiting the Madison campus to mine the unique data and photo-rich materials housed within the Wisconsin Historical Society. Julie’s research focuses on American memory and identity in the 20th century. Her dissertation, “Capital Investments: Engineering American Cold War Culture,” examines the political and cultural work performed by free enterprise crusades in the time leading up to and including the early Cold War. She uses the 1947 Freedom Train as a mechanism for understanding how several postwar campaigns reinforced class, race, and gender injustices while they simultaneously promoted messages of equality and economic opportunity for all Americans. Here is a taste of her work:*

Before World War II ended, a group of powerful advertising men banded together to favorably influence public opinion about American free enterprise, effectively equating capitalism with a particular interpretation of freedom and religion (Christianity). The first major campaign, “Our American Heritage,” inaugurated a seven-car locomotive to exhibit 133 carefully selected documents and artifacts that attested to the great freedom and prosperity (white) Americans enjoyed. Influential corporate moguls, bankers, advertisers, and national leaders formed the American Heritage Foundation (AHF) to oversee the Freedom Train, which stopped in 330 cities across the 48 states. Thomas D’Arcy Brophy, a prominent New York advertising executive, stepped in as president of the AHF, and was a central figure for coordinating the project and advocating for the mission amongst his peers.

The Wisconsin Historical Society (WHS)

began conversing with Brophy about donating his papers during the height of his influence in the 1950s. Following his death in 1967, WHS officials reached out to his widow, Jessie Brophy, to secure documentation of his life’s work. (The AHF folded several months after Brophy’s demise.) Numerous archives across the U.S. offer smatterings of Brophy’s work within their Advertising Council, National War Fund, and Crusade for Freedom collections. However, the Thomas D’Arcy Brophy Papers at the WHS are instrumental to gaining insight into Brophy’s motivations and campaign connections. It was the range and quality of the materials collected in Wisconsin that beckoned to me from the east coast.

With the assistance of a competitive grant from the Friends, I was able to travel to Madison to delve into these archives held by the Wisconsin Historical Society this summer. What I found did not disappoint me. Daily, I unearthed a treasure trove of material that will have a profound impact on the richness and detail of my dissertation. Because my time was limited, it was all I could do to keep myself from getting lost in the fascinating ephemera held in the containers of the Thomas D’Arcy Brophy Papers. The thrill of discovering unique fragments of history that can be pieced into a greater, more complete understanding of known events is a researcher’s best day and this was a regular occurrence during my time at WHS.

One such discovery is a photograph captured during the Freedom Train’s dedication ceremony in Philadelphia in 1947.

This photo is unique in two ways. First, twenty-six hand-selected U.S. Marines toured the country with the Freedom Train’s exhibits. Second, and most important, African Americans were not included in any visible role concerning the Freedom Train. No black





Members of the Pennsylvania National Guard Color Guard stand at attention while a black Pullman porter can be seen standing inside the doorway of one of the cars. The photo's powerful symbolism reveals the dominating white male military presence as a black "servant" waits in the background. September 17, 1947. (Box PH 3352 Thomas D'Arcy Brophy Papers, Wisconsin Historical Society)

leader was invited to be a trustee of the American Heritage Foundation until after the tour began. Therefore, no person of color had any input about the train, its message, or the artifacts it carried. No black members of the U.S. Marines were selected for the honor of guarding the exhibits even though more than 19,000 African Americans had proudly served this country in that capacity. And, in most cases, white committee members excluded prominent members of black communities in developing activities surrounding Freedom Train municipal festivities. Black Pullman porters, however, worked behind the scenes to serve the marines, other staff, and officials who visited or traveled on the train.

This photo offers important insights into how American elites framed Cold War educational campaigns. It is important to highlight the contributions that black Pullman porters made in American history, helping to build the black middle class.

The Brotherhood of Sleeping Car Porters, established in 1925, was the first all-black union. Its leader, A. Philip Randolph, went on to help organize the March on Washington in 1963. Yet, Randolph, along with other prominent black leaders, such as Lester Granger (Urban League) and Walter White (NAACP), had been rejected as possible trustees of the American Heritage Foundation as the Freedom Train campaign took shape.

I am indebted to the Friends of the University of Wisconsin–Madison Libraries for granting me the funds to travel to the Wisconsin Historical Society, which allowed me to research this excellent repository. I am indebted, as well, to the work and vision of the archivists who created this collection. Their contributions to my research have been truly invaluable.

# Oscar Mireles

By Rich Leffler

Oscar Mireles, the current board secretary, has been Executive Director for Omega School for more than 22 years. In 2016, Oscar Mireles was recognized by *In Business Magazine* as one of the “15 Most Influential People in Dane County,” selected to the “M” List by *Madison Magazine*, and acknowledged by *Madison365.com* as one of “the 48 most powerful Latinos in Wisconsin.” He is the chair of the Latino Consortium for Action (LCA), a coalition of Latino organizations and associations in Dane County. He serves on the board of directors of One City Learning Center, Madison Museum of Contemporary Arts (MMOCA), UW–Madison Friends of the Libraries, and Boys and Girls Club of Dane County. He is also the Poet Laureate for the City of Madison (2016–18).

## **How did you first get involved with the Friends of the UW–Madison Libraries?**

Well, for anyone who has had any dealings with former UW–Madison Dean of Students Mary Rouse, who is the ultimate university and community connector, there is only one acceptable answer when she asks you if you are interested in serving on a board or committee. The answer is always yes, because it is so hard to say no to her. Mary felt I would be able to contribute to the board of directors, but also felt I would be able to make different connections and learn from this new experience. She was right on both counts.

I must admit that I did not know anything about the Friends of UW–Madison Libraries before that first board meeting. Fortunately, it has been a wonderful journey ever since. After the meeting, they gave me a history book on the Friends, and I was fascinated by how integral the Friends were in the growth of the University of Wisconsin library system over the years, which is one of the largest

collections in North America.

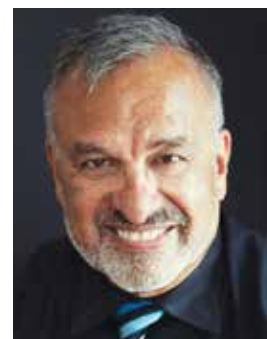
## **One of your roles in the Madison community is being the Poet Laureate of Madison. How does that fit into your volunteer work at the Friends?**

I think my role as Poet Laureate meshes perfectly with my role as a Friends member and the board of directors of the Friends. Friends provides an opportunity to bring in talented authors on timely subjects as part of the annual speakers series. While poetry isn’t the featured focus of many of the speakers, I have found the speaker series very compelling, including the recent talk about a philosophy book made into a graphic novel by a father and son duo.

Friends’ support of guest writers in collaboration with the Wisconsin Book Festival fits into the narrative of working locally with community connections and resources. Greg Mickells, Madison Public Library Director, and Conor Moran, Book Festival Coordinator, have done wonders bringing in world-class writers and speakers. The Friends’ support is integral to their success.

## **What is the most interesting thing you have learned since joining Friends?**

Reading the *UW–Madison Libraries Magazine* gave me a better sense of the long-term impact the Friends organization has had on campus, nationally, and internationally. Each year noted scholars come to Madison to see firsthand and up close the manuscripts, papers, and memorabilia. The range of topics covered runs the gamut from medieval history to current cultural events. The support of scholars coming to Madison to conduct research broadens the reach of the





campus and provides a valuable experience for American and international guests.

**The Friends semi-annual book sale raises funds every year. Have you had a chance to participate in this event?**

This past spring was the first time I had a chance to participate in volunteering for the book sale. I came in early Saturday morning and saw up close the enthusiasm of the crowd searching for prized books or those no longer in circulation.

I had a chance to work alongside Jim Dast who has toiled tirelessly for decades to organize the four-day affair and has an amazing system of coordinating book donations, volunteers, and the general public to raise important money for the Friends. I witnessed the countless months it takes to pull the whole event together. It is incredible to realize Jim has helped raise almost \$1 million over these past 25 years. I had so much fun, I have penciled in the next few book sales to not miss the action. Next year I plan on wearing my Spelling Bee Costume to help spur book sales.

**The library is one of the largest repositories on a wide range of subjects. Have any of these collections sparked interest in looking a little closer to see what the library has?**

I was at the Madison Public Library downtown location, and saw an interesting exhibit on cartoneras as I was heading to a community meeting. The cartonera exhibit featured community and self-published books that actually used recycled cardboard as their covers and included reprintings of some of the classic Latino literature as well as poetry and essays on the state of the various countries of Latin America. I had a chance to connect with Paloma Celis-Carbajal, the librarian involved in starting this project.

The cartonera publishing phenomenon began in Buenos Aires in 2003 and was spearheaded by writers and artists interested in reconfiguring the conditions in which

literary art is produced and consumed. They came up with a progressive new publishing model that challenges and contests the neo-liberal political and economic hegemony. The initial group, called Eloísa Cartonera, has not only changed the publishing scene in Argentina but also the scene across Latin America by functioning as a model and an inspiration for the development of over ninety cartonera publishing projects in Latin America, Europe, and Africa.

With a growing collection of over 1,000 volumes representing more than 55 different cartonera publishers, UW-Madison's Ibero-American collection holds one of the largest and most comprehensive cartonera collections in the U.S. This collection is a work in progress, and new titles and resources are added periodically.

I did not realize that the UW-Madison Friends of the Libraries had supported the publication *Akademia Cartonera: A Primer of Latin American Cartonera Publishers*, which was one of the first scholarly books to discuss this cultural phenomenon.

**Final thoughts?**

I must admit my initial experiences as a youth with libraries were not always positive. Being told to keep quiet as a younger person was a challenge. Library fines and our public library being pretty far away from my home made it seem less friendly and accessible.

What my experience with Friends has shown me is that my fellow Friends board members have a love of the library, and their support of literacy efforts and making the library a space for personal growth and change is heartwarming. I hope to reach out to others who may have shared my past experiences and let them know this is a new day in the library in the 21st century.

## Elvis Presley Was a Chicano

### By Oscar Mireles

In the latest edition  
of the *National Inquirer*  
it was revealed that  
Elvis Presley,  
Yes...the legendary Elvis  
was a Chicano

Fans were outraged  
critics cite his heritage  
as an important influence  
I was stunned  
Can you believe it?

Well...I didn't really at first  
but then I remembered...  
his jet back hair  
you know with the little curl in front  
sort of reminded me of my cousin "Chuy"

Elvis always wore  
either those tight black pants  
like the ones in *West Side Story*  
or a baggy pinstriped Zoot Suit  
Pachuco Style  
with a pair of blue suede shoes to match

Then I figured no, it couldn't be  
So I traced his story back to his hometown  
a little pueblo outside Tupelo, Mississippi  
son of migrant sharecroppers  
looking for a way out  
of rural poverty

Let's see... Elvis joined the army  
Maybe he enlisted with his "buddies"  
They never made a movie about it  
But they fought hard anyways

I read somewhere that Chicanos  
have won more Silver Stars  
and Purple Hearts than any other ethnic group  
Maybe Elvis was a Chicano  
I wasn't convinced yet!

Elvis was a Swooner, a dancer, a ladies man  
and always won the girl  
that hated him  
in the beginning of the movie  
he had to be a latin lover or something  
even Valentino and Sinatra has a little Italian in  
them

Elvis played guitar  
like my Uncle Carlos,  
always hitting the same four notes  
over and over again

But now, I think I have figured it out  
It was probably that Colonel Parker's idea  
to change his cultural identity,  
since it was just after the second big war  
and the Zoot Suit Riots

it wasn't the right time  
for a Chicano Superstar  
to be pelvising around  
the Ed Sullivan Show,  
late on a Sunday night

I think it was just a hoax,  
to convince more people to buy that newspaper  
If Elvis Presley really  
was a Chicano  
He wouldn't have settled  
to die alone,  
in an empty mansion  
With no family around,  
No "familia" around  
Who cared enough.... to cry





## Mark Your Calendars!

Fabulous fall events, hosted by the Friends of UW–Madison Libraries:

• **Monday, September 24**, 5 PM at the University Club, music 6–10 PM—Kick up your heels to Die Tanzgeiger, a traditional Austrian dance band with Upper Midwestern connections, including performances drawn from such UW Library holdings and co-productions as the Mayrent Collection of Yiddish Recordings, the Wisconsin Folksong Collection, and Local Centers/Global Sounds. This is an early evening event with food,



co-sponsored by the Friends of UW–Madison Libraries, the Center for the Study of Upper Midwestern Cultures, Mayrent Institute for Yiddish Culture, Mills Music Library, and Max Kade Institute for German-American Studies.

• **Thursday, September 27**, Caroline Fraser, author of *Prairie Fires: The American Dreams of Laura Ingalls Wilder*, speaks at the Wisconsin



Historical Society, 5:30 PM

The Friends' annual Schewe Lecture is pleased to announce Caroline Fraser—editor of the Library of America edition of the *Little House* series. Fraser will reveal the grown-up story behind the influential author of childhood stories of American pioneer life, Laura Ingalls Wilder, drawing on unpublished manuscripts, letters, diaries, and land and financial reports to set the record straight.

• **October 10–13**, Friends Book Sale at Memorial Library



• **October 11–14** 7 PM, Madison Public Central Library, Wisconsin Book Festival Friends, sponsored author Jabari Asim on his powerful new book, *We Can't Breathe*.

• **Thursday, November 8**, 5 PM at Memorial Library, room 126—Let's Hear it for Book Arts spotlights a collaborative project between the Kohler Art Library and the UW–Madison Oral History Program. The project coordinator, iSchool graduate student Sarah Lange, has been gathering and preserving the memories and reflections of students and faculty who contributed to the rich history of book arts between the 1970s and the present. Expect a lively presentation enhanced by voices of some interviewees, a handful of unique artists' books on display, and plenty of opportunity to ask questions. Presenters: Sarah Lange; Troy Reeves, Head, UW–Madison Oral History Program; and Lyn Korenic, Director, Kohler Art Library.



# The History of Biology Instruction at UW–Madison

By Bill Reeder, Kathryn Jones, and Laura Monahan

The library of the University of Wisconsin Zoological Museum has roots that reach back to the origin of the university. In 1848, prior to the construction of its first building, the University of Wisconsin Board of Regents requested that specimen collection for a “Natural History Cabinet” be initiated. Geological, botanical, and zoological specimens were obtained, initially by Horace Tenney, Assistant State Geologist and the contributions of Increase Lapham “for the purpose of natural science instruction.” With subsequent moves from North Hall (1851), South Hall (1855), and University (later Bascom) Hall (1858), the specimen count was recorded as 12,137 in 1865.

In 1875, Edward A. Birge was appointed Instructor (later Professor, Dean, and President) and Assistant Curator of Cabinet. A year later, Science Hall was constructed to house new science courses, laboratories, and the collections. A tragic and devastating fire in 1884 demolished this structure and most contents, including the natural science collections.

Due to the significant loss caused by the fire, great care was taken in planning and construction of the new building. The New Science Hall was completed in 1887. It was one of the first buildings in the country to be erected with only masonry and metal; wood was used solely for door and window frames and flooring.

By January of 1885, in response to this tragic loss, E.A. Birge had already begun purchasing natural science and anatomical specimens and wall charts, models, books, and equipment for installation in the new Science Hall. His accounting catalog of specimens, equipment, and books purchased from 1885 through 1899 remains a part of the Zoological Museum archive. In this catalog of purchases, biological books (most from the German dealer Friedlander) were obtained to be used with the collections



and laboratories. Many, however, were transferred to the University Library for general student use.

George Wagner, an early Curator, attempted to elevate the collections to the status of “State Museum” through his work on the Wisconsin Geological and Natural History Survey. Wagner was hired in 1903 to teach general zoology, comparative anatomy of

vertebrates, invertebrate zoology, and animal behavior. He introduced courses in heredity, bionomics (now known as ecology), and ornithology. Wagner, as collections curator, systematically catalogued 13,000 specimens with appropriate accompanying data between 1905 and 1940. Meanwhile, the natural science collections had become separated and were adjuncts to the departments of Zoology, Botany, and Geology. In 1912, the collections were yet again relocated into the “new biology” building, later named Birge Hall and in 1971, the Zoological Museum was moved to the Lowell Noland Zoology Building, where it remains today. Despite the sad loss of the very first museum specimens in the Science Hall fire, the University of Wisconsin Zoological Museum has reacquired specimens that date back to the 1840s. The museum now has about 750,000 specimens and historic objects. The museum library, supplementing the research and teaching collections, is home to about 3,000 volumes and similar numbers of monographs and reprints.

In the present connection, the museum also houses the collection of zoological instructional materials retained from classrooms and laboratories back to the early 1900s. Birge and others provided by purchase over time, instructional models and many wall charts. The beautiful and now rare glass models of invertebrates made by the German glassmakers Blashka and Son were purchased and used by Birge from 1890 and were proudly displayed in the laboratory for many years thereafter. The wall charts, which lined the walls of the biological classroom in Science Hall, were the instructional equivalent of the photographic slide



show. The museum houses nearly 300 of these historic lithographed biological wall charts, acquisition of which began at the time of the Science Hall fire. With a century of nearly constant laboratory use, these instructional charts have deteriorated and need the attention of trained conservators. (See present condition of the Gorilla chart, also to be seen in better shape on the wall of the early 20th century Science Hall classroom). In perfecting storage for this collection, each chart in the collection has been carefully evaluated for condition problems and need for conservative repair. The objective is to stabilize each specimen against further decline, with photographic documentation of treatment.

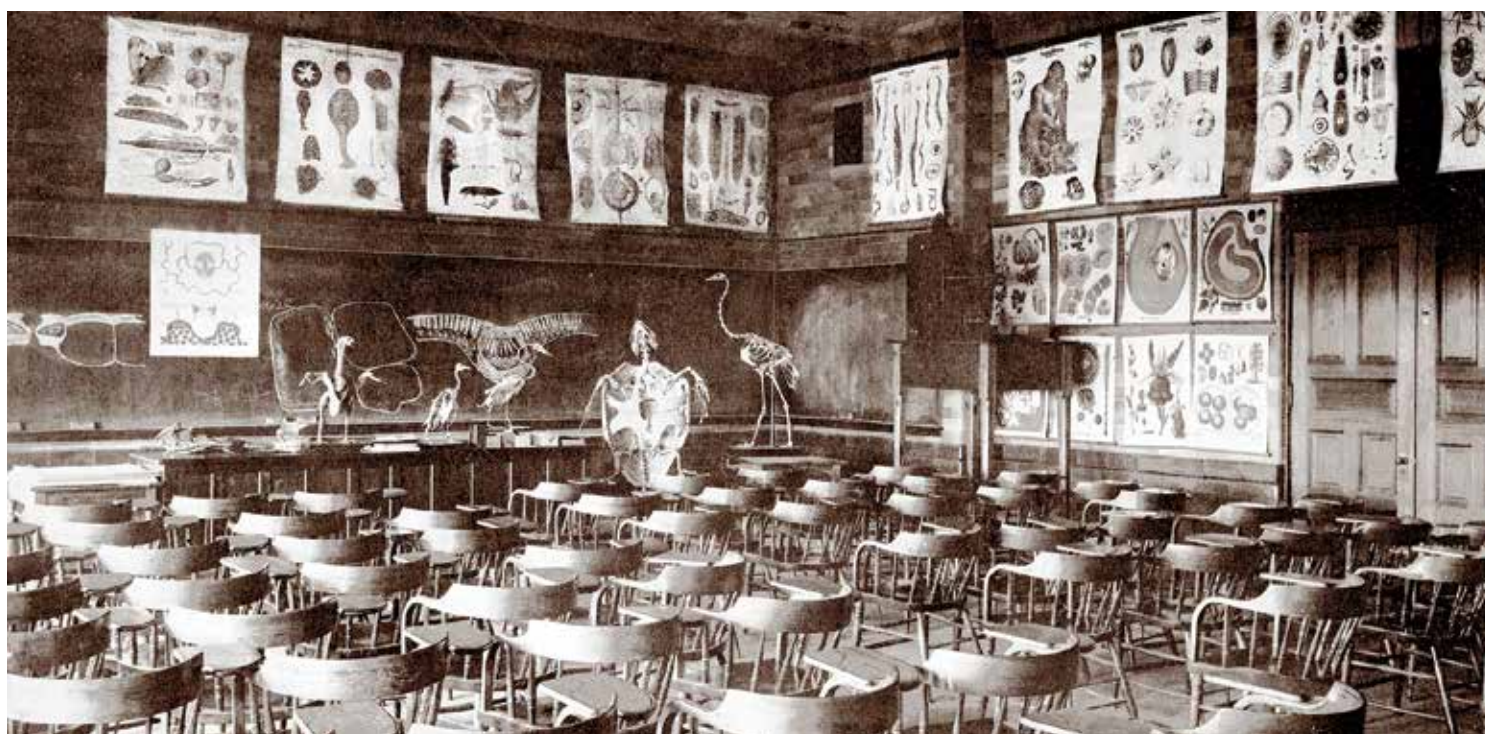
The Zoological Museum Library applied for 2018 cost-sharing funding from the Friends of the UW–Madison Libraries to be used in partial support of an initial program of stabilization and conservation of the wall chart collection. Using four charts of priority, with various states of damage, the UW library conservation team is undertaking the cleaning, repair for stabilization, and encapsulation that will properly care for the specimens and also will provide realistic figures for the cost of the time-consuming procedures. Thus, the Zoological Museum can prepare a well-grounded estimate in applying for outside funding for the conservation treatment of the entire collection.

As a future effort, it is the intent to provide photographically perfected images of the more important and rare charts, which may then be produced for use in current high school or college classrooms. It should be emphasized that conservation techniques of preservation will not produce as pristine an image as Photoshop.

The Zoological Museum and its Library are most grateful to the Friends of the UW Libraries for initial treatment support for these historical artifacts of natural science instruction at the University of Wisconsin.



All photos: Wisconsin Zoological Museum.



# The Lands We Share: Traveling Exhibit Gives a Voice to the Rich History and Diversity of Wisconsin's Farmers

By Ken Virden

The Lands We Share (LWS) Tour is an initiative of the Wisconsin Farms Oral History Project, a collaboration of four UW campuses that focuses on the intersection of farming, land, race, and ethnicity in Wisconsin. The initiative involves a traveling interactive exhibition that features six diverse farm sites in urban and rural Wisconsin, and invites visitors to share stories, opinions, and historical materials. The tour features community conversations in each town, where publicly-generated content frames conversations. The tour began September 17, 2018, in Allenville, near Oshkosh, and runs through April 2019, including stops on the Oneida Reservation, in rural Jefferson County, and in Milwaukee. A final gala in Madison in April will conclude the tour.

The goal of the initiative is to bring people and groups from diverse backgrounds together; people who are often separated despite living and working in the same towns or regions. Organizers hope that participants will identify common interests and discuss shared community visions by drawing on personal experiences on the land, in farming, or with food. Placing special emphasis on the urban-rural divide in Wisconsin, the project also aims to connect people more generally across the state by highlighting common connections to farming and the land, both now and in the past.



The interviews will be transcribed and processed for archival preservation by both the UW Libraries and community-based organizations.

## The Traveling Exhibition

The exhibit will be on the UW-Madison campus in November 2018.

## About the Wisconsin Farms Oral History Project

The Wisconsin Farms Oral History Project is a statewide community-based history project featuring the collaboration of students, faculty, and community members across four UW campuses and regions (Whitewater, Madison, Oshkosh, and Milwaukee).

To learn more about the Wisconsin Farms Oral History Project and LWS, or to subscribe to their e-newsletter, visit [www.wisconsinfarms.org](http://www.wisconsinfarms.org).





# Library Awards, Happenings, and Notes!

## ● Congratulations to the recipients of the 2018 UW–Madison Library Staff Services Award!

### Academic Staff

**Katie Sanders**

Library Systems Administrator  
Library Technology Group

### Classified Staff

**Kathryn Maloney**

Library Service Assistant–Advanced  
Steenbock Library

### Students

**Jake Bradford**

Computer Lab  
College Library

**Julia Brunson**

Reserves/Circulation  
College Library

**Yesi Herfeldt del Valle**

MERIT Service Desk  
MERIT Library

**Mitchell Wiemer**

Library Technology Group  
Memorial Library

The award recognizes exemplary working relationships with library colleagues and/or library clients, contributions to establishing a welcoming learning and research environment, high-productivity coupled with teamwork, leadership, cooperation, creativity, initiative, independence that positively influences library services, and achievements and work products that benefit library services.

## ● Law Library wins national award for its READ poster book

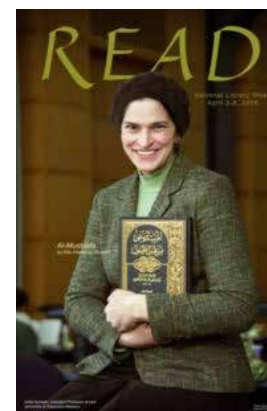
The University of Wisconsin Law Library received a Best Print Publication award from the American Association of Law Libraries for its book *A Decade of University of Wisconsin Law Library READ Posters*.

Law Library staff published the award-winning book to commemorate ten years of its popular READ poster program. The book includes 17 READ posters, created annually since the library began the program in 2006. The READ posters, part of the Law Library's National Library Week celebration, feature Law School faculty and staff holding books that have influenced their lives.

The annual AALL Awards recognize the achievements of law librarians for their service to the profession and contributions to legal literature and materials. Law Library staff were acknowledged at a luncheon during the annual AALL conference in Baltimore in July.

READ posters are on display throughout the Law Library. An online collection of the posters is also available.

● This year, the UW started a new tradition of giving out awards to individuals and departments who have gone above and beyond to support Leadership @UW and integrate the Leadership Framework into their daily lives and their work. Two department practitioner awards are given out.



Prof. Asifa Quraishi-Landes posed for a 2006 READ poster



Peter Boguszewski and Heather Weltin

Leadership @UW presented a departmental practitioner award to UW-Madison Libraries. The Libraries have been participants in this initiative from the beginning, creating a year-and-half-long professional development program for staff to integrate the Leadership Framework through supplemental readings, and self-reflections, while matching the Leadership Framework matrix to chapters in *Be a Great Boss*. The Libraries continues to have a staff member serve on the Leadership @UW Coordination Team and are always happy to volunteer to serve on panels and staff resource tables in order to promote the Leadership Framework.

- Congratulations to UW-Madison Libraries on receiving the Division of Student Life Partnership Award. This award honors an individual, unit, or campus organization that has significantly aided a division's departments in the advancement of their mission, programs and services. The Libraries were recognized for their collaboration with the division's Center for the First-Year Experience.

- For the past two years, David Waugh with the Library Technology Group has hosted a high school student for a 3-week summer internship. This past June, La Follette high school junior Margorie Madison Freeman came to work at the LTG helpdesk to learn what types of work an IT professional does in a library setting. Marjorie, who goes by her middle name Madison, was quickly taking calls and going out in the libraries helping LTG staff with their work. While installing equipment at the Business Library, Madison told librarian Gail Glaze that when she comes to the UW for school in two years, she wants to work for the Business Library! The program that matched Madison with LTG is called the Information Technology Academy and is sponsored by the Division of Information Technology. Their goals include "increasing enrollment rates of diverse students at the University of Wisconsin-Madison."





# UW–Madison Libraries Launch Expanded Office Delivery Pilot Project

For faculty and staff, getting that book or journal recently became a little more convenient. Beginning in June 2018, the University of Wisconsin–Madison Libraries launched a year-long expanded office delivery pilot project to include service to faculty and staff who have a campus office address or mailbox.

“The Libraries are constantly looking for ways to make access to our materials easier for our users,” said Doug Way, Associate University Librarian for Collections and Research Services. “We believe campus delivery is the next logical step in the evolution of these services.”

The pilot includes all UW items with standard loan policies (most books and AV materials), as well as Interlibrary Loan (ILL) items with loan times greater than two weeks. Items excluded from the new office delivery option include microfilm/fiche, items larger than the inter-departmental envelopes, or materials that require special handling.

The service, which the Libraries estimate will receive nearly 52,000 requests over the course of the year, is under assessment through the summer of 2019 to determine the impact and satisfaction of the faculty and staff using office delivery.

“We are excited about the chance to expand the services available to our campus community,” noted Heather Weltin, Director of Collection Management & Resource Sharing. “The Libraries look forward to seeing how this service improves the library experience for our faculty and staff across campus.”



“The Libraries are constantly looking for ways to make access to our materials easier for our users.”

Doug Way

# Book about Great Lakes Chosen for Go Big Read

By Kari Knutson,  
University Communications



Dan Egan

There's a good reason they're called the Great Lakes. The interconnected chain of Huron, Ontario, Michigan, Erie and Superior spans 94,000 square miles, supplying about 20 percent of surface fresh water globally and providing sustenance, work, and recreation for tens of millions of Americans.

But there's cause for concern, Dan Egan writes in *The Death and Life of the Great Lakes*. The book, written by the two-time Pulitzer-Prize finalist and reporter for the *Milwaukee Journal Sentinel*, is the 2018–19 Go Big Read selection.

Egan paints a portrait of an ecological catastrophe happening right before our eyes, blending the epic story of the lakes with an examination of the perils they face, and the ways we can restore and preserve them for generations to come.

"This book takes a historical look at the Great Lakes with deep affection and concern for the future," said Chancellor Rebecca Blank. "It's written in a way that pulls readers in and serves as a reminder that we can't take these wonderful resources for granted. This book should appeal to our students, particularly given the rapid growth in classes that address environmental issues. Plus over 80 percent of our fall 2017 incoming freshman come from states that border the Great Lakes, so for them this is personal."

Egan, a senior water policy fellow at the University of Wisconsin–Milwaukee's School of Freshwater Sciences, has covered the Great Lakes since 2003. A native of Green Bay, Wisconsin, he grew to love Lake Michigan by spending summer weekends and vacations on the Door County Peninsula. Egan won

an AAAS Kavli Science Journalism Award in 2013, the Oakes Award for environmental journalism in 2006, and has received four National Headliner Awards for environmental and

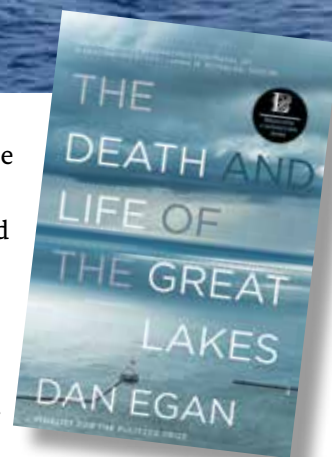
science reporting. He investigated threats to the Great Lakes and the effectiveness of government efforts to protect them during a nine-month O'Brien Fellowship in Public Service Journalism through the Diederich College of Communication at Marquette University.

His book has received numerous accolades and was named the April 2018 pick for the *PBS News Hour-New York Times* book club. In telling what might otherwise be a grim tale, Egan nimbly splices together history, science, reporting and personal experiences into a taut and cautiously hopeful narrative, said Robert Moor of *The New York Times*.

Forbes named it one of the 10 best environmental, climate science and conservation books of 2017, saying "Egan's touches of humor and discussions of the relatively simple things we must do to restore and revitalize this precious freshwater sea make this compulsively readable account into a surprisingly hopeful and empowering book."

Students, faculty and staff use the book in classrooms and for special events, including a visit from the author. Copies of the book were given to first-year students at the Chancellor's Convocation for New Students and to students using the book in their classes.

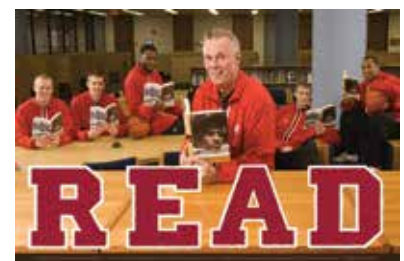
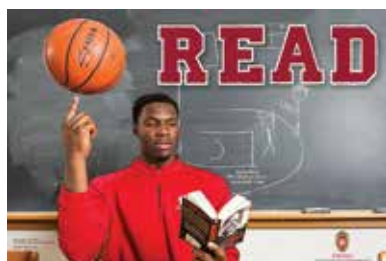
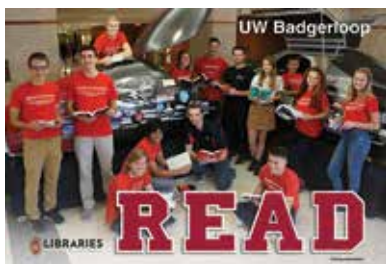
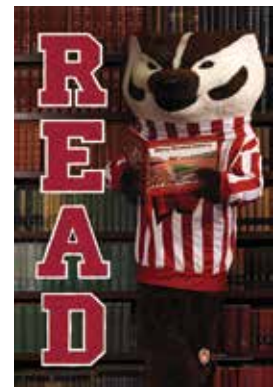
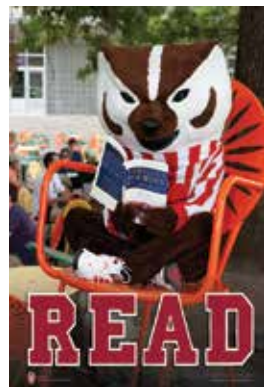
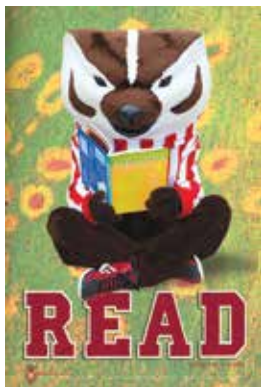
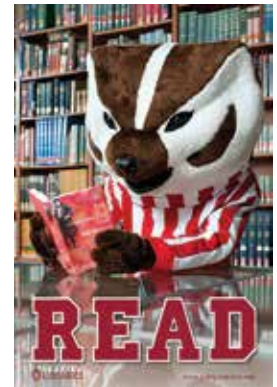
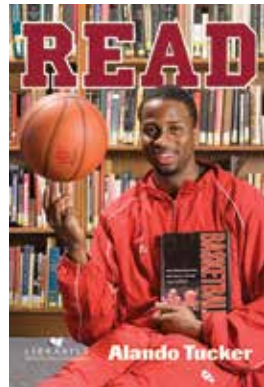
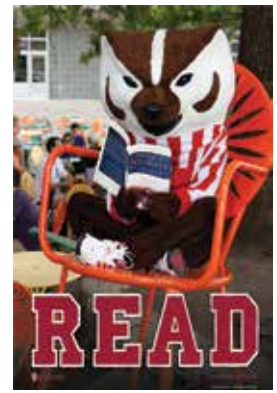
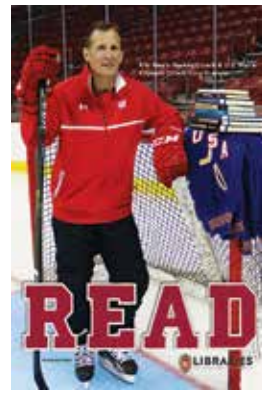
The Go Big Read program is an initiative of the Office of the Chancellor.





# READ

Collect them all!





## LIBRARIES

University of Wisconsin–Madison  
330D Memorial Library  
728 State Street  
Madison, Wisconsin 53706

Nonprofit Organization  
U.S. Postage  
PAID  
Madison, WI  
Permit No. 658

### Coming in 2019



## Aldo Leopold: Life, Land, Legacy

**An Exhibition of the Aldo Leopold Archives**  
**January 22 through May 24, 2019**  
**Department of Special Collections, Ninth Floor of Memorial Library**

This first-ever large-scale exhibit of the Aldo Leopold Papers at the University of Wisconsin–Madison explores Leopold's life and work and the impact Leopold had on the fields of ecology and conservation, and on the state of Wisconsin.

The exhibit will feature archival materials such as Leopold's drafts for *A Sand County Almanac*, notebooks and field notes, correspondence, photographs, and personal artifacts.

Aldo Leopold's papers came to the UW–Madison Archives in several installments beginning in the early 1960s. They were fully digitized between 2007 and 2009 and are available freely online through UW Digital Collections.

## Go Paperless

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