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Budget Woes Beset State, UC, and the Campus
The economic downturn that has hit California particularly hard is resulting in huge budget reductions for the state’s postsecondary education system, including the University of California and all its campuses.

While UC Santa Barbara was forced to reduce its spending in 2008-09 by about $16 million, in the 2009-2010 academic year it will need to reduce expenditures by an estimated $45 million. Over all, the UC system is struggling with an $800 million shortfall in state support for the fiscal year that’s just begun.

Salary reductions and furloughs are among the options being considered to account for a portion of the budget reduction. Student fees are scheduled to go up as well. But more than half of the budget shortfall will have to be made up in other ways, including through cuts in programs and services.

At UCSB, a Coordinating Committee on Budget Strategy appointed by Chancellor Henry Yang has been working to set budget priorities and guidelines. The group is chaired by Gene Lucas, the executive vice chancellor, and Joel Michaelsen, chair of the Academic Senate, and includes faculty, staff, and student representatives.

The immense budget cut comes on the heels of multiple years of budget reductions for the UC system.

Incoming Class to Be Larger than Expected
While the campus made fewer offers of admission this year because of UC systemwide enrollment reductions tied to budget cuts, a higher than projected number of admitted students — 4,871 — sent in deposits indicating their plans to enroll.

“We’ve had an unprecedented response to our admission offers for fall,” said Admissions Director Christine Van Gieson. She attributed UCSB’s numbers to the growing academic standing and popularity of the campus, its reputation as a supportive living and learning environment, and the impact of economic uncertainty, with more students possibly staying closer to home and enrolling at public institutions.

Both the academic qualifications and the diversity of the students who have said they plan to enroll at UCSB are at higher levels than a year ago. Between 4,400 and 4,500 new first-year students are expected to actually enroll in the fall.

Going Up: Marine Science Interactive Education Center
Students from Santa Barbara County and all over the state soon will have access to a unique, high-tech, hands-on teaching facility for marine science on campus. Work will begin in August on the new Ocean Science Education Building, which will house the Outreach Center for Teaching Ocean Science (OCTOS) and incorporate the educational outreach programs of UCSB’s Marine Science Institute and the Channel Islands National Marine Sanctuary, a part of the National Oceanic and Atmospheric Administration. The project is supported by federal grants and private gifts.

OCTOS is designed to expand science education for kindergarten through 12th graders. It is expected to fill critical educational needs for the region and state and could not come at a more important time. While scientific issues including climate change and other ocean-related concerns are in the forefront, California’s eighth graders have ranked last in the country in the sciences, according to studies by the National Science Foundation. OCTOS will also provide opportunities for undergraduate and graduate students, who will serve as docents, to learn about teaching science.

UCSB Provides Shelter for Fire Evacuees
The campus’s Multi-Activity Center became a temporary home to hundreds of Santa Barbara area residents and their families in mid-May when a fire in the foothills above the city took a menacing turn toward residential areas.

The Jesusita Fire, as it came to be called, broke out on May 5. County officials subsequently ordered the evacuation of more than 30,000 residents. Governor Schwarzenegger declared Santa Barbara County in a State of Emergency. When he visited the main campus shelter, which at one point housed as many as 800 evacuees, the governor commended the Red Cross and the campus for assisting the community.

In addition to the evacuees, the Santa Barbara County Emergency Operations Center relocated to the UCSB campus for safety reasons, as did the emergency center for the county’s Public Health Department. The Events Center, or Thunderdome, also was used during the emergency to house evacuees with special medical needs.

Chancellor Henry Yang thanked all the public-safety personnel who responded to the fire.

In a message to the campus community he also thanked “our faculty, staff, and student volunteers who stepped forward without hesitation to assist in efforts to help our community.”

Crowd pleaser: Harder Stadium

Harder Stadium to Host 2010 NCAA Soccer Finals
The National Collegiate Athletic Association has selected UC Santa Barbara as the site of the 2010 men’s soccer College Cup, the “final four” of the sport. The games will be played on Meredith Field at Harder Stadium, which can accommodate nearly 17,000 fans.

Illustration of the planned marine science education center
Spring Insight and commencement weekend brought large crowds and a festival atmosphere to the campus this spring. On a bright and sunny Saturday in April, thousands of prospective students, including many applicants who recently had been admitted to UC Santa Barbara for next year, came to campus to check out the offerings and talk to program and department representatives on topics ranging from financial aid and study abroad to academic majors and the honors program. Faculty lectures on a range of topics also were offered. An estimated 8,000 students and family members took advantage of the all-day program.

UC Santa Barbara also celebrated a new class of graduates. Commencement weekend in early June saw an estimated 40,000 visitors come to campus to attend one of the six ceremonies held over the two days (two others were held earlier). Chancellor Yang, shown below addressing members of the graduating class on Commencement Green, shook the hands of all 4,300 students who took part in the ceremonies.

UC Santa Barbara was named to the 2008 President’s Higher Education Community Service Honor Roll. This marks the second consecutive year that the campus has been recognized with this distinction for its commitment to volunteering, service-learning, and civic engagement.

The Intercollegiate Athletics Department has been unconditionally certified by the NCAA Division I Committee on Athletics. Certification includes a review of governance, rules compliance, academic integrity, equity, and student-athlete well-being. The UCSB Athletics Department has 20 intercollegiate teams and more than 450 student-athletes.

UCSB is ranked No. 18 in the annual listing of all colleges and universities that produce the most Peace Corps volunteers. The campus currently has 49 volunteers working in 76 countries.

For more information on these and other campus developments and activities, visit www.ucsb.edu

The Gauchos, who have finished ranked in the Top 25 in a UCSB-record seven consecutive seasons, have led the nation in average home soccer attendance each of the past two years. Three of the NCAA’s Top 10 regular-season crowds have been at Harder Stadium.

“This is a great opportunity for us to showcase our facilities, our university, our community and the great fans of the Central Coast,” said soccer coach Tim Vom Steeg.

UCSB has not been host for such an event since the men’s volleyball championship of 1974. “We look forward to working with our local community and civic leaders to make this a huge success,” said Director of Athletics Mark Massari.

Day at the Museum: Monks and Mandala
In conjunction with the fourth visit to UC Santa Barbara by His Holiness the 14th Dalai Lama in April, the University Art Museum was host to some unusual guests: Buddhist monks from the Drepung Loseling Monastery. They were on campus to create a symbolic Tibetan sand painting, or mandala. The colorful and detailed mandala is a unique combination of imagery and ritual. The monks worked in public over several days on the intricate composition, which, once completed, was destroyed in a ritual closing ceremony as a reminder of the transience of life. Like the visit of the Dalai Lama, the museum event attracted very enthusiastic crowds.

Monks work on their sand painting at the University Art Museum.

With Spring in Their Step: Gauchos Coming and Going

Prospective students and family members visited the campus in record numbers for Spring Insight.

Chancellor Henry Yang addressing members of the graduating class on Commencement Green.
Patents, Inventions, and Income on Rise

From the atomic force microscope to light-emitting diodes, UC Santa Barbara has staked its place as a world leader in scientific advancements and inventions. Now, thanks to UCSB’s growing research enterprise, the campus has seen the number of inventions and patents — and the income they generate — rise dramatically over the past three years.

All told, UCSB had 611 active inventions in its 2008 portfolio, which also includes 316 active U.S. patents. That compares to 572 active inventions and 302 U.S. patents in 2007, and 480 inventions and 280 patents in 2006. In addition, UCSB had 103 new invention disclosures in 2008. Historically, the University of California system has been a national leader in inventions and patents.

The campus’s portfolio also included 38 new licensing agreements in 2008, entered into with companies interested in developing products based on UCSB research. At the close of fiscal 2008, a full 46 percent of UCSB’s active inventions were under some form of commercial licensing agreement.

“We try to get the technologies invented by UCSB researchers into the marketplace, so that they can help the economy and society,” said Michael Witherell, vice chancellor for research.

In fiscal 2008, UCSB produced total utility patent income of $3.88 million. That’s an increase of more than $1.5 million from 2006, when the university reported income of $2.316 million. The increase is due, in part, to the work of the Office of Technology & Industry Alliances.

“The quality of the companies we work with makes a big difference in successfully translating UCSB research into products that benefit the public,” said Sherylle Mills Englander, the office’s director.

Nine new companies based on UCSB technology were formed in 2008. Over the years, more than 90 local companies have been established by alumni of the campus.

Energy Frontier Center Coming to UCSB

UCSB’s Institute for Energy Efficiency will be home to a new Energy Frontier Research Center, the White House announced this spring. Funded by the American Recovery and Reinvestment Act, the center will receive a total of $19 million over five years.

The purpose of the new center — and 45 others the U.S. Department of Energy Office of Science is establishing at universities, national laboratories, nonprofit organizations, and private firms across the nation — is to advance scientific research on energy. John E. Bowers, professor of electrical and computer engineering and director of the Institute for Energy Efficiency, will also serve as director of the new project, to be known as the Center on Materials for Energy Efficiency Applications.

“The award of this center supports and strengthens the two core missions of the Institute for Energy Efficiency — creating new technologies for energy efficiency, and training a new generation of energy scientists and engineers,” Bowers said.

Findings

■ A significant discovery in understanding the way human embryonic stem cells function has been reported by UCSB scientists. The finding helps explain nature’s way of controlling whether cells will renew, or will transform to become part of an ear, a liver, or any other part of the human body. The study was reported in Cell. The scientists, led by Kenneth S. Kosik, co-director of the Neuroscience Research Institute, say the finding bodes well for cancer research, since tumor stem cells are the engines responsible for the growth of tumors. The discovery is also relevant to other diseases and injuries.

■ A new study by researchers from UCSB’s National Center for Ecological Analysis and Synthesis sheds light on how threats to the world’s endangered coral reef ecosystems can be more effectively managed. In the journal Coral Reefs, lead authors Kimberly A. Selkoe and Benjamin S. Halpern explain how their maps of the Northwestern Hawaiian Islands — a vast area stretching over 1,200 miles — can be used to make informed decisions about protecting the world’s fragile reefs. Coral reef ecosystems are at risk due to the direct and indirect effects of human activities. The study was designed to help natural resource managers make decisions on issues such as the granting of use permits and the identification of areas to monitor for climate-change effects.

■ Scientists and engineers at UC Santa Barbara and other researchers have together developed a nanoparticle that can attack plaque — a major cause of cardiovascular disease. The treatment is promising for the eventual development of therapies for cardiovascular disease, which is blamed for one third of all deaths in the United States each year. Atherosclerosis, which was the focus of the study, is one of the leading causes of cardiovascular disease. In atherosclerosis, plaque builds up on the walls of arteries and can cause heart attack and stroke. Erikki Ruo slahti, distinguished professor at the UCSB Burnham Institute for Medical Research, and Matthew Tirrell, dean of engineering, led a team of seven
authors in describing the new development in the *Proceedings of the National Academies of Science*. The research was funded by the National Heart, Lung and Blood Institute of the National Institutes of Health.

While it has been known for some time that eating cruciferous vegetables — such as broccoli, cauliflower, and cabbage — can help prevent breast cancer, the mechanism by which the active substances in these vegetables inhibit cell proliferation was unknown — until now. Scientists in the laboratories of Leslie Wilson, professor of biochemistry and pharmacology, and Mary Ann Jordan, adjunct professor in the Department of Molecular, Cellular, and Developmental Biology, have shown how the healing power of these vegetables works at the cellular level. Their research was published in *Carcinogenesis*.

For more information on these and other exciting UCSB research developments, visit www.ucsb.edu

### Prospects

- The Gevirtz Graduate School of Education has been awarded a $900,000 grant by the National Science Foundation to support the “Cal Teach!” program. The funds, from the American Recovery and Reinvestment Act, will provide $10,000 fellowships for 75 teacher candidates who are pursuing a Master’s Degree. California Teach is a UC systemwide program to recruit, support, and prepare exceptional secondary science and mathematics teachers. The initiative began in response to both state and national concerns about the critical shortage of qualified science and mathematics teachers.

- The Carsey-Wolf Center for Film, Television, and New Media is one of 14 institutions across the globe to be awarded a prestigious *Digital Media and Learning Innovation* grant by The John D. and Catherine T. MacArthur Foundation. The projects are expected to make pioneering contributions to the emerging field of digital media education. The Carsey-Wolf Center received $211,000 to support a multidisciplinary entrepreneurial ocean science education and social networking initiative.

- UC Santa Barbara is one of 14 institutions sharing nearly $5 million in grants from the National Science Foundation to participate in the IBM/Google Cloud Computing University Initiative. With cloud computing, users log into a Web-based service that hosts the applications they need rather than maintaining software on their own computers. (The term “cloud computing” refers to the cloud symbol that often represents the Internet on diagrams and flow charts.) The UCSB group will explore many of today’s data-intensive application domains, ranging from searches on social networks to protein matching in bioinformatics, all of which require answers to complex queries on highly connected data.

- The campus has received a $1.2 million training grant from the California Institute for Regenerative Medicine to continue an interdisciplinary training program in stem cell biology and engineering. The three-year grant will make it possible for pre-doctoral and postdoctoral students to participate in groundbreaking research in two broad but interrelated areas: the fundamental molecular biology of stem cell proliferation and differentiation, and bioengineering approaches to develop novel biotechnologies for stem cell research.

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**STUDENTS TAKE THE RESEARCH CHALLENGE**

A record number of students took part in this year’s annual Undergraduate Research Colloquium, a showcase of discoveries and creative accomplishments. “Their work demonstrates the diversity of opportunities available to students at this extraordinary university,” said Mary Nisbet, acting dean of undergraduate education in the College of Letters and Science, which sponsors the event. *India Williams* (above), a senior black studies major from Hayward and one of 175 participants, presented research on the lives of residents of New Orleans’s Lower Ninth Ward after Hurricane Katrina. “I got engaged with people who were disadvantaged, and I learned how to do research,” she said. Following a summer internship in the Governor’s Office in Sacramento, she plans to attend graduate school.

*Melissa Hernandez* of West Covina (below), a College of Creative Studies senior biology major, said her undergraduate research “definitely verified my desire to go to grad school.” Her project examined how prenatal exposure to excessive serotonin may play a role in developmental disorders like autism. Since graduating, she is continuing to work in the lab of Skirmantas Janusonis, an assistant professor of psychology, for a year before going to graduate school.
Musical Time Machine

News of free music travels quickly on the Internet — even music that’s 100 years old

by Eileen Conrad

Looking for a 1903 recording of "Any Rags" by Arthur Collins? Arthur Fields’s 1919 version of "Oh! How I Hate to Get Up in the Morning," a popular song of World War I, or perhaps "I’m Looking for Something to Eat," a 1909 Vaudeville comedic song by Stella Mayhew?

These are a few of the thousands of aural artifacts available from UC Santa Barbara’s astonishing collection of original cylinder recordings. From this little-known era of recorded sound you can find some truly cool alternative oldies for your digital music collection.

The University Library’s Cylinder Preservation and Digitization Project has a growing compilation of nearly 10,000 recordings dating from the mid-1890’s to the mid-1920’s. The archived music as well as speeches and comedy sketches are the oldest recordings to have been digitally preserved. The originals were the first commercial recordings made in the United States — etched on wax or plastic cylinders. The audio collection is free to download or listen to online from the project’s Web site: http://cylinders.library.ucsb.edu.

Since it went live online in 2005, the Web site has become a global sensation, with more than 10 million audio files downloaded. Last year, the archive was named one of Time Magazine’s 50 Best Web Sites. It also has a page on Facebook with a burgeoning fan base.

“The site has made a lot of music accessible again to scholars and the public for the first time in 100 years,” says David Seubert, curator of the library’s performing arts collection and director of the project. “As documents of American cultural history and musical style, cylinders serve as audible witness to the sounds and songs through which typical audiences first encountered the recorded human voice.”

Many recordings in the vast collection are extremely rare. The range of music is staggering. You can tune into popular songs, comedy routines and vaudeville performances, sentimental ballads, marches, hymns and spirituals, ragtime ditties, cakewalks, operatic arias, solo in-
Cylinder recordings hold music or other sounds as a conventional disc does. The cylinder technology lost out to gramophone discs, vinyl’s precursor, in the earliest of media format wars. Unlike 78-rpm or LP recordings, which have been re-issued on CD and LP in greater numbers, cylinder recordings have not been widely reissued in a modern format until now.

“The library has the third largest cylinder collection in the country, but it has become the most important because it is the most visible, the one that is accessible,” says Seubert.

The content on the library’s cylinders is transferred using a French-made Archeophone, a universal cylinder player employing electrical reproduction and modern styli, together with digital audio editing software. Unlike antique equipment, it allows minute control over the playback speed and a much higher quality of reproduction, notes Seubert.

The site’s growing collection of “streaming radio” programs guides visitors through the expansive repertoire of early cylinder recordings. Its latest program, compiled by collector John Levin, features “some of the rarest, earliest, and most fascinating cylinder recordings that anyone is ever likely to encounter,” says Seubert.

“Production of commercial cylinders did not really start until the mid-1890’s, so this is an era of exhibition cylinders that were played in phonograph arcades,” he explains. “When the wax cylinders were worn out they were thrown into the trash. So the fact that any cylinders survive from 1891 is kind of a miracle.”

A number of private collectors and universities have donated their cylinder collections to UCSB to ensure their preservation. The Library of Congress, with the largest cylinder collection, sends all its duplicates to the campus archive.

UC Santa Barbara’s Cylinder Preservation and Digitization Project was initially created with funding from the Institute of Museum Library Services, a federal agency, and now relies on grants and contributions to support its audio preservation work. Recently, the GRAMMY Foundation provided $20,000 to digitize an additional 500 Edison cylinders, and a private gift made it possible to purchase an important collection of 2,500 cylinders that became available this year.

Glancing around the overflowing audio preservation laboratory, Seubert points to stacked boxes of recording material in various formats, all in line to be digitized.

“In a sense, it is not just the cylinders,” he says. “It is a race against time to preserve all recorded sound. We are currently running all of our machines as much as we can to get the content off of the obsolete formats, and get the digital content onto the Web.”
Over the past three decades, historians have conceived entirely new ways of thinking about Native Americans, Euro-Americans, and their tangled histories. Moving beyond conventional top-down narratives that depict Indians as bit players in imperial struggles or tragic victims of colonial expansion, today’s scholarship portrays them as full-fledged historical actors who played a formative role in the making of early America. Rather than a seamless, preordained sequence, the colonization of the Americas is now seen as a dialectic process that created new worlds for all involved. Indigenous societies did not simply vanish in the face of Euro-American onslaught. Many adjusted and endured, rebuilding new economies and identities from the fragments of the old ones. Indians fought and resisted, but they also cooperated and coexisted with the newcomers, creating new hybrid worlds that were neither wholly Indian nor European. By foregrounding indigenous peoples and their intentions in the story of early America, recent scholarship has reinvigorated a field that only a generation ago was suffocating under its parochial and mythologizing tenets.

Significant as this revisionist turn has been, it is not complete. Too often the alterations have been cosmetic rather than corrective. Historians have sanitized vocabularies and updated textbooks to illuminate the subtleties of colonial encounters, but the broad outlines of the story have largely remained intact. Outside a cadre of Native and early American specialists, the understanding of Indian-Euro-American relations is still limited by what Vine Deloria, Jr. called “the ‘cameo’ theory of history”: indigenous peoples make dramatic entrances, stay briefly on the stage, and then fade out as the main saga of European expansion resumes, barely affected by the interruption. With too few exceptions, revisionist historians have limited themselves to retelling the story of colonial conquest from the Indian side of the frontier.
They have probed how Native peoples countered and coped with colonial expansion and have largely overlooked the other side of the dynamic — the impact of Indian policies on colonial societies. Such an approach reinforces the view of European powers as the principal driving force of history and tends to reduce indigenous actions to mere strategies of subversion and survival. To recover the full dimension of Indian agency in early American history, we must once again reevaluate the intersections among Native peoples, colonial powers, frontiers, and borderlands. We have to turn the telescope around and create models that allow us to look at Native policies toward colonial powers as more than defensive strategies of resistance and containment.

This book offers new insights into that effort, and it does so by questioning some of the most basic assumptions about indigenous peoples, colonialism, and historical change. Instead of perceiving Native policies toward colonial powers simply as strategies of survival, it assumes that Indians, too, could wage war, exchange goods, make treaties, and absorb peoples in order to expand, extort, manipulate, and dominate. Instead of reading Indian dispossession back in time to structure the narrative of early America, it embraces the multiple possibilities and contingency of historical change. At its most fundamental level, it promotes a less linear reading of Indian-white relations in North America. After the initial contacts, when Indians usually held the upper hand over the invaders, the fate of indigenous cultures was not necessarily an irreversible slide toward dispossession, depopulation, and cultural declension. As the history of the Comanches illustrates, almost diametrically opposite trajectories were possible. Before their final defeat in the canyonlands of the Texas Panhandle in 1875, Comanches had experienced an astounding ascendancy from the margins of the colonial world into imperial prominence as a dominant people who thrived and expanded in the midst of Euro-American colonies for over a century.

Excerpted from The Comanche Empire by Pekka Hämäläinen, published by Yale University Press in Association with The William P. Clements Center for Southwest Studies, Southern Methodist University. © 2008 by Yale University. Reprinted with permission.

AN ‘UNCOMMONLY AMBITIOUS BOOK’

That Pekka Hämäläinen was awarded one of the most coveted prizes in history this spring didn’t totally surprise those who know him and his work. “Pekka dazzled us with the depth, originality and interpretive power of his research from his first visit to campus,” says Kenneth Mouré, chair of UC Santa Barbara’s Department of History.

Educated in his native Finland, Hämäläinen came to UCSB in 2005 from Texas A&M University, where he taught early American history. An associate professor, he now teaches courses in Native American history, borderland studies, and other topics. He also co-chairs the advisory committee for the American Indian and Indigenous Studies minor. In the 2009-10 academic year, Hämäläinen will be a fellow of the Center for Advanced Study in the Behavioral Sciences at Stanford University.

Hämäläinen was still writing The Comanche Empire when he came to Santa Barbara. Published last fall, the book quickly earned critical acclaim. Calling the volume an “uncommonly ambitious book,” the Organization of American Historians honored it with the 2009 Merle Curti Award for the best new work in American social or intellectual history. Then it was named one of this year’s three winners of the Bancroft Prize, presented annually by Columbia University in recognition of exceptional books in American history.

The Comanche Empire was published by Yale University Press in association with The William P. Clements Center for Southwest Studies at Southern Methodist University. In the book, Hämäläinen uncovers the lost story of the Comanche Indians, who built a powerful empire that dominated the fiercely contested lands of the American Southwest, the southern Great Plains, and northern Mexico. The empire eclipsed its various European rivals in military prowess, political prestige, economic power, commercial reach, and cultural influence.

“Pekka Hämäläinen’s book is a major piece of scholarship, exhaustive in its research and provocative and original in its argument,” says David Marshall, dean of humanities and fine arts and executive dean of the College of Letters and Science. “It will change the way that we understand the history not only of the Comanches but also of the European engagement with indigenous cultures in America.” — Andrea Estrada
In his inaugural address, Barack Obama called for "a new era of responsibility." More recently, he pointed to a "confidence gap, when it comes to the American people," and acknowledged the need to "earn their trust." How is the president doing in terms of responsibility and transparency? Has he delivered on his promise to restore the trust and confidence of the American people?

Finding answers to those questions has been the aim of an ambitious project undertaken by UC Santa Barbara's Walter H. Capps Center for the Study of Ethics, Religion, and Public Life. The center's director, Wade Clark Roof, and Jim Lichtman, a writer and ethics specialist who serves on the center's National Advisory Board, have collaborated on a study that identified the traits likely voters value most in their political leadership, and measured how they feel the president and Congress measure up. The project included national polls conducted immediately after the November presidential election and following the first 100 days of the Obama administration.

Roof, who is the J.F. Rowny Professor of Religion and Society, said the study was unlike others that sought to evaluate the president's early performance. Last fall, he explained, "we asked Americans what qualities they were looking for in a president, and now we have asked them to evaluate the president on these very qualities — integrity, honesty, fairness, vision of the country."

Faced with serious financial crises and the potential outbreak of a flu pandemic, President Obama won high marks for leadership and integrity during his eventful first 100 days in office. Over all, 54 percent gave him a positive rating. Nearly six in ten — 58 percent — gave him good grades for honesty and integrity, while 59 percent were positive about his leadership.

But in terms of confidence in his ability to unite the country, voters were divided along party lines. They also were split in how they ranked Obama's leadership in fixing the economy and dealing with health care. "Political ideology drives the numbers," Roof said. Still, "Obama's job approval is about the same, if not better, as that of Bill Clinton and George W. Bush in the early months of their presidencies."

The interactive survey was conducted by Zogby International at the end of April and included 3,367 likely voters. The findings carry a margin of error of plus or minus 1.7 percentage points. (The full report is at http://www.cappscenter.ucsb.edu/.)

Voters rated Obama very high for personal intelligence — 78 percent gave him a positive rating. And 56 percent said they had confidence in his vision for the country. Just over half of all respondents — 52 percent — said they believe Obama is moving the country in the right direction, 55 percent said he "has the character and the courage to do the right thing in handling a crisis," and 49 percent said they are optimistic that he will live up to the expectations of the nation.

Congress did not fare as well. Asked about restoring trust in government, just 18 percent gave Congress a positive rating. Only one in four — 23 percent — gave it a good grade for honesty, while just 22 percent gave it positive marks for integrity. Congress did better on the question of how it works with Obama — 45 percent said it so far has done a good job.

"As the Capps study shows, Americans are still craving honesty, integrity, and leadership — and as long as Mr. Obama doesn’t stumble, his ratings will remain high," concluded the study’s authors. "One important aspect of this has been Obama’s willingness to speak plainly and directly about what it will take to bring about a sustainable economic recovery and other issues. As long as he is perceived as communicating clearly and honestly, he should sustain the trust of the American people."
New Visions for Isla Vista

AN ART PROFESSOR AND HER STUDENTS WORK TO HELP CHANGE THE LOOK AND FEEL OF THE TOWN

By Josef Woodard
Walking into Isla Vista’s freshStart, a self-described “community café + creperie” that opened last summer, one is greeted by a general atmosphere of fresh. From the unique signage and façade on Pardall Road to the crisp, contemporary design of the interior — lots of sustainable, recycled materials — the café, in its appearance, attempts to live up to its name.

Less apparent to the casual visitor is the fact that the business is a bold experiment, a model “action-research” project that’s an evolving blend of aesthetics and social enterprise on the part of Professor Kim Yasuda and her students. With the support and indulgence of the café’s owners, the students collaborated with Yasuda to design its furniture, counters, wall spaces (suitable for student art exhibitions), and front façade — which can double as a screen for “micro-cinema” events. They also designed its marketing identity and Web site.

A visual artist who has been on the UCSB faculty for 16 years, Yasuda is a professor of spatial studies in the Department of Art and co-director of the UC Institute for Research in the Arts. For several years now she has been moving beyond her earlier gallery installation art and going dramatically public with her work. Previous projects she’s undertaken with students have included the Villa Cesar Chavez affordable housing development for seasonal farm workers in Oxnard and the “Open Container” project on UCSB’s West Campus, for which students elaborately redesigned and refitted large shipping containers to serve as art studio space.

In the latest project, Yasuda and her students were responsible for the extensive makeover and conceptualizing of a new business in the former location of the Isla Vista Bakery. A key interest in the freshStart project is the convergence of academic and community involvement in this college town where there sometimes seems to be surprisingly little interaction between the two entities.

In academe, according to Yasuda, “you are encouraged to travel as far away as possible from your community for your research and get recognition for that. This is how the research-reward system works. It really promotes a kind of disconnect between faculty members and their immediate community.” But that’s not the approach she has taken.

We met in freshStart one afternoon, and Yasuda illustrated the steps on her continuing journey — as artist, teacher, activist, and public-project facilitator — by way (fittingly enough) of a PowerPoint presentation on her laptop. Yasuda had just given a presentation at a USC conference. Her title: “Radically Local.” And that, she is. Yasuda has chosen to concentrate her creative energy in the place that she calls home. She moved from Santa Barbara to Isla Vista in 2004 and that’s where she is raising her 10-year-old daughter, Vida, who attends the neighborhood Isla Vista Elementary School.

A recipient of a National Endowment for the Arts fellowship and grants from other agencies, Yasuda has a résumé that includes gallery shows at venues in this country and abroad. She had been working primarily as a video-installation artist. But mind-opening public art commissions, a stint as department chair, and a sabbatical spent in Chiapas, Mexico, helped to alter her aesthetic vision and her priorities. Among her past public art commissions, Yasuda created a monument to the under-recognized activist-scholar, Ernesto Galarza, a mentor to Cesar Chavez, in the City of San Jose, and public bus shelter facilities at the Union Station Metrorail Gateway in Los Angeles. Working in the closed, hermetic confines of a gallery space lost currency for Yasuda.

She recognized that the art world perceived publicly engaged art more as community work rather than high-art practice. “Public art maintains a different set of criteria and value system,” she says. “There was a point in my career where I saw myself struggling between the exhibition world and public art as I attempted to move between the two and negotiating very different priorities.

“There is something to be said for a space solely dedicated to the creative process, with no boundaries and no external limits,” she goes on. “That is a very pre-
A faculty member of the Isla Vista Commission, Yasuda organized a program to bring architects and designers from around the country to visit and analyze Isla Vista.

“They find the place fascinating,” she says. “It has so many interesting contemporary problems that are typical of many suburban university towns with a history of poorly planned development and lacking stewardship. This is a community with a compelling need for a thoughtful, inclusive planning process.”

The chair of the Isla Vista Commission, Walter Yuen, a professor of mechanical engineering and former head of the Academic Senate, praises the project. “This is exactly the kind of academic-community collaboration that we’d like to see more of in Isla Vista,” he says. “Our aim is to work constructively with the community and help Isla Vista become more habitable and attractive — make it a better community that even non-students want to be part of.”

The Isla Vista Commission is a campus work group established by Chancellor Henry Yang to strengthen the university’s ties to Isla Vista and work collaboratively with the agencies and stakeholders interested in improving the community, among them the Isla Vista Redevelopment Agency, the local business community, and Santa Barbara County, as well as the Student Affairs Division’s Isla Vista Liaison Office.

Yasuda is now eyeing more work in the community. She admits that her own sense of artistic identity is changing, partly inspired by the student/public projects she’s increasingly involved in. “I’m still trying to figure out my creative role within this arrangement,” she notes.

“In essence, I’m a facilitator, and my students and I function like a community design center — an external wing of the university doing service projects for the community. She admits that her own sense of artistic identity is changing, partly inspired by the student/public projects she’s increasingly involved in. “I’m still trying to figure out my creative role within this arrangement,” she notes.

“Her ideas are helping to improve the quality of life for students and other residents of Isla Vista,” he adds. “And you can see the evidence of her contributions on the streets and in the storefronts.”

ISLA VISTA’S PARTNERS IN PROGRESS


In the past year the densely populated college town that borders the UC Santa Barbara campus has seen some scenery change before its eyes. While the impetus behind major projects is the long-range Isla Vista Master Plan — developed collaboratively by UCSB, Santa Barbara County, and the Isla Vista Recreation and Parks District — there have been other improvements as well. And a large number of stakeholders have been involved.

Late April saw the dedication of the “new” Pardall Road, used every day by thousands of students. Among new features on the three-block stretch:

- El Colegio Road is now a four-lane boulevard friendly to bicyclists and pedestrians, with a landscaped median and new bus stops and bike lanes.
- Widened sidewalks, 70 newly planted trees (including towering palms), 250 parking spots for bicycles, and 44 new street lamps adorned with festive banners celebrating Isla Vista designed by students of Art Professor Kim Yasuda.
- Santa Barbara County’s Redevelopment Agency took the lead on that project. But the campus and the county collaborated on designing and funding the remake of El Colegio. The two-lane road has become a four-lane boulevard friendly to bicyclists and pedestrians, with a raised, landscaped median, three new bus stops, bike lanes, and more signalized intersections. In another partnering project, the university provided the land on Trigo Road, behind the Isla Vista Theater, for the I.V. Foot Patrol’s new and expanded station house, which the county built.
- Lots of other improvements, big and small, are under way or planned. The roster of agencies and groups with a hand in it all is extensive. Isla Vista residents and business owners have a strong voice in the plans, and are represented on agencies and committees involved in making things happen. Among those not already mentioned here are the General Plan Advisory Committee, Isla Vista Redesign Project, the Isla Vista Project Area Committee, Isla Vista/UCSB Liaison Office, the office of the Third District Supervisor of Santa Barbara County, and UCSB’s Isla Vista Commission.
When it comes to sustainability, UC Santa Barbara sets the standard
By George Foulsham

The campus’s flourishing sustainability movement is recognized as one of the greenest in the country.
From Bren Hall’s designation as the nation’s greenest laboratory building, to a cadre of change agents who over the years have roamed the campus searching for ways to make it more environmentally friendly, sustainability has been a success story at UC Santa Barbara.

But it all began with the hard work of a group of staff members in the late 1980’s. “This really started with a group of individuals who were working separately, and slowly found each other through time,” says Bruce Tiffney, co-chair of the campus’s Sustainability Committee and the dean of the College of Creative Studies. “Some were working in transportation, some were working in parking, some were in housing, some were working in food services. These were all staff members who were deeply committed to the idea of sustainability.”

From these humble but tenacious beginnings by visionary staff members, UCSB has recently taken two even more substantial steps toward recognizing the importance of sustainability. In April 2008, the campus adopted a comprehensive

Campus Sustainability Plan designed to make significant contributions to energy conservation, resource management, and environmental awareness. Chancellor Henry T. Yang hailed the plan, which included input from scholars around the university, as the “blueprint for our campus’s sustainability efforts” and emphasized that UCSB “is committed to global leadership for sustainability through education, research, and action.”

Then, in late 2008, Yang named the 15 members of the Campus Sustainability Committee, co-chaired by Tiffney and Ron Cortez, associate vice chancellor, administrative services. The committee is made up of students, staff, and faculty, including Nobel laureates Alan Heeger and Walter Kohn, passionate supporters of solar power.

Sustainability, Tiffney says, is all about humans and individual behavior. “There are people out there who believe that sustainability is just another kind of religion,” he says. “I think of sustainability as an evidence-based activity that we need to put money and effort into now because we only have one experiment, and if we screw that one up, we’re in trouble.”

Thus far, the committee has been studying the campus’s 11 sustainability working groups, and is now focusing on establishing policies to help the campus set standards in a variety of areas, including solar and other renewable energy sources, bicycle path/parking improvements, alternative fuel, green buildings, and others.

Bioswales planted outside Manzanita Village on campus

Sustainability At Work

LabRATS The Laboratory Research and Technical Staff was started by staff members who saw a need for making campus labs more efficient and environmentally friendly. The award-winning program offers thermometer exchanges, free chemicals through a Craigslist-like Web site, fume hood management and laboratory assessments — all designed to help make labs more energy- and cost-efficient.

TGIF The Green Initiative Fund was the first green fee in the UC system, created by students with a charge to “reduce the university’s impact on the environment.” A grant committee, made up of students, faculty, and staff, funds environmentally friendly projects on campus.

CCBER The Cheadle Center for Biodiversity and Ecological Restoration has helped the university offset the impact of new construction projects with land restoration on and near campus. Its restoration of the acreage around the Manzanita Village residence hall using bioswales and vernal pools garnered national recognition from an architectural organization.

Recycling and Composting Recycling has been a fixture at UCSB since the 1980’s, but now, thanks to the efforts of Physical Facilities, Associated Students Recycling, the UCSB Recycling Committee, Central Stores, Housing and Residential Services, and University Center Operations, it’s become a massive undertaking. The university launched a pilot composting program in January as a first step toward attaining a long-term goal that all waste produced on campus should stay on campus.

Green Buildings The new San Clemente Villages graduate student housing complex recently received Leadership in Energy and Environmental Design (LEED) gold-level certification by the U.S. Green Building Council. It became the sixth UCSB building to receive LEED certification. Others are Bren Hall, Girvetz Hall, Marine Science Research Building, Student Resources Building, and the Recreation Center. Officials hope that 24 more existing buildings will be LEED certified over the next few years.
Planning a New Phase of the Campaign

Thanks to the generosity of donors — alumni, parents, and friends — The Campaign for UC Santa Barbara continues to attract strong private support for the campus. No question that the global economic downturn had a significant impact on philanthropic giving in 2008-09 — the total raised by the campus was down sharply from the record $81 million of the previous year. However, the estimated $40 million in funds raised was much more than had been projected earlier in the year and considered a great achievement.

With the campaign having passed the $500 million milestone — in late June the total was $542 million — Chancellor Henry Yang and the volunteer leaders of the effort are now consulting about strategies for its next phase. No goal or timetable has been set.

“The chancellor and the executive vice chancellor, Gene Lucas, are also now working with all of the deans and the campus’s academic leadership to identify key issues and priorities that need to be addressed in the next phase,” said Gary Greinke, associate vice chancellor for development.

John Wiemann, vice chancellor for institutional advancement, said “private giving plays a very important role at UC Santa Barbara, especially in the current economic climate.”

For more information about The Campaign for UC Santa Barbara, or to make a gift, call (805) 893-4772 or, toll free, (800) 641-1204. The e-mail address is campaign@ucsb.edu.

Foundation Trustees Elect New Officers

Several distinguished business and community leaders have been elected officers of the board of trustees of the UC Santa Barbara Foundation for the 2009-2010 academic year. The nonprofit foundation works in partnership with the university to identify, engage, and cultivate potential donors, and to honor UCSB’s many benefactors for their generous support. The trustees play a major role in The Campaign for UC Santa Barbara.

The new officers:
Chair: Daniel P. Burnham of Santa Barbara, retired chairman and CEO of Raytheon Company. Vice Chair of Development: Janice Jagaelski of Oakland, a 1987 alumna and a community leader. Treasurer and Vice Chair of Investments: Bruce Wilcox of New York City and the Class of 1977, chair of the management committee at Cumberland Associates. Also: Vice Chair of Donor Relations: Steve C. Mendell of Rancho Santa Fe and the Class of 1963, retired president and CEO of LMA North America. Secretary: Susan Worster of Los Altos Hills and the Class of 1970, a community leader.

Chair of Nominations: Fredric E. Steck of Santa Ynez and the Class of 1967, a former managing director of Goldman Sachs.

“UC Santa Barbara is truly fortunate to have the generous support and extraordinary leadership of our distinguished foundation trustees,” said Chancellor Henry Yang.

Gifts Help Library Acquire Author’s Reagan Archive

The generosity of a presidential biographer and some campus benefactors has enabled the University Library to acquire an extensive archive of papers related to the political career of Ronald Reagan.

The library is now home to the papers of presidential biographer and former Washington Post reporter and White House correspondent Lou Cannon, author of Reagan, President Reagan: The Role of a Lifetime, and Governor Reagan: His Rise to Power. Cannon’s other books include Official Negligence, a comprehensive social history about the Rodney King beating and the 1992 Los Angeles riots.

Cannon and his wife donated the King-L.A. papers to the library, while private donors helped UCSB acquire the Reagan archive.

Chancellor Yang expressed his deep gratitude to Lou and Mary Cannon for their donation and said the campus was also “immensely grateful to UCSB Foundation Trustee Sara Miller McCune, Patricia Van Every, and the Donald T. Leahy Trust for their generous support to help us acquire Lou’s Ronald Reagan archive. Together these papers represent an important and valuable legacy.”

Cannon said the papers represented his life’s work, “and I’m pleased they’ve found such a good home.” David Tambo, the library’s head of Special Collections, is compiling detailed guides for the expansive archives, which are available for use by researchers and the public.

Reunion Attracts Gauchos Galore

The third annual All Gaucho Reunion in April set new attendance records, with more than 2,500 registrants and an estimated 2,000 other participants at the weekend’s many varied events. Chancellor Henry Yang and Alumni Director George Thurlow welcomed those attending the special reception on the Riviera campus for graduates and friends of Santa Barbara State College and UC Santa Barbara College. Among events at Mosher Alumni House and elsewhere on campus were several traditional reunions, the Alumni Association Awards Banquet, Gauchos Festival, the Alumni Vintners Wine Tasting, the Alumni Faculty and Staff Reception, and the Recreational Sports Hall of Fame Induction.

Benefactions

The Hellman Family Foundation has made a $1 million gift to renew and expand its support of research by promising assistant professors across the disciplines who “show capacity for great distinction.” The Hellman Fellows program was established in 2008 with a $250,000 gift from the foundation.

The Orfalea Center for Global and International Studies has been awarded a $400,000 grant by the Henry Luce Foundation to launch a new research and educational initiative that will advance understanding of the impact of religion on international humanitarian efforts and human rights organizations around the world. “Since religion plays such a vital role in world affairs, it is mandatory that we understand better how it both helps and hinders humanitarian efforts in building a global civil society,” said Mark Juergensmeyer, director of the Orfalea Center, who will lead the three-year project.

George W. Holbrook, Jr., has given $500,000 to support the Institute for Energy Efficiency. Holbrook, who serves on the institute’s council, is managing partner of Bradley Resources Company, which organizes and finances ventures in many fields.

Special Delivery: In the spring you were sent a mailing, shown here, soliciting your support. While only 6 percent of alumni contributed to the campus a dozen years ago, today 19 percent do. Your gifts make a major difference, and UCSB is very grateful. A reply envelope is included in this issue, for those interested in making a gift at this time.
B O O K E N D S

**Painful History in China**
When Michael Berry landed in China as an education abroad student during his sophomore year of college, he didn’t speak a word of Chinese. Now an associate professor of contemporary Chinese cultural studies at UCSB, he has authored three books and translated several important contemporary Chinese novels.

Berry’s most recent book is *A History of Pain: Trauma in Modern Chinese Literature and Film*, published by Columbia University Press. Berry focuses on six specific historical traumas in modern Chinese history and examines how they have been represented and reinvented in film, fiction, and popular culture. Among them are the Musha Incident (1930), the Rape of Nanjing (1937-38), the February 28 Incident (1948), the Cultural Revolution (1966-76), Tiananmen Square (1989), and the January 14 Incident (1994), all of which have been represented in modern Chinese films and fiction.

**Public Memory in India**
In *The Politics of Heritage from Madras to Chennai* (Indiana University Press), Mary Hancock, a professor of anthropology and of history, explores the spaces of public memory in the southern Indian city of Chennai, a former colonial port now poised to become a center for India’s new economy of information technology, export processing, and back-office services. She grapples with the questions of how people in Chennai remember and represent their history, and with the political and economic contexts and implications of those memory practices.

State and municipal authorities have launched new efforts to create a hospitable climate for investment and consumption in Chennai, not only through regulatory changes but also by improving the tourism and infrastructure to make the city a recognizable brand. Working from specific sites, including a historic Hindu temple, a living history museum, a Neo-traditional and Vernacular Architecture, and political memorials, Hancock examines the spatialization of memory under the conditions of neoliberalism. She considers the ways that the state authorizes some aspects of south India’s past but also documents the strategies with which diverse and competing publics reclaim and remake the past to create an urban present.

**Modern Art in Africa**
During the period from 1950 to 1965, Ben Enwonwu was the most famous artist of African ancestry anywhere in the world. He produced a sculpture of Queen Elizabeth II, which diverse and competing publics reclaim and remake the past to create an urban present.

**Mysteries in Moundville**
Puzzling over the massive platform mounds created between 1000 and 1500 A.D. in the midwestern and southeastern United States, archaeologists have speculated about the ceremonial purposes these mounds may have fulfilled. In his book *The Archaeology of Everyday Life at Early Moundville* (University of Alabama Press), Gregory Wilson, an assistant professor of anthropology, offers a new account of this important period, based on the archaeology of everyday life in these mound-building societies.

Investigation of the household remains found at these sites reveals that the Moundville community consisted of numerous spatially discrete multi-household groups, similar to those of 17th- and early 18th-century Native American communities in the southeastern United States. Through an analysis of Moundville’s residential occupation patterns, Wilson shows how kin groups defined and redefined their corporate status and identities over the long term, suggesting how the dynamics of power and inequality in everyday life contributed to enduring changes and increasing social complexity in prehistoric North America.

— Andrea Estrada

**Bookends**

*The Archaeology of Everyday Life at Early Moundville*

*The Politics of Heritage from Madras to Chennai* by Mary Hancock

*Ben Enwonwu: The Making of an African Modernist* by Sylvester Okwunodu Ogbechie

*Archaeology of Everyday Life at Early Moundville*

*History of Pain: Trauma in Modern Chinese Literature and Film* by Michael Berry

*In Search of the Moundbuilders* by Gregory Wilson
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<td>Wynton Marsalis &amp; the Jazz at Lincoln Center Orchestra</td>
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A Towering Anniversary

For generations of UC Santa Barbara students, it has been an iconic landmark, a stately beacon that has served as witness to the campus's extraordinary growth and transformation. The tinkling of its bells? Music to our ears.

Now, Storke Tower is turning 40. To mark this anniversary year, carillonneur Margo Halsted, a visiting associate professor of music, has presented a series of quarterly recitals on the 61-bell, five-octave instrument. The concerts culminate this fall with a performance that will include music played when the tower was dedicated on September 28, 1969. The anniversary concert is scheduled for September 27 at 4 p.m.

The campanile is named for Thomas More Storke, a Pulitzer Prize-winning journalist and owner of the Santa Barbara News-Press who served as a UC Regent and U.S. Senator. With a family lineage in Santa Barbara County that went back more than a century, Storke had large dreams for his city and played an important role in the development of UC Santa Barbara.

After helping fund the University Center, Storke in 1965 made an even more dramatic gift of what became known as Storke Plaza, with a campanile soaring 175 feet above the new Student Publications Building, home to the newspaper, yearbook, and radio station.

Storke, who was 93 at the time, took part in the structure's grand dedication ceremony, which was attended by more than 2,500 people. Among the dignitaries present were Earl Warren, former chief justice of the United States, and former California Governor Edmund G. "Pat" Brown.

Carl Zytowski, now an emeritus professor of music, participated in the carillon's planning and production. He traveled to the Netherlands, where the bronze bells, ranging in size from 13 to 4,793 pounds, were cast.

The four largest bells, which were lifted atop the tower by a crane, are inscribed, one with the UC seal and motto, and another with this tribute: "These bells ring for the freedom of the press and in tribute to Editor-Publisher Thomas More Storke, whose affection for the University made this building possible."

A quotation from then-Chancellor Vernon I. Cheadle is also inscribed on a bell, as are these words of Clark Kerr, then the University of California's president: "The University is not engaged in making ideas safe for students. It is engaged in making students safe for ideas."

— Eileen Conrad