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## [Sophie's Quest](#)



Continuing Education art student Sophie Quest has created epic murals depicting UVM's physical plant workers. (Photo: Bill DiLillo)

They sweep the floors, change the light bulbs, empty the garbage and keep things clean and running. To many of us, the physical plant workers who perform these essential and often thankless tasks of caring for this campus are nearly invisible.

But not to Sophie Quest.

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Announcing UVM's second environmental coup in two months, Don DeHayes introduced William Bowden, who will become the first professor appointed to the Patrick Chair in Watershed Planning and Science.

**[Smoke Stopper](#)** Why do kids start smoking? How can the media influence them to shun cigarettes? John "Kim" Worden has been tackling these knotty questions in Vermont since 1978.

## [Trustees Meet](#)

Academic and governance reorganization, budget paring, changes in housing and parking plans and the downsizing of Continuing Education highlighted trustee's Feb. 21-23 meetings.

## THE WEEK IN VIEW

**Feb. 28 2 p.m. TRiO Day. Celebration for Project STAY and Upward Bound students. Guest Speaker: Bernie Sanders. Memorial Lounge, Waterman.**

**Feb. 28 7 p.m. Women's Basketball vs. Albany, America East Conference game, Patrick Gym.**

**March 2 6 p.m. Men's Basketball vs. Stony Brook at Northeastern. Quarterfinal of America East championships. [UVM Athletics](#)**

**March 4 4 p.m. Geology Seminar on Fiordland, New Zealand, Alex Claypool. Room 200, Perkins Geology Hall.**

**March 4 5-7 p.m. Reception for "Excavations on the Bay of Naples, New Work at Stabiae." Colburn Gallery, Williams Hall. Exhibit continues through March 15.**

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## NEWS BRIEFS



Men's Basketball Coach Tom Brennan reacts to the Catamounts' win over Hartford, clinching their first-place finish in the America East Conference. See story below. (Photo: Gordon Woodworth)

### UVM Cheers for Catamounts Past and Present

While UVM alumni and hockey players John LeClair '91 and Aaron Miller '93 were collecting silver medals with Team USA in Salt Lake City, the campus also was celebrating several sterling sports moments.

When it topped Hartford 75-66 Sunday, the **men's basketball team** claimed its first-ever regular season title. UVM also earned the top seed in the upcoming America East Championships. It will take on Stony Brook in the semifinals Saturday, March 2 at 6 p.m. at the Matthews Arena in Boston.

The victory, in front of another sellout crowd also gave Vermont its first 20-win season, topping the previous record, which had stood for 55 seasons.

Tickets for the Championship quarterfinal between UVM and Stony Brook (at 6 p.m. at Northeastern's Matthews Arena on Saturday, March 2, in Boston) are on sale at the UVM athletic ticket office through Thursday at 4:30 p.m. For more information, see [UVM Athletics](#).

The **women's basketball team** also clinched sole possession of the America East Championship and the top seed in the upcoming tournament with a 65-57 victory over Hartford Sunday. The team has won 10 straight games and is now 18-7 overall and 12-2 in conference play. The Catamounts close out the regular season Feb. 28 at home against Albany.

### New Trustees Appointed

At their February meeting, University of Vermont trustees nominated a new chair, bid farewell to four of their members, reappointed one of them and elected three new members for six-year terms. Students also appointed a new member to serve a two-year term.

**Dean Maglaris**, of New York City, a 1967 UVM alumnus, was appointed chair of the board of trustees, replacing Bruce Lisman, whose term expires in March. Maglaris, whose trustee term will expire in March 2004, will be appointed to a one-year term as chair when the trustees meet in May. He is alliance general manager for Pfizer Inc. **Martha Heath**, of Westford, Vt., was appointed vice-chair; her appointment also will be ratified in May. She is a member of the Vermont House of Representatives. **Margaret Hummell**, of Underhill, Vt., will be ratified as secretary at the May meeting. She also is a state representative.

New trustees, elected by the self-perpetuating board for terms that expire in March 2008 are: **Robert Cioffi**, of Rowayton, Conn., 1990 UVM alumnus and former student trustee, and vice-president of GE-Equity, a division of General Electric Capital Corp.; **Carl Lisman**, of Burlington, Vt., 1967 UVM alumnus and partner in Lisman, Webster, Kirkpatrick and Leckerling, P.C.; and **Raymond Pecor Jr.**, of Burlington, Vt., chairman/director of Lake Champlain Transportation and owner of Vermont Expos and Champlain Mill Associates.

Elected by the associated directors for the appointment of student trustees to a term expiring in March 2004, was **Seth Podolsky**, of Burlington, Vt., 1995 UVM alumnus and student in the College of Medicine.

Leaving the board at the end of March are: **Charles Davis**, of Greenwich, Conn., 1973 UVM alumnus and president and CEO of Marsh and McLennan Risk Capital Corp.; Dr. **Ben Forsyth**, of Phoenix, Ariz., professor of health administration and policy and senior executive assistant to the president of Arizona State University; **Bruce Lisman**, of New York City, 1969 UVM alumnus and senior managing director of Bear Stearns Co.; and **Abigail Trebilcock**, of Burlington, Vt., undergraduate student in history.

**Bruce Lisman** was reappointed to the board to fill the vacancy left by the resignation of Karen Meyer. That term expires in March 2006.

### Scholarships Will Foster Diversity in Schools

On Saturday, the **UVM ski team** used three individual first-place finishes Saturday and strong team depth as it powered to its 27th straight Eastern Intercollegiate Ski Association (EISA) title at Middlebury College. The Catamounts finished with 882 points, topping the host Panthers by 22 points. Dartmouth was third with 834.

Vermont, as is usually the case, will head into the NCAA Championships on March 6-9 in Anchorage, Alaska, as the top team in the East and as a certifiable contender for another NCAA title.

The Nordic skiers led the way in this win, with the men's team placing three in the top five in both the freestyle and classical races. Torgeir Lien, of Oslo, Norway, won both races, and first-year student Ethan Foster, of Weston, Vt., was second in the freestyle and fourth in the classical. Audun Foss Knudsen, of Geilo, Norway, finished second in the classical and fifth in the freestyle.

For the women, senior captain Claudia Reithofer, of Zobern, Austria, nipped Middlebury's Hillary Patzer by one second to win the 15-K freestyle race, and she also finished third in the 5-K classical event.

In the alpine races, Alex Krebs, of Waitsfield, Vt., finished second in the Giant Slalom and Erin Mascolino, of Jeffersonville, Vt., was second in the slalom. On the men's side, defending NCAA GS champion John Minahan, of Sodus Point, N.Y., won the GS and was fourth in the slalom.

### **Icing the Cake**

Former UVM hockey player and silver-medal Olympian John LeClair '91 finished the 2002 Winter Olympics in Salt Lake City as the top goal scorer and was named to the All-Tournament Team after leading Team USA to a silver medal last Sunday in the final against Team Canada.

LeClair, Team USA's most productive offensive player, finished with six goals and one assist in five games. He began Team USA's march to the gold medal game with three goals in the win over Finland and added two goals in an 8-1 win over Belarus. The St. Albans, Vt., native also scored a goal and added an assist in the 5-0 win over Germany on Feb. 22 that put Team USA in the final game.

LeClair, a six-time NHL All-Star with the Philadelphia Flyers, was joined on Team USA by former Catamount teammate and All-American Aaron Miller '93. Miller, who was one of the American team's best defenseman, plays for the Los Angeles Kings of the NHL.

Vermont's Coming Home program is accepting applications from students of diverse racial and ethnic backgrounds who are interested in teaching in Vermont's public schools. High school seniors about to graduate, current college students and those planning on a career change are encouraged to apply. The application deadline is April 5.

The program has been developed to increase the diversity of Vermont's primary and secondary school teachers. Students who become Coming Home Scholars must commit to teaching in Vermont for one to four years. In exchange, their college loans will be forgiven up to \$21,000.

Coming Home Scholars will study at an approved college or university in Vermont and then apply for teaching positions in one of six target areas. The program will initially focus on increasing teacher diversity in Bennington, Brattleboro, Burlington, Montpelier, Morrisville and Rutland.

Coming Home is administered by the Vermont State Colleges in collaboration with UVM, St. Michael's College, Middlebury College, Vermont College, Bennington College, School for International Training, Vermont Student Assistance Corporation, the state Department of Education and school districts throughout the state.

Information: Phyl Newbeck at 241-3379 or [newbeckp@quark.vsc.edu](mailto:newbeckp@quark.vsc.edu) or visit [Coming Home](#).

### **Community Works**

For the sixth year, UVM's Community Works program is matching UVM students, faculty and staff members with volunteer projects at local non-profit agencies in the Burlington area. One Works day was held on Feb. 23, with groups volunteering at 10 agencies including Vermont Cares, Green Mountain Needle Exchange, Pine Street Child Care Center, COTS and Recycle North. And, in response to increased demand, another Community Works day will be held on April 20, from 9 a.m. to 2 p.m.

Last year, more than 350 UVM community members volunteered at 22 non-profits, contributing more than 900 hours of service. The volunteers painted, participated in spring-cleaning projects, spent time with the elderly and collected canned goods for the local food shelf.

"Community Works allowed us as a house to work with other UVM groups and to get out into the community. Everyone working together shows how much you can accomplish in just a few hours," said Adam Wolk, a senior and member of Pi Kappa Alpha fraternity.

To register for April 20 or for more information, e-mail Katie Flanagan at [kflanag1@zoo.uvm.edu](mailto:kflanag1@zoo.uvm.edu) or call 656-2060.

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**Looking at the "Blackbird"**

Praised by the *New York Times* as a "superb contemporary music sextet," eighth blackbird is known for their advocacy for the works of modern composers and boundless instrumental virtuosity.

They perform March 1, at 7:30 p.m., in the UVM Recital Hall. Tickets are \$18 from the [Lane Series](#).

**Rowing to Latitude**

Imagine rowing 20,000 miles . . . backwards.

Jill Fredston has rowed a one-person scull along the coastlines of Alaska, Labrador, Greenland and Norway during five summer expeditions. She has written a book about the experience and will recount her stories of being serenaded by humpback whales and scrutinized by puffins while paddling along the some of the world's most breathtaking areas on March 3, at 7 p.m., in the Campus Center Theatre, Billings.

The slide-lecture and book signing to follow are sponsored by the Green Mountain Club's Taylor Series and the UVM Outing Club. Tickets will be sold at the door only.

Information: The Green Mountain Club, 244-7037, or [Green Mountain Club](#).

**Street Signs to Feature UVM Chamber Music**

The UVM Chamber Orchestra will appear as guest artists on the local cable access show "Street Signs" on Channel 15 in Burlington and Shelburne, beginning March 5. The show broadcasts on Tuesdays, 6:30-7 p.m.; Thursdays, 7-7:30 p.m.; and Mondays, 10:30-11 a.m., and will air for approximately one month. The show will air on the Colchester cable system March 11-April 4 on Mondays, 10-10:30 a.m.; Tuesdays, 3:30-4 p.m.; Wednesdays 11-11:30 a.m. and 7-7:30 p.m.; and Thursdays 2-2:30 p.m.

The UVM Chamber Orchestra is a group of 13 students selected from the University Symphony Orchestra, directed by Michael Hopkins, assistant professor of music.

Live performances by the orchestra include:

- March 10, 3 p.m., Ira Allen Chapel – a joint concert with the Concert Band and University Choirs. The concert will feature the world premiere of Professor Thomas Read's "Celebration," which was commissioned for the 75th anniversary of the UVM Music Department.
- April 30, 7:30 p.m., Recital Hall – featuring Leonard Bernstein's *Candide Overture*, Maurice Ravel's *Mother Goose Suite* and Howard Hanson's *Symphony No. 2 (Romantic)*.

Information: [Music Department](#)

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*Feb. 27-March 5, 2002***Publications and Presentations**

**John Gennari**, assistant professor of English, published an essay on "Miles and the Jazz Critics," in the book *Miles Davis in American Culture*. Gennari's article on "Bridging the Two Americas: LIFE Looks at the 1960s," appears in a book titled *Looking at Life Magazine*.

**Emily Bernard**, assistant professor of English, chaired a panel on "Langston Hughes and Cultural Formations" at the conference, Langston Hughes and His World: A Centennial Celebration, at Yale University, Feb. 21-23.

**Tony Magistrale**, professor of English, has been invited to give two lectures on Stephen King's work at Cecil College in Maryland.

**Bret Golann**, visiting assistant professor of business administration, presented a paper, "Achieving Responsiveness: Process Management and Market Orientation in Small and Medium-Sized Firms," at the school's monthly research seminar, Feb. 22.

**Awards and Honors**

**Stephen J. Cutler**, professor of sociology and the Bishop Robert F. Joyce Distinguished University Professor of Gerontology, has been selected to receive the 2002 Clark Tibbitts Award from the Association for Gerontology in Higher Education. The Tibbitts Award recognizes those who have made a significant contribution to the advancement of gerontology as a field of study in institutions of higher education. Cutler will receive the award at the association's annual meeting in Pittsburgh Feb. 28-March 3. He will present a lecture at the meeting on March 1, "In the Country of the Old: Population Aging and Gerontological Education."

*Feb. 20-Feb. 26***Publications and Presentations**

**Kathleen Liang**, associate professor of community development and applied economics, presented an article, "Our Dreams Shall Come True: The Impact of Optimism in New Venture Creation On Entrepreneurs and Their Families" at the National Small Business Institute Directors' Association Conference, in San Diego, California, Feb. 8-10. Liang also conducted a symposium at the conference, "Service Learning and Teaching Entrepreneurship To Youth Groups: Exploring Different Approaches and Comparative Experiences."

**Awards and Honors**

**Rachel Johnson**, professor of nutrition and food sciences and acting dean of CALS, has been appointed by the Commissioner of the Food and Drug Administration to the FDA Food Advisory Committee. The group advises the FDA on all issues related to food safety, food science, and applied nutrition.

**Kathleen Liang**, associate professor of community development and applied economics, has been invited to join the *the Journal of Sustainable Agriculture's* editorial board.

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## Sophie's Quest

### Painter's huge canvases celebrate the men and women who make UVM run

By Kevin Foley



Continuing Education art student Sophie Quest has created epic murals depicting UVM's physical plant workers. (Photo: Bill DiLillo)

her 70th birthday, approaches painting with dedication, craft and energy – habits she learned mastering the flute as an orchestra musician in Vermont and New York. She also brings a sympathetic and uncommonly wide-ranging eye.

"I would go in early to Williams to paint," she says, "and I became fascinated by the women who would clean that big dump up. The effort they put in impressed me. I wanted to do something to honor their contributions."

Quest began taking photographs of physical plant workers to serve as models for future projects. Then, in classes with the art department's Frank Owen, Sean Dye and others, Quest began incorporating those images into small paintings, then larger drawings and studies. The end result of the project are four huge paintings, each comprising four large panels, which are now on display outside 427 Waterman. (You can also visit the paintings online at [Caring for the University of Vermont](#).)

"It's hard to see things on a large scale, unless you do that all the time," she says. "At first the painting was laborious – I did a lot of measuring – but I'm getting better. And the results are gratifying. There is a certain impact in large things."

#### Rekindling an old interest

With their large size, saturated colors and working-class subject matter, Quest's paintings recall the Diego Rivera murals she loved as a girl growing up in Detroit. Her trips to the Detroit Institute of Art's centerpiece, a tranquil room where Diego Rivera's epic frescoes of Ford workers were on display, made a lasting impression. "It was a huge room, with a fountain. A magnificent sanctuary," she says.

But teachers and her father, an automobile designer with excellent drawing skills and a devastating way of demonstrating them, stunted her early interest in drawing and paintings. "He would correct me, and suddenly my drawings weren't mine any more," Quest recalls. "It's a common story. Many of us lose our art in school."

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The 67-year-old Continuing Education student, who expects to have a second bachelor's in art somewhere around

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#### Smoke Stopper

Why do kids start smoking? How can the media influence them to shun cigarettes? John "Kim" Worden has been tackling these knotty questions in Vermont since 1978.

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Her interest in drawing withered, replaced by an interest in music. After retiring from the Vermont Symphony Orchestra, in 1997, Quest began auditing studio art classes through Continuing Education. Her standing as the spouse of an emeritus professor of human development made her eligible to take for-credit courses starting in 1999, and now she's avidly pursuing a bachelor's in studio art, retaking some classes that she audited and eagerly looking forward to registration each semester. "It's like this magnificent gift has just dropped down into my lap," Quest says.

### **Emergence**

She pursues her studies and art with intensity and urgency. Sean Dye, a lecturer of art who taught Quest's first class at UVM and who has collected several of her paintings, says, "For every one painting that a class would do, Sophie might do four. She's packed something like 16 years of growth and change in four years at UVM," he says. (Quest demurs: "People talk about talent, but a large factor is discipline and drive. I learned that early on in music," she says.)

Drive is crucial, but when it came time to ask physical plant staff for permission to display the paintings, Quest was less confident, more hesitant.

Her conversations with the subjects of her paintings hadn't always flowed easily, hindered by language and cultural barriers and mutual shyness. Many of the photos that she had based the works on were taken from a distance. So there she was with her massive canvases, the colorful results of hundreds of hours of effort, with no idea how they would go over.

"The really neat part of all this was when I went to the physical plant with the paintings finished to ask permission to display them, they suggested that we hang them at staff banquet," she says. "I was too shy to talk with many people there, but as I was bringing the canvases in, everyone was so interested, pointing out the different people in the different paintings. That was very gratifying. On the way out, a custodian even stopped me and said, 'You're a great artist.'"

It was a joyous emergence, and an appropriate ending to the project.

"The heart of her effort was to represent people who work on staff. That's what artists do – we affirm other people's lives and give them some kind of voice," says Frank Owen, professor of art and one of Quest's instructors. "She did a good job of that, and then she completed the gesture. Had she only taken the paintings home when she finished, this wouldn't have been nearly as satisfying."

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## Breck Bowden to Hold Patrick Chair in SNR

By Lee Griffin



Breck Bowden and SNR Dean Don DeHayes at a Feb. 27 news conference to announce Bowden's appointment to the Patrick Chair in Watershed Planning and Science. Bowden, a leading scientist at Landcare Research in New Zealand, will arrive in August. (Photo: Sally McCay)

Announcing UVM's second environmental coup in two months, Don DeHayes, dean of the School of Natural Resources, introduced William Bowden, who in August will become the first professor to fill the Patrick Chair in Watershed Planning and Science.

The appointment, announced at a Feb. 27 press conference in Aiken, comes just two months after UVM revealed that the Institute for Ecological Economics would move to UVM from the

University of Maryland, also this fall.

The Patrick Chair was established from a \$1.5 million gift from the estate of Genevieve Patrick, part of a \$9 million bequest to the university and the largest private gift ever received. The institute's move was made possible by a gift from the Gund family of Princeton, N.J., and will be named for them.

Bowden, who goes by Breck – short for his middle name, Breckenridge – currently leads a program in integrated catchment (watershed) management at Landcare Research in Lincoln, New Zealand, a government institute. His degrees are from the University of Georgia and North Carolina State University, and he previously was a tenured professor at the University of New Hampshire, where he received two Distinguished Teaching awards from the student body and was named the university's 1991 Outstanding Assistant Professor.

"I've been a basic scientist," Bowden says, but "I've asked myself where my responsibilities lie between doing and using science." As the holder of the Patrick Chair, Bowden will lead the charge to provide the science necessary to manage Vermont's watershed. But, he makes clear that he won't be alone.

The key issue, he says, "is integration of environmental management," the better use of scientific knowledge in planning and policy making. And that takes more than "a single world view" or expert knowledge. Collaboration will be key in the success of the Vermont initiative, he says. That will involve the community, scientists, policy makers and other stakeholders so that decisions are made based both on scientific knowledge and models but in line with human needs, values and ethics.

And that is the junction where he will meet the ecologists, mathematicians and economists of the Gund Institute, whose work also will be based on a triumvirate approach – social, environmental and economic – to solving problems. Bowden expects the work also to involve UVM colleagues from many disciplines, including engineering, botany, sociology, political science and religion/ethics. "It's a very big vision; no one's accomplished this," he says. "It's going to be very hard, but UVM is well-placed with the good ground work

### [Sophie's Quest](#)

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### [Smoke Stopper](#)

Why do kids start smoking? How can the media influence them to shun cigarettes? John "Kim" Worden has been tackling these knotty questions in Vermont since 1978.

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done by DeHayes and others."

In addition to attracting Bowden, DeHayes says UVM also has "inherited a new, international relationship" with researchers in New Zealand. He sees future student and faculty exchanges as well as valuable visits from some of Bowden's Landcare colleagues. "In some ways, they are ahead of us," he adds, but in the direction we're headed. The combination of the Patrick Chair and the Gund Institute, he says, makes UVM "the place where students ought to be to study the environment."

Bowden sees UVM's vision as both high risk and high potential and that's what attracts him. "I've always taken risks. It's easier to be a specialist and expert – and that's still needed," he says. But we also need those who can help apply knowledge, who can produce "social capital by building the community's sense of trust, cooperation and compromise in order to win."

Information on Bowden's current work: [Landcare](#)

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## INTERview: Kim Worden

### Massive UVM project fights youth smoking one tiny, belief-changing message at a time.

By Kevin Foley



Tool of the anti-smoking trade: Kim Worden with a television displaying an anti-smoking message he helped develop. (Photo: Rose McNulty)

*Why do kids start smoking? How can the media influence them to shun cigarettes?*

*John "Kim" Worden, research professor of family practice and a member of the Office of Health Promotion Research, has been tackling these knotty questions in Vermont since 1978. He's now a key member of a team of UVM scientists who are using a \$16 million, five-year grant testing the use of carefully*

*calibrated mass-media messages to deter or stop kids from smoking. Other members of the team include Brian Flynn, director of the office, Laura Solomon, research professor in psychology, and Taka Ashikaga, director of the medical biostatistics unit.*

*Their study, dubbed PRYSM ("Program to Reduce Youth Smoking through Mass Media"), is funded by one of the largest grants at UVM. It is an extension of the team's earlier work, which found that the right messages could reduce smoking. What are the right messages? We'll let Worden explain, but their roots are in social cognitive theory. This approach holds that the way to change behaviors is to change beliefs about what's normal and valuable within one's peer group. This hits kids where they live – in their day-to-day interactions with friends and peers – and informs anti-smoking spots very different from the familiar doomsaying approach. These spots are airing in four geographically diverse areas between now and 2004, with the current research design concluding in 2005.*

*Our conversation with Worden, abridged here, covered everything from the anti-smoking potential of afterschool TV to how Big Macs differ from Marlboros.*

#### THE VIEW: What are the goals of the PRYSM research?

**KIM WORDEN:** The goal of the project is to develop a mass-media campaign to prevent smoking among young people and help those who already are smoking quit.

It's developed for use from ages nine through 17, but is segmented into three campaigns, for grades 4-6, 7-8 and 9-12. Each campaign is directed specifically at each of the age groups so that we can communicate most effectively with them. We also have a quit-smoking campaign for those who already are smoking.

#### Why is stopping kids from smoking so important?

#### [Sophie's Quest](#)

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Most people begin smoking between the ages 9 and 17. So if you can stop young people from beginning to smoke, you can almost inoculate them from smoking forever. All the health consequences come later – there are few immediate consequences. For kids, the consequences of smoking are mostly social.

Our job is to vividly point those out. Bad things happen to people who smoke – their hair smells, their teeth yellow, they're less popular. Then we show that good things happen to people who don't smoke, most of them social. Then we demonstrate skills for resisting smoking, specifically how easy it is to turn down a cigarette.

We want to demonstrate to kids that most kids don't smoke, and that the norm is not smoking. This is a very important message. Most kids wildly overestimate how many other kids are smoking, especially when they think about older kids. So a middle school student may feel like he or she has to learn how to smoke to get along in high school.

**One of your areas of focus is developing and rigorously testing anti-smoking messages. What messages help kids quit smoking?**

If you ask someone off the top of his head how to get kids to not smoke, most people would say you need to show them that they would ruin their lives and health. But most kids don't think that far ahead. So the social cognitive approach focuses on modeling the positive consequences of not smoking.

This was first tried in school health education programs; we were the first group to adapt this theory to mass media. In our mid-1980s study, we had a campaign that reduced smoking by 35 percent. This confirmed the idea that young people are most interested in what's going to happen to them in the next day. If you can portray that most attractive people around them don't want to smoke cigarettes, lose friends and have smelly hair and yellow teeth, these are very important to young people who are unsure of their social standing.

It's true that some other campaigns we've seen in the last 10 years have been trying to use other approaches – one of them vilifying the tobacco industry. This makes a lot sense to anti-tobacco advocates, but not necessarily to kids.

**So the blizzard of ads we're seeing in many states may not be doing the job?**

Many of these campaigns have been pretty improvisational. We are not sure of whether they have had any measurable impact. One of the reasons we're doing this large study now as a replication of earlier work is to demonstrate that the social-cognitive approach can have an impact on a national scale. We're working in different states, with multi-ethnic audiences, southern as well as northern, with highly varied groups of young people in terms of race and ethnicity.

**How does mass media influence kids' decision to smoke or not smoke?**

We are modeling positive behavior through the mass media. Instead of the kid next door, it's someone on television and radio. It turns out that the mass media are particularly appropriate for reaching kids at higher risk of smoking. These are the kids that might not perform as well in school and that don't have many anti-smoking influences around them. Many of these kids come home from school and turn on the television and radio; so the hours from 3 p.m. to 7 p.m. are very high priority for us. They come home, flip on the TV, and there we are with our messages. It's a very targeted and cost-effective use of media.

**Can anti-smoking ads have unintended consequences? Can too much of a good thing actually glamorize smoking and make it more appealing?**

I hope not! I don't think too many anti-tobacco ads will make smoking more appealing, but it might make anti-smoking more boring. Kids may get tired of hearing the message. That's why we have 14 different production companies working with us right now, so we have great variety and creativity in our spots.

And yes, you really have to worry about unintended messages. I saw a billboard not long ago that attacked the tobacco industry by saying something like "every day 3,000 kids start smoking." An adult sees that and thinks "we have to get these guys." A kid sees that and may think, "I'm going to have to start smoking to fit in." So we are aware of unintended consequences all the time. When we have an ad of someone resisting a cigarette, we show it being proffered by someone who is unattractive, weird, no one you would want to be around. If we showed five attractive models ganging up on one kid, many young people would get the wrong message.

### **How can parents help their children decide not to smoke?**

I think the most important thing is to let the kids clearly know where you stand on this issue. For people who have been smokers, or are still smoking, that might be difficult. But since tobacco is very addictive, a parent can say, "I'm hooked on these things. I've tried to quit and I can't do it. The last thing I want is for you to get involved."

The other thing that parents can do is keep up on their children's activities. Smoking marijuana or cigarettes or drinking usually takes place at unsupervised time. It's very important to know what your kids are doing at those times. The after-school hours, when we reach kids through the media, are good candidates for scrutiny. It's not necessary to keep track of their every movement, but they need to know that you *might* be monitoring their moves. You need to drop by occasionally and see what they're doing, and ask them often where they're going, what they're doing and with whom. That can help a lot.

### **Devil's advocate time: Why are cigarettes a special regulatory and public health education case? Given the obesity, heart disease and hypertension epidemic – and massive media campaigns from the fast food industry – shouldn't we slap a sin tax on super-size burgers and ramp up our mass-media anti-fat campaigns?**

I think cigarettes are special because they've been found to be the biggest single detriment to health there is, and there's good scientific evidence to back that up. We aren't born with a cigarette in our mouths (although there's some evidence that you can be predisposed to smoking), smokers go through an indoctrination period. It's actually a little repulsive to learn how to smoke. So smoking is preventable. Obesity is a little more complex. And, of course, smoking is addictive. Once the smoker begins smoking, there is a loss of control. In my view, any time someone is promoting something that has such an insidious, detrimental and lasting effect, it's a public policy issue.

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## UVM Tunes Up '03 Budget, Reshapes CE, Senate

By the view Staff

Academic and governance reorganization, budget paring, changes in housing and parking plans and the downsizing of Continuing Education highlighted trustee's Feb. 21-23 meetings. Trustees also passed a formal resolution appointing Daniel Fogel as president, effective July 1.

### Finance and Budget Committee

There was good, bad and uncertain news as trustees confronted '02 and '03 budgets and Continuing Education's deficit and reorganization.

Accustomed to a mixed bag of numbers, trustees nonetheless were happy to receive the decidedly better news about the projected FY'03 budget. In December 2001, UVM expected that budget to include a \$2.1 deficit. Thanks primarily to a \$1.6 million anticipated increase in the state appropriation, the university now estimates that it needs to find just \$400,000 to balance the FY'03 budget. Ending a program of supplemental funding to help Vermont students reduce debt load will put the budget in the black with a plus \$200,000. (At the end of the second quarter, the FY'02 budget had available \$700,940 in contingency funds.)

Balancing FY'03, however, will also create more debt load for many students, who will face a likely tuition increase of 3.5 percent and an increase in total costs of 4.3 percent for in-state (total=\$15,401) and 4 percent for out-of-state students (total=\$27,891). The actual amounts will be voted on at the May meeting but are unlikely to change.

Nate Peters, director of financial analysis and budgeting, noted that the university's insurance and leasing costs are expected to increase by approximately 25 percent next year. His report also indicated that compensation would be reduced by 2 percent from the December projection to a 3 percent total salary and benefits package. Tom Gustafson, vice president for university relations and operations, offered some hope that the final figure could improve by May. He also called the FY'03 budget "challenging but manageable."

Interim Provost John Bramley reported that Continuing Education would undergo a significant reduction in staffing as part of a new organization plan that would be ready in March. That staffing reduction would begin in FY'03, he said, but would take time to complete, as would the restructuring of the division. The CE budget, which carries a \$10 million deficit attributable, primarily, to distance learning infrastructure costs, failure to produce projected revenues and large increases in staffing, will be reduced by \$2 million a year, he said.

Outgoing trustee and committee chair Ben Forsyth urged the committee to reassess the FY'03 income projections in light of CE's past failure to contribute its entire \$3 million annual assessment, an assumption still included in the '03 budget. "There is a real deficit to repay," he reminded his colleagues.

The committee will meet again on March 25.

### Academic and Student Programs Committee

Trustees approved the most comprehensive revamping of the Faculty Senate's structure in 25 years. The new body will comprise 70 elected senators and fewer but more substantive standing subcommittees. Faculty will be elected to three-year terms by each department, with larger departments receiving an additional senator.

### Sophie's Quest

They sweep the floors, change the light bulbs, empty the garbage and keep things clean and running. To many of us, the physical plant workers who perform these essential and often thankless tasks of caring for this campus are nearly invisible.

But not to Sophie Quest.

### Patrick Chair Filled

Announcing UVM's second environmental coup in two months, Don DeHayes introduced William Bowden, who will become the first professor appointed to the Patrick Chair in Watershed Planning and Science.

### Smoke Stopper

Why do kids start smoking? How can the media influence them to shun cigarettes? John "Kim" Worden has been tackling these knotty questions in Vermont since 1978.

Interim Provost John Bramley updated trustees on academic restructuring that included:

- Consolidation of CE and Extension. The unit will report to a single director; the implementation committee recommended a search for that position begin immediately. Bramley said the new unit would permit "one-stop shopping," providing Vermonters access to UVM resources through one visit or one phone call.
- The Dental Hygiene Program will admit students until fall 2003, when that program is expected to be housed at Vermont Technical College. Trustees expressed a wish to have the program remain in Chittenden County.
- A new cross-college biology program will give students the choice of earning a B.A. or B.S. degree along with a wider variety of minors. A menu of core courses, called Biology Programs, will serve both degree paths.

#### **Facilities and Technologies Committee**

Tom Gustafson, vice president for university relations and operations, reported that the 900-space parking garage proposed at the October meeting has been shelved due to cost. As a result, the student housing complex proposed for Redstone Campus will be reduced from a 400- to a 200-220-bed complex with adjacent parking. To meet its agreement with Burlington to add 400 beds by fall 2003, UVM will find 120 beds in the existing system, including leasing 100 beds at Trinity College.

Interim President Edwin Colodny spoke in support of a new Student Commons. Final costs on the projects will be presented at the May meeting, as will a plan for a \$9.5 million renovation of the Perkins building.

For more details on the meetings, visit [Trustee Meetings](#). Also, see related story on new trustees in News Briefs: [New Trustees](#)

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