

wellesleyweek

17-24
november
2008

making the case for children's play in a commercialized world

The Federal Trade Commission recently released the results of its study of food marketing to children and adolescents, finding that food and beverage marketers spent \$1.6 billion promoting their products to those under 18 in 2006. Branding that reached out to children inside schools was a particular source of outrage for many.

"Given the commercialization of all of the rest of children's lives, shouldn't schools at least be free of advertising?" said Susan Linn, co-founder and director of the Campaign for a Commercial-Free Childhood (CCFC), in *The New York Times*.

At the CCFC, Linn has played a role in everything from having "Bratz" books banned from school fairs to discouraging brand-based campaigns in schools — such as Colgate toothpaste's "Bright Smiles, Bright Futures" program.

Linn, associate director of the Media Center at Judge Baker Children's Center and an instructor in psychiatry at Harvard Medical School, will discuss her new book, *The Case for Make Believe: Saving Play in a Commercialized World*, Tuesday, Nov. 18, at 4:15 pm in Pendleton West 212.

In her book, she argues that while play is crucial to human devel-

opment and children are born with an innate capacity for make believe, the convergence of technology and commercialism actually prevents them from playing. In modern-day America, Linn says, nurturing creative play is not only counter-cultural, but it also threatens corporate profits.

"*The Case for Make Believe* is a wonderful look at how playing can heal children, how in 'pretend-worlds' they can find their truest selves," noted *The Boston Globe*. "As for Linn, she's an inspiringly playful woman whose compassion and fierce advocacy for kids is on every page of this terrific book."

An award-winning ventriloquist, Linn is internationally known for her innovative work using puppets in child psychotherapy, pioneering this work at Children's Hospital in Boston to help children cope with their hospital experiences. For more information, call x3232.



speaker discusses the intersection of prejudices

Though many prejudices still exist in American society, it can sometimes be difficult to identify the ways in which they intersect. On Thursday, Nov. 20, at 4:30 pm in Collins Cinema, writer and activist Cherríe Moraga will discuss this issue when she presents the annual Domna Stanton lecture, "Still Loving in the (Still) War Years." The event is sponsored by the Women's Studies Department.

Moraga is the author of *Loving in the War Years: Lo que nunca pasó por sus labios*, which uses a combination of poetry, prose and theory to discuss the difficulties of being a queer woman of color in America. Moraga's lecture will include readings of new material, as well as a discussion of what has changed — and what has stayed the same — in the years since her book was published. In her talk, Moraga will explain



how she has used writing and activism to fight racism, sexism and homophobia in today's society.

According to Irene Mata, women's studies, Moraga's career serves as an example for those of the younger generation who wish to contribute to the struggle for civil rights. "Her work continues to inspire young people to fight against injustice and oppression — a project in which our students are also deeply invested," she said.

A prolific writer, Moraga is the author of many essays, plays, poems and memoirs. Her latest work is the collection *A Xicana Codex of Changing Consciousness: Writings for a New Century* (2000-2008). Moraga also teaches drama, ethnic studies and creative writing at Stanford University. For more information, call x3390.

emergency notification

Wellesley College Campus Police will conduct a test of the college's emergency notification system between 4:15 and 6:15 pm on Tuesday, Nov. 18. The mass notification system is designed to reach members of the college community in the event of an emergency by sending voice messages, e-mails and text messages.

In order to make the notification system as effective as possible, community members are urged to update their contact information by logging on to Banner Self Service and clicking "Personal Information," then "Verify and Update Contact Information." Community members are also advised to remind those with access to their home phones that the test will be taking place. The Nov. 18 message will clearly state that it is a test and not a real emergency.

WellesleyWeek is published each Monday during the academic year by the Office for Public Affairs. All events are free and open to the public unless otherwise noted. For directions, go to www.wellesley.edu/CampusMaps/. Phone numbers are dialed 781 283-xxxx. Campus-sponsored event listings are welcome via an online form at www.wellesley.edu/PublicAffairs/WellesleyWeek/Forms/wellswkform.html or e-mail wellesleyweekcalendar@wellesley.edu. Submissions can be mailed to WellesleyWeek, Office for Public Affairs, Wellesley College, 106 Central St., Wellesley, MA 02481. Deadline for calendar submissions is noon on the Monday prior to publication. For paid subscriptions, call 781 283 2373. View **WellesleyWeek** online at www.wellesley.edu/PublicAffairs/WellesleyWeek/archiveweek.html. For more events, go to <https://calendar.wellesley.edu/wv3> for the online campus calendar.

news

professor links pollution from livestock to infant health

A new study in the *American Journal of Agricultural Economics* explores the effects of pollution from livestock facilities on infant health and finds that production is associated with an increase in infant mortality.

“The causal mechanism relating poor infant health to livestock production appears to be air pollution,” said the study’s author, Stacy Sneeringer, economics.

Sneeringer, right, studied livestock operations from the past two decades to identify the relationship between industry location and infant health. As livestock production has become more concentrated in larger farms, production has become more concentrated in certain areas.

“A great deal of attention has been focused



on the pollution from industrial livestock production, but few studies have examined whether this pollution has measurable public health consequences,” Sneeringer said.

“This study provides evidence that large-scale livestock production hurts public health by examining how infant health outcomes change when livestock production moves into or out of the area.”

Sneeringer found a statistically strong positive relationship between livestock farming and infant mortality — a 100 percent increase in livestock production in a county being associated with a 7.4 percent increase in infant mortality. Most of these deaths occur within the first 28 days of life.

bio-fuel or bust: the debate over ethanol

In the interest of offsetting climate change, environmentalists have long been searching for a renewable alternative to fossil fuels like gasoline. Experts will explore the viability of one such option Tuesday, Nov. 18, at 4 pm in Pendleton Atrium, in the panel discussion “Bio-Fuel or Bust: The Debate Over Ethanol.”

Panelist Bruce Dale will present evidence in favor of developing ethanol as a renewable energy source. Dale, a professor of chemical engineering at Michigan State University, will argue that ethanol production is ultimately sustainable and that it would take up very little agricultural land.

On the other side of the debate, ethanol opponent David Pimentel, professor of insect ecology and agricultural sciences at Cornell University, will describe the potentially detrimental environmental impacts of ethanol development. Anti-ethanol experts like Pimentel believe that the negative aspects of ethanol, such as the large quantities of water and fossil fuel needed for its production, outweigh its potential benefits.

“The debate over ethanol is raging, and its viability as a renewable energy source is a hot topic of discussion,” said event organizer Brachi Schindler ’11. For more information, e-mail WEEDmail@wellesley.edu.

wellesley theatre presents ‘vietnam 101’

Wellesley College Theatre will present Rich Orloff’s *Vietnam 101: The War on Campus*, opening Nov. 20. Based on recollections by more than 100 students, the theatrical documentary details the journey of one college community during the Vietnam War.

“*Vietnam 101* allows our students to visit the turbulence of that era in a very personal and visceral way,” said director Nora Hussey, theatre. “In this time of tremendous change and newly awakened excitement, the play gives them a window into the experience of college students whose lives were forever changed by current events.”

The production will be performed with a cast of Wellesley College, Babson College and Boston-area actors. Performances will be held Thursday, Nov. 20, at 7 pm; Friday, Nov. 21, at 8 pm; Saturday, Nov. 22, at 2 pm and 8 pm; and Sunday, Nov. 23, at 2 pm in the Schneider Center. Tickets are \$10 for general admission, \$5 for seniors and students and free to the Wellesley College community and students with Babson and Olin IDs. For more information, call x2000.

colleagues

in the news

barbara beatty, education, has had an op-ed, “How the Economic Crisis Could Produce Better Teachers: Why We Need Merit-based Teacher Scholarships,” accepted for publication in *Education Week*, American education’s newspaper of record. “We need to attract good teachers sooner, in high school or their first years of college, in all subjects, at all levels, to help the next generation acquire the knowledge and skills they’ll need to deal with the messes our generation has made,” she notes, hoping the economic downturn will convince more students to forgo business for education careers. She also was invited to contribute the commentary “The New Common School Movement: The PRE-K Act and Paths to Universal Preschool Education” in *Teachers College Record*. Informed by the history of the common school movement and movement to universalize public kindergartens, Beatty summarizes the PRE-K Act, H.R. 3289, and discusses potential benefits and obstacles to its passage. “We’ve run the publicly-run common school experiment at the K-12 level and most would agree, though for different reasons, that too many children from low-income backgrounds have ended up with low-quality education,” she writes. “Now we’ve got to work together to make access to publicly supported, high-quality preschool education a reality for all children. Passing the PRE-K Act could be a good start.” Beatty was also honored at the Rockefeller Brothers Fund conference in Washington, D.C., for distinguished service to the Rockefeller Brothers Fund Aspiring Teachers of Color program and for mentoring eight Rockefeller Brothers Fund Fellows from Wellesley.

catherine masson, French, was invited by *Le Monde Diplomatique*, in cooperation with UNESCO and TV5 Monde, to participate in the colloquium *Olympe de Gouges, une femme du XXI^e siècle* in Paris and Montreal. She spoke about Olympe de Gouge’s play *L’Esclavage des noirs* during the session “Racism-Slavery/Fights for National Liberation.” The colloquium was organized to celebrate the 60th anniversary of the adoption of the Universal Declaration of Human Rights by the United Nations on Dec. 10, 1948.

calendar

monday november 17

gathering. Buddhist sitting. 12:30 pm, meditation room, Houghton Chapel. Sponsor: Religious and Spiritual Life. Info: x2793.

german table. 12:30 pm, Tower Court private dining room. Sponsor: German. Info: x4177.

food drive. "Turkey Trot!" 3:30 pm, Sports Center. Sponsor: PERA. Info: x2016 or 2008.

gathering. Pooja service. 7:15 pm, Multifaith Center, Houghton Chapel. Sponsors: Hindu Community and Religious and Spiritual Life. Info: x2974.

esl tutoring. 6-8:15 pm, PLTC small conference room, Clapp Library. By appointment. Info: x2480.

cws workshop. "Finding an Internship – Late Night with CWS." 10 pm, Bates and Stone living rooms. Info: x2352.

tuesday november 18

cws food drive. "Drive Up and Drive Off." 7:15-9:15 am, Founders parking lot and Davis Parking Facility. Nonperishable food and monetary donations accepted. Info: x2352.

gathering. Buddhist sitting. (See 11/17 listing.)

japan table. 12:30 pm, Bates private dining room. Info: JapanClubmail@wellesley.edu.

korean table. 12:30 pm, Tower Court private dining room. Sponsor: KSA. Info: KSAMail@wellesley.edu.

panel discussion. "Biofuel or Bust: The Debate Over Ethanol." Speakers: David Pimentel, ecology, Cornell University; Bruce Dale, chemical engineering, Michigan State University. 4 pm, Pendleton Atrium. Info: WEEDmail@wellesley.edu. (See story, page 2.)

book presentation. *The Case for Make Believe: Saving Play in a Commercialized World.* Speaker: Susan Linn, author and play therapist. 4:15 pm, PNW 212. Sponsor: Education. Info: x2322. (See story, page 1.)

film. I.O.U.S.A. 4:30 pm, Collins Cinema. Sponsor: Economics. Info: x2156. (See story, page 4.)

film. *Punches 'n' Ponytails* by Pankaj Rishi Kumar. 4:30 pm, PNE 239. Sponsor: Sociology. Info: sradhakr@wellesley.edu.

intramural squash. 6:30 pm, squash courts, Sports Center. Sponsor: PERA. Info: x2016.

wednesday november 19

gathering. Buddhist sitting. 8:30 am. (See 11/17 listing.)

chinese table. 12:30 pm, Tower Court private dining room. Sponsor: CSA. Info: CSAMail@wellesley.edu.

concert. Russian music for piano. Performer: Jenny Tang, piano. 12:30 pm, Jewett Auditorium. Sponsor: Music. Info: x2028.

cws info session. "Finding an Internship." 12:30 pm, PNE 129. Info: x2352.

cws info session. Brown University School of Public Health. 12:30 pm, Pendleton Atrium. RSVP to mcallery@wellesley.edu, pizza provided. Info: x2352.

intramural volleyball. 1:30 pm, multipurpose gym, Sports Center. Sponsor: PERA. Info: x2016.

cws workshop. "First-Years and CWS." 4:30 pm, CWS Library, Green 441. Info: x2352.

american sign language table. 5 pm, dining room, Wang. Sponsor: Disability Services. Info: x2434.

gathering. Unitarian Universalist worship circle. 6 pm, Multifaith Center, Houghton Chapel. Sponsor: Unitarian Universalist Chaplaincy. Info: x3484.

senate. 6 pm, Academic Council Room. Info: cgmail@wellesley.edu.

film. *Udju Azul di Yonta (The Blue Eyes of Yonta)* by Flora Gomes. 7 pm, Collins Cinema. Sponsor: DMCC. Info: x2059.

cws info session. Spring on-campus recruiting for juniors, sophomores and first-years. 7 pm, PNE 127. Info: cws_hire@wellesley.edu.

cws workshop. "Finding an Internship – Late Night with CWS." 10 pm, Shafer living room. Info: x2352.

thursday november 20

spanish table. 12:30 pm, Tower Court private dining room. Sponsor: Spanish. Info: x2402.

french table. 12:30 pm, Bates private dining room. Sponsor: French House. Info: x2413.

workshop. "Composers' Colloquium." 12:30 pm, Jewett 218. Sponsor: Music. Info: kobermue@wellesley.edu or pgilbert@wellesley.edu.

domna stanton lecture. "Still Loving in the (Still) War Years." Speaker: Cherríe Moraga, writer. 4:30 pm, Collins Cinema. Sponsor: Women's Studies. Info: x3390. (See story, page 1.)

gathering. Buddhist sitting. 12:30 and 7 pm. (See 11/17 listing.)

esl tutoring. (See 11/17 listing.)

theatre. *Vietnam 101: War on Campus* by Rich Orloff. 7 pm, Schneider Center Theatre. \$10 general admission; \$5 seniors, students; free with Wellesley, Babson or Olin ID. Sponsor: Theatre. Info: x2000. (See story, page 2.)

cws workshop. "Finding an Internship – Late Night with CWS." 10 pm, Tower Court living room. Info: x2352.

friday november 21

gathering. Muslim Friday prayers. 12:30 pm, Multifaith Center, Houghton Chapel. Info: x2655.

reception. For publication of *House of Wits: An Intimate Portrait of the James Family* by Paul Fisher, English, and *Matthew and Tall Rabbit Go Camping* by Susan Meyer, English. 4:15 pm, FND 106. Sponsor: English. Info: x2591.

gathering. Shabbat service. 6 pm. Contact rostin@wellesley.edu for weekly location. Sponsors: Hillel and Religious and Spiritual Life. Info: x2687.

films. *Barefoot in the Park*, 7 pm; *The Way We Were*, 9 pm. Info: eglatter@wellesley.edu.

theatre. *Vietnam 101: War on Campus*, 8 pm. (See 11/20

save the date

11/26: Thanksgiving recess begins.

12/2: Concert. "Tales of St. Nicholas." Performers: Collegium Musicum. 8 pm, Tishman Commons, Wang. Sponsor: Music. Info: x2028.

12/10: Performance. "Greenhouse Light Show." 5 pm, Greenhouse Visitor Center. Sponsor: Botanic Gardens. Info: x3027.

listing.)

concert. "Adrian and the Fine Print In Concert." 10 pm, Punch's Alley. Info: nross@wellesley.edu.

saturday november 22

theatre. *Vietnam 101: War on Campus*, 2 and 8 pm. (See 11/20 listing.)

intramural volleyball. 3 pm, multipurpose gym, Sports Center. Sponsor: PERA. Info: x2016.

films. *The Way We Were*, 7 pm, *Barefoot in the Park*, 9 pm. (See 11/21 listing.)

sunday november 23

gathering. Protestant worship service. 11:30 am, Multifaith Center, Houghton Chapel. Sponsor: Religious and Spiritual Life. Info: x2656.

intramural basketball. Noon, multipurpose gym, Sports Center. Sponsor: PERA. Info: x2016.

theatre. *Vietnam 101: War on Campus*, 3 pm. (See 11/20 listing.)

gathering. Catholic Mass. 4 pm, Multifaith Center, Houghton Chapel. Sponsor: Newman Catholic Ministry. Info: x2688.

concert. Sibelius' Symphony No. 1. Performers: Brandeis-Wellesley Orchestra. 7 pm, Houghton Chapel. Sponsor: Music. Info: x2028.

monday november 24

gathering. Buddhist sitting. (See 11/17 listing.)

german table. (See 11/17 listing.)

gathering. Pooja service. (See 11/17 listing.)

esl tutoring. (See 11/17 listing.)

ongoing:

exhibit. *The Way We Were.* Jewett Sculpture Court. Through 11/25. Sponsor: Art. Info: x2042.

exhibit. *Botanicals.* Greenhouse Visitor Center. Through 12/3. Sponsor: Friends of Horticulture. Info: x3504.

exhibit. *Black Womanhood: Image, Icons and Ideologies of the African Body; Ellen Zweig: HEAP; Recent Acquisitions: Works on Paper.* Davis Museum and Cultural Center. Through 12/14. Info: x2034 or visit www.davismuseum.wellesley.edu.

don't miss ...

one nation. under stress. in debt.



In October 2008, the National Debt Clock near New York City's Times Square maxed out. With the national debt soaring past \$10 trillion, the counter ran out of digits.

Burdened with an ever-expanding government and military, increased international competition, overextended entitlement programs and debts to foreign countries that are becoming impossible to honor, America must mend its spendthrift ways or face an economic disaster of epic proportions, says filmmaker David Creadon.

A screening of Creadon's new documentary, *I.O.U.S.A.*, will be held Tuesday, Nov. 18, at 4:15 pm in Collins Cinema.

"Although the focus of policy-makers today is on the crisis in financial markets, the nation's level of debt plus its unfunded promise to cover Social Security and Medicare costs are long-term problems that may pose an even more serious threat to the nation's economic future," said David Lindauer, economics. "Yet this is a threat that does not get the attention it deserves. *I.O.U.S.A.* means to change that."

The film follows former U.S. Comptroller General David Walker as he travels throughout the nation explaining America's unsustainable fiscal policies to its citizens. It features interviews with subjects including investor and businessman Warren Buffett, ranked as the world's richest man by *Forbes* in 2008; Alan Greenspan, former chairman of the Federal Reserve; and Paul O'Neill, former secretary of the treasury under George W. Bush and later a major critic of the administration.

"Equal parts enlightening and alarming, *I.O.U.S.A.* highlights our unwise preference for short-term reward over long-term planning, a weakness not shared by the film's exemplary Chinese household, which saves more than half of its \$10-a-day income," noted *The New York Times*. For more information, call x2156.

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