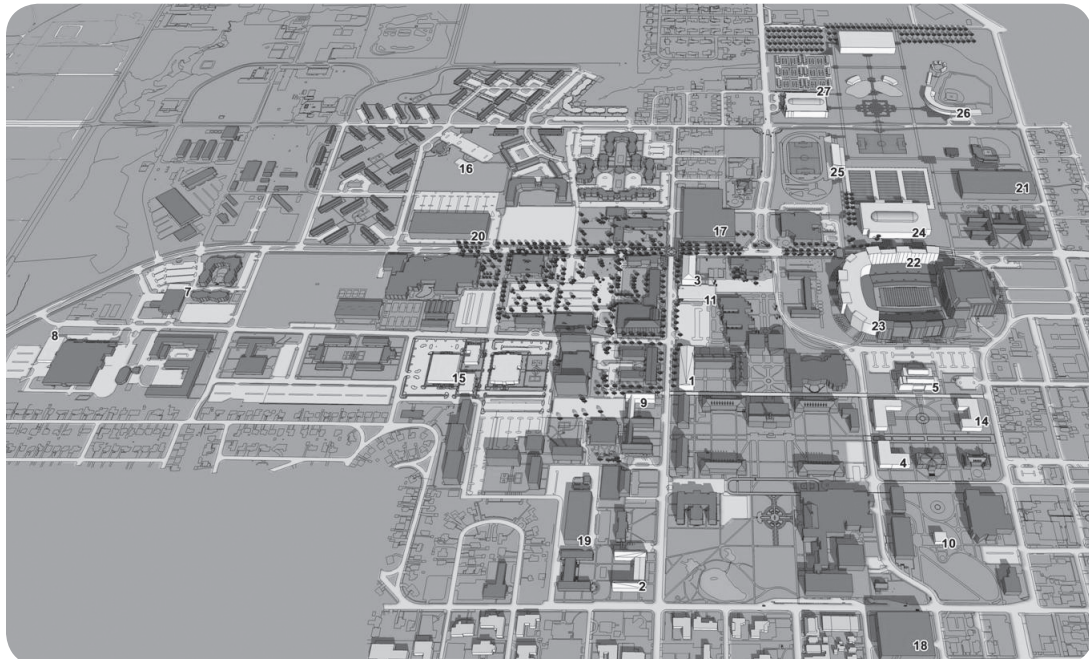


### Master plan to go before regents March 3



OSU has unveiled the campus master plan as it will be presented to the Board of Regents next week. By definition, the plan is a work in-progress, but this map highlights the most feasible construction sites of projects upcoming in the five-year, initial development period.

(1.) Interdisciplinary Science and Technology (2.) South Murray renovation (3.) New classroom building (4.) School of Business renovation and expansion (5.) School of Architecture renovation and expansion (7.) OADDL expansion (8.) Teaching hospital expansion (9.) HES expansion [hotel and restaurant management building] (10.) Old Central renovation (11.) Horticulture/landscape architecture building (14.) Thatcher Hall renovation (15.) New student housing (16.) Daycare center (17.) Multimodal transportation center and parking facility (18-21.) Parking facilities (22.) North stadium expansion (23.) West end stadium expansion (24.) Indoor practice facility (25.) Soccer/track complex (26.) Baseball stadium (27.) Tennis complex.

## Perspective

### The Cost of Progress

*A standard of living future generations cannot live with*

JARED DIAMOND

Overwhelmingly, the most important population problem for the world as a whole is not the high rate of population increase in Kenya, Rwanda and some other poor Third World countries – although much discussed. The biggest problem is the increase in total human impact.

... On average, each citizen of the United Kingdom, Western Europe, the United States and Japan consumes 32 times more resources such as fossil fuels and puts out 32 times more waste, than do inhabitants of the Third World. . .

... People in the Third World aspire to First World living standards. They develop that aspiration through watching television, seeing advertisements for First World consumer products sold in their countries and observing First World visitors to their countries. Third World citizens are encouraged in that aspiration by First World and United Nations development agencies, which hold out to them the prospect of achieving their dream if they will only adopt the right policies, like balancing their national budgets, investing in education and infrastructure, and so on.

But no one at the U.N. or in First World governments is willing to acknowledge the dream's impossibility: the unsustainability of a world in which the Third World's large population were to reach and maintain current First World living standards.

Nor is it possible for the First World to resolve that dilemma by blocking the Third World's efforts to catch up: South Korea, Malaysia, Singapore, Hong Kong, Taiwan and Mauritius

*Excerpted from "Collapse: How Societies Choose to Fail or Succeed" (Viking, 2005).*



have already succeeded or are close; China and India are progressing rapidly; and the 15 rich Western European countries making up the European Union have just extended membership to 10 poorer countries of Eastern Europe, in effect thereby pledging to help those 10 countries catch up.

Even if the human populations of the Third World did not exist, it would be impossible for the First World alone to maintain its present course, because it is not in a steady state but is depleting its own resources as well as those imported from the Third World. At present, it is untenable politically for First World leaders to propose to their own citizens that they lower their living standards, as measured by lower resource-consumption and waste-production rates. What will happen when it finally dawns on all those people in the Third World that current First World standards are unreachable for them, and that the First World refuses to abandon those standards for itself?

Life is full of agonizing choices based on trade-offs, but that's the cruelest trade-off that we shall have to resolve: helping all people to achieve a more equitable standard of living without undermining that standard through overreliance on resources. . .

... Because we are the cause of our environmental problems, we are the ones in control of them, and we can choose or not choose to stop causing them and start solving them. The future is up for grabs, lying in our own hands.

By TRAVIS NOLAND

With a National Science Foundation grant, OSU researcher Dr. Sheila Kennison hopes to unlock the mysteries behind how the brain processes written information, in turn helping scientists identify reading abnormalities.

Kennison says recognizing these abnormalities may ultimately lead to the development of intervention techniques that can be used to help improve reading skills.

"I am hoping that my research will figure out what the normal time rate of integration is for most readers so we would use that to see who's abnormal and

maybe why," Kennison said.

The research will involve tracking the eyes of individuals while reading, one of the most precise ways of evaluating the processing difficulty a reader experiences.

"My research suggests that when people read it is not a steady as you go processing, as researchers previously believed," Kennison said. "Where I think this will lead is identifying individuals for whom the process does not proceed normally."

Kennison has applied for additional funding to research evoked brain potentials, another technique used in the study of language processing. Evoked brain potential is measured by

recording electrical activity on the scalp.

"I would be able to use both methods to look at how quickly integration occurs, and the brain can tell us more about the left hemisphere versus the right hemisphere processing," Kennison said.

According to Kennison, identifying problems of integration could lead to the development of profiles or diagnosis of language processing problems.

"In the future, parents may be able to have their children screened for language processing abnormalities, and doctors may use such screenings with patients who have sustained a brain injury," Kennison said.

## Have you met...

### John McGuire

As new digital media broadens the journalism landscape, John McGuire is helping the School of Journalism and Broadcasting offer students more choices with a new sports media sequence.

Beginning in fall 2007, the sequence will be included in the School of Journalism and Broadcasting's curriculum, providing opportunities for students with aspirations to become the next Harry Caray or Frank DeFord. McGuire, assistant professor of broadcasting and a faculty member in the new sequence, says the school is adapting to address student demand that has steadily grown over the past few years. McGuire, whose research includes examining college sports play-by-play content, says sports media interest has increased largely because of consumer-driven media such as Internet and cable television.

"It's an exciting time in mass communication because who knows if in 10 years an entirely new paradigm may exist for the distribution of mass media content," he says. "To be teaching and working with students during this time is very exciting."

In addition to college sports play-by-play content, McGuire is also interested in the evolving depiction of women as action heroes in entertainment. He recently presented research examining the television series, "Buffy the Vampire Slayer," and its empowering lead character's appeal to female audiences.



Dr. John McGuire observes students as they complete an assignment for his broadcasting class.

## Fire training during the burn ban. . .

### Sapulpa Fire Department supports Tulsa cadet training at OSU

Outdoor activities prohibited by the burn ban also include setting fires for prospective firefighter training. As a result of a partnership with Sapulpa Fire Department, OSU Fire Service Training, the chief source of training and educational materials for firefighters in the state, ensured that 35 Tulsa Fire Department cadets could continue theirs.

Academy cadets training to join the Tulsa Fire Department recently participated in live burn exercises at OSU Fire Service Training's professional skills center west of Stillwater. The drills were conducted with a live burn trailer on loan to OSU-FST by Sapulpa Fire Department.

The \$300,000 apparatus was purchased by Sapulpa Fire Department with a grant from the FEMA office of Domestic Preparedness' Assistance to Firefighters program. Fueled by propane, it supersedes the use of ordinary combustibles and flammable liquids typically ignited for live burn exercises in normal conditions. Consequently,

OSU Fire Service Training received approval from the state fire marshal to conduct exercises with the trailer.

"The trailer is a very useful piece of equipment, and, thanks to Sapulpa Fire Department, we have access to it just about any time we want," said Bryan West, facilities manager at the professional skills center. "It's completely self-contained and there is no risk of starting a wildfire, which should put our neighbors out here at ease as we continue to provide training during the burn ban."

Sapulpa Fire Department's successful application for the firefighter assistance grant to purchase the trailer included the condition it be used in the training of other Oklahoma firefighters. SFD is a longtime partner of OSU Fire Service Training – recently donating a pumper truck to OSU.

"Since 9/11, there has been a national emphasis that fire departments learn to work together better," said Sapulpa Fire Department Capt. Dannie Whitehouse. "We've

had to become more regional in the way we operate and that has meant learning each other's deployment methods, what kind of equipment everybody uses and adopting common command procedures.

"Training together helps facilitate that," he said. "[Partnering with OSU] is really a win-win for us because firefighters from across the state come here for their IFSAC (International Fire Service Accreditation Congress) certification."

The Tulsa cadets began their training last fall and participated in the live burn exercises as part of their Fighter I and Firefighter II testing. Inside the trailer with temperatures approaching 350 degrees, they experienced battling bedroom, kitchen and room rollover fires.

The trailer's features – including adjustable room and door panels, moveable burn pans and replaceable artificial props – supports the simulation of multiple live-fire environments. The top is also an operational platform, allowing firefighters to train in confined space rescue and learn fundamentals such as advancing hose up or down stairs and how to vent a roof.

Viewing the action and communicating constantly with a safety officer inside the burn area, Whitehouse and Tulsa Fire Department Capt. Dannie Caldwell raised and lowered the flames from the trailer's control center.

"At a time like this in Oklahoma, you can't just not train new firefighters. This is a safe way to do it without harming the environment or causing any fires."



Tulsa Fire Department cadets prepare to enter a burn trailer as part of live fire exercises at OSU Fire Service Training's professional skills center. Sapulpa Fire Department has loaned OSU-FST the use of the trailer for the rest of February to continue the training of Oklahoma firefighters during the burn ban.

## OSU professor to study language processing

## Briefly Speaking...

### Pickens ranks among most generous Americans

OSU's greatest benefactor, Texas oilman Boone Pickens, has made the list of America's most generous donors for 2005. Pickens, whose donations of \$229.2 million last year included a \$165 million gift to OSU, ranked fifth on the list annually compiled by the Chronicle of Philanthropy of the 60 donors who give the most money to charitable causes.

Pickens, who in recent years has increased his already considerable charitable contributions, including more than \$300 million to his alma mater, previously made the list in 2003.

### NPDC to receive innovation award

The Oklahoma Journal Record has selected the New Product Development Center at OSU for a 2006 Innovator of the Year Award for its development and commercialization of the Gon-Topper, a railcar loading and unloading device, for Klutts Equipment Inc. Production of the remote-controlled machine is expected to create 100 new jobs in Muskogee over the next three years.

The center's work with Klutts Equipment was previously recognized with the national 2005 Award for Excellence in Technology Commercialization presented by the University Economic Development Association, the affiliation for university-based organizations that provide economic development, business and technical assistance to businesses and communities.

Initiated to provide prototype development assistance to Oklahoma's small, rural manufacturers, the NPDC is a collaboration between the College of Engineering, Architecture and Technology and the College of Agricultural Sciences and Natural Resources.