

# OnCampus



MATTEL

*"We have to understand [that] we are still talking about Barbie, and we're still talking about her appearance. We're not talking about women's education and accomplishments. The other thing we're not talking about is gender equality. I would love to come on [Channel 3] once more when Mattel releases a Ken doll pushing a vacuum cleaner."*

Christine Whelan, a faculty associate in the Department of Consumer Science, speaking to Madison's WISC-TV about the new "curvy, tall, and petite" Barbie dolls



BRUCE RICHTER  
What UW-Madison spent last year on research support (\$8 million) and raises (\$726,436) to keep forty top faculty members on staff after they received job offers from other universities, including Cornell, Duke, Harvard, MIT, Northwestern, Oxford, and Princeton.