

2022

SPRING AND SUMMER CATALOG

PURDUE UNIVERSITY PRESS



LONG HARD ROAD

The Lithium-Ion Battery and the Electric Car

Charles J. Murray

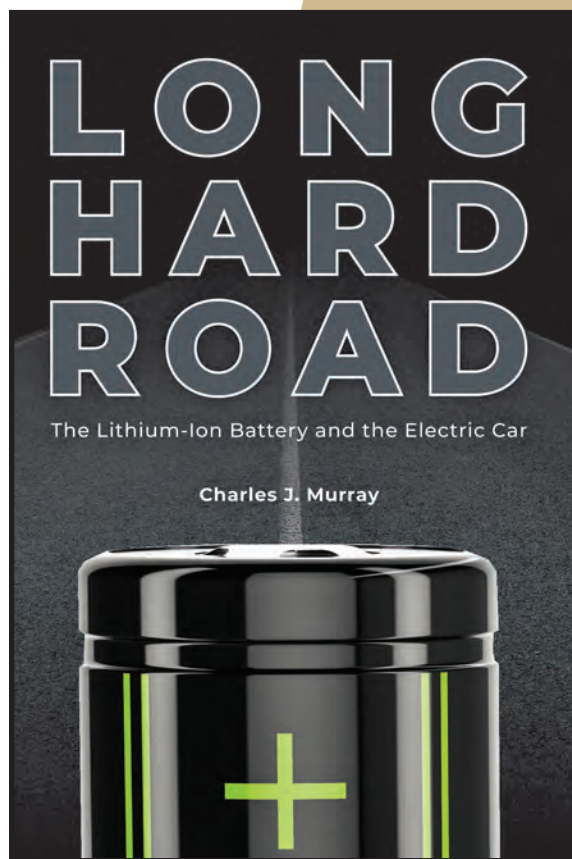
Long Hard Road: The Lithium-Ion Battery and the Electric Car provides an inside look at the birth of the lithium-ion battery, from its origins in academic labs around the world to its transition to its new role as the future of automotive power. It chronicles the piece-by-piece development of the battery, from its early years when it was met by indifference from industry to its later emergence in Japan where it served in camcorders, laptops, and cell phones. The book is the first to provide a glimpse inside the Japanese corporate culture that turned the lithium-ion chemistry into a commercial product. It shows the intense race between two companies, Asahi Chemical and Sony Corporation, to develop a suitable anode. It also explains, for the first time, why one Japanese manufacturer had to build its first preproduction cells in a converted truck garage in Boston, Massachusetts.

Building on that history, *Long Hard Road* then takes readers inside the auto industry to show how lithium-ion solved the problems of earlier battery chemistries and transformed the electric car into a viable competitor. Starting with the Henry Ford and Thomas Edison electric car of 1914, it chronicles a long list of automotive failures, then shows how a small California car converter called AC Propulsion laid the foundation for a revolution by packing its car with thousands of tiny lithium-ion cells. The book then takes readers inside the corporate board rooms of Detroit to show how mainstream automakers finally decided to adopt lithium-ion.

Long Hard Road is unique in its telling of the lithium-ion tale, revealing that the battery chemistry was not the product of a single inventor, nor the dream of just three Nobel Prize winners, but rather was the culmination of dozens of scientific breakthroughs from many inventors whose work was united to create a product that ultimately changed the world.

“We are at the threshold of a massive shift to electric vehicles. Charles Murray’s *Long Hard Road: The Lithium-Ion Battery and the Electric Car* spells out the history of over one hundred years in the development of an appropriate battery. Historically, battery cost has been the largest impediment to commercialization of electric vehicles, but there are other important issues like material availability and safety. Key people and companies are discussed in the evolution of today’s superior battery technology. As we look to the future, history is an important foundation for success.”

—**DAVID E. COLE**, Chair Emeritus, Center for Automotive Research, and Professor Emeritus, University of Michigan Engineering



SEPTEMBER 2022

HB • 978-1-61249-762-4 • \$26.99

Includes 10 B&W Figures

6x9 • 302 Pages • E-book available

CHARLES J. MURRAY has written about science and technology for thirty-five years, during which he has published more than five hundred articles on electric cars and batteries. His work has appeared in engineering journals such as *Design News*, *EE Times*, and *Semiconductor International*, as well as in many consumer publications, including the *Chicago Tribune* and *Popular Science*. He is a recipient of numerous editorial awards, including the Jesse H. Neal Award for business journalism. Murray is also the author of *The Supermen: The Story of Seymour Cray and the Technical Wizards Behind the Supercomputer*. He lives in the Chicago area and is an engineering graduate of the University of Illinois at Chicago.

MAGNIFICENT TREES OF INDIANA

Carroll D. Ritter

Featuring more than two hundred gorgeous color photographs of Indiana's champion trees and old-growth forest remnants, *Magnificent Trees of Indiana* is a celebration of the state's natural beauty. Seventy-four trees are featured as well as twenty old-growth woods. Each has been photographed to illuminate the grandeur of the natural world.

Accessible to the outdoor enthusiast, this book details the changes that have occurred over the last two centuries in Indiana's forests, including the landscape geology and physiography. The forest is celebrated as a living community, with highlights including odd forms, curious trees, and unique occurrences—many of which can still be visited today.

Magnificent Trees of Indiana makes for a beautiful coffee-table gift book for any Hoosier or nature lover, walking the reader through the geologic past, into early pioneer times, and onward to the present, all while covering the history, value, and economic importance of our hardwood forests.

“The numerous, extraordinarily beautiful images of Indiana's remaining natural areas and some of the very special trees found in them are a delight worth looking at over and over again. These alone make *Magnificent Trees of Indiana* a book that everyone interested in Indiana's plants will delight in reading. Seeing them is both thrilling and calming—like a good walk in the woods—but the incredibly well-written text that provides information on the history of the trees and their surroundings is an unbelievably entertaining and amazing treat. Not only is ‘magnificent’ a good descriptive word for Indiana's trees, it also applies to the exceptionally creative writing the author has done about them.”

—KAY YATSKIEVYCH, research associate, Missouri Botanical Garden

ALSO OF INTEREST

A Place Called Turkey Run

A Celebration of Indiana's Second State Park in Photographs and Words

HB • 978-1-55753-756-0 • \$39.95 • E-book available

Native Trees of the Midwest

Identification, Wildlife Values, and Landscaping Use, Second Edition

PB • 978-1-55753-572-6 • \$45.00 • E-book available



MARCH 2022

HB • 978-1-61249-741-9 • \$34.99

Includes 270 Color Photos

9x12 • 280 Pages • E-book available

CARROLL D. RITTER is a retired science teacher with a lifelong interest in trees and wildflowers. He attended Purdue University, received his master's degree from Indiana University, and completed advanced coursework in field geology from Western Washington University. After retirement, he assisted Sycamore Land Trust, developing their first and very successful environmental education program working with children of all ages. An avid mountain hiker, backpacker, and photographer, he has logged over two thousand miles on trails in the United States and Canada. He has nominated seven state champion trees over the years, including three new ones for the 2020 Indiana Big Tree Register. He lives in Williams, Indiana, where he practices forest conservation on his own land and still loves and admires his trees.

DIARY OF AN ALZHEIMER'S CAREGIVER

Robert Hershberger

One year shy of her fiftieth wedding anniversary, Dee Hershberger was diagnosed with Alzheimer's disease. Her husband, Bob, serving as her primary caregiver, kept a journal the following four and a half years. *Diary of an Alzheimer's Caregiver* an unflinchingly honest and heartbreaking account of what the couple went through.

During the first two and a half years, Dee gradually lost short-term memory but maintained most physical and social abilities. Over the last two years she lost these abilities, most words, and long-term memory. She also became incontinent, suffered from undetected illnesses, and experienced psychotic episodes and uncontrollable, violent behavior.

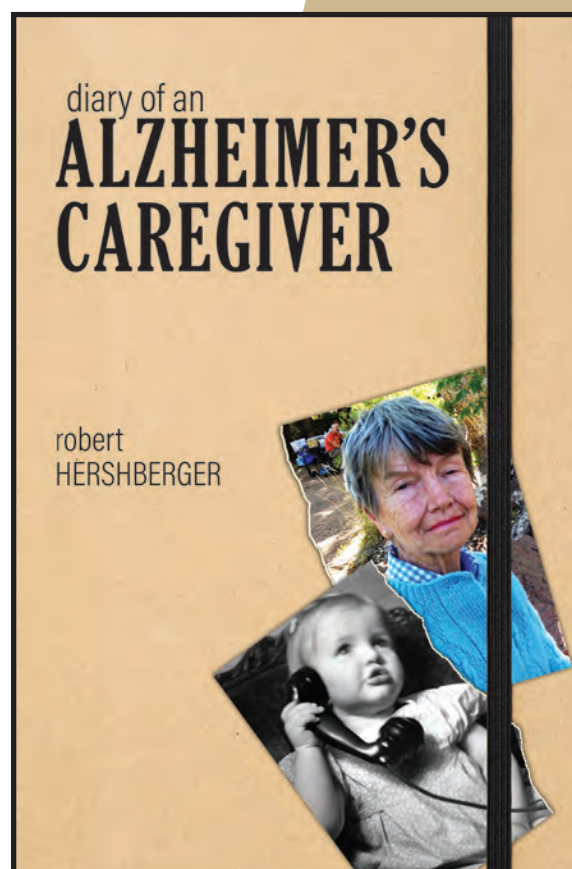
This is a brutally raw look at what it is like to lose a loved one to Alzheimer's, including what the disease does to the patient and the effects it has on loved ones and caregivers. This personal view into caring for a spouse with Alzheimer's will help readers understand the physical, emotional, and financial consequences of the disease, as well as provide support, advice, and hope to anyone in the same situation.

“Simply put, this is a poignant, day-to-day description of a husband's impressions and experiences of his wife's journey through Alzheimer's disease from the earliest suspected symptoms through the time of her death. His reflections and thoughtful advice for caregivers evolve with the advancing stages of his wife's dementia. Though there are many books about Alzheimer's disease and dementia, it is rare to be given such intimate insight into this challenging journey.”

—**RICHARD J. CASELLI**, MD, Professor of Neurology, Mildred A. and Henry Uihlein II Professor of Medical Research, Mayo Clinic

“As a nurse specializing in dementia care for over twenty years, I know this book holds truth in every word. *Diary of an Alzheimer's Caregiver* honestly depicts both the lovely moments and the ugly realities of dementia caregiving, highlighting the particular challenges of caring for a spouse with a failing brain. Spousal caregiving is a completely different journey from caring for a parent or other relative. From diagnosis to life after caregiving, Hershberger kept notes on the couple's experiences. Those notes became the foundation of *Diary of an Alzheimer's Caregiver*, offering a message of hope and reassurance to families that they are not alone. Its insights are pure gold for families, professionals, and those living with dementia. This generous gift makes the book a treasure to be spread far and wide.”

—**GAIL WEATHERILL**, RN CAEd, The Dementia Nurse, author of *The Caregiver's Guide to Dementia*



MAY 2022

PB • 978-1-61249-734-1 • \$19.99

Includes 19 B&W Images

5.5x8.5 • 180 Pages • E-book available

ROBERT HERSHBERGER practiced architecture for over fifty years. He also served as professor of architecture at Arizona State University from 1969 to 1988 and as professor and dean of the College of Architecture at the University of Arizona from 1988 to 2002. He retired from academia in 2002 and moved with his wife, Dee, to Payson, Arizona, to enjoy retirement, continue practicing architecture, and focus on watercolor painting. He served as the primary caregiver for his wife from 2010 to 2015 while she suffered from Alzheimer's disease.

THE SKY ABOVE

An Astronaut's Memoir of Adventure, Persistence, and Faith

Colonel John H. Casper, USAF (Ret.)

Looking up at the stars at the age of ten, John Casper dreamed of being a space explorer. *The Sky Above* tells how persistence and determination led to flying in space, after serving the nation as a combat fighter pilot and test pilot. Despite life-threatening experiences and failures, his spiritual faith was pivotal in overcoming life's challenges.

Through vivid storytelling, the reader rides alongside the author in the cockpit, feeling the fear of enemy anti-aircraft fire and the pressure of high g-forces during combat maneuvering. His insider accounts of four Space Shuttle missions vividly describe exhilarating launches, the magical experience of weightlessness, and the magnificent beauty of Earth from hundreds of miles above.

A central theme running throughout Casper's life is his faith, as he struggles with the loss of fellow pilots and confronts life's inconsistencies and disappointments. This is a story about his growth and trust in his Creator, whose tenacious spirit never left him, even during the devastating *Challenger* and *Columbia* disasters.

Readers interested in stories of true adventure or overcoming adversity will discover unique drama and insight. Those trying to reach their dreams, whatever they are, will find inspiration; those unsure or challenged in their faith will find encouragement.

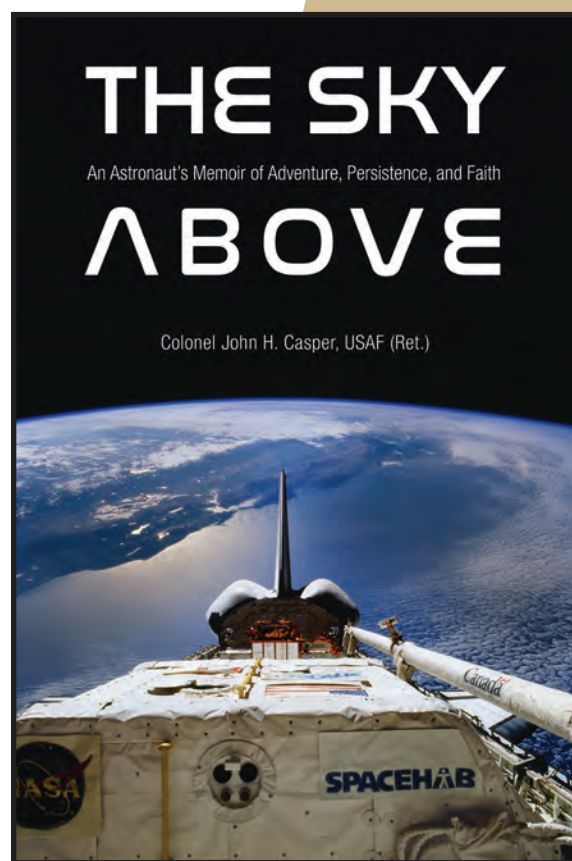
“*The Sky Above* tells the story of dedication, perseverance, passion, and enduring faith, which made a lifelong dream and vision a reality. A book that demonstrates that the seemingly unattainable can indeed be achieved. A story of value to both young and old with goals yet to attain.”

—**GEORGE W. S. ABBEY**, former director of NASA's Johnson Space Center and fellow in the Space Policy Program at Rice University's Baker Institute for Public Policy

ALSO OF INTEREST

Spacewalker

My Journey in Space and Faith as NASA's Record-Setting Frequent Flyer
PB • 978-1-55753-785-0 • \$19.95 • E-book available



APRIL 2022

HB • 978-1-61249-716-7 • \$27.99

Includes 34 Color Photos

6x9 • 306 Pages • E-book available

Purdue Studies in Aeronautics and Astronautics

COLONEL JOHN H. CASPER, USAF (RET.),

is a former combat fighter pilot, test pilot, NASA astronaut, and Space Shuttle commander. After graduating from the US Air Force Academy and earning a master's degree in astronautics at Purdue University, he flew 229 combat missions in Vietnam and was awarded the Distinguished Flying Cross. He served as a Cold War fighter pilot in Europe and later graduated from the USAF Test Pilot School. While a test pilot, he commanded a test squadron and flew classified aircraft. Casper is a veteran of four NASA Space Shuttle missions—three as commander and one as pilot. Following his spaceflight career, he provided senior leadership as director of safety, reliability, and quality assurance at NASA's Johnson Space Center. He also served as a senior manager in the Space Shuttle and Orion programs. He currently lives in Montreat, North Carolina.

TERRORTIMES, TERRORSCAPES

Continuities of Space, Time, and Memory in Twentieth-Century War and Genocide

Volker Benkert and Michael Mayer

Terrortimes, Terrorscapes: Continuities of Space, Time, and Memory in Twentieth-Century War and Genocide investigates interconnections between space and violence throughout the twentieth century, and how such connections informed collective memory. The interdisciplinary volume shows how entangled notions of time and space amplified by memory narratives led to continuities of violence across different conflicts creating “terrortimes” and “terscapes” in their wake. The volume examines such continuities of violence with the help of an analytical framework built around different themes. Its first part, spatial and temporal continuities of violence, looks at contested spaces and ideas of national, ethnic, or religious homogeneity that are often at the heart of prolonged conflicts. The second part, on states and actors, addresses the role of states as enablers of violence, asymmetric power dynamics, and the connection between imperialism and genocide in Africa. Imagination and emotion—the focus of the third part—explores utopian visions and their limits that instigate or hinder, and the mobilization of emotion through propaganda. Finally, the fourth part shows how the recollection of the past sometimes triggers new terrortimes. Departing from an understanding of violence limited to certain areas and time frames, this volume describes continuities of violence as overlapping fabrics woven together from notions of space, time, and memory.

KEY SELLING POINTS

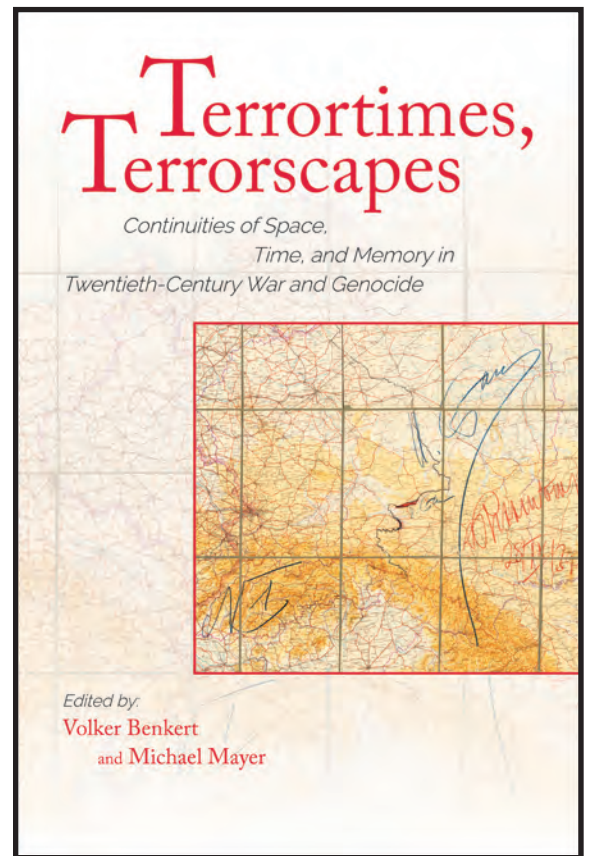
- Offers a novel framework to analyze the interconnection of time, space, memory, and violence in the twentieth century.
- A transnational and global perspective combining American and European research on time, space, memory, and violence.

ALSO OF INTEREST

The Future of the German-Jewish Past

Memory and the Question of Antisemitism

PB • 978-1-55753-711-9 • \$34.99 • E-book available



SEPTEMBER 2022

HB • 978-1-61249-730-3 • \$99.99

PB • 978-1-61249-731-0 • \$49.99

Includes 10 black-and-white figures

6x9 • 230 Pages • E-book available

VOLKER BENKERT is an assistant professor in the School of Historical, Philosophical and Religious Studies at Arizona State University. His research focuses on the impact of sudden regime change on biographies after both totalitarian regimes in twentieth-century Germany. He is the author of *The Last Children of Socialism: Biographies of East Germans Born Around 1970*, and the editor of two volumes on generational history and German-American relations since 1945. His current research focuses on memory of the Nazi past in German film, which despite great strides to acknowledge the horrors of the Holocaust still includes highly apologetic and redemptive narrative traits.

MICHAEL MAYER is an assistant professor at the Political Academy in Tutzing, Germany. His research focuses mainly on the Holocaust in Vichy France, asylum policy in West Germany, and German foreign policy after 1949. An editor of several volumes, Mayer is also the author of *States as Perpetrators: Ministerial Bureaucracy and Anti-Jewish Policy in National Socialist Germany and Vichy France*. Most recently he edited *The Persecution and Murder of the European Jews by Nazi Germany, 1933–1945, Volume 5*.

The Legacy of Indiana Congressman Floyd J. Fithian

Spearheading Environmental Change: The Legacy of Indiana Congressman Floyd J. Fithian describes the life of a four-term United States congressman, focusing on his role in the emerging environmental movement in late twentieth-century America. *Spearheading Environmental Change* highlights Fithian's legislative efforts regarding three water-related issues that profoundly concerned Hoosier and midwestern voters: creating a national park on the Indiana shoreline of Lake Michigan; canceling dam construction near Purdue University; and mitigating flooding in the Kankakee River Basin. The book also covers Fithian's positions on ecologically sensitive issues such as pesticides, noise pollution, fossil fuels, and nuclear power.

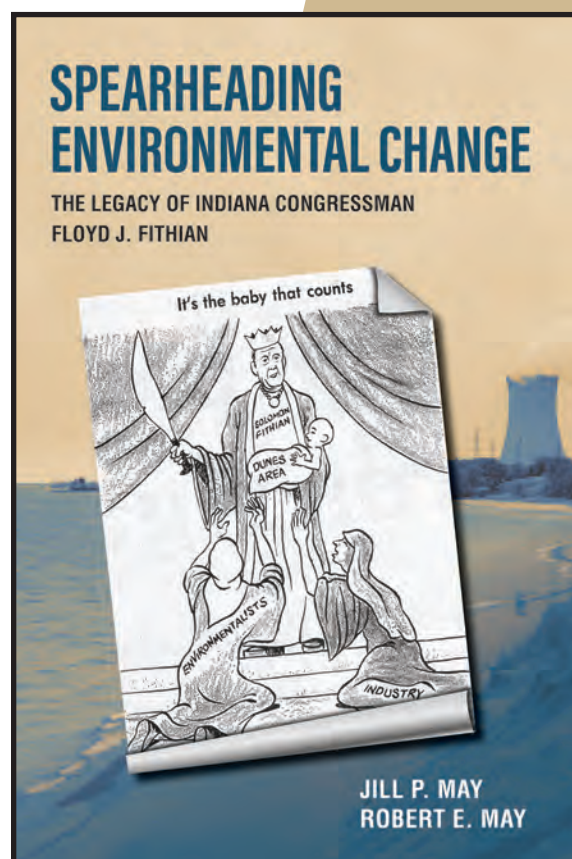
Largely remembered for his participation in the Democratic reform wave that took over Congress in 1975 post-Watergate (the so-called Class of '74) and as an advocate for Hoosier farmers, Fithian has been overlooked for his role as a force to be reckoned with on the House floor when it came to the nation's environmental challenges. Fithian was a highly ethical, pragmatic reformer bent on preserving his country's natural resources. *Spearheading Environmental Change* gives Fithian the credit he deserves as an environmental warrior on the national stage.

“Floyd Fithian was an effective and inspirational leader who cared deeply about the environment and his constituents. This book, which reflects upon his achievements, is a timely reminder of what it means to be a true and dedicated public servant. It was an extreme honor to have worked for Congressman Fithian, and I hope his story will inspire others to consider public service.”

—JUDGE STEVEN MEYER, Superior Court 2, Tippecanoe County, Indiana

“Extending from the upper Midwest to the country as a whole, *Spearheading Environmental Change* is truly ambitious in scope, charting the trajectory of environmental thinking and policy during the second half of the twentieth century. While hewing to some elements of conventional biography grounded in extensive archival research, this volume offers much more: an expansive account of how the ideals of conservation took shape nationally as well as how they were put into practice—but above all how leading figures such as Floyd Fithian sought to resolve the seemingly intractable controversies that often arose in the process and that ultimately ‘hold substance for all progressives fighting for transformations in public policy.’ In the end, this beautifully crafted book tells a complex story—and a compelling one.”

—**CHRISTIAN KNOELLER**, Professor Emeritus of English at Purdue University and author of *Reimagining Environmental History: Ecological Memory in the Wake of Landscape Change*



APRIL 2022

HB • 978-1-61249-737-2 • \$99.99

PB • 978-1-61249-738-9 • \$34.99

Includes 28 B&W Images

6x9 • 248 Pages • E-book available

JILL P. MAY is professor emerita of literacy and language in the Department of Curriculum and Instruction at Purdue University. She was a member of Purdue University's Women's Studies and Jewish Studies programs. Her coedited textbook with Darwin L. Henderson, *Exploring Culturally Diverse Literature for Children and Adolescents: Learning to Listen in New Ways*, explored the elements of cultural diversity found within literary patterns.

ROBERT E. MAY is professor emeritus of history at Purdue University. His prior works include *Slavery, Race, and Conquest in the Tropics: Lincoln, Douglas, and the Future of Latin America*, and his edited book on Union and Confederate diplomacy, *The Union, the Confederacy, and the Atlantic Rim*. His most recent book is *Yuletide in Dixie: Slavery, Christmas, and Southern Memory*.

LITERACIES OF DESIGN

Studies of Equity and Imagination in Engineering and Making

Amy Wilson-Lopez, Eli Tucker-Raymond,
Alberto Esquinca, Joel Alejandro Mejia

Though engineering design can tackle the world's most pressing challenges, engineering-related courses and experiences are often alienating, especially to people from minoritized groups. *Literacies of Design: Studies of Equity and Imagination in Engineering and Making* covers the latest pedagogical theories—as well as case studies and practical tips—to support diverse people in identifying problems and designing solutions through engineering and making.

Engineers tackle a range of problems, big and small, from climate change to viral transmission to improved handrails for persons with disabilities. Inclusion and equity efforts include not only preparing the next generation of engineers and makers, but also creating and fostering spaces where youth can express their ideas and bring forth their whole selves. This book offers theories and real-life examples for educators and practitioners at every level, from K–12 through higher education and beyond.

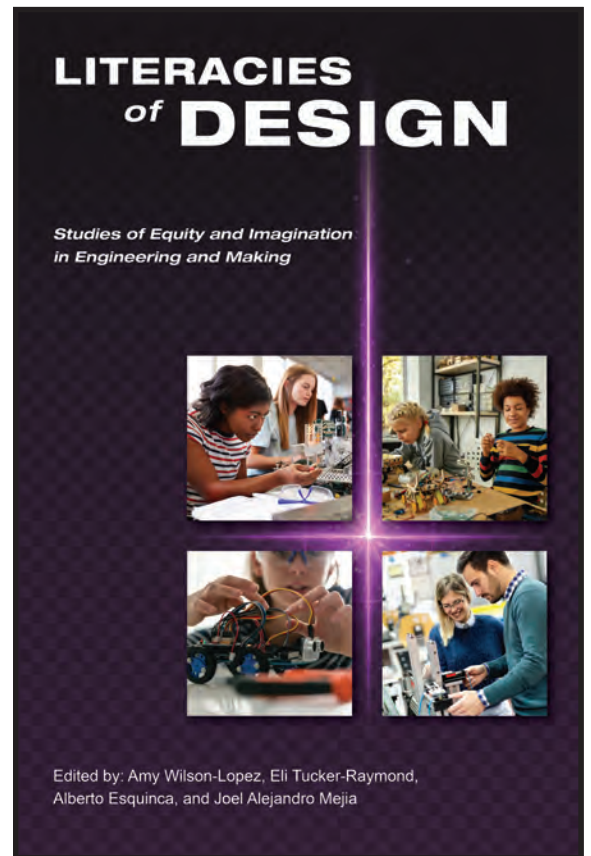
“The editors and authors have put together a thoughtful collection of papers with both heart and hope at their core. The collection is clear-eyed in its emancipatory goals, bringing newcomers to theory about critical and multi-literacies—alongside more experienced literacy and design researchers and educators—to imagine practical applications inside and outside American classrooms. The book provides rich and empirically grounded illustrations of the myriad ways multimodal literacies are enacted through engineering design pedagogies in informal K–12 and higher education contexts. With discussion questions at the end of each chapter, the authors and editors remind us that critical reflection begins with the reader. This thoughtful book asks readers to rejoice in all the things educators can do to teach students young and old both multimodal literacy practices and engineering thinking, and which simultaneously center anti-racist and critical commitments to educational equity.”

—ALICE PAWLEY, Professor of Engineering Education, Purdue University

ALSO OF INTEREST

Integrating Information into the Engineering Design Process

PB • 978-1-55753-649-5 • \$29.95 • E-book available



MAY 2022

HB • 978-1-61249-744-0 • \$99.99

PB • 978-1-61249-745-7 • \$49.99

Includes 22 B&W Figures

6x9 • 250 Pages • E-book available

AMY WILSON-LOPEZ, an associate professor at Utah State University, conducts research that explores the literacies and cultural assets that linguistically diverse youth use in engineering.

ELI TUCKER-RAYMOND, a research associate professor at the Earl Center for Learning and Innovation at Boston University, conducts research focused on equity at the intersections of science, making, and multimodal literacies, and the ways in which these intersections create expansive spaces for learning, teaching, and being.

ALBERTO ESQUINCA, an associate professor at San Diego State University, conducts work that focuses on the biliteracy practices and identities of students classified as English learners (emergent bilinguals) in and outside of school.

JOEL ALEJANDRO MEJIA, an associate professor at the University of Texas at San Antonio, conducts research on asset-based practices in engineering education, the impact of critical consciousness in engineering work, and the role of engineering in social justice efforts.

FOUNDATIONS OF AGRICULTURAL EDUCATION

Fourth Edition

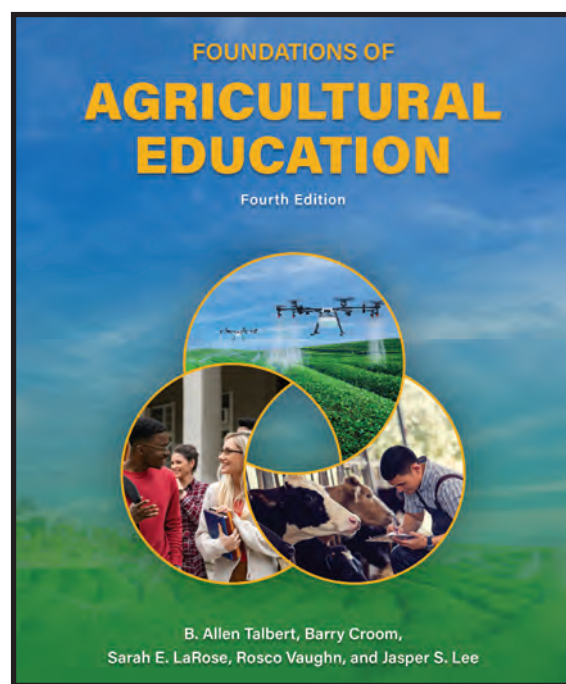
B. Allen Talbert, Barry Croom, Sarah E. LaRose, Rosco Vaughn, Jasper S. Lee

Foundations of Agricultural Education, Fourth Edition is designed for college students in agricultural education and others interested in agricultural education as fundamental preparation for the profession. Teachers of agricultural education and those in support roles will find this book to be a helpful resource. This fourth edition is updated to reflect current educational theory and practices, and includes changed laws and initiatives since the third edition.

This updated textbook is appropriate for both introductory and advanced courses. Each chapter begins with a scenario designed to engage the learner in thinking about the content of that chapter and draws from relevant research and literature. Photos, illustrations, and tables provide greater context to key concepts, and every chapter concludes with questions for review and discussion, as well as additional activities designed to guide the learner into further exploration. *Foundations of Agricultural Education, Fourth Edition* is an engaging, immersive guide that will help prepare the next generation of agricultural educators.

KEY SELLING POINTS

- Introduces the reader to the complete School-Based Agricultural Education model.
- Each chapter begins with a real-world scenario engaging the reader in the content and context of the chapter.
- Photos are from agricultural education settings across the United States.



JULY 2022

HB • 9781612497525 • \$129.99

Includes 190 B&W Images and Figures

8.5x11 • 480 Pages • E-book available

DR. B. ALLEN TALBERT is a professor of agricultural education at Purdue University teaching courses in School-Based Agricultural Education program planning, SAE/FFA, and student teaching.

DR. BARRY CROOM has more than thirty-five years of experience in agricultural education. He began his career as a high school agricultural education teacher where he was selected by the National FFA Organization to develop and present in-service workshops to teachers across the United States.

DR. SARAH E. LAROSE is an assistant professor of agricultural education at Purdue University. She began her career as a high school agricultural education teacher and FFA advisor. She developed curriculum on local food production and used laboratory spaces to deliver instruction.

DR. JASPER S. LEE is a retired agricultural educator who served as faculty member at Virginia Tech and Mississippi State University.

DR. ROSCO VAUGHN is professor and agricultural teacher educator at California State University, Fresno.

PRODUCTIVITY AND RELIABILITY-BASED MAINTENANCE MANAGEMENT

Second Edition

Matthew P. Stephens

Productivity and Reliability-Based Maintenance Management, Second Edition is intended to provide a strong yet practical foundation for understanding the concepts and practices of total productive maintenance (TPM) management—a proactive asset and resource management strategy that is based on enhancing equipment reliability and overall enterprise productivity. The book is intended to serve as a fundamental yet comprehensive educational and practical guide for departing from the wait-failure-emergency repair cycle that has plagued too many industries, instead advancing a proactive and productive maintenance strategy. It is not intended to be a how-to-fix-it manual, but rather emphasizes the concept of a world-class maintenance management philosophy to avoid the failure in the first place. Universities, junior and community colleges, and technical institutes as well as professional, corporate, and industrial training programs can benefit by incorporating these fundamental concepts in their technical and managerial curricula. The book can serve as a powerful educational tool for students as well as for maintenance professionals and managers.

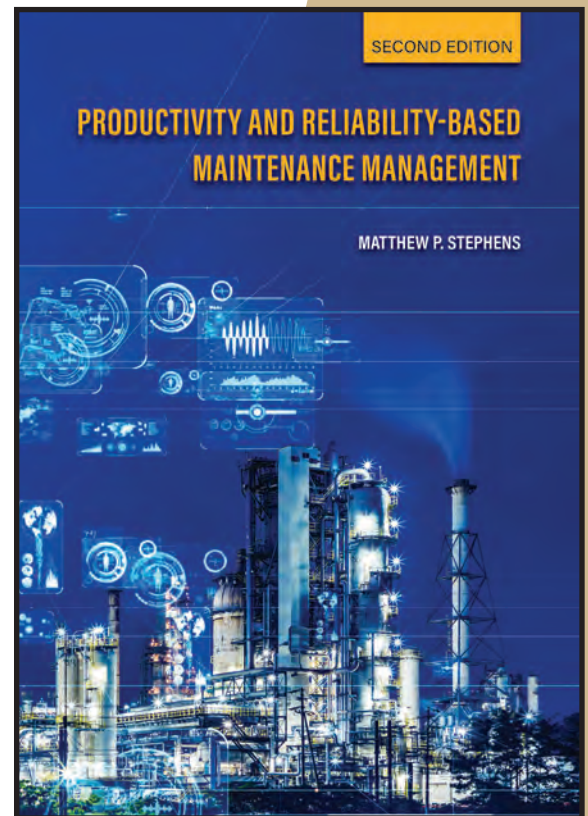
In addition to updating the previous historical and statistical data and tables, the second edition expands on and adds to case studies based on current maintenance-related events. Several numerical examples and explanations are revised in order to enhance the clarity of the methodology. The second edition introduces the readers to the state-of-the-art concepts of the Internet of Things (IoT), smart sensors, and their application to maintenance and TPM.

ALSO OF INTEREST

Manufacturing Facilities Design and Material Handling

Sixth Edition

HB • 978-1-55753-859-8 • \$125.00 • E-book available



SECOND EDITION

PRODUCTIVITY AND RELIABILITY-BASED MAINTENANCE MANAGEMENT

MATTHEW P. STEPHENS

JULY 2022

PB • 978-1-61249-749-5 • \$84.99

Includes Over 130 B&W Figures

7x10 • 340 Pages • E-book available

DR. MATTHEW P. STEPHENS is a professor in the School of Engineering Technology at Purdue University, where he conducts his research and teaches courses in total productive maintenance (TPM) management, facilities planning, statistical quality control, and design of experiments (DOE). Stephens holds undergraduate and graduate degrees from Southern Illinois University and the University of Arkansas, with specialization in operations management and statistics. Prior to joining academe, Stephens spent nine years with several manufacturing and business enterprises, including flatbed trailer and washer and dryer manufacturers. He also has been extensively involved as a consultant with a number of major manufacturing companies. Stephens has numerous publications to his credit in the areas of productivity, quality improvements, and lean production systems. He is the author of *Manufacturing Facilities Design and Material Handling, Sixth Edition* (Purdue University Press, 2019). Stephens has served various professional organizations.

WBAA

100 Years as the Voice of Purdue

Angie Klink

WBAA: 100 Years as the Voice of Purdue documents the fascinating history of WBAA, Indiana's first radio station founded at Purdue University in West Lafayette, Indiana, on April 4, 1922. Richly illustrated with more than 150 photos, the book chronicles the station's evolution over the years, while highlighting the staff, students, and volunteers significant to WBAA's success.

WBAA began as a lab experiment conducted by Purdue electrical engineering students in 1910. Later, the station became a vital method for Purdue's Cooperative Extension Service to broadcast the knowledge of the university, particularly agricultural news, to the people of the state.

From the 1960s to 1980s, WBAA aired Purdue basketball and football games, with station manager John DeCamp as the "Voice of the Boilermakers." In 1971, WBAA became a member station of National Public Radio (NPR), offering popular programming such as *All Things Considered* and *Morning Edition*.

Listeners tuned into WBAA to hear classical, jazz, and international music, along with in-depth news reporting. Mayors and Purdue presidents aired weekly programs. WBAA gave a voice to arts and community organizations.

Read about the invention of the first all-electronic television by pioneering Purdue scientist Roscoe George; WBAA's long-running *School of the Air* educational program deemed the "invisible textbook"; and the Midwest Program on Airborne Television Instruction (MPATI), an airplane that transmitted videos to schools while flying over six Midwestern states in the 1960s.

Famous WBAA alumni include NBC sportscaster Chris Schenkel, comedian Durward Kirby, *Today Show* newscaster Lew Wood, Indiana State Representative Sheila Klinker, actress Karen Black, and actor George Peppard, among others.

From the vacuum tube era to the digital age, this thoroughly researched book brings to light the intriguing backstories of the esteemed one hundred-year history of WBAA.

ALSO OF INTEREST

Purdue At 150

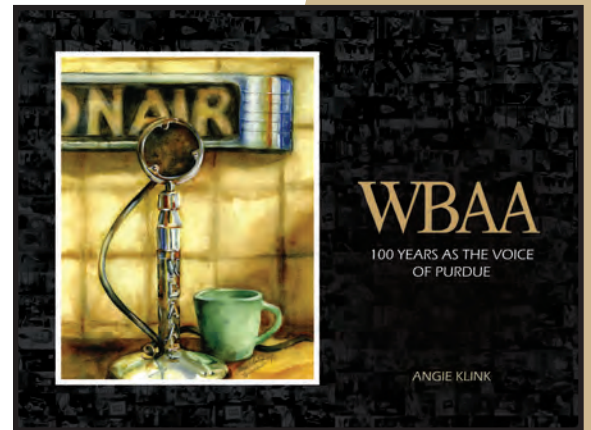
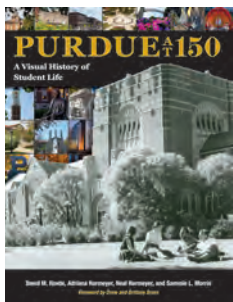
A Visual History of Student Life

HB • 978-1-55753-834-5 • \$49.95 • E-book available

Ever True

150 Years of Giant Leaps at Purdue University

HB • 978-1-55753-822-2 • \$44.95 • E-book available



AUGUST 2022

HB • 978-1-61249-769-3 • \$44.99

Includes over 150 Images

12x9 • 300 Pages • E-book available

The Founders Series

ANGIE KLINK is an independent scholar, historian, essayist, copywriter, scriptwriter, and author of nine books. Klink authored *Pledge and Promise: Celebrating the Bond and Heritage of Fraternity, Sorority, and Cooperative Life at Purdue University*; *The Deans' Bible: Five Purdue Women and Their Quest for Equality*; Kirby's Way; *Divided Paths, Common Ground*; and the children's books *Purdue Pete Finds His Hammer* and *I Found U*. Klink has received sixty-one American Advertising Federation ADDY Awards, including a lifetime achievement honor. She is a five-time attendee of the Erma Bombeck Writers' Workshop at the University of Dayton and received an honorable mention in the Erma Bombeck Writing Competition. She has appeared on *Hoosier History Live*, C-SPAN's *Book TV*, and *Voice of America's* "Current Time in America." She resides in Lafayette, Indiana.

Learn more at www.angielink.com

PLEDGE AND PROMISE

Celebrating the Bond and Heritage of Fraternity, Sorority, and Cooperative Life at Purdue University

Angie Klink

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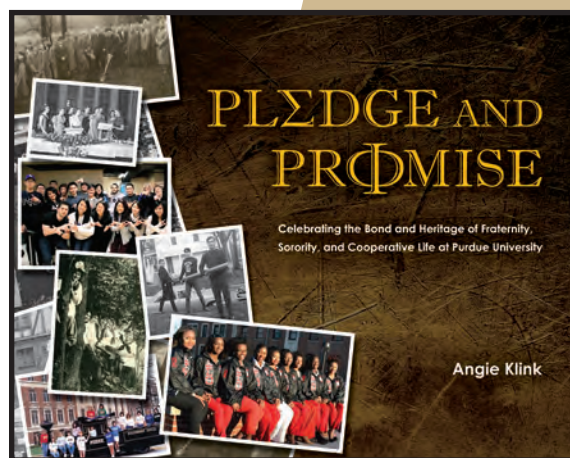
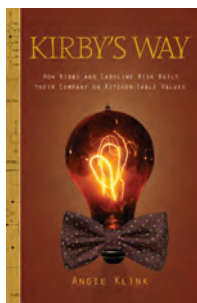
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ANGIE KLINK is an independent scholar, historian, essayist, copywriter, scriptwriter, and author of nine books. Klink authored *The Deans' Bible: Five Purdue Women and Their Quest for Equality*; *Kirby's Way*; *Divided Paths, Common Ground*; and the children's books *Purdue Pete Finds His Hammer* and *I Found U*. Klink has received sixty-one American Advertising Federation ADDY Awards, including a lifetime achievement honor. She is a five-time attendee of the Erma Bombeck Writers' Workshop at the University of Dayton and received an honorable mention in the Erma Bombeck Writing Competition. She has appeared on *Hoosier History Live*, C-SPAN's *Book TV*, and *Voice of America's* "Current Time in America." She resides in Lafayette, Indiana.

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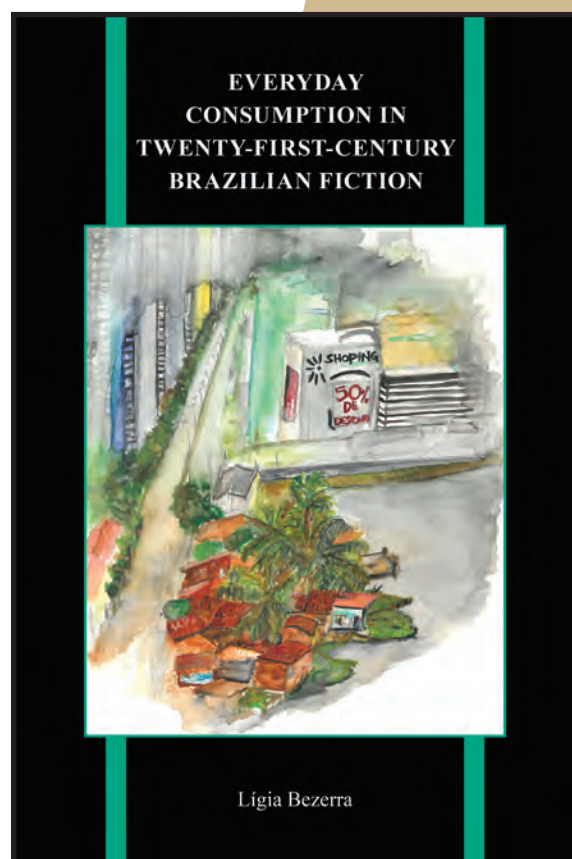
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LÍGIA BEZERRA is an assistant professor of Brazilian studies at Arizona State University, where she directs the Portuguese program. Born in Várzea Alegre, Brazil, she moved to the United States in 2006, where she completed a master's degree in Portuguese at the University of New Mexico and a doctorate in Portuguese with a minor in cultural studies at Indiana University. She also holds a master's degree in linguistics from the Universidade Federal do Ceará. Bezerra's research interests include Lusophone and Latin American literature and culture, consumption, and everyday life. She has published articles in journals such as *Cultural Studies*, *Chasqui*, *Romance Quarterly*, and the *Luso-Brazilian Review*.

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JOSHUA ALMA ENSLEN is an associate professor of Portuguese at West Point, where he directs the Portuguese program. He holds a PhD in Romance languages from the University of Georgia and a post-doctoral certificate of studies from the Materialities of Literature program at the University of Coimbra. His visual literary studies on "Song of Exile," created in collaboration with the artist Alaina Enslen, have been featured in solo exhibitions at the University of Coimbra's historic Museum of Science; at FOLIO 2016 in Óbidos, Portugal; and at the University of Lisbon's Caleidoscópio.

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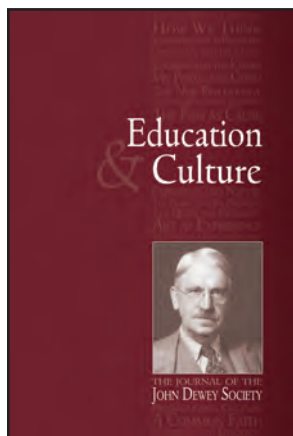


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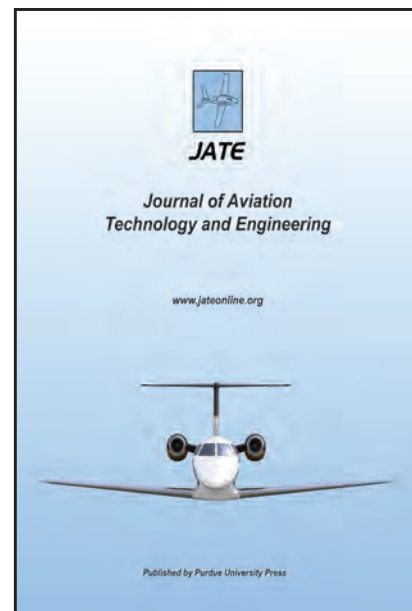


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