

Title of entry: "Can of Worms"

Category number and title: 43. Excellence in Research/Scientific/Medical Writing, Individual

Institution: University of Wisconsin-Madison

Contact: Karen Roach, karenroach@uwalumni.com, (608) 265-1143

Budget: n/a

Staff involved: John Allen, writer

Measures of effectiveness: A former administrator from UW-Madison who has also served at several other institutions sent praise for this article, which dealt with a case of academic fraud on campus. "Scientific misconduct is a serious problem nationally, and the stakes are so high. Articles like these help to hold people accountable. Thank you." Another letter writer stated: "I am very pleased that your alumni magazine is willing to print information that may not, on the surface, shed a positive light on the UW, but which is [ultimately] critical for adding credibility to the magazine and the campus environment."

Web link to article:

<http://www.uwalumni.com/home/alumniandfriends/onwisconsin/owspring2008/worms.aspx>