



## Look Here

### INTRODUCTION

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Some advice from a pro...

In his recently published *New Yorker* article, John McPhee discusses his experiences interviewing people during a fifty-year career as a journalist. He advises:

If I am in someone's presence and attempting to conduct an interview, I am wishing I were with Kafka on the ceiling. I'd much rather watch people do what they do than talk to them across a desk. I've spent hundreds of hours in the passenger seats of their pickups, often far from pavement, bouncing from scribble to scribble. Under a backpack, and hiking behind environmentalist David Brower, I walked across the North Cascades, up and down the switchbacks, writing in a notebook...

Whatever you do, don't rely on memory. Don't even imagine that you will be able to remember everything verbatim in the evening what people said during the day... From the start, make clear what you are doing and who will publish what you write. Display your notebook as if it were a fishing license. While the interview continues, the notebook may serve other purposes, surpassing the talents of a tape recorder. As you scribble away, the interviewee is, of course, watching you. Now, unaccountably, you slow down, and even stop writing, while the interviewee goes on talking. The interviewee becomes nervous, tries harder, spills out the secrets of a secret life, or maybe just a clearer and more quotable version of what was said before. (50)

#### Work Cited

McPhee, John. "Elicitation." *The New Yorker*. April 7, 2014. (50–57). Print.

You can find McPhee's entire article here:

[http://www.newyorker.com/reporting/2014/04/07/140407fa\\_fact\\_mcphee](http://www.newyorker.com/reporting/2014/04/07/140407fa_fact_mcphee)



## WRITING WITH IMAGES

To read Errol Morris's essay on the relationship between captions and images, check out his "Opinionator Blog" at the *New York Times*:

<http://opinionator.blogs.nytimes.com/category/errol-morris/>

Staying fit requires a healthy diet, and the many local farmers' markets help make that possible. You can find a schedule here:

<http://www.slocountyfarmers.org/>

However, physical activity is also key. While the Cal Poly Recreation Center provides students with an excellent space for physical fitness, the San Luis Obispo community offers many prospects for students who prefer to exercise outdoors. For more information on hiking, biking, and kayaking, look here:

<http://www.centralcoastoutdoors.com/index.asp>

There are many national organizations committed to ending bullying. For instance, [stopbullying.gov](http://stopbullying.gov) provides a "Lifeline" for victims of bullying (1-800-273-TALK). If someone in your life is the victim of bullying, seek out resources to help them find the support they may need.

A project similar to Momsen's was started on tumblr by a group of Harvard students who wanted to "[highlight] the faces and voices of black students at Harvard College." You can find the project, titled, "I, too, am Harvard," here:

<http://itooamharvard.tumblr.com/>

## EXPLORING SIGNIFICANT MOMENTS

Read the *On Wisconsin* Van Kleeck refers to:

<http://onwisconsin.uwalumni.com/features/its-a-mailbox-its-a-bird-house-no-wait-its-a-library/>

To learn more about immigrant farm workers, check out the "Immigrant Farm Workers Congressional Hearing" where Stephen Colbert recounts his experiences working just one day in the fields:

<https://www.youtube.com/watch?v=ewPburLEZyY>

Abuse isn't always physical. To learn more, check out the National Coalition Against Domestic Violence article on psychological abuse:

<http://www.ncadv.org/files/PsychologicalAbuse.pdf>

To learn more about the benefits of expressive writing, read this article from the American Psychological Association:

<http://www.apa.org/monitor/jun02/writing.aspx>



If you, or someone you know, is struggling with depression or suicidal thoughts, consider contacting Cal Poly's Health and Counseling Services. They can provide you with the resources you need.

<http://www.hcs.calpoly.edu>

Otherwise ordinary objects can often mean the most to us, an idea explored in this documentary about families of 9/11 victims:

<http://video.pbs.org/program/objects-and-memory/>

Have you ever considered adopting a pet or volunteering at an animal shelter? To get involved with animal welfare in San Luis Obispo, visit either the Woods Humane Society:

<http://www.woodshumanesociety.org/volunteers/>

or, the SLO County Animal Services:

<http://www.slocounty.ca.gov/AServ.htm>

Check out these famous quotes about the benefits of laughter:

<http://www.goodreads.com/quotes/tag/laugh>

To see the rutting season in action, check out this video:

[https://www.youtube.com/watch?v=vWvyJfcM\\_PA](https://www.youtube.com/watch?v=vWvyJfcM_PA)

To learn more about the "Poly P," check out this article by *Mustang News*:

<http://mustangnews.net/poly-p-101-part-2/>

To get another perspective on identity and race, check out this spoken word poem, "Ambiguous":

<https://www.youtube.com/watch?v=o-nS8wgQNRk>



## ANALYSIS

For information on Kid President click here:

<http://kidpresident.com>

Watch the "Pep Talk" here:

<https://www.youtube.com/watch?v=l-gQLqv9f4o>

Read about and watch Stevenson's talk here:

[http://www.ted.com/talks/bryan\\_stevenson\\_we\\_need\\_to\\_talk\\_about\\_an\\_injustice](http://www.ted.com/talks/bryan_stevenson_we_need_to_talk_about_an_injustice)

Check out the Crisis Relief Singapore ad campaign here:

<http://www.featureshoot.com/2014/02/liking-isnt-helping/>

Watch the Chipotle ad:

<https://www.youtube.com/watch?v=IUtnas5ScSE>

To experience *Vogue*'s "ceremonial side of life," check out the magazine's

Instagram page: <http://instagram.com/voguemagazine>

To see the slideshow of Testino's "The Silk Road" images, including the one of Ejiófor and Moss, go here:

<http://www.vogue.com/magazine/article/kate-moss-and-chiwetel-ejiófor-in-resort-looks-in-istanbul/#1>

To watch the "Crossroad" video by Makoto Shinkai, go to:

[www.youtube.com/watch?v=M4QeeP8bI3c](http://www.youtube.com/watch?v=M4QeeP8bI3c)

You can read more about Japanese cram schools on this blog post:

<http://www.tofugu.com/2013/11/12/lets-talk-about-japanese-cram-school/>

Watch Apple's "1984" ad here:

<https://www.youtube.com/watch?v=axSnW-ygU5g>

## PROFILES



*The Greater Good: A Hitchhiking Documentary* offers a glimpse at the journey of one hitchhiker who thumbs his way through 13 countries:

<http://documentaryaddict.com/The+Greater+Good+A+Hitchhike+Perspective-11728-doc.html>

Take time out to explore your own creativity at the ASI Craft Center on campus.

[http://www.asi.calpoly.edu/craft\\_center](http://www.asi.calpoly.edu/craft_center)

Get a glimpse of the ice cream maker the Sandberg family uses to build memories at

<http://www.whitemountainproducts.com>

For information about Cal Poly's Symphony, along with links to repertoire pieces, visit:

<http://symphony.calpoly.edu>

Even if you don't play the violin, you may still appreciate what goes into making and repairing them:

[http://www.youtube.com/watch?v=8S\\_6twdF6-0](http://www.youtube.com/watch?v=8S_6twdF6-0)

Go behind-the-scenes for a surprisingly thoughtful look at the artistry and consideration that goes into capturing an image for the cover of a romance novel:

<http://www.youtube.com/watch?v=4x9G1osFrY8>

Why are we so skeptical about romance novels? For an explanation of the genre's history, watch this brief multimedia composition, provocatively titled, "Dangerous Books For Girls: The Bad Reputation of Romance Novels Explained":

<http://www.youtube.com/watch?v=vKbYQhWhay0>

Watch amazing footage of bears in the Katmai National Park:

<http://www.youtube.com/watch?v=ik-xss5BQKA>

To see ski patrollers in action, check out the short video, "Life of a Patroller":

<http://youtu.be/uOO9ZGqDwM>

Read more about mountain lions in the Santa Monica Mountains here:

<http://friendsofgriffithpark.org/article-bigCat.php>

Discover ways that **you** can get involved with California wildlife:

<http://www.nwcalifornia.org>

Adrian Bautista presents the experience of several "Third Culture Kids" in her short documentary, *So Where's Home?*:

<http://vimeo.com/41264088>

Get a glimpse of the Brony culture with this trailer for director John de Lancie's documentary:

<http://youtu.be/ohnuyqJyEW0>



## PUBLIC RHETORIC

Want to voice your concerns about campus dining? Find out how:

<http://mustangnews.net/student-affairs-to-take-leadership-role-in-changing-campus-dining/>

See Tan's picture here:

<http://mustangnews.net/facebook-photo-claims-too-show-way-to-rare-campus-dining-meat/>

In 2008, People for the Ethical Treatment of Animals (PETA) launched a contest to award \$1 million to the laboratory that successfully created in vitro chicken. Read an update on the contest here:

<http://www.peta.org/features/vitro-meat-contest/>

A group of entrepreneurs in Amsterdam started an [indiegogo.com](https://www.indiegogo.com/projects/the-in-vitro-meat-cookbook) campaign to raise money to fund their In Vitro Meat Cookbook. Check out their pitch here:  
<https://www.indiegogo.com/projects/the-in-vitro-meat-cookbook>

Learn more about how you can support LGBT equal rights at the Human Rights Campaign website:  
<http://www.hrc.org>

Cal Poly is committed to supporting its LGBTQIA students. Check out Cal Poly's PRIDE Center:  
<http://studentlife.calpoly.edu/pride/>

Check out the Think B4 You Speak Campaign:  
<http://www.thinkb4youspeak.com>

In June 2014, the FBI rescued 168 young people from sex trafficking in the U.S. Read about it here:  
<http://thinkprogress.org/justice/2014/06/24/3452385/sex-trafficking/>

See how you can engage your community in the fight against human trafficking:  
<http://www.polarisproject.org/resources/outreach-and-awareness-materials/student-toolkit>

For an interactive graphic on recent gun laws, check out this site:  
<http://www.nytimes.com/interactive/2013/12/10/us/state-gun-laws-enacted-in-the-year-since-newtown.html>

The mass shootings in Isla Vista, near the UCSB campus, in May 2014, sparked further gun control debates. Check out this site for ways you can join the fight against gun deaths in your community:  
<http://everytown.org>

Watch this documentary on the reintroduction of wolves into Yosemite:  
<http://www.pbs.org/wnet/nature/episodes/in-the-valley-of-the-wolves/introduction/212/>

For an alternative viewpoint on the use of plastic bags, go to  
<http://savetheplasticbag.com/>

To learn more about the Great Pacific Garbage Patch, check out this documentary:  
<http://plasticparadisemovie.com>



To see a map illustrating where shale gas is found in the United States, go to:

[http://energy.gov/sites/prod/files/2013/04/f0/where\\_is\\_shale\\_gas\\_found.pdf](http://energy.gov/sites/prod/files/2013/04/f0/where_is_shale_gas_found.pdf)

For further information on fracking, visit the *Gasland* website:

<http://www.gaslandthemovie.com>

For more expert perspectives on fracking, check out the five interviews available at the Switch Energy Project's website:

<http://www.switchenergyproject.com/topics/fracking>

Check out these side-by-side comparisons of opinion vs. factual reporting on the major news networks:

<http://stateofthedia.org/2013/special-reports-landing-page/the-changing-tv-news-landscape/>

Want more on the importance of media and honest information for a democratic society? Listen to legendary broadcaster Bill Moyers discuss the topic:

<http://www.democracynow.org/2008/6/9/moyers>



*The photograph, "San Luis Living," was taken by Anthony Halderman.*