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“Tornado Watch”: A look at the Relationships
between Town and Gown in the post-WWII era.

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“The American college town is a unique type of urban place, shaped by the sometimes conflicting forces of youth, intellect, and idealism, that has been an important but overlooked element of American life.”¹

-Blake Gumprecht

I. Introduction

There are hundreds of college towns in the United States alone. Each of these college towns has a different relationship with the city in which it resides. A university can provide a defining character of a city, such as Collegeville, MN, which is home to St John and St. Benedicts. In this instance the city is actually named Collegeville because of the universities it is home to. These universities work very closely with the city that they reside in, and are strongly influenced by the decisions made by city officials such as zoning laws, license requirements for serving alcohol, and traffic laws. On the other hand a university can be placed in the background of a city. Many of these universities are located in metropolitan areas, or state capitals. Georgetown University is an example of this type of university. It is located in the nation’s capital, Washington D.C., and has much more separation between town and gown than does Collegeville, MN.

These two examples of college towns are very extreme, but they do bring an obvious problem into the spotlight; how does one define a college town? This topic has been debated among scholars for many years, and yet little has been written on college towns. The goal of this paper is to take a case study of a specific disturbing event and look at the effects that the event had on town and gown relations. This event was the “Tornado Watch” Riot, which took place in Eau Claire, Wisconsin in 1976. I will then take the findings from this study and place them in a broader perspective and evaluate the similarities and differences between this event and others like it. However, before my goal can be met their first needs to be a context to place the college

¹ Blake Gumprecht, *The American College Town* (Amherst: University of Massachusetts Press, 2008), 1.

town and town and gown relationship in. I will first start with a brief history on college towns, and town and gown relationship, and then begin the task of defining the ‘college town.’

A. A Brief History of the College Town and Town v. Gown relationships

Universities were created for a couple of different reasons. They were created for protection from exploitation and as designated areas for which learning, studying, teaching, and experimenting were fueled and inspired. This place of inspiration has aspired to become a mainstream event by many young adults wishing to increase their chances at success and living the “American Dream.” In this next section I will give a brief history of the university, along with the college town, and town-gown relationships.

Universities are a product of the twelfth and thirteenth centuries, and are considered to be a reawakening of erudition. Since the beginning of their existence, universities have grown to be homes for many scholars and other individuals. The creation of the university came as a response to an arrival of new information. This new information was a draw to scholars and peasants alike. Many peasants rushed to the universities with a thirst for knowledge and understanding. With this new rush of people to one area, merchants and other entrepreneurs sought to profit off of these groups. Thus, once reason why universities were created was as a means of protection from these merchants and their rising prices.

The creation of an organized establishment where curriculums were created, subjects were studied, and new technologies were tested, was a response to an influx of new knowledge that came to the attention of the western world. With the introduction of Arabic numbers in place of Roman Numerals, and the rediscovery of the works of Aristotle, Euclid, and Ptolemy,

there became subjects to study. Before these studies were introduced, the residents of this age had no subject or need to study. There had been seven fields of study, none of which were detailed: arithmetic, grammar, geometry, logic, astronomy, rhetoric, and music.² Not one of these common fields of study required one to seek out a professional's apprenticeship, because the subjects were so bare and broad. Once the new subjects³ came to the attention of the learned world, there became a demand for teachers who specialized in the subjects. Thus there was the need for an environment that sparked learning and knowledge: a university. The university was an area where many students could gather and study together, thus feeding off of each other's ideas. It was also an area in which professors could gather and cogitate with each other. It also allowed the professors to instigate specific qualifications for students that were deemed suitable.

With the arrival of so many students and professors, townsfolk were looking to raise the prices of goods in order to profit off of these visiting intellectuals. Rooms at inns, prices of food, and other necessary items would rise steeply as universities began appearing. Individual students and teachers could not afford to teach or learn with the expensive goods. To counteract these high prices the students and teachers banded together to put pressure on these merchants.⁴

Correlating with the creation of universities came the creation of town and gown relationships. Hostility between town and gown has its roots in the medieval times. Early records show that animosity between university and townspeople was not only common, but was accepted. In 1365, the Duke of Vienna, Rudolf IV, declared that any attack on a student that led to dismemberment would be punished by taking the assailant's same limb;⁵ an eye for an eye.⁶

² Charles H. Haskins, "The Earliest Universities," in *Student Activism: Town and Gown in Historical Perspective*, ed. Alexander DeConde (New York: Charles Scribner's Sons, 1971), 21

³ The new subjects introduced were solid geometry, law, medicine, arts, theology, and others

⁴ Haskins, "The Earliest Universities," in *Student Activism*, 23-24.

⁵ In 1365 this proclamation was known as *debet manus pugione transfigi*

This type of action was very common in Europe. The amount of instances of conflict between European townspeople and students was astonishing. The most notable of these instances was the St. Scholastica's Day massacre of 1335. This was a conflict between students of Oxford and the townspeople which left almost a hundred dead.

While Europe's town and gown relationship have, historically, been brutal and full of conflict, this is mainly limited only to Europe. It is important to note that American relationships, between town and gown, did not follow this same trend. There have been many instances of conflict in the United States, and town and gown relationships have historically been very tense in the U.S. as they have been in Europe. However, they did not end in the violent outcomes that the European conflicts have ended in. These conflicts have typically erupted out of economic differences.

Today, tensions between the university and the town have lessened quite a bit. This is mainly due to a larger understanding of college life. With expectations being set so high today, a higher education is required for a majority of occupations. This expectation is requiring more and more people to attend colleges or universities. According to a census taken in 1970, 59.5 million people in the United States were enrolled in school. This range includes nursery classes all the way up to post-graduate students. "That's nearly every third person counted in the census and almost equals the entire population of the United States in 1890."⁷ Generations of families are sharing the college experience, and are becoming tolerant of student lifestyles.

⁶ Haskins, "The Earliest Universities," in *Student Activism*, 33.

⁷ Manuscript Census, United States of America, "We the Americans: Our Education. 1970 Census Report, in Bureau of Census 1973.

B. Defining a “College Town”

The vast number of college campuses in the United States makes defining a “college town” a difficult task. The difficulty in defining a college town is deciphering the difference between a “college town” and a “city that is merely home to a college.”⁸ Each college has a different relationship with the city it is located in, with that relationship being a large factor in the amount of influence a university has. It must also be located in a small enough area where the university can extend itself upon the city and the culture. A college town must also be strongly influenced by the college or university itself. If a town meets these requirements then it would meet my definition of a college town. In a city where government plays a large role, such as Washington D.C., Boston, Minneapolis, or other state capitals, the universities are placed in a secondary role. A college town must be located in an area where government does not play a large role in influencing a city. The government exerts such a strong influence on the city and its residents of that university become overlooked.

There is also an issue of the size of a university, and the surrounding metropolitan area. The University of California-Los Angeles is a large university, but its influence on the surrounding area is almost inexistant. Los Angeles is so vast that the university is swallowed up in the glamour of the city. Another example of a large university in a large metropolitan area is the University of Minnesota. The U of M is split into three separate campuses. The vastness of the university, along with its surrounding metropolitan area denies any type of a small town college feel. This is not to say, however, that to be a college town, the university has to exist in a

⁸ Gumprecht, *The American College Town*, 1.

micropolitan area.⁹ There are many examples of a campus exerting influence on a large statistical area. Iowa City, Iowa is home to the University of Iowa and has a metropolitan population of over 150,000.¹⁰ Although it resides in a large area, and has a student population of over 30,000 it still has a small-town feel.

Along with restrictions on size, and government influence, a college town is defined by the amount of influence the university has on the town itself. This feature correlates with the first two characteristics of a college town but it must be addressed separately. Larger campuses that are hosted in larger cities have less influence on the culture surrounding it. On the other hand, a large campus located in a small area, such as the University of Wisconsin-Eau Claire, has a large influence on the surrounding culture. In many cases a city housing only a two year campus cannot be considered a college town because, the amount of influence that a two year community college has on the community itself is very insignificant compared to a four year venue. Cities that are defined by the University, which they house, are also considered to be college towns.

While this definition is by no means concrete, it does narrow down colleges and college towns to the point where the goals of the remainder of this paper can be met. While most college towns meet the requirements previously mentioned, there are those exceptions. Madison, Wisconsin is home to the University of Wisconsin. Madison is commonly known as a liberal, college town. It has a relatively large surrounding metropolitan area and is located in the capital of Wisconsin. Already it does not meet two requirements for a “college town.” However the University of Wisconsin has a large effect on Madison’s culture. Madison is defined by the

⁹ census

University of Wisconsin, and the variety of people that the campus brings. There are other exceptions to the definition of a college town, and arguments could be made for more cities to be considered a “college town” but for the sake of the paper the criteria listed above will be used in order to define a college town.

II. Riots and the Revival of Fraternity Organizations

The 1960s were a time of revolution and civil rights. The majority of these revolutions were expressed peacefully, and demonstrated as non-violent, anti-war protests. Students were a large majority of these non-violent demonstrations, as they flexed their newly found power away from their parents. The students would stretch their limits further and further as the 1960s continued. They would experiment with many different drugs and the motto of the time was “Peace and Love.” The transition between the “hippy” decade of the 1960s and the 1970s is a rough and very abrupt one. “It could be said that if the 1960s had resembled in some respects a media-orchestrated protest revel, the 1970s were a decade of quiet but no less real revolution among students—a revolution of new social experiences, aspirations and responses to pressure.”¹¹ This was a generation that was feeling the hangover of the 1960s and the Vietnam War. The confusion of what defined this generation led to a selfish attitude giving the 1970s the connotation of the “me” generation.

There was also a large change in the university systems during the 1970s as well. Many students found even more freedoms as the wave of veterans that entered the university systems forced many students into off-campus housings. The increased amount of students led to a large

¹¹ Lansing Lamont, *Campus Shock: A firsthand report of college life today* (New York: Dutton, 1979), 2.

increase in competition both for grades and for jobs after the students graduated. During the early-1970s the academic year was compressed. This compacted school year increased the pace and the workload on young students which added even more pressure.¹² “Those pressures came during a decade of recovery and transition at the universities...The competition for grades was savage, the anxiety acute. The neurotic dread of failure...afflicted growing numbers of students all through the 1970s.”¹³ With this mounting pressure, many students turned to drugs and alcohol in order to escape the expectations that their professors and parents had. Because of the excessive drug abuse in the 1960s, enforcements all over the United States had increased awareness of the substances and had increased its seizures and large drug apprehensions. This move by law enforcement agencies caused drugs to become less available and thus raised the prices of many drugs that were commonly taken in the 1960s. Thus the only remaining option for many students in the 1970s was alcohol. “By the middle of the decade [drinking] had become the biggest drug problem on campuses. Students imbibed less for pleasure than for a release from the pressures...Drugs, by comparison, though still in ample supply on campuses, were no longer deified.”¹⁴

The post World War II era was a time of revolt, organization, and unrest in the university systems. The conclusion of World War II brought a new wave of college bound veterans. The amount of new students caused many problems for university systems, as there were not enough dormitories to house and facilitates student needs. This led to large numbers of students moving to off-campus housing facilities. Students were experiencing a greater freedom than before, when they were stuck on campus facilities with residential assistants and dormitory coordinators.

¹² Lamont, *Campus Shock*, 11

¹³ Lamont, *Campus Shock*, 2-3

¹⁴ Lamont, *Campus Shock*, 10

This greater freedom led to clashes between students and townsfolk, which have facilitated poor town and gown relationships. These problems have been sorted into three categories: conflicts between students and town youth, student pranks, and drinking.¹⁵

Student drinking has continually been the largest contributor to sour town and gown relationships since World War II. In the following session I will look at instances in which incidents, caused by students, either university sponsored or self-sponsored, have affected town and gown relationships. Each of these instances will take place in a college town, as defined previously, and will be in the post World War II era. They will each be located in metropolitan areas.¹⁶

A. Deer Park Riot

Newark, Delaware is home to the University of Delaware and contains a very long history. The University of Delaware has over 15,000 undergraduates, while the town that it is in is listed with a population of 25,000 nonstudents.¹⁷ In 1851 the Deer Park Tavern was first constructed and is the oldest bar in Newark. It was established as half a student bar and half a “townie” bar in an effort to separate the two crowds. The two bars are separated by a wall and the two factions generally stay to themselves. In the 1970s a new nationwide trend began to emerge: streaking. This trend hit Newark just as hard as it hit the rest of the nation, and was the start to the infamous Deer Park Riot which occurred on March 7th, 1974. The riot began with ten, nude male streakers sprinting through campus. These streakers were shortly followed by

¹⁵ Gumprecht, *The American College Town*, 297-298.

¹⁶ Metropolitan area is defined as an area

¹⁷ John B. Bishop, Tracy T. Downs, and Deborah Cohen, “Applying an Environmental Model to Address High-Risk Drinking: A Town/Gown Case Study,” *Journal of College Student Psychotherapy* 22 (2008): 4-16.

many more. Overall there were just about one hundred streakers that ran through a crowd of a thousand onlookers. After the furor on campus, students began meandering towards the Deer Park Tavern and packed it wall to wall. There were estimated thousands of people on the popular Main Street, and things turned violent in a hurry. So many students in one area, drinking heavily, and still jawing on the day's events turned into a ransacking of a nearby liquor store. The students of the University of Delaware started to get out of control, throwing stones and empty bottles out onto the street, breaking streetlights, and tearing apart trash containers. The mob had grown to an estimated four-thousand, by this time, and began to move down Main Street leaving a mess of broken glass and garbage in its wake.¹⁸ By the time the Newark police were called it was too late. The mob ran right through the forty-two Newark police officers. The officers were no match for the mob and were pelted with rocks and glass bottles. Seven police cars were damaged, with two of the vehicles suffering broken windows. The forty-two Newark police officers tried to contain the mob, until finally they were reinforced by 193 more officers from four additional law enforcement agencies. Even with the reinforcements, the officers were unable to contain the mob and finally had to resort to tear gas. The mob was quickly dispersed after the tear gas was fired throughout campus and along Main Street. In all thirteen people were injured, including ten police officers.¹⁹ There were eleven arrests made.

This incident shows the influence that alcohol had on planned events. The planned streaking episode, mixed with thousands of college students, and alcohol was a recipe for disaster, as seen above. According to a survey done of over 10,000 students attending fourteen different Universities in California, by the prevention research center at Berkeley, "different drinking venues or settings do have a unique influence on the...amount of alcohol consumed, not

¹⁸ See Illustration a

¹⁹ Gumprecht, *The American College Town*, 305.

only at the venue itself but in the period before and after the event.”²⁰ The study also shows that higher level of drinking occurs after a campus event, such as the streaking incident in Newark, Delaware.

B. The Revival of Fraternity and Fraternity Parties

The beginning of fraternities in the United States dates back to the nineteenth century. A group of students belonging to Union College decided they wanted more of a small campus atmosphere. They named their brotherhood Kappa Alpha. Fifteen years later, fraternity groups, and houses had expanded throughout New England. By the 1850s fraternities had taken a lasting hold on Midwest campuses as well.²¹ While fraternities became a very popular option with a large growing tradition in the late nineteenth and early-twentieth century, the appeal wore off in the 1950s when WWII veterans flooded into campuses. The 1960s saw a decade where fraternities were attacked because students saw them as conforming “in the non-conformist sixties.”²² After 1960 there was a slow revival of fraternity organizations; however the protests of the Vietnam War, among other reasons, led to a stall in new memberships. In the 1970s there was a revival of the fraternity which led to increased incidents where town and gown relationships were tested.

Although fraternity life had lessened in the 50s and the 60s there was still an abundance of drugs, sex, and alcohol. The 1970s inspired many college students to seek a brotherhood and a safe place to experiment with their newly-found freedom. A fraternity proved to be an

²⁰ Mallie J. Paschall and Rober F. Saltz, “Relationships between college settings and student alcohol use before, during and after events: a multi-level study,” *Drug and Alcohol Review* 26 (November 2007): 635-644.

²¹ Helen Lefkowitz Horowitz, *Campus Life* (New York: Alfred A. Knopf, 1987), 29.

²² Gumprecht, *The American College Town*, 83.

extremely easy way to get alcohol and drugs. The organization also proved to be a safe environment to use the new substances in a controlled area. When fraternities were not supplying the individual demands, they were busy hosting house-wide, all-night, raves. The classic depictions of *Animal House* are stereotypes of the frat parties at the time. However, these depictions may be exaggerated in the movies, a Greek alumni describes the fraternity parties at Cornell as ‘advertising 125 kegs and drawing three thousand people.’²³

The 1970s fraternities lost their past held base for power and honors, and instead took on the role of an alternative to the normal campus experience. “Certain elements remain identified with the fraternity. Although hedonism has become generalized and there are many reports of violence on campus that have nothing to do with fraternities, the brotherhood still offers special opportunity for engaging in both as a group activity.”²⁴ While the universities promoted getting good grades, meeting new people, finding oneself, and becoming successful, fraternities promoted the feelings of brotherhood, experimentation, networking, and shortcuts. “The fraternity house also serves as a base for a certain kind of cheating.”²⁵ According to a fifth-year fraternity loyalist, brothers in the fraternity would not, by definition, cheat openly. The brothers in the fraternity however, would not hesitate in grabbing papers, assignments, and tests, and keep them for their fellow frat mates to use in the future.

Historically speaking, fraternities have been one of the largest problems on university campuses. The generalization of a fraternity is a home full of debauchery, partying, drugs, fornication, and hazing rituals. With fraternities starting to become popular again, universities,

²³ Gumprecht, *The American College Town*, 84.

²⁴ Horowitz, *Campus Life*, 277.

²⁵ Horowitz, *Campus Life*, 278.

along with community members and officials all held their breath and waited for an incident to occur that would seriously detriment town and gown relationships.

III. “Tornado Watch” Riot of 1976

On May 7th, 1976 Tau Kappa Epsilon Fraternity hosted their fourth annual “Tornado Watch” festival. The festival was scheduled to host music, food, booze, and thousands of people. The festival had, for the past three years, been a large success, creating a safe atmosphere for college students to gather, listen to music, and socially drink together. The festival had also generated funds for the Tau Kappa Epsilon Fraternity, with minimal disturbances between the students and the community. As these decent relationships continued, the fraternity decided to keep hosting, even with grievances noted from business owners and the University president. However, the 1976 festival was the last “Tornado Watch” due to town vs. gown relations and an incident which careened out of control due to alcohol, drugs, and violence.

A. Tau Kappa Epsilon

Tau Kappa Epsilon is a national fraternity with a headquarters located in Indianapolis, Indiana. The Eau Claire chapter was known as the Iota Sigma Chapter of Tau Kappa Epsilon. According to the “Black Book” the three crucial elements of its brotherhood are “love, charity, and esteem.” These obligations are described and explained in detail in the “Declaration of Principles”.²⁶

²⁶ Black Book – Tau Kappa Epsilon

We believe that the essential elements of true brotherhood are love, charity, and esteem; love, that binds our hearts with the sturdy chords of fraternal affection; charity, that is impulsive to see virtues in a brother and slow to reprove his faults; esteem, that is respectful to the honest convictions of others and that refrains from treading upon that which is sacred to spirit and conscience...²⁷

The Tau Kappa Epsilon, Iota Sigma chapter is a non-profit organization that is recognized by the University of Wisconsin Eau Claire. According to the bylaws of the Iota Sigma chapter, there were several committees involved with the planning, and executing of the “Tornado Watch” festival including the Public and Alumni Relations committee, the Social committee, and the Finance committee. All in all it took sixty-five people to organize the event known as “Tornado Watch” or “TW.”²⁸ The festival was intended to promote the fraternity, promote the school, and gain financial aid in payment for the house and scholarships towards Iota Sigma members.²⁹

In 1976, there was a recorded twenty three members, which included two women. The president of the fraternity, at the time, was Mike Boekhuas. There was also a “Little Sisters” branch of the Eau Claire division which included eight more women in the fraternity organization.³⁰

B. “Tornado Watch”

The first annual “Tornado Watch” festival was put on in 1967 by the Tau Kappa Epsilon fraternity at the University of Wisconsin-Eau Claire. It was located in the town of Brunswick on

²⁷ Ibid.

²⁸ *Fourth Estate* (La Crosse, WI), 19, May, 1976.

²⁹ Bylaws of Iota Sigma Chapter of Tau Kappa Epsilon Fraternity

³⁰ See Illustration e

the banks of the Chippewa River.³¹ According to Tau Kappa Epsilon, it was “a bash to celebrate the advent of spring.”³² The festival was a complete failure the first three years of the annual festival with only a couple of dozen people in attendance. After the third year, in 1970, the party began to take off and gain its reputation as a large festival. In 1970 approximately 3500 people were in attendance, and the turnout only increased from there, as the reputation of TW gained in prestige. The “Tornado Watch” festival, finally hit its peak in 1976, when an estimated 7,500 people were in attendance.³³

From a student’s perspective, the Tornado Watch Festival was like Christmas in May. A written report by one of the attendees, published in the *Fourth Estate*³⁴, gives a recollection of the weekend of Tornado Watch in the perspective of a student. The author gives an account of the weekend, starting with the drive to Eau Claire on Friday May 7th, and ends with the departure on Sunday May 9th. The author describes the trip, over to Eau Claire, as an enormous caravan of eight vans departing from Green Bay to Eau Claire. The feeling of “hysterical anticipation” is said to be shared by all who are taking part in this trek.³⁵ Not even a flat tire could stop the group of students voyaging to the larger-than-life festival. According to the author, the caravan finally arrived at the Tornado Watch site, twelve hours before the festival was scheduled to start. The young people proceeded to make camp, stake out their area, and get a couple of hours of sleep before the big day. Finally all of the anticipation had paid off, as the festival commenced. “The hordes are beginning to descend. The next eight hours are a bewildering barrage of

³¹ See Illustration c

³² *Fourth Estate* (La Crosse, WI), 19, May, 1976.

³³ Ibid.

³⁴ The *Fourth Estate* is a Student Newspaper from the University of Wisconsin-Green Bay

³⁵ *Fourth Estate* (La Crosse, WI) 19 May, 1976, p 6.

Frisbees, rock bands, pitcher after pitcher of beer, joints and general anarchy” the author writes.³⁶ As the festival begins to fizzle out, “the hordes begin to fade away.”³⁷ The author does state that he, or she, hears rumors of more partying on Water Street, but the author and his caravan have had enough and find a place to camp for the night.

The hedonistic point of view that the 7,500 attendees of the “Tornado Watch” festival shared, along with a mass consumption of alcohol, and drugs all became ingredients to a recipe for disaster on May 7th, 1976. The festival was scheduled to start at nine a.m. sharp, but many arrived the night before, as seen in the excerpt above, in order to prepare themselves for the larger-than-life event. Some students came from as far as North Dakota and Chicago, while a majority had the luxury of making the shorter trip across Wisconsin. At nine o'clock the beer trucks began arriving at the “sand-pits” where the party was held.³⁸ After an hour of prep work, the thirty-two taps were in place, kegs were tapped and the party began. At eleven a.m. the music started playing as “Baby Face” took the stage and entertained the thirsty onlookers with hard rock music. After two hours of playing to an enthusiastic crowd, “Baby Face” closed their venue and continued to join the crowd in the mass binge. Next up on the schedule was a bluegrass band called “Headstone.” As “Headstone” took the stage at one p.m. the crowd was well into party mode and started dancing, singing, clapping, while still keeping the taps busy. “Headstone” played for nearly three hours before finally ending their set leaving the intoxicated crowd to drink and socialize for the remaining two hours of the festival. Finally at six p.m. the taps were shut off, and the attendees were escorted off of the premise by the Eau Claire Police Department. The last “Tornado Watch” had finally come to an end. According to Tau Kappa

³⁶ Ibid.

³⁷ Ibid.

³⁸ See illustration c

Epsilon, and the University of Wisconsin-Eau Claire Veterans Club, in the nine-hour period (from 9 a.m. – 6 p.m.) the estimated 7,500 attendees had consumed five hundred half-barrels of beer, nine-hundred pounds of meat, twenty-three gallons of catsup and mustard, and 6,500 hotdog and hamburger buns.³⁹

The festival was deemed to be a huge success. However, the night did not end at the finale of the festival. Many students made their way down to Water Street, in downtown Eau Claire, and continued to drink heavily. According to a police report, crowds began to form during the night as taverns filled to capacity. “There were three major concentrations of people: 1) in front of the Oar house 2) in front of Shenanigans-Papa Bears and 3) in front of the Old Home...At the three major points crowding on the sidewalk, the people would overflow into the street rather than distributing themselves down the sidewalk.”⁴⁰ Late Saturday night, the riotous conditions began to break out, as 3,000 to 4,000 people converged onto the 300 and 400 blocks of Water Street.⁴¹ The mob took the street by storm, smashing bottles, tearing garbage cans apart, and set a bonfire a flame in the middle of the street. Debris was thrown everywhere as the mob refused to leave the street. The police force was forced to close Water Street down to the public until 4 a.m. when they were finally able to disperse the mob. All in all, there were twenty-one arrests made. Seven police officers were injured in the event, due to glass bottles and beer cans. According to a police report, “Tornado watch consumed 500 manhours. 300 hours of overtime and 200 hours of regular patrol time.”⁴² The city of Eau Claire reported that the damages incurred and expenses incurred by the city was \$13,693.43; \$10,950 for the Eau Claire

³⁹ Ibid.

⁴⁰ Officer Hanson D.D. “Tornado Watch Connected Water St. Activities” Supplementary Investigation Report. Case 76-11953. 7-8 May 1976.

⁴¹ *Leader Telegram*, (Eau Claire), 8th May, 1976.

⁴² Sgt. J. O’Dell “Tornado Watch Detail” Investigation Report. Case 76-11953. 7 May, 1976. Pg 4-5.

fire department and their services, \$2,180.73 for the Eau Claire police department, \$183.60 for repairs to a police car, which according to a police report was damaged by the mob who had “kicked in both doors on the right side of [the] squad, kicked in a headlight, shattered one of the red lights, and smeared some sort of food all over the back window and trunk area”⁴³, and \$96.60 for trash cans that were aided in feeding the bon-fire set on Water Street. The bill was sent to the Tau Kappa Epsilon fraternity, in hopes that they would see the errors of what was deemed to be their fault, and pay for the reparations in order to salvage a relationship with the University and city. However, the fraternity claimed there was no legal basis for the claim, and all charges were dropped.

IV. The Response and Actions Taken

Almost immediately following the “Tornado Watch” event, which had turned near riot in 1976, the response from the community was heard. Both in letters to the editor and letters to different city officials, the attitudes of community members were bitter and resentful. The detrimental effects on the relationship between the University of Wisconsin-Eau Claire and the community were clearly evident. The community was calling for action to prevent anything like this from ever happening again, as well as punishing those responsible for the 1976 near riotous “Tornado Watch.” The university had no choice but to make, propose, enforce, and find justification in their responses in order to salvage any decent town and gown relations that were left.

⁴³ Ibid.

A. Community Members Response

After the events of the night of May 7th, 1976 there was a huge uproar by the Eau Claire community. There were question regarding how this event happened, why it happened, and what should be done to ensure that this type of action never happened again. These questions were raised through letters to the editor, to campus officials, and even to the Eau Claire police force. Accusations of who started the event came both to the university and to the fraternity. One letter to the editor described the situation as “inexcusable. Citizens on their way home had to detour fires, blockades, cars damaged, around the area.” The author went on to commend the police force by stating that “twelve to 15 dedicated men in the face of [Tornado Watch]. Two to 3,000 maniacs – drunk, and/or on drugs – what more can they do than to arrest a few?” The author moves from commending the police force to finally placing the blame on the University of Wisconsin-Eau Claire stating that “Eau Claire has become the Play Boy-Play Girl Club of the Wisconsin University System. Water Street is the rotten apple in that barrel. It is no wonder our enrollment is above the others. The kids know...UW-EC is over funded, over staffed, over equipped, over programmed, over pensioned, over everything. It is high time taxpayers made a move.”⁴⁴

These were not the only concerns. The letters to the editor placing blame and calling for action were a normal occurrence, and could be found in the *Leader Telegram* almost daily. One author, who calls themselves “A Parent” even went on to blame the clergy for this action. “A Parent” states the question “Where were all the clergy of Eau Claire and surrounding areas after the Tornado Watch incident? Articles by the clergy in print would have been, and still could be, very effective, upholding Christian convictions relating to such an event, or should we be led to

⁴⁴ Letter to the editor – 5-13-1976

believe it is condoned by them all?”⁴⁵ Other community members called for action. Robert J. Myher’s called for more of a community response in his letter to the editor asking the question “When are citizens of Eau Claire going to express themselves to the Eau Claire City Council and the local State University on the recent debacle which originated in the Town of Brunswick and culminated on Water Street?”⁴⁶ He goes on to state that he feels the annual party should be terminated. Agreeing with Robert J. Myhers last statement is another concerned citizen who decided to write a letter to the editor. This citizen states that “What needs to be done in Eau Claire now is for responsible people to join the chief in opposing continuation of Tornado Watch under conditions which have clearly been demonstrated to be intolerable. He goes on to place the blame on many local community members and organizations stating that “The fraternity, the university, the firm renting the Watch site, and area tavern owners and package goods store owners should be eager to avoid consequences of a mob out of control.”⁴⁷

Even members of other fraternities in the UW-EC system went on to dispute the infamous festival. The Pan-Hellenic Council at the University of Wisconsin Eau Claire sent a letter to the University stating that “it is the opinion of the Pan-Hellenic Council that stricter controls be enforced or possible termination of the event occur to insure the welfare of the students, the university, and the community of Eau Claire.”⁴⁸ Even the Eau Claire police chief, Donald Johnson could not remain quiet and criticized the fraternity stating that it only “sponsored Tornado Watch for the sole purpose of fattening its coffers...’No matter what the Tekes say, they provided the catalyst.”⁴⁹ The city responded by sending the fraternity a bill for

⁴⁵ *Leader Telegram*, (Eau Claire), 1 June, 1976.

⁴⁶ *Leader Telegram*, (Eau Claire), 15 May, 1976.

⁴⁷ *Leader Telegram*, (Eau Claire), 12 May, 1976

⁴⁸ *Leader Telegram*, (Eau Claire), 14 May, 1976.

⁴⁹ *Leader Telegram*, (Eau Claire), 20 July, 1976.

the accounted expenses and damage, which totaled 13,693.43 dollars, of which the fraternity sought legal advice and had the bill dropped. With such an active response from the community members, the University had no choice but to take action.

B. The Response by the University, City, and Fraternity

The University of Wisconsin-Eau Claire was very quick to respond after the event and the outcry by the public. Six days after the Tornado Watch festival and the near riotous conditions that followed, the Assistant Chancellor for Student Affairs, Harry L. Ormsby, sent a letter to the President of Tau Kappa Epsilon. In the letter, Ormsby states that the University had been very concerned with the “Tornado Watch” event and had even requested that the fraternity not hold the event on a number of occasions in the past. With the requests being denied by the fraternity, Ormsby states that “The University can no longer sanction an activity such as the Tornado Watch by any organization on campus. Therefore, [the University is] placing Tau Kappa Epsilon Fraternity on probation.” The provisions of the probation were that the fraternity could not hold another Tornado Watch festival where “unlimited alcoholic beverages are served for a fee” and that the fraternity could not be allowed to use any University facilities. Ormsby states that “Failure to follow provisions of the probation will result in the University removing recognition of your chapter of Tau Kappa Epsilon Fraternity.”⁵⁰

A couple of months after the University placed Tau Kappa Epsilon on probation, the University of Wisconsin-Eau Claire’s Student Senate passed a ramifications bill entitled “Uncontrollable Situations Ramifications.” The bill begins by stating that the “University of

⁵⁰ Assistant Chancellor for student affairs to Mr. Richard Ambrookian. 13 May, 1976.

Wisconsin-Eau Claire has maintained an unusually excellent relationship with the community in the past; and...are obligated to work to preserve this favorable relationship.” The document goes on to state that the Student Senate cannot overlook the actions of students that led to “an uncontrollable situation in the community” and that the “Organizations Commission of the UW-EC Student Senate possesses the authority to rescind the constitution of any organization affiliated with the UW-EC in the event that an organization does not abide by established university policy.”⁵¹ The bill then goes on to state that the university will not be responsible or be held accountable for any uncontrollable situation that occurs during a festival in which a university sponsored organization hosts, or the actions that occur after. The organization is stated to have sole responsibility and would suffer appropriate consequences for causing an uncontrollable situation, directly or indirectly.

The long term affects were also felt, as the university, city, and the fraternity continued to take actions to ensure that this type of festival would never happen again. The city of Eau Claire amended its policy on assembly and the licensing and permit processing of any event or festival. The amendments begin by defining Assembly as any peoples gathering at any location for any purpose. The definition is extremely broad, thus giving the city ample leeway when using this policy. The requirement for a permit to hold any sort of festival became very strict as can be seen in amendment 9.40.040 concerning License –Required. This amendment states that “No person shall permit, maintain, promote, conduct, advertise, act as entrepreneur, undertake, organize, manage, or sell or give tickets to an actual or reasonably anticipated assembly of three thousand or more people which continues or can reasonably be expected to continue for twelve or more consecutive hours, whether on public or private property, unless a license to hold the

⁵¹ UW-Eau Claire, Student Senate “Uncontrollable Situations Ramifications” Bill number 11-35. September 20, 1976

assembly has first been issued by the board of supervisors.” Other amendments included were, and still are, separate licenses for each day, with a repeated fee of one-hundred dollars for each day, a limit to the number of people allowed to attend, and exemptions to smaller gatherings, and government sponsored gatherings.⁵²

Along with the city of Eau Claire, the university continued to put out new documents, ensuring the public that they were doing everything they could to keep their grip on university sanctioned organizations, and town-gown relations. On January 17th, 1977, eight months after the “Tornado Watch” event the Faculty Senate recommended a new policy labeled “Cause For Disciplinary Action Against Student Organizations.” This document states that “Activities sponsored by University recognized student organizations must comply with the rules and regulations of the University of Wisconsin-Eau Claire and with the laws of the State of Wisconsin.” The document goes on to state that failure to abide by these laws will subject the organization to a possible three penalties, varying on the seriousness of the crime. These three penalties include a “reprimand, probation for up to two years, or suspension of the group’s university recognition for up to two years.” If an organization is suspended it must submit an application to the University of Wisconsin-Eau Claire before it can again be reinstated as a university organization. In this application, the group must include a guarantee that the organization will do everything possible to ensure that the situation, which led to the suspension, will be avoided.⁵³

With so many grievances towards the fraternity and the university expressed by the city and its populous, the University was forced to take these actions in order to save any good town

⁵² Amendment 9.40.040

⁵³ UW–Eau Claire, “Notification of Action Taken.” Faculty Senate— 17 January, 1977.

and gown relationships it still had. The fraternity was left with two options. It could either continue the Tornado Watch festival and entertain college students from around the Midwest with beer, music, drugs, and a social atmosphere, or cancel the event all together. If the first option was taken, the fraternity would gain an infamous reputation and a massive amount of funds, but would face disciplinary actions the university, the city of Eau Claire, and its fraternity headquarters. The second option would leave the fraternity in semi-good relations with the University, the city, and its fraternity, but would lose its major fundraiser and would be seen as “bowing down to the man” and cowardly by students, and those who enjoyed the festival. Finally, after much debate within the fraternity chapter, the Tau Kappa Epsilon came up with their answer to the long-anticipated question of will they hold another Tornado Watch? The Tau Kappa Epsilon fraternity wrote a letter to the editor in the *Spectator* a couple of weeks after the vote, announcing their decision. On February 10, 1977 the fraternity wrote:

In the best interests of the community, university and our own chapter, we have elected not to sponsor a Tornado Watch in 1977. We feel this is the best course of action since recently, the merits of Tornado Watch have become questionable. The large crowds which gather for Tornado Watch have become a burden to the community and the campus. We would like to thank the local and university officials and the students at UW-Eau Claire for their help in making past Tornado Watches successful.

-The Men of Tau Kappa Epsilon⁵⁴

The city, community members, and the university were thrilled with this response. Letters from the Eau Claire Police Department and community members began pouring into the university and the fraternity’s mail boxes. The Assistant Chancellor for Student Affairs Harry L. Ormsby wrote to the Eau Claire county Sheriff, Larry Jacobson, stating that the university was “pleased

⁵⁴ *The Spectator*, (Eau Claire), 10 February, 1977.

that Tau Kappa Epsilon has taken a responsible position, that it has recognized the significant problems for the community and university that were created by Tornado Watch, and has chosen to terminate its sponsorship of this event.”⁵⁵ A letter was also sent out to the executive director of the fraternity, stating the national fraternity organization’s position on the festival. This letter was responded to with great enthusiasm by the executive director T. J. Schmitz stating that everyone was pleased with the decision that there will be no more Tornado Watch events. He states that “This decision on the part of Iota-Sigma Chapter will certainly foster closer ties between the chapter and the university as well as protect the chapter from any legal implications resulting from the Tornado Watch.”⁵⁶ An article in the *Leader Telegram* announced the decision to members of the city that did not receive editions of the *Spectator*. This article stated that the TKE president Mike Boekhaus and his fraternity brothers voted to end its “involvement in the spring celebration which in past years has drawn widespread criticism by the city police department and other members of the community.” In the article Boekhaus was quoted as saying that “it wasn’t easy for the fraternity to back out of Tornado Watch. ‘It was a fun thing...but we felt it was in the best interest of the community campus and fraternity to quit sponsoring it.’”⁵⁷

It is not surprising to see little mention of the event in the University of Wisconsin-Eau Claire’s history. This was the type of event that many university officials wished had never happen and led to an embarrassing episode in the Universities history memoirs. However in the 1977 Periscope⁵⁸ there were two pages dedicated to the events death. Only a couple of paragraphs had been written about the event. These paragraphs did however idolize the event

⁵⁵ Assistant Chancellor for Student Affairs Harry L. Ormsby to County Sheriff, Mr. Larry Jacobsin. 7 February, 1977

⁵⁶ Associate Dean of Students Dr. Robert Shaw to Executive TKE Director J.J. Schmitz. 24 February, 1977

⁵⁷ *Leader Telegram*, (Eau Claire) 8 Feb, 1977.

⁵⁸ The Periscope was the University of Wisconsin-Eau Claire’s student yearbook.

and called it a “mini-Woodstock.” The majority of the two pages dedicated to the event was a comic depicting thousands of hysterical students attending “Tornado Watches” funeral.⁵⁹

Complicating matters between town and gown relationships further, three years after “Tornado Watch” was declared dead by the city, fraternity, and the University of Wisconsin-Eau Claire a revival endeavor of the event was attempted. Richard Hartel, a senior business major at UWEC, declared “Tornado Watch” 1979 to be May 5th near Elk Lake, WI. Hartel had already begun to manufacture buttons declaring where and when the event would have been held when the University of Wisconsin-Eau Claire caught wind of it. Robert Shaw, the associate dean of students at the time, immediately set up a meeting with Hartel and declared that Hartel should ‘cease and desist [Tornado Watch] or the worst will happen.’⁶⁰ Following this meeting, Shaw sent out a letter to Hartel following the meeting and in the letter informed him “not to sell or distribute any more buttons and make every attempt to dispel any rumors or expectations on the part of people with whom you come in contact.”⁶¹ Hartel, who was a member of the Tau Kappa Epsilon fraternity, quickly stated that he intended only to use the festival as a way to make money and leave the university with a “bang,” and that the fraternity was in no way involved with the planning process.

The fraternity quickly responded to this incident as the TKE president Tracy Jones, released a statement that ‘the fraternity [had] nothing to do with it.’⁶² He stated that, though the riotous event had been in 1976, community members still linked Tau Kappa Epsilon with

⁵⁹ See Illustration D

⁶⁰ *Leader Telegram*, (Eau Claire), 12 April, 1979.

⁶¹ *Ibid.*

⁶² *Ibid.*

“Tornado Watch.” After the attempt to reinstate “Tornado Watch” Tau Kappa Epsilon copyrighted the name “just to lay it to rest.”⁶³

With this information understood, it is evident to see that the Tau Kappa Epsilon fraternity had no intention of a riot, whatsoever. However, being a fraternity and hosting such an epic festival that turned near-riot, there is blame placed on the fraternity and the university. This places Eau Claire, in the same context as other university incidents in which a riot has occurred, causing indispensable harm to town and gown relationships. In the next section I will go back to the previous examples looked at in section II of the paper, and will examine the responses from their respected community members, and universities with regard to town and gown relations.

V. The Response to the Deer Park Riot, and the Revival of Fraternities

The response to the “Tornado Watch” incident, by the University of Wisconsin-Eau Claire, the city of Eau Claire, and the Fraternity organization was swift and decisive. Huge implementations were demanded by community members, and large changes were made in the university System. These changes did not come as a surprise, as the Tornado Watch festival was a forerunner. The actions taken by the city and the university were not all that different to actions taken following the “Deer Park Riot” and the amendments made after the revival of fraternities.

⁶³ Ibid.

A. The Response to the Deer Park Riot

The events that led to the Deer Park Riot, in Newark, Delaware revealed to residents of Newark, that student drinking was out of control. The response by the residents of Newark, and the city officials was to crackdown on public drinking in the downtown area. However this just led partiers to move down to the residential areas, which increasingly disrupted town and gown relations. The residents were sick of students binging and disrupting their lives. Some residents were stricken with fear, as the drinking problems continued throughout the years with little response. Finally, the residents of Newark had enough as “one homeowner told the City Council, ‘If you don’t do something, we’re going to get permits for guns and do it ourselves.’”⁶⁴

Eight years, following the Deer Park Riot, the mayor of Newark finally took initiative and created a “commission to investigate the city’s alcohol problems and recommend solutions.”⁶⁵ This commission was composed of residents of Newark, city officials, and the University of Delaware administrators. By the time the committee was finished it had recommended seventeen actions to be taken by the City of Newark. Some of these actions were to implement a “zero tolerance” policy for any violations conducted by an intoxicated person, including noise violations and disorderly conducts. Other actions include: required permits for large parties, greater consequences for driving drunk, and establishing a program that would train employees who sold alcohol to be more aware of fake ids and overconsumption.⁶⁶ This commission helped, but did not produce the results that were expected by city officials and university administrators.

⁶⁴ Gumprecht, *American College Town*, 306.

⁶⁵ Ibid.

⁶⁶ Ibid.

With a disappointing result from the created commission, the city and residents turned to the University of Delaware for help in containing student's rowdy drinking habits. The university obliged and started implementing new policies. Some of these new policies included a housing policy which required both freshmen and sophomores to live in university housing facilities. The UD also required freshmen, and other first year students, to complete an online course that dealt with alcohol and the effects. The university also increased its liquor law enforcement in the housing facilities and on campus. The University of Delaware began to implement a "three strikes" program, which stated that if a student broke the school's alcohol and drug policies three times, they were suspended from the university for a year. Along with the three strikes program, the UD implemented a parent notification process. It consisted of notifying a student's parents if the student was found guilty of contravening the university's conduct code. This was the first parental notification process of any university at the time. It also implemented other programs to try and help contain the underage binge drinking. These programs included putting restrictions on serving alcohol at school sponsored programs such as football games. Tailgating was stopped once the football game started, and was enforced by university police. The University of Delaware also stopped letting students leave and re-enter during these events. The UD even took the initiative in trying to control their Greek fraternities as it created a program that would rate "all Greek chapters each year and [reduce] party privileges of houses that do not meet standards."⁶⁷

These actions were not implemented directly after the "Deer Park Riot," although the event was a large contributor to the actions in which the city and the University took in order to decrease underage drinking, and drinking disturbances. The "Deer Park Riot" instigated a wave

⁶⁷ Gumprecht, *The American College Town*, 308

of motions which led to a long term series of actions that affected the University of Delaware students, Newark residents, and town and gown relations.

B. The Response to the Revival of Fraternities

While the university systems and the communities have been focusing on decreasing the amount of drinking by college students, the response to fraternities has been very different. With the revival of fraternities beginning in the 1970s and taking off in the 1980s, the response was relief by some community members, and alarm by the universities.

With the reemergence of fraternity groups there were mixed feelings. Some, including community members and universities, expressed fear at the return of the frats, while others, many of the older generations, breathed a sigh of relief. Those that were relieved were mainly from the 1950s and before. These were members of the generation where fraternities thrived. The main thought was that after the tumultuous era that the sixties brought, there was finally a draw that led students back to structural lives of the fraternity. The thought was expanded on when a majority of the older generation believed that the fraternity would not only add structure to the lives of current college students, but would also bring back the days of supporting the school's athletic programs, and becoming more involved with university functions. Many saw portraits in themselves in the young fraternity members, and agreed with the revival. "As attendance at games and pep rallies increased and as membership in sororities and fraternities

grew, familiar divisions reappeared on campus. Alumni returning to alma mater felt reassured: the 1950s had returned.”⁶⁸

While there were members of the community, and alumni, who were happy to see the revival of fraternities, many universities and city officials watched the restoration of Greek life with resentment. The memories of college hazing rituals, large drinking parties, and other illegal and immoral actions that poisoned town and gown relationships in the past were still fresh in the official’s minds. Some universities even took action, such as the University of Oregon and Cornell University. The University of Oregon banned all alcoholic beverages in fraternity and sorority houses in the 1980s, after the Greek chapters began becoming popular again in the 1970s. Cornell focused less on the fraternity chapters in general, and more on the social activities in which the fraternities hosted. Cornell restricted any open parties, thus forcing all fraternity houses to hold “invitation only” social gatherings. Cornell fraternities were also required to hire a “licensed caterer for all events where alcohol is served and must have five ‘sober monitors’ for every two hundred guests.”⁶⁹ Other restrictions included a required ending time for all parties, and dry commencement parties.⁷⁰

Cornell and the University of Oregon are just two examples of actions taken against the revival of Greek life. Around the United States, community members, town officials, and universities were all sharing the same concern for the behavior of fraternities and their revival. With historical differences between fraternities and community members causing disturbances, and with the, then mainstream media feeding images of rowdy fraternity parties, such as the movie *Animal House*, there was an apprehension with the revival of the university chapters.

⁶⁸Horowitz, *Campus Life*, 261

⁶⁹Gumprecht, *The American College Town*, 84

⁷⁰Ibid.

VI. Conclusion

Uncontrollable situations that resulted from excessive drinking were only one kind of problem that affected town and gown relationships, in the 1970s. While it was only one kind of problem, it was a very large problem and had a large affect on university policies towards their organizations. It also had a large affect on city officials and their policies towards festivals. These effects were felt by many different factions of the community and university including community members, university students, and university organizations. The consequences were not only felt directly after the uncontrollable events had occurred but also long after.

Policy changes are not always unanimous. The policy changes that came after these types of events differed as they responded to community demands, and the demands of students and their parents. In the instances of the uncontrollable situations explained in this paper, the “Tornado Watch” festival and the Deer Park riot, community members, the local police department, and the respected universities all worked together in order to best respond to the destructive events.

The response to the Deer Park riot was not directly felt by the students, faculty, and community of Newark. However the Deer Park riot did prove to be an event that opened up a Pandora’s Box of student drinking and the problems it caused the community. The response to student drinking problems, with allusions to the Deer Park riot, came eight years after the Deer Park event. During those eight years, the community tried to crack down on student binge drinking in the downtown area. This was a move which looked good on paper and appeased the community, for the time, but really only increased town and gown tensions in the long run. It

took eight years for the community officials to finally decide that the problem of student binge drinking needed to be addressed. With letters from community members fueling the drive to right this wrong, the city worked with the University of Delaware in order to find a solution. The university, and the city, then worked to change, and add, policies that would help the problems of student binge drinking. The University of Delaware just recently passed a new policy of parental notification. This policy was passed in 1997.⁷¹

While the Deer Park riot shaped university and city policies in Newark, Delaware in the long run, the “Tornado Watch” event led to a much more direct response from the university and city officials. Almost immediately after the event, the community of Eau Claire demanded that action be taken. With such a spirited response from business owners, residents of Eau Claire, and the Eau Claire police department, city officials were left with little choice but to amend many of its policies regarding festivals and alcohol distribution. After the city amended its policies, satisfying the police department and community members, all eyes turned to the university and how they would respond to these uncontrollable instances in the future. The University of Wisconsin-Eau Claire responded immediately and amended many of its policies regarding university sanctioned organizations. The creation of new documents and the changing of old policies in order to appease community members, officials, and the local police department were done in a very quick and decisive manner. Three years after the “Tornado Watch” event the University of Wisconsin-Eau Claire had created its last amendment regarding the riot. Throughout these three years, the documents focused on “uncontrollable events” and

⁷¹ Gumprecht, *The American College Town*, 308.

drinking problems “although neither Tornado Watch nor TKE (who sponsored the event) [was] specifically mentioned in the [bills], most of the discussion centered around the Watch.”⁷²

Both long term consequences and short term consequences played a part in the aftermath of these “uncontrollable instances.” Whether a university or city changed their policies immediately after the incident or if it took the communities a couple of years to respond to the events the conclusions are the same; in a college town, after an event which significantly disrupts town and gown relationships, deliberate action must be taken by both the city and the university associated with the event. These actions not only appease community members, and in this way help town and gown relationships, but an “uncontrollable event” also forces community members and university officials to work together. The two factions must work together in order to find solutions to prevent any of these further uncontrollable events. By doing this, the two groups are both contributing to amended policies which benefit both the city and the university. At the same time the two groups working together helps to mend any broken town and gown relationships as well.

While town and gown relationships have been, and probably will always be, a tense subject, universities and their places of residence continue to work to lessen the tension. The 1970s proved to be a down side of the rollercoaster that is town and gown relationships. This dark time in town and gown relationships cannot, however, only be blamed on student drinking. While student drinking in the 1970s was at a very high level, there are many instances in history when university students and their habit of binge drinking do not affect town and gown relationships. The poor town and gown relationships were a combination of many of the characteristics of students in the 1970s. The bad town and gown relationships resulted from a

⁷² Periscope Yearbook. University of Wisconsin-Eau Claire. Eau Claire, WI 1977

quietly rebellious generation that was trying to find itself. In that search, the 1970s defined itself as the “me” generation. Through mounting pressures from an increase in competition at universities, and an increase in the price of the infamous 1960s drugs, students looked to new ways to escape the pressures laid upon them. These characteristics plus the revival of fraternities and their generalizations led to a more strained town and gown relationship. An uncontrollable event, such as the “Tornado Watch” and the Deer Park Riot would prove to be the “crack in the dam” and led to a storm of poor town and gown relationships, and amendments of policies both on the city level and the university.

Illustration A



Picture portraying the 1974 Deer Park Riot in Newark, Delaware. Seen here is the mob moving down Main Street while police officers try to maintain a grasp on the situation.

Photo taken from:

Gumprecht, *The American College Town*, 305

Illustration B

Photo (right) portraying the 1976 "Tornado Watch" festival in action. Photo was taken from the *Spectator*, Thursday May 13th, 1976.

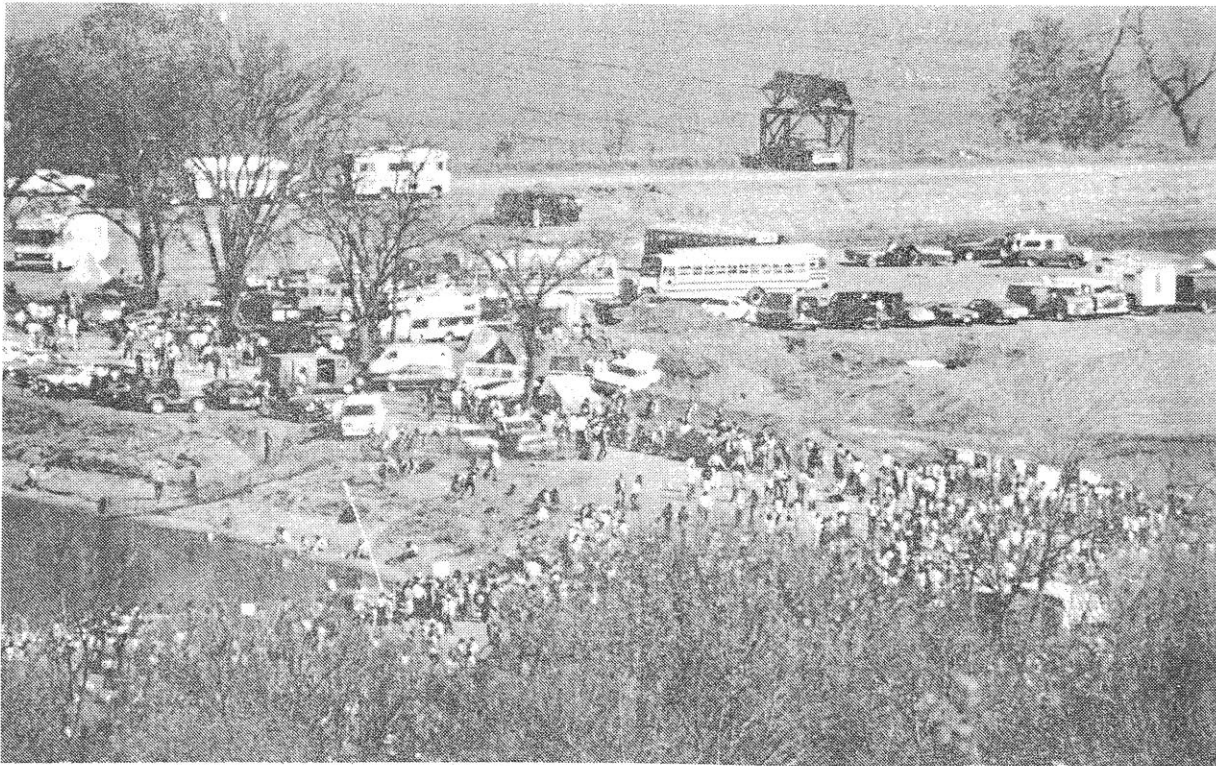
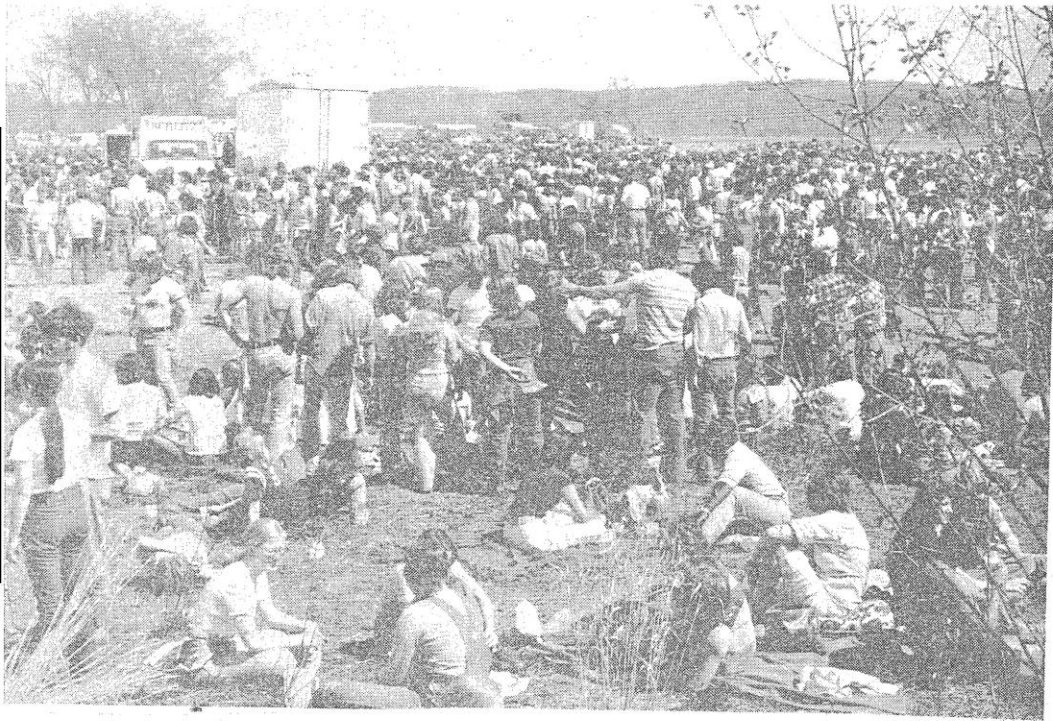


Photo (above) shows the 1976 "Tornado Watch" festival commencing from an aerial view. The photo portrays a good view of the grounds which the festival was held. Photo taken from the *Leader Telegram* on May 8, 1976.

Illustration C



Map of the Town of Brunswick and the Eau Claire Area. Circled is Water Street and the area where “Tornado Watch” was held. Map taken from Yahoo Maps

Illustration D



Portrayed is a comic located in the 1977 *Periscope*. It portrays the death of the “Tornado Watch.” Picture taken from the UW-Eau Claire *Periscope*, 1977.

Tau Kappa Epsilon/Little Sisters



Portrayed here is the 1976 year book picture taken of the Tau Kappa Epsilon fraternity and its Little Sisters organization. Photo was taken from the UW-Eau Claire *Periscope*, 1977



FRONT: Rick Edinger, Paul Hill, Todd Piper, Mark Peterson, Kevin Gifford. SECOND ROW: Tom Gresham, Tom Wood, Amy Erffmeyer, Alner Avestruz, Jim Borisch. BACK: Pat Cattanach, Doug Berg, Rich Ambrookian, Bill Weber, John Cordoza, Greg Lehman, Bob Dean, Al Batterman, Mike Coppens, Mike Boekhaus, Fred Maki, Ken Hanson, Tom Krueger.

FRONT: Paula Smith, Carol Larrabee, Jill Jackson, Debra Olson. SECOND ROW: Jody Syftestad, Sue March, Kim Conners, Amy Erffmeyer.

Annotated Bibliography

Primary Sources:

Books:

Fraternity, T. K. (1969). *The Black Book: International Constitutions and Bylaws*. Indianapolis: Tau Kappa Epsilon.

This source is the Tau Kappa Epsilon's international bylaws and includes their motto, what they choose to accomplish as a fraternity, and their expectations of members. TKE was the sponsor of the "Tornado Watch" event and this source will reveal whether the fraternity acted outside of its fraternity's expectations or on its own accord, and how the fraternity would handle these actions.

Lansing Lamont (1979). *Campus Shock: A firsthand report of college life today*. New York: Dutton.

This source gives a little background information on student life in the 1970s. It will help me to decipher what was different about the 1970s in the sense that many of the riots were non-peaceful, as opposed to the "make peace not war" slogan of the 1960s. It will also lead to clues about causes and characteristics of students in the 1970s.

Correspondence:

Tornado Watch Correspondence. (1976-1979). Eau Claire.

This source includes the correspondence between the Tau Kappa Epsilon fraternity, University of Wisconsin-Eau Claire's Student Senate, Office of Chancellor, Housing, Office of Student Affairs, the police department, and multiple lawyers. These letters will provide details prior to the event and after the event and include multiple police reports, bills issued to, and by, the city of Eau Claire, and how the University viewed the event.

Newspaper Articles:

Fourth Estate: University of Wisconsin-Green Bay Student Newspaper. (1976, May 19th). Green Bay: University of Wisconsin-Green Bay.

This source is from a Student Newspaper at the University of Wisconsin-Green Bay about a week after the "Tornado Watch" event took place. This will provide a different cities perspective on the event along with another campus' perspective on the event.

Leader Telegram. (1976-1979, May 1976-April 1979). Eau Claire.

The Leader Telegram clippings from 1976-1979 include articles, interviews, and letters to the editor during the time of the "Tornado Watch" event, after the event, when the event was cancelled,

and when there was an attempt to bring it back. These sources provide facts and details on the event, along with the community's attitude and response to "Tornado Watch"

The Spectator: Student Newspaper of the University of Wisconsin-Eau Claire. (1976-1977, May-February). Eau Claire: University of Wisconsin-Eau Claire.

These sources are from the Student Newspaper at the University of Wisconsin-Eau Claire from the time period of the riot to nine months post the event. This source will reveal student's opinions on the event, along with quotes from the TKE sponsor, and other University officials. This will also provide details on the "Tornado Watch" event itself.

Pamphlets:

Bylaws of the Iota Sigma Chapter of Tau Kappa Epsilon Fraternity. (1971, October). Tau Kappa Epsilon.

This pamphlet is the bylaws of the specific chapter of the TKE fraternity which hosted the "Tornado Watch." These bylaws will give background information on the specific UWEC chapter of the TKE fraternity.

Epsilon, T. K. (1969). Information for Petitioners to Tau Kappa Epsilon: Senior member National Infraternity Conference. Indianapolis: Tau Kappa Epsilon.

This pamphlet was handed out during the International conference of the TKE fraternity in 1969. This will provide background information on the fraternity along with statements, an agenda of the meeting, and other branches.

Reports:

(1976). *Eau Claire Police Reports*. Police Report, Eau Claire.

These sources include police reports, officer assignments, Emergency Proclamation Ordinance, and numerous letters/editorials to the Chief of Police regarding the "Tornado Watch" event. It includes actions and attitudes by members of the Eau Claire police force, along with members of the community regarding the event/riot. This will also provide details on the "Tornado Watch" event itself.

Secondary Sources:

Books:

Conde, E. A. (1971). *Student Activism: Town and Gown in Historical Perspective*. New York: Scribner's Sons.

This source will provide a lot of information on town-gown relationships during the late 60s and early 70s. The source looks at a couple of incidents involving students, faculty, and the community. These conflicts may be comparable to the "Tornado Watch" riot, but this source will specifically give background information on Town v. Gown relationships in the United States.

Gumprecht, B. (2008). *The American College Town*. Amherst: University of Massachusetts Press.

This source looks at eight smaller college towns and the relationships between the colleges and the towns. There are several chapters that look at Town v. Gown relationships along with Fraternities in these small communities. The size of these towns that Gumprecht looks at are very similar with Eau Claire, thus I'll be able to make comparisons with relationships at Eau Claire during the "Tornado Watch" time period.

Horowitz, H. L. (1987). *Campus Life: Undergraduate Cultures from the End of the Eighteenth Century to the Present*. New York: Alfred A. Knopf.

This work written by distinguished historian Helen Horowitz will give me good background information on campus society. Horowitz includes many chapters that deal with opposition between students and faculty, along with the organized and the rebels. This work will help place the "Tornado Watch" riot in a larger picture which includes relationships between students, faculty, and also university and community responses to rebels, and organized students.

Journal Articles:

Bishop, J. B., Downs, T. T., & Cohen, D. (2008). Applying an Environmental Model to Address High-Risk Drinking: A Town/Gown Case Study. *Journal of College Student Psychotherapy* , 3-16.

This article is a case study of a small college town in Delaware. It takes a look at town-gown relationships relating to overconsumption of alcohol. The "Tornado Watch" event led to a riot and a strain on town-gown relationships due to overconsumption of alcohol. There should be several connections between the findings of this case-study and "Tornado Watch."

Paschall, M. J., & Saltz, R. F. (2007). Relationships between college settings and student alcohol use before, during and after events: a multi-level study. *Drug and Alcohol Review* , 635-644.

This article takes a look at fourteen universities and reports on findings of alcohol related events. This will be helpful in making connections to the University Wisconsin-Eau Claire "Tornado Watch" event.