When the Class of 2022 arrives on campus this fall, they’ll already have one thing in common thanks to the Tulane Reading Project. Through the 2018 project, entering first-year students will read *Beartown* by Fredrik Backman in preparation for discussion groups led by Tulane faculty during their first months on campus. A keynote lecture titled “Football to Feminism and the Blind Spot of Masculinity” will be delivered by Don McPherson, a former professional athlete, activist and entrepreneur on Sept. 4 at 6 p.m. in McAlister Auditorium. Learn more about the 2018 Reading Project selection in this video from Newcomb-Tulane College.

(Vide by Malcolm J Studios)