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## DAILY BRIEFING

# **Pressure on student athletes keeps growing. For a UW runner, it was too much**



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Milwaukee Journal Sentinel

Published 11:02 p.m. CT Feb. 18, 2025

I'm Steve Martinez and this is the Daily Briefing newsletter by the Milwaukee Journal Sentinel. [Sign up here to get it sent to your inbox each morning.](#)

We'll have to brave at least one more day of very cold weather Wednesday with partly sunny skies and a high around 14. Wind chills could drop to -15. Forecasts call for a high of 23 Thursday before temperatures plunge back into the single digits by Friday.

## **The pressure on student athletes keeps growing. For a UW runner, it was too much**

Suicide is now [the second most common cause of death among collegiate athletes, second only to accidents](#), reports Kelly Meyerhofer. Despite the NCAA's recent increased focus on mental health, collegiate athlete suicide rates are on the rise, [according to a 2024 study](#).

One such victim was University of Wisconsin-Madison runner Sarah Shulze, who died by suicide in 2022.

The pressures on the student-athlete population only continue to mount. The expansion of the Big Ten this year to include West Coast teams increases travel demands. Social media has [opened up athletes to online abuse](#), especially as more

states legalize sports betting. A [new era where athletes can monetize their brand](#) creates expectations from companies and collectives for athletes to live up to their endorsement deals.

“It’s not the same environment as 20 to 30 years ago, and it requires a different approach,” said Ellen Staurowsky, a professor of sports media at Ithaca College. But “there’s so few off-ramps in terms of (giving athletes) breathing room.”

## **What is Gov. Evers proposing for Wisconsin's 2025-27 budget?**

Gov. Tony Evers is putting forward [a new two-year spending plan he says will provide nearly \\$2 billion in tax relief, blunt the impact of tariffs on farmers and provide tens of millions for programs to boost students' reading skills.](#)

The Democratic governor released his 2025-27 state budget proposal Tuesday evening, a spending plan that Evers said aims to help Wisconsinites navigate the economic pressures of inflation, according to excerpts of the speech provided by the governor's office ahead of the prime-time address.

Evers delivered his budget address at 7 p.m. Tuesday in the Assembly chamber of the Wisconsin State Capitol, kicking off a months-long process of writing the next state budget with the Republican-controlled Legislature — leaders of which have already pledged to throw his plan out and write their own as they have done in previous cycles.

“Our budget includes my comprehensive plan to lower costs from child care to medication to help working families, seniors, and students. I’m providing nearly \$2 billion in tax relief, including eliminating income taxes on tips,” Evers said in the address.

## **Don't miss these**

There was a primary election Tuesday in Wisconsin. [Here are the results.](#)

These six retailers have recently announced closures. [How many Wisconsin stores could be affected in 2025?](#)

In 2022, a Wauwatosa mom started a pop-up boutique for gently used, high-quality children's clothing and gear. [Now she's turning it into a brick-and-mortar store.](#)

Spring training has begun. Can the Milwaukee Brewers thrive in 2025 despite a quiet offseason? [Here's what one of our beat reporters thinks.](#) We also asked team owner Mark Attanasio for his thoughts on the matter.

A four-term Waukesha alderman is again in trouble with the law after his ex-girlfriend told police he had been stalking her in recent weeks.

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