In the 80’s Hopkins, Kuhn, and Ravenel developed a way to study cohomology rings of the form $E^*(BG)$ in terms of a character map. Their map can be interpreted as a map of cohomology theories beginning with a height $n$ cohomology theory $E$ and landing in a height 0 cohomology theory with a rational algebra of coefficients that they construct out of $E$. In this talk we will use the language of $p$-divisible groups to discuss various ways of generalizing their map to every height between 0 and $n$. 