



Selected Coverage August 2009

National

ABC News
 Atlanta Journal Constitution
 Boston Globe
 BusinessWeek
 CBC
 Forbes
 Fox News
 Free Speech Radio
 Huffington Post
 Medical News Today
 MSN
 MSNBC
 Newsweek.com
 New York Daily News
 New York Times
 NPR
 Ottawa Citizen
 Parenting.com
 Physics Web
 Scientific American
 Scientist Live
 Success Magazine
 Syndicated television
 (network affiliates and
 independent stations)
 UPI
 U.S. News & World Report
 Wall Street Journal
 Yahoo! News

Local

8WROC-TV
 10WHEC-TV
 R News
 Rochester Business Journal
 Rochester Democrat and
 Chronicle
 WXXI

150-plus ABC, CBS, and NBC affiliates and independent stations (August 26)

“Who Wants to be a Millionaire”

University of Rochester students and members of the 2008 College Bowl Championship team, serve as “Ask an Expert” life lines on “Who Wants to be a Millionaire.”

New York Times (July 9)

Sisters Face Death With Dignity and Reverence

Primary care for most of the ailing sisters is provided by **Dr. Robert C. McCann**, a geriatrician at the **University of Rochester**, who says that through a combination of philosophy and happenstance, “they have better deaths than any I’ve ever seen.” (Also Reported in: *Lakeland Ledger*, *Wilmington Star*)

Boston Globe (August 4)

A young medical star

It’s one thing to find your vocation early, but **Melissa Rocha** was truly precocious. She was in junior high school when she settled on her career choice: surgery. At the time, Melissa and her mother and brother were living in a homeless shelter in downtown Boston. Three weeks from now, Rocha is off to college. She has been admitted to a highly competitive program at the **University of Rochester** that guarantees admission to its medical school to students who maintain the necessary grade point average.

Newsweek.com (August 21)

Lonely Planet

Though more Americans than ever are living alone (25 percent of U.S. households, up from 7 percent in 1940), the connection between single-living and loneliness is in fact quite weak. “Some of the most profound loneliness can happen when other people are present,” says **Harry Reis**, professor of psychology at the **University of Rochester**.

Wall Street Journal (August 20)

Lessons That Fit the Times

For **Mark Zupan**, dean of **University of Rochester’s Simon Graduate School of Business**, the crisis provides a vivid lesson on “agency theory,” the notion that people make weaker choices when they have little or no “skin in the game,” he says.

ABC News (August 4)

For Many, 9/11-Linked Trauma Emerged Years Later

“The early incidence of respiratory disease could be directly related to the intensity of the exposure over the first few days,” said **Jacob Finkelstein**, professor of pediatrics, environmental medicine and radiation oncology at the **University of Rochester Medical Center**. (Also Reported in: *BusinessWeek*, *Forbes*, *Yahoo! News*, *Atlanta Journal Constitution*, *Longview News*)

Boston Globe (August 13)

A detailed Liszt

Janice Weber has quite a rep as an interpreter of the classics, particularly Liszt. A graduate of the **Eastman School of Music**, she has performed at the White House, Carnegie Hall, and Symphony Hall.

Fox News (August 4)

Study: 27 Million Americans on Antidepressants

Dr. Eric Caine of the **University of Rochester** in New York said he was concerned by the findings. “Antidepressants are only moderately effective on population level,” he said in a telephone interview. (Also Reported in: *MSN*, *ABC News*, *BusinessWeek*, *MSNBC*, *U.S. News & World Report*, *Forbes*, *Yahoo! News*, *Medbroadcast*, *New York Daily News*)

Huffington Post (August 27)

Sex and Voting

There is a good history of the suffrage movement at the **University of Rochester’s** Susan B. Anthony Center for Women’s Leadership.

Parenting.com (August 17)

6 Ways Sleep Keeps Kids Healthy

Tired kids have twice as many injuries as their well-rested peers, say scientists at the **University of Rochester School of Nursing**.

NPR (August 16)

Jeremy Siskind On Piano Jazz

Pianist **Jeremy Siskind** seems to be on everybody’s short list these days. A recent graduate of the **Eastman School**, he has won several impressive competitions and was one of only 12 pianists nationwide chosen for Marian McPartland’s list, too.

Medical News Today (August 20)

Computer Scientist Named 1 of 2009’s ‘Top 35’ Researchers

Jeffrey Bigham, assistant professor of computer science at the **University of Rochester** has been named one of the top 35 researchers in the world under the age of 35 by *Technology Review*, MIT’s magazine on science and technology. (Also Reported in: *Examiner.com*)

Forbes (August 11)

Are You Drinking Too Much?

Women, in general, are drinking more than in the past, says **Stephanie Gamble**, an assistant professor at the **University of Rochester Medical Center** who specializes in treatments for women suffering from alcoholism and depression.

New York Times (August 14)

Can Game Theory Predict When Iran Will Get the Bomb?

When (**Bruce**) **Bueno de Mesquita** spotted a logical error in one of (**William**) **Riker’s** books, he wrote the author a letter; Riker offered Bueno de Mesquita a job in 1972 at the **University of Rochester**, where a new generation of political scientists was starting to apply formal mathematical models to political analysis.

CBC (August 19)

Chinese vaccine maker says trial shows one dose of swine flu vaccine sufficient

A flu vaccine expert at the **University of Rochester**, N.Y., echoed Fauci’s caution, but said it is plausible that one shot may suffice for at least a portion of the population. “I think at a certain age you’re going to respond to a single dose probably pretty well,” said **Dr. John Treanor**, chief of infectious diseases at the **University of Rochester Medical Center**.

U.S. News & World Report (August 20)

Swine Flu Vaccine Delay Manageable, Experts Say

“The vaccine undoubtedly will still be useful,” said **Dr. John Treanor**, professor of medicine and of microbiology and immunology at the **University of Rochester Medical Center** in New York. (Also Reported in: *ABC News*, *BusinessWeek*, *Atlanta Journal Constitution*)

***Rochester Democrat and Chronicle* (August 10)
Grants fund college capital projects**

The **University of Rochester** got \$2.2 million to help pay for renovations to Wilson Commons and to upgrade the fire protection system in the Susan B. Anthony Residence Halls. (Also Reported in: *Campus Safety Magazine*)

***Rochester Business Journal* (August 5)
Memorial Art Gallery receives \$150,000 grant**

The **Memorial Art Gallery** has received a \$150,000 grant from the Institute of Museum and Library Services' "Museums for America" program that will be used to launch an initiative using handheld multimedia technology. (Also Reported in: *Batavia Daily News*)

***R News* (August 26)
U. of R. Nursing School Receives \$130,000 Grant**

The Robert Wood Johnson Foundation awarded the **University of Rochester's School of Nursing** a \$130,000 grant (to support enrollment growth).

***Rochester Democrat and Chronicle* (August 25)
Strong's Goldstein named to board of
American Hospital Association**

Steven I. Goldstein, president and chief executive officer of **Strong Memorial** and **Highland** hospitals, has been elected to the board of trustees of the American Hospital Association.

***UPI* (August 6)
Heart blood transfusions, last resort**

Study co-author **Dr. Neil Blumberg** of the **University of Rochester Medical Center** in New York said the finding suggests a number of doctors may be doing what they were trained to do — avoiding anemia and helping oxygen delivery — rather than what has been clinically proven to be necessary. (Also Reported in: *Red Orbit, News Track India*)

***8WROC-TV* (August 11)
Simon School Launches International Loan Program**

"It's like a home loan or a car loan. It's an important investment decision," says **Simon School of Business** Dean **Mark Zupan**. Zupan hopes that the loan program will make **U of R** more attractive to future business leaders.

***New York Times* (August 12)
Mark Rosenzweig, Brain Researcher, Is Dead at 86**

Mark R. Rosenzweig, a research psychologist whose studies in animals found that the brain reshapes itself in response to experience, in adulthood as well as in early childhood, died on July 20 at his home in Berkeley, Calif. He was 86. He earned bachelor's and master's degrees in psychology from the **University of Rochester**, the higher degree in 1944, then served in the Navy.

***Ottawa Citizen* (August 9)
Ying family prove they have the talent, and the
patience, of a stellar quartet**

What's more, violinists **Timothy** and **Janet**, violist **Philip** and cellist **David Ying** apparently get on well enough with one another to make it work, whether in performance, recording or in education. In the last capacity, one of their distinctions is being Quartet in Residence at the **Eastman School of Music**. Thus it came as something of a surprise to learn that first violinist Timothy is retiring from the ensemble to live a more settled life in Toronto with his wife and three children.

***Success Magazine* (August 12)
Seize The Day**

Given that the first baby boomer turns 65 in 2011, technology for successful aging will become an exciting area, possibly including "visual hearing aids" and developing GPS to let blind people navigate indoors, says **Duncan T. Moore**, vice provost for entrepreneurship at the **University of Rochester Center for Entrepreneurship**.

***Rochester Democrat and Chronicle* (August 1)
GDP's shrinkage in second quarter is better than
expected**

The bill for the stimulus programs, as well as proposed health care and other government programs, could be "enormous," and a drag on the economy in the future, said **Mark Zupan**, dean of the **William E. Simon Graduate School of Business Administration** at the **University of Rochester**.

***8WROC-TV* (August 28)
New System for Young Asthma Patients at URMC**

The **University of Rochester Medical Center** is taking steps to help asthma patients and their families. The hospital has introduced an interactive patient

care system at the **Golisano Children's Hospital**. This new system informs asthma patients and their families about their condition and how to prevent future flare-ups.

Free Speech Radio News (August 17)

History of U.S. health care reform in images

This 1918 brochure was promulgated to defeat health care reform in New York State. **University of Rochester** historian **Theodore Brown** says historians traced the addresses on the brochure back to the addresses of two private health insurers.

Rochester Democrat and Chronicle (August 29)

Exercise puts medical students in deaf patients' shoes

India Johnson went from a primary care physician to a psychiatrist to an emergency room to a social worker and a pharmacy, all as part of a lesson in empathy. The 22-year-old from Hinesville, Ga., was among about 100 first-year medical students Friday at Deaf Strong Hospital, a role-reversal exercise at the **University of Rochester School of Medicine and Dentistry**.

10WHEC-TV (August 3)

Annual golf tournament turns tragedy into something positive

Nearly 250 golfers came out to raise money for **Golisano Children's Hospital** at **Strong**. The event has raised \$150,000 in its nine years.

Rochester Democrat and Chronicle (August 10)

Rochester-area hospitals taking steps to prevent readmission

In most measures, **Strong Memorial, Highland, Rochester General** and **Unity** hospitals had results equivalent to the national rate. Nationwide, 1 in 4 heart failure patients return while less than 1 in 5 heart attack and pneumonia patients return within 30 days. **Dr. Bob Panzer**, chief quality officer for the **University of Rochester Medical Center**, said that there's validity in a comprehensive approach.

Scientist Live (August 13)

Brain innately separates objects for processing

"If both sighted people and people with blindness process the same ideas in the same parts of the brain, then it follows that visual experience is not necessary in order for those aspects of brain organisation to

develop," says **Bradford Mahon**, postdoctoral fellow in the Department of Brain and Cognitive Sciences at the **University of Rochester**, and lead author of the study. (Also Reported in: *Science Daily, Medical News Today, Red Orbit*)

New York Daily News (August 20)

U.S. News & World Report ranks Best Colleges in New York

Cornell University, in Ithaca, N.Y., fell three spots from its 12th-place ranking in 2008 to 15th on the new list, while New York University and the **University of Rochester** ranked 32nd and 35th, respectively. (Also Reported in: *YNN, 8WROC-TV*)

WXXI (August 19)

Enrollment High at Local Colleges

The **University of Rochester** reports its overall undergraduate enrollment is up from 4,300 students to 4,350 this year.

Scientific American (August 11)

Is the Frog-Killing Chytrid Fungus Fueled by Climate Fluctuations?

"On a month scale, temperature fluctuations could have strong effects on the immune system," explains immunologist **Jacques Robert** at the **University of Rochester School of Medicine and Dentistry**. "When you start to change temperature, going up or down, there is some suppression in the animals."

Physics Web (August 14)

Don't fret over the phase problem

The unfulfilled desire of crystallographers to measure the phase of diffracted beams produced by X-ray diffraction tools is actually rather pointless, according to **Emil Wolf**, a theoretical physicist at the **University of Rochester** in the US.