



## Selected Coverage January 2008

### National

CBS News  
Chicago Tribune  
Christian Science Monitor  
Chronicle of Higher Education  
Newsweek  
New York Times  
Publishers Weekly  
USA Today  
Washington Post  
Washington Times

### Local

Democrat and Chronicle  
R News  
Rochester Business Journal  
WHAM TV 13  
WHEC TV 10

Editor's note: The Arun Gandhi controversy generated a great deal of press attention and therefore was covered in a separate clippings report, now available through University Communications.

#### *Washington Post* (January 27)

##### **Heftier Aid at Elite Colleges Draws Praise, Rebukes**

"The 99.95 percent of us who attend or work at other colleges have to deal with the agenda Harvard sets, but we shouldn't have to applaud or pretend we admire it," said **Jonathan Burdick**, dean of admissions and financial aid at the **University of Rochester**. (Also reported by *Charleston Daily Mail West Virginia*)

#### *New York Times* (January 16)

##### **What to Expect When You're Free Trading (op-ed)**

##### **By Steven Landsburg**

In the days before Tuesday's Republican presidential primary in Michigan, Mitt Romney and John McCain battled over what the government owes to workers who lose their jobs because of the foreign competition unleashed by free trade...

Steven E. Landsburg, *a professor of economics at the University of Rochester, is the author, most recently, of "More Sex is Safer Sex: The Unconventional Wisdom of Economics."* (Also appeared/referenced in *Chronicle of Higher Education, Washington Post, Los Angeles Times, Korea Times*)

#### *Washington Post* (January 12)

##### **It's Not Easy Being Green (and Gold)**

Sometimes schools switch mascots to get something more fierce (the **University of Rochester** took a pudgy bee wearing wingtips and turned it into a skinny, angry yellow jacket) or mobile (Wichita State's shock of wheat couldn't get around easily enough). (Related stories by *WHAM TV 13, Democrat and Chronicle*)

#### *Democrat and Chronicle* (January 27)

##### **UR Medical Center plan takes community effort (editorial)**

Corporate strategic plans are maps drawn with greater conviction than certainty. They present a clear direction, with deep analysis and understanding informing every step, but the future's too unpredictable to allow the permanence of ink. The **University of Rochester Medical Center's** five-year plan should be seen in that light. The mission is thoughtfully delineated and laudable. If by 2012 the goals have been met, there will be more good businesses here born of **UR** research, more high-paying jobs, more ancillary economic revival attributable to the medical center's growth. The medical center has an intense desire to be on the cutting edge of care and research. This plan is a compelling expression of that ambition.

**CBS News (January 31)**

**Scientists Study How HIV Hides in Body**

Researchers have long struggled unsuccessfully to attack what they call reservoirs of dormant HIV, and the new work is in very early stages. But **University of Rochester** scientists say it may be fairly straightforward to attack one of these reservoirs, blood cells called macrophages that HIV hijacks and turns into viral hideaways. (Also reported by *LA Times*, *Forbes*, *USA Today*, *MSNBC*, *Newsweek*, *Washington Post*, *NPR*, *Houston Chronicle*, *San Francisco Chronicle*, *Miami Herald*, *Associated Press*, *Denver Post*, *Seattle Post Intelligencer*, *Newsday*, *WHEC TV10* and many others)

**Democrat and Chronicle (January 29)**

**UR business school honored**

The **Simon Graduate School of Business at the University of Rochester** is ranked 47th among the world's top 100 business schools in an annual survey in Monday's issue of the *Financial Times* of London. For the second straight year, **Simon** is ranked 22nd among United States business schools. This is the eighth time that the **Simon School** has been ranked in the top 25 in the U.S. by the *Financial Times* out of the 10 times the survey has been conducted.

**New York Times (January 1)**

**Doctors Target Germs' Ability to Cluster**

"We're finding new ways to prevent disease without killing the microbial agent ... rather, neutralizing it somehow," says **University of Rochester dentist Hyun Koo**, who is using compounds left over from vineyards' wine-making to bust up gooey bacteria masses known as biofilms. (Also reported by *Chicago Daily Ledger*, *Tuscaloosa News Alabama*, *News-Medical.net Australia*)

**Democrat and Chronicle (January 22)**

**UR student wins prestigious Churchill award**

**Andrew Niles**, a senior honors mathematics major at the **University of Rochester**, has been named a 2008 Churchill Scholar and will advance his studies at the University of Cambridge in England this fall. The prestigious scholarship is offered to 12 outstanding students nationally each year and enables them to pursue graduate work in engineering, mathematics, and the physical and natural sciences.

**Democrat and Chronicle (January 17)**

**Spitzer pledges \$50M for UR**

The **University of Rochester** will receive \$50 million in state funding to support a new initiative, Gov. Eliot Spitzer announced Wednesday during the state's first State of Upstate address. State funding announced Wednesday for **UR** will cover nearly the entire cost for a new 150,000-square-foot Clinical and Translational Sciences Building, which will have the potential to add \$45 million every year to the greater Rochester economy, said **University of Rochester President Joel Seligman**. The project's remaining cost, \$6 million, will be covered internally by the medical center, Seligman said. (Additional reports by *Buffalo News*, *WHAM TV13*, *R News*, *Democrat and Chronicle*, *Democrat and Chronicle*, *Rochester Business Journal*, *Ithaca Journal*, *Capital News 9*, *Poughkeepsie Journal*, *WROC TV 8*)

**Publishers Weekly, New York (January 15)**

**Selling ... en Español**

**Chad Post**, who heads the newly founded translation-heavy Open Letter press at the **University of Rochester**, said one can wield the numbers to suit. "I think books written in English sell better than translations on a book-by-book comparison. But if you want to look at it in some sort of proportional way, it may be true that a higher percentage of authors among the tiny number of translations published become household names than the percentage of American authors."

**Newsweek (January 30)**

**Mercury from vaccines disappears quickly**

"The study supports the decision by the World Health Organization to continue to permit thimerosal to remain in vaccines for the world's children," said study co-author **Dr. Michael Pichichero** of the **University of Rochester** in Rochester, N.Y. He said thimerosal vaccines are cheaper to produce and therefore more accessible to much of the world. (Also reported by *Washington Post*, *LA Times*, *MSNBC*, *USA Today*, *Forbes*, *Scientific American*, *NPR*, *Reuters*, *AP*, *WebMD*, *Fox News*, *Newsday*, *WHEC TV10* and many others)

*New York Times* (January 13)

**Ambient Haze, Romanticism and Deft Techniques**

**CALEB BURHANS** is becoming ubiquitous in the New York freelance world, mostly as a new-music violinist with Alarm Will Sound and other ensembles, but also as a countertenor soloist with the Trinity Church choir and as a composer and arranger. His partner in itsnotyouitsme, **Grey McMurray**, is a guitarist in the Exit, an indie rock band, and has performed with the electronic experimental group Matmos, the harpist Zeena Parkins and So Percussion. Their duo, itsnotyouitsme, which Mr. Burhans and Mr. McMurray started as students at the **Eastman School of Music** in Rochester, uses amplified instruments, sound processing and electronic loops to create a broader and more varied sound than a violin and guitar would normally yield. And reasonable listeners could disagree whether this is a rock band or a chamber group.

*WHAM TV 13* (January 17)

**Thousands of Jobs Projected in URMIC Expansion (video)**

The numbers are staggering. A nearly \$1 billion infusion into the local economy. More than 3,000 jobs. All to happen within the next five years. The **University of Rochester Medical Center** announced a \$500 million expansion, aimed at positioning the center to compete with the best hospitals and research institutions in the country. “It’s the largest project ever in Rochester,” **URMC CEO Dr. Bradford Berk** told employees Thursday morning. (Related story by *WHAM TV13*, *WHEC TV10*, *WHEC TV10*, *R News*, *WROC TV8*, *WXXI*, *Rochester Business Journal*, *Democrat and Chronicle*, *Democrat and Chronicle*, *WCAX TV Vermont*)

*New York Times* (January 13)

**Voices From Past Are Echoing Today**

**Curt Smith**, an authority on baseball broadcasting, has written that Allen was a Marine brass band whereas Barber was bluegrass. Perfect. Just perfect. It is no accident that five of the most celebrated broadcasters — Barber, Allen, Ernie Harwell (Georgia), Lindsey Nelson (Tennessee) and Dizzy Dean (Mississippi) — were Southern and rural. “This background works for baseball: people sitting on the front porch, talking about Uncle Fred and Aunt Ethel,” said **Smith**, once a speechwriter for former President

George Bush, now the senior lecturer of English at the **University of Rochester**.

*R News* (January 7)

**Dominating the Chase**

Can anyone stop the **U of R** Yellowjackets? Their basketball teams are favored to repeat at the J.P. Morgan Chase Tournament this week. For the past two seasons, the **University of Rochester** dominated the local college basketball scene. Both Yellowjacket teams enter as the top seeds at the annual J.P. Morgan Chase basketball tournaments. Sixteen teams from the eight area colleges compete for honors. (Also reported by *WHAM TV 13*, *WHEC TV 10*, *Democrat and Chronicle*)

*The Chronicle of Higher Education* (January 25)  
**Business Schools Take More Students Straight Out of College**

Fortunately for Shelli Ulrich, the **University of Rochester’s William E. Simon Graduate School of Business** was also rethinking whether it made sense to insist that M.B.A. students come in with several years of corporate work under their belts. “There’s something to motivation and smarts and being open to new frameworks that youth brings,” **Mark Zupan**, dean of the school, says of its “early leaders” program, which is geared toward students who are either coming straight from undergraduate programs or are one to two years out. (Related story in *Wall Street Journal*, *BusinessWeek*)

*Washington Times* (January 23)

**Ballot fixes studied, voters OK paperless**

“Tremendous improvement in voters’ abilities to cast their votes accurately and without assistance can be accomplished simply by improving the way ballots are laid out on touch screen and paper-based systems,” said Maryland professor Paul Herrnsen, who conducted the study with researchers from the **University of Rochester** and the University of Michigan. (Also reported by *WTOP News DC*, *Fox News*, *Innovations Report Germany*)

*USA Today* (January 27)

### **After long overhaul, Kodak pursues digital foothold**

Kodak's meteoric rise to blue-chip status in the 20th century was "emblematic of what America is capable of," so the perils it faces invoke "a wistful worry," said **Mark Zupan**, dean of the **University of Rochester's Simon Graduate School of Business Administration**. "You're starting to see more of an edge to Kodak," Zupan said. "But just one or two successful innovations aren't going to do the trick. It takes aggressiveness, ingenuity and a willingness to take risks." (Also reported by *BusinessWeek*, *MSNBC*, *Forbes*, *CNNMoney*, *Seattle Times*, *Houston Chronicle*, *Hemscott UK*, *Albuquerque Tribune NM*, *San Diego Union Tribune*, *Dallas Morning News*, *Arkansas Democrat Gazette*, *The Daily News Canada*, *Globe and Mail Canada*, and many other publications/broadcast)

*New York Times* (January 29)

### **A Snapshot of Fed Players**

**Charles Plosser**, president, Federal Reserve Bank of Philadelphia: Plosser is a music aficionado. And, his musical tastes are wide-ranging — classical, jazz, country, folk and good old rock and roll. Named head of the regional Fed bank in August 2006, Plosser can call upon both his academic and business experiences to help get a read on the economy's vital signs. Plosser was an economics professor at the **University of Rochester**. (Also reported by *Forbes*, *Seattle Times*, *Washington Post*, *Associated Press*, *Boston Globe*, *San Diego Union Tribune*, *KLTV Texas* and others)

*Democrat and Chronicle* (January 31)

### **Superbowl ads to build UR Medical Center's brand**

Abigail Riggins will see herself on TV Sunday, about two years after seeing herself for the first time. Abigail, who turns 4 in February, is among the cast of hospital patients whose success stories will be featured during two **University of Rochester Medical Center** commercials set to air during the Super Bowl. The campaign is part of a \$500 million strategic plan to position **URMC** among the nation's top 20 academic medical centers. It also includes the launch of a new logo that phases out the **Strong Health** brand and emphasizes the center's association with the university.

*Chicago Tribune* (January 9)

### **Voters drawn by a host of hopes**

Many voters didn't make up their minds until the final days or hours of the race. **Rebekah Goldstein** of Goffstown grew up in an activist Democratic family; her mother toted her to rallies as an infant in 1988. Now 19, Goldstein carefully weighed her first presidential primary vote. She watched former North Carolina Sen. John Edwards speak at a rally and attended an Obama house party. Tuesday, she picked Edwards. "I know [Obama] is a very inspirational person," she said, "but the principles Edwards has, his convictions, I really liked Edwards a lot more." But the **University of Rochester** freshman added later, "All of my friends have gone for Obama."

*Rochester Business Journal* (January 16)

### **UR chief reports cancer remission**

**University of Rochester President Joel Seligman** said today he is in full remission from cancer. In a statement to the UR community, Seligman said he completed his 28th and final radiation treatment for non-hodgkin's lymphoma on Dec. 21. **Richard Fisher M.D.**, director of the **James P. Wilmot Cancer Center** at UR and Seligman's oncologist, has said there is no sign of cancer now. (Also reported by *R News*, *Democrat and Chronicle*, *Democrat and Chronicle*)

*Christian Science Monitor* (January 23)

### **Fed races to ease market fears**

Some economists are not certain the Fed should be reacting to the markets. "The action itself creates its own concern," says **Mark Zupan**, dean of the **Simon School of Business** at the **University of Rochester** in New York. "You worry that people will ask, 'How bad can it really be?'" (Related story by *R News*, *WHEC TV10* [video], *WHAM TV13* [video], *Democrat and Chronicle*)

*Democrat and Chronicle* (January 8)

### **State gives \$14.5M for stem cell research**

State officials announced \$14.5 million in grants to medical institutions for stem-cell research, the first allocation of a planned \$600 million in aid over 10 years to expand the research in New York. Twenty-five institutions statewide received between \$100,000 and \$1 million to purchase equipment, continue research or provide training to scientists in

the rapidly growing stem-cell research industry. The **University of Rochester School of Medicine** and Cornell University were among the institutions receiving \$1 million grants. “Just how quickly the state has moved from passing the bill and getting money out is extraordinary when you compare it to the time it has taken other states,” said **Peter Robinson**, chief operating officer at the **University of Rochester Medical Center**. (Also reported by *WHEC TV 10, Ithaca Journal, The Journal News*)

***Democrat and Chronicle* (January 16)**  
**TV sees UR players as stars in the making**

Friday night’s basketball doubleheader at the **University of Rochester** Palestra will be of “historical” significance, where every player will be a star. The History Channel will set up cameras to tape action from the UR men’s and women’s games against New York University for an episode of *The Universe* on the subject of nebulae.

***Rochester Business Journal* (January 24)**  
**Expert in pediatrics honored**

The **University of Rochester’s Ruth Lawrence M.D.** on Thursday was named the recipient of the 2008 Athena Award. Lawrence, who is professor of pediatrics and obstetrics/gynecology and medical director of the Ruth A. Lawrence Poison and Drug Information Center at **UR’s School of Medicine and Dentistry**, was honored Thursday at a luncheon at the Rochester Riverside Convention Center. (Also reported by *WHAM TV13* [video], *WXXI, Democrat and Chronicle*)

***WHEC TV 10* (January 10)**  
**\$1 million cancer grant for the U of R (video)**

Early screening for cancer saves lives but there are still many people who don’t get these potentially life saving tests. A new \$1 million grant just given to the **U of R Medical Center** may change that. The American Cancer Society today gave a doctor at the **Wilmot Cancer Center** a check for more than a million dollars to increase cancer screenings for people who are uninsured. It’s an effort to reduce the disparity in healthcare that still exists. **Dr. Kevin Fiscella** hopes to reduce disparities for patients when it comes to screening for breast and colon cancer. (Also reported by *WCAX TV Vermont, R News, WHAM TV13, Rochester Business Journal, Democrat and Chronicle*)

***Democrat and Chronicle* (January 31)**  
**UR’s Susan B. Anthony dinner to honor Geiss, 2 professors**

Lois Geiss, former president of the City Council, will receive this year’s Susan B. Anthony Lifetime Achievement Award at the Susan B. Anthony Legacy Dinner scheduled for 6 p.m. next Thursday at the **University of Rochester**. Geiss served on the council from 1986 to 2007 and previously worked as a public health nurse. She is a 1963 graduate of the university’s School of Nursing. The program also includes the presentation of the 2008 Distinguished Women Leaders at the **University of Rochester** Award. The new award for mid-career women who have contributed to women’s education will go to two UR professors: **Dr. Sandra M. Schneider**, professor of emergency medicine at the **UR Medical Center**, and **Judith G. Smetana**, professor in the department of clinical and social sciences in psychology.

***Democrat and Chronicle* (January 3)**  
**UR’s Mikolenko named soccer All-American**

**University of Rochester** senior defender **Nick Mikolenko** (Fairport) was named a third team soccer All-American by D3Kicks.com. It is his second All-America honor this year. He was named an NSCAA/adidas second-team All-American earlier this year by the National Soccer Coaches Association of American. Mikolenko is the only area player to earn All-America honors from D3Kicks.com, a second-year soccer website.

***Democrat and Chronicle* (January 30)**  
**Fast-ferry future for city’s teams**

None of the teams are likely economic drivers for the city, said Kent Gardner, president of the Center for Governmental Research in Rochester. But “there is an intangible component to this in terms of quality of life,” he said. Gardner explained that, for him, leaving Rochester would be difficult because of the **Eastman School of Music** and the quality of music it provides.