



Selected Coverage January 2009

National

ABC News
Bloomberg News
Business Week
Chronicle of Higher Education
Discover Magazine
Financial Times
Forbes
New York Times
Science Daily
UPI
U.S. News & World Report
Wall Street Journal
Washington Post

Local

Rochester Business Journal
Rochester City Newspaper
Rochester Democrat and
Chronicle
WHEC TV NBC 10 Rochester
WXXI PBS News

Forbes (January 16)

Game, Not Gore, Keeps Video Players Playing

It's the challenge of a video game, not the violence or gore it depicts, that keeps players playing, a new study says. Bloodiness, in fact, actually detracts from a game's "fun factor" for most players, according to the findings from the **University of Rochester** and Immersyve Inc., a firm that researches gamers' experiences. (Also Reported in: *ABC News, Australian Daily Telegraph, BusinessWeek, Washington Post, MSNBC, Yahoo! Canada, Canada CBC News, WROC-TV, R News, UPI, The Daily Gleaner, Welland Tribune, Tchradar.com, WHAM 1180 AM*)

Discover Magazine (January 27)

Enough About Evolution and Scripture! Beyond the Science v. Religion Debate

Adam Frank is a professor of astrophysics at the **University of Rochester** who studies star formation and stellar death using supercomputers. His new book, *The Constant Fire, Beyond the Science vs. Religion Debate*, has just been published.

New York Times (January 23)

F.D.A. Approves a Stem Cell Trial

"It's not ready for prime time, at least not in my mind, until we can be assured that the transplanted stem cells have completely lost the capacity for tumorigenicity," said **Dr. Steven Goldman**, chairman of neurology at the **University of Rochester**. He was a member of a committee convened by the F.D.A. last April to examine the safety aspects of trials using therapies from embryonic stem cells. (Also Reported in: *Popular Science, Worcester Telegram*)

UPI (January 26)

Red makes men feel more amorous with women

Two **University of Rochester** psychologists demonstrate that the color red makes men feel more amorous toward women — yet men are unaware of the role the color plays in their attraction. (Also Reported in: *DNA India*)

New York Times (January 23)

How Well Do You Know Your Children?

A study out of the **University of Rochester** last year screened the parents of more than 10,000 9-month-old babies, asking such questions as "Should a 1-year-old child be able to tell right from wrong?" and "Should a 1-year-old child be ready to begin toilet-training?" A third of parents got fewer than five of the 11 questions correct, meaning they had what researchers labeled a "low level knowledge of typical infant development."

***Business Week* (January 22)**

Chu's Green Energy Agenda

While growing up on New York's Long Island, (Steven) Chu built homemade rockets, taught himself to pole vault, and discovered a passion for reading and proving theorems in math. But compared with his brothers and cousins, who went to Princeton and Harvard, "I was ... the academic black sheep," he observed. With grades he described as "lackluster" — he had an A- average — he settled for the **University of Rochester**. (Also Reported in: *Wall Street Journal*)

***WHEC TV NBC Rochester* (January 20)**

150 U of R students load a bus for the Inauguration

One hundred fifty **University of Rochester** students are on their way down to the inauguration, and they're hoping to catch just a quick glimpse of Tuesday's ceremony.

***Chronicle of Higher Education* (January 29)**

Research and Inventions Earn Big Bucks for American Universities

Vaccine research helped put the **University of Rochester** in the survey's top 10 by licensing income.

***Rochester City Newspaper* (January 29)**

Art Review: "Leaded"

Individual takes on a simple tool can surprise and amaze. The **Memorial Art Gallery's** current show, "Leaded," enlightens us on the history and versatility of the little old graphite pencil, which is often relegated to the sketching portion of art making.

***Wall Street Journal* (January 9)**

SEC Nominee to Face Tough Questions at Confirmation Hearing

Regardless of that litigation, Ms. Schapiro is generally credited with doing a good job overseeing a smooth transition. "She did a magnificent job both persuading the constituents to support this and then coordinating the consolidation of the two," said **Joel Seligman**, president of the **University of Rochester** and a FINRA board member.

***Rochester Business Journal* (January 28)**

Simon School earns worldwide rankings

The **Simon Graduate School of Business** at the **University of Rochester** finished second in the world for finance and fifth in the world for managerial economics among the world's top 100 business schools in an annual survey in Tuesday's issue of the *Financial Times* of London.

***Rochester Democrat and Chronicle* (January 22)**

Eastman faculty member wins national composing award

Eastman School of Music composition faculty member **Carlos Sánchez-Gutiérrez** has been chosen for a Fromm Commission, a \$10,000 award from the Fromm Music Foundation at Harvard University that sponsors a new work and its performance.

***Bloomberg News* (January 8)**

Spending on U.S. Elections Rose to Record \$4.1 Billion in 2008

"The number is a reflection of the robust elections we have in the United States," said **David Primo**, a political science professor at the **University of Rochester** in New York. "It is something to be celebrated."

***WXXI PBS News* (January 16)**

U of R alum sculpts Barack Obama's face for Inaugural Medal

When a new President is sworn into office, the Inaugural Committee commissions a medal bearing the image of the new leader's face. For the inauguration of Barack Obama, the image was sculpted by **University of Rochester** alumnus **Marc Mellon**.

***Rochester Business Journal* (January 16)**

Best of the Web finalists selected

Twenty-four Web sites have been named finalists in the *Rochester Business Journal's* 12th Best of the Web competition. The following, listed by category, are the 2009 finalists: Education - **University of Rochester** (www.rochester.edu)

***ABC News* (January 28)**

Plastic chemical may stay in body longer

Dr. Richard Stahlhut of the **University of Rochester** and colleagues looked at levels of the chemical in the urine of 1,469 U.S. adults who took part in a government health survey. While the belief had been BPA was quickly and completely eliminated from

the body through urine, this study found people who had fasted for even a whole day still had significant levels of the chemical. (Also Reported in: *Yahoo! News, Milwaukee JS Online, IOL, WXXI, WROC TV, U.S. News & World Report, Washington Post, Forbes, ABC News, Business Week, USA Today*)

U.S. News & World Report (January 14)
Meningitis Vaccine Seems to Work Like a Charm
“This vaccine has really had a very profound effect on the incidence of pneumococcal disease,” said study co-author **Dr. Nancy Bennett**, a professor of medicine at the **University of Rochester Medical Center**, in New York. (Also Reported in: *USA Today, ABC News, BusinessWeek, Washington Post, News Medical.net*)

Washington Post (January 25)
A Not-So-Simple Life
And that’s good, Laura tells herself. She’s glad the ministry is growing: It’s exactly what she and **Clark Massey** hoped for six years ago, when they were plotting the details of *A Simple House*, their Catholic lay ministry devoted to the poor of Southeast. Clark ... gives off an air that’s part priestly mien and part financial whiz, which is apt: In 2000, when he was 23 and working toward his PhD in finance, he decided to devote himself to God. ... After leaving the **University of Rochester**, he paid off his student loans by working on Pennsylvania Avenue as a litigation consultant.

Forbes (January 28)
RCT Licenses Ultrasound Tissue Harmonic Imaging Technology to Toshiba
Research Corporation Technologies (RCT) has granted Toshiba Medical Systems Corporation (Toshiba) a nonexclusive license to pioneering patents owned by RCT that broadly cover ultrasound tissue harmonic imaging (THI). Toshiba is a leader in diagnostic and medical imaging technology. Tucson-based RCT manages the THI technology for its partner, the **University of Rochester** in Rochester, New York.

Financial Times (January 19)
Europe heads east
In the wake of the attacks of September 11, 2001, the US imposed restrictions on foreign students seeking study visas, causing the number of applicants to US graduate schools to fall in 2004 and 2005. Nevertheless, **Mark Zupan**, dean of the **Simon Graduate**

School of Business at the **University of Rochester**, says the US remains popular with Middle Eastern students.

Science Daily (January 29)
New twist on old medical technology may prevent amputations
“If you apply the findings from two small studies to the entire U.S. military, which is a leap, perhaps 2,000 soldiers come into field hospitals with compound fractures each year that become infected with *A. baumannii*,” said **Edward Schwarz, Ph.D.**, professor of Orthopaedics within the Center for Musculoskeletal Research at the **University of Rochester Medical Center**.

Chronicle of Higher Education (January 29)
Research and Inventions Earn Big Bucks for American Universities
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U.S. News and World Report (January 22)
How the Ear Protects Your Hearing
The findings might also lead to drugs that could “prevent noise-induced hearing loss, one of the most common forms of acquired, permanent hearing loss, as can occur in recreational activities, such as hunting or shooting, and from occupational settings, including factory or military work,” said **Robert D. Frisina**, associate director of the **University of Rochester’s** International Center for Hearing and Speech Research. (Also Reported in: *Forbes, ABC News, Business Week, Washington Post, MSN*)

Rochester Democrat and Chronicle (January 20)
UR women win their fourth straight Chase title
There really wasn’t anything **University of Rochester** women’s basketball coach **Jim Scheible** needed to say to center **Julie Marriott** at halftime Saturday night. (Also Reported in: *WHEC-TV*)