



## Selected Coverage June 2008

### National

BusinessWeek  
Chicago Tribune  
Chronicle of Higher Education  
Newsday  
News-Medical.net (Australia)  
New York Times  
Reuters  
USA Today  
U.S. News & World Report  
Wall Street Journal  
Washington Post

### Local

Democrat and Chronicle  
R News  
WHEC TV 10  
WROC TV 8  
WXXI

#### *Democrat and Chronicle (June 11)*

##### **Seligman credits UR success to researchers, scholars, teachers**

In two previous speeches delivered at this time each year, **University of Rochester President Joel Seligman** has focused on the role of the university in the community, often using statistics illustrating the school's economic impact in the region. But this year, at the 41st annual Garden Party on Tuesday at the **Memorial Art Gallery**, **Seligman** emphasized the importance of the teachers, scholars and scientists whose work has established **UR** as a leading research university. (Similar report on *WXXI*)

#### *New York Times (June 13)*

##### **Schools experiment with paying kids**

**Edward Deci**, a psychology professor at the **University of Rochester** in New York and an expert on motivation, said rewards can persuade kids to work harder to boost tests scores. But he said that effect probably would be short-lived. "Will their motivation to be doing their school work or learning be positively impacted by that once the rewards stop? I think the answer to that is pretty clearly no," Deci said. He also said there is evidence that once a reward is taken away, people become even less motivated than they were before the experiment began. He said that is true regardless of the reward's value. (Also reported by *Time*, *Fox News*, *NPR*, *Washington Post*, *Forbes*, *Chicago Tribune*, *Los Angeles Times* and many others)

#### *USA Today (June 17)*

##### **Promising Alzheimer's drug approved for late-stage trials**

An experimental drug for Alzheimer's disease patients showed promise in Phase II clinical trials and is moving into final-stage trials, Wyeth and Elan, the makers of bapineuzumab, announced Tuesday. The experimental drug has promise, but it will be several years or more — if all goes well in the final clinical trials and it receives government approval — before it goes to market, says one of the study's investigators, **Anton Porsteinsson**, director of Alzheimer's Disease Care at the **University of Rochester Medical Center**. (Also reported by *Forbes*, *U.S. News & World Report*, *Washington Post*, *Atlanta Journal Constitution*, *Austin American Statesman*, *BusinessWeek*, *WXXI*, *WROC TV 8* and others)

#### *WHEC TV 10 (June 2)*

##### **Fulbright scholarships winners**

Six graduating seniors and a recent alumnus will receive prestigious Fulbright Scholarships for 2008-09 to study and perform research abroad. The new total of seven marks a record number of Fulbright Scholars chosen from the College of Arts, Sciences, and Engineering at the **University of Rochester**. The College also reached a record in 2007 when six graduates were selected.

**Wall Street Journal (June 10)**

**Front Lines: “Dream Big” etc.**

Yesterday, our colleagues over at Buzzwatch summarized 26 commencement speeches given on college campuses this year. By our count, a number of significant women were called upon to speak wise words to graduating students. Here’s a snapshot of some of this year’s notables:

**U.S. News & World Report (June 4)**

**Human Stem Cell Transplant Helps Brain-Impaired Mice**

In this new study, researchers from the **University of Rochester Medical Center** and a number of other universities (Cornell, UCLA and Baylor) created a new method for harvesting and purification of human fetal glial progenitor cells. They also developed a new cell delivery strategy that uses multiple injection sites to encourage widespread and dense take-up of the transplanted cells through the central nervous system. “The neurological recovery and survival of the mice receiving transplants was in sharp contrast to the fate of their untreated controls, which uniformly died by five months,” researcher **Dr. Steve Goldman**, of the departments of neurology and neurosurgery at the **University of Rochester Medical Center**, said in a prepared statement. (Also reported by *MSNBC*, *The Scientist*, *Science*, *Scientific American*, *Atlanta Journal Constitution*, *Nature*, *BBC News UK*, *Washington Post*, *Forbes*, *Reuters*, *R News* and many others)

**Chronicle of Higher Education (June 20)**

**Entrepreneurship 101: Not Just for Business School Anymore**

Entrepreneurship is a natural fit for performing artists, says **Ramon Ricker**, senior associate dean for professional studies at the **University of Rochester’s Eastman School of Music**. Mr. Ricker’s class, “Entrepreneurship in Music,” which teaches students about business entities, contracts, and filing taxes as a freelance musician — “the kinds of things 22-year-olds aren’t thinking about but will be thinking about very soon,” says Mr. Ricker — regularly draws long waiting lists. “We’re trying to give our students tools that they will use to make the road to success in music a little smoother,” he says. “To be successful, you can’t just be a good player. You have to have some entrepreneurial savvy.”

**Democrat and Chronicle (June 5)**

**Eastman students win international chamber music competition**

Performing at Carnegie Hall’s Weill Recital Hall in New York City on May 26, five **Eastman School of Music** students clinched the Grand Prize at the 2008 International Chamber Music Ensemble Competition. The performance was the final round of the competition; earlier rounds took place in Boston between April and May. More than 70 groups entered the competition in various age groups and categories.

**USA Today (June 24)**

**Health researchers aim to help rural Rainbow youth**

They are a mysterious, almost mythical group, the Rainbow Family of Living Light, gathering again this summer to party and pray for peace, many appearing wild and unwashed, barefoot and bearded, secretive and standoffish. Most are willing to accept outside medical help and counseling, say scientists **Rob Bossarte** and Ernest Sullivent, but delivering those services will require an unconventional approach. “There’s an incredible opportunity here ... but no one is stepping up to do it,” says **Bossarte**, an injury and violence specialist who published a report on the group while working at West Virginia University’s Center for Rural Emergency Medicine. He left last week for a new post at the **University of Rochester**. (Also reported by *Fox News*, *Forbes*, *Chicago Tribune*, *LA Times*, *Seattle Times*, *Baltimore Sun*, *Miami Herald* and many others)

**Democrat and Chronicle (June 6)**

**UR school wins \$6.5M grant**

**University of Rochester’s School of Nursing** has been awarded \$6.5 million to study whether having registered nurses visit low-income women during pregnancy and until their babies turn 2 has benefits that last through age 17.

**WROC TV 8 (June 2)**

**Surgery so far a success for little Iraqi girl (video)**

It was an early wake up for five year Noor Al-Ithawi but if all goes as planned she may soon be opening her eyes to an entirely new world. Noor underwent a nearly two hour operation on Monday morning at 7:35 a.m. to implant an artificial cornea in her left eye. So far, the operation is a success according to

surgeons at the **University of Rochester Medical Center**. “Tomorrow morning for example, there will be light perception and the ability to follow light much better than the day before,” says **Dr. James Aquavella**, the corneal specialist at the **University of Rochester Eye Institute** who operated on Noor, “the surgery went beautifully, she had absolutely no complications, she had no discomfort or pain and I don’t anticipate that she will have any discomfort.” (Also reported by *News 10 Now NY*, *Capital 9 News*, *R News*, *Democrat and Chronicle*)

### **WXXI (June 13)**

#### **Need to Know**

Researchers in Rochester are the quiet force behind some of the area’s most successful employers. One of them is Xerox. How tough is it to invest in innovation, while you are being ruthless about managing your business in the short term, to not trade off the investment that is required for long-term health. That is a belief held by **University of Rochester President Joel Seligman**, as well. In May, Anne Mulcahy pledged \$1 million to the **University of Rochester’s Wilmot Cancer Research Center**, and that is one of the highlights for President Seligman. Peter Iglinski had an opportunity to talk with the president. (Download video and listen to Anne Mulcahy from Xerox and then **President Joel Seligman** being interviewed by Peter Iglinski: [http://www.publicbroadcasting.net/wxxi/news.newsmain?action=article&ARTICLE\\_ID=1298972&sectionID=280](http://www.publicbroadcasting.net/wxxi/news.newsmain?action=article&ARTICLE_ID=1298972&sectionID=280))

### **Democrat and Chronicle (June 24)**

#### **University of Rochester will add women’s rowing as varsity sport**

The women’s rowing program at the **University of Rochester**, which has operated as a club sport for more than 20 years, will become a varsity sport in the 2009-10 academic year. By moving to varsity status, the women’s rowing team will become eligible for the NCAA Division III Rowing Championship in the spring 2010 semester.

### **Newsday (June 24)**

#### **Ithaca program offers way for residents to share cars**

Faced with rising fuel prices, residents in this upstate New York city can rent a gas-efficient car by the hour through a new car sharing program designed as a model for other communities. A national for-profit car sharing chain, Zipcar, has four cars for students

and staff from the **University of Rochester** and plans are in the works to expand to Syracuse University this fall. (Also reported by *Forbes*, *MSN Money*, *Boston Globe*, *CNNMoney.com*)

### **Reuters (June 5)**

#### **Mountains could have growth spurts: researchers**

Geologists had estimated that the mountain system, which extends the length of western South America, rose gradually over the past 40 million years. Mountains that grow this fast might affect climate and evolution, said **Carmala Garziona**, an associate professor of geology at the **University of Rochester** in New York. The 4,400-mile-(7,000-km) long range is tall and jagged in many parts, with its highest peak reaching 22,800 feet (6,900 meters) and an average height of 13,000 feet. (Also reported by *MSNBC*, *National Geographic*, *Science Magazine*, *The Press Association*, *NewKerala.com India*, *Times of India*, *New Scientist UK*)

### **BusinessWeek (June 8)**

#### **Fall Recruiting Moves into Summer**

Career services officers’ concern extends to second-year students as well, especially those who don’t secure a job offer from their summer internship. The **University of Rochester’s Simon Graduate School of Business** will be offering online “Webinar” meetings this summer for small groups of incoming second-year students. They can talk with a job search consultant, who will offer advice and networking leads. And once they arrive on campus, career programming will start earlier than usual.

### **New York Times (June 12)**

#### **FDA Issues Precautionary Note On Silver Fillings**

Silver dental fillings contain mercury, and the government for the first time is warning that they may pose a safety concern for pregnant women and young children. The Food and Drug Administration posted the precaution on its Web site earlier this month, to settle a lawsuit -- making the move a victory for anti-mercury activists. Science operates on “a precautionary principle,” said **Dr. Karl Kiebertz**, a **University of Rochester** neurologist who co-chaired the 2006 FDA advisory committee and praised the new warning. “For 99 percent-plus of people, there probably isn’t harm. But if there is a group of people who might be at risk, they should at least have the knowledge that may be so,” he said. (Also reported by

*MSNBC, CBS News, Los Angeles Times, Washington Post, Miami Herald, Forbes, BusinessWeek and many others)*

**R News (June 8)**

### **Cancer Survivors' Day Full of Hope**

It was a day of inspiring stories and hope for cancer survivors and their family and friends. Hundreds gathered at **Highland Hospital** to celebrate Cancer Survivors Day, which is usually held the first Sunday in June. It is a symbolic event to demonstrate that life after a cancer diagnosis can be a reality. "They're focusing not on the sad part of cancer, but the fact that as survivors, they're getting the best possible care at Highland and elsewhere," said **U. of R. President Joel Seligman**. There are an estimated 12 million cancer survivors in the United States, and the leader of the **U. of R.** is one of them. **Seligman** underwent treatment the last year for non-Hodgkins lymphoma. (Also reported by *Democrat and Chronicle*)

**Chicago Tribune (June 12)**

### **Baxter's bird flu vaccine generates immune response**

Celvapan is the first flu vaccine to stimulate the immune system using a whole virus grown in cell cultures, instead of the conventional approach where the virus is cultivated in chicken eggs and only some parts of it are used. The technique may enable Deerfield-based Baxter to produce more shots faster, saving time in the event of a global flu pandemic. "It's not the complete answer to a possible pandemic, but it's one of many vaccines that look like they may be able to fight off a bird flu pandemic," said **John Treanor**, a professor of medicine at the **University of Rochester** in New York. (Also reported by *The Canadian Press, C-Health*)

**Democrat and Chronicle (June 14)**

### **Dr. James Lowell Orbison, former UR medical school dean, dead at 93**

A dedicated scientist and natural mentor, **Dr. James Lowell Orbison** taught through questions, calmly pushing students, staff and his two children to find their own answers. "When I would be doing my homework and having trouble with it, he would insist I think through every step," said daughter Margaret Graham. "When we walked through nature preserves, he would ask, 'What is this plant?' If we didn't know, he wouldn't tell us. He would take us

through how to figure it out." Dr. Orbison, the dean of the **University of Rochester School of Medicine and Dentistry** and director of the **UR Medical Center** from 1967 to 1979, died of natural causes Tuesday at Nottingham Village nursing home in Northumberland, Pa. He was 93. (Also reported by *Rochester Business Journal*)

**Democrat and Chronicle (June 13)**

### **UR honors ex-professor**

A professorship at the **University of Rochester's William E. Simon Graduate School of Business Administration** has been renamed in honor of **Michael J. Barclay**, who died in a plane crash on Aug. 16, 2007. Barclay, 50, and David B. Finger III, 57, of Perinton, died when their small seaplane crashed near Irondequoit Bay in Penfield shortly after takeoff. He was heading for a fishing trip in Canada.

**Democrat and Chronicle (June 6)**

### **URMC to share \$3 million grant**

A grant awarded Thursday will fund a study to examine whether a blend of drug and behavioral therapy can help children with autism who also have attention deficit hyperactivity disorder. **University of Rochester Medical Center** will share the \$3 million grant over five years with Ohio State University and University of Pittsburgh medical centers. Each site will enroll 48 children between ages 5 and 14. (Also reported by *Rochester Business Journal*)

**News-Medical.net, Australia (June 30)**

### **New approach to HIV vaccine research taps Rochester expertise**

A new national effort to create a vaccine against HIV will include work by a **University of Rochester Medical Center** rheumatologist who is an expert on a portion of the immune system that has sometimes gotten short shrift in the fight against HIV. **Ignacio Sanz, M.D.**, professor of Medicine, Microbiology & Immunology, and chief of the Division of Clinical Immunology and Rheumatology, has received \$420,000 from the National Institute of Allergy and Infectious Diseases to explore how cells known as B cells might be used to help create a vaccine against HIV.

*Washington Post* (June 1)

**Accupuncture Eases Side Effects of Head, Neck Cancer Treatments**

A second study presented Saturday at the meeting found the narcolepsy drug Provigil (modafinil) provided significant relief for patients suffering from chemotherapy-related fatigue. The drug is usually prescribed to sleep-related disorders. "These are basically non-amphetamine-based stimulants. They don't have the same type of typical problems that amphetamines do," explained study author **Dr. Gary Morrow**, associate director for community research at the **University of Rochester Cancer Center**.

(Also reported by *US News & World Report, Forbes, Reuters, Austin American Statesmen, Atlanta Journal Constitution, National Post Canada*)

*Democrat and Chronicle* (June 6)

**Local young women honored for achievements**

The 140 nominees for this year's Young Women of Distinction Awards waited patiently for almost two hours Thursday night to find out who among them would win. Keynote speaker **Dr. Ruth Lawrence**, a pediatrician at the **Golisano Children's Hospital at Strong**, told the story of her upbringing during the Great Depression. She went to medical school at a time when few women did. "Our mission back then was to prove women could do the job," she said. Suburban winner **Emily Katherine Redman**, 18, has been admitted by early acceptance as a pre-medical student at **University of Rochester**.

*USA Today* (June 8)

**Young baseball players increasingly face injury, surgery**

**Michael Maloney**, director of sports medicine at the **University of Rochester Medical Center**, says parents and coaches can't expect teens to tell them when their arms are tired, and they need to limit players' pitches during practice and in games. "Kids are ashamed if they don't throw through pain or have to take time off due to injury." Throwing too many pitches in one game is one of the most common causes of injury, Maloney says. A study by the American Sports Medicine Institute in Birmingham showed that young pitchers who play more than eight months of baseball in a year are five times as likely to need surgery later as those who pitch 5½ months a year. Maloney says it is vital that young athletes take at least three months off from throwing each year to rest their arms.

*News-Medical.net, Australia* (June 11)

**Oxygen-rich lifesaving efforts pose risk for respiratory infections**

Each year, thousands of premature infants battle to breathe. Thanks to life-saving interventions developed in the past couple decades - steroids given to their mothers to stall pre-term labor, mechanical ventilation, air enriched with extra oxygen, and surfactant, a crucial wetting agent that makes breathing less work - most of these newborns survive with enough lung function to grow and go home. But as the eldest of this new survivor population now embarks into young adulthood, research suggests that the same miraculous interventions that kept them alive in their first weeks of life may haunt them later on. **University of Rochester Medical Center researcher Michael O'Reilly, Ph.D.**, unveils new research probing just how one such intervention - breathing oxygen-enriched air in those first weeks - may warp signaling pathways that rev up the body to fight respiratory infections, like flu.

*Democrat and Chronicle* (June 20)

**Puerto Rico native beats odds with success in Rochester School District**

By any measure, Wanda Perez-Diaz's high school years were a resounding success. An accomplished student and devoted community volunteer, the graduating senior has already been admitted to medical school. Wanda will graduate from the highly competitive International Baccalaureate Programme at Wilson Magnet High School, has a full scholarship to the **University of Rochester** and has been accepted into **UR's** Rochester Early Medical Scholars program.