

## Selected Coverage March 2007

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### Print and Web

BusinessWeek  
Wall Street Journal  
USA Today  
CBS News  
Chronicle of Higher Education  
New York Times  
Boston Globe  
CNN  
Pittsburgh Post Gazette  
ABC News  
Newsday  
MSNBC  
New York Review of Books  
The Scientist  
Boston Herald  
UPI  
Science News  
Guardian Unlimited (UK)  
Washington Post  
Bloomberg  
Reuters  
The Times (UK)  
News-Medical.net (Australia)  
Palm Beach Post  
Seattle Post Intelligencer  
Capital News 9, Albany  
India E News  
Manila Times  
Chicago Tribune  
San Francisco Chronicle  
Baltimore Sun  
Albany Times Union  
Xinhua, China  
Montgomery Advertiser,  
Alabama

### Local

Democrat and Chronicle  
Rochester Business Journal  
WHEC TV (NBC)

### HIGHLIGHTS

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#### About Research and Faculty

##### *ABC News* (March 28)

##### **Eat a Lot of Beef? It May Affect Your Son's Sperm**

The team at the **University of Rochester Medical Center** in New York studied data on the partners of 387 pregnant women in five U.S. cities between 2000 and 2005, and on the mothers of the fathers-to-be. Of the 51 men whose mothers remembered eating the most beef, 18 percent had sperm counts classified by the World Health Organization as sub-fertile. "The average sperm concentration of the men in our study went down as their mothers' beef intake went up. But this needs to be followed carefully before we can draw any conclusions," said **Shanna Swan**, who led the team. (Also reported by *Baltimore Sun*, *Scientific American*, *Chicago Tribune*, *San Francisco Chronicle*, *Philadelphia Inquirer*, *UPI*, *MSNBC*.)

##### *Pittsburgh Post Gazette* (March 26)

##### **See the Good in Video Games**

Researchers at the **University of Rochester** published research recently suggesting that people who played video action games a few hours a day improved their ability to process certain visual information by 20 percent. They could read and interpret a standard eye chart a lot better than those who hadn't been playing video games. (*UPI*, *Fox News*, *MSNBC*, *Press TV Iran*, *Xinhua China*, *India E News*, *Keep The Doctor Away UK*, *BCS News*, *Washington Times*, *MedIndia.net*, *Seattle Post Intelligencer*, *Centre Daily Times Pennsylvania*, *Star Tribune Minnesota*.)

#### About Students

##### *Wall Street Journal* (March 19)

##### **Colleges Used to Ignore Their Students' Business Aspirations; Now, They are Trying to Nurture Them**

**Adam Bates**, the 31-year-old head of the student entrepreneurship club at the **University of Rochester**, in Rochester, N.Y., is launching a social-networking Web site this summer where users can build online family newsletters. He met his business partners at a "preseed" workshop on campus that pairs undergrads with M.B.A. candidates. His team also was assigned a coach, a local entrepreneur who helped them get a patent. "At the academic institutions there's a broad community of people" to consult with, says Mr. Bates, who returned to school after being involved with a few other start-ups. "It's very hard to go at most start-up projects solo."

## **NATIONAL COVERAGE**

### **About the University**

*Business Week (March 30)*

#### **Meet the Big Commuters On Campus**

It's not just the Whartons and Dukes that are reaching out to distant students. EMBA programs across the board are widening their recruiting efforts. When layoffs cut Eastman Kodak's staff from 28,100 in 1998 to 12,500 last year, the **University of Rochester** was hit hard. The company once sent 15 students a year to Rochester's EMBA program. This year it sent none. In September the program shifts from a weekly to a biweekly format, in an effort to attract students from afar who were unwilling to make a weekly trip. Another incentive: Students can get airfare and hotel discounts through partnerships with JetBlue Airways and Holiday Inn Hotels & Resorts.

*Boston Globe (March 11)*

#### **Merits of Student Aid**

One merit aid addict is in recovery. Like Washington U., the **University of Rochester** is known for its heavy use of merit dollars. But it has shrunk them dramatically in the last three years after the arrival of **Jon Burdick** as head of admissions and financial aid. Burdick reduced merit awards from 40 percent of institutional student aid to 17 percent today, with another 4 percent drop to come next year. "When I arrived, 36 percent of students had merit awards," he said. "We've cut that in half." (Also reported in *Albany Times Union*.)

### **About Research and Faculty**

*Boston Globe (March 31)*

#### **Supply and Demand**

"Nursing an older child is no longer uncommon, but women know people today tend to be judgmental and feel free to share their opinions," says Heather Bingham of Arlington, a La Leche leader for nine years. Gail Levy, an international board-certified lactation consultant with the Center for Early Relationship Support at Jewish Family and Children's Services, says she sees more women weaning after 12 months. "We call these women 'closet nursers,'" says **Dr. Ruth Lawrence, a pediatrician who specializes in infant nutrition at the University of Rochester**. Lawrence, who chairs the American Academy of Pediatrics' section on breast-feeding,

helped write the academy's 2005 position statement that reaffirms breast-feeding for at least a year and "beyond for as long as mutually desired by mother and child."

*New York Times (March 29)*

#### **For Athletes, the Next Fountain of Youth?**

**Dr. Regis O'Keefe**, spokesman for and Fellow of the American Academy of Orthopaedic Surgery, said attempts to use regenerated cartilage in knees has so far been "not highly effective." He noted that there have been no peer-reviewed studies for many of the proposed therapies and limited experimentation in humans. "There is a potential benefit but it's going to take years of clinical trials to acquire the scientific knowledge to know this is better than the current alternatives," said **Dr. O'Keefe**, who directs musculoskeletal research at the **University of Rochester Medical Center**. "And without those trials we also cannot properly evaluate the risks." (Also reported in *Sarasota Herald Tribune*.)

*The Scientist (March 26)*

#### **Stem Cell Funding in the NY Pipeline**

As scientists, the major thing we need is support for research," **Mark Noble**, stem cell biology researcher at **Rochester University**, and one of many scientists who have provided expert advice to the Governor and Lieutenant Governor's office, told *The Scientist*.

*News-Medical.net, Australia (March 25)*

#### **Researchers Look at Whether Creatine Slows Progression of Parkinson's Disease**

Researchers at the **University of Rochester Medical Center** are leading one of the largest clinical trials ever for Parkinson's disease. **URMC neurologist Karl Kieburtz, M.D.** will serve as principal investigator of the study which will involve 51 medical centers in the United States and Canada that will be recruiting patients as part of an effort to enroll 1720 people with early-stage Parkinson's. (Also reported by *Earthtimes.org*.)

*Boston Herald (March 21)*

#### **Millions of Flu Shots to be Dumped Before New Supply is Ready; Practice Debated**

"There is some benefit to a system where unused vaccine is discarded even if it hasn't really lost that much potency," said **Dr. John Treanor**, a vaccine expert at the **University of Rochester** in New York.

(Also reported by *CBS News*, *Seattle Times*, *Denver Post*, *Gainesville Herald Florida*, *Portsmouth Herald New Hampshire*, *Grand Haven Tribune Michigan*, *San Mateo Times California*.)

**UPI (March 21)**

#### **Compound May Fight Kennedy's Disease**

The compound discovered at the **University of Rochester Medical Center** is a distant chemical relative of a component of the spice curry. Researchers said it dramatically slowed the progression of the disease in mice, allowing them to walk much more normally, maintain stronger muscles and near-normal levels of a molecule crucial for keeping nerve cells healthy. (Also reported by *CBC News Canada*, *Xinhua China*, *WFIE News Indiana*, *Lex 18 News Kentucky*, *Earthtimes.org*, *Hindu.com India*, *MonstersandCritics.com UK*, *Playfuls.com Romania*, *Innovations-Report Germany*.)

**Newsday (March 19)**

#### **State Report Says Paying Taxes Would Not Hurt Tribe**

The Oneida Indian Nation turned a profit of more than \$115 million last year from its casino and other businesses, according to a state report. The nation is so profitable that even if none of its lands were put into trust and the nation had to pay property taxes, the nation's survival would not be jeopardized, concluded **Gregg Jarrell**, an economics and finance professor at the **University of Rochester**. Jarrell was hired by the state attorney general's office to review an environmental report prepared last year for the federal Bureau of Indian Affairs on the Oneida nation's land trust application. (Also reported by *BusinessWeek*, *WCAX Vermont*, *WSTM Central NY*, *Utica Observer Dispatch*, and other outlets.)

**USA Today (March 19)**

#### **In the Early Solar System, 'Santa' Had a Blast**

Astronomer **Adam Frank** of the **University of Rochester** (N.Y.) notes that collisions between planets are being inferred from evidence around other stars as well. In 2005, NASA's Spitzer space telescope spotted the remains of a collision between Pluto-sized planets in the dust disk surrounding the star Vega, about 25 light-years away (one light year is about 5.9 trillion miles). So, figuring out how collisions occurred in our own solar system can also tell us how planets form (and deform) around other stars as well.

**Science News (March 16)**

#### **History of Piece of Glass Affects its Physical Make-Up**

Scientists of the **University of Rochester's Institute of Optics**, **L.C. Martin** and **Dr. T. R. Wilkins**, showed how they obtain three-dimensional photographs of tracks in photographic emulsions caused by the passage of some high-speed atomic particles like alpha rays.

**Guardian Unlimited, United Kingdom (March 15)**  
**How the Tiniest Sieve in the World Could Improve Dialysis**

Don't you just love serendipity? **Christopher Striemer** does. As a **research associate at the University of Rochester** in the U.S., Striemer recently discovered a new ultrathin silicon membrane that could revolutionize the way that doctors or scientists manipulate molecules. Only 50 atoms thick, it might even improve treatment regimes for haemodialysis patients with kidney failure.

**Washington Post (March 15)**

#### **Are Common Chemicals Feeding Obesity Epidemic?**

"It's premature for folks to be alarmed," said study author **Richard Stahlhut, M.D.**, a **resident in preventive medicine at the University of Rochester School of Medicine and Dentistry** . . . "What is more alarming is the reason we are doing studies like this. Another study showed that testosterone levels had dropped about 22 percent in men, and that sperm counts had dropped to levels that are considered subfertile or infertile." (Also reported by *CBC Canada*, *LiveScience.com*, *HealthCentral.com*, *South Asian Women's Forum [India]*, *News-Medical.net [Australia]* and other media.)

**The Times, United Kingdom (March 13)**  
**New Medical Research**

Children whose parents are under stress have more fevers with illness than other children, according to a three-year study by America's University of Rochester Medical Center. The survey of 169 children aged between 5 and 10, reported in the March *Archives of Diseases of Pediatric and Adolescent Medicine*, suggests that stressed children acquire infections significantly more often. (Also reported by *ABC News*, *Modern Mom.com [California]*, *MedPageToday New Jersey*, *Washington Post*, *News-Medical.net [Australia]*, and other media.)

***News-Medical.net, Australia* (March 12)  
\$20 million boosts AIDS treatment, vaccine  
research in Rochester**

The **University of Rochester Medical Center** will continue to play a leading role in the nation's effort fighting AIDS, with more than \$20 million to be directed to Rochester doctors and researchers who are working on new treatments for the disease and on finding a vaccine to prevent it altogether, Federal officials announced today. (Also reported by *WCAX TV Vermont, WSTM Central NY, Rochester Business Journal*.)

***Washington Post* (March 12)  
Businesses Prepare to Mount a Concerted Attack  
on Regulation**

Corporate America found cause for cheer earlier this year when regulators filed court briefs supporting limits on the ability of investors to file lawsuits, a "major philosophical shift," according to **Joel Seligman, president of the University of Rochester**.

***Chronicle of Higher Education* (March 9)  
Information Navigation 101  
New Programs Teach Undergraduates How to Use  
the Internet**

Others, like **Stanley Wilder, associate dean of the River Campus libraries at the University of Rochester**, criticize their colleagues for treating information literacy as if it should be a separate academic discipline. "It's kind of a path to irrelevancy because information seeking is going to become simpler," he said. "It's becoming simpler every day." Knowing how to use Boolean qualifiers to narrow search requests, for example, is an almost obsolete skill, yet some colleges still make it part of their information-literacy instruction, he said.

***Palm Beach Post* (March 8)  
FCAT Stars Get to Skip Final Exams**

Some psychologists say there is a downside to incentives that outlasts any short term bump in test scores. "What incentives do is facilitate a kind of learning that is very superficial and is soon forgotten," said Edward L. Deci, a University of Rochester psychology professor who has spent 35 years studying human motivation. Worse, he said, they can teach students that learning is not its own reward.

***UPI* (March 8)  
Genome Sequencing Aids Ethanol Production**  
**University of Rochester** researchers say their discovery might mean waste products such as grass clippings and wood chips—once thought too difficult to turn into ethanol—could be fodder for hungry, gene-tweaked bacteria. "This is the first revelation of how a bacterium chooses from its more than 100 enzymes to break down a particular biomass," said **Professor David Wu**. "Once we know how a bacterium targets a particular type of biomass, we should be able to boost that process to draw ethanol from biomass far more efficiently than we can today." (Also reported by *Playful.com [Romania], Earthtimes.org* and other news outlets.)

***Seattle Post Intelligencer* (March 8)  
Study Clouds Pregnancy-Seafood Issue**  
The less seafood a pregnant woman ate, the study found, the greater her risk was of having a child with more verbal, social and behavioral problems, such as hyperactivity. "These results highlight the importance of including fish in the maternal diet during pregnancy," wrote **Gary Myers, professor of neurology and pediatrics at the University of Rochester Medical Center**, in an editorial accompanying the study.

***Xinhua, China* (March 6)  
Important exam to take? Stay Away from Red**  
People associate each color with a specific mood and for many red evokes a feeling of danger. Seeking peace and tranquility? Sit next to someone wearing blue. "Color clearly has aesthetic value, but it can also carry specific meaning and convey specific information," said lead study author **Andrew J. Elliot, a psychologist at the University of Rochester**. "Our study of avoidance motivation is part and parcel of that." Also reported by *MonstersandCritics.com [United Kingdom], Playful.com [Romania], PhysOrg.com, Democrat and Chronicle* and other media outlets.)

***MSNBC News* (March 6)  
Vaccine May Fight Different Bird Flu Strains**  
Still, if scientists can create an H5N1 vaccine that fights other versions of the virus, resolving the continuing virus stand-off between Indonesia and WHO—Indonesia refuses to share samples unless WHO agrees to certain conditions—could be less important. But that would hardly be ideal. "If we had

a vaccine that protected against all H5 viruses, maybe we wouldn't care about what new isolates (viruses) there might be," said **Dr. John Treanor, a vaccines expert at the University of Rochester**. "But we're not at that point yet," he said. (Also reported by *Forbes*, *CBS News*, *MSN Money*, *Newsday*, *Denver Post*, *The State [South Carolina]*, and other news outlets.)

### **Capital News 9 (March 5)**

#### **Concussions**

**Dr. Jeff Bazarian** says this brain cell death may also be a risk factor for later development of Alzheimer's or Parkinson's diseases. Now he and fellow researchers at the **University of Rochester Medical Center** are trying to come up with a better scanning method for the concussion patient. They're also working on a blood test that would show the neurological damage to the brain. And a medication to prevent this brain cell death from happening.

### **Manila Times (March 4)**

#### **Scientist on Religion**

It will not be easy to refute Dawkins's views on exclusionary religious belief as the cause of social violence and terrorism. **H. Allen Orr, a professor of biology at the University of Rochester**, said in his review of *The God Delusion* that secularism is not the answer. The secularism of the 20th century brought on secular evil. This can only mean that people are inherently not moral beings. Neither religion nor its absence prevent from "evil" acts.

### **About Alumni**

#### **Montgomery Advertiser, Alabama (March 11)**

##### **Violinist, 92, still plays classics**

In the quiet hours of a winter morning, **Esther Gilbert** walks to the dining room of her south Huntsville home and opens her violin case. For the next two hours, sometimes longer, she plays the Landolfi, a present from a benefactor in Rochester, N.Y., who cashed in a stock-market tip as the Great Depression hit.

When she was 7, she began taking trains to Toronto, where she spent her weeks learning at the Hamburg Conservatory. When she was 10, she received a scholarship from the **Eastman School of Music** in Rochester, N.Y., where she met her benefactor, Hazel Stern. In 1928, Stern decided Esther, then 13, needed

a new violin. To buy the violin, the Landolfi, Stern invested \$730 on a stock tip she'd recently received.

### **About Students**

#### **The Times, United Kingdom (March 1)**

##### **How Self-Esteem Classes Are 'Breeding Selfish Generation'**

Efforts by indulgent parents and teachers to build children's self-esteem have backfired, with the current crop of American students exhibiting unprecedented levels of narcissism, according to a report by psychologists. **Zach Boman**, a student at the **University of Rochester**, disagrees with the report. "I think that young people of my generation are anything but self-centred. They are the most kind, gracious kids that ever lived. Whoever did the research must not have kids."

### **About University-Related Businesses**

#### **News-Medical.net, Australia (March 29)**

##### **Research Agreement to Advance New Imaging Technology**

The **University of Rochester Medical Center** and T.I.E.S., LLC, a Rochester-based start-up company, have entered into a research partnership to evaluate a new technology that could ultimately represent a major advance in medical imaging.

## **LOCAL COVERAGE**

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### **About the University**

#### **Democrat and Chronicle (March 30)**

##### **Reworking Rochester: UR Plan Means Jobs (editorial)**

The ability of the **University of Rochester Medical Center** to carry out world-class, cutting-edge research and to translate that work into local businesses and local jobs is obviously critical to this region's economic health. Creation of the proposed UR Clinical and Translational Sciences Building— a long name for what is ideally a bridge to the future — should happen, and the sooner the better. This page, in its "Reworking Rochester: Jobs for the Future" project last summer, focused on the biomedical promise at UR. This center is fully in line with that promise.

***Democrat and Chronicle* (March 29)**

**Memorial Art Gallery Showcasing Collection**

The **Memorial Art Gallery** decided to try a sweeping makeover this spring. It's putting fresh emphasis on its main strength — its extensive collection of American art. More than 110 paintings, sculptures and mixed-media works spanning four centuries have just been reinstalled on the museum's first floor.

***Democrat and Chronicle* (March 29)**

**Business Briefs: UR Research Reaps \$30M**

The **University of Rochester** received more than \$30 million for commercial rights to its research during the 2005 fiscal year, according to the latest revenue report by the Association for University Technology Managers. That makes UR the ninth highest revenue recipient among higher education institutions in the nation. The annual survey showed a trend among universities to reap more money from their research. UR said its engineering and biotechnology efforts were especially strong as commercial revenue generators in 2005.

***Rochester Business Journal* (March 28)**

**UR Facility to Add Hundreds of Jobs**

**University of Rochester** plans a \$56 million building that could be the first in the country focused on clinical and translational science. The **University of Rochester** Clinical and Translational Sciences Institute is projected to create some 600 jobs over five years there, and 830 construction jobs, a UR report states. **President Joel Seligman** said UR is embarking on the project to set itself as a leader among medical research universities. "This building may be the first of its sort that's constructed in the country," **Seligman** said. "We don't announce these things unless we intend to complete them," **Seligman** said. "This will happen." (Also reported by *RNews*, *WHAM TV ABC*, *WHEC TV NBC*, *WROC TV CBS*, *Democrat and Chronicle*.)

***Democrat and Chronicle* (March 28)**

**Eastman Builds Organ Collection**

**Heavy lifting at church makes room for another instrument**

Heavy timbers were lifted into place Tuesday at a downtown church as the **University of Rochester's Eastman School of Music** took the next step in expanding its collection of new and historic organs in the Rochester area. Officials of the **Eastman School**

and Christ Church rang hand bells as workers raised a beam of longleaf Southern yellow pine at the Episcopal church, 141 East Ave., to add a new balcony. The balcony eventually will contain a new organ modeled after a 1776 Lithuanian instrument, as part of the Eastman Rochester Organ Initiative.

***Democrat and Chronicle* (March 16)**

**\$20M Facelift in Store for Eastman Theatre**

The **University of Rochester** announced a \$20 million renovation to the historic Eastman Theatre. The Gibbs Street theater, which opened in 1922, has undergone some renovations in recent years but has sought aid to add amenities and reduce seating from 3,100 to 2,500. The state Assembly is kicking in \$8 million for the work. (Also reported in *Rochester Business Journal* and other media.)

**About Alumni**

***Democrat and Chronicle* (March 24)**

**Destroyer Named for Fallen Marine**

**Donald C. Winter**, the U.S. secretary of the Navy, came to the Scio Central School to officially announce that a U.S. destroyer would be named for Scio's Jason Dunham, a Marine corporal posthumously awarded the Medal of Honor for heroism in Iraq. Winter, who is a 1969 graduate of the **University of Rochester**, said after the ceremony that he came to Scio to make the formal announcement out of respect for Dunham's family.

***WHEC TV, NBC* (March 19)**

**Bausch & Lomb Names Efrain Rivera Senior VP and CFO**

Monday announced that **Efrain Rivera** has been named senior vice president and chief financial officer, succeeding Stephen C. McCluski who has announced his plan to retire on June 30. Rivera received a B.S. degree from Houghton College, Houghton, N.Y., an MBA in Finance from the **William E. Simon Graduate School of Business at the University of Rochester**, a J.D. degree from New York University, and an Executive Doctorate in Management from Case Western Reserve University, Cleveland, Ohio. (Also reported by *Elmira Star Gazette*, *Rochester Business Journal*, *Democrat and Chronicle*.)

## **About Students**

### ***Democrat and Chronicle, Speaking Out (March 27)*** **Consumers Going Back to the Land**

My husband and I both grew up in rural areas. Our families had gardens or our neighbors did, so we were used to the big vegetable network. We didn't have that in Rochester, so we wanted to find a connection back to the farming community," says **Annie Heckel**, a **University of Rochester** graduate student who has signed up for her third season as a CSA shareholder at Black Creek Farm in Chili.

### ***Democrat and Chronicle (March 5)*** **RED Program Helps UR Students Save Some Green**

For the last three years, Tom Guyette, an owner of Tom Or Nick's Ceramics & Pottery, has been seeing RED. RED, as in Rochester Every Day, a student discount program at the **University of Rochester**. Launched by a group of undergraduate students in 2003, the goal of the program is to provide economic incentives for students to explore the city and patronize local businesses. The program is open to undergraduates in the **College of Arts, Sciences and Engineering**, and the **Eastman School of Music**, and to grad students in the **Simon business school**. There are plans to expand the program to other UR graduate students within a year.