



Selected Coverage May 2009

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CBS News
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10WHEC-TV (May 13)

U of R receives \$10M donation

A \$10 million gift from local hotel owner Ernest Del Monte will help make the **University of Rochester's** neuromedicine program one of the best in the nation, and the world. Del Monte also plans to give an additional \$10 million sometime in the future, which will make his overall gift the largest in the history of the **University of Rochester Medical Center**. (Also Reported in: *8WROC-TV, WHAM AM 1180, WXXI, R News, 13WHAM-TV, Rochester Business Journal, East Rochester Post, Rochester Democrat and Chronicle, Times Union, Newsday*)

Rochester Democrat and Chronicle (May 16)

UR to name engineering school after benefactor

The **University of Rochester** will name its engineering school after **Edmund A. Hajim**, a 1958 graduate who donated \$30 million to the school last fall. (Also Reported in: *Rochester Business Journal, WHAM AM 1180*)

Rochester Democrat and Chronicle (May 1)

UR among giants in federal research funds

The **University of Rochester** received more research money from the federal government in fiscal year 2008 than all State University of New York schools combined, and more than four of the eight Ivy League schools, a Democrat and Chronicle review of government records found.

UPI (May 23)

Fame and fortune may make you unhappy

University of Rochester researchers tracked and surveyed 147 alumni from two universities during their second year after graduation. "Even though our culture puts a strong emphasis on attaining wealth and fame, pursuing these goals does not contribute to having a satisfying life," study author **Edward Deci** says in a statement. (Also Reported in: *ABC News, Science Daily, Science Centric, The Times of India, News Track India, Red Orbit, Topnews.in, Scientist Live, Wall Street Journal, 8WROC-TV*)

San Francisco Chronicle (May 15)

Ginger helps reduce nausea from chemotherapy

People who started taking ginger capsules several days before a chemo infusion had fewer and less severe bouts of nausea afterward than others who were given dummy capsules, the federally funded study found. "We were slightly beside ourselves" to see how much it helped, said study leader **Julie Ryan** of the **University of Rochester** in New York. (Also Reported in: *UPI, CBS News, CNN, FOX News, Chicago Tribune, Yahoo! News, Baltimore Sun, CBC News Canada, New York Post, Newsday, U.S. News & World Report, Guardian England, 8WROC-TV, 13WHAM-TV, and others*)

New York Times (May 29)

Can Incandescent Bulbs Compete on Efficiency?

Scientists at the **University of Rochester** gave Green Inc. an advanced peek at their newly-developed method for nearly doubling the efficiency of an incandescent by blackening the tungsten filament with a short pulse laser. The results of their work will be published in an upcoming issue of the journal *Physical Review Letters*. (Also Reported in: *Science Daily*, *TechRadar.com*, *News Track India*, *Red Orbit*, *Nanowerk*, and others)

13WHAM-TV (May 31)

URMC CEO Alert and Recovering After Biking Accident, Surgery

Doctors at **Strong Memorial Hospital** say the CEO of the **University of Rochester Medical Center** is alert and recovering well after surgery. **Dr. Bradford C. Berk** was severely injured after a bicycle accident Saturday afternoon near his home in Canandaigua. (Also Reported in: *Rochester Democrat and Chronicle*, *10WHEC-TV*, *WHAM AM 1180*, *8WROC-TV*, *R News*)

InsideHigherEd (May 11)

Quick Takes: U. of Rochester Salutes Mothers

The **University of Rochester** devoted the home page of its Web site this weekend (continuing today) to a Mother's Day salute. One hundred students posed with notes for their mothers. Each time the page is reloaded a different student appears. A similar approach is planned for commencement weekend.

Rochester Business Journal (May 8)

Laser Vision

Officials from the **University of Rochester's Laboratory for Laser Energetics** believe the facility could be an important player in the national effort to develop alternative energy sources through means such as fusion ignition, while also helping Rochester maintain its worldwide leadership in laser science and optical physics. (Also Reported in: *8WROC-TV*)

Rochester Democrat and Chronicle (May 1)

Research can lead to lucrative patents down the road

The **University of Rochester** makes more profit from its federal windfall by retaining ownership of the fruits of the research.

U.S. News & World Report (May 12)

Nanocrystals Show Potential for Cheap Lasers and New Lighting

Researchers at the **University of Rochester** and the Eastman Kodak Company report in *Nature* they've created a nanocrystal that constantly emits light. (Also Reported in: *Chemical & Engineering News*, *National Science Foundation News*, *UPI*, *Science 360*, *engadget*, *Africa Leader*, *Research & Development*, *Chemistry World*, *Chemie.DE*, and others)

Forbes (May 8)

Protein Might Mute Effects of Methamphetamine

Scientists at Columbia University and the **University of Rochester** medical centers in New York found that blocking or genetically removing oct3 in mice kept the MPP+ away from the neurons and holed up inside astrocytes, a common type of brain cell that other researchers have linked to Alzheimer's disease, amyotrophic lateral sclerosis (ALS, or Lou Gehrig's disease), epilepsy and other neurological afflictions. (Also Reported in: *ABC News*, *BusinessWeek*, *U.S. News & World Report*, *Bio-Medicine*, and others)

Washington Post (May 1)

WHO will take vaccine gamble with swine flu

Recent work on H5N1 vaccines, the bird flu strain many thought would ignite the next pandemic, may also help. **John Treanor**, a vaccines expert at the **University of Rochester** said that adjuvants developed during H5N1 research may come in handy now. (Also Reported in: *New York Times*, *CBS news*, *ABC News*, *Houston Chronicle*, *Honolulu Star-Bulletin*, *R News*)

ABC News (May 6)

Swine Flu Likely to Return to U.S. Next Winter

"Sometimes we will see a little spike of flu towards the end of the season with that turning up next year. Maybe that's what this is. That would be very typical," said **Dr. John Treanor**, a professor of medicine and of microbiology and immunology at the **University of Rochester Medical Center**.

(Also Reported in: *USA Today*, *Forbes*, *BusinessWeek*, *U.S. News & World Report*)

CBS News (May 2)

Questions And Answers About The New Swine Flu

Q: Could I have some immunity? A: Since it's a never-before-seen mix of mostly pig but also human and bird viruses, the CDC has cautioned that's unlikely. But it is a member of the H1N1 family of flu viruses, which circulate widely. Flu specialist **John Treanor** at the **University of Rochester** says people born before 1957 spent their childhood repeatedly exposed to H1 viruses. So experts are withholding final judgment on that question. (Also Reported in: *Forbes.com*, *San Francisco Chronicle*, *New York Times*, *Los Angeles Times*, *Newsday*, and others)

ABC News (May 11)

Study Supports Swine Flu's Pandemic Potential

However, the authors are basing their conclusions mainly on infection rates, not on severity of the disease or number of deaths, added **Dr. Ghinwa Dumyati**, an associate professor of medicine, division of infectious diseases at the **University of Rochester Medical Center**. "Not every pandemic is severe, and that's the issue," she said. "Severity does not depend on the number of people infected but on the fatality ratio." (Also Reported in: *BusinessWeek*, *News-Journal*, *Rochester Democrat and Chronicle*)

ABC News (May 13)

The Psychological Toll of Early Onset Alzheimer's Disease

A person with newly diagnosed Alzheimer's should complete a will and advanced directives, as well as putting plans in place to protect financial assets, said **Dr. Jeffrey Lyness**, associate professor of psychiatry at the **University of Rochester School of Medicine and Dentistry** in New York.

UPI (May 7)

Estrogen vital to hearing

"We've discovered estrogen doing something totally unexpected," lead study author **Raphael Pinaud** of New York's **University of Rochester** said in a statement. "We show that estrogen plays a central role in how the brain extracts and interprets auditory information. It does this on a scale of milliseconds in neurons, as opposed to days, months or even years in which estrogen is more commonly known to affect an organism." (Also Reported in: *NetIndia123.com*)

ABC News (May 11)

Protein May Be Key to Preventing Aneurysms: Study

Researchers at the **University of Rochester Medical Center** in New York said removing the gene that makes the protein cyclophilin A protected mice genetically predisposed to developing aneurysms.

WXXI (May 6)

1370 Connection: Randy Curren, U of R

A Rochester-based researcher takes a world-wide lead role in sustainability efforts; meet **Randy Curren** of the **U of R**.

Rochester Business Journal (May 29)

Eastman Theatre celebrates construction milestone

The **University of Rochester's Eastman School of Music** held a ceremony Thursday as the final beam of steel was placed at the construction site for an expansion project. (Also Reported in: *WXXI*, *13WHAM-TV*)

InsideHigherEd (May 15)

Green Ideas

A biodiesel initiative at the **University of Rochester** is of a smaller, but, its organizers hope, sustainable scale.

The Chronicle of Higher Education (May 29)

Colleges Undermine Their Value When They Put Tuition 'On Sale'

Purists share his disdain. **Jonathan Burdick**, dean of admissions and financial aid at the **University of Rochester**, which once offered scholarships to all New York State residents but no longer does, calls the guaranteed scholarships and similar strategies "snake oil" recruiting techniques that contribute to the commodification of higher education.

Washington Post (May 26)

Conservatory Groups Deliver Nuances Beyond Their Years

The **University of Rochester's Eastman School of Music** also placed their expectations on the shoulders of a single ensemble – a woodwind quintet called Arabesque Winds – which performed a challenging 20th-century program for Eastman's slot in the project on Friday. (Also Reported in: *The Daily News Online*)

Newsday (May 25)

Ex-Suffolk lawmaker Bredes seeks an upstate seat
Nora Bredes, a former Suffolk lawmaker and one-time leader of the anti-Shoreham movement, is looking to return to electoral politics – in the Rochester suburbs. Bredes, director of the **University of Rochester's Susan B. Anthony Center for Women's Studies**, faces an uphill battle because GOP registrants outnumber Democrats by 1,000.

Los Angeles Times (May 25)

Kidney stones in children on the rise
Once the stones pass and children are treated, they may recur. In a 2006 study in the journal *Pediatric Clinics of North America*, researchers at the **University of Rochester Medical Center** found that stones recurred in 67% of children after about four years. And a 2007 study by the North Shore-Long Island Jewish Medical Center found that stones returned in about 39% of the patients. (Also Reported in: *Baltimore Sun*)

Rochester Business Journal (May 18)

URMC names new research chief
The **University of Rochester Medical Center** has named a new chief of basic research. **Edward Puzas**, URMC director of orthopedic research, takes over as the medical center's senior associate dean for basic research from **Stephen Dewhurst**, who was recently named chairman of the university's department of microbiology and immunology.

U.S. News & World Report (May 15)

Implanted Defibrillators Boost Long-Term Survival
“This study proves that ICD therapy, sustained for over eight years, does in fact improve survival rates and ultimately save lives,” study author **Dr. Ilan Goldenberg**, of the **University of Rochester Medical Center**, N.Y., said in a heart society news release. (Also Reported in: *Forbes*, *MSN*, *ABC News*, *BusinessWeek*, *News-Medical.Net*)

10WHEC-TV (May 1)

Oral history of the 2008 election
The historic election is getting some extra attention by students at the **University of Rochester**. The U of R is putting together an oral history of the 2008 election, collecting stories and personal experiences from the election and the months that followed.

UPI (May 5)

Smoking may rob kids of anti-oxidants
Researchers at the **University of Rochester Medical Center** in New York looked at the levels of anti-oxidants vs. the amount of smoke exposure in more than 2,000 children and teens ages 6 and 18 in the 2003-2004 National Health and Nutrition Examination Survey. (Also Reported in: *Science Daily*, *News Track India*, *SamayLive*)

8WROC-TV (May 17)

2009 Grads Take Alternate Path to Finding a Job
“This has been a tough market to graduate into if your goal is to just get a high paying job,” says **U of R** Dean of Admissions **Jon Burdick**. But students at U of R aren't alone. Undergrads across the country are dealing with a decreasing number of job offers. (Also Reported in: *10WHEC-TV*, *13WHAM-TV*, *R News*, *Rochester Democrat and Chronicle*)

8WROC-TV (May 19)

Recession Leads More Students to Launch Business
When **Jeffrey Hanniff** originally applied to the **Simon School of Business**, he had big plans. But there was one slight setback: the recession. According to **Mark Zupan**, Dean of the Simon School, they're not alone. Because of the recession, Zupan says 10 percent more Simon School Grads will be launching their own company this year.

WHAM AM 1180 (May 22)

Simon School Applauds Xerox Promotion
Mark Zupan is the Dean of the **Simon School of Business** at the **University of Rochester**. He says when Burns takes over as CEO, it will be the first transition from a woman CEO to another woman for companies in the Fortune 500. He says, “first African American female, and so similar to the election of President Obama, and it's something we can be proud of, as is the company, especially given our history from Susan B. Anthony to Frederick Douglass in Rochester.” (Also Reported in: *Rochester Democrat and Chronicle*, *WXXI*)

***Rochester Business Journal* (May 7)**

URMC to participate in landmark children's study

Rochester-area families will be able to participate in the nation's largest study of the health and well-being of children from birth to age 21, through a multimillion dollar federal grant awarded to the **University of Rochester Medical Center**, officials announced Thursday. (Also Reported in: *Rochester Democrat and Chronicle*, *10WHEC-TV*)

***10WHEC-TV* (May 20)**

Local student competes in prestigious piano competition

An **Eastman School of Music** junior is gearing up for one of the biggest events of her life. **Zhang Zuo** is in Fort Worth Texas right now. She is taking part in the prestigious Van Cliburn International Piano Competition where you have to be invited to sit down in front of the judges there. (Also Reported in: *Batavia Daily News*)

***Rochester Democrat and Chronicle* (May 28)**

UR's med school dean heading to Florida

The dean of the **University of Rochester School of Medicine and Dentistry** will leave his post on July 1 to serve as senior vice president for Health Affairs at the University of Florida and president of UF & Shands Health System. (Also Reported in: *Rochester Business Journal*, *Gainesville Sun*)

***MSNBC* (May 20)**

Stricter mpg rules may be boon for automakers

But **Mark Zupan**, dean of the **Simon Graduate School of Business** at the **University of Rochester**, argued the Obama rules amount to excessive government interference in the auto industry and ultimately will hurt carmakers 10 to 20 years more from now. (Also Reported in: *Newsvine*)

***10WHEC-TV* (May 5)**

UR student chosen for prestigious entrepreneurship program

Daniel Fink, a senior at the **U of R**, has been selected for the Kauffman-Singapore Scholars Program.

***R News* (May 5)**

UR Economics Professor Honored

The American Economic Association recognized Xerox Professor of Economics at the **University of Rochester Ronald Jones**, as a distinguished fellow.

***Rochester Democrat and Chronicle* (May 31)**

Eastman faculty to be released from quarantine in China

Two **Eastman School of Music** faculty quarantined in China have been released and rejoined a cultural exchange program in China, school officials said Sunday. (Also Reported in: *WHAM AM 1180*, *8WROC-TV*, *Rochester Democrat and Chronicle*)

***Rochester Business Journal* (May 20)**

UR named Marketer of Year

For its new, combined brand identity, **University of Rochester** was awarded 2009 Marketer of the Year.