Selected Coverage November 2012

National

Scientific American (November 20)

Quantum Dots of Many Colors

Earlier this month, Technology Review reported that scientists from the University of Rochester have figured out how to use nanoscale crystals called quantum dots to enhance the longevity of artificial photosynthesis. Artificial photosynthesis is exactly what it sounds like—a means of using the energy in sunlight, combined with water and air, to produce fuel, by incorporating light-absorbing nanoparticles into the mix.

Chicago Tribune (November 7)

Simple programming change to defibrillators saves lives: study

“But even more importantly it was associated with a 55 percent reduction in total mortality, and that’s on top of the 40 percent reduction in mortality that you ordinarily see with the defibrillator,” Dr. Arthur Moss, who led the study, said in an interview. “This makes the defibrillator not only safer, but it also saves more lives, so it’s a pretty significant finding,” said Moss, a professor of cardiology at the University of Rochester Medical Center who presented the data at the American Heart Association scientific meeting in Los Angeles. (Also Reported in: Bloomberg Businessweek, CNBC, Yahoo! News, Science Daily, Huffington Post, Washington Post, Toronto Sun, and others)

MSNBC (November 15)

Rare, gem-studded meteorites were born in asteroid crashes

The space rocks known as pallasites, first discovered in 1794, are very rare, with only about 50 known. These meteorites are mixtures of iron-nickel metal and translucent, gem-quality. “How you get a mixture of metal and these gem-like crystals has been a longstanding mystery,” lead study author John Tarduno, a geophysicist at the University of Rochester in New York, told SPACE.com. “Because of the density differences of these materials, you’d normally think they’d separate into two different groups.” (Also Reported in: e! Science News, Yahoo! News, LiveScience.com, Science Daily, Huffington Post, Sky & Telescope, Phys.org, and others)

Marketplace (November 15)

10 Highly Selective Colleges Form Consortium to Offer Online Courses

Leaders of the effort say it will give students a wider selection of course options. A student at the University of Notre Dame with an interest in music, for example, will be able to take an online course from the University of Rochester’s music department for credit. (Also Reported in: New York Times, USA Today, U.S. News & World Report, Chronicle

Local

8WROC-TV
10WHEC-TV
13WHAM-TV
Rochester Business Journal
Rochester Democrat and Chronicle
WHAM AM 1180
YNN
The Suicide Plan
An unforgettable portrait takes viewers inside one of the most polarizing social issues of our time. [Timothy Quill, M.D., Professor of Medicine, of Psychiatry, and of Medical Humanities at the University of Rochester School of Medicine and Dentistry, is first featured at the 46:17 mark.]

Specialized master’s degrees booming
This is already starting to happen at the University of Rochester’s Simon School of Business, which now offers about a dozen full-time and part-time specialty master’s business programs. The school is introducing two new master of science programs in January, one in pricing and another in business analytics. This year, seven students from the school’s master science programs went directly into the school’s MBA program, and about five others have indicated they have plans to do so in the future, says Simon School Dean Mark Zupan. “We have roughly the same MBA class size this year as last, in a year when most schools saw their applications and enrollments go down,” Zupan says. “So there are some synergies springing up that allow us, if anything, to have a slightly larger MBA class coming in.”

I told you I was ill! Being neurotic can be GOOD for your health after all
Study leader Dr Nicholas Turiano, from the University of Rochester Medical Center, said the result suggested there are a large number of people who are both neurotic and conscientious. He said: “These people are likely to weigh the consequences of their actions, and therefore their level of neuroticism coupled with conscientiousness probably stops them from engaging in risky behaviors.” (Also Reported in: The Atlantic, HealthDay, U.S. News & World Report, MSN.com, Newsday, Prevention, and others)

Two Families Show an Uneven Rise in Consumer Confidence
“People are still cautious, and there’s still a lot of uncertainty,” said George R. Cook, professor of business administration at the University of Rochester’s Simon business school. Recent shopping trips with consumers in regions with particularly high and low consumer confidence suggested some of the challenges retailers are facing. The holiday season is critical to retailers’ profits, and helps increase consumer spending and the overall economy, but while traffic over the Thanksgiving weekend increased, sales in stores fell on that Friday, traditionally the busiest day of the year. And retailers needed to offer steep discounts to draw customers.

Federal budget cuts could hurt Rochester’s economy (guest essay)
Written by Joel Seligman
At the University of Rochester, for instance, federal investments support research in the high-technology and biotechnology sectors. Since 1996, 53 companies have been created using University-licensed technologies. Our technological innovations have had a real human impact on a global scale, such as the pioneering work in vaccine development that has led to the world’s first cancer vaccine, which now protects tens of millions of girls and boys from the human papillomavirus. Seligman is president of the University of Rochester.

Cancer Immunity Insights Might Derive from Study of Blind Mole Rats
There’s more than one way for long-lived subterranean rodents to avoid cancer, and they might hold cellular clues to effective treatments in humans. Cell cultures from two species of blind mole rat, Spalax judaei and Spalax golani, behave in ways that render them impervious to the growth of tumors, according to work by Vera Gorbunova at the University of Rochester in New York and her colleagues. And the creatures
seem to have evolved a different way of doing this from that observed in their better known and similarly cancer-resistant cousin, the naked mole rat (Heterocephalus glaber). (Also Reported in: Huffington Post, Science News, Science Daily, New Scientist, Innovations Report, Argentina Star, News-Medical.net, PhysOrg.com, Wired.co.uk, and others)

**Charlie Rose Brain Series 2 (November 23)**  
**Episode 11: Pain**

With Eric Kandel of Columbia University; David Julius, University of California, San Francisco; Allan Basbaum, University of California, San Francisco; **Robert Dworkin, University of Rochester Medical Center**; David Borsook of Boston Children’s Hospital; and Laurie Klein, nursing student at LSU. (Also Reported in: Bloomberg Businessweek)  
[Dworkin is first featured around the 6-minute mark.]

**U.S News & World Report (November 13)**  
**Can Playing Soccer Lead to Brain Damage**

Dr. Jeffrey Bazarian, an associate professor of emergency medicine at the University of Rochester Medical Center in New York, agreed that this study shouldn’t cause parents to worry about their child heading a soccer ball. He said in professional players, head-to-head contact is a much more likely cause of brain injury. “It’s also important to remember that when you ask athletes whether they’ve had a concussion before, they may underreport injuries. If they have a concussion, it means they can’t play. Plus, they don’t always know if they’ve had a concussion,” he said. (Also Reported in: Newsday, Time.com, Health.com, Medbroadcast)

**New York Times (November 17)**  
**The Meaning in a Drawer Full of Old Family Snapshots**

People “don’t see a photo as much as a keepsake, or as marking a moment,” said A. Joan Saab, an associate professor of art history and visual and cultural studies at the University of Rochester – the city where Eastman Kodak once thrived. Professor Saab said she ordered photo books from Shutterfly, a Web site where you can upload photos and create printed albums and other photographic mementos, for her parents and in-laws, and occasionally orders prints herself.

**Wall Street Journal (November 9)**  
**Some Don’t Live to Earn, but Earn to Live**

Richard Ryan, a professor of psychology at the University of Rochester in New York, studies human motivation and how it affects psychological well-being. His work has shown that people who pursue extrinsic goals, such as money, image and fame, are less happy than those who focus on goals that they define for themselves, irrespective of what society may say. The happier ones have decoupled their own sense of self-worth from material possessions or recognition. And, says Mr. Ryan, it’s harder to be in a relationship with someone who is focused on money. “If you’re somebody who finds wealth and material goods really important, probably you’re putting less emphasis on intimacy and closeness with others,” he says. “And the people around you may be less satisfied in their relationship with you.” (Also Reported in: Globe and Mail)

**Huffington Post (November 12)**  
**Prostate Cancer Research: 10 Things We’ve Learned So Far This Year**

To add more to the research on prostate cancer screening, a study in the journal Cancer showed that routine PSA testing is linked with 17,000 fewer cases of the deadliest form of prostate cancer. “By not using PSA tests in the vast majority of men, you have to accept you are going to increase very serious metastatic disease threefold,” study researcher Dr. Edward Messing, M.D., the chief of urology at the University of Rochester Medical Center, told WebMD.

**Rochester Democrat and Chronicle (November 13)**  
**An app for the MAG**

If you want to take a self-guided tour at the Memorial Art Gallery, bring along your iPhone or iPad. The museum at 500 University Ave. has just introduced a free iPhone app that lets you learn more about selected artifacts in its collections from the Ancient World, Asia and Medieval and Renaissance Europe.
Boston Herald (November 3)
Gorillas getting dental work at Franklin Park Zoo
Kiki needs a molar removed. Gigi had a broken tooth. But dental care can be tricky when it comes to patients who also are gorillas at Boston’s Franklin Park Zoo. A dentist from University of Rochester Medical Center (Sean McLaren) is working with zoo veterinary staff for the procedures. (Also Reported in: Boston Globe, San Francisco Chronicle)

PBS NewsHour (November 30)
Promoting Safe Sex With Posters on World AIDS Day
Originally developed for public health campaigns to promote HIV testing, safe sex, and better knowledge of the virus and disease, Dr. [Edward] Atwater began collecting the posters for their social and cultural importance. After years of collecting from all over the world, he donated all the posters to the University of Rochester.

MSN (November 16)
Infertility in Men: Are His Swimmers Stuck?
“Many of the things that make our lives easier may be affecting sperm production and vitality,” says urologist Jeanne O’Brien, M.D., of the University of Rochester Medical Center. Chemicals like phthalates (used to make plastic items durable), parabens (the preservatives in grooming products), and pesticides can interfere with sperm, leaving a man with too few or a whole lot of damaged ones.

U.S. News & World Report (November 28)
Business Schools Divided on How to Approach Analytics Training
“We first started thinking of this as ‘big data,’ and then our alums were the ones that convinced us we’re much better positioning it as ‘business analytics.’ … There’s always been a ton of data. To think because there’s a ton of data you can make better decisions is crazy,” says [Dean Mark] Zupan. “It’s still ‘garbage in, garbage out’ if you don’t know what to extract and how to interpret it. Just having more information is not an asset in and of itself.” Big data embodies the traditional vision of management as an art, where executives follow instincts, while the Simon School is gravitating toward analytics, because it is a more scientific approach, according to Zupan. “The people that use ‘big data’ loosely will sometimes backpedal and say, ‘Oh yeah. We meant the other stuff, too,’” he says. “But in my mind ... too much of big data just focuses on a ton of data.” (Also Reported in: Yahoo! News)

Rochester Business Journal (November 9)
RGRTA, UR eye new plan
Plans for a transit center at the University of Rochester’s College Town project were dropped this summer because of funding complications, but the Rochester Genesee Regional Transportation Authority and UR remain committed to making a transportation center part of the project and the university. “We want to encourage our employees to use public transportation, and now it’s just a question of making convenient points of access and giving information to help get them using it,” said Ronald Paprocki, senior vice president for administration and finance.

Denver Post (November 8)
Colorado House Democrats pick Ferrandino for speaker, historic first for gays
Jubilant Democrats nominated Mark Ferrandino as speaker of the House on Thursday, the first time in Colorado history a gay lawmaker has presided over the chamber. Growing up, Ferrandino always had an interest in politics, and he majored in political science and economics at the University of Rochester.

Globe and Mail (November 29)
Money not a great workplace motivator, expert says
How do you keep your employees motivated? How do you show them that their work is valued? Many small business owners use bonuses or raises, and while everyone loves a little extra cash, motivating with money may not be as effective as you think. “Unless you’re extremely careful with how you use rewards, you get people who are just working for the money,” says Edward Deci, a human motivation psychologist at the University of Rochester. (Also Reported in: MSNBC)

13WHAM-TV (November 7)
Affordable Care Act, Here To Stay
The defeat of the father of so-called Romneycare all but assured the complete rollout of so-called
Obamacare. Politics aside, this triggers practical questions of implementation. Hospitals, for example, will see lower reimbursements and a host of changes to enhance efficiencies. Steven Goldstein, CEO of Strong Memorial and Highland hospitals, said it has been, and will continue to be, his responsibility to implement the law. “Hospitals will be reshaped,” Goldstein said, adding he supports that reconfiguration and modernization. “All components of the healthcare system work together to provide high quality cost-effective care to their public and I think that’s a good thing.”

Chicago Daily Herald (November 11)
Small business outlook for Obama’s 2nd term
Obama may not be able to do much to get the economy growing much faster than it is now. “I think both candidates were way overselling what they can do to create jobs and help the economy,” says David Primo, an associate professor of political science and business administration at the University of Rochester in New York. “That is ultimately going to be a huge problem. As government grows and the size of the deficit grows, that’s when you’ll see a drag on economic growth,” Primo says. (Also Reported in: Oakland Press, Fort Wayne News-Sentinel, Philly.com, and others)

Rochester Business Journal (November 9)
Ranks of primary-care docs begin to grow, efforts pay off
Primary-care doctors are flowing into the area primarily through two residencies at URMC: family medicine and meds/peds. The latter program prepares doctors to treat adults and children as a result of training in both internal medicine and pediatrics. Those two residencies typically graduate a total of 20 physicians, says Wallace Johnson M.D., director of URMC’s Center for Primary Care and a general internal medicine physician who practices at a URMC office in Fairport. “We’re talking about 20 people, of which probably two-thirds go into primary care in Rochester,” says Mark Taubman M.D., dean of the UR School of Medicine and Dentistry. “That’s a lot.” Though they have the option of pursuing specialties, “We’re starting to see people go into primary care from our internal medicine residency program that we didn’t see before, and the same thing is true with pediatrics,” Taubman says.

Rochester Democrat and Chronicle (November 24)
University of Rochester shoots to be top area men’s basketball team
Luke Flockerzi isn’t one to boast, but the University of Rochester men’s basketball coach can’t help himself when it comes to point guard John DiBartolomeo. “I think he’s one of the best in the country,” Flockerzi said. “He’s a special player, and it’s a luxury to have him.”

Rochester Democrat and Chronicle (November 28)
University of Rochester tops RIT at Wendy’s College Classic
University of Rochester head coach Jim Scheible became the all-time winningest coach in the women’s basketball program’s history with 259 victories as the Yellowjackets earned an 80-53 win over RIT in the first round of the Wendy’s College Classic at William Smith on Tuesday. The win marks Scheible’s 400th over his 22-year career (14th at UR) and is Rochester’s 22nd consecutive win in the Classic and 13th straight opening-round victory. (Also Reported in: 10WHEC-TV)

Rochester Democrat and Chronicle (November 30)
UR service workers OK two-year contract
A two-year contract has been ratified for about 1,700 service workers at the University of Rochester. UR spokeswoman Teri D’Agostino said: “Both sides were able to preserve what’s most important to them.” D’Agostino said, “The union accepted lower wage increases and raised co-payments so that its members won’t have to contribute toward their health care premiums.” (Also Reported in: 13WHAM-TV, 10WHEC-TV, YNN, 8WROC-TV, WHAM AM 1180)

13WHAM-TV (November 20)
Man in the Music: Local Author in Spike Lee’s, “Bad”
Norma Holland sits down with University of Rochester instructor Joseph Vogel, author of the Michael Jackson biography, “Man in the Music.” Vogel will be appearing in Spike Lee’s documentary on Jackson, “Bad,” which premieres Thanksgiving on ABC.
El Paso Times (November 4)
Ying Quartet, Influential group still amazed by the power of music
It’s been 20 years since the sibling Ying Quartet started its professional career with a two-year residency in a tiny eastern Iowa farming town. The group’s members, who are of Chinese ancestry, grew up in the Chicago suburb of Winnetka. The quartet, including brother Timothy Ying on violin, started performing in 1988 as students at the University of Rochester’s Eastman School of Music.

MSNBC (November 9)
Young voters were the key to Obama’s swing state wins
First-time voter Dan Gorman, 21, from the University of Rochester, said he was surprised to learn the youth turnout in 2012 was as strong a showing as four years ago. “This year, college students of multiple political persuasions seemed much less enthusiastic and regarded the candidates with some derision,” Gorman said. “Mitt Romney wasn’t a viable conservative, or President Obama was an ineffectual leader – I’d hear these complaints on a daily basis. As I filled out my absentee ballot, I assumed the youth vote would be lower than in 2008.”

Bloomberg News (November 1)
Romney Ad Seen as Distortion Prompts Protests by U.S. Automakers
“Romney has been able to finesse his opposition to the bailout by arguing that he wanted to see a bankruptcy-based solution,” said David Primo, a political science professor at the University of Rochester in New York. “Whether he is right on the policy side of this, it’s a difficult political case to make, given the recovery of GM.”