Selected Coverage November 2010

**National**
ABC News
Bloomberg BusinessWeek
Boston Globe
CBS News
Chicago Tribune
Chronicle of Higher Education
CNBC
CNN/CNN.com
Daily Mail
Fox News
Huffington Post
The Independent
Los Angeles Times
MSNBC
New York Times
NPR
Reuters
Science Daily
UPI
U.S. News & World Report
Wall Street Journal
Washington Post
WebMD

**Local**
13WHAM-TV
Rochester Business Journal
Rochester City Newspaper
Rochester Democrat and Chronicle
WXXI
YNN

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**Rochester Democrat and Chronicle (November 16)**  
**Local scientists to be honored at White House**

The University of Rochester’s Esther M. Conwell and retired Eastman Kodak researcher Steven J. Sasson will receive the nation’s highest science awards in what is believed to be firsts for Rochester at a White House ceremony from 5:20 p.m. to 5:50 p.m. Wednesday.  

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**CNN (November 16)**  
**Doctor becomes patient**

Medicine has always been Dr. Brad Berk’s passion. A cardiologist and CEO of the University of Rochester Medical Center, Berk was known as a real go-getter. But that changed in May of 2009 when Berk had a bicycle accident.

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**CNN.com (November 19)**  
**Human Factor: A doctor, his injury, and healing insights**

In the Human Factor, Dr. Sanjay Gupta introduces you to a survivor who has overcome tremendous odds. Confronting a life obstacle – injury, illness or other hardship – they tapped their inner strength and found resilience they didn’t know they possessed. Be inspired by their successes, as we have been.

After having walked a mile in the shoes of my patients, I now have a unique perspective as the CEO of the University of Rochester Medical Center, a physician and a patient with chronic illness. As CEO I can work with physicians and employees to champion the kind of medicine that will benefit patients, families, and providers alike. It is this rare opportunity that has driven me to work so hard to come back from my injury.

*Post by: Brad Berk M.D.*

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**Fox News (November 23)**  
**Scientists Learn Why Alcohol Can Be Good for You**

The molecules, called “Notch” proteins, are vital to embryonic development, and in adults, they help control the tiny, involuntary muscles that regulate blood flow through arteries. When Notch molecules are stimulated – by high levels of cholesterol, smoking or changes in blood flow – they spur these smooth muscle cells to multiply, which can lead to development of arterial plaques, said study researcher Eileen Redmond, an associate professor in the department of surgery at the University of Rochester Medical Center.  
(Also Reported in: MSNBC, Yahoo! News)
The 3 Core Needs: Satisfy Them and You'll Be Happy

Edward Deci and Richard Ryan of the University of Rochester have led the way, with an aspirational framework known as self-determination theory. I find it amazing that this remarkable tool hasn’t made its way into the public consciousness. (Also Reported in: Yahoo! Shine)

How to Build a Perception of Greatness

The University of Rochester’s president, Joel Seligman, was good at that when he was dean of the law school at Washington University in St. Louis, raising the school’s profile in the process, says Mr. Hesel, the strategic-planning consultant.

Hidden dangers of cosmetics revealed

Shanna Swan, an environmental scientist and professor at the University of Rochester: “These are chemicals that our body confuses, if you will, with our natural hormones. Particularly to the unborn child that’s developing and needing these hormones, it can really make things go wrong.”

URMC to head FDA initiative studying pain medications

The U.S. Food and Drug Administration has selected the University of Rochester Medical Center to lead a new initiative to accelerate the identification of improved pain treatments. (Also Reported in: Rochester Democrat and Chronicle, News-medical.net, Yahoo!)

A rare look at old New York

What began as a hobby for Dr. Seymour Schwartz has turned into a sizeable collection of rare, historically significant maps and prints of North America. The URMC professor of surgery recently donated the portion of the collection focusing on Western New York – more than 40 rare maps, prints, books, and copper engravings - to the University of Rochester. (Also Reported in: 13WHAM-TV)
YNN (November 6)
Female Representation in Congress Declines After Election
The 2010 election was seen as a loss for Democrats, but the number of women in Congress also took a hit. “It’s a point of view that’s necessary,” said Nora Bredes of the Susan B. Anthony Center of Leadership. “We make up 50-percent of the voting population, more women vote than men.” Bredes says the percentage of women in Congress fell to between 15 and 16 percent after the election. Before the election it was at 17 percent, which was an all-time high.

Rochester Democrat and Chronicle (November 1)
Broadband Send-Off
Eastman Broadband, a 20-member contemporary music ensemble from the Eastman School of Music, offered bits of a program on Sunday in a rehearsal room that it will take first to the Miller Center in NYC on Monday evening and then to Mexico for a cultural festival later this week.

UPI (November 5)
Minor injuries can be major for elderly
Lead author Dr. Julius Cheng of University of Rochester Medical Center in New York warns falls where feet touched the ground prior to the fall – traditionally considered “minor” – can be deadly in those age 70 and older. (Also Reported in: Red Orbit, Science Daily)

Nature (November 10)
Neuroscience: Settling the great glia debate
The entire field has been trained in neurocentric labs, and everybody has so far believed that astrocytes work like neurons, says Maiken Nedergaard, a glial biologist at the University of Rochester in New York.

YNN (November 24)
Cautious Optimism in Black Friday Forecast
Professor George Cook of the University of Rochester’s Simon Graduate School of Business says the overall shopping outlook is a little merrier this year.

The Independent (November 9)
Future in first aid: smart bandages
Announced on November 1, researchers at the University of Rochester in the US are developing a sand-grain-sized silicon wafer that can differentiate between two classes of bacteria, Gram-positive and Gram-negative, and “stains” them different colors.

CNN.com (November 3)
Doctors induce 5-month coma to save woman’s life
An ambulance rushed [Canandaigua’s] Donna [Landlergan] to the ER after she collapsed, but she was quickly transferred to the intensive-care unit (ICU) at nearby Highland Hospital, in Rochester, New York. Neurologist Nick Johnson, M.D., was there when she arrived. “She was psychotic and required restraints, both physical and emotional,” Johnson says, referring to tranquilizers. “She was trying to hurt herself and the people around her.” (Also Reported in: MPNnow.com)

Rochester Democrat and Chronicle (November 18)
UR women’s team remains deep in talent
For the University of Rochester women’s basketball squad, it means last team standing at the Big Dance.

ABC News (November 3)
More Drugs Do Not Always Mean Better Care: Studies
Dr. Paul Griner of the University of Rochester said in a commentary that medical schools should teach students about costs, citing estimates that unnecessary or inappropriate tests and procedures account for as much as 20 percent of healthcare spending. (Also Reported in: Yahoo! News, Fox News, Reuters)

CNN.com (November 3)
‘Hiccup girl’ lawyer exploring brain disorder role in killing
The lawyer’s argument did not convince Dr. Jonathan Mink, a professor of neurology at the University of Rochester in New York. “If he were to ask me if her syndrome were relevant, I would say, as a Tourette expert, that it is not,” he said. (Also Reported in: SanDiego.com)
**MSNBC (November 8)**

Chromosome change points to autism

Previous work has found genes that are associated with autism, but these genes have “low penetrance” – meaning the genes were also found in people who don’t have any symptoms of autism, said Patricia Rodier, a professor at the University of Rochester School of Medicine and Dentistry. “But in this case, it appears that virtually all of the people who have this anomaly of this gene have some symptoms,” said Rodier, who wasn’t involved with the study. (Also Reported in: Yahoo! News)

**ABC News (November 8)**

Teens Need Preventative Care Too

U. Rochester Medical Center’s Dr. Robert Fortuna explains why it’s important.

**U.S. News & World Report (November 8)**

Many Patients With Heart Attack Delay Hospital Care

“People have put in a lot of effort to reduce the time from the paramedic to getting to the hospital and into the cardiac cath [catheterization] lab where you open up the blocked vessels, and there’s been great success with that,” said Dr. Frederick Ling, director of the cardiac catheterization laboratory at the University of Rochester Medical Center in Rochester, N.Y. “The issue is that there really has to be a lot more focus now on the patient side, but the patient part of it is much harder to do.” (Also Reported in: Science Daily, MSNBC, Reuters, National Institutes of Health, Bloomberg Business Week, Yahoo! News, Daily Mail, and others)

**New York Times (November 14)**

UH Is 1 of 2 Universities Eyeing an Obama Library

Curt Smith, a senior lecturer at the University of Rochester, who wrote a book on presidential libraries, said presidents typically want an academic component attached. (Also Reported in: ABC News, CBS News, NPR, Boston Globe, CNBC, Chicago Tribune, Los Angeles Times, Washington Post, MSNBC, and others)

**Boston Globe (November 29)**

Holy latke! Is it Hanukkah already?

“Some people think it’s kind of great when Hanukkah’s not anywhere near Christmas because it gets to be its own holiday,” said Nora Rubel, an assistant professor of religion at the University of Rochester in New York. (Also Reported in: ABC News, CBS News, Boston Herald, Los Angeles Times, MSNBC, Wall Street Journal, and others)

**NPR (November 16)**

Pluto Is A Dwarf Planet: Get Over It Y’all

*By Adam Frank, [Assistant Professor of Astrophysics, University of Rochester]*

An artist’s concept of Pluto and its moon Charon hovering over the surface of another possible moon. There were only two people around when the rest of the solar system was discovered. It happened in 1992 in a dingy telescope control room 14,000 feet above sea level. On that night David Jewitt and Janet Luu found the tell-tale trace of a asteroid-sized body tumbling through the far edges of our planetary ‘hood. They had found the first Kuiper Belt Object and Pluto’s descent from the pantheon of planets had begun.

**Rochester Democrat and Chronicle (November 5)**

Candidates couldn’t wrangle young voters

“It’s just a lack of excitement among young people and relatively more high awareness among older people, and particularly among seniors,” said Richard Niemi, a political science professor and associate department chair at the University of Rochester.

**WXXI (November 4)**

Eastman prof solves 16th century brainteaser

An audience at Rochester’s 10th Annual Early Music Festival will hear the first performance of a Renaissance motet from a new edition by Patrick Macey, head of the Musicology Department at Eastman. Macey discovered – and solved – a brainteaser within the motet that had stumped singers for years.
**WebMD** (November 16)
FDA Advisory Panel Backs New Lupus Drug
“It looks remarkably good compared to the other drugs that we are using,” said panelist R. John Loo-
ney, MD, a professor of medicine at the University of Rochester School of Medicine and Dentistry.
“It seems like it is going to be significant in terms of what we are going to be using [with our patients].”
(Also Reported in: MSNBC, Reuters, Yahoo! News)

**HealthCare.org** (November 15)
Omega-3 Supplements Won't Fight Irregular Heartbeat
The doses used in the study are available only by prescription and are “higher than doses previously published in studies,” said Dr. Robert Block, a cardiologist and assistant professor of community and preventive medicine at the University of Rochester Medical Center. (Also Reported in: Bloomberg BusinessWeek, MSN, Yahoo! News, Drugs.com)

**Rochester Democrat and Chronicle** (November 18)
Local artist Shawn Dunwoody honored by UR
Naturally, I headed straight for one of its best-known artists: Shawn Dunwoody, who directs the Four Walls Art Gallery. The University of Rochester’s Department of English has just given him its Lillian Fairchild Award for his art and community activism.

**ScienceDaily.com** (November 30)
Brain Cells Called Pericytes Become a Player in Alzheimer's, Other Diseases
“For 150 years these cells have been known to exist in the brain, but we haven’t known exactly what they are doing in adults,” said Berislav Zlokovic, M.D., Ph.D., the neuroscientist who led the research at the University of Rochester Medical Center. “It turns out that pericytes are very important for helping maintain a brain environment crucial to the health of neurons. The pericyte offers us an exciting new target for new treatments for neurodegenerative diseases.”
(Also Reported in: Medical News Today, News-medical.net, PhysOrg.com)

**CNN.com** (November 18)
Can food additives affect ADHD?
However, Bernard Weiss, Ph.D., professor of environmental medicine at the University of Rochester School of Medicine and Dentistry, in New York, says it’s clear that food additives can sometimes affect child behavior, at least in the short term.

**Rochester Democrat and Chronicle** (November 21)
Live lived: Commitment to education fueled Leon Miller
“He wanted to know how things work,” says Betty Miller of her late husband, Dr. Leon Miller. “He was a very curious person.” He never lost that hunger to know, she says. Dr. Miller became emeritus professor at the University of Rochester in 1978, but continued to come to the campus daily, teaching, advising students and colleagues, interviewing prospective students, attending lectures and meetings — until a stroke in March left him unable to navigate the medical school’s corridors.

**Forbes.com** (November 22)
Name You Need To Know in 2011: The S-100B Blood Test
If measured within four hours of the injury, the S-100B test can accurately predict the severity of a concussion. The test is already used in 16 European countries as a screening device. In the U.S., two people – Jeff Bazarian, an emergency room doctor at the University of Rochester, and Damir Janigro at the Cleveland Clinic – are using the test as an investigational tool and trying to drum up interest at Roche Diagnostics to apply for FDA approval in 2011.

**U.S. News & World Report** (November 24)
Think More Protein, Fewer Carbs to Maintain Weight Loss
These findings aren’t so surprising to Tracy Cherry, a registered dietitian and clinical nutrition specialist at the University of Rochester Medical Center, given how differently the body handles protein and carbohydrates.