



UCLA HEALTH SCIENCES MEDIA REPORT
For the week of Sept. 30 – Oct. 6, 2011

Note: Website links may expire without notice. Some sites require password registration. If you cannot access a story or would like to obtain a copy, please call 310.794.0777.

Herceptin/Chemo Approach Garners Wide Coverage

Media Cover Strategy to Create, Treat Autistic Mice

Breast-Cancer Drug Combo Attracts Press

Operation Mend Spotlighted in Magazine, Web Outlets

NPR Examines Gastric Surgery

FOX News Tackles Healthy Eating

Media Cite Physicians' Trial Testimony

KPCC Explores Denmark's Tax on Fatty Foods

Visionary Ball Attracts News Interest

CBS Covers Big Tobacco's Deceit

Ventura Paper Chronicles Nurse's Near-death Experience

Philly Paper Details Uninsured Patients' Effect on Covered Care

Tech Trade Profiles Teen Inventor

Prostate Cancer Findings Highlighted

Hysterectomies' Link to Higher Iron Draws Attention

Australian Journal Notes Misleading Studies

Online Press Explain How the Brain Makes Memories

Idaho TV Explores Cancer/Stress Link

Westside Paper Offers Halloween Safety Tips

Examiner Covers HIV Drug Trial

Parenting Website Previews Doctor's New Book

Examiner Promotes Party on the Pier

Facebook Explores Creativity

Trade Describes “Tweezers” for the Brain

Canyon News Cites Imaging Study Research

Palm Beach Post Examines Fame Addiction

BRIEFS

QUOTABLES

Herceptin/Chemo Approach Garners Wide Coverage

Research pairing Herceptin with chemotherapy to treat early breast cancer was featured Oct. 5 by [NBC Nightly News](#), the [Los Angeles Times](#), [MSNBC](#), [Reuters](#), [Examiner.com](#), the [State Column](#), [Med Page Today](#), the [Republic](#), [Health Canal](#), [Science Daily](#) and the [New England Journal of Medicine blog](#); and on Oct. 6 by the [Press Association](#), the [National Cancer Institute](#), [WebMD](#), the [Daily Mail \(UK\)](#) and [WPMT-TV \(PA\)](#). Syndicated reports appeared in [Nursing Times](#), [Doctor’s Lounge](#), [U.S. News & World Report](#), [Sun Sentinel](#), [Bellingham Herald](#), [Hartford Courant](#) and the [Baltimore Sun](#). Dr. Dennis Slamon, director of clinical/translational research at UCLA’s Jonsson Comprehensive Cancer Center, led the study, which was published Oct. 6 in the [New England Journal of Medicine](#).

Media Cover Strategy to Create, Treat Autistic Mice

Research to develop a mouse model for autism and test new therapies that may hold benefits for human patients was covered Oct. 3 by [Ivanhoe News](#), Oct. 2 by [Noticias de la Ciencia y la Tecnología](#), Sept. 30 by a [Nature Medicine](#) blog and [Med Page Today](#), [Fox News](#) and [My Health Daily](#), and Sept. 29 by [New Scientist](#), [Live Science](#), [Yahoo News](#), [Genetic Engineering & Biotechnology News](#) and blogs [io9](#) and [Examiner.com](#). Dr. Daniel Geschwind, who holds the Gordon and Virginia MacDonald Distinguished Chair in Human Genetics and is a professor of neurology and director of the Center for Autism Research and Treatment at the Semel Institute, led the study, which was published in the Sept. 29 edition of [Cell](#).

Breast-Cancer Drug Combo Attracts Press

A breast cancer study that paired Herceptin with an experimental drug that kills cancer cells from the inside was featured Sept. 24 by [Reuters](#) and the [Montreal Gazette](#); Sept. 25 by [Bloomberg](#), [Fox Business](#), [Med Page Today](#), [Med Scape](#), [Business Week](#), [French Tribune](#), [Press TV](#), [HealthCanal.com](#), [Truth Dive](#) and [Asian News International](#); and Sept. 26 by [Fierce Biotech New Scientist](#) and [Hem Onc Today](#). Dr. Sara Hurvitz, an assistant professor of hematology/oncology and a researcher at UCLA’s Jonsson Comprehensive Cancer Center, led the research.

Operation Mend Spotlighted in Magazine, Web Outlets

The fall issue of [The Private Journey](#), an in-flight magazine for private jets, profiled UCLA’s Operation Mend, a program that provides reconstructive surgery to wounded soldiers. The piece highlighted Dr. Timothy Miller, executive director of Operation Mend and professor of plastic surgery; and Ron Katz, founder of Operation Mend and member of the hospital’s board of advisors. In addition, the Oct. 6 [Test Drive America](#) and the [Dallas Morning News](#), [HealthScout](#), [Yahoo!](#) and hundreds of other sites ran Sept. 30 details about the Mecum Auto Auction, where a customized Camaro was sold to benefit Operation Mend. Miller was quoted.

NPR Examines Gastric Surgery

Dr. Amir Mehran, associate clinical professor of surgery, was interviewed Oct. 2 on NPR’s “[Weekend Edition](#)” about the benefits and potential drawbacks of various gastric surgeries for severely obese patients.

FOX News Tackles Healthy Eating

KTTV-Channel-11 aired an Oct. 5 “Good Day L.A.” in-studio segment featuring Dr. Karol Watson, associate professor of clinical medicine, division of cardiology, who talked about nutrition and weight loss. <http://showroom.multivisioninc.com/share.do?id=150832&key=kuETOW4iULhXUtKyRgou9y3iysd8rf4k&mail=rchampeau@mednet.ucla.edu>

Media Cite Physicians’ Trial Testimony

[The Los Angeles Times](#), [Associated Press](#), [CNN](#), [ABC News](#) and many other news outlets reported Oct. 3 on the testimony of two UCLA doctors at the trial of Dr. Conrad Murray, private physician to the late entertainer Michael Jackson. Dr. Richelle Cooper, associate clinical professor of emergency medicine, and Dr. Thao Nguyen, clinical instructor of cardiology, both testified.

KPCC Explores Denmark’s Tax on Fatty Foods

An Oct. 4 KPCC 89.3 FM “[AirTalk](#)” show discussed Denmark’s new tax on high fat foods that featured commentary by Dr. David Heber, director of the UCLA Center for Human Nutrition.

Visionary Ball Attracts News Interest

The UCLA Department of Neurosurgery’s annual Visionary Ball, which will feature guests Michael Caine and John Stamos presenting honors to philanthropist Sidney Kimmel and entertainer Bob Saget, among others, was covered Oct. 6 by the City News Service, [Beverly Hills Courier](#) and [Look to the Stars](#) website; and Oct. 3 by [Variety](#) and [Westside Today](#).

CBS Covers Big Tobacco’s Deceit

A study revealing that tobacco executives knew radioactive particles in cigarettes posed a cancer risk yet the industry kept the information secret was highlighted Sept. 30 by [CBSNews.com](#) and Oct. 2 by [Healthy Living](#). Dr. Hrayr Karagueuzian, professor of cardiology, led the research.

Ventura Paper Chronicles Nurse’s Near-death Experience

The [Ventura County Star](#) ran an Oct. 1 article about Katelyn Paulson, a nurse at Ronald Reagan UCLA Medical Center, who nearly died from tampon-related toxic syndrome as a teenager. She now helps educate girls about the risk of the syndrome. Paulson was quoted.

Philly Paper Details Uninsured Patients’ Effect on Covered Care

The [Philadelphia Inquirer](#) reported Oct. 3 on a study by Dr. José Escarce, professor of general internal medicine and health services research. He found that when a region contains large numbers of residents without health insurance, people in the area who are insured have more trouble accessing satisfactory care. Escarce was quoted.

Tech Trade Profiles Teen Inventor

The October edition of [Inside Technology Spectrum](#) profiled Cameron Cohen, 13, who created an iPhone application called iSketch and donated \$20,000 of the proceeds to the Chase Child Life program at Mattel Children’s Hospital UCLA. Cohen taught himself how to create apps while he was a patient at Santa Monica-UCLA Medical Center and Orthopedic Hospital two years ago. Amy Bullock, director of the Chase Child program, was quoted.

Prostate Cancer Findings Highlighted

[The Spokane Journal](#) reported Oct. 6 and the [Intelligencer](#) (PA) reported Sept. 30 on research finding that elderly men were being undertreated for prostate cancer, while those with complicating medical conditions were being over-treated. Dr. Karim Chamie, a postdoctoral fellow in urologic oncology and health services research, led the study.

Hysterectomies’ Link to Higher Iron Draws Attention

Research by Dr. George Bartzokis, professor of psychiatry at the Semel Institute and a member of the Brain Research Institute, was featured Oct. 4 by [Science Daily](#) and Oct. 5 by [Indo-Asian News Service](#). He found that women who undergo premenopausal hysterectomies have higher levels of iron in their brains than other women, potentially putting them at higher risk for age-related neurodegenerative diseases.

Australian Journal Notes Misleading Studies

The Oct. 3 Medical Journal of Australia covered research by Dr. Michael Hochman, a fellow in the Robert Wood Johnson Foundation Clinical Scholars, suggesting that studies about medications published in influential medical journals are frequently designed in a way that yields misleading or confusing results.

Online Press Explain How the Brain Makes Memories

Research by Mayank Mehta, associate professor of neurology and neurobiology, was featured Oct. 3 by [HealthCanal.com](#) and Oct. 4 by [Asian News International](#). He showed that the brain has an optimal "rhythm," or frequency, for changing synaptic strength and making memories.

Idaho TV Explores Cancer/Stress Link

Scientist Erica Sloan, a researcher at UCLA's Jonsson Comprehensive Cancer Center and an assistant professor at the Semel Institute, conducted a study examining the role of stress and breast cancer, which was featured Oct. 1 by KBOI-TV in Idaho.

Westside Paper Offers Halloween Safety Tips

[Westside Today](#) published an Oct. 3 article written by Dr. Nina Shapiro, director of pediatric otolaryngology at Mattel Children's Hospital UCLA, offering tips on how to prevent choking in small children consuming Halloween candy.

Examiner Covers HIV Drug Trial

[Examiner.com](#) reported Oct. 5 on a clinical trial led by Dr. Ronald Mitsuyasu, director of the UCLA Center for Clinical AIDS Research and Education and an associate director of the UCLA AIDS Institute, finding that an HIV drug could be a potential "functional cure" for HIV/AIDS.

Parenting Website Previews Doctor's New Book

[Made for Mums](#), a U.K. website for mothers, featured an Oct. 4 preview of a yet-to-be released book written by Dr. Nina Shapiro, director of pediatric otolaryngology at Mattel Children's Hospital UCLA, that covers breathing issues for children under 5.

Examiner Promotes Party on the Pier

[The Examiner](#) published an Oct. 2 article on the upcoming Mattel Party on the Pier event, which will benefit Mattel Children's Hospital UCLA.

Facebook Explores Creativity

Robert Bilder, Michael E. Tennenbaum Family Professor of Psychiatry at the Semel Institute, was featured in a Sept. 27 live streaming online channel on [Facebook/live](#), where he discussed social media, creative cognition, and the biology of creativity.

Trade Describes "Tweezers" for the Brain

Gal Bitan, associate professor of neurology and a member of the Brain Research Institute, was featured in the Sept. 22 [Chemical and Engineering News](#) for his development of molecular "tweezers," molecules that break up harmful protein plaques that can lead to brain disorders.

Canyon News Cites Imaging Study Research

A study by Dr. Lily Wu that allows earlier imaging of prostate cancer metastases was featured Oct. 1 by the [Canyon News](#). Wu is a professor of molecular and medical pharmacology and a researcher at UCLA's Jonsson Comprehensive Cancer Center.

Palm Beach Post Examines Fame Addiction

Dr. Arif Karim, a clinical instructor (voluntary) of psychiatry at the Semel Institute, was featured in an Oct. 3 [Palm Beach Post](#) Q&A about individuals who are addicted to achieving fame.

BRIEFS

The Sept. 29 Palisadian Post ran a brief story and photo of Posie Carpenter, chief administrative officer at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, with two local residents who were born at the original hospital in 1926 and honored at the opening events for the new campus.

An Oct. 5 [ABC.com](#) article about the medical benefits of circumcision cited research by Arleen Leibowitz, emeritus professor of public policy and a researcher with the UCLA Center for HIV Identification, Prevention and Treatment Services and the UCLA AIDS Institute, finding that states without Medicare coverage for the procedure are less likely to perform it.

QUOTABLES

Susan Babey, a project director with the UCLA Center for Health Policy Research at the School of Public Health, was quoted Oct. 2 by the [Los Angeles Times](#) about how the cities of Manhattan Beach, Redondo Beach and Hermosa Beach teamed up to help improve residents' exercise and eating habits.

Dr. David Baron, family medicine physician and former chief of staff at Santa Monica-UCLA Medical Center and Orthopaedic Hospital, was quoted Oct. 3 by the [Christian Post](#) about the governor signing a bill to prevent local governments from banning circumcision.

Dr. Timothy Donahue, a researcher with UCLA's Jonsson Comprehensive Cancer Center and the UCLA Center for Pancreatic Disease, commented Oct. 6 in [MSNBC](#) and [International Business Times](#) on the death of Apple's Steve Jobs.

V. Reggie Edgerton, distinguished professor of integrative biology and physiology and of neurobiology, commented Oct. 6 in a [Los Angeles Times](#) blog article about a full-body prosthetic device that could allow individuals who are paralyzed by injury to move again.

Dr. Itzhak Fried, professor-in-residence of neurosurgery and director of the UCLA Epilepsy Surgery Program, was quoted Oct. 2 in a [Toronto Star](#) article about scientific studies of free will.

Dr. Patricia Ganz, director of cancer prevention and control research at UCLA's Jonsson Comprehensive Cancer Center, was quoted Oct. 3 in two USA Today stories about 1) lifestyle changes that may help women lower their risk of breast cancer, and 2) targeting the microenvironment in which breast cancer cells live.

Dr. John Glaspy, professor of hematology/oncology and a researcher at UCLA's Jonsson Comprehensive Cancer Center, commented Oct. 3 in a [Los Angeles Times](#) A&Q column on breast cancer.

Dr. Edmond Hewlett, associate professor at the School of Dentistry, commented Oct. 6 in a [USA Today](#) article about a Florida county that has voted to stop fluoridating its water.

Marco Iacoboni, professor of psychiatry at the Semel Institute, was quoted Oct. 3 by [AdWeek](#) about "neuromarketing," or using functional magnetic resonance imaging (fMRI) for advertising/marketing research.

Dr. Colin McCannel, associate professor of ophthalmology at the Jules Stein Eye Institute, commented Oct. 4 in a [New York Times](#) story about doctors treating retinal diseases with an injection of a more expensive drug after a cheaper one was linked to blindness. The article also cited his study linking eye infection to droplets of saliva from the mouths of doctors who talk while preparing or giving the injection.

Richard Rawson, professor of psychiatry and associate director of the integrated substance abuse programs at the Semel Institute, was quoted Oct. 3 by the [Des Moines Register](#) about a child custody case involving allegations of parental drug use.

Paul Thompson, professor of neurology and a member of the Laboratory of Neuro Imaging, was quoted in an Oct. 6 [MSNBC](#) article about how individuals' brain structure can determine how they remember events in their lives.

=====

UCLA's Health Sciences Media Relations office e-publishes this report weekly. For more information, please call Rachel Champeau, assistant director of Health Sciences Media Relations, or Elaine Schmidt, senior media relations officer, at 310-794-0777. Our office also offers publicity for new research, medical breakthroughs, clinical trial recruitment, inspirational patient stories and more. To identify the appropriate public information officer for your department, visit www.uclahealth.org/mediacontacts