NON-CIRCULATING

Volume 26. Number 15

VaDoc VCU 3/T 57/ 26-15



A Publication for Faculty and Staff on Virginia Commonwealth University's Academic and Medical College of Virginia Campuses

similar to the recipient. The surgery, however, was

complicated by the recipient's previous rejection of a whole-organ liver transplant. Physicians

judged that her best chance for survival was trans-

uncle as the only pos-

and there seemed no

option for survival ex-

cept a 'living-related'

director of the liver

transplant," said Fisher,

"This was an extremely difficult case,

sible donor.

plantation from a relative. Neither parent, however, had a compatible blood type, leaving her

Liver Donation Gives Second Chance Navy Cooperation Crucial in Bringing Uncle to VCU

"This was an extremely difficult

case, and there seemed no

option for survival except a

'living-related' transplant.'

by Bill Byrd University News Services

A 22-month-old girl has a new chance at life after a procedure in which her uncle donated a portion of his liver for transplantation at Virginia Commonwealth

University's Medical College of Virginia Hospitals.

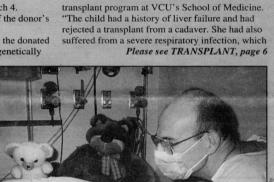
A surgical team led by Dr. Robert A. Fisher, associate professor of surgery and pediatrics at VCU's School of Medi-

cine, performed the procedure on March 4. Surgeons removed about one-fourth of the donor's liver and transplanted it into the child.

In such "living-related" transplants, the donated material comes from a relative and is genetically



Dr. Robert A. Fisher and Dr Amadeo Marcos, above, detailed



the surgical team's rare living donor transplant operation at VCU in early March. Right, 22-monthold Emily Emerson received a liver portion from her uncle, Greg Emerson.

Ifra to Aid VCU News Center

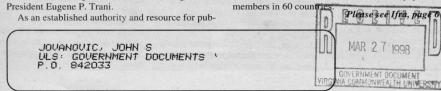
Ifra, the European-based international association for newspaper and media technology, and Virginia Commonwealth University have announced a strategic partnership to design, develop and direct the VCU News Center, scheduled to phase into operation between now and 2000.

"The News Center will be a major innovation in training a new generation of technically-savvy journalists for the evolving news publishing industry in the digital information age," said Gunther W. Bottcher, Ifra's managing director.

The strategic alliance with Ifra is a first for an American journalism education program, and Ifra's involvement in the development of the News Center will assure that its goals are met," according to VCU lishers worldwide who are facing unprecedented technological, organizational and competitive changes, Ifra will help the News Center prepare the industry to make the best of these new journalists

The News Center will be housed in a \$2 million renovation of the ground floor of VCU's General Purpose Academic Building. The Center will be equipped with state-of-the-art hardware and software for communications, news assignments management and multiple-media editorial production

Ifra will advise VCU on technology, curriculum, organization and workflow issues. It provides similar advice to its more than 1,200 newspaper



VCU medical students are learning on the state's first anesthesia patient simulator.

Patient Simulator Trains Tomorrow's Anesthesiologists

by Erin Lucero University News Services

The tension is palpable. The operating room monitors report that the patient on the table is not responding as expected. His heart is pounding and his breathing is strained. The patient is going into anaphylactic shock. A quick answer is needed from the anesthesiology resident.

Though the pressure is high and the outcome is in doubt, there's no real reason for concern. The patient on the table is a mannequin. Only a dummy - but a pretty smart one.

This is the newest addition to Virginia Commonwealth University's Department of Anesthesiology residency training program

a computer-driven patient simulator designed to respond to medical interventions just as a human patient would. Arriving on campus in mid-February, the simulator is the first of its kind in the state and one of about 20 such simulators in anesthesiology Please see SIMULATOR, page 2

Inside This Issue

President Eugene P. Trani discusses nomenclature at Virginia Commonwealth University in his monthly column. A name use style sheet accompanies the column.

Non-Profit Org U.S.Postage Permit #869 Paid Richmond: Va

"This simulator allows our residents and students to practice the basics as well as be challenged by the unexpected.'

President's Column

The Importance of Nomenclature

On December 17, 1997, the Retired Faculty Council passed a resolution urging the use of the name "Virginia Commonwealth University" as the primary name of the University. The resolution also asks faculty, students, staff, and alumni to join the council in "correctly identifying the east campus as the Medical College of Virginia Campus of Virginia Commonwealth University"."

One of the council's concerns was the continuing confusion over the identification of the name, "Medical College of Virginia," as well as MCV Hospitals, with the University of Virginia. There are, in fact, numerous instances of MCV Campus faculty being mistaken for UVA faculty within their professional circles. Dr. Percy Wootton, who serves on the Board of Visitors, has occasionally had to remind his colleagues around the country that he was appointed to VCU's, not UVA's, board.

The retired faculty, who represent both the Academic and MCV Campuses, believe that 30 years after the merger of MCV and the Richmond Professional Institute to create VCU, the University is in a position to achieve greater national and international recognition. The confusion of identity, however, could undermine our efforts to achieve this stature.

Recognizing that nomenclature is not a trivial matter, the Vice Presidents undertook a year-long discussion regarding VCU's identity. The result was the new nomenclature guidelines for VCU, including MCV Hospitals and other entities associated with the University.

The consistent use of nomenclature is essential to reinforcing an organization's corporate identity. The purpose of our guidelines is to promote such consistency so that we can continue to increase the recognition of VCU as one of the best research universities with one of the best academic health centers in the nation.

At this juncture in the development of VCU, the advantages of corporate identification are significant. Increasingly, programs on both campuses and MCV Hospitals are being ranked among the best in the nation.

Moreover, the entire University is in a position to have an even greater impact on individual, community, economic, and health-care development because of our collective strengths and the opportunity that they afford for truly innovative interdisciplinary work. In fact, we already are well on our way in this direction.

The name, "Medical College of Virginia," is rich in tradition and heritage. It is a heritage I proudly communicate to the public at every opportunity as part of the reason VCU is such a strong and excellent institution of higher education worthy of national attention.

I hope you will join me and other VCU colleagues in correctly identifying both campuses and all our programs, schools, and departments as part of Virginia Commonwealth University.

— Dr. Eugene P. Trani, President

NAME USE STYLE SHEET Virginia Commonwealth University

The following is the correct nomenclature for Virginia Commonwealth University, its Medical College of Virginia Campus and its teaching hospital, the Medical College of Virginia Hospitals. Please use the terminology below to accurately refer to VCU and its entities.

VON-CIRCULATIN

MCV is not a stand-alone entity. For accurate reporting purposes, it should be partnered with Campus, Hospitals, Foundation, Physicians or Alumni Association. On first reference, spell out Virginia Common- wealth University and the Medical College of Virginia Campus.

References to the university's medical entities should be used in conjunction with VCU in the following ways:

1. Medical College of Virginia Campus or VCU's medical campus/school. Example: The students study at the Medical College of Virginia Campus of Virginia Commonwealth University. The students study at VCU's medical campus.

2. Medical College of Virginia Hospitals of VCU. Example: The patient was taken to MCV Hospitals of Virginia Commonwealth University. The patient was taken to VCU's MCV Hospitals. 3. Other references include: Medical College of Virginia Physicians of VCU or MCV Physicians of VCU; MCV Alumni Association of VCU; MCV Foundation of VCU

Abbreviated references for schools and departments on both campuses of the university should use VCU. Example: VCU's Department of Sculpture; the VCU Department of Anatomy; VCU School of Business; the VCU School of Medicine.

References to the Medical College of Virginia and Richmond Professional Institute (RPI) as separate institutions may be used only in historical context. In 1968 Virginia Commonwealth University was established, and MCV and RPI became the Medical College of Virginia Campus and the Academic Campus of VCU. *Example: If one graduated with an M.S.W. in 1964, using "RPI alumnus" is correct. If one received an M.D. in 1949, one is a graduate of MCV*.

Thank you for your cooperation in ensuring that references to VCU accurately reflect the university's and its hospital's name.

SIMULATOR

continued from page 1

programs nationally. It will serve as a new training resource for the anesthesiology residents and medical students at VCU's School of Medicine.

"This simulator allows our residents and students to practice the basics as well as be challenged by the unexpected," said Dr. Keith Littlewood, director of the Education Division of VCU's Department of Anesthesiology. "It responds as a healthy human would to more than 50 medications. Or if you change the software program, it can respond like an 80-year old man with advanced cardiac disease or a woman in respiratory distress." In fact, the simulator can mimic dozens of diseases, disorders and operating room events.

Airplane pilots have benefitted for years by practicing simulations of inair emergencies. Now medical students and residents also will have the oppor-



Vice President of External Relations

Executive Director of University News Services Melissa Jones

Editor Kyra Scarton Newman

Don Gehring

VCU Voice is published biweekly by University News Services for the Virginia Commonwealth University community. Opinions expressed in VCU Voice are those of the authors and not necessarily those of VCU. Letters to the editor and other submissions are welcome. Please direct correspondence, material and inquiries to VCU Voice, 826 W. Franklin St., P.O. Box 842036, Richmond, VA 23284-2036; 828-6052.

The deadline for the April 6 issue of VCU Voice is March 27. Submissions for News Briefs, Calendar, People in the News and other features may be mailed to P.O. Box 842036; faxed to 828-2018; or e-mailed to knewman@titan.vcu.edu. Photographs and letters also are welcome.

tunity to rehearse their response to a once-in-a-lifetime crisis situation. The simulator is designed by Medical Education Technologies Inc. of Sarasota, Fla., to be physiologically accurate. When ventilation, CPR or new medications are called for, the trainees can practice hands-on interventions, with no risk to a human patient.

"If you don't read this simulator's symptoms correctly, if you don't administer the anesthetic medications properly, the simulator will let you know — it will react just as a human patient would if you ignored clues in the operating room," Littlewood said.

The simulator system is complex enough to allow a faculty supervisor to increase the difficulty level of a routine operation, testing even an experienced anesthesiologist's knowledge and stamina. With plans for videotaping each simulation and a computer record of what interventions were attempted, the program offers a natural opportunity to review and critique problem-solving that takes place in the

operating room.

"Early attempts at designing simulators could test the trainees's knowledge base, but it couldn't begin to represent the real-time decision-making that goes on," Littlewood said.

"In anesthesiology, we are often dealing with critical situations with a limited data base. You have to get comfortable with the idea that you have to make rapid assessment and decide whether you have to make a critical intervention."

Littlewood says that anesthesiology faculty also will be challenged by the simulator as they design operating room scenarios that will ultimately test residents and students. He expects that residents in other disciplines — perhaps internal medicine and surgery will spend time repeatedly practicing basic interventions on the simulator. And he hopes that people outside the university will benefit from its presence as well.

"Just as we can change the simulator's setting to an intensive care unit, we can change it to a motor vehicle accident or a high school hallway," Littlewood said.

"We'd like EMS crews training for emergency situations and high school students practicing CPR to be able to take advantage of the resource. We're only limited by our imaginations."

VCU Dance to Present 'nicholas leichter dance'

Four-Part Concert to be Held at Grace Street Theater

Virginia Commonwealth University's Department of Dance and Choreography will present **nicholas leichter dance**, a high-powered, New York-based company, at 8 p.m. April 8.

His company, **nicholas leichter dance**, has been described as "an explosion of sophisticated urban energy" and will present a program of four works at the Grace Street Theater:

• "Pace," a solo, has the choreographer on a desperate quest, searching for individuality. He slashes out with phrases that contrast fear and fearlessness, beauty and violence, and the desire for harmony in an environment prone to chaos. Original music for the piece was created by Tobias Ralph.

• In "Tightrope," a quartet of dancers explores the extremes of partnership and the invasion of intimacy. The dance suggests the need for heroes versus the need for heroic acts.

• "Anthem," set to popular music by Robert Clivilles, is performed by a company of eight dancers. It reevaluates the issues of American assimilation and ethnic immunity. The piece will feature a set design by Adrian Jones. "Anthem" has been described as "truly multicultural — a black-white-Hispanic-Asian contemporary update of Balanchine's "Stars and Stripes.""

• "Gringo Romp" suggests that language is a power medium that can inhibit insight into differences between cultures. *Village Voice* reports that "the crowd goes wild" during performances of "Gringo Romp." nicholas leichter dance has performed at The Danspace Project, The Cunningham Studio, Muhlenburg College, Hollins College, Hanover, Germany, Dancing in the Streets (Dances for Wave Hill), Bennington College, Lincoln Center Out-of-Doors, The Yard, Dia Center for the Arts, The Great Hall at Cooper Union and ODC in San Francisco.

In 1997, the company was selected to perform at the opening ceremonies of the Joyce Soho.

Nicholas Leichter studied dance at Connecticut College with Jaclynn Villamil and Martha Myers. He danced with Ralph Lemon Company from 1993 to 1995 and has performed with the companies of Jennifer Muller, Ronald K. Brown, Amy Pivar and Gus Solomons Jr., among others.

Leichter has been a guest teacher at numerous colleges and other venues, and a faculty member at the Tisch School of the Arts. His work has been comissioned by Connecticut College, Hollins College, Hunter College, Lincoln Center Out-of-Doors and Dancing in the Streets, The Yard and The Dalton School in New York. The Hunter College Dance Company has performed his work in Prague.

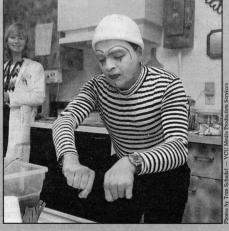
Leichter currently has residencies with VCU and the Dancer's Collective in Atlanta.

Earlier this year, Leichter presented a solo performance in "Animal" as part of VCU Dance's "Peak Performance" at the Carpenter Center.

Admission to the performance is \$8 or free to VCU students with a valid ID. For details or tickets, call the Grace Street Theater Box Office at 828-2020.



Let the Fun Begin The Starlight Fun Center, a mobile entertainment unit, visited the children's unit at Virginia Commonwealth University's Medical College of Virginia Hospitals. Equipped with a VCR, TV monitor and a video game system, they provide hours of entertainment to hospitalized children. The project was sponsored by Colgate-Palmolive, CVS and the Starlight Children's Foundation.





Nicholas Leichter will be featured in a solo performance in "Pace" as part of the nicholas leichter dance program.

Women in Medicine Annual Conference to Focus on Leadership

Virginia Commonwealth University's sixth annual Women in Medicine Pathways to Leadership conference will focus on "Setting Your Leadership Agenda."

Pat Heim, president of The Heim Group in Los Angeles, will present a keynote address on "Smashing the Glass Ceiling, and Learning to Lead." The event will begin at 8:50 a.m. April 3 at the Richmond Marriott Hotel.

As part of her presentation, Heim will discuss "Leadership Strategies for Physicians" and "Gender Differences in Work and Communication." A question-and-answer session will follow her presentation.

A panel discussion examining "Gender Differences in Leadership" will begin at 1:30 p.m. Panelists are Brenda Bryant, director of the Virginia Women's Institute at Mary Baldwin College; Vivian W. Pinn, associate director of Research on Women's Health and director of the Office of Research on Women's Health at the National Institutes of Health; Carol Shapiro, president of the Medical Society of Virginia; and Mary Sue Terry, visiting professor of Leadership Studies and chair of the Virginia Foundation for Women at the University of Richmond. Claudette Dalton, assistant dean of medical education and director of the Office for Community Based Medical Education at the University of Virginia, will moderate the discussion.

On April 2, as a special pre-conference session, Tracy D. Gary, founder of Vangaurd Public Foundation and the San Francisco Women's Foundation, will present "Leadership and Philanthropy for Women" at 5 p.m., at The Country Club of Virginia.

The program is sponsored by VCU's Office of Continuing Medical Education and supported by VCU's School of Medicine, University of Virginia and Eastern Virginia Medical School in collaboration with the Medical Society of Virginia and the Richmond Academy of Medicine.

For details, call 828-5415.

- by Pamela Lippincott



School of Education Plans Diversity Programs

The School of Education's Cultural Diversity Committee will hold two spring programs aimed at "Communicating Across Cultures."

On March 27, Virginia Commonwealth University students will discuss their experiences coming to live and study in the Richmond community in "Coming to America: The Perspectives of Four International Students." The panelists will be Aixiu Zhang, People's Republic of China; Lynne Gleeson, Australia; Harry Shamwana, Zambia; and Charles Antwi, Ghana. The moderator will be Lex Dilworth, assistant professor of education. The program will be held at 2 p.m. in Oliver Hall, Room 4084.

On April 20, the committee will present "The Color of Fear:' Discussing Race in America." Directed by Lee Mun Wan, the film is a frank discussion as men of Asian, European, African and Hispanic descent talk about race and racism in their lives. A discussion after the film will be moderated by Nora Alder, assistant professor of teacher education. The film will be presented at 4 p.m. in the University Student Commons' Commonwealth Ballroom A.

For more information on either event, call 278-2332.

Hat, Fashion Show to Benefit Hospitality House

A Fancy Hat Tea Part and Fashion Show will be held April 3 to benefit the Hospital Hospitality House. The program will be held at 3 p.m. at the Richmond Centre Ballroom as part of the Bizarre Bazaar's Spring Market.

Participants are asked to bring a soft hat to donate to the "Hats Off to You" room at the Hospitality House. The hats are available to patients who are undergoing chemotherapy and radiation, which can result in hair loss, to provide some emotional support.

The Hospitality House proved lodging and support for patients at VCU's Medical College of Virginia Hospitals and their families.

Tickets are \$35. For more information, call 828-6901.

Governor Honors Freshman as Role Model

VCU freshman Stacie Boston was recognized by Virginia Gov. James Gilmore and his wife, Roxane, during a Black History Month celebration of "Black Heritage and the Coming of a New Age." The program. which honored five recipients, was held Feb. 28 at the Executive Mansion.

Boston graduated last year as the top student from Richmond Public Schools, where she eanred a 5.0 grade-point average at Richmond Community High School. She earned a scholarship to VCU and has been earned guaranteed admissions to the School of Medicine. Boston is studying biology with plans to become a bilingual pediatrician working with low-income families.

The governor's certificate of recognition noted that "the spirit of community and excellence demonstrated by the accomplishment of Stacie J. Boston should be an inspiration to all Virginians to work together to make this great Commonwealth the best it can be.

Her mother, Pamela Boston, is associate general counsel for VCU.

Smoking Sections Moved on Academic Campus

In the School of Business Building, the smoking area has been moved from the lobby facing Main Street to a former study room on the second floor. The Hibbs Building's smoking section has been relocated from a second floor corridor to the basement.

By the end of the spring semester, the smoking area in the General Purpose Academic Building also will be moved. Smoking is now permitted in the building's central atrium. The smoking section will be relocated to an outside shelter.

The relocations follow consultations among the Provost's Office, the Student Government Association, and faculty and staff.

VCU Lecture to Address Assisted Suicide Debate

Assisted suicide will be the topic of Virginia Commonwealth University's annual Honors Assembly lecture, to be held at 7 p.m. on April 6 in the University Student Commons Forum Room, 907 Floyd Ave.

Titled "In Defense of Assisted Suicide," the lecture will be presented by Melvin I. Urofsky, director of the doctoral program in public policy and administration at VCU's Center for Public Policy.

Urofsky, who holds both a Ph.D. in history and a law degree, has written extensively on legal and social policy issues. He is co-editor of "The Right to Die: A Two Volume Anthology of Scholarly Articles."

It will examine the current debate on the issue, and study the viewpoints of leading figures such as Dr. Jack Kevorkian and Dr. Timothy Quill. In addition, a critique will be made of the Supreme Court's recent decisions on the subject.

VCU's Honors Assembly is an annual gathering of the university's Honors Program students and Phi Kappa Phi honor society members to hear a lecture on a current topic.

Funded through a grant from the National Endowment for the Humanities, the lecture is free and open to the public.

For more information, call John Berglund at 828-1803.

Wiltshire Named Distinguished Woman Scholar at VCU for 1998

A much-honored professor who specializes in classical literature and the classical tradition has been named the 1998 Distinguished Woman Scholar, selected by Virginia Commonwealth University's School of Education and the Alpha Alpha Chapter of the Delta Kappa Gamma Society International.

Susan Ford Wiltshire, professor of classics at Vanderbilt University in Nashville, Tenn., will speak on "The Gifts of Mentors" at the 19th annual Woman Scholar's Lecture at 7:30 p.m. on March 24 in the Virginia Museum of Fine Arts.

In 1997, Wiltshire was appointed by President Bill Clinton to a six-year term on the National Council on the Humanities, the advisory board of the National Endowment for the Humanities Wiltshire has held two NEH grants, one for curriculum development and one for a public humanities program.

Wiltshire's work include coauthoring Classical Nashville: Athens of the South (Vanderbilt University Press, 1996); Public and Private in Vergil's Aeneid (University of Massachusetts Press, 1989); and Greece, Rome and the Bill of Rights (University of Oklahoma Press, 1992). Greece,

Rome and the Bill of Rights earned the Alex Haley Memorial Award for Literary Distinction in Tennessee in 1993. She has published some 50 articles and reviews in the fields of classical literature and the classical tradition: she also serves as editor of the Oklahoma Series in Classical Culture.

Wiltshire's professional affiliations include serving as president of the Classical Association of the Middle West and South, president of the Vergilian Society of America and board member of the American Philological Association.

At Vanderbilt, Wiltshire has received acclodates in a range of areas: excellence in undergraduate teaching, contributions to university governance, student-faculty interaction outside the classroom, and advancement of women and affirmative action. She held the Alexander Heard Distinguished Service Professorship for 1996-97

The Distinguished Woman Scholar program at VCU provides an opportunity for students, faculty and the professional community to benefit from the perspectives of distinguished professional women scholars from throughout the United States.

The lecture is free and open to the public. For details, call 828-3844.

VCU School of Business' Fourth Annual **International Business Forum Scheduled**

The role of Latin America in the world economy will be the focus of the Virginia Commonwealth University School of Business' fourth annual international business forum.

Titled "Doing Business in Latin America," this year's forum will be held from 3-5:30 p.m. in Commonwealth Ballrooms A & B of the University Student Commons, 907 Floyd Ave on April 1. Panelists representing U.S. government trade initiatives, global business ventures and social concerns will give brief overviews of their perspective on the Latin American markets, and then debate the issues among themselves and with the audience.

"The VCU School of Business is proud to provide this annual forum on timely international business issues," said Dr. Van R. Wood, Philip Morris Chair in International Business and forum director. "It will offer unique perspectives because Latin America is linked to both the current Asian financial crisis and the European Union's development and expansion.

The forum is free and open to the public. For details, call 828-1746.

Moving Image Festival Scheduled

The fifth James River Festival of the at the Business Building Auditorium. Moving Image, an annual celebration of independent film and video co-sponsored by Virginia Commonwealth University, will offer a chance to meet with some of the nation's leading artists. The program, set for March 30-April 5, also will feature workshops, lectures, seminars, screenings, and a chance to talk to the artists

This year's featured guests are documentary filmmaker Albert Maysles, whose works include "Gimme Shelter," "Salesman" and "Grey Gardens" and animation director Yvette Kaplan, of "Beavis and Butthead Do America." Also scheduled to appear are verteran actor Raynor Scheine, whose credits include "Fried Green Tomatoes" and "The Quick and the Dead," and John O'Brien, filmmaker of "Vermont Is for Lovers" and "Man with a Plan."

Highlighted events, most of which

are free to the public, at VCU include: • Kaplan will talk at 8 p.m. March 30

· O'Brien will speak at 8 p.m. April 1 at the Business Building Auditorium.

· Scheine will talk at 2 p.m. April 3 at the Business Building Auditorium.

· The award winners from the featival's juried invitational will be screen at 7:30 p.m. April 4 at VCU's Grace Street Theatre.

• Jim Jarmusch's "Year of the Horse" will be screened at midnight April 4 at the Byrd Theatre.

The James River Festival of the Moving Image is co-sponsored by VCU's School of the Arts, the Virginia Museum of Fine Arts, the University of Richmond, Virginia Film Office, Friends of the Festival, 1708 Gallery, Women in Film and Video of Central Virginia, and the Byrd Theatre.

Programs are available throughout the community, including VCU's Cabell Library and the Art History and Photography and Film departments. For details, call 828-2784 or 278-2542.

Allied Health Details Strategies for Annual U.S. News Rankings

Raising the profile of an academic program requires "can-do people," according to the Virginia Commonwealth University dean who saw four of his school's graduate offerings listed among the nation's top 25 recently by U.S. News & World Report.

The School of Allied Health Professions programs were ranked in the magazine's "Best Graduate Schools" 1998 edition, released earlier this month.

The rankings are "neither scientific nor magical," Dean Cecil Drain told University Council members in March. "But ... they really, really have an influence. And our school is in wonderful shape because of it."

The newsmagazine ranked the School of Allied Health Professions programs in nurse anesthesia, 10th; occupational therapy, 12th; physical therapy, 16th; and rehabilitation counseling, 22nd. In 1997, another school program — bealth administration — was ranked seventh

The 1998 report came out shortly before a major national health-care meeting that drew faculty and students from across the country to Chicago, Drain said. "People were asking us, 'How do we get into those programs?"

Drain and his faculty have worked aggressively to promote their school. One strategy by the dean was an e-mail message to colleagues across the country. The message not only outlined school strengths, but it underscored the VCU name and introduced the university's oneof-a-kind doctoral degree in health-related sciences that debuts this fall, he said.

As part of its strategic focus on renewal, the school also looks at each decision throughout the year to determine what it can do better to enhance its programs. Drain said the school has even designated a faculty member to serve as "mission manager" to keep the school focused.

Even though the U.S. News surveys are purely reputational, the published rankings do have an influence on students, prospective applicants and alumni. "Our students are our best ambassadors and take pride that VCU is ranked," he said.

Drain said the result at VCU has been increases both in the number and quality of applicants. The alumni also take note of the mention in a national newsmagazine.

Drain also credited his department chairs as "extremely can-do" individuals who are getting the word out about the quality of VCU programs. That translates into strong demand for graduates by employers, not to mention expanded support from alumni who are proud of the school's growing national spotlight.

His comments were echoed by another dean whose program is highly ranked by U.S. News. Victor Yanchick, dean of the School of Pharmacy, noted that advancing his program's ranking from 19th is "all a matter of marketing."

"We won't be ranked at all unless the people on the outside know about the good that's going on in our school," he said.

Other VCU graduate programs ranked by U.S. News in 1998 included family medicine, 19th; and nursing, 48th. The 1997 survey ranked social work, 18th; fine arts, 19th; and sculpture, fifth.

The growing number of VCU programs recognized each year is part of the maturation of this university, which at just three decades old is still young. "There's a real new university on the horizon that's making a name for itself and that's VCU," President Eugene P. Trani said. — by Kyra Scarton Newman

Massey Volunteers Help Patients Cope

by Linda T. Mills University News Services

Surviving cancer means making it through an emotionally and physically demanding experience an ordeal that some people might not want to think about ever again. Yet after the tests and medications and procedures are finished, there are those who keep coming back to Virginia Commonwealth University's Massey Can-

cer Center. Not because they have to. Because they want to. They are spending their time as volunteers.

Nearly 50 people, many of them cancer survivors, now serve in the Massey Volunteer Program. They escort cancer patients around the hospitals and clinics and serve as sounding boards and expert resources. Volunteers visit cancer test and treatment areas to hand out snacks, drinks and a variety of other diversions from a hospitality cart.

If a patient needs a wig or a family needs a place to stay while a relative goes through treatment, a volunteer knows what to do. On any given day, volunteers may play cards with someone waiting for radiation or read to an anxious child. The program can even assist with unusual requests like the time a family needed help getting their



Carolyn Hyde, left, cancer survivor of non-Hodgkin's lymphoma, and Amy Bucsit, a pre-radiological science major, are both Massey volunteers.

tax returns filed on time.

"People come to here because they have sought out the best care and technology. But because it's so large, it can be a frightening place. The volunteers can help the patients navigate both the physical and emotional territory of a cancer diagnosis," says Polly Cole, coordinator of the Linen-Powell Patient Resource Library at VCU and the Massey Volunteer Program.

"The volunteer group has evolved," Cole adds. "Originally the volunteers were women who had survived breast cancer. Now there are all different kinds of cancer survivors in the group."

"It's been rewarding for me to help the people who come in—the families, the friends, the patients," says Bertha Rolfe, a Massey volunteer. "I hope I can allay some of their fears."

Whatever their role, the members of the volunter team have won the appreciation not only of patients, but also of medical professionals.

"The volunteers are invaluable," says Dr. Harry Bear, chair of the Division of Surgical Oncology. "They're a group of people who can guide patients, calm them, and answer questions because they've been through it."

Kathie Spiegel, nurse coordinator of the Breast Health Center agrees. "Some volunteers are people we've cared for who have chosen to give back to other women"

"Patients can look at the volunteers whose hair has grown back, who look healthy, and who are back at work. It helps them feel that they can beat it too."

You don't have to be a cancer survivor to volunteer. Many current volunteers are family members of survivors. If you are interested in helping the MVP in some way, contact Polly Cole at 828-8709.

Birnbaum Named Dabney Professor

by Pamela C. Lippincott University News Services

Jeffrey H. Birnbaum, Fortune magazine's Washington bureau chief, will serve as the 1998 Virginius Dabney Distinguished

Professor in Virginia Commonwealth University's School of Mass Communications. Birnbaum covers national

ers national politics for the magazine.

Prior to joining Fortune magazine in 1997, Birnbaum was a Washington correspondent for the weekly newsmagazine TIME, with an emphasis on the White House, lobbying and the 1996 presidential campaign. His reporting on the presidency has earned national accolades, and Birnbaum is featured regularly on national political talk shows, such as "Washington Week in Review," the "Charlie Rose Show" and

"The NewsHour with Jim Lehrer." Birnbaum also is author of Madhouse: The Private Turmoil of Working for the President. The 1996 book examined the inner workings of the Clinton White House.

In April, Birnbaum will teach a six-session course on "Writing about Washington" to a class of about a dozen upperclassmen, which will meet each Monday during April. Two class sessions will be held in Washington, D.C., where students will participate in writing-intensive sessions covering political news.

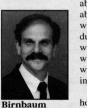
"Jeff will teach his students how to take basic journalism news analysis and transform it into magazine writing," said June Nicholson, acting director of the School of Mass Communications. "He's extremely excited about working with our students and will offer them a chance to tap into his great knowledge of politics."

"Participating in the Dabney professorship will provide our journalism students with a learning experience that will go beyond their traditional courses," she added. "We hope the program will give our students extra motivation because they will be working with one of the nation's leading political journalists."

Birnbaum began working in Washington in 1982, covering congress and politics for the *Wall Street Journal*. In 1987, Birnbaum and fellow newspaper reporter Alan Murray co-authored *Showdown at Gucci Gulch*, which received the American Political Science Association's Carey McWilliams Award.

In 1992, Birnbaum was named White House correspondent for the *Wall Street Journal*. That same year, fis book *The Lobbyists* quickly became a Washington Post best-seller. In 1994, Birnbaum received the Aldo Beckman Memorial Award for excellence in feature writing about the presidency.

The Dabney Distinguished Professorship was endowed in 1992 by Richmond Newspapers Inc. and its parent company, Media General Inc., to provide students, faculty and media professionals the opportunity to interact with and learn from a nationally prominent journalist. Birnbaum is the fifth journalist to serve as a Dabney Professor.





Shaping Public Policy

Virginia Commonwealth University graduate publichealth students heard from a front-line source about the intersection of media and public policy during a March 4 Brown Bag Lunch. Sheilah Kast, host of the PBS program "This Week in Business," addressed "The Role of Media and Shaping Public Policy." Kast, a former ABC News correspondent, told students how the media impacts and molds public policy at the national level. The program was hosted by the Department of Preventive Medicine and Community Health.

TRANSPLANT

continued from page 1 only recently had been controlled. Waiting for another whole-organ donation from a cadaver was not an option: the child did not have that much time.'

"But we were able to move quickly and get a donation from a living relative," Fisher added. "This should offer her a chance for survival."

The donor, 37-year-old Gregory D. Emerson, is a petty officer first class aboard the USS Carl Vinson, based in Bremerton, Wash. The Vinson is one of the U.S. Navy's largest aircraft carriers. He was given an emergency transfer by the U.S. Navy and flown to Virginia last month to make the donation. The donation required four hours and the transplant into the child six hours. Both the donor and his niece, Emily Emerson, are recovering from their surgeries.

Emily Emerson lives in Newport News, with her parents, Jay and Mitzi Emerson. Jay Emerson is a petty officer second class stationed at Little Creek Amphibious Base in Virginia Beach

"We are very grateful to the Navy for making such quick arrangements to allow Greg to come to Richmond." Fisher said. "Greg was Emily's best hope for survival. Her condition was deteriorating. The Navy's quick action, and Greg's courage, have given Emily another chance. We're deeply moved by the compassion that both the Navy and Greg have shown."

The procedure marked the first time that a living donor had been used in a liver transplant both at MCV Hospitals

"Living-related" liver donation

- Donation from a genetically-compatible living relative can be crucial to the survival of a desperately-ill patient suffering from liver failure. Rejection rates are similar for this procedure and for donation from cadavers; however, a desperately-ill patient may not be able to survive long enough for a compatible liver to be found in a deceased person.
- The loss of part of the liver, by itself, will not affect the donor's health. Enough of the organ remains to support normal functions, and the liver will quickly regenerate to normal size. Donors occasionally have complications, however, including infections and blood clots.
- New refinements in the procedure brought back to Richmond from Hamburg, Germany, have lessened the risk to the donor. The procedures were developed by Dr. Christoph Broelsch and Dr. Xavier Rogiers. The refinements improve the resectioning of the donor's liver and decrease the chance of bleeding. This danger to the donor had been a substantial obstacle to the widespread use of the "living-related" procedure. The new procedures also safeguard the bile ducts in the liver graft.
- Between 40 and 60 "living-related" transplants are performed annually in
- the United States. The March 4 surgery was first of its type in Virginia.
- VCU's MCV Hospitals performs from 60 to 70 liver transplants each year, with a rejection rate of less than 30 percent.

and in Virginia. In performing the"living-related" transplant, Fisher and his colleagues used the latest refinements developed by the German originators of the procedure.

Dr. Amadeo Marcos, a surgeon from VCU's School of Medicine, visited Hamburg, Germany, last year to learn the new techniques. German surgeons have pioneered in using living donors for liver transplants. The Germans first performed the procedure in 1989

The refined procedures Marcos brought back to Richmond are being used in only a few hospitals world-

wide, including medical centers in Los Angeles, Chicago, Hamburg and Kyoto, Japan, as well as MCV Hospitals. The new techniques reduce the risk of uncontrollable bleeding in the donor and safeguard the bile ducts in the liver graft.

After evaluating "living-related" transplantation with physicians, the child's family approached Greg Emerson about the possible donation in mid-February. He then spoke to his superiors aboard the carrier. The Vinson's commanding officer, Capt. David Crocker, received confirmation of Emily Emerson's medical condition

from the American Red Cross on Feb. 19. One day later, Crocker allowed Greg Emerson to travel to Richmond by issuing orders temporarily assigning him to duty in Virginia.

Greg Emerson flew to Richmond just before the Vinson sailed for training exercises off the California coast on Feb. 22. He underwent extensive tests at MCV Hospitals to confirm that he could make the donation.

"I'm very grateful that I had a great chain of command" on the Vinson, Greg Emerson said at a March 10 news conference at MCV Hospitals. "They made it clear from the start that they'd do everything in their power to get me back here" for the transplant, he said.

"I'm surprised I'm recovering as quickly as I am," he told reporters. "I have no regrets or second thoughts. I'd do it all over again."

After his release from MCV Hospitals, Greg Emersón will spend some additional time recuperating with family in the Hampton Roads area of Virginia and in Clarksville, Tenn. He is expected to be back aboard the Vinson in April and will be on the ship when it is deployed for duty in the western Pacific in September.

Emily Emerson's parents are also hopeful about her future.

"We're very optimistic. It's a great feeling," Jay Emerson said at the press conference. "She was in pretty bad shape before they operated on her. But she was awake the very next morning and the next day they took her off the ventilator. Those were two really big steps."

IFRA

continued from page 1

Under the partnership with VCU, Ifra's involvement with the project will go much further.

The non-profit association has agreed to establish an International Centre for Advanced News Operations at VCU. This Centre will function as a clearinghouse for information and research being generated by a variety of publishers and organizations worldwide in advanced editorial technology and modern editorial organization.

The Centre will feed new ideas and innovations to the VCU News Center and in turn will collect and distribute to the publishing industry the News Center's evaluation and experiences.

Ifra and VCU have also agreed:

· To swap representatives on their various advisory committees;

· To co-plan and co-sponsor training events and conferences in the United States and internationally;

• To exchange staff experts in various areas in support of both the News Center and Ifra members worldwide, and to place articles in each other's professional publication.

"Ifra's world-class partnership is a defining moment for the development of the VCU News Center," said Joyce Wise Dodd, executive director and initiator of the News Center at VCU.

Ifra has evolved into the only global organization of its kind assisting its members in all areas related to technology, technical applications and organization of newspaper production and the multiple-media related activities of the newspaper publishing house.

Entrepreneur Defines Drive of Discipline New Electronic

by Stephanie Buckeridge University News Services

"I graduated from Harvard University a few years ago and didn't know what entrepreneurs were," said William M. Cockrum, a University of California at Los Angeles business professor recently ranked by Business Week as the best entrepreneurship teacher in the country

The relatively new field of entrepreneurship is an experientially-based concept where practitioners recognize a particular niche that needs filled in society and harvest that niche. Cockrum told an overflowing General Purpose Academic Building audience. "(Entrepreneurs) seize it. They pursue it. They take it all the way to exploitation," the professor said.

Cockrum was on campus March 4-5 serving as the 1998 Charles G. Thalhimer Family Scholar-in-Residence at the VCU

School of Business. The program, established in 1984, is designed to bring nationally prominent scholars to campus to interact with students, faculty and the public. In addition to a public address, Cockrum also visited business classes and met with local executives and alumni.

During his primary campus address March 4 on "Entre-

preneurship and Finance: Making Something Out of Nothing, Cockrum gave students a glimpse at the attributes and personal traits of a good entrepreneur and also tips on financing entrepreneurial ventures.

Entrepreneurs like ambiguous situations and are always in pursuit of

opportunities for improvement. Entrepreneurs must look for opportunities to expand over time, create a niche in the marketplace, then defend it, he said.

This is an offensive and defensive policy," he said. "Most entrepreneurs will make a decision based on only 60 percent of the information. If you wait until you have all the information - events will overtake you."



One of the nation's leading teachers of entrepreneurship, William M. Cockrum served as the Thalhimer Scholar-in-Residence in the VCU School of Business earlier this month. After a 25-year career as an investment banker, Cockrum joined the UCLA faculty 12 years ago.

Entrepreneurs also always need to look at how well they are doing at reaching their goals, pay attention to details, and have a long-term perspective and endurance. "Anyone in this audience can decide to be an entrepreneur," Cockrum said. "You have to know what your tolerance for risk is."

He informed his audience that women are starting new

"Anyone in this audience can decide to be an entrepreneur."

businesses at three times the rate of men and that 25 percent of all businesses today are owned by women. "Women are better team players than men" he added

With regards to financing, he said the most important issue to remember is to never run out of cash. "I teach in

finance that from whom you get the money is more important than how you get the money.

At the same time, new financing strategies should be considered to keep the business running smoothly without tying up the operation's cashflow. "Leasing is the largest single source of finance for entrepreneurial activities," he said. "Cash is the grease that makes an organization run."

Saxophonist Joins VCU for Jazz Residency

Heath to Work with Music Students

Legendary jazz saxophonist Jimmy Heath will be in residence at Virginia Commonwealth University's Department of Music from March 27-30. During his four-day stay with the School of the Arts, Heath will offer jazz workshops and perform with students.

Recognized as one of the great jazz luminaries, Heath has worked with the best of the best in the jazz world. As Dizzy Gillespie once said, "If you know Jimmy Heath, you know Bop." And from Miles Davis: "Jimmy is one of the thoroughbreds '

The public can attend two free one-hour workshops that will be held in the VCU Performing Arts Center Concert Hall

• On March 27 at 1 p.m., Heath will address "Important Information for the Non-Jazz Musician.

• On March 30 at noon, he will talk about "Jazz History via Jimmy Heath."

The residency will culminate with "A Night of Jazz" at 8 p.m. March 30. Heath will perform with the VCU Jazz Orchestra I, under the direction of by Doug Richards, at the Carpenter Center for the Performing Arts.

Sponsored by VCU School of the Arts and Department of Music, this residency is made possible with generous support form the E. Rhodes and Leona B. Carpenter Foundation.

Reserved-seat tickets are \$8. Tickets are available at the Carpenter Center Box Office, all Ukrop's stores and TicketMaster outlets. To charge by phone, call 262-8100.

VCU Calendar **Meets Needs of Internet Users**

Finding information about upcoming events at Virginia Commonwealth University has gotten a little easier. Due to technological advancements, VCU's calendar now can be accessed with the simple touch of a button.

The electronic calendar is a newly released resource providing information about university-sponsored events. Unveiled in January, the calendar can be accessed directly from VCU's home page. The calendar links the breadth of programs offered across both campuses, including medical rounds, workshops and lectures, not to mention a range of arts and entertainment options.

Jim Yucha assistant to the executive director of information resources and media, worked with representatives on both campuses to create a calendar that meets the needs of a growing number of Internet users.

"People love the fact that it is so dynamic," Yucha said. "The calendar has a very consistent format, making it easy to find information about any event they are interested in.'

Visitors to the web site can view an actual calendar and click on a desired day of the week to find information about events occurring that day. The calendar also includes exam schedules as well as an academic schedule, providing valuable information to both students and faculty.

Rather than having to flip through a directory or schedule book, viewers simply click on information appearing on the screen to find out about events.

"It is an extremely easy way to find information," Yucha said. "Many people write information down on slips of paper and lose them. The calendar is a reliable, consistent source people can refer to.'

The calendar also allows viewers to make detailed searches by typing in additional information, such as type of event or location.

Visitors also can find information ranging from the history of Richmond to popular restaurants and night life. Weather information is also available.

Faculty and students are encouraged to submit events that are sponsored by university departments or organizations. Instructions on submitting events are available on-line at the site. An authorization page allows the viewer to type in required information. To verify the submission, users must provide the last seven digits of their VCU One Card, the last four digits of their Social Security Number and their VCU e-mail address

Since its release, more than 7,000 people have visited the site and more than 500 entries have been submitted.

"We are pleased with the initial version of the events calendar, and overall the reponse has been positive," Yucha said.

The electronic calendar can be found on VCU's web site at www.vcu.edu/cgi-bin/events/. - by Sarah White

Calendar of Events

LECTURES/SEMINARS-

- March 24- "Mechanisms of Absorption in the Isolated Perfused Rat Lung-Assessment of Available Methodology." Presented by Masahiro Sakagami, graduate student in pharmacy and pharmaceutics. For details, call 828-4328. Noon/Smith Building, Room 224
- March 25- "When Bad Things Happen to Anyone: Venturing East of Uz" presented by Cliff Edwards, professor of religious studies. To register, call 828-1105 8 p.m./Cabell Library
- March 26- "Teaching Clinical Ethics," a faculty development program sponsored by the Internal Medicine Department. Presented by Laurie Lyckholm, assistant professor of hematology/oncology. For details, call 828-5129.

Noon/Ambulatory Care Center, Room L-464

- March 26- "Memory-Enhancing Techniques," sponsored by Work/ Life Resources. Presented by Theresa Norton of the Hermitage. For details, call 828-1688. Noon/University Student Commons, James River Room
- March 26- "Which PC Should You Buy?" Sponsored by University Computing Services. For details, call 828-9843, ext. 154 or e-mail at hesler@hsc.vcu.edu.
- 2 p.m./Sanger Hall, Room 2-020 March 26- "Downhill Skier: Effects of Aging on Oxygen Transport in the Microcirculation of Skeletal Muscle" presented by Roland N. Pittman, Department of Physiology. Sponsored by the Physiology Department. For details, call 828-9756. 4 p.m./ Sanger Hall, Room 3-016.
- March 31- "The Serotinergic System: Relationship to Human Alcohol Use." Presented by Jocelyn Leu, graduate student of pharmacy and pharmaceutics. For details, call 828-4328. Noon/Smith Building, Room 224
- April 2- "Pathophysiology of Vasopression: Lessons from Genetic Models of Diabetes Insipidus" presented by Heinz Valtin,

Distinguished Lecturer. Sponsored by the Department of Physiology. For details, call 828-9756. 4 p.m./Medical Sciences Building

- April 2— "Assembling and Using Teaching Portfolios" presented by Peter Seldin, Distinguished Professor of Management at Pace University. For details, call 828-6162 1 p.m./University Student Com-
- mons, Commonwealth Ballroom B April 3- "Transplants and neuro-
- trophins increase regeneration and recovery of function after spinal cord injury" presented by Barbara Bregman, Department of Anatomy and Cell Biology at Georgetown University School of Medicine. For details, call 828-2262.
- 3 p.m./Sanger Hall, room 8-036 April 6- "In Defense of Assisted Suicide" presented by Melvin Urofsky, professor of history and director of the doctoral program in public policy. Sponsored by the Philosophy Department and Honors Assembly. For details, call 828-1224. 7 p.m./University Student Commons' Forum Room

WORKSHOPS.

- March 23— "Exploring Differences: Gender Issues" presented by Rick Ballenger and Michael Hammond. Sponsored by University Counseling Services. For details, call 828-3964. 6:30 p.m./University Student Commons, Capital Room A
- March 24- "Connecting to the Libraries: Using Your VCU Computer Account." Sponsored by University Library Services. To register, e-mail ulstmlre@hsc.vcu.edu or call 828-0636.
 - 1 p.m./Tompkins-McCaw Library, First Floor
- March 25— "Searching the MD66 MEDLINE Database." Sponsored by University Library Services. To register, call 828-0636 or e-mail at ulstmlre@hsc.vcu.edu.
 - 3 p.m./Tompkins-McCaw Library, First Floor
- March 26- "PubMed" sponsored by University Library Services. To

Faculty to Deliver Jazz Performance

Two Virginia Commonwealth University jazz faculty members will give a free concert of American popular song interpretations and jazz classics. The March 24 concert will feature pianist Bob Hallahan and vocalist Stephanie Nakasian at 8 p.m. in the VCU Performing Arts Center.

Hallahan has appeared in the eastern United States as solo pianist, leader of his own trio and quartet and as pianist for numerous jazz greats, including Joe Henderson, Clark Terry and Freddie Hubbard, His performances include concerts at the Kennedy Center for Performing Arts and the Kool Jazz Festival, as well as on National Public Radio and in Beijing, China as part of a cultural exchange.

Nakasian is known internationally for her performances and recordings, public television, National Public Radio, Riverwalk Jazz, concerts at Wolf Trap, Radio City Music Hall and with Jon Hendricks. The New York Times has described her singing as "vocal virtuosity."

Hallahan and Nakasian will be joined by bassist Randall Pharr. For details, call 828-1166.

register, call 828-0636 or e-mail at ulstmlre@hsc.vcu.edu. 10 a.m./Tompkins-McCaw Library,

- First Floor March 26- "Preparing for Promotion
- and Tenure Review" sponsored by the Office of Faculty Affairs. To register, call 828-6162 1:30 p.m./University Meeting Center
- March 28- "Issues in Action" hosted by Addison Wesley Publishing Co., featuring nationally known authors and educators specializing in nursing. For more information, call 1-800-472-6288
 - 8:30 a.m./School of Nursing

March 30— "WebSPIRS CINAHL" hosted by University Library Services. To register, call 828-0636 or email ulstmlre@hsc.vcu.edu. 11 a.m./Tompkins-McCaw Library, First Floor

SPORTS'

offentedent Beliace Drive

Men's Tennis

March 31- VCU vs. William and Marv 3 p.m./Thalhimer Tennis Center Courts

Women's Tennis

March 26- VCU vs. George Washington University 2:30 p.m./Thalhimer Tennis Center Courts

CONCERTS -

March 30- Concert by saxophonist Jimmy Heath. Sponsored by the Department of Music. For details, call 828-1166. 8 p.m./Carpenter Center

April 8- The Department of Dance and Choreography will present "nicholas leichter dance," a fourpart program. For tickets, call 828-2020.

8 p.m./Grace Street Theater

STUDENT ACTIVITIES-

March 31- "World Game Workshop" sponsored by University Student Commons and Activities. For details, call 828-3648. 6:30 p.m./University Student Commons, Capital Ballroom

March 31— "Commuter Coffeebrake" sponsored by University Student Commons and Activities. For details, call 828-6500. 9 a.m./University Student Commons Lobby

April 1- "SAIL Workshop: The Organized Leader" sponsored by the Student Activities Center. For details, call 828-3648. Noon/University Student Commons,

Capital Room A

VCU MEETINGS-

March 31- University Council 1:30 p.m./University Student Com mons, Commonwealth Ballroom B

pathways, from Colonial times to the Civil War, including patriotic songs such as "Yankee Doodle," spirituals, country dances, parlor songs and folk hymns. The concert will begin at 8 p.m. in the Performing Arts Center. Tickets range from \$9-19. For details, call 828-1166.

