

Vice President Biden Speaks at Alumni Hall About The Economy, Jobs, and Easing Student Debt Burden

On Nov. 4, U.S. Vice President Joseph R. Biden spoke to a standing-room-only crowd of about 500 people, primarily students, in the Connolly Ballroom of Pitt's Alumni Hall. Biden addressed the current state of the economy, the national employment picture, the American Jobs Act, and the importance of higher education to American competitiveness internationally, as well as the steps the Obama Administration is taking to increase college affordability by making it easier to manage student loan debt. Chancellor Mark A. Nordenberg welcomed the audience and the vice president and then introduced Pitt Student Government Board President Molly Stieber who, in turn, introduced Biden. From left, Vice President Biden, SGB President Stieber, and Chancellor Nordenberg.



JOE KAPLEWSKI/CUDE

Pitt's Center for Late Life Depression Receives Nearly \$9 million for New Research



By Megan Grote Quatrini

The University of Pittsburgh's Center for Late Life Depression Prevention and Treatment Research has received nearly \$9 million from the National Institute of Mental Health to further its work in depression prevention and treatment in later life. Under the direction of Charles F. Reynolds, the federally funded Center of Excellence will conduct three new research studies in depression prevention among vulnerable older adults, in addition to continuing existing research.

"Depression erodes quality of life, productivity in the workplace, and fulfillment of social and familial roles," said Reynolds, professor of psychiatry and of behavioral and community health science in Pitt's School of Medicine and Graduate School of Public Health. "In knowledge- and service-driven economies, the population's mental capital becomes both more valuable and vulnerable to depression's impact across the life cycle, including late life. Depression prevention research and practice have progressed from a pioneering stage to one in which investments on a larger scale are necessary and appropriate to diminish depression's global illness burden. This center will push the field forward to the benefit of older adults and their caregivers."

The first of three new depression-prevention studies will look at the use of learning-based interventions to help seniors who receive supportive services and face a variety of psychosocial vulnerabilities that put them at risk for depression. One group at high risk is older adults receiving aging services through Medicaid waiver programs. This three-year study will test the effectiveness of enhancing problem-solving skills and of teaching ways to sleep better as measures to prevent depression in these seniors.

The second study will adapt problem-solving strategies for use by people living with mild cognitive impairment and for their caregivers as an intervention for preventing major depression. In addition, an exercise intervention will be used in both groups to enhance protection from depression.

The third study focuses on osteoarthritis.

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Blue, Gold, and Green: Sustainability at Pitt



Freshman Housing Project Filled With Sustainable Features and, It Is Hoped, a Sense of Home

By B. Rose Huber

By Fall 2013, incoming freshmen will have not only a convenient place to live, but a sustainable one as well. Among the construction projects approved by the Pitt Board of Trustees on Oct. 28 was the Freshman Housing Project, a 10-story building being erected at the corner of Fifth Avenue and University Place that will house 559 beds and contain an array of sustainable features.

The \$59 million project was identified as a priority in the University's facilities plan, adopted in 2006, which sought to provide more space for Pitt's increasing number of incoming freshmen while, at the same time, remaining eco-friendly.

"The housing project was conceived around the concept of sustainability, specifically in terms of promoting student-based initiatives," said Christin Whitco, senior project manager in Pitt's Department of Planning, Design, and Construction and a specialist in Leadership in Energy and Environmental Design (LEED) certification. "The project is giving students the tools they need to live greener lifestyles."

Among those tools are spacious community areas, recycling on all floors, and monitoring of energy usage within the building to encourage peer-to-peer energy competitions. Commercial retail shops are planned for the first floor, while a Wellness Center will be located on the second floor. Pitt officials hope the building's sustainable environment—and central location on campus—will promote a sense of community for incoming freshmen.

"Because of the building's convenient location, students will know what's in close proximity to them; they will have access to public transportation and will be able to get around and really feel like this is home," said Canard Grigsby, project manager in

the Department of Planning, Design, and Construction.

The Freshman Housing Project is on track for a LEED Silver certification from the U.S. Green Building Council, the second of four certification levels related to sustainable practices. Below is a list of the project's sustainable features:

- Access to 20 bus stops with 23 different

bus lines within a quarter-mile radius;

- Light-colored pavement and a light-colored roof to reduce the heat island effect and better save energy;
- Landscape features including drought-tolerant plants, which require no irrigation;
- High-efficiency plumbing fixtures that

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PITT'S BOARD THANKS THE LATE WILLIAM S. DIETRICH



JIM BURKE/CUDE

During its Oct. 28 meeting, Pitt's Board of Trustees honored the late William S. Dietrich II with a moment of silence—and then a standing ovation—following the approval of a Board resolution changing the name of Pitt's largest school to the Kenneth P. Dietrich School of Arts and Sciences, in honor of Mr. Dietrich's father. Prior to his death on Oct. 6, William Dietrich—a Pitt alumnus, trustee, and former Board chair, as well as a well-known and highly respected business leader—gave the largest single gift to Pitt in its 225-year history, a \$125 million fund. Pitt Chancellor Mark A. Nordenberg unveiled for the Board a prototype for two large wall plaques being made in honor of Kenneth P. Dietrich as well as a framed copy of the resolution naming William Dietrich a Pitt Legacy Laureate. The two completed wall plaques will be mounted in the Cathedral of Learning, one on the first floor opposite the Craghan-Schenley Room, and the other prominently displayed on the ninth floor, the home of the Dietrich School of Arts and Sciences. From far left, Chancellor Nordenberg; Trustee Sam Zacharias; N. John Cooper, Pitt's Bettye J. and Ralph E. Bailey Dean of Arts and Sciences; Edward J. Grefenstette, chief investment officer, The Dietrich Charitable Trusts; Richard F. Berdik, CFO, The Dietrich Charitable Trusts; Pitt Provost and Senior Vice Chancellor Patricia E. Beeson; Trustee Eva Tansky Blum; and Board Chair Stephen R. Tritch.

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Childers-Led Research Team Finds Ways to Cut Computing Energy Consumption While Saving Money

By B. Rose Huber

Lowering energy consumption associated with computer data storage (specifically, cloud computing) and saving millions of dollars are possible now, thanks to new memory technology, a field that researchers at the University of Pittsburgh have been exploring for the past two years through a \$1.9 million, four-year National Science Foundation grant titled "Large: Storage Class Memory Architecture for Energy Efficient Data Centers."

Despite its advantages, cloud computing still requires extreme amounts of power; Data centers around the world use 100 billion kilowatts per year, according to the Environmental Protection Agency. Pitt's research team—professors and students from the Kenneth P. Dietrich School of Arts and Sciences' Department of Computer Science and the Swanson School of Engineering's Department of Electrical and Computer Engineering—has demonstrated how to effectively produce large amounts of memory while maintaining low electricity usage.

"Unfortunately, today's memory technology—dynamic random-access memory (DRAM)—is rapidly reaching its limit in power consumption and capacity for data-center-sized applications," said Bruce Childers, a Pitt professor of computer science and principal investigator on the project.

With the growing demand for faster, more reliable memory technology, Pitt researchers have combined a smaller DRAM (for fast retrieval) with a larger, slower phase-change memory called PCM, a new technology similar to but faster than the flash drives used in a computer's USB port. The result is a memory system that is fast enough for most software programs and has more storage space; it also drastically reduces power consumption.

"Pitt's innovations in memory circuits have led to an eightfold reduction in power cost," said Childers. "These innovations have also improved PCM lifetime, permitting this technology to last long enough for several years of usage in a data center, something

"Pitt's innovations in memory circuits have led to an eightfold reduction in power cost. These innovations have also improved PCM lifetime, permitting this technology to last long enough for several years of usage in a data center, something that was not possible previously."

—Bruce Childers



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The tools developed throughout the project will continue to have an effect through a tutorial and software release to be unveiled during the "Symposium on Microarchitecture," which is scheduled for Dec. 3-7 in Porto Alegre, Brazil, and is one of the premier forums for presenting, discussing, and debating techniques for advancing computing systems.

Working closely with industry leaders, Pitt is developing an operational prototype, "memory of the future," for use in data center computers.

Members of the Pitt research team are, in addition to Childers, Sangyeun Cho, a professor of computer science; Daniel Mosse, professor and chair in the computer science department; Rami Melhem, professor of computer science; Jun Yang, professor of electrical and computer engineering; and Youtao Zhang, professor of computer science. Six Pitt graduate students will assist the faculty researchers.

For the remaining two years of the grant, the team plans to expand upon solutions related to energy consumption.

Pitt's Center for Late Life Depression Receives Nearly \$9 million for New Research

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tis pain and associated disability as risk factors for major depression. The first stage will compare the relative effectiveness of treating pain with either cognitive behavioral therapy or physical therapy. The second stage will adapt interventions based on a participant's response to the first stage.

Each of the studies will collect information about biomarkers, such as measures of inflammation, which may enhance the identification of older adults at high risk



Charles F. Reynolds

for depression and provide information about whether and how interventions may be protective against the onset of depression. Data from the three clinical trials will be pooled together to further develop models of personalized intervention.

The Center for Late Life Depression Prevention is located at both the Pitt Graduate School of Public Health and Western Psychiatric Institute and Clinic of UPMC.

Briefly noted

Public Library Funding Subject of Debate at Pitt Nov. 7

Pitt's Department of Communication in the Kenneth P. Dietrich School of Arts and Sciences will host an international public debate featuring the William Pitt Debating Union (WPDU), members of the British National Debating Team, and local guest experts from 3:30 to 5 p.m. Nov. 7 in Pitt's University Club Ballroom.

The debate is timed to precede the Nov. 8 citywide election in which a referendum on the ballot proposes a property tax increase to create a source of funding for the Carnegie Library of Pittsburgh.

Six distinguished speakers will address the pros and cons of the property tax increase. The WPDU is a Pitt student organization involved in a wide range of debating activities, including two-person intercollegiate policy debate, international parliamentary debate, and various forms of public debate.

The American Forensic Association and English Speaking Union are cosponsoring the British tour. The Pitt debate is free and open to the public, and audience questions are encouraged; refreshments will be provided.

The debate will be broadcast via a live feed at <http://mediasite.cidde.pitt.edu/mediasite/SilverlightPlayer/Default.aspx?peid=f2a978ea8d4248f8a09648668af3ed9d>. For more information, contact WPDU Program Administrator Lauri Freund at llk@pitt.edu or 412-624-2887.

—By Kerry Byrnes

Nov. 10 Senate Fall Plenary Examines Health and Wellness Partnerships

The University of Pittsburgh Senate's Fall 2011 Plenary Session, "Community and Campus Partnerships for Health and Wellness," will be held Thursday, Nov. 10, from noon until 3 p.m. in the William Pitt Union's Assembly Room. The event is free and open to the public.

Michael Pinsky, University Senate president, will open the session, followed by Chancellor Mark A. Nordenberg, who will deliver welcoming remarks. Kevin Jenkins, director of community initiatives for the Pittsburgh Foundation, will deliver the keynote address.

The plenary's objective is to enhance the opportunities for the University and local communities to collaborate on improving the quality of life for all Pittsburgh-area residents. The event will conclude with a Showplace and Marketplace, featuring posters of current community-based participatory research and providing an opportunity to network with local organizations to identify potential areas of collaboration.

—By John Fedele

Pitt to Host The Idea Of France Conference Nov. 10-12

The University of Pittsburgh Department of French and Italian Languages and Literatures

in the Kenneth P. Dietrich School of Arts and Sciences will host The Idea of France (L'Idée de la France) International Conference from Nov. 10 to 12 in the Cathedral of Learning and the Holiday Inn University Center, 100 Lytton St., Oakland.

More than 75 papers will be delivered during the interdisciplinary conference that opens at 2:30 p.m. Nov. 10 with Laurence Grove, French program director and director of the Centre for Emblem Studies at the University of Glasgow. His talk is titled "The Idea of France in Comics Old and New."

For a complete list of the Pitt schools, departments, and centers that are sponsoring the conference, visit <http://ideaoffrance>.

—Patricia Lomando White

Pitt's Staff Association Council to Host Fall Assembly Nov. 15

The University of Pittsburgh Staff Association Council (SAC) will host its Fall Assembly, "Effectively Using Technology in Your Job," from noon to 4 p.m. Nov. 15 in Pitt's William Pitt Union Assembly Room.

This is the first time that the SAC Fall Assembly will hold a Technology Fair that includes workshops for Pitt staff.

"In today's job market, it's critical to have a technologically savvy workforce," said Deborah L. Walker, Pitt's student conduct officer and president of SAC, who notes that she, too, will benefit from the event. "This year's Fall Assembly will provide an opportunity for University staff to focus on their technical skills to improve and enhance their workplace performance."

Chancellor Mark A. Nordenberg will give welcoming remarks, and Jinx Walton, director of Pitt's Computing Services and Systems Development, will deliver a keynote presentation.

For a complete description of the workshops and to register, visit www2.hr.pitt.edu/sac/default.html.

—By Patricia Lomando White

PittChronicle

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eButton Prototype, Created by Pitt Researchers, Helps to Combat Obesity by Monitoring Food, Exercise, and Lifestyle

By B. Rose Huber

People attempting to lose weight won't need to track their daily food intake anymore, thanks to a wearable, picture-taking device created at the University of Pittsburgh. eButton—a device worn on the chest (like a pin) that contains a miniature camera, accelerometer, GPS, and other sensors—captures data and information on health activities, eliminating the need for daily self-reporting. The eButton prototype was the result of research from a four-year National Institutes of Health Genes, Environment, and Health Initiative grant that ended this year.

“eButton was created to combat obesity, which has become a widespread problem in the United States,” said Mingui Sun, lead investigator and Pitt professor of neurosurgery and electrical and computer engineering. “This disease affects 60 percent of people and costs our country upwards of \$225 billion in direct and indirect costs.”

The eButton's reporting extends even further than food and exercise: It can determine the amount of time wearers

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—Mingui Sun



eButton snaps pictures of food and analyzes portion sizes, helping users determine how much they actually eat.



spend watching TV or sitting in front of a computer screen and how much time they spend outdoors. It tracks where food is bought, how meals are prepared, which restaurants are visited, and what items are ordered. The device analyzes how long the wearer spends eating, what foods and beverages are consumed, and how the wearer interacts with family or friends at the dining table. According

to Sun, all of these factors determine participants' caloric intake and expenditure.

“This multidimensional approach looks at the overall health of eButton wearers, which is more important than just food and exercise alone,” said Sun. “We have to take into account how people live, not only what they eat or how they exercise at the gym.”

Retrieving the results of eButton is convenient, according to Sun, who says it's as easy as transferring pictures from a digital camera onto a computer. To protect participants' privacy, the data are coded so they cannot be read until scanned by

Retrieving the results of eButton is convenient, according to Sun, who says it's as easy as transferring pictures from a digital camera onto a computer. To protect participants' privacy, the data are coded so they cannot be read until scanned by a computer to block human faces.



Mingui Sun

a computer to block human faces.

Although not available commercially, the device is currently being used in a pilot study estimating the caloric intake and physical activity levels of the participants.

Findings of the eButton monitoring system were featured in *Eat Right*, a publication of the American Dietetic Association.

Pitt Make a Difference Day



About 2,500 Pitt students gave back to the city of Pittsburgh by volunteering for the Fourth Annual Pitt Make a Difference Day (PMADD) on Oct. 22. Students departed on buses from the William Pitt Union and fanned out across the city to work on various projects. **1.** Pitt Chancellor Mark A. Nordenberg jokes with volunteers who gathered that morning. **2.** Volunteers construct a planter bench in the South Oakland community garden known as Frazier Farms. **3.** Students work on paring back shrubbery in South Oakland's Oakcliff Overlook Park & Greenway, a protected greenway within the City of Pittsburgh. **4.** Kathy W. Humphrey (far left), Pitt vice provost and dean of students; Pitt Provost and Senior Vice Chancellor Patricia E. Beeson (beside Humphrey); and Chancellor Nordenberg (far right) pose with student volunteers.





Pitt Researchers to Tap the Energy Potential of Offshore Wind



By Karen Hoffmann

In the search for renewable energy resources, offshore wind power holds tremendous potential for the United States, a country that is not only surrounded by two oceans and the Gulf of Mexico, but also is home to the Great Lakes. However, this type of energy still makes up only a very small proportion of U.S. energy resources.

Now, with a \$900,000 grant from the U.S. Department of Energy (DOE), the University of Pittsburgh and experts from four other influential institutions aim to assess what technological advances are necessary to enhance the power delivery capability from offshore to onshore in order to make the economic value proposition more viable.

"We'll be looking at a combination of traditional and advanced electric power delivery options—including state-of-the-art power electronics-based transmission technologies, integrating AC and DC power converters, and undersea cable systems—to assess the most effective integration of offshore wind into onshore networks," says Gregory Reed, Pitt professor of electric power engineering, associate director of the University's Center for Energy, and director

of the Power and Energy Initiative in Pitt's Swanson School of Engineering.

Reed and colleagues at companies ABB, Inc., and Duke Energy and at the National Renewable Energy Laboratory (part of the DOE) will research existing technologies so they can recommend which new technologies and engineering advancements are necessary to make that integration more efficient and cost effective. Additionally, the group will provide data to produce a road map of the DOE's goals for the United States, with the primary hope of achieving 54 gigawatts of deployed offshore wind generating capacity by 2030.

Benefits

One of the benefits of offshore wind energy is that locations with high-wind potential are closer to major population centers. Therefore, the long-distance transmission required to connect wind into the grid from where the higher potentials are on land—say, the Great Plains States of the Midwest—aren't as much of an issue.

"If we only have to transmit that wind energy 10, 15, 20 miles off the shoreline to the East Coast, where population centers and major networks are located, that alone is saving a tremendous cost as opposed to having huge wind farms in Wyoming, Kansas, or Nebraska, where fewer people live and from where we would have to transmit the energy hundreds, even thousands of miles," says Reed.

However, notes Reed, the cost of the technology is currently a barrier in some instances: "If you're in the middle of the ocean dealing with undersea infrastructure and technologies, that's more complex and expensive than if the windmill is sitting on a mountain ridge connected directly to overhead lines," he says.

Additional issues to be investigated include the stochastic aspect of wind—that is, its intermittency and inconsistency in reliably generating power at all times and when it is needed. "The potential for reduced intermittency [starting and stopping] from offshore resources could be a benefit," says Reed.

Finally, the researchers will examine the role of energy storage options as a means to more effectively integrate wind energy. In the case of implementing storage, energy can be harnessed during high-wind periods (i.e., during hurricanes or other harsh weather systems), stored, and then used when demand is at its peak.

Catching up with Europe

The United States currently lags behind Europe in the area of renewable energy generation, including offshore wind. Reed points out that the geographic distances involved and the political organization of the United States make it more difficult to implement renewable energy targets here. "We have to balance state policies with our national objectives," he says.

Still, Reed sees signs that renewable resources could make up a growing part of America's energy portfolio. "In most states, and even at a national level, we have some pretty aggressive targets for power generation from renewables between now and 2020, so we're moving in the right direction," he says.

The Power and Energy Initiative in Pitt's Swanson School of Engineering,

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—Gregory Reed

applications. For more information, visit www.power.pitt.edu.

Housing Project Filled With Sustainable Features and a Sense of Home



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should reduce overall water use by more than 35 percent;

- Third-party engineering team verification to ensure the actual design, installation, and operation are correct and done according to the owner's needs to optimize energy efficiency;

- A final building composed of 20 percent post-industrial/post-consumer recycled-content materials;

- Twenty percent of building materials sourced, extracted, manufactured, and assembled within 500 miles of the project;

- More than 50 percent of the construction waste diverted from landfill;

- Usage of low-volatile organic com-

pounds as well as safe construction components and finishes to promote better air quality;

- Lighting and thermal comfort controls; and

- Exterior envelope design to provide improved energy performance.

The lead architectural firm on the project is Mackey Mitchell Architects, a group that has extensive experience with sustainability and has worked with such other top institutions of higher education as the University of Notre Dame, the University of Colorado-Boulder, and Washington University in St. Louis. The lead contractor is P.J. Dick.

'Greener' Technology Practices at Pitt

The University of Pittsburgh is committed to all types of sustainability efforts, whether it's the garbage that is pitched or the computers that are touched. A sampling of technological sustainability, courtesy of Pitt's Computing Services and Systems Development (CSSD):

Self-Service Printing

For students, printing is free, easy, and convenient on campus. Now, thanks to self-service printing, the number of print jobs left on the printer tray has been significantly reduced. The service, which is 20 times less wasteful than full-service printing, requires students to use an ID card to print documents. Since its introduction two years ago, 325,000 sheets of printed (and then discarded) sheets of papers have been saved. Self-service printing is available in all seven of Pitt's computer labs and in a number of other student-centered buildings across campus.

Read Green @ Pitt

Don't want to receive paper through University mail? Faculty and staff can receive many University paper-based mailings directly via e-mail (with no attachments to clutter computer storage). Simply log onto my.pitt.edu, open the profile page, and select "Read Green."

Server Consolidation

Virtual servers allow one machine to do the job of many. CSSD has consolidated 300 servers onto a VMware cluster comprising just 30 computers. Fewer computers mean less energy usage, and virtual server hosting has helped departments pay only for the hardware resources they need, lowering costs across the board. Contact the Help Desk (412-624-HELP) for more information.

—B. Rose Huber

Pitt Office of Public Affairs Receives 19 Awards From Pittsburgh IABC Chapter

The University of Pittsburgh's Office of Public Affairs received seven Awards of Excellence and 12 Awards of Honor from the Pittsburgh Chapter of the International Association of Business Communicators (IABC) during its 32nd annual Golden Triangle Awards ceremony, held Oct. 6 at the DoubleTree Hotel, Downtown.

IABC/Pittsburgh presented Pitt's Office of Public Affairs projects and/or staff members with the following Awards of Excellence.

Communication Skills/Electronic, Digital, and Audiovisual Communication/Web Sites

PittLaw, Web site of the University of Pittsburgh's School of Law, created by the University Marketing Communications Web team

Communication Skills/Publications/Annual Reports

Blue Gold & Black 2010

Communication Skills/Publications/Newspapers, Tabloids, and Newsletters

Pitt Chronicle

Communication Skills/Publications/Feature Writing

Pitt Med, "Mars and Venus, Revisited," cover story in the magazine's Fall 2010 issue, written by Associate Editor Elaine Vitone

Communication Creative/Publication Design/Annual Reports

A Decade of Challenge: 2010 Report of Chancellor Mark A. Nordenberg (Marci Belchick)

Communication Creative/Other Graphic Design: Book and Magazine Covers

A Decade of Challenge: 2010 Report of Chancellor Mark A. Nordenberg (Marci Belchick)

Communication Creative/Interactive Media Design

Falk School Web site, University Marketing Communications Web Team

The following Pitt projects and people were selected to receive Awards of Honor.

Communication Management/Special Events

America's Best Weekly: A Century of The Pittsburgh Courier

Pitt Chancellor Mark A. Nordenberg and Pitt Vice Chancellor for Public Affairs Robert Hill, in association with Senator

John Heinz History Center, held a Jan. 31, 2011, private reception and program at the museum to help launch *America's Best Weekly: A Century of The Pittsburgh Courier*, an exhibition at the Senator John Heinz History Center, 1212 Smallman St., Strip District. The exhibition, which ran from Feb. 11 through Oct. 2, explored the nationwide impact of *The Pittsburgh Courier* throughout the past 100 years.

The Shot Felt 'Round the World

Nordenberg and Hill cohosted an April 14, 2010, world-premiere screening of the new film documentary, *The Shot Felt 'Round the World*, produced by Pitt Film Studies Program faculty member Carl Kurlander. The documentary tells the story of the Pitt research team and the Pittsburgh community's roles in the creation of the Salk polio vaccine. The by-invitation event, which marked the 55th anniversary of the vaccine being declared "safe, effective, and potent," drew about 600 people to The Twentieth Century Club.

Communication Skills/Publications/Magazines

Pitt Magazine

Pitt Med

Communication Skills/News Writing
Pitt Magazine, "Power in Black and White," cover story in the magazine's Winter 2010 issue, written by *Pitt Magazine* Senior Editor Ervin Dyer.

Communication Creative/Publication Design/Magazines

Pitt Med (Elena Gialamas Cerri)

Pitt Engineer (Don Henderson)

Communication Creative/Publication Design/Annual Reports

Blue Gold & Black 2010 (Marci Belchick and Jane Dudley)

Office of Technology Management 2010 Annual Report (Jane Dudley)

Communication Creative/Other Graphic Design/Book and Magazine Covers

Blue Gold & Black 2010 (Marci Belchick)

Communication Creative/Other Graphic Design/Other

America's Best Weekly reception invitation (Marci Belchick)

The Shot Felt 'Round the World reception invitation (Marci Belchick)

Primack-Led Study Finds U.S. Kids Heavily Exposed to Alcohol Brands in Music

By Jennifer C. Yates

Researchers at the University of Pittsburgh School of Medicine have found that the average U.S. adolescent is heavily exposed to alcohol brand references in popular music, according to a study published online Oct. 20 in the international journal *Addiction*.

Branded alcohol references are most common in rap, R&B, and hip hop songs, and are often associated with a luxury lifestyle characterized by degrading sexual activity, wealth, partying, violence, and the use of drugs, according to the study, which was led by Brian Primack, assistant professor of medicine and pediatrics in Pitt's School of Medicine.

Researchers analyzed 793 of the most popular songs in the youth market between 2005 and 2007 and reported that a brand name was included in a song about 25 percent of the time alcohol was mentioned, representing about 3.4 alcohol brand references per song-hour. Given that the average adolescent is exposed to about 2.5 hours of popular music per day, young people's annual exposure to alcohol brand references in popular music is substantial, the study reported. Consequences associated

with alcohol were more often positive than negative (41.5% vs. 17.1%). Alcohol brand appearances were commonly associated with wealth (63.4%), sex (58.5%), luxury objects (51.2%), partying (48.8%), other drugs (43.9%), and vehicles (39%).

"Frequent exposure of young people to brand-name references in popular music may constitute a form of advertising and could encourage substance use among adolescents," Primack said.

Primack said brand-name references to alcohol are typically strongly aligned with positive feelings and associations, which are often the goal of advertisements. The brands found in music represent the same distilled spirits brands that are increasingly named as favorites by underage drinkers, especially women.

The authors suggest that the relatively high level of brand-name alcohol appearances in popular music may be a consequence of strengthening ties between the alcohol and music industries. Some alcohol companies have formally entered the music industry, such as Seagram's ownership of Universal and Polygram, between 1995 and 2001.

News of Note

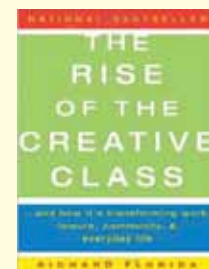
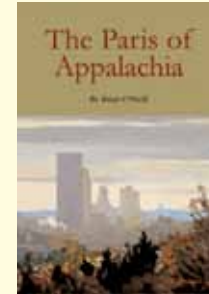
Pitt Students Win State Planning Award for Analysis Of Pittsburgh's Quality of Life

The Pennsylvania Chapter of the American Planning Association (APA) has chosen a University of Pittsburgh Graduate School of Public and International Affairs (GSPIA) capstone class project to receive its 2011 Student Project Award. The award was announced during the chapter's 2011 annual conference Oct. 18 in Scranton, Pa.

This is the sixth time GSPIA professor Sabina Deitrick's capstone class report has been recognized by APA's Pennsylvania chapter.

This year's award-winning Pitt project, "Pittsburgh in the 21st Century: A Decade of Difference," examined changes in the region since the late 1990s across such indicators as education, diversity, outdoor amenities, social media, environmental improvements, and migration patterns. It analyzed perceptions against current indicators by comparing Richard Florida's *Competing in the Age of Talent: Environment, Amenities, and the New Economy* (Carnegie Mellon University Press, 2000) to *Pittsburgh-Post Gazette* columnist Brian O'Neill's recent book, *The Paris of Appalachia: Pittsburgh in the 21st Century* (Carnegie Mellon University Press, 2009).

—By Audrey M. Marks



Teaching Award to Provide State-of-the-Art Labs And Equipment for Pitt's Department of Computer Science

The University of Pittsburgh's Department of Computer Science in the School of Information Sciences has been selected as a 2011-12 Compute Unified Device Architecture (CUDA) Teaching Center by NVIDIA, world leader in visual and high-performance computing. This award recognizes institutions that have integrated and shown a commitment to teaching parallel computing, an architectural concept that allows computers to simultaneously run very large programs and multiple applications on multiple processing units.

As a recognized CUDA Teaching Center, the University will receive more than \$25,000 worth of CUDA-enabled graphics processing units, a commonly used device for creating strong visuals on mobile phones, computers, and game consoles. Funding will also support a teaching assistant, an expansive CUDA teaching kit that includes textbooks and software licenses, as well as access to NVIDIA's remotely accessible testing for students to assess their CUDA programming skills. Additional hardware will be provided upon request.

—By B. Rose Huber

Awards & more



Denise Chisholm, a professor in Pitt's Department of Occupational Therapy, was awarded the Pitt School of Health and Rehabilitation Sciences 2010-11 Dean's Distinguished Teaching Award for her commitment to scholarship and her students' well-being, as well as for practicing occupational therapy with compassion and dignity.

Pittsburgh City Council declared Oct. 21 *My Tale of Two Cities Day*, honoring the nationally recognized film directed by Pitt's **Carl Kurlander**, a Visiting Distinguished Senior Lecturer in Pitt's Film Studies program. *My Tale of Two Cities* tells Pittsburgh's story as a city that has survived tough times to redefine its reputation. Kurlander is also a Hollywood screenwriter, television writer and producer, and author.

Amy Landis and **Melissa Bilec**, both assistant professors of engineering, were selected to join 65 of the nation's brightest early-career faculty members for the National Academy of Engineer's third Frontiers of Engineering Education symposium, Nov. 13-16. The event, held in California, recognizes educators for developing and implementing innovative educational approaches in their curriculums. Both Pitt sustainability professors were nominated based on their inclusion of collaboration and multidisciplinary approaches in the classroom.

David H. Perlmutter, the Vira I. Heinz Professor and Chair of the Department of Pediatrics at the University of Pittsburgh School of Medicine and scientific director and physician-in-chief at Children's Hospital of Pittsburgh of UPMC, has received the 2011 Shwachman Award from the North American Society for Pediatric Gastroenterology, Hepatology, and Nutrition (NASPGHAN). The Shwachman Award is given annually to an individual who has made major, lifelong scientific or educational contributions to the field of pediatric gastroenterology, hepatology or nutrition in North America. Perlmutter received the award during NASPGHAN's annual meeting last month.

Newsmakers

TAIWAN HEALTH MINISTER VISITS HIS ALMA MATER

Pitt alumnus and Taiwan Department of Health Minister Wen-Ta Chiu (right) met with Pitt Chancellor Mark A. Nordenberg during Chiu's Aug. 25 visit to the University's Pittsburgh campus. Chiu received his master's and doctoral degrees in public health from Pitt's Graduate School of Public Health in 1987 and 1989, respectively. Chiu is a highly distinguished neurosurgeon, medical researcher, academic leader, and public health advocate. He served as the president of Taipei Medical University from 2008 to 2011, stepping down in February after being named health minister.



MARY JANE BENT/CODE

A SPIRIT OF TEAMWORK



NICK LANCASTER

The 2011 National Veterans Wheelchair Games were held in Pittsburgh Aug. 1-6, and Pitt hosted the Games' swimming events in the Trees Hall pool. Pitt's Rory Cooper won five gold medals in swimming events; Cooper is a Distinguished Professor and FISA-Paralyzed Veterans of America Chair in the Department of Rehabilitation Science and Technology, within Pitt's School of Health and Rehabilitation Sciences. In addition, Cooper is director of Pitt's Human Engineering Research Laboratories (HERL). HERL staff volunteered in many capacities during the Games—including, among other things, assisting athletes and working on a number of Veterans Affairs-funded research projects aimed at improving quality of life for wheelchair users. Cooper is pictured above, second from left, in the front row, with the HERL staff.

UNRAVELING DNA REPLICATION

Pitt junior Whitney White (left) explains her Science 2011-Next Gen project, "Unraveling the Function of Beta-Hairpins in the Eukaryotic Replicative Helicase," which focuses on the intricacies of how human cells undergo the critical process of DNA replication. Science 2011 was the University's 11th annual showcase of the region's latest research in science, engineering, medicine, and computation. It was held Oct. 6-7 in Alumni Hall; White appeared during the undergraduate research poster reception on Oct. 6.



MARY JANE BENT/CODE

WELCOMING THE JAPANESE AMBASSADOR



JIM BURKE/CODE

Ambassador Shigeyuki Hiroki (center), the ambassador and consul-general of Japan in New York, visited the Japanese Nationality Room in the Cathedral of Learning on Nov. 3. He met with Pitt Chancellor Mark A. Nordenberg (left) and Pitt Provost and Senior Vice Chancellor Patricia E. Beeson (right), as well as E. Maxine Bruhns (not pictured), director of Pitt's Nationality Rooms Program. His visit coincided with the Japan-America Society of Pennsylvania (JASP) Annual Dinner at The Duquesne Club, Downtown, later that evening. Hiroki was the featured guest speaker at the dinner, which marked the JASP's 25th anniversary.

HOMWOOD CHILDREN'S VILLAGE

John M. Wallace (left), Philip Hallen Chair in Community Health and Social Justice, Pitt School of Social Work, delivered an Oct. 18 lecture titled "Making Pittsburgh 'Most Livable' for All: Lessons Being Learned From the Homewood Children's Village." The presentation in Posvar Hall was part of the Provost's Inaugural Lecture Series. The Homewood Children's Village is a project designed to improve the lives of Homewood youngsters and re-weave the fabric of their community. It is modeled after Geoffrey Canada's internationally acclaimed Harlem Children's Zone, which serves more than 10,000 children in a 100-block area of central Harlem. Standing next to Wallace, from left: Philip Hallen, who served as president of the Maurice Falk Medical Fund for 35 years, and Pitt Provost and Senior Vice Chancellor Patricia E. Beeson.



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Happenings

5th floor of Hunt Library, 4909 Frew St., Carnegie Mellon University, 412-268-2434, <http://huntbot.andrew.cmu.edu/>.

The Frick Art & Historical Center, Fabergé: The Hodges Family Collection, more than 100 objects made by Russian artist-jeweler Peter Carl Fabergé, goldsmith and jeweler to the Russian court, **through Jan. 15**, 7227 Reynolds St., Point Breeze, 412-371-0600, www.thefrickpittsburgh.org.

Wood Street Galleries, Cell Phone Disco, ongoing, Tito Way, Downtown, 412-456-6666, www.pgharts.org.

Lectures/Seminars/Readings

"Food Matters," food pundit Mark Bittman will discuss food policy and food politics, 7:30 p.m. **Nov. 7**, Carnegie Music Hall, 4400 Forbes Ave., Oakland, The Drue Heinz Lectures, 412-622-8866, www.pittsburghlectures.org.

"Approximation and Idealization: Why the Difference Matters," John D. Norton, director of Pitt's Center for Philosophy of Science and professor in Pitt's Department of History and Philosophy of Science, 12:05 p.m. **Nov. 8**, 817R Cathedral of Learning, Center for Philosophy of Science Lunch-time Talks, www.pitt.edu/~pittcentr.

"Latin America After 9/11: Some Reflections on Cultural Politics and Geopolitics," John R. Beverly, Pitt Distinguished Professor of Hispanic Languages and Literatures, 4:30 p.m. **Nov. 8**, 2500 Posvar Hall, Provost's Inaugural Lecture Series, www.provost.pitt.edu.

"Mental Illness and Substance Abuse in Indian and Maharashtrian Immigrants in North America," Balwant Dixit, professor of pharmaceutical sciences, Pitt School of Pharmacy, noon **Nov. 9**, 4130 Posvar Hall, Asian Studies Center, 412-648-7370, asia@pitt.edu.

"Molecular Features of Pancreatic Cancer Progression," Christine Iacobuzio-Donahue, associate professor of pathology, oncology, and surgery, Johns Hopkins University School of Medicine, noon **Nov. 9**, 1104 Scaife Hall, Pitt Department of Pathology's annual Robert S. Totten Lecture, 412-648-1260, <http://path.upmc.edu>.

"Educating for Community Change," Robert Fisher, professor of community organization, University of Connecticut, noon **Nov. 9**, 20th floor Cathedral of Learning, Sidney Teller Lecture, Pitt School of Social Work's 2011-12 Speaker Series, 412-624-6304, www.socialwork.pitt.edu.

"A Brother's Tale," Col. Edward Shames, 506th Parachute Infantry Regiment, 101st Airborne Division, 6 p.m. **Nov. 9**, O'Hara Student Center ballroom, Pitt Office of Veterans Services, College of General Studies Student Government, free, RSVP at djr64@pitt.edu or 412-624-7646.

"Virus Capsids, Virus Genomes, and How They Got That Way," Roger Hendrix, Pitt Distinguished Professor of Biological Sciences, 4 p.m. **Nov. 10**, 2500 Posvar Hall, Provost's Inaugural Lecture Series, www.provost.pitt.edu.

"Automatic Processing, Rehabilitation, and Recovery of Complex Sentences in Aphasia," Michael Walsh Dickey, Pitt assistant professor of communication science and disorders and assistant professor of psychology, noon **Nov. 11**, Auditorium 6, Scaife Hall, Senior Vice Chancellor's Research Seminar Series, 412-383-7382, www.svc-seminar.pitt.edu.

"Labors of Innocence in Early Modern England," Joanna Picciotto, associate professor of English, UC Berkeley, 12:30 p.m. **Nov. 11**, 602 Cathedral of Learning, Pitt Medieval and Renaissance Studies Program, Pitt Humanities Program, 412-624-3246.

Miscellaneous

Model United Nations Simulation, 15th annual UN simulation for high school students, 8:30 a.m.-5 p.m. **Nov. 7**, William Pitt Union,

Pitt University Center for International Studies, Pitt Model UN Club, 412-648-7397, www.pitt.edu/~modelun.

"Reasoning With Cases in the Social Sciences," Center for Philosophy of Science two-day workshop, **Nov. 11-12**, 817 Cathedral of Learning, registration requested but not required, www.pitt.edu/~pittcentr.

2nd Annual Run for the Wounded Warrior, a 5K and 5-Mile Walk/Run fundraiser to assist service members injured in the line of duty, with 5K beginning at 9:15 a.m., 5-mile at 9 a.m. **Nov. 12**, North Park Boathouse, Allison Park, Pittsburgh Tissue Engineering Initiative, register at www.raceit.com, contact Charlotte Emig for more information, cemig@ptei.org.

Digital Literacy and Education Conference, addressing reading and writing in the digital age, 9 a.m. to 3 p.m. **Nov. 12**, Falk Laboratory School, sponsored by Falk School, Pitt School of Education, and The Western Pennsylvania Writing Project, fees and registration information available at www.pitt.edu/~wppw/Digital_Literacy_Conference/Digital_Literacy_Conference.html.

Senator John Heinz History Center Heritage Holidays Weekend, family-friendly event celebrating region's cultural diversity, 10 a.m.-4 p.m. **Nov. 12** and 10 a.m.-3 p.m. **Nov. 13**, 1212 Smallman St., Strip District, www.heinzhistorycenter.org.

Annual Kristallnacht Commemoration, Ruth Drescher, Holocaust survivor, will speak about her memories of Kristallnacht as a child in Germany in 1938, 4:30 p.m. **Nov. 14**, 208 B Cathedral of Learning, Pitt Jewish Studies Program and Department of German, open to the public, 412-624-2280, www.jewishstudies.pitt.edu.

TIES Informational Luncheon for Researchers and Research Assistants, talk on Text Information Extraction System (TIES), Rebecca Crowley, director, Department of Biomedical Informatics Graduate Training Program, Pitt School of Medicine, 11 a.m. **Nov. 16**, Magee-Women's Hospital, Conference Room 2131, open to Pitt and UPMC faculty, staff, and students, registration required, <http://ties.upmc.com/register/index.html>, 412-623-4753.

Opera/Theater/Dance

Red, 2010 Tony Award-winning Best Play about artist Mark Rothko, **Nov. 10-Dec. 11**, O'Reilly Theater, 621 Penn Ave., Downtown, Pittsburgh Public Theater, 412-316-1600, www.ppt.org, PITT ARTS Cheap Seats Program, 412-624-4498, www.pittarts.pitt.edu.

The Pearl Fishers by Georges Bizet, opera underscoring the bond at the heart of conflict between pearl fishers Zurga and Nadir, **Nov. 12, 15, 18, 20**, Benedum Center, 237 7th St., Downtown, Pittsburgh Opera, 412-281-0912, www.pittsburghopera.org, PITT ARTS Cheap Seats Program, 412-624-4498, www.pittarts.pitt.edu.

Sweeney Todd: The Demon Barber of Fleet Street, music and lyrics by Stephen Sondheim, **through Nov. 13**, Charity Randall Theatre in Stephen Foster Memorial, Pitt Repertory Theatre, Pitt Symphony Orchestra, www.play.pitt.edu.

Pitt PhD Dissertation Defenses

Brendan Giles, School of Medicine, 11 a.m. **Nov. 8**, "Development of a Broadly Reactive Vaccine for Highly Pathogenic H5N1 Influenza," 1095 Starzl Biomedical Science Tower.

Xiaomi Xu, Dietrich School of Arts and Sciences' Department of Chemistry, 2 p.m. **Nov. 10**, "Miniaturization and Optimization of Electrochemical Detection Following Capillary Liquid

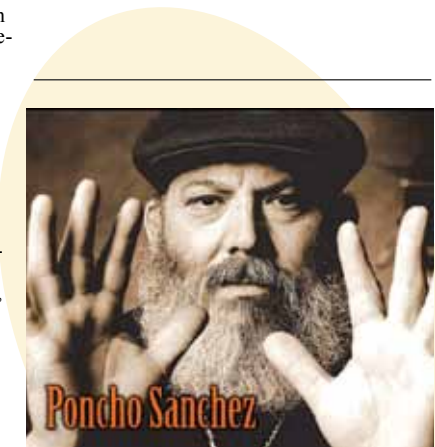


Patti LuPone, PNC Pittsburgh Symphony Orchestra Pops, Heinz Hall, November 10-13

Chromatographic Separation of Neurochemicals," 307 Eberly Hall.

Giancarlo Marcone, Dietrich School of Arts and Sciences' Department of Anthropology, 11 a.m. **Nov. 11**, "Political Strategies and Domestic Economy of the Lote B Rural Elite in the Prehispanic Lurín Valley, Peru," 3307 Posvar Hall.

Jeong Youn Lim, Graduate School of Public Health's Department of Biostatistics, 3 p.m. **Nov. 11**, "Inference on Censored Survival Data Under Competing Risks," A622 Crabtree Hall.

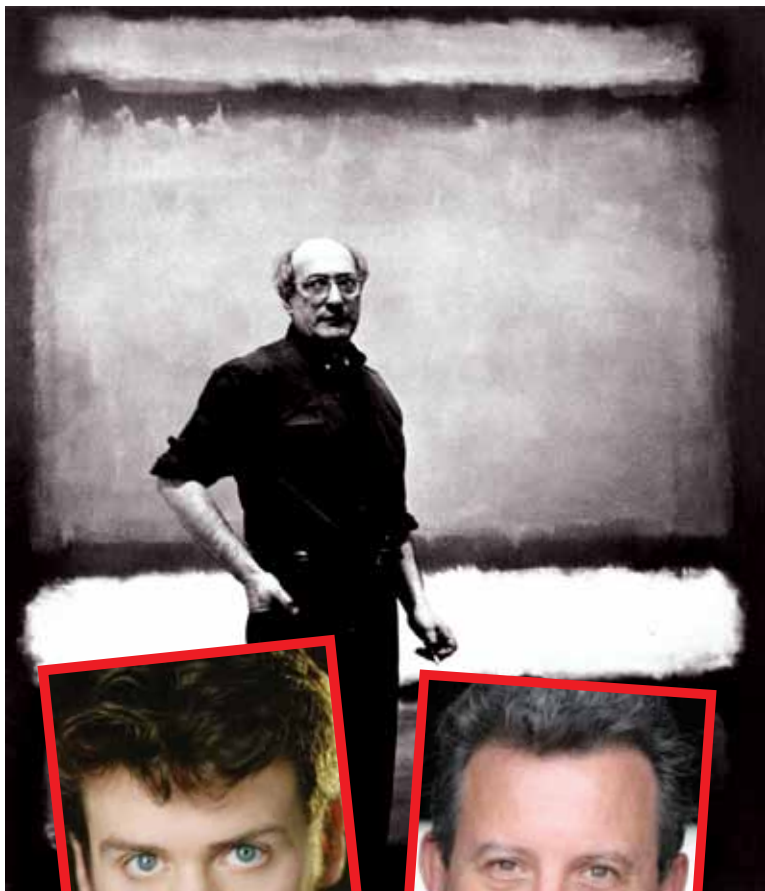


Poncho Sanchez, Manchester Craftsmen's Guild, November 11

SWEENEY TODD THE DEMON BARBER OF FLEET STREET



Sweeney Todd: The Demon Barber of Fleet Street, Charity Randall Theatre, through November 13



Actors: Jack Cutmore-Scott (left) and Jeff Still

Red, O'Reilly Theater, November 10-December 11

Concerts

City Dwelling Nature Seekers, music ranges from up-tempo bluegrass numbers to ballads, noon **Nov. 9**, free, Nordy's Café, ground floor, William Pitt Union, Artful Wednesdays Concert Series Fall 2011, PITT ARTS, 412-624-4498, www.pittarts.pitt.edu.

Patti LuPone, Tony award-winning actress and vocalist, **Nov. 10-13**, Heinz Hall, 600 Penn Ave., Downtown, PNC Pittsburgh Symphony Pops, www.pittsburghsymphony.org, PITT ARTS Cheap Seats Program, 412-624-4498, www.pittarts.pitt.edu.

Poncho Sanchez, Latin jazz band, 7 and 9:30 p.m. **Nov. 11**, Manchester Craftsmen's Guild, 1815 Metropolitan St., Manchester, 412-323-4000, mcgjazz.org.

Exhibitions

University Art Gallery, The Imprint of War: Responses in Print, **through Dec. 5**, exhibition of artwork by war-inspired artists Jacques Callot, Nicolas Naughton, and Sandow Birk, sponsored by students in Pitt's Museum Studies Seminar, 610-357-4599.

Carnegie Museum of Art, Palladio and His Legacy: A Transatlantic Journey, **through Dec. 31**; **Teenie Harris, Photographer: An American Story**, **through April 7**; **Picturing the City: Downtown Pittsburgh, 2007-2010**, **through March 2**, 4400 Forbes Ave., Oakland, 412-622-3131, www.cmoa.org.

The Warhol, Fifteen Minutes: Homage to Andy Warhol, **through Jan. 8**; **I Just Want to Watch: Warhol's Film, Video, and Television**, **ongoing**, 117 Sandusky St., North Side, 412-237-8300, www.warhol.org.

Heinz History Center, Angels of Mercy: Sisters in Healthcare in Western Pennsylvania, **through late Fall 2011**; 1212 Smallman St., Strip District, 412-454-6000, www.heinzhistorycenter.org.

The Hunt Institute for Botanical Documentation, Botany and History Entwined: Rachel Hunt's Legacy, rare gems from the original collection of founder Rachel McMasters Miller Hunt (1882-1963), **through Dec. 15**,



City Dwelling Nature Seekers, Nordy's Café, William Pitt Union, November 9



Pitt Research Launches Two Tech Companies During 2011

By B. Rose Huber

The number of University of Pittsburgh innovations that have moved from the lab to commercialization increased by 31 percent in fiscal year 2011, resulting in 105 licenses or options to industry and two start-up companies for Pitt technologies. This increase in commercialization activity also included 37 U.S. patents that were awarded to the University in 2011 and the submission of 257 new invention disclosures by Pitt faculty, according to Pitt's Office of Technology Management (OTM).

The OTM released its annual report Oct. 12 at Pitt's 7th Annual Celebration of Innovation reception. The event celebrated OTM's 15 years of operation and honored researchers whose innovations were

licensed/optioned in 2011.

More than 400 Pitt researchers submitted invention disclosures in FY 2010-11. Among them was Marlin Mickle, the Nickolas A. DeCecco Professor in the Swanson School of Engineering, whose research led to the 2011 start-up company, Ortho-Tag, Inc. The company designs radio-frequency identification (RFID) technology for tracking and monitoring prosthetic joints. Wireless chips, or tags, are attached to implanted prostheses, allowing orthopaedic doctors to obtain specific information about a



Linda van Roosmalen

joint by waving a wand over the prosthesis to capture recorded data.

Another business, LINC Design LLC, was started by

Linda van Roosmalen, a former visiting professor in the Department of Rehabilitation Science and Technology in Pitt's School of Health and Rehabilitation Science, along with Michael Turkovich, a bioengineering doctoral student at Pitt. They developed a new barrier system to contain wheelchairs and restrain wheelchair-seated passengers when they are traveling in large accessible transit vehicles. Their technology forms the basis of LINC Design.

The launching of Ortho-Tag and LINC Design raises the total number of start-up companies established from Pitt technologies to 80 since the OTM's inception in 1996.

Other notable inventions featured in the 2011 annual report included a way to give asthma sufferers an alert to a possible

Pitt's 7th Annual Innovation event celebrated OTM's 15 years of operation and honored researchers whose innovations were licensed/optioned in 2011.

attack, an improved method of diagnosing gastroesophageal reflux disease during infancy, and software that calculates cancer mortality risks by studying a person's demographic, geographic, and work history.

The OTM facilitates the development and commercialization of Pitt innovations, helping innovators patent their intellectual property, market it to potential outside partners, execute commercial licenses/options, and launch new companies.

To read OTM's FY 2010-11 annual report, visit <http://www.news.pitt.edu/sites/default/files/documents/2011%20OTM%20Annual%20Report-Final.pdf>.

The launching of Ortho-Tag and LINC Design raises the total number of start-up companies established from Pitt technologies to 80 since the OTM's inception in 1996.



MARY JANE BENT/CUDE

The University of Pittsburgh's 7th Annual Celebration of Innovation, held on Oct. 12 at the University Club, honored 53 Pitt researchers with Innovator Awards, including Marlin Mickle (second from left), the Nickolas A. DeCecco Professor in the Department of Electrical and Computer Engineering. Earlier this year, Mickle and his research team created Ortho-Tag, Inc., a company that makes tags imbued with radio-frequency identification (RFID) technology that, once attached to prosthetic joints, allows doctors to track and monitor the artificial joints with a wave of a wand. From left, Pitt Provost and Senior Vice Chancellor Patricia E. Beeson; Mickle; Arthur S. Levine, dean of Pitt's School of Medicine and senior vice chancellor for the health sciences; and Pitt Chancellor Mark A. Nordenberg.

PUBLICATION NOTICE The next edition of *Pitt Chronicle* will be published Nov. 21. Items for publication in the newspaper's *Happenings* calendar (See page 7) should be received at least two weeks prior to the event date. *Happenings* items should include the following information: title of the event, name and title of speaker(s), date, time, location, sponsor(s), and a phone number and Web site for additional information. Items may be e-mailed to chron@pitt.edu, or sent by campus mail to 422 Craig Hall. For more information, call 412-624-1033 or e-mail robinet@pitt.edu.