Hurricane Frances may have lost much of its bluster by the time it reached inland Georgia, but the storm still did some damage, including felling a 90-foot-tall white oak tree in front of the law school, blocking the westbound lanes of N. Decatur Road the morning of Sept. 7. Emory lost other large trees near the rehabilitation and conference centers. “An oak tree in full leaf is like a big wind sail,” said Jimmy Powell, superintendent of roads and grounds. “When you have 45 mph gusts, there’s a good chance it’ll come down, especially when the soil is saturated. We’re fortunate that we had no injuries.”

Professor of English and organizer of the Ellmann series, the group title of Rushdie’s lectures is a play on controversial scholar F.R. Leavis’ ‘The Great Tradition,’ which traces the history of storytelling through the authors Jane Austen, George Eliot, Henry James, Joseph Conrad and D.H. Lawrence.

“Protest was the Greek sea god who could change shape at will, Heraclitus the Greek philosopher of flux, and of course Scheherazade was the narrator of The Arabian Nights who told all the tales to prolong her life,” Schuchard said. “(Rushdie) is obviously thinking about a different kind of storytelling, both Western and non-Western.”

An English citizen born and raised in India, Rushdie received international notoriety following the 1988 publication of his novel The Satanic Verses. The book touches on themes of Islam.


CAMPUS NEWS
IA changes name to DUR
BY KATHERINE BAUST

In a change approved last month by the President’s Cabinet, the Office of Development and University Relations (DUR) is the new name for the Institutional Advancement (IA) division. The name change, effective immediately, was announced to the DUR staff on Aug. 25.

The term “Institutional Advancement” is not well understood outside the University; it is vague at best and meaningless at worst,” said Johnnie Ray, senior vice president for DUR, who initiated the name change. “Every time I used the term outside Emory, people who weren’t directly involved with the organization had to ask what it meant.

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white the rest of us continued on to the health center a few minutes further past the residential dwellings. Pulling up to the building, the first thing I noticed was conspicuously sick people, several of them, lying throughout the yard and huddled across the front porch. Even though the official “waiting area” of the center was a lean-to in the front yard, most of those waiting to see a doctor preferred the little shade the porch or side of the building offered.

As we existed the vehicles, those who were able turned their heads to watch those strange visitors who had come to tour their temporary home. Most had been waiting days to see a doctor or nurse; there were simply not enough health care workers to see everyone who arrived each day.

There was no glass to the building’s windows, and most of the examining rooms didn’t have doors. Electricity was sporadic, coming from a small generator cranked up as needed for surgical operations. As our guide gave us a tour, he mentioned that the health center—which served an area about the size of Atlanta—boasted one s for the all of the doctors to all the doctors to see patients lying on the exterior walkways as we made our way from room to room, taking stock of what was needed to improve access to this rural area’s health care.

Obviously we put stethoscopes and thermometers on the list, but some way to furnish equipment also was a top priority. Most U.S. hospitals use an autoclave to heat instruments and rid them of bacteria. In Metema, nurses boiled water. Another top need was some sort of vehicle to act as an ambulance. The motorcycle the center currently used was unreliable, and the cases tended to have trouble holding on to the driver. If patients cannot get themselves to the health center, there is nothing the staff can do for them.

In a country of nearly 71 million citizens, there are but seven trained psychologists. Seven for 71 million. Imagine living where there is no doctor, no dentist, no psychologist to offer mental or physical assistance when you need it.

Situations like these are all too common not only in Ethiopia but in too many other countries, as well. It is because of this trained health care workers that Prime Minister Meles Zenawi invited former President Jimmy Carter to assist with capacity building and health training in his country.

Pulling up to the building, the first thing I noticed was conspicuously sick people, several of them, lying throughout the yard and huddled across the front porch.
If I tried to answer this question in a granular and/or technical way, it would fill up the whole publication, I’m afraid. So it’s best I respond from a big-picture perspective. We will need to form and present a well-informed institutional storyline for the future. The importance of this cannot be overstated.

No amount of fund-raising machinery, organization or technique can be effective without a compelling and coherent expression of how we can make a difference in society. We must be able to clearly present solid facts about our contribution to society. We need to present a compelling case for increasing our margin of excellence and to demonstrate why that margin of excellence is important to the economy, culture, health and general quality of life in our region, state and nation. We must be able to answer the question of what is our value proposition—our social contract, if you will—and how are we going to be accountable for serving the broader good.

A big piece of this will come out of our strategic planning process, and we must link the campaign to the implementation of the strategic plan. However, as we use the strategic plan as the backdrop for the campaign, we must take the document one step further by describing how achieving it will make a difference in society—how it will improve people’s lives.

You’ve said focusing on a dollar amount for the campaign is not important. What is important? What should Emory be talking about?

JR: Actually, the dollar amount is important, it is just not the most important thing. In my view, the “how much” is not as important as the “for what.” If we are not able to achieve the things that are really important to our quality in a cross-cutting sense, then we can raise a tremendous amount of money—but not see genuine, enduring improvement in our ability to reach new levels of achievement.

As I have said before, the campaign ought to be a time for us to focus on purpose, quality and achievement. If we are able to understand our proper role in society and fulfill it to the best of our ability, and if we are able to identify even greater opportunities to serve in the future, the resources will follow. Thus, how we position the campaign from a marketing perspective is critical, and we must be quite explicit about how we do it. Warm feelings carry us only so far with alumni and friends, now more than ever, with corporations and foundations. Funding sources want to have impact, and we want them to see Emory as a place to make their philanthropic bets on the incredible talents of our faculty, researchers and health care professionals.

In other words, we need to demonstrate how philanthropy can help focus the intellectual resources of our faculty and experts on matters of great societal concern. We cannot characterize the campaign as being about “need.” We need to be about a financially strong Emory that can impact our world. A philanthropic commitment to Emory should be seen as an investment with a clear societal return.

Internally, we need to be very conscious of the fact that philanthropy is about enhancements and must work in synergy with, not replace, other funding streams.

Having only been at Emory for a few months, you may not be ready to say what its “core values” are, but how does the University go about discovering them?

JR: It is not really my place to say what Emory’s core values are except as one voice among the many. I can say that it is critical that we do discover them and for all of us in the family to be able to express them readily. And you certainly chose the right word when you mention “discovering” the values. The values exist and have been present for a long time—but articulating those values in ways the outside world can appreciate and see value is critical.

The process of arriving at a vision statement led by President [Jim] Wagner was a huge step in that direction of discovery. Already you are hearing the words “destination,” “courageous,” “initiative driven,” “transformation,” etc., being spoken by people all over the campus and by our close friends.

Another place of discovery is, again, the strategic planning process. It is a time when we will show up in the priorities and strategies of that process. We will intentionally seek common thematic elements coming from this process. If we can express those in soaring, striving and ambitious language, we will touch our constituents in the right way as to make them want to be a part.

You’ve got firsthand experience running a campaign of this magnitude. From what you can tell, are people here ready for this kind of undertaking? Why or why not? What can we do to get ready, if they are not ready? What will they have to do to get ready?

JR: People are ready in the sense that they know there is a lot of work to do to get ready, if that makes sense. And everyone seems most willing to step up and deliver or on his or her part of the equation. Also, it is clear that people understand a campaign is a collective enterprise, not just something to be carried out on the side by the fundraisers.

And as I have said before, we have already started and have made major progress toward getting ready. I have announced a reorganization of the Development and University Relations office (formerly Institutional Advancement) that will allow us to both practically and strategically prepare for and then lead the related tasks of the comprehensive campaign and of aligning the external perception of Emory with its reality. President Wagner has issued a new charge for the DUR organization that provides a compelling context for our work and lays out high expectations for achievement. This charge [shown at right] makes clear the imperative that the DUR operate with a much higher degree of common strategic intent and that it be managed for measurable outcomes.

We are in the process of building a capacity for stronger service from the center so that the local units can concentrate on the cultivation and solicitation of donors. We are very close to establishing common standards for development activities across the University so that the art of major gift fundraising is raised by the discipline and accountability to reach critical mass. I am just really scratching the surface of things either under way or about to be that will get us ready for the campaign, but we will be ready.

You hit the ground running when you began launching processes to rename the Institutional Advancement division in July. Senior Vice President Johnnie Ray will be charged with directing a comprehensive fund-raising campaign at Emory on par with the 1.5 billion campaign he led at the University of Texas at Austin, where he worked for eight years.

**Presidential charge to Office of Development and University Relations**

“In this exciting period as Emory University begins to reach toward the realization of its full potential, our Office of Development and University Relations similar-ly must move beyond current and best practices to set new standards for performance in the areas of development, alumni relations, public relations and integrated marketing communications. We must expect of ourselves measurable success in enhanced visibility, reputation and ultimately in philanthropic participation levels, especially funds raised through a comprehensive campaign.

To reach the goals of the campaign in order that Emory can advance toward its vision, the Development and University Relations team must integrate in powerful ways the technical skill sets of development, marketing, communications and alumni relations to: 1) create, promote and protect Emory’s reputation among key stakeholders and audiences in the crucial marketplaces of public opinion, business and government; 2) assist Emory leadership to understand, anticipate and manage its environment, especially in terms of external media audiences; 3) create and maintain alumni and donor programs and activities that will seek out and support the creation of new volunteer leadership for Emory; 4) create effective and strategic solicitation programs appropriate to all prospective donors; 5) create and maintain powerful stewardship programs that will draw donors and keep them in the fold and wanting to do more.

In a manner almost unique among all of the components of a complex research university, the Office of Development and University Relations has the freedom to adopt a mindset akin to a for-profit venture, and indeed it must do so. The evidence of your near-term success is easily measured in business terms month by month and quarter by quarter. The impact of your success, however, will be a legacy of excellence in teaching, research, scholarship, health care and social action that will serve society forever. Thank you for taking up this critical challenge.”

—President Jim Wagner

See Ray on page 7

Shown here talking to what was then known as the Institutional Advancement division in July, Senior Vice President Johnnie Ray will be charged with directing a comprehensive fund-raising campaign at Emory on par with the $1.5 billion campaign he led at the University of Texas at Austin, where he worked for eight years.
Building a distinctive campaign for Emory

By Eric Hanges

A

cademic support is just a mouse click away for Emory College students who may be struggling with certain introductory classes. Through a program called Emory Pathways to Academic Success for Students, the Office of Undergraduate Education will line up tutors for undergraduates who request one, and the program is rapidly growing into an academic success story of its own. "I think there is sometimes a stigma attached with applying for a tutor," said epsass Assistant Director Theresa Nash. She administers the program and trains all the tutors, whose numbers range between 65–80, depending on the semester. "These are students who graduated in the top 3 percent of students; they are very successful," Nash continued. "They may never have had to ask for help before, but in order to remain competitive when the bar has been raised, many are going to find themselves needing some additional support, so that's where we come in." Housed on the third floor of the Student Activity and Academic Center (SAAC) on the Clarmont Campus, epsass is available to all undergraduates. The program offers peer tutoring, science mentoring, academic consulting, academic workshops and access to various academic resources. The peer tutoring is the most popular. Tutor requests are made online through epsass's website (www.emory.edu/epsass). Within 48 hours Nash matches the applicant with an appropriate tutor. The tutor then contacts the applicant to set up a meeting. Last spring, almost 493 tutors were matched with 451 students; most introductory undergraduate courses are covered. The most frequently requested subjects for tutoring are not too surprising: chemistry, mathematics, physics, psychology and Spanish. There is no dedicated tutoring space at the SAAC (or anywhere else, for that matter); those in epsass would eventually like to change, but students meet for sessions in a variety of places: Woodruff Library, common areas in residence halls, even on some of the many sofas scattered throughout the SAAC.

Epass has exploded in popularity since it moved to the college in Fall 2002 from the Office of Multicultural Programs and Services, which had previously been known as the Academic Support Program. Tutorial requests in Spring 2004 rose 60 percent from the previous year. "I think the reason for this is that tutors could, for instance, help a struggling student or tutor one on one," said Ashley Newby, assistant dean for undergraduate education, said the number of students volunteering to be tutors is growing rapidly as well. "I think they're finding that it benefits them," she said. "I think you have to be a very intelligent, very capable thinking individual to be able to teach material, you really know it, as opposed to just taking the course. So the tutors find benefits, over and above the fact that they get something else to put on their resume—and they get paid." But the cost to tutored students is free. Tutors undergo 10 hours of training, led by Nash, before they are cleared to meet with students. Several former tutors are now tutors themselves. "We can't teach content," Nash said. "What we focus on is their learning and communication skills. Listening is very important, so are their nurturing skills and the ability to be a good role model." First I try to assess where students are in terms of skill level," said Amy Schapero, a senior political science major from Midland, Calif. She works as a Spanish tutor (her minor). "Then I try to figure out what their learning style is and work off of that." The requirements to be a tutor are pretty rigorous. Just to sit down for the training process, tutors must have at least a 3.5 GPA (cumulative) and within their subject area) and be recommended by a faculty member from the department. Most students would like to tutor. Most are upperclassmen who have taken the courses they want to tutor in part because of the strong training. Epass is a nationally certified program—many universities have similar tutoring programs, but not many carry certification. “It seems to be good for the tutees as well,” Newby said. “They like the relationship with an individual tutor, and they get more than just tutor help. They get inside knowledge about courses. The tutors have taken the course; they understand the process.” Tutor help is needed for tests. There is a bonding going on.” Epass offers more than peer tutoring. One of its increasingly popular programs is a group of academic workshops. Seven workshops are being held this semester, the most recent covered test-taking skills. Upcoming subjects include reading for comprehension, time organization and preparing for finals. Each session draws 15–20 students.

The program also has a working relationship with the Student Counseling Center, and recently the Office of Undergraduate Education has expanded its advising resources, occasionally referring students to the program. Most, though, still come to Epass by word of mouth or faculty referral—notch department permits tutoring. Newby said there are concerns that tutors could, for instance, help tutees complete assignments, which would be crossing the line of the tutorial relationship. A program like this we very much because it teaches the students how to work independently,” Newby said. “The idea of learning how to learn is a popular one in [primary and secondary] education, but we’re finding that college students, even successful ones, benefit from it as well.”

Program passes tutoring along to undergraduates

A senior biology major from New Orleans, shown here working with an undergraduate in the Claimont Campus’ Student Activity & Academic Center (SAAC), is one of dozens of tutors who participate in Emory College’s epsass (Emory Pathways to Academic Success for Students) program. Nearly 90 percent of college students who request a tutor though epsass are lined up with someone to help.

There is no question that donors and the public generally are “on to” the campaign model and, frankly, may be growing a bit weary of the proliferation and frequency of campaigns.

Prominent philanthropist Bill Moyers said in a recent commencement speech at another university, “We owe this institution to the vision, sweat and the gift of others.” And if we properly understand and the language and visual symbols that flow from them, sustained focus on vision and values, claim or reclaim or instill—or at least sustain—their meaning, will give new meaning to our work here. And if we properly understand and the language and visual symbols that flow from them, sustained focus on vision and values, claim or reclaim or instill—or at least sustain—their meaning, will give new meaning to our work here. And if we properly understand and the language and visual symbols that flow from them, sustained focus on vision and values, claim or reclaim or instill—or at least sustain—their meaning, will give new meaning to our work here.

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In some form, this lovely sentiment needs to be at the foundation of the way we plan and talk about our upcoming campaigns. There is a certain joy and deep sense of satisfaction when a benefactor makes a well-conceived and creative philanthropic choice. As much as it is incumbent upon us to acknowledge and sensitively thank Emory’s donors, it is surprising how many times donors actually thank us for the opportunity to make a difference—it means that much more to them.

That is the reason why it is so critically important, as we move toward our campaign, that we be extremely sensitive in crafting the language that will describe our intent. Potential benefactors are not motivated by loosely evaluated and loosely connected laundry lists of what we “need”; rather they are inspired by what we “can achieve” society, and they are quite turned off if the campaign language sounds like a competition, an attempt to simply mitigate perceived competitive shortcomings, or a crisis grab for money.

I point these things out because Emory is among the very last, if not the last, of the really high-profile research universities to turn to a comprehensive campaign of more than a billion dollars. In fact, large-scale campaigns have become omnipresent in our industry, so much so that debate is beginning to arise as to whether this remains the best model for raising significant private support. There is no question that donors and the public generally are “on to” the campaign model and, frankly, may be growing a bit weary of the proliferation and frequency of campaigns. Thus, our success at Emory, in my view, will lie in how we distinguish our campaign and others in very real ways. We must communicate effectively that campaigns are about far more than raising money.

While we will want to establish a very ambitious aggregate goal for our campaign, one clear differentiation would be for us to emphasize the “for what” over the “how much.” Raising money and achieving results can be made more distinctive missions. In the language of campaigns generally, and in the way campaigns are reported in the press, the tendency is to talk much about amounts than about results.

I would like for Emory’s campaign to reflect a shift in that mindset to where we discuss less the amount of money we raise, and more about our ability to contribute institution-sustaining results that will transform into societal benefits. In this vein, I am hoping that the preponderance of our campaign will be focused on building organizational capacity and demonstrating how that capacity extends our ability to serve our students and the larger world. If our constituents understand the broad value and impact Emory has on their lives, then we will be in a good position to seek support, both financially and in advocacy.

Our campaign can succeed only when our constituents understand the means rather than the end. By taking a longer, more dispassionate view of the campaign phenomenon, we will see that the ability of this model to raise funds, though effective, is no longer a catalyst for organizational change because it will force us to develop a sustained focus on vision and values, claim or reclaim or instill the voice, and speak to our best and highest aspirations.

The campaign planning and deliberation we undertake, and the creative energy that flows from them, will give new meaning to our work here. And if we properly place these in a context and continuum that a wide audience can understand we can achieve a very different result from our campaign and properly shape the perceptions of the audiences we wish to reach.

(Editors’ note: This is the first in a regular series of columns to be offered by Johnnie Ray, senior vice president for Development and University Relations, about the upcoming campaign and related matters about marketing, communications and alumni relations.)
BY ALLISON GERMANO S DIXON

One of the Carlos Museum’s signature collections has undergone a dramatic transformation that will reshape the institution’s look, as well as its impact. On Sept. 18, the New Greek and Roman galleries will open, marking the debut of nearly 100 recently acquired classical treasures that will be integrated with 250 previous holdings, in an opulent setting designed by internationally acclaimed architect Michael Graves and Associates.

The new galleries will be filled with such items as marble, bronze and terra cotta sculpture, vessels, jewels, gems, glass and objects of everyday use. The exhibition spans some 5,000 years of Greek art, from pre-Cyclopean beginnings until Roman times, including a striking portrait of the emperor Tiberius, accepted by scholars to be the top piece of Roman imperial portraiture in America and the finest example in existence.

The Carlos Museum has been collecting Greek and Roman art for nearly 20 years; namesake Michael Carlos’ 1999 pledge of $10 million for classical acquisitions accelerated this growth and served as the impetus for the galleries’ renovation and redesign. In 2001, the museum recruited a full-time curator, Jasper Gaunt, to steward the collection and seek the best possible additions. The rapid growth of the collection in size and quality has captured international attention, and scholars now name it among the top five university-owned classical art collections in the United States.

“Dr. Gaunt has conceived an imaginative presentation that achieves more than a new look with more objects; he has created a more accessible and effective environment for visitors to understand the beauty of these objects, as well as their purpose and importance,” said museum Director Bonnie Speed. “In short, the Carlos family’s generosity and vision, paired with Jasper’s remarkable curatorial abilities, are rare and powerful combinations that benefit the entire region.”

“For the generosity of Mrs. Carlos, who has continued to advance the vision of her late husband, we have been able to acquire Greek and Roman antiquities of a quality and significance without parallel in any collection in Atlanta, public or private,” Gaunt said. “In more than a few cases, the Carlos now has the finest examples in America—or, in the case of our marble portrait of Tiberius, in the world.” Museum designers worked closely with Gaunt and Graves to create an environment that presents the collections to their best advantage. In addition to new cases, pedestals and niches, new lighting, and new paint and fabrics, the reinstatement maximizes use of wall texts, photographs, maps and charts to convey essential background contextual information.

The central gallery space, named Carlos Court, displays some of the largest and most significant objects of Greek and Roman art in the collection. The Lazo-Rümmel Gallery shows Greek art from its earliest (pre-Cyclopean) manifestations until Hellenistic times.

The small circular space, which previously displayed a statue of Leda, now accommodates the museum’s continuing program of loans from the Shelby White and Leon Levy Collection in New York. Other noteworthy loans include the Burke Nicholson Collection of Early Greek Coinage, the finest in the Southwest, and Men’s Health Coinage, for prostate and colorectal cancer, for prostate and colorectal cancer.

Metro Atlanta men can learn to improve their health at the third annual Community Health and Men’s Promotion Summit (CHAMPS) on Saturday, Sept. 18, sponsored in part by Crawford Long Hospital. Featuring the theme “It’s Time to Take Charge of Men’s Health!” the summit will be held from 10 a.m. to 3 p.m. at the Atlanta Civic Center (395 Piedmont Ave.). It is designed to encourage—men who traditionally do not make health maintenance a priority and address their health needs and make healthy lifestyle choices. Men can get free screenings for prostate and colorectal cancer, hypertension, obesity, diabetes, vision, heart disease and other health professionals will also check cholesterol levels and assess risks for heart problems.

There will be informational exhibits, educational workshops, entertainment and refreshments.

“Although men are living longer today than in the previous century, many are still dying prematurely from preventable and treatable illnesses at an average age six years earlier than women,” said James Bennett, president of McWethy Urology and CHAMPS medical director. “We hope to raise awareness that men can take charge of their own health and live longer through disease prevention, early detection and treatment.”

The inaugural event in 2002 drew hundreds of men from metro Atlanta, and CHAMPS continued to grow in 2003, with more than 600 in attendance.

While the event provides education and health screenings for all men, it specifically targets the medically underserved, who have limited access to health care and are at greater risk for developing certain health disorders.

“Events such as this,” Bennett said, “are vitally important for our community.”

CHAMPS is sponsored by a consortium of private and public entities, including Crawford Long, the American Cancer Society, Atlanta Medical Association, Fulton County Department of Health and Wellness; Georgia Commission on Men’s Health; Georgia Department of Human Resources-Men’s Health Initiative; Georgia Prostate Cancer Coalition; Midtown Urology; National Black Men’s Health Network, and United Way of Metropolitan Atlanta.

New e-bells & whistles for ER in 2004–05

Emory Report’s website (www.emory.edu/EMORY_REPORT/) is Flashing a smart new look after receiving its first redesign in four years, and that’s not the only electronic innovation for 2004–05.

The website, revamped by Senior Graphic Designer Gordon Boice of University Publications, ER Designer Stephanie Stinn and ER Staff Writer Katherine Baust, features a text-based look that makes the site both more attractive and more navigable. Color photographs will grace the homepage (whenever possible), and the site’s graphic identity is more consistent with the printed publication.

Also new this academic year is a weekly electronic update that provides headlines and story summaries for the current issue of ER. Available both in text-only and HTML format, the Listserv-based communication links subscribers directly to the full text of articles available on the ER website. To subscribe, visit the ER website and click on the link “Subscribe to electronic ER” in the upper-left corner of the page.

The website redesign represents a farewell contribution for Stinn, who is leaving ER after four-and-a-half years to pursue a public-relations position in the health care industry. Stinn joined the newspaper staff in January 2000 after working as communications coordinator for the Cobb Chamber of Commerce in Marietta and as a reporter for the Marietta Daily Journal. Since that time, ER would win the awards of the CASE (Council for the Advancement and Support of Education) District Competition, including an Award of Excellence in 2001 for most improved publication.

“Growing up in the Atlanta area, I always knew Emory through its reputation as a top-notch university and leading health care system. During my time as an Emory Report staff member, I got to know the people, traditions and values that continue to build that reputation locally, nationally and internationally,” Stinn said.
SCHOLARSHIP & RESEARCH

Scientists construct 3D model of anti-cancer molecule

BY ERIC RANGUS & BEVERLY CLARK

E

mory scientists, in collabora-

tion with researchers at three

national laborato-

ries, have solved the structural
d

puzzle of how an emerging

class of promising cancer drugs
work to halt cell division. The
discovery could potentially lead
to the creation of more effective
cancer treatments.

The results, reported in the Aug.
6 issue of the journal Science,
include the first three-
dimensional, atomic-scale
images of the binding site
where the drug epothilone A
interacts with a key protein that
controls cell division. The final
dimensional image is the result
of more than two years of trial-
and-error mapping by the
researchers.

“We want to analyze the
atom-level difference of these
drugs,” said Jim Nettles, lead
author of the paper and a doc-
toral candidate in molecular
and systems pharmacology.
Finalizing the model required
the researchers to sample tens
of thousands of other models
before they discovered an
accurate one. “If we develop the
dimensional model of the structure,
we can make changes to the molecules in
response to changes in molec-
ular biology,” Nettles said.

The researchers have now
examined two drug families—
epotoilones and taxanes. The
latter includes the anti-cancer
drug Taxol, already in use.
Their paper outlining the
Taxol model was published in 2001.
The work on these anti-
cancer drugs builds on other
research including that of
Winship Cancer Institute
researcher Evi Giannakakou,
who Nettles said had built
what was previously the best
model of epothilone.

Both epothilones and tax-
anes work to halt the division
of cancer cells by binding to
the same site on a protein
called tubulin, which is
involved in cell division.
Tubulin is the major compo-
nent of microtubules, the hol-
low cylinders that serve as a skeletal
system for cells and a storage
for chromosomes in the
dividing cell. When
epothilones or taxanes bind
to tubulin, the protein loses its
flexibility and the microtubules
cannot no longer disassemble,
halting cell division.

“We’re trying to be
exemplary in our research—
everything we do is atomic level.”
Nettles said.

“We want to make
these drugs to anything even a
lot more effective.”

Jim Nettles (left), a doctoral candidate in molecular and systems pharmacology, and Jim Snyder, director of biostatistical research, were two co-authors of a recently published article that reported their research in three-dimensional molecular modeling, which could lead to the development of better anti-cancer drugs.

Drugs block cell door to HIV

BY HOLLY KORSCHUN

A new class of AIDS drugs

that inhibit the HIV virus

from entering and infecting
cells may be effective in
AIDS patients infected with
resistant forms of virus that
do not respond to commonly used multiplying combinations of anti-
retroviral therapy.

School of Medicine physi-

cians at the Ponce de Leon Center

(part of Grady Health

System) are participating in the

first of several multisite, National
Institutes of Health-sponsored
randomized Phase II clinical tri-

als testing the new class of AIDS
drugs called “co-receptor

inhibitors.” The trials are already

been tested for safety in a Phase

I trial in a small group of patients.

“More and more people are

becoming infected with a resis-

tant form of the virus, or, they

have a form of the virus that

too over time has become resist-

ant to commonly prescribed
drugs,” said Jeffrey Lennox, pro-

fessor of medicine (infectious
diseases) and medical director of the Ponce clinic. “If proven to be

safe and effective in a larger
group of patients, this new kind
of therapy will给予 us another

class of promising cancer drugs,

including proteins on the surface
of cells.

Currently available drugs

have been effective because they
block the ability of the HIV virus
to copy itself inside the immune
cells it infects, co-receptor

inhibitors work by blocking the

HIV virus from entering the

immune cells in the first place.

HIV normally enters cells by

attaching itself to a protein on

the cell’s surface.

But scientists have discov-

ered that the virus requires a sec-

ond entryway. This second neces-

sary receptor, which varies
depending on the particular type

of cell, is called a co-receptor.

“These co-receptors could

help explain why some people

are failing to respond to current
classes of drugs, including pro-
tease inhibitors and reverse tran-

scriptase inhibitors.”

Winship Cancer Institute
researcher Evi Giannakakou, who
Nettles said had built
what was previously the best
model of epothilone.

Both epothilones and tax-
anes work to halt the division
of cancer cells by binding to
the same site on a protein
called tubulin, which is
involved in cell division.
Tubulin is the major compo-
nent of microtubules, the hol-
low cylinders that serve as a skeletal
system for cells and a storage
for chromosomes in the
dividing cell. When
epothilones or taxanes bind
to tubulin, the protein loses its
flexibility and the microtubules
cannot no longer disassemble,
halting cell division.

“We’re trying to be
exemplary in our research—
everything we do is atomic level.”
Nettles said.

“We want to make
these drugs to anything even a
lot more effective.”

Jim Nettles (left), a doctoral candidate in molecular and systems pharmacology, and Jim Snyder, director of biostatistical research, were two co-authors of a recently published article that reported their research in three-dimensional molecular modeling, which could lead to the development of better anti-cancer drugs.

Drugs block cell door to HIV

BY HOLLY KORSCHUN

A new class of AIDS drugs

that inhibit the HIV virus

from entering and infecting
cells may be effective in
AIDS patients infected with
resistant forms of virus that
do not respond to commonly used multiplying combinations of anti-
retroviral therapy.

School of Medicine physi-
cians at the Ponce de Leon Center
(part of Grady Health System) are participating in the
first of several multisite, National Institutes of Health-sponsored randomized Phase II clinical trials testing the new class of AIDS drugs called “co-receptor
inhibitors.” The trials are already
been tested for safety in a Phase
I trial in a small group of patients.

“More and more people are
becoming infected with a resis-
tant form of the virus, or, they
have a form of the virus that
over time has become resist-
ant to commonly prescribed
drugs,” said Jeffrey Lennox, pro-
fessor of medicine (infectious
diseases) and medical director of the Ponce clinic. “If proven to be
safe and effective in a larger
group of patients, this new kind
of therapy will give us another

class of promising cancer drugs,
including proteins on the surface
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Currently available drugs
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inhibitors work by blocking the
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scriptase inhibitors.”

Univereis GOVERNANCE

PSCW outlines slate of projects for 2004–05

The President’s Commission on the Status of Women (PSCW) met on Thursday, Sept. 2, for the first time this academic year.

Chair Susan Gilbert opened the meeting with group-wide introductions and a review of PSCW’s history, purpose and mission. Gilbert also told members there is an opening for chair-elect, to take over as chair in one year. The committee said the nominee must be a faculty member, as the leadership rotates between faculty and staff each year.

Bennett Hilley, chair of the student concerns committee, reported that the group is continuing to work on its student handbook on the PSCW website and will meet later this month to outline this year’s goals and objectives.

Elaine Gossett represented the staff concerns committee, which will select a new chair at its next meeting. She said the committee is reflecting on the past year, “reflecting on the good things we’ve done and the challenges we’ve seen.”

Allison Dykes reported that the women and leadership committee spent the summer reviewing raw data from its study of women and leadership programs at peer institutions and will publish an executive summary of the findings this fall. The committee also completed a statement for future senior staff and faculty-level search committees, urging the consideration of strong female candidates.

Members are finalizing a proposal to send participants to national female leadership conferences through funding from the Office of the President.

The commission will meet again Oct. 7 at 4 p.m. in 400 Administration.—Stephanie Stinn

If you have a question or concern for PSCW, e-mail chair Susan Gilbert at susan.gilbert@bus.emory.edu.

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EMORYSNAPSHOT

Alice Vautier, chief nursing officer for Emory Hospitals and associate administrator for patient services, was named the 2004 Workforce Leadership Award winner by the Georgia Hospital Association for her commitment to working collaboratively with administrators, community leaders, and state to improve the status of Georgia’s health care workforce. Vautier came to Emory in 1990, and with her staff she has launched such efforts as a nurse residency program in eight specialty areas for new or inexperienced nurses, a RN re-entry program, a preceptor and mentoring program, and a nurse extern program. “Every day I see staff who love nursing,” Vautier says. “It’s a true honor to be recognized for my part in introducing and, in some cases, re-introducing talented and dedicated people to this profession.”

DUR from page 1

... should have no less a goal than achieving our desired spot in the academic marketplace and public affairs platform for our institution of its kind for innovation and its people after having been renounced the fatwa, as did many of Rushdie’s nearest associates. The arson caused not just what the president and the Board [of Trustees] were looking for at this time. As far as the restructuring and other initiatives, I was hired to shake things up quickly and in a positive way. It would not have made any strategic sense for me to move cautiously or slowly. Rather I needed to create a keen sense of urgency about the need to build a strong communications and public affairs platform for Emory. That means choosing the right people in the academic marketplace and to run a major campaign.

From my limited but highly committed perspective, Emory has been “poised” to move forward too long. Now ought to be a time when we move from poised status to an aggressive mode. That alone will provide a major contribution to achieving our desired spot in the public consciousness.

The DUR organization should have no less a goal than to become the leading organization of its kind for innovation and a model for the rest of higher education. As I have said to our professionals on numerous occasions, if the faculty, researchers and practitioners at this University are expected to push the frontiers of their disciplines, then we should be expected to push the frontiers in ours.

Compare your perceptions of Emory at the start of your interview process with what you know about the place and its people after having been here two-and-a-half months. How does the latter explain and/or contradict the former?

JR: Having been in higher education for 28 years, my perception of Emory was already very high, long before I had any inkling of coming here. People in higher education know Emory. There is a very clear brand image of Emory in our industry. What concerns me, however, and what we need to work on with great vigor, is that the public generally does not have as clear a picture of Emory, where it fits in the marketplace, and the enormous quality that has been achieved here.

The process of bringing the public perception of Emory into full alignment with our current place and quality is a task that should go forward with a vector equal to the campaign. In fact, the two tasks are very closely related, and the kind of strategy and messaging to achieve both are almost one and the same.

performance in the areas of development, alumni relations, public relations and integrated marketing communications. I read Wagner’s charge. “In a manner almost unique among all of the components of a complex research university, [DUR] has the freedom to adopt a mission akin to a for-profit venture, and indeed it must do so.”

DUR comprises fundraisers and communicators that are associated with the Association of Emory Alumni, Academic Development, Principal Gifts, DUR Operations, Marketing and Communications, Media Relations, Communications and Public Affairs, and Health Sciences.

“Warm feelings carry us only so far with alumni and friends, and nowhere with corporations and foundations. Funding sources want to have impact, and we want them to see Emory as a place to make their philanthropic bets on the incredible talents of our faculty, researchers and health care professionals.”

—Johnnie Ray, senior vice president for DUR

Lectures from page 1

reimagining some of the religion’s historical foundations, and was branded as heretical by many orthodox Sunni Muslims around the world. Iran’s Ayatollah Khomeini issued a fatwa, or death sentence, not only against Rushdie but also anyone associated with the publication of the book.

In the resulting furor among Muslims, at least a dozen people were killed and scores more injured in violent protests against U.S. and British embassies in Iran and India. Both those countries, as well as Pakistan, Bangladesh, Egypt and South Africa, banned the book. In 1991, a Japanese translator of The Satanic Verses was found stabbed to death at a university near Tokyo.

At the time, British Prime Minister Margaret Thatcher and U.S. President George H.W. Bush both condemned the campaign. The runner-up to Rushdie’s literary peers, but the controversy prompted American bookstores Barnes & Noble, B. Dalton and Waldenbooks to pull the title from their shelves for a time.

Rushdie himself spent a decade in hiding under the protection of a British security detail. In 1999, Iranian Foreign Minister Kamal Kharrazi formally renounced the fatwa, saying his country would no longer take action against Rushdie, nor would it aid or encourage anyone to do so.

Besides remove Rushdie for a decade from public life (though he continued to write and publish), the firestorm over The Satanic Verses distracted attention from the fact that its author is widely regarded as one of the premier fiction writers of his time. Rushdie’s second novel, Midnight’s Children, won the 1981 Man Booker Prize, and his 1995 book, The Moor’s Last Sigh, won the Whitbread Novel Award and was shortlisted for another Booker prize.

Most accurately described as “magical realism,” Rushdie’s prose sparkles in its originality, imagery. His book has been compared to the likes of Gabriel García Márquez and Gabriel Grasseh, though Rushdie dances around the language with feats of literary athleticism made more impressive by the cross-cultural themes that reflect his own background. Rushdie has said he considers himself a citizen of three countries: India, Great Britain and Pakistan.

“Unquestionably he is one of the great writers working in our time,” Schuchard said. “He has a tremendous reading public from around the world, he’s both comical and grave, and he writes with both a great popular and literary seriousness. He is an enormous appeal to a wide range of culturalcontractors.”

Schuchard acknowledged that initially there were security concerns in bringing Rushdie to campus, but the author now lives in New York and moves around freely, lecturing at universities and making public appearances throughout the year. Indeed, his agent cautioned Schuchard, the problem would be one of crowd control, as both Rushdie’s literary stature and the media attention he received from Satanic Verses promise to draw significant interest in his Emory appearance—Rushdie’s first in Atlanta.

For the booksigning, there will be two-book limit per person. Those who cannot attend the signing may purchase books beforehand from Druid Hills Books and pick them up after the event. For more information, call 404-727-2223. For the designation, there will be a two-book limit per person.
**PERFORMING ARTS**

**TUESDAY, SEPT. 14**
**European Art Cinema film series**

*House of the Wolf.* Ingmar Bergman, director. 8 p.m. 206 White Hall. 404-727-6761.

**TUESDAY, SEPT. 14**
**The Crusades in cinema film series**

Alexander Nesisky, Serge Essiessen, director. 7:30 p.m. 101 White Hall. 404-727-6354.

**SUNDAY, SEPT. 19**
**Oxford Lyceum concert**

Timothy Albrecht, University organizer, performing. 3 p.m. First Presbyterian Church of Covington. Free. 770-784-8389.

**TUESDAY, SEPT. 21**
**European Art Cinema film series**

*One Plus One.* Jean-Luc Godard, director. 8 p.m. 206 White Hall. Free. 404-727-6761.

**WEDNESDAY, SEPT. 22**
**Film**

Tangare Srébi. Yoji Yamada, director. 7:30 p.m. 205 White Hall. Free. 404-727-6761.

**THEATER**

**Emory production**


**Emory production**

*Sergi Leoncavall.* 404-727-6761.

**Emory production**

*The Cuban Crisis.* 404-727-6761.

**Emory production**


**Emory production**

*Burning.* 404-727-6761.

**Emory production**

*The Oracle.* 404-727-6761.

**Emory production**


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*Phantom of the Opera.* 404-727-6761.

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