



March 2011

In March, VCU Massey Cancer Center received more than 120 media hits in a variety of outlets. Two of Massey's prostate cancer clinical trials garnered attention from news outlets across the country while research by Dr. Devanand Sarkar was featured in multiple science- and medical-based news sources. Several of Massey's doctors provided expert commentary for local TV outlets and the *Richmond Times-Dispatch*, and Dr. Thomas Smith was quoted on MSNBC and The Today Show websites discussing breast cancer. The run to the Final Four for VCU Men's Basketball generated media attention for Massey, including coverage in the *Washington Post*. Also featured in several regional outlets were the Massey Challenge and a ribbon-cutting ceremony for Reese's Room, a new family-friendly waiting and recovery room in the Department of Radiation Oncology.

Please continue reading for more March 2011 highlights.

CITED RESEARCH

[*The Post and Courier*](#): "2 New Ways To Tackle Prostate Cancer - Research Summary," March 28, 2011

Two prostate cancer clinical trials led by **Mitchell S. Anscher**, M.D., aiming to reduce side effects associated with radiation therapy were reported. Additional coverage appeared on NBC WBBH-FTM in Fort Myers, FL, NBC WBBH-TV in Naples, FL, ABC WJRT-TV in Flint, MI, CBS KFDM in Beaumont, TX, [FOX WXXA-TV](#) in Albany, [NBC WNDU-TV](#) in South Bend, IN, [ABC WNCN-TV](#) in Montgomery, AL, [ABC KMGH-TV](#) in Denver, [ABC KSAT-TV](#) in San Antonio, [NBC KFDX](#) in Texoma, [CBS WCTV-TV](#) in Tallahassee, FL, and [Health & Home](#).

[Science Daily](#): "Discovery in Liver Cancer Cells Provides New Target for Drugs," March 23, 2011

Coverage of research by **Devanand Sarkar**, M.B.B.S., Ph.D., discussed how he discovered a novel mechanism in gene regulation that contributes to a form of liver cancer known as hepatocellular carcinoma (HCC). Additional coverage appeared in [Drug Discovery & Development](#), [FDA News](#), [Health Canal](#), [News Medical](#), [Innovations Report](#), [Medical News Today](#), [MedIndia](#), [Le Scienze](#), [BioSpace](#), [NetIndia123](#), [Red Orbit](#), [AndhraNews](#), [MediLexicon](#), [TopNews.in](#), [Zee News](#), [newKerala.com](#), [Scientific Computing](#), [PhysOrg](#), [Bio-Medicine](#), [Newswise](#), [e! Science News](#) and [HIVandHepatitis.com](#).

EXPERT COMMENTARY

[Richmond Times-Dispatch](#): "Drug shortages alarm, perplex medical staff," March 27, 2011

Director Gordon D. Ginder, M.D., and **John Roberts**, M.D., were quoted explaining the current drug shortage and how it impacts Massey and other health providers. Additional coverage appeared on [NBC WSLN](#) in Roanoke, [Becker's ASC Review](#) and [Therapeutics Daily](#).

[MSNBC.com](#): "Tamoxifen can prevent breast cancer deaths," March 14, 2011

Thomas J. Smith, M.D., talked about the potential for the drug Tamoxifen to help prevent some breast cancer deaths. Additional coverage appeared on the [TodayShow.com](#), [LiveScience](#) and [Rocket News](#).

[ABC WRIC TV-8](#): "Clinical Trials Helping Research," March 14, 2011

Mary Helen Hackney, M.D., explained the importance of clinical trials in cancer research.

CENTER NEWS

[Richmond Times-Dispatch](#): "Dick Vitale seeks to turn Richmond joke into charity," March 31, 2011

An article reported that because of the success of VCU Men's Basketball in the NCAA Tournament, commentator Dick Vitale would sign and auction off a banner making fun of him to benefit the V Foundation, a foundation that distributes grants to fund cancer research at institutions like **Massey**.

[Washington Post](#): "McDonnell urges donations for VCU 'Black and Gold Day,'" March 31, 2011

Governor Bob McDonnell encouraged state employees to make a donation to the **Massey Challenge** and dress in black and gold on Friday, April 1, to support VCU Men's Basketball at the Final Four. Additional coverage appeared on [WTVR CBS 6](#), ABC WRIC TV-8, [Orange County News](#) and [Bearing Drift](#).

[Richmond Times-Dispatch](#): "Monument Avenue 10k: Visual impairment won't keep Haynes on the sidelines," March 31, 2011

An article discussed how a visually impaired woman partnered with the son of a friend with cancer to participate in the **Massey Challenge**. The Massey Challenge was covered [twice more](#) in the [Richmond Times-Dispatch](#), as well as in [Chester Village News](#), [Midlothian Exchange](#), [Washington Running Report](#), [Cool Running](#) and [RVANews](#).

[Richmond Times-Dispatch](#): "Things to Do: 2nd Annual Secret Garden Party," March 30, 2011

An event listing cited **Becky's Garden**, the healing garden at Massey, as one of the locations being visited on a garden tour of Richmond. The event was also listed on [Richmondmom.com](#).

[RISMedia](#): "ERA Real Estate Honors Napier Realtors ERA as Its First Circle of Light for Community Leadership Award Honoree," March 30, 2011

An article mentions ERA Real Estate as a sponsor of the **Music For Massey** concert event.

[Washington Post](#): "VCU fan's Sweet 16 week on the road," March 22, 2011

Massey employee Chris Crowley was featured for his dedication to the VCU Men's Basketball team. Additional coverage of Massey in relation to the Ram's Final Four run appeared in the [Richmond Times-Dispatch](#) and [ABC WRIC TV-8](#).

[Richmond Times-Dispatch](#): "Daily Business Calendar: Virginia Hispanic Chamber of Commerce," March 16, 2011

Mary Helen Hackney, M.D., was listed as the presenter on women and cancer at the Virginia Hispanic Chamber of Commerce's Women in Business Luncheon.

[Richmond Times-Dispatch](#): “Room for hope for children facing serious medical treatment,” March 3, 2011

An article featured Reese’s Room, the new family-friendly waiting and recovery room in Massey’s **Department of Radiation Oncology**. The room’s ribbon-cutting ceremony appeared on ABC WRIC TV-8.

[MD News](#): “VCU Massey Cancer Center Introduces Safer, More Effective Form of Radiation Therapy,” March 8, 2011

Massey’s new **volumetric modulated arc therapy** (VMAT) technology, the first in Richmond to offer this form of radiation, was reported.

[MD News](#): “Comprehensive Orthopedic Care,” March 7, 2011

An article about the VCU Department of Orthopaedic Surgery discusses how its surgeons routinely collaborate with **Massey physicians** to treat musculoskeletal cancers.

[ABC WABC-TV](#) (New York): “VA Legislature Approves \$15M for R&D Initiatives,” March 2, 2011

An article about Virginia funding for bioscience industries mentions that **Massey** received funding through the 2011 state budget. Additional coverage appeared on [ABC WLS-TV](#) in Chicago, [ABC WTVG-TV](#) in Toledo, [ABC WTVB-TV](#) in Raleigh, [ABC WJRT-TV](#) in Mid-Michigan, [ABC WPVI-TV](#) in Philadelphia, [CBS WKPIX-TV](#) in San Francisco, [CBS WKMAX-TV](#) in Sacramento, [ABC TRK-TV](#) in Houston, [CBS KCNC-TV](#) in Denver, [Centre Daily Times](#), [MoneyShow.com](#), and [BioPortfolio](#).

[NBC WVIR-TV](#) (Charlottesville): “UVA Cancer Center Striving for 'Comprehensive' Designation,” March 1, 2011

A Charlottesville NBC affiliate reported on the opening of the new UVA Cancer Center and mentioned that **Massey** was also working toward a “comprehensive” designation from the National Cancer Institute.

[The Health Journal](#): “Women & Wellness,” March 2011

Massey’s **Women & Wellness Forum Series** was covered.

SOCIAL MEDIA BUZZ

[YouTube](#): “Governor McDonnell Announces ‘Black and Gold Day’ to Raise Money for VCU’s Massey Cancer Center,” March 31, 2011

Governor McDonnell posted an announcement on his YouTube page about “Black and Gold Day” to raise money for the **Massey Challenge**.