January 2017

VCU Massey Cancer Center was included in at least 79 news clips throughout the month of January. Mary Helen Hackney, M.D., was interviewed about a Massey clinical trial studying weight loss and breast cancer recurrence. Bernard Fuemmeler, Ph.D., M.P.H., and Iain Morgan, Ph.D., provided expert commentary on HPV vaccinations; Sarah Temkin, M.D., discussed cervical cancer screening options; Mark Malkin, M.D., detailed the benefits of brain cancer treatment at Massey; and Elizabeth Miller, R.D., C.S.O., commented on healthy diets and cancer prevention. Additionally, Massey received coverage for its new brand video and for a number of fundraisers in January.

Please continue reading for further January 2017 highlights.

CITED RESEARCH

**WTVR CBS 6**: “Mom of 4 who beat breast cancer is helping other women survive,” January 6, 2017

An article featured a clinical trial led by **Mary Helen Hackney**, M.D., which is studying the potential links between weight loss and breast cancer recurrence.

EXPERT COMMENTARY

**WRIC ABC 8**: “VCU Massey Cancer Center supports HPV vaccine recommendations,” January 25, 2017

**Bernard Fuemmeler**, Ph.D., M.P.H., and **Iain Morgan**, Ph.D., commented on **Massey’s push** for increased HPV vaccinations. **Peeker Health** provided additional coverage.

**WCVE NPR 88.9**: “Doctors Say Cervical Cancer Deaths Are Preventable With Proper Screening,” January 24, 2017

**Sarah Temkin**, M.D., was interviewed about cervical cancer screening.

**WRIC ABC 8**: “Neuro-oncologists help more patients win brain cancer battle,” January 12, 2017

**Mark Malkin**, M.D., discussed brain cancer treatment options in a news segment.

**Richmond Family Magazine**: “Can Your Diet Help Prevent Cancer?” January 2, 2017

**Elizabeth Miller**, R.D., C.S.O., penned an article on healthy foods that promote cancer prevention.
**Brunswick Times-Gazette**: “Chef Angie and Gardner Bernard share cooking secrets,” January 31, 2017

An article highlighted a healthy eating workshop hosted by Massey’s Cancer Research and Resource Center of Southern Virginia. Emporia News also covered the workshop.

**Richmond BizSense**: “The Pitch: Advertising and marketing news for 1.31.17,” January 31, 2017

Massey’s brand video was mentioned by a business news outlet.

**Hungarian Scientific Academy**: “Healthy neighbors by supporting women with cancer hiding place,” January 30, 2017

An article used a photo taken by Massey researchers.

**GTR Newspapers**: “CTCA Expands Surgical Team,” January 30, 2017

An article profiled a former professor of surgical oncology at Massey.

**Danville Register & Bee**: “Senior News,” January 29, 2017

A newspaper promoted a cancer survival and prevention program presented by Massey’s Cancer Research and Resource Center of Southern Virginia in six issues.

**The Virginian-Pilot**: “Around Capitol Square: Votes on constitutional amendments coming Monday, but few will make it,” January 28, 2017

A newspaper reported on the Virginia Capitol Square Classic to benefit Massey. The fundraiser was also covered by Richmond Times-Dispatch, The Commonwealth Times and WRIC ABC 8.

**Richmond Times-Dispatch**: “Venture Richmond names new executive director,” January 26, 2017

An article reported on a Massey Advisory Board member.

**Chesterfield Observer**: “Hallsley wins top national award from builders group,” January 25, 2017

A newspaper mentioned the Massey Street of Hope.

**iPower 92.1/104.1 FM**: “Ukrops Monument Avenue 10K Presented by Kroger,” January 25, 2017

A Richmond radio station promoted Massey’s partnership in the Ukrop’s Monument Avenue 10k.

**Village News**: “Tune to G-Tones' first original CD,” January 19, 2017

A Massey benefit was detailed in an article.
Richmond Times-Dispatch: “Sumpter Priddy Jr., retired president of the Virginia Retail Merchants Association, dies,” January 15, 2017

A newspaper reported on the death of a former Massey representative.

Danville Register & Bee: “Step by Step to meet at new location,” January 15, 2017

A support group coordinated by Massey’s Cancer Research and Resource Center of Southern Virginia was featured in an article. The Danville Register & Bee and eVince Magazine also promoted the program.

Richmond Times-Dispatch: “Defunct Circuit City and LandAmerica still funding local charities,” January 14, 2017

Massey was mentioned in an article about charitable organizations.

YAHOO! News: “Helius Medical Technologies Announces Launch of Fifth Site for Pivotal Mild to Moderate Traumatic Brain Injury Clinical Trial,” January 10, 2017

Massey was mentioned in a press release about a new clinical trial for traumatic brain injury opening at VCU Health.

The Gazette-Virginian: “Health for All in the Dan River Region: How you can make a difference,” January 4, 2017

A newspaper promoted a health and wellness program presented by Massey’s Cancer Research and Resource Center of Southern Virginia. It was also mentioned four separate times through the Chatham Star-Tribune, Danville Register & Bee and eVince Magazine.

Brunswick Times-Gazette: “Help for Veterans offered,” January 4, 2017

A veterans support group held at Massey’s Cancer Research and Resource Center of Southern Virginia was included in a community calendar. The Independent-Messenger also promoted the support group in eight issues.


A Massey Advisory Board member was featured in an article. Digital Journal, Stockhouse, WWBT NBC 12 and 30 other media outlets provided additional coverage.