



UC Valley Connection

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UC NEWS AND INFORMATION FROM THE SAN JOAQUIN VALLEY

University of California forms partnership with ethnic media to better serve California communities

Strategic Communications, UC Office of the President

In a state with a population as swiftly changing and as culturally, linguistically, economically and geographically diverse as California, the ability to communicate with one another is more important than ever. In Fresno County alone, nearly 41 percent of the population speaks a language other than English at home according to the U.S. Census Bureau. Communicating with diverse groups is especially vital to the University of California, given its wide-ranging student population that includes more low-income students than any other top public or private university in the country.

As a result, the university is engaged in a number of ways to inform and strengthen its ties to California's Spanish-speaking and other ethnic communities,

that include:

To better reach Spanish-language and other ethnic media, the University of California Office of the President embarked on a partnership with New California Media, a nationwide association of more than 700 ethnic media organizations. UC recently sponsored NCM's Expo 2004, a one-day conference in Fresno that featured a media fair and professional development workshops. In addition to moderating seminars, representatives from the UC Office of the President, the UC Center in Fresno and UC Merced staffed a booth to distribute



High school and college students participate in a multimedia workshop as part of the New California Media's Expo 2004 in Fresno, a UC-sponsored event to improve communication with California's diverse communities. (Photo courtesy of New California Media)

materials about the university and its newest campus.

In the past four years, the UC Office of the President, with the National Association of Hispanic Journalists, has

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UC Merced wins \$2.7 million to establish Center for Computational Biology Center to promote local research and training opportunities in cutting-edge field

By Ana Nelson Shaw, Office of Communications, UC Merced

The U.S. Department of Energy's Office of Advanced Scientific Computing has awarded a three-year, \$2.7 million grant to UC Merced to establish the Center for Computational Biology.

Researchers at the center will use computer simulations to better understand phenomena traditionally studied by biologists, such as how cancer cells interact with drugs used to treat the disease, or how ecological factors influence plant or animal populations over time. The center will ensure a steady stream of locally trained scientists and will promote cutting-edge research in the Valley.

UC Merced professor Michael Colvin

will be the center's director with assistant professor Arnold Kim as deputy director. UC Merced will collaborate with other institutions such as Rensselaer Polytechnic Institute and Lawrence Livermore National Laboratory to develop the center.

"Math and computer science are beginning to have a dramatic impact in the field of biology," said Colvin. "The Center for Computational Biology will attract and retain a new generation of biologists whose research depends on that interaction."

The UC Merced CCB is one of three such centers being created by the energy department. The other two will be at the University of Wisconsin and Johns Hopkins University.

The center's research activities will be

carried out on regular desktop computers already planned for or established at UC Merced, as well as on supercomputers at centers run by the DOE and other large research organizations. The bulk of the DOE funds will be used primarily to hire staff to run the new center. Positions will be available for graduate students and postdoctoral fellows to help conduct research, as well as staff to organize workshops, talks and student activities.

The CCB will develop methods to translate computer power into improved biological understanding, which should increase job marketability and security for students in its programs, as well as support progress for the larger scientific community.



What's New in the Valley

UCSF Fresno faculty rank among best doctors

Fifteen faculty from UCSF Fresno are among a group of local physicians named as "Fresno's Best Doctors" in the October issue of *Fresno Magazine*. The article is based on information from Best Doctors Inc., an organization that compiles a national list of the top physicians in various specialties. Consumers must purchase a membership to access the company database, which is online at www.bestdoctors.com. According to the company, physicians do not pay a fee to be listed and the database is compiled using a peer-review system.

"Having so many of our faculty members recognized for professional excellence is an honor," said Joan Voris, M.D., associate dean of UCSF Fresno. "It reinforces to the public what we've known all along."

Local faculty member with the UC Davis School of Veterinary Medicine receives national honor

Jim Reynolds, chief of dairy production medicine at UC Davis' Veterinary Medicine Teaching and Research Center in Tulare, recently was named the 2004 Dairy Quality Assurance Veterinarian of the Year by the American Association of Bovine Practitioners. The award recognizes veterinarians who work with cattle producers to improve the quality of management practices. Reynolds, a nationally recognized expert in animal welfare, received the honor for his leadership on animal welfare issues within the dairy industry.

UC Center Community ArtReach exhibit features work of UC Merced professor

The UC Center will open its winter 2004 Community ArtReach exhibit, "Uncommon Threads," with a reception Dec. 2, from 5:30 to 8 p.m., at the center at 550 E. Shaw Ave., across from Fashion Fair Mall in Fresno. The exhibit will feature the costume designs of Dunya Ramicova, a UC Merced professor in the School of Social Sciences, Humanities and Arts and an Emmy award-winning designer. Mixed-media artwork by other noted Valley artists that incorporates fabric and fiber also will be on display. For more information, please call (559) 241-7510.

UC invites growers and public to sample citrus fruits

Two free citrus tasting events will be held at the University of California Lindcove Research and Extension Center east of Visalia, with commercial growers invited from 9 a.m. to noon Dec. 9, and the public from 9 a.m. to noon Dec. 11. Participants can taste and evaluate dozens of varieties of navel oranges, lemons, kumquats, mandarins, citrons, grapefruits, and pummelos. Founded in 1959, UC Lindcove REC has played a major role in generating and extending to California citrus growers the latest scientific information on disease prevention, insect management, irrigation, nutrition and freeze protection. For more details, call (559) 592-2408.

CONTACT INFORMATION

UC ValleyConnection is published quarterly by the University of California, Office of the President, University Affairs, San Joaquin Valley office, UC Center, 550 E. Shaw Ave., Ste. 212, Fresno, CA 93710, (559) 241-7510, fax (559) 241-7516. For more information, please e-mail the editor at brandy.nikaido@ucop.edu or call the number listed above.

Event raises money for scholarships



L to R: Alexander Duran, son of Merced College President Ben Duran, UC Merced Chancellor Carol Tomlinson-Keasey and Larry Salinas, UC Merced director of governmental relations, participate in a scholarship fundraising walk in Fresno.

The first Walk for Education to benefit California Dollars for Scholars was held recently at Fresno State University with more than 150 people participating. The event, presented in partnership with the Central Valley Higher Education Consortium, also included a college fair. Team UC Merced, led by Chancellor Carol Tomlinson-Keasey, raised \$3,000 toward matching Dollars for Scholars scholarships for students who attend UC's 10th campus.

McClatchy Co. supports the field of communications with an endowed chair at UC Merced

When the McClatchy Co. purchased the *Merced Sun-Star* in January 2004, it also began the process of creating an endowed chair at the University of California, Merced. The company's gift of \$500,000, completed in October, will establish the UC Merced McClatchy Chair in Communications to support an outstanding faculty member in journalism, broadcasting, photojournalism, media, media studies or other related fields.

"The McClatchy Co.'s leadership in the world of newspaper and Internet publishing is matched by its commitment to serving and investing in communities," said Esteban Soriano, vice chancellor of university advancement at UC Merced. "By endowing a chair at UC Merced, the visionaries at McClatchy are giving life to the future of journalism and media – fields that are founded in the broad discipline of communications."

The future holder of the McClatchy Chair in Communications will teach and pursue research in the School of Social Sciences, Humanities and Arts at UC Merced. Although a communications major is not approved for the opening year of UC Merced, it is likely to be added as the university grows in the next several years.

The McClatchy Co. is a leading newspaper and Internet publisher headquartered in Sacramento. The 12 daily and 18 non-daily newspapers that McClatchy publishes include the *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* and *Merced Sun-Star*.

UCSF Fresno faculty and medical residents make 'Special Delivery'

By Mary Lisa Russell, Community Medical Centers

Discovery Health Channel's "Special Delivery" returned to the Community Regional Medical Center in Fresno to film UCSF Fresno Medical Education Program faculty and residents handle high-risk pregnancies for an episode expected to air next spring.

"This is an opportunity to share what we do everyday," said Jeffrey Thomas, M.D., associate program director of obstetrics and gynecology with UCSF Fresno.

"It's a way to show the public the quality of care that's provided at a university-affiliated teaching hospital," added Thomas.

The "Special Delivery" crew spent 12 days in October filming for a one-hour episode scheduled to air during the network's new season in spring 2005.

"Babies: Special Delivery," now in its fifth season, is taped at a wide range of hospitals throughout the United States, across a mix of urban and suburban regions from New England to Hawaii," said Bob Niemack, the show's executive producer.

According to Niemack, hospitals are chosen for a number of reasons, including location, facilities, staff and administra-



Aaron Dominguez, a UCSF Fresno medical resident, is followed by Discovery Health Channel while it taped an episode of "Special Delivery," which is set to air next spring. (Photo by Joanna Capriola)

tion. The hospitals must have a Level III neonatal intensive care unit, or ready access to one; the doctors and nurses must be enthusiastic about participating; and administration must see the value in educating viewers about high-risk births and have confidence in their staff to handle the stress of being followed by cameras.

"We have found all these elements at Fresno's Community Regional Medical Center," Niemack said, calling it one of the program's flagship hospitals.

This was the third time the show has produced an episode featuring UCSF Fresno faculty and residents at Community Regional Medical Center.

continued from front page **UC Partnerships** organized professional development workshops to strengthen ties with the Latino media and increase their understanding of the university. Workshops were held in Fresno and at UC Davis, UCLA and UC Berkeley.

In October, UC published the second edition of its 36-page bilingual booklet "Great Futures Start Here"/"Un futuro brillante comienza aquí," which outlines the university's admission requirements, financial aid and student housing options. UC has distributed more than 100,000 copies of the booklet and its predecessor, "Tomando las riendas de su futuro."

In addition, UC created the booklet "UC's Financing Guide"/"Guía financiera de la Universidad de California para padres y alumnos," to provide parents and students with detailed information about the tools and strategies available to finance a UC education. Each year, nearly 20,000 copies are distributed through UC's outreach programs and directly to parents at community events.

The UC Office of the President also reaches Spanish-speaking parents via public service announcements that are aired in California on Spanish-language networks such as Univision, Telefuturo and Telemundo. The spots are generally tied to deadlines for admissions and financial aid. They also are used to promote publications such as UC's bilingual booklets.

In partnership with Los Angeles-based *La Opinión*, the largest Spanish-language newspaper in the country, the UC Office of the President has been publishing "Camino a la Universidad" or "On the path to college," a bi-monthly column covering important topics such as admissions issues and financial aid.

Additionally, UC sponsors community events and offers online resources in Spanish to better inform people about the University of California and provide news and information on issues ranging from food safety and nutrition and health and science to tax advice, for example. To learn more, go to: www.ucnewswire.org/spanish.html

UC Merced helps students explore careers in health sciences

More than 800 students from 20 area schools attended the first-ever UC Merced Health Sciences Fair Sept. 21, 2004. The event was organized in partnership with Merced College, Modesto Junior College and San Joaquin Delta College. The fair was held at UC Merced's Atwater center, thanks to a \$65,000 grant from Area Health Education Centers as well as funding from other sponsors. UC Merced plans to host more events like the health sciences fair in the future to help students find educational pathways to successful careers.



From Reedley to DC by way of UCLA

By Holly Williams, Reedley, UCLA,
Class of 2005

As a high school senior attending Reedley High, I never imagined I would have the opportunity to work in the nation's capital. Now, as a senior at UCLA studying political science, I rarely consider any aspiration out of my reach. I recognize the same optimism and fortitude in students from every UC campus. Most often it has been the challenging, yet invaluable, experiences at our varying campuses that have expanded our breadth of knowledge and nurtured our self-confidence, enabling us to compete for the most coveted educational and professional opportunities in California and the nation.

This fall I am interning and conducting research in Washington, DC, with about 200 other UC students from nearly every UC campus. We live together in the UC Washington Center where the mixture of UC students creates a vibrant community, run by welcoming residential staff and UC professors who are at the top of their fields and well versed in political issues. My experience has been entirely rewarding.

My internship at the University of California-Office of Federal Governmental Relations has introduced me to the dynamic connection that exists between the university and the federal government. Twenty-seven percent of the UC budget comes from federal funds. UC-FGR staff members monitor pending legislation to advocate and protect UC interests such as maintaining the flow of federal funds; securing competitive research grants from the National Science Foundation and National Institutes of Health for UC campuses; securing and expanding federal student financial aid; and advocating for the most beneficial agricultural policies that greatly impact the Central Valley.

Equally important, this internship is teaching me to appreciate opposing positions and is giving me a greater understanding of the political landscape that exists in Washington. I feel better equipped to navigate a career in politics.

I was extremely pleased to learn that



UCLA senior Holly Williams from Reedley plans to pursue a career in politics after living, working and studying in Washington, DC, as part of a University of California internship program.

UC Merced will open this coming year. I know too many promising Valley students who were unable to attend a UC school because of financial hardship or familial obligations that kept them home. Now the Valley will have a major research university and all of the benefits that accompany such an institution.

I hope UC Merced will establish a Washington, DC, intern program just as the other campuses have. The Valley needs increased representation in our nation's capital and I hope sharing my experience will encourage more local students to pursue a UC and DC education for a remarkable experience that will change their lives.

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University of California
Office of the President
University Affairs
UC Center
550 E. Shaw Ave., Suite 212
Fresno, CA 93710
www.ucinthevalley.org
www.universityofcalifornia.edu
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