

A weekly summary of top news coverage of the University of South Florida, covering October 17, 2009 to October 23, 2009.

Story of the Week

Web surfing can help the aging brain



Liquid Library

Paul Sanberg, Director of the USF Center of Excellence for Aging and Brain Repair and Associate Vice President for Research was interviewed about new research that demonstrates how surfing the internet might preserve mental skills as people age. The researchers, who recently presented their findings at the annual meeting of the Society for Neuroscience, have found that older adults who started browsing the Web experienced improved brain function after only a few days. Sanberg said that it supports the value of exploring the internet for the elderly. The story ran in more than 100 media outlets worldwide including *U.S. News & World Report*, *Yahoo! News*, the *Tehran Times*, *Discovery Health*, *MSN Health & Fitness*, *Ghana Business News*, *Health Finder*, *Sina*, *Atlanta Journal Constitution*, *Tempointerraktif*, *Kanzhongguo* (Taiwan), *RockyMount Telegram.com* and *Nebraska.TV*.

Top Stories

USF: UNSTOPPABLE

USF kicks off "USF: Unstoppable" campaign

USF announced the kick-off of its most ambitious fundraising campaign in its 53 year history. USF's goal is to raise \$600 million and the foundation has already quietly raised \$317 million in gifts and pledges. The campaign began about four years ago with what professional fundraisers call "the quiet phase," when the foundation lined up its leading donors to raise at least half the campaign's goal. Tuesday night marked the start of the public phase of the campaign. Organizers hope to wrap up the public phase of the campaign in three to four years. The story was covered by the *St. Petersburg Times*, *The Ledger*, and *Channel 10/CBS*.

USF awarded largest federal stimulus grant

USF was recently awarded a \$1.46 million grant to research ways to help individuals struggling with mental illness and substance abuse. The two-year award could yield new ways to help keep those at-risk out of prison, including veterans and women who have suffered physical or sexual trauma. The National Institute on Drug Abuse grant is the single largest federal stimulus grant the university has received yet. The story was covered by the *St. Petersburg Times*, the *Times education blog* and Bay News 9.

The "American diet" vs. the Atkins diet

Professor David Diamond, in the Departments of Psychology, Molecular Pharmacology and Physiology investigated the effects of a typical American diet, high in fat and sugar, compared to an Atkins-type diet, high in animal and vegetable fat but low in sugar, on the physiology and behavior of rats. Diamond found that the American diet and the Atkins diet can make a difference in managing weight and a person's response to stress. Diamond presented his findings at the Annual Society for Neuroscience conference in October. The story was covered by *Insciences Organisation* and *PhysOrg.com*.



Joseph Gamble/UCM

USF partners with MacDill Air Force Base

The USF College of Business and MacDill Air Force Base are partnering in an effort to streamline military operations. USF professors will work with the Sixth Air Mobility Wing to research the base's management, culture and business practices including the initiative "Air Force Smart Operations." The USF College of Business received \$745,000 to conduct the research and integrate recognized "lean" management principles into the base's daily operations. *MSN Money* and the *Tampa Bay Business Journal* covered the story.



Dean Gonzales named to national health care council

Dean Junius Gonzales, dean of the USF College of Behavioral and Community Sciences, has accepted a three-year appointment to the National Advisory Council for Healthcare Research and Quality. The council provides guidance to the U.S. Department of Health and Human Services and its health services research arm, the Agency for Healthcare Research and Quality. The council will represent various facets of the health care system and make recommendations to the AHRQ director and the HHS secretary for a national health services research agenda. The story was covered by *MSN Money* and the *Tampa Bay Business Journal*.