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# United Press International

100 YEARS OF JOURNALISTIC EXCELLENCE

## Newswriting style as readership factor?

COLUMBIA, Mo., April 12 (UPI) -- An ongoing decline in newspaper readership among women isn't caused by common news writing styles used in news stories, U.S. researchers say.

**"We found that women are equally engaged in both 'inverted pyramid' and 'chronological narrative' news stories, so there must be another cause for the decline in female readership," said Miglena Sternadori, former doctoral student at the Missouri School of Journalism. "For example, women could be less interested in crime and negative stories that tend to fill newspapers."**

In inverted pyramid style, the most important fact of the story is at the top, followed by each fact in order of importance, while narrative style is typically chronological and focuses more on storytelling rather than fact listing.

Most newspapers prefer to use inverted pyramid style when writing stories, and some have blamed it as a possible cause for the decline in female readership.

Sternadori, an assistant professor at the University of South Dakota, and Kevin Wise, an associate professor of communication at the Missouri School of Journalism, compared the reactions of participants while reading inverted pyramid style stories and chronological narrative stories, a UM release reported Tuesday.

Sternadori measured secondary task reaction times, which show how fast participants respond to secondary stimuli, such as beeping sounds, while they are reading stories. Women's overall reaction times were slower than men's but were very similar regardless of the style of news story the female participants were reading, Sternadori said.

The result shows women are engaged in what they're reading regardless of the news writing style utilized, she said.

# ST. LOUIS POST-DISPATCH

## Education digest: Missouri-Columbia steps up smoking ban

Campus steps us smoking ban

UNIVERSITY OF MISSOURI-COLUMBIA • **University of Missouri officials soon will implement the second phase of a three-phase policy that will make the campus smoke-free by 2014.**

Smoking is already prohibited in property owned and leased by MU. In phase two, which goes into effect July 1, smoking will be allowed only on surface parking lots, the top levels of parking garages, and at designated outdoor areas on campus. A map of those areas can be found at [smokefree.missouri.edu](http://smokefree.missouri.edu). Exceptions to these restrictions include academic research approved by the Campus Institutional Review Board.

# THE MANEATER

## Next step in MU's smoke-free policy approaching

*The second phase of the policy will designate specific areas for smoking in July.*

By Dani Kass

Published April 12, 2011

Effective July 1, MU will implement phase two of its three-part smoke free policy.

This policy prohibits faculty, staff and students from smoking anywhere other than designated areas. This includes the smoking of cigarettes, e-cigarettes, pipes, cigars, hookahs and water pipes.

MU spokesman Christian Basi said the locations of the designated areas are mostly around the core of campus, but there are some spread farther out.

“The university is working in conjunction with the UM System's Atkins Wellness Program to provide smoking cessation for all faculty and staff employees,” Basi said. “We’re also working with the MU Wellness Resource Center to provide smoking cessation programs for students.”

More than 500 other college campuses are completely smoke free, according to the Smoke-Free website.

“We do know from studying other areas where smoke free policies are put into place, or tobacco free policies are put into place, that smoking rates will go down,” School of Medicine professor Kevin Everett said. “That falls in line in terms of goals for creating that healthy environment for people.”

School of Medicine professor Kevin Everett said survey work, which the Student Wellness Center has compiled, finds that smoking rates increase while attending college.

“We have fewest students smoking daily when they come to the university, and we have more students smoking as they leave the university,” Everett said. “I think that these policies that we’re setting up may help to reduce the number of people who smoke full time or daily as we go forward.”

The policy will rely on the cooperation of everyone on campus in order to be effective. Basi said consequences for violating the policy will be determined on a case-by-case basis.

Phase one mandated smokers stay 20 feet away from an entrance to any building. Phase three, which will be put into affect Jan. 1, 2014, will make the campus completely smoke free.

“It’s just a commitment to make the Mizzou environment kind of be the healthiest place it can be for living, learning and working,” Everett said.

Basi said this is a part of the constant evolution of smoking policies. The university has taken steps to reduce smoking because of the health risks.

“We’re hoping folks will respect the beauty of the campus and the intent of the policy and their fellow person, whether they are a smoker or non smoker,” Basi said. “This way we will be able to have a successful policy.”

# COLUMBIA MISSOURIAN

## MU professor finds plant oil could help to combat obesity

By [Victoria Guida](#) April 12, 2011 | 5:57 p.m



**James Perfield, an assistant professor of food science and nutrition and exercise physiology at MU**, stands in front of a chemical hood in his lab in Eckles Hall on April 6. Perfield is studying the obesity-fighting powers of sterculic oil, found naturally in wild almonds. | [Victoria Guida](#)

COLUMBIA — Jim Perfield has scattered Post-it notes around his desk with scientific health questions he'd like to tackle. He's starting with obesity.

An MU assistant professor in the departments of nutrition and exercise physiology and food science, Perfield, 33, said he is trying to better understand the relationship between nutrition and obesity.

He has conducted research on a plant oil with the potential to reduce stomach fat by inhibiting an enzyme involved in the metabolism of fatty acids.

It could be used not only to achieve a tighter stomach but also to avoid a number of health issues associated with obesity, such as diabetes, heart disease and liver problems.

Sterculic oil was fed to rats as part of their diet, and Perfield found rats who consumed the oil ended up with less belly or "intra-abdominal" fat than rats who weren't given the oil.

Perfield and his lab conducted the experiments with a breed of Japanese rats prone to obesity. These rats don't have a hormone receptor that helps them regulate how much they eat, he said, so they eat large meals more frequently, making them ideal for this type of research.

After nine weeks with their adapted diet, Perfield said the rats had 10 percent to 20 percent less stomach fat than the control group. There was also an increase in insulin sensitivity — a positive result, given the link between obesity and Type 2 diabetes.

After someone eats a meal, blood glucose, or sugar, levels go up. This signals the pancreas to secrete insulin. In non-obese people, insulin directs fat and muscle tissues to absorb the glucose, which happens in a fairly short time.

In an obese individual, even though insulin might be secreted, cells don't use it as efficiently. Glucose, then, is removed from the blood less easily, and higher levels of insulin are needed and blood glucose levels are elevated. This is how obesity causes Type 2 diabetes.

After being fed a diet with sterculic oil, the rats' blood glucose was reduced, suggesting improved ability to take glucose up in tissues and improved insulin sensitivity.

They also showed reduced amounts of fat in the liver, Perfield said.

"Regardless of the reason, if you have an increased amount of fat in your liver, you're probably less healthy," he said.

Sterculic oil is extracted from the seeds of the *Sterculia foetida* tree, sometimes called the "wild almond tree" and found in India and surrounding areas.

Perfield said he's always been interested in obesity.

"I definitely approach it with scientific interest because these things interest me, but I also feel like it's a serious issue that needs to be addressed," he said.

He grew up in upstate New York and studied lipid metabolism in dairy cows in graduate school at Cornell University, which is where he first learned about sterculic oil. As a postdoctoral researcher, he studied adipose — fat — tissue and obesity. When he was hired at MU, he decided to study the effects of sterculic oil in a model of obesity.

Perfield has conducted the same experiment with a strain of mice prone to obesity, and the results of that experiment were released this week. Next, he said, he hopes the team will conduct research on trying to combat obesity and diabetes, rather than simply preventing them.

"Given the potency that we've seen of the oil so far, I don't see any reason why over time you wouldn't see a correction (of symptoms) also," he said.

Perfield said there is still plenty of work to be done.

"We also see some other things that are changing that may be secondary effects or indirectly related," he said. "So understanding the mechanism by which the oil works and what tissues are involved will better help us understand what therapeutic applications this oil could be used for."

In addition, the university is also in the early stages of determining if there is any commercial interest in the oil.

## COLUMBIA MISSOURIAN

# Intense allergy season expected after wet winter

By Margaux Henquinet April 12, 2011 | 5:26 p.m.

COLUMBIA — Allergy season is here again, and experts are saying this year might be worse than usual for allergy sufferers.

Alvis Barrier, co-director of MU's ENT and Allergy Center of Missouri, said allergy predictions are made based on the amount of wetness in the ground. When there is a lot of water and flooding, moisture seeps deep into the soil.

This excess moisture is “good for the environment, not so good for the allergies,” said **Shawna Strickland, clinical assistant professor in the MU School of Health Professions.**

It allows plants and trees to grow more, but that growth leads to more pollens and molds, two main causes of spring allergies.

This year was wetter than last year, so as much or more pollen and mold bloom are expected — and last year was the worst spring season in 37 years, Barrier said.

The bad allergy seasons are not a trend, Barrier said — just related to the wetness.

“These are two very exceptionally wet years,” he said.

If next year is dry, he said, allergy season will be less intense.

More pollen and mold do not increase the number of people with allergies because allergies are genetic, Barrier said. However, it will increase the intensity of symptoms for people who already experience them.

Symptoms include a runny nose, sneezing, stuffiness, itchy eyes and throat, fatigue and sinus headaches, Barrier said.

Strickland said allergy symptoms commonly interfere with daily life, leading sufferers to stay inside more. Allergies might trigger problems for people with asthma, she said, but they do not always inhibit breathing.

The best ways to fight allergy symptoms are basic hygiene habits such as hand washing, Strickland said. She strongly recommended washing bed sheets weekly to get rid of pollen and mold spores and said to keep windows closed and air conditioning on so air can be filtered.

Barrier said people with moderate allergies should take an antihistamine, many of which are available over the counter.

Strickland said different over-the-counter medications treat different symptoms and cause different reactions, so it can be hard to find or choose one. She recommends talking to a pharmacist for help.

If those medications do not work, see a primary health care provider. Strickland said some people might require stronger medications or allergy testing to identify specific allergens to avoid.

MU Health Care has started offering a new self-administered therapy option called allergy drops. Patients place three drops of the medicated liquid under their tongue once a day. The drops are formulated according to each patient's allergy profile in order to relieve symptoms, MU Health Care spokesperson Matt Splett said. They are similar to allergy shots, just more convenient and with less pain, Splett said.

He suggested allergy sufferers go online to check pollen and mold counts then limit time outside on days when counts are high.

The worst part of the bloom is in the morning, but the air will settle by the afternoon, Barrier said.

Strickland said parents of children who have allergies should watch for triggers and keep their children clean, but she doesn't recommend keeping them from exercising and having fun outside.

"Allergies don't have to stop us," she said. "We can overcome those barriers."



# COLUMBIA MISSOURIAN

## Columbia autism center hosts conference

Wednesday, April 13, 2011 7:10 a.m. CDT

BY THE ASSOCIATED PRESS

COLUMBIA — **An autism research center at MU** is holding a three-day conference starting Thursday for parents, teachers and scientists.

The Autism Intervention Conference is hosted by the university's **Thompson Center for Autism and Neurodevelopment Disorders**. Discussion topics include insurance reform, job training, building support networks and trends in autism research.

The conference will be held at the Holiday Inn Executive Center. Advance registration is required.

# THE MANEATER

## Mizzou Hydrogen Car Team to compete in Eco-Marathon

*The group will compete against 14 other teams.*

By Tony Puricelli

Published April 12, 2011

Two years of work for the Mizzou Hydrogen Car Team will culminate Thursday in a race fueled with both hydrogen and emotion.

From April 14 to 17, the team will compete in the annual Shell Eco-marathon race in Houston. The competition, which has taken place for more than 20 years, brings together 77 teams from around the globe to find out whose car can go the farthest distance with the lowest amount of energy.

According to a news release, MHCT will compete against 14 other teams in the urban concept category of the competition, which requires a four-wheeled vehicle fit for on-road use to race 10 laps around a track for a total of six miles.

The MU group competes annually and this year will enter its second-generation hydrogen-fueled vehicle, TigerGen II, into the race. The car raced last year but did not complete the race because of technical difficulties. It did, however, achieve 480 miles per gallon equivalent of gasoline.

“Last year, the car wasn’t quite completed,” MHCT spokeswoman Victoria Hezel said. “So, we were finishing it down at the race. Not being able to complete the race after all the hard work we put into it was tough and frustrating, but that’s why we’re going back this year. We’re hoping to complete it this year.”

Since then, the team has made significant changes, and Hezel is confident the car will improve its performance.

Hezel said the team is designing its third hydrogen car to race in next year’s competition.

MHCT President Jonathan Lavallee said it is great to meet people from all over the country and world at the competition.

“We were still working on final-minute things on our car last year, and other people came over and gave tips about what we’d been working on, like riveting the windows — stuff that we

hadn't thought of," Lavallee said. "So it's just nice to share information with other teams. Even though you're competing against them, they still have a common goal."

Hezel, who joined MHCT three years ago after seeing a flyer about the club, said the hands-on experience has been rewarding.

"Just working on a big project with a team, problem solving," Hezel said. "In the classroom, a lot of times you're working by yourself, but when you get to the real world, it will be mostly big projects."

The club also participates in one to two events per month either on campus or in other cities around Missouri, where it showcases its car and teaches people about alternative fuel sources as a representative of the college of engineering.

"We like to use the term 'fuel of the future,'" Lavellee said. "We think hydrogen definitely has some great possibilities and might sometime replace gasoline as a possible fuel."

The team has 30 to 40 consistent members who show up to weekly meetings throughout the year. Fifteen members and a faculty adviser will attend the competition Thursday.

# St. Louis Business Journal

## Health care becomes Missouri's biggest employer

*St. Louis Business Journal*

Date: Tuesday, April 12, 2011, 12:19pm CDT

A new report shows that health care and social assistance has become Missouri's leading private-sector employer, surpassing the manufacturing and retail trade sectors for the first time.

University of Missouri researchers said they found that during the recent recession — when Missouri jobs were lost and wages decreased — jobs and wages in health care increased.

[Read the full report here.](#)

“Hospitals generate billions of dollars in revenues, including significant amounts from federal sources and nonresidents,” said **Thomas Johnson**, director of the University of Missouri's Community Policy Analysis Center.

Specifically, the report found that Missouri's health care and social assistance sector grew by 31,500 jobs since October 2006 while non-farm employment lost 151,200 jobs.

Researchers said Missouri's hospitals account for 6 percent of the state's economy directly and between 3 percent and 4 percent indirectly. Added together, approximately one-eighth of the state's economy can be traced back to Missouri's hospitals.

Missouri hospitals directly employed 147,165 Missourians with a \$6.8 billion annual payroll and total operating revenue of \$18.9 billion in 2009.

Destination health care is a growing part of Missouri's economy. In 2009, Missouri hospitals served 854,452 out-of-state patients. The nonmedical spending by these nonresidents created an additional 3,139 jobs and added \$124 million to the gross state product, researchers said.

The study projects that between 2008 and 2018, the health-care sector in Missouri will grow by 16.63 percent, the largest by any sector in the state.

Three of the St. Louis region's top 25 employers are health-care entities, according to *Business Journal* research: **BJC HealthCare** is No. 1, followed by **SSM Health Care** at No. 4 and **St. John's Mercy Health Care** at No. 8.