

## INSIDE...

### A look at the economy

In this week's Q&A, William Hamlen talks about the state of the economy and offers his opinion on President Bush's tax rebate plan.



PAGE 2



PHOTO: NANCY J. PARISI

### A timely repair

The Westminster chimes in the Hayes Hall clock tower soon will be reverberating again across the South Campus after completion of what may be the most extensive renovation ever of the clock tower.

PAGE 6

### Is UB open?

Faculty, staff and students looking for information about the university's office hours and class schedules during inclement weather can call 645-NEWS or sign up to receive a text message sent to their cell phone and/or an email account.

The telephone line will be available 24 hours a day. The recorded message will be updated and a text messaging alert will be issued as soon as university officials decide to alter office hours and class schedules due to weather conditions or other situations.

To receive text-messaging alerts, go to <http://emergency.buffalo.edu/>.

Closing information also will be available on WBFO-FM 88.7, at [www.buffalo.edu](http://www.buffalo.edu) and at [MyUB.buffalo.edu](http://MyUB.buffalo.edu).

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### KEY TO REPORTER ICONS

**M** more text at Web site

**L** link on Web site

**P** more photos on Web

**A** additional link on Web



## Tapping Into Talent

Freshman music theatre majors Zachary Wade (left) and Eva Tashjian concentrate on their steps during a recent meeting of THD 211, Tap Dance 2, in the dance studio in the Center for the Arts.

## Software grades written essays

*New computational tool may boost students' reading comprehension*

By ELLEN GOLDBAUM  
Contributing Editor

COMPUTER scientists in the School of Engineering and Applied Sciences have been working with their colleagues in the Graduate School of Education to develop a computational tool that not only dramatically reduces the time it takes to grade children's handwritten essays, but also may help boost students' reading-comprehension skills.

The software has special relevance to the school systems and teachers involved in administering the standardized English Language Arts exams that are given every year, usually in January, by public school systems in every state. This month, every New York school district will administer these assessments to their students in grades three to eight.

The National Science Foundation recently awarded the UB researchers a \$100,000 grant to develop new algorithms that eventually could allow computers to take over the grading of children's handwritten essays.

The UB team's preliminary results with the software are scheduled for

publication in the February/March issue of *Artificial Intelligence*. The paper was published earlier in the online version of the journal.

"It surprised us that we were able to do as well as we did, especially since this was our first attempt," said Sargur N. Srihari, SUNY Distinguished Professor in the Department of Computer Science and Engineering and principal investigator on the project.

The project focused on handwritten essays obtained from eighth graders in the Buffalo Public Schools who responded to this question from a New York State English Language Arts exam: "How was Martha Washington's role as First Lady different from that of Eleanor Roosevelt?"

Three hundred of the essays were scored by human examiners and used as a "gold standard" against which 96 computer-scored essays were judged.

Essays were graded on a scale of 0-6, with six being the highest score.

In 70 percent of cases, the UB researchers reported, the computer program graded the essays within one point of those assigned by human examiners.

The UB research tackles two significant artificial intelligence problems, said Srihari, director of UB's Center of Excellence for Document Analysis and Recognition (CEDAR), the world's largest research center devoted to developing new technologies that can recognize and read handwriting.

"We wanted to see whether automated handwriting-recognition capabilities can be used to read children's handwriting, which is essentially uncharted territory," he said. "Then we took it one step further to see if we could get computers to score these essays like human examiners."

In the pilot study, the essays were scanned into a computer. Each line of text was broken down into individual words. In this step, the system's goal was word recognition, which it accomplished using contextual information from the rest of the sample, the answer rubric and the question.

Once the majority of words were recognized, the essay was turned into a digital text file.

For the automated scoring step, the UB researchers used an artificial neural network approach.

"In this method, the system 'learns' from a set of answers that were scored already by humans, associating different values or scores with different features in the essays," explained Srihari.

Computational tools designed to evaluate essays that are typed, not handwritten, already exist, Srihari said.

"But these are all based on electronic text that the test-taker types in, using a computer keyboard," he said. "In this case, we are working toward developing a computational tool to read and evaluate the many thousands of handwritten essays written by schoolchildren as part of statewide mandated reading comprehension tests."

The sheer speed with which the program works—literally seconds per essay—is the most obvious advantage, the UB researchers said.

Handwritten essays are an important part of every standardized reading comprehension test given in every state. But because grading all of those handwritten essays is such a huge task requiring many hours of work by human examiners, students who take the exam in January do not

Continued on Page 7

## Two appointed to UB Council

BY ARTHUR PAGE  
Assistant Vice President

ROBERT T. Brady, chairman and CEO of Moog Inc., and Pamela Davis Heilman, a partner with Hodgson Russ LLP, have been appointed as members of the UB Council, the university's local governing council, by Gov. Eliot L. Spitzer.

Brady, who received a bachelor's degree in mechanical engineering from MIT, joined Moog in 1966 after graduating from Harvard

Business School.

He became manufacturing manager of Moog's Aerospace Division in 1968 and in 1976 was named vice president and general manager. In 1981, the Aerospace Division was reorganized into four divisions and Brady became president of the Aerospace Group and a Moog director.

Following the retirement of Bill Moog, founder and CEO of the company, in 1988, the board of directors elected Brady president and CEO. In 1996 he was elected

chairman.

Since becoming CEO, he has worked to strengthen Moog's strategic position in its major market areas. During the past 10 years, Moog's revenues have tripled and its market capitalization has increased by more than \$1 billion.

A resident of East Aurora, Brady is a trustee of the UB



BRADY

Foundation. He also serves as a director of a number of public corporations, including the Seneca Foods Corp., the M&T Bank Corp., the Astronics Corp. and the National Fuel Gas Company. He is a director of the Buffalo Niagara Partnership and the Albright-Knox Art Gallery.



HEILMAN

Continued on Page 2

# Questions & Answers

## NEWSMAKERS

Here is a sampling of recent media coverage in which UB is mentioned prominently.

*"We want to see [celebrities] being real. This is a country that's addicted to celebrity."*

**Elayne Rapping**, professor of American studies and an expert on pop culture, in a *Smart Money* magazine story critical of Reality TV.

*"I remember what it feels like to be uninsured. These are people who live in the shadows. This is a chronic problem caused by health-care and insurance costs. Doing nothing is not an option. Things are worsening."*

**Nancy Nielsen**, senior associate dean of medical education and president-elect of the American Medical Association, in an article in the *Tallahassee Democrat* that reports on her visit to that city to draw attention in an early presidential primary state to the problems of the uninsured.

*"I think that the meeting today is a sign of hope that, after several weeks of violence, there might be some closure at the end of this long, dark tunnel that Kenyans have been facing. However, we must remember that this is just a first in a series of meetings that are supposed to bring resolution to this particular issue. I think that no one should expect Kofi Annan to wave a magic wand. In fact, his body language today at the press conference suggested that he was cautiously optimistic. So it's a hopeful sign, but I think we have to be cautious."*

**Makau Mutua**, interim dean of the Law School and director of UB's Human Rights Center, on PBS's "News Hour with Jim Lehrer," where he discussed efforts at a political compromise to end the recent violence in Kenya.

*"A regimen of insulin to neutralize glucose—and, thus, inflammation—can reduce the tendency to clot. If you can do that, you can protect a larger part of the heart from destruction."*

**Paresh Dandona**, UB Distinguished Professor in the departments of Medicine and Pharmacology and Toxicology, in an article in *Diabetes Health* magazine that reports on INTENSIVE, UB's international clinical trial now under way to conclusively confirm insulin's ability to limit damage from heart attacks.



**William Hamlen Jr.** is associate professor of finance and managerial economics in the School of Management.

### What exactly is a recession?

There are a number of definitions for a recession. I prefer the more general definition that a recession occurs when, for several months or more, the economy falls below its full employment potential. It typically includes a rising unemployment rate, a decline in either the growth rate of, or the actual real GDP (the real value of what we've produced), and sometimes a fall in the consumer price index. Frequently a fall in stock prices can be associated with a recession, but since stock prices are very volatile and are frequently driven by speculation, they are a weaker signal of a recession.

### What factors have contributed to the current downturn in the economy?

It's a little premature to describe the economy as being in a "current downturn." You might say that we're on the verge of a likely slowdown. Modern economic theory, mixed with political realities, hasn't been able to provide sufficient tools to prevent business cycles, but they are able to mitigate the severity of such cycles and to calm unwarranted fears. When you look at the long-term data, we're moving right along acceptable trends for most aggregate measures and we have to accept the normal variations around the trend. That doesn't make it any easier, of course, if you're the one "downsized" in a short-term contraction.

So why are there normal business cycles? We have experienced an expansion since 2001 and now are facing a possible slowdown. Business cycles are due to imperfect information. When prices are rising in some economic sector, there are profits to be made through buying low and selling high. This speculative motive causes prices to be bid up beyond their sustainable levels. If there was perfect information, this wouldn't happen. Add to this speculative motive the fact that individuals possess varying degrees of ability to manage assets and you can see why the economy cycles above and below the average growth path.

The current economic expansion and subsequent contraction emanated in the mortgage market. New instruments were developed that allowed for the diversification of risk by banking institutions holding mortgages. Modern techniques in finance have provided increasingly

complex innovations for diversifying financial risk. Nevertheless, as we diversify risk so that each is exposed to less risk, we encourage an overall increase in risk-taking. But risk will have its day, or it wouldn't be risk. In this case, large numbers of new mortgages were offered to individuals and households that could not withstand even the slightest amount of downturn in their expected incomes. In addition, some of the cheap mortgages were used to purchase homes for speculative gains. This further fueled the unsustainable rise in housing prices. When mortgage payments began to default and housing prices began to fall, some of the large financial institutions holding these mortgages realized too late that they weren't as insulated from risk as they had thought. From the perspective of the rest of the economy, it meant that fewer houses would be built in the near future, and less credit would likely be available for even worthy investments. All of these events introduced fear that the U.S. economy was headed for a recession. Stock markets around the world began to overreact to the prospects of a U.S. recession, forcing the Federal Reserve to call an emergency meeting to reduce the federal funds rate.

### Do you think President Bush's tax rebate plan will spur economic growth? In a time like this, won't most Americans just bank it or pay bills with it?

Recessions occur when there is a drop in the aggregate demand, relative to the supply of goods and services. As long as there is a central bank, such as our Federal Reserve Bank, one obvious way to stimulate demand is through "monetary policy." Increasing the money supply reduces interest rates and increases the borrowing of funds for investment purposes, including the construction of new homes. Beginning with John M. Keynes (1936), there also has been "fiscal policy." This entails either increased government deficit spending to directly stimulate demand or one-time tax cuts to stimulate consumer demand. It works through the "Keynesian multiplier," which means that each new dollar spent leads to multiple increases in income as consumers pass on some of their new income to others when they make purchases. Keynes recommended fiscal policy for times when monetary policy seemed ineffective. Today, those of

the liberal-Democrat persuasion prefer fiscal policy to monetary policy because they believe that the infusion of funds can be directed toward lower-income households, whereas monetary policy is viewed as benefiting the higher income owners of businesses. Those of the conservative-Republican persuasion tend to prefer monetary policy since only business investment leads to the long-run expansion of the nation's capital stock that, in turn, makes us all more productive. The current stimulus proposal is a compromise between these views. It provides one-time tax cuts not only to consumers, but also to businesses, with the hope that the latter will result in the desired long-run formation of capital stock.

The fear that consumers who receive tax breaks won't spend it, and thus the multiplier effect will fail, is probably unfounded. U.S. households maintain a high propensity to consume. The real unknown in the current U.S. economy is due to its recent and rapid globalization. When you look at economic trends, nothing has more radically changed than the jump in the U.S. trade deficit, beginning around 1997. Our high propensity to import goods with our disposable income (income after taxes) has reduced the U.S. multiplier effect of any expansionary fiscal policy. U.S. consumers spend, but they purchase imported goods. Thus, in the short run there is an expansionary effect in the global sense, but not for the U.S. economy. For the expansionary effect to work in the U.S., it would be necessary for the countries from whom we import to also purchase our goods; i.e., there would be a drop in the trade deficit. A high trade deficit for the U.S. implies that the countries we import from have, in essence, excess dollars. So what do they do with these dollars if they don't want our goods and services? The theory says that they should return the dollars in the form of investment in the U.S. This could lead to capital formation and increased jobs in the U.S. and the desired multiplier effect of fiscal policy. Unfortunately, these countries often stockpile dollars for some unknown future use or buy U.S. Treasury bills. In either case, it does not result in the traditional short-run multiplier effect.

### Will the fact that this is an election year have any impact on the government's actions

### regarding the economy?

In a Presidential election year, policy-makers accept compromises that they ordinarily wouldn't make. The goal is to not alienate undecided voters. It was interesting to note that all but one of the major presidential candidates praised the proposed economic stimulus compromise. Even the Federal Reserve Bank, which is a privately owned enterprise and supposedly independent of direct government control, will be careful to undertake policies that it believes will not later become a political liability.

### The stock market often is referred to as a "bull market" or a "bear market." What do those terms mean?

These terms go back in history and there is only speculation as to their origins. Today a "bull market" is one in which there are more optimistic investors than pessimistic investors in the stock market. A "bear market" is one in which this is reversed. The prevailing view tends to follow the business cycle, and because there is a psychological component to the business cycle, can be a self-fulfilling prophecy.

### What can the average person do to ride out a recession?

The first thing to remember is, if at all possible, don't panic and sell your assets (stocks, bonds, etc.) at a loss. The expansion will return and prices will increase in the future. The second, and related part of this, is that if you have some unneeded liquidity, consider purchasing even more risky assets when their prices have fallen to some level below their long-run trend. The secret to having above-average success in the stock market is to accept moderate profits by purchasing when most investors are selling and selling when most investors are purchasing. If you are laid off and have some form of financing, it might be a time to consider obtaining additional education or advanced training. These represent investments in human capital stock, and if chosen wisely, will yield significant returns in the long run in a world where the U.S. labor force is competing with a low-wage, but largely unskilled international labor force.

## REPORTER

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## UB Council

Continued from Page 1

Heilman is a partner in the Corporate & Securities, Nonprofit Law and International/Cross-Border practice groups at Hodgson Russ LLP.

Practicing out of Hodgson Russ's Buffalo and Toronto offices, she is one of the lead lawyers in the firm's cross-border Canada/U.S. practice and regularly counsels Canadian or-

ganizations and businesses considering expansion into the United States. She also has extensive experience counseling nonprofit organizations and closely held businesses.

Heilman, who graduated from Vassar College, received her law degree from the UB Law School. A member of the UB Law School's

Dean's Advisory Council, she was honored in 1993 by the UB Law School Alumni Association when she received its Distinguished Alumna Award for Community Service.

A resident of Buffalo, Heilman is a member of the board of directors and secretary of SJL Communications L.P. (SJL), the board of direc-

tors and treasurer of the Canadian American Business Council, the board of governors of the Shaw Festival and the board of directors of the World Trade Center Buffalo-Niagara Inc. She is a former chair of the board of directors and campaign chair of the United Way of Buffalo and Erie County.

# Hard work, generosity celebrated

## UB's annual campaign makes a difference in the WNY community

By **ARTHUR PAGE**  
Assistant Vice President

INDIVIDUALS and units across the campuses were recognized for their work on UB's 2007 Campaign for the Community during a celebration held on Jan. 24 in the Center for Tomorrow.

To date, the campaign has raised \$869,545 from 3,185 donors whose generosity "does a tremendous amount of good in our community," campaign chair Marsha S. Henderson told members of the campaign steering committee, liaisons and other volunteers.

"Today we celebrate this good work, as it builds on the university's traditions, rich history and our UB 2020 vision," Henderson said.

"The significance of the funds we have raised and the number of employees who give to this campaign is not to be understated," Henderson added. "The commitment to our community is a building block to our future endeavors as an institution and it strengthens that future for those generations that we educate and serve today."

President John B. Simpson joined Henderson in extending thanks to the employees who worked on and donated to the campaign.

"We have a lot to celebrate together—a great deal of hard work on the part of our volunteers, a great deal of generosity and commitment on the part of our university community, and a great deal of impact achieved in our surrounding communities as a result," Simpson said.

"I can't think of a more apt theme

than this year's campaign slogan—'One University, One Community, One World.' Whether we're talking about our Buffalo community or our global community, we are all connected, pursuing a common

to outreach—we have a profound impact and a truly global reach.

"This is precisely the kind of excellence and outstanding leadership that the governor recognized in his recent State of the State



**Sally Sams (left), assistant to the dean of the School of Nursing, accepts the Chair's Cup from Marsha Henderson, chair of the 2007 Campaign for the Community. The School of Nursing received the award for consistently reaching its goal each year and supporting such campaign efforts as Day of Caring.**

PHOTO: ALEXANDER DZADUR

goal," he added. "Today, we're here to celebrate our success in partnering with our communities to make a difference for those around us—regionally, nationally, globally."

Simpson noted that public research universities like UB "define excellence and leadership in terms of our impact—by the lives and communities we change for the better. At UB—by virtue of the work we do as a research university, as well as by virtue of our commitment

address when he spoke about his vision for our region and state's future, and the leadership role he envisioned UB taking in this regard as a flagship university."

The Chair's Cup, awarded annually at the discretion of the campaign chair, was presented to the School of Nursing for consistently reaching its goal each year and supporting such campaign efforts as the Day of Caring. Sally Sams, the school's representative on the

2007 campaign steering committee, accepted the cup on behalf of the School of Nursing.

University Support Services was honored as the recipient of the Bennett Cup recognizing overall excellence in a unit's campaign. Accepting the cup from Regents Chancellor Robert M. Bennett, former president of the United Way of Buffalo and Erie County, were Donna Scuto and Lou Schmitt, campaign steering committee members.

The Unsung Hero Award, recognizing individuals "whose work has been out of the limelight and behind the scenes," was awarded to the Faculty Student Association-Campus Dining and Shops, which this year instituted a "Round Up" initiative in support of the campaign at campus dining and shop locations. The award was accepted by FSA representative Jeff Brady and Dennis R. Black, vice president of student affairs.

Scuto, assistant vice president in the Office of the Controller, was honored as the campaign's Volunteer of the Year for significant contributions to the 2007 campaign. She will serve as chair of the 2008 Day of Caring.

The chair of the 2007 Day of Caring, Ken Lam, assistant director for affiliate programs in the Office of Alumni Relations, was presented the William R. Greiner Award for showing the same high level of commitment to the annual campaign as UB's 13th president. Greiner presented the award to Lam, who has been involved since his years as a UB undergraduate.

# 'Poetics Plus' offers variety of events

By **KEVIN FRYLING**  
Reporter Staff Writer

"**P**OETICS Plus," a literary series presented by the Poetics Program in the Department of English, College of Arts and Sciences, returns this semester with a new lineup of notable poets, performances and events.

All events are free and open to the public.

The series will open on Tuesday with a reading by Steve Benson at 7:30 p.m. in the Cinema at Hallwalls, 341 Delaware Ave., Buffalo. A poet, performer and licensed psychologist, Benson is known for incorporating spontaneous verbal improvisation, costume change, tape playback, slide or film projections, lighting adjustments and props into his readings.

He is the author of such works as "Blue Book" and "Open Clothes."

An "All-Day Multimedia Poetry Carnival" organized by graduate students in the Poetics Program is scheduled for Feb. 17 at Rust Belt Books, 202 Allen St., Buffalo, at a time to be announced. The event will feature UB graduate students, as well as Canadian artist Rick Royer.

Graduate students also will present "(co)ludere I," the first of three plays and performances, at 7 p.m. Friday, Feb. 29 at Rust Belt Books.

The Latin word *coludere* means "playing together," according to Steve McCaffery, David Gray Chair of Poetry and Letters in the Department of English. McCaffery declined to provide more details about the events, noting that they "are intended to be a surprise for both the participants and the audience."

"(co)ludere II" will be held at 7 p.m. April 4 and "(co)ludere III" will take place at 7 p.m. May 2, both at Rustbelt Books. The series was organized by graduate student Divya Victor.

Laura Elrick, a New York City poet whose books include "sKincerity" (Krupskaya, 2003) and "Fancies in Permeable Structures" (2005), will read at 4 p.m. March 18 in the Poetry Collection, 420 Capen Hall, North Campus. Elrick's work has appeared in numerous publications, including "Tripwire," "Combo," "The Tangent," "Crayon," "Torquere" and "Quid."

A longtime cultural anarchist, Miekal And will visit the Poetry Collection at 4 p.m. March 20. The creator of an "infoplex" of visual-verbal literature, audio-art, performance ritual and hypermedia, And's recent work has focused on activating online collaborative workspaces where writers and media artists can create collec-

tive digital works in a real-time environment. Recent books with Maria Damon include "eros/ion," "pleasureTEXTpossession" and "Literature Nation."

A reading by Juliana Spahr and Kenneth Goldsmith will take place at 7 p.m. April 7 in the Cinema at Hallwalls. Co-editor of the magazine *Chain*, as well as several anthologies of poetics and criticism, Spahr is the author of seven volumes of poetry and a critical work, including "Everybody's Autonomy: Connective Reading and Collective Identity" (2001). An ardent proponent of boredom and uncreative writing, Goldsmith, author of nine books, including "Fidget," "Soliloquy" and "Day," teaches writing at the University of Pennsylvania and hosts a weekly radio show on WFMU-FM in Jersey City, N.J. Both poets will return for a conversation at 4 p.m. April 8 in the Poetry Collection.

Spahr also will inaugurate the "Returning Poet/Critic Series" at 11:30 a.m. April 8 in the Oscar Silverman Room on the third floor of Clemens Hall, North Campus.

Diane Ward, author of numerous volumes of poetry, including "Dog City," "On Duke Ellington's Birthday," "relation," "Imaginary Movie" and "Human Ceiling," will read at 7:30 p.m. April 18 at Rust-

belt Books. Her work also appears in the anthology "Moving Borders: Three Decades of Innovative Writing by Women."

A 100th anniversary celebration of the life and works of Pulitzer Prize-winning poet George Oppen, entitled "George Oppen: A Central Conversation," will take place from 9:30 a.m. to 5 p.m. April 24-25 in the Poetry Collection. Events will include paper presentations, roundtable sessions and readings featuring local poets Norma Cole, Rachel Blau Du Plessis, John Wilkinson and Stephen Cope. Readings will take place at 8:30 p.m. at a location to be announced.

"Poetics Plus" is sponsored, in part, by the James M. McNulty Chair (Dennis Tedlock), the David Gray Chair of Poetry and Letters (Steve McCaffrey) and the Department of English. The series is produced in cooperation with the Poetry Collection, the Humanities Institute, the Department of Media Study and the Electronic Poetry Center, all at UB; Talking Leaves Books; Hallwalls Contemporary Arts Center; Big Orbit Gallery; Rust Belt Books; Just Buffalo Literary Center; and graduate students in the UB Poetics Program.

For more information about Poetics Plus, contact the Department of English at 645-2575.

## BRIEFLY

### Harold Ford to speak at King event

Harold E. Ford Jr., chairman of the Democratic Leadership Council, a nonprofit corporation promoting a moderate-conservative platform within the Democratic Party, will be the keynote speaker for the 32nd Annual Martin Luther King Jr. Commemoration Event, to be held Feb. 7 in the Mainstage theater in the Center for the Arts, North Campus. Lecture sponsor is the UB Minority Faculty and Staff Association.

Described by President Bill Clinton as "the walking, living embodiment of where America ought to go in the 21st century," Ford built a reputation on Capitol Hill as a consensus builder while serving on the House Budget Committee, the House Committee on Financial Services and the House Committee on Education and the Workforce.

Known to his colleagues as a fiscal watchdog conservative, he played an active role as a member of the Blue Dog Coalition, a group of moderate and fiscally conservative Democrats seeking middle-ground, bipartisan answers to the current challenges facing the nation. While in Congress, he was also a member of the New Democrat Coalition and the Congressional Black Caucus. In 2006, Ford lost the closest Senate race in Tennessee history to Republican Bob Corker by less than three percentage points.

Tickets are available at the CFA box office and at all Ticketmaster outlets, including Ticketmaster.com.

### Bluestone to speak

Political economist Barry Bluestone will speak on "The New Growth Theory and the Prosperity of U.S. Cities" at 5:30 p.m. Feb. 13 in 147 Diefendorf, South Campus.

The lecture, which will follow a reception at 5 p.m., is part of the ongoing Distinguished Lecture Series presented by the Office of the Vice President for Research. Co-sponsors of Bluestone's lecture are the Regional Institute and the School of Architecture and Planning.

It is free and open to the public.

Bluestone is Stearns Trustee Professor of Political Economy, director of the Center for Urban and Regional Policy, and dean of the School of Social Science, Urban Affairs and Public Policy at Northeastern University. He has been instrumental in Northeastern's efforts to build a broad consortium of regional universities and colleges that tackle local social and economic problems.

Bluestone has written widely in the areas of income distribution, business policy, labor-management relations, higher education finance, and urban and regional economic development. He contributes regularly to academic and popular journals, and is the author or co-author of nine books, including "Growing Prosperity: The Battle for Growth with Equity in the 21st Century" (Houghton Mifflin, 1999) and "The Boston Renaissance: Race, Space, and Economic Change in an American Metropolis" (Russell Sage Foundation, 2000).

Bluestone lectures and consults with various union, trade, industry and governmental groups. He is a founding member of the Economic Policy Institute, along with Robert Reich, Lester Thurow, Robert Kuttner, Ray Marshall and Jeff Faux.

## KUDOS

UB's New York State Center of Excellence in Bioinformatics and Life Sciences and Roswell Park Cancer Institute's Center for Genetics and Pharmacology were recently awarded LEED Silver certification for their high standards of sustainability and smart, environmentally conscious design and construction techniques. The \$113 million, state-of-the-art buildings, located on the Buffalo Niagara Medical Campus, were designed by Francis Cauffman Architects and financed and built by the Dormitory Authority of the State of New York.

"The Forbidden Lands: Colonial Identity, Frontier Violence and the Persistence of Brazil's Eastern Indians, 1750-1830," authored by Hal Langfur, an assistant professor in the Department of History, College of Arts and Sciences, has received "honorable mention" for the Erminie Wheeler-Voegelin Prize awarded by the American Society for Ethnohistory for the best book-length work in the field of ethnohistory published in 2006.

Roger Woodard, Andrew V. V. Raymond Professor of the Classics, Department of Classics, CAS, received the Choice Outstanding Academic Title 2006 Award for his book "Cambridge Encyclopedia of the World's Ancient Languages."

*Journal of Human Capital*, a new academic journal founded and edited by Isaac Ehrlich, SUNY Distinguished Professor and UB Distinguished Professor of Economics, has debuted from the University of Chicago Press. It is the first academic journal devoted to the study of the economic effects of people's knowledge, skills, health and values—attributes that make up human capital. The journal's first issue includes an article by Ehrlich and Jinyoung Kim, UB visiting associate professor of economics, who investigated links between income inequality, family size and the family's investment in education.

Laina Bay-Cheng, assistant professor of social work, has written a chapter, "Human Sexuality," in the "Encyclopedia of Social Work" (20th ed.), edited by T. Mizrahi and L.E. Davis and forthcoming from Oxford University Press.

"The Role of Structural Variables Leading to Disparities in Childhood Lead Poisoning, Teen Pregnancy and Tobacco Use," a paper by Robert Keefe, associate professor of social work, has been accepted for presentation at a workshop at the annual meeting of the Association of State and Territorial Public Health Social Workers.

## LETTERS TO THE EDITOR

## Sending Letters to the Reporter

The Reporter welcomes letters from members of the university community commenting on its stories and content. Letters should be limited to 800 words and may be edited for style and length. They must be received by 9 a.m. Monday to be considered for publication in that week's issue. The Reporter prefers that letters be received electronically at [ub-reporter@buffalo.edu](mailto:ub-reporter@buffalo.edu). For the Reporter's policy regarding letters to the editor, go to <http://www.buffalo.edu/reporter/letterspolicy.html>.

## Geographer Sara Metcalf uses technique to understand complex problems

## Mental models map shared resources

By KEVIN FRYLING  
Reporter Staff Writer

A geographer who charts "mental maps" in order to understand such difficult problems as resource sharing, migration and urban decline in areas hit hard by postindustrialism has joined the UB faculty.

Sara Metcalf, assistant professor in the Department of Geography, College of Arts and Sciences, came to UB last fall after completing a doctorate at the University of Illinois at Urbana-Champaign (UIUC), where she served as a researcher on a \$625,000 project funded by the National Science Foundation that is investigating stakeholder perceptions of urban sprawl, brownfield redevelopment and water-resource allocation in the metropolitan regions of Chicago, Atlanta and St. Louis.

The principal investigator on the project is Bryan Norton, a professor of philosophy in the School of Public Policy at Georgia Tech, who spoke at UB last March as part of a semester-long series of speakers and activities under the theme "A Greener Shade of Blue."

"I'm looking at situations where resources are shared and at how people are addressing the planning and allocation of these resources," says Metcalf. "A mental model is a sort of schema or map of associations between concepts—a network where the nodes are concepts and the links between them are associations. The idea is to look at how we can encode these in computer models to represent how stakeholders," among them business leaders, mayors, planners, environmental activists and residents, "conceive of shared problems, such as land use, urban sprawl, brownfields, water resources and climate."

Metcalf says the thing that fas-

cinates her most about mental models is how they're able to connect abstract concepts in order to shed light on how people's thoughts and social relationships impact the physical environment. For example, she notes that perceptions about inner-city schools often fuel suburban growth despite regional population decline—a phenomenon that requires looking beyond the physical layout of a city to explain.

"That might be a reinforcing link since as people move to more outlying areas because of school quality they change the property-tax base, and thereby enhance the likelihood that that suburban school continues to be higher quality," she says. "Perception basically reinforces the reality."

The recipient of bachelor's degrees in chemical engineering and biochemistry from Texas A&M University and master's degrees in chemical engineering and management from the Massachusetts Institute of Technology, Metcalf spent several years in the private sector with companies like General Motors and United Technologies Corporation Fuel Cells. She developed a dynamic simulation model of consumer adoption of alternate energy vehicles, such as fuel cells and hybrids, before choosing to pursue a doctorate in geography. "I hadn't been doing geography, but I was doing modeling," she notes. "It's a pretty

universal methodology." She says her thesis advisor at UIUC, Bruce Hannon, taught her to apply the principles of dynamic systems modeling toward answering questions far beyond the concerns of the marketplace.

Metcalf says that while her

manufacturing jobs. The population loss has more recently been mitigated by an influx of inner-city residents displaced from housing projects by gentrification processes in major cities like Chicago.

"I talked with city and government officials, as well as focused on local neighborhood associations," she says, explaining that she was particularly interested in the activities of a block club in a neighborhood of many first-time homebuyers that included a mix of people from different racial, ethnic and economic backgrounds. "What I wanted to focus on was whether social networks, such as friends and family members, influenced where people chose to live, and whether the deterioration of those networks facilitated further out-migration from the community," she says.

The results of that research were "strongly suggestive of the power of social networks" to influence where people put down roots, she says.

At UB, Metcalf continues to work on the NSF-funded project and teaches undergraduate courses on human geography and urban systems geography. She says she is looking forward to teaching a course on dynamic systems modeling next year, which will contain a variety of methods and examples from her own work.

A native of Jacksonville, Ill., Metcalf lives in Eggertsville with her 16-month-old daughter, Alex. Although they've been spending a lot of time indoors lately because of the cold weather, Metcalf says they explored the city quite a bit after they first moved to Buffalo during the summer.

"I'm very happy to be in Buffalo," Metcalf adds, noting that she already feels very much "relocated and rooted" in the city. "It's significant for me to think that this will be the place that my daughter will grow up considering as her hometown."



Sara Metcalf uses mental models to study shared problems like land use, urban sprawl, brownfields, water resources and climate.

PHOTO: NANCY J. PARISI

current work on mental models involves creating and validating computer algorithms with survey data collected by a colleague in Georgia, she also ventures into the field to collect raw data. She says that for her dissertation project she coupled participant observation and in-depth interviewing with a dynamic simulation model of the role social networks might have on migration patterns within the city of Danville, Ill. Like many American communities, Danville has been affected by a major decline in

## Popular drug may disrupt heart rhythm

## UB study finds low dose of Celebrex inhibits potassium channels in heart

By LOIS BAKER  
Contributing Editor

CELEBREX, a popular arthritis drug that blocks pain by inhibiting an enzyme known as COX-2, has been shown in laboratory studies to induce arrhythmia, or irregular beating of the heart, via a novel pathway unrelated to its COX-2 inhibition.

UB researchers discovered this unexpected finding while conducting basic research on potassium channels.

They found that low concentrations of the drug, corresponding to a standard prescription, reduced the heart rate and induced pronounced arrhythmia in fruit flies and the heart cells of rats.

The drug inhibited the normal passage of potassium ions into and out of heart cells through pores in the cell membrane known as delayed rectifier potassium channels, the study showed.

"The adverse effects of drugs like Celebrex and Vioxx based on their selective inhibition of COX-2 currently are a topic of intense discussion in the medical community," said Satpal Singh, associate professor of pharmacology and toxicology in the School of Medicine and Biomedical Sciences and senior author on the study. Vioxx was withdrawn from the market in September 2004.

"We now have shown an important new effect of Celebrex through a totally different pathway, one that is unrelated to the drug's effect as a pain reducer," Singh said. "The adverse effect arising from this unexpected mechanism definitely needs to be studied more closely because the potassium channels inhibited by the drug are present in heart, brain and many other tissues in the human body."

The research was supported by grants from the National Science Foundation to Singh and Randall D. Shortridge, UB assistant

professor of biological sciences, to analyze the basic properties of potassium channels.

Aware that COX-2 inhibitors had been shown to produce cardiovascular side effects, the researchers first tested whether Celebrex would affect the heart in fruit flies, a good animal system for studies on heart in other species, including humans.

"When we found an effect on the fly heart, we began looking for the underlying mechanism," said Singh. "We searched the fly genome and were surprised to find that these flies don't have cyclooxygenases, the enzymes targeted by Celebrex."

"Because the main effect of the drug in our study was induction of arrhythmia, and arrhythmia is often the result of ion-channel dysfunction," continued Singh, "we examined the drug's effect on potassium channels and other ion channels in their models and were struck by the strong inhibition of

the potassium channels."

The researchers now are examining the underlying molecular mechanisms responsible for the drug's action and its effect on other ion channels that play a prominent role in setting the rhythm of the heart.

"We are trying to determine whether the drug binds directly to the channels or to some other molecule, and if it acts by blocking the pore of the channel through which potassium ions travel or by some other mechanism," Singh said.

Results of the study appear in the Jan. 18 edition of the *Journal of Biological Chemistry*. Roman V. Frolov, a doctoral student working in Singh's lab, is first author on the paper. Ilya G. Berim, research scientist in the Department of Medicine, also is a study author. Malcolm Slaughter, professor of physiology and biophysics and ophthalmology, made significant contributions to the research.

# Disappearing languages

*Linguist documents them to link present, prehistoric past*

By **PATRICIA DONOVAN**  
Contributing Editor

**M**UCH research addresses how and why many of the earth's thousands of languages are disappearing.

The question still arises, however, as to why it should matter to the rest of us if, say, Pite Sami, a language spoken by fewer than 20 inhabitants of Norway and Sweden, should vanish.

Jeff Good, assistant professor in the Department of Linguistics, College of Arts and Sciences, says that we should attend to these losses because even seldom-used languages can tell us a great deal about the methods of categorization of the natural and mental world, and because they can serve as vital links between the present and the prehistoric past.

Good is the recipient of a recent grant and a fellowship from the National Science Foundation and National Endowment for the Humanities' Documenting Endangered Languages Program, a new, multiyear effort to preserve records of key languages before they become extinct.

"As the numbers of languages decline, we lose rich and distinct cultural variations from which we can learn a great deal in fields as far ranging as anthropology, agriculture, linguistics, philosophy, geography and prehistory," Good says.

His current research involves six languages spoken in a cluster of villages in the northwest highlands of Cameroon, a country in which more than 200 different languages are spoken, from Aghem to Zulgo.

Good says that from a scientific

standpoint, the work of linguists today is like that of early botanical and zoological explorers and collectors who went into the field to document the diversity of living things in the world, with no idea of what they might find.

"Of course there is a human dimension to linguistics study," he says, "since linguists also work to preserve for the speakers themselves, their descendants and posterity information about cultures that find themselves marginalized by the modern world.

"Although in principle, cultural knowledge can be transmitted apart from language—as the Irish, for instance, can attest—in practice, the political and economic forces that cause people to give up their languages also cause them to lose cultural knowledge," he says.

He notes that the last speakers often are among the last who recall traditional stories and songs.

"The languages of concern to me," he says, "are in the Bantu language family, which itself includes 500 or 600 distinct languages. The languages I study remain alive in part because the hilly terrain of this area seems to foster language variety and isolates the region commercially and politically.

"In fact, people living in one village may speak an entirely different language than that spoken in the next village," Good says, pointing out that people in such circumstances are multilingual by necessity. In addition to speaking their own languages and those of nearby villages, many also speak the official languages of Cameroon, which are English and French.

"When these villagers move to a

new place," he says, "they add new languages to their repertoire, rather than replacing one language with another. Even in large cities they maintain their native languages by attending regular 'country meetings' with their fellow villagers."

Social groups like country meetings are important, Good says, because as the speakers of a minor language disappear or die, those who are left are often absorbed—along with the special aspects of their culture—into larger social and language groups.

This is less likely to occur, he says, if speakers of a minority language can retain the use of their original tongue—if not in all spheres of life, at least at home.

The NEH grants will fund Good's documentary and descriptive work on two groups of under-described languages—the endangered Western Beoid languages and the moribund languages of the Furu Awa subdivision—and will produce the first comprehensive descriptive materials on the grammar and lexicon of these languages.

When his study is complete, Good will have produced primary documentation resources of the endangered languages studied and descriptive materials on the languages in the form of annotated recordings and initial descriptions of the languages' grammars.

He also will construct a comparative database of grammatical information on Western Beoid and closely related languages, and produce recommendations for tool design for field linguistics, including structured annotations of grammatical data containing links to linguistic ontologies.

## RKN adds more data, maps

By **RACHEL M. TEAMAN**  
Reporter Contributor

**T**HE Regional Institute has unveiled a major expansion of online features and completed development of the environment section of its Regional Knowledge Network, a central online resource for information on the binational region of Buffalo Niagara.

Visitors to the network at <http://rkn.buffalo.edu> now can view Community Quick Reports, or data snapshots of the region's more than 300 municipalities, school districts and counties. The Compare Communities tool allows the user to tailor data reports on one or more communities in the binational region encompassing Western New York and Southern Ontario.

These features build on RKN's repository of regional data, maps and resources on topics ranging from government and economy to health and human services and public safety. With 57 data variables added to the environment section on issues such as environmental policy, energy, and air and water quality, the institute has fully developed eight of RKN's nine topic areas.

"Since its pilot-phase launch in April 2006, RKN has grown expo-

nentially in its depth of regional information and the sophistication of its user tools," said Kathryn A. Foster, institute director. "By giving users access to 'knowledge by place,' we have added a powerful new dimension to RKN that offers on-demand insights across municipalities, school districts and counties," she added.

Among the highlights from the expanded environment topic area are data showing that more than 90 percent of New York state's oil production comes from Western New York, especially Cattaraugus County. Erie County consumed 5.3 percent fewer gallons of gasoline in 2005 than it did in 2000. There also were 14 wetland permit applications in the Town of Hamburg in 2006, the highest for all Western New York municipalities.

Also previewed in RKN's environment section are two additional features that will soon be expanded across all topic areas. Knowledge Now reports, produced by the institute, offer brief analyses of select RKN data. An analysis of the region's energy dependency is featured in the data section of the environment topic area. Topic Trivia, accessible through a topic's resources area, include rankings,

lists and quick facts. Now available in environment are toxic releases and spills, the most common trees and weather records for the region. RKN also continues to produce knowledge maps to show particularly interesting data patterns in the region.

"As RKN advances, we continue to both enhance the scope of information on the site and add user-friendly tools and analysis that highlight the stories behind the numbers," said Subbiah Mantharam, RKN project director and the institute's director of information systems and initiatives.

RKN will reach full build-out by May with support from the John R. Oishei Foundation. Data and mapping tools are under development for RKN's last topic area—civic infrastructure.

A major research and public policy unit of UB, the Regional Institute addresses key policy and governance issues with focused analysis of the Buffalo Niagara region. A unit of the UB Law School, the institute leverages the resources of the university and binational community to pursue a wide range of scholarship, projects and initiatives that frame issues, inform decisions and guide change.

## ElectronicHighways

### Hey y'all or youse: Web offers information on regional dialects

**What are those things on your feet?** Those lace-up shoes used for athletic endeavors or running errands on the weekend. Sneakers? Tennis shoes? Gym shoes? Do you have a flat "A" or drop the letter "R" from words?

Regional accents and dialects are prevalent in the United States. Where people live or learned to talk greatly impacts their manner of speaking. The American Dialect Society's Web site at <http://polyglot.lss.wisc.edu/dare/> has a wealth of information, including a dialect map, colloquialisms quiz and sound files to help decipher the many speaking mannerisms of Americans.

Further explorations of American dialects can be found online from the PBS Web site "Do you speak American?" at <http://www.pbs.org/speak/>. This site, based on the television series of the same name, has in-depth linguistic information about American varieties of English, including New York City, Midwest, Pittsburghese, Chicano English and Cajun; sound files of various speakers from around the United States; and a look at attitudes about speech in the different sections of the country.

The TELSUR project (<http://www.ling.upenn.edu/phonolab/home.html>) from the University of Pennsylvania describes its efforts to track linguistic changes in North America. It includes detailed regional maps and a description of the dialects within each region.

Visit Wikipedia's page of regional vocabularies ([http://en.wikipedia.org/wiki/Regional\\_vocabularies\\_of\\_American\\_English](http://en.wikipedia.org/wiki/Regional_vocabularies_of_American_English)) for a list of regionally used words. Use this site to find out if you should ask for a frying pan or skillet in the Midwest. Wikipedia also has a useful page for distinguishing regional accents ([http://en.wikipedia.org/wiki/American\\_English\\_regional\\_differences](http://en.wikipedia.org/wiki/American_English_regional_differences)). This Wikipedia entry tackles accents by region and urban areas—even Buffalo.

And, for those who are not sure about their dialect or accent, try the "Are you a yankee or rebel" quiz at <http://www.alphadictionary.com/articles/yankeetest.html>.

The University Libraries has a wealth of information about regional dialects and accents. Visit the Resources by Subject section (<http://libweb1.lib.buffalo.edu/infotree/resourcesbysubject.asp?subject=Linguistics>) to get a listing of linguistics resources; also try searching the BISON catalog (<http://bison.buffalo.edu:8991/F>) for more resources on regional speech information.

Whether you drink from a water fountain or a drinking fountain, shop in a convenience store or bodega, or like your eggs dropped or fried, there are numerous resources to examine how other people throughout the country speak. Let's not even get started on that carbonated, caffeinated beverage in your glass!

—Linda Hasman, Health Sciences Library

## FIGURES & FACTS

### UB's Annual Environmental Impact

**3,148**  
tons of solid waste produced

metric tons of carbon dioxide emitted

**142,917**

**210.5** million  
kilowatt hours of electricity purchased

gallons of gasoline used by UB fleet

**163,569**

**79** million  
miles driven by campus commuters

UB'S NORTH CAMPUS. PHOTO: FRANK MILLER

## BRIEFLY

## Music to present free events in Feb.

Budget-conscious music lovers at UB can find much to keep them busy in February.

The free monthly Brown Bag Concert, which will take place at noon on Tuesday in Lippes Concert Hall in Slee Hall, North Campus, will feature a performance of Sonata for Two Pianos and Percussion by Hungarian composer Béla Bartók.

Rarely performed due to its technical and logistical complexity, this piece features four musicians with two grand pianos and seven percussion instruments creating a huge, unfolding rhythmic sound that captivates and intrigues. It will be performed by Bryan W. Boyce (piano), Ivan Docenko Jr. (piano) and Bradley J. Fuster (percussion) of the Buffalo State College Music Department, and Dinesh Joseph, assistant principal timpanist with the Buffalo Philharmonic Orchestra.

The lineup of free music events also includes the following student concerts:

■ **Junior Recital:** Erin Waite, flute, 8 p.m. Feb. 15, Baird Recital Hall, 250 Baird Hall, North Campus.

■ **Junior Recital:** Rebecca Sheppard, soprano, and Kofi Hayford, bass-baritone, 8 p.m. Feb. 16, Baird Recital Hall

■ **Honor's Presentation:** Tracy Stepien, soprano, and Sarah Ajaeb, soprano, 3 p.m. Feb. 23, Baird Recital Hall

■ **Flute Studio Recital:** Students of Cheryl Gobbetti-Hoffman, noon Feb. 26, Baird Recital Hall

■ **UB Symphony Orchestra:** Christian Baldini, conductor, 8 p.m. Feb. 27, Lippes Concert Hall, Slee.

■ **Voice Studio Recital:** Students of Tony Arnold and Alex Hurd, noon Feb. 28, Baird Recital Hall.

## Auction scheduled

The Buffalo Public Interest Law Program will host its 13th annual auction at 6 p.m. Feb. 15 in the Pearl Street Grill & Brewery, 76 Pearl St., Buffalo. Tickets are \$35 at the door and include drinks and hors d'oeuvres.

Organized by UB Law School students, the event is the primary fundraiser for fellowships that allow UB law students to accept unpaid summer positions in public-interest law.

Up for auction is a box at Madison Square Garden for a New York Knicks game and tickets for the New York Mets. Items for silent and live auction, as well as raffle items, will include fine art; theater, concert and sporting-event tickets; restaurant and salon gift certificates; themed gift baskets; jewelry; and many other objects.

Fellowship recipients have interned at the Kenya Human Rights Commission, the Innocence Project, Capital Post Conviction Unit and many others.

For more information, contact Britten Cosgrove or Robert Steinwachs at 645-6726, or at ublaw\_bpilp@yahoo.com.

## JOB LISTINGS

## UB job listings accessible via Web

Job listings for professional, research, faculty and civil service—both competitive and noncompetitive—positions can be accessed at <http://www.ubjobs.buffalo.edu>.

## Restoration of Hayes Hall clock tower may be most extensive to date

## Timely repair for a campus icon

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By ANN WHITCHER-GENTZKE  
Contributing Editor

FOR 80 years, sounds of the Hayes Hall bells have reverberated across the South Campus and surrounding neighborhood, helping untold numbers of students get to class on time. These are Westminster chimes and follow the English practice of “quarter chimes,” in which the length of the chime is increased as the hour proceeds.

Since August, though, the bells have been silenced to allow for what may be the most comprehensive restoration ever undertaken of this historic structure.

Brian Carter, dean of the School of Architecture and Planning, says he uses the Westminster chimes to gauge when a meeting should end, and so has missed this feature in recent months. “Restoring the clock is an inspiring move—everyone in the school and our neighbors in the surrounding community are looking forward to hearing its chime mark out our day again,” he says.

Throughout the fall and early winter, workers with the American Tower Clock Company, headquartered in Rochester, have been removing and reinstalling the tower-clock components with a crane, and refurbishing the many intricate parts. The restored clock tower should be ready in early February, when the bells will sound again.

From a visual standpoint, the restoration appears complete. “All the dials are completely refinished, all castings have been sandblasted and painted with highly durable paint,” says Michael Kuyt, American Tower Clock Company president.

“The custom glass has been both tempered and laminated and tinted. The glazing is done; the hands have been refinished in gold and have been rebalanced. The motion work also has been reinstalled. So from a

visual point of view—from outside the tower—it looks done. But the hands aren’t going anywhere. That’s because the mechanism is still in our shop in Rochester.”

To accompany the visual enhancement, visitors to campus likely will hear an improved sound, one that’s clearer and more accurate musically. “There were two problems with the sound,” Kuyt explains. “One, the clock was not synchronized correctly—so sometimes it would play the wrong notes—adjustments were needed.

“Two, the way hammers strike the bells is important. When the bell maker makes the bell, he finds a ‘sweet’ spot on the bell. That spot produces the best sound when struck with a hammer of a certain weight. These big hammers rotate on bearings that are really exposed to the weather. Indeed, the bearings had become so badly worn that some hammers were hanging off to the side. As a result, they weren’t hitting the ‘sweet spot’ or at least not hitting it with the right intensity.”

In planning this restoration, the overarching goal is historical authenticity, says Rhonda Grapes, a registered architect and project

manager with Facilities Planning and Design. While initial plans called for electrification of the clock-tower, Grapes began to advocate for a historically based restoration of the original mechanical system.

“In 2003, repairs were done to

another 100 years.”

Searching for clues to help direct the project, Grapes researched the defunct Meneely foundry in Troy, N.Y., that had cast the original bells in the 1920s. She also located and investigated the handful of firms that currently specialize in tower-clock restoration. She interviewed many who had done previous repairs or had conducted inspections of the clock tower.

Grapes also shaped much of the project according to input from Dick Yencer, instructional support technician in the School of Architecture and Planning. Since arriving at UB in 1988, Yencer has served voluntarily as an informal caretaker of the clock and bell tower.

“Dick has done a fabulous job of taking care of the clock over the years, going up and winding the clock system,” says Grapes. “His suggestions profoundly impacted the project direction.”

“Anything that would happen, I would basically either do the repairs myself or find someone at the university to do it,” says Yencer. “I took care of it all those years, fixing the bells and hammers, and winding and maintaining it.”

As part of the restoration, a new auto-winding system is being installed. This will relieve Yencer of the need to rewind the clock, though on-site caretaking still will be required.

The clock tower and Westminster chimes were the gift of Kate Robinson Butler, wife of Edward H. Butler, president of the *Buffalo Evening News*, and later both president and publisher of the *News* following her husband’s death. The clock tower was installed in July 1928, and began operating later that month. The four bells, which are located in the open belfry, are original, Kuyt points out, and since they are bronze—rather than cast iron—they will not corrode. “These bells will be there for centuries,” he says.



Michael Kuyt of the American Tower Clock Company works on the Hayes Hall clock tower as part of the recent restoration effort.

PHOTO: DOUGLAS LEVIERE

## Glaucoma assessment tool can track MS

## Inexpensive OCT could alternate with MRI for MS patient assessment

By LOIS BAKER  
Contributing Editor

MAGNETIC resonance imaging (MRI) of the brain is the gold standard for monitoring the progression of multiple sclerosis (MS), but it is expensive and comes with limitations, one of which is the inability to assess fully the extent of loss of neurons.

New research by UB neurologists has shown that a technique called optical coherence tomography, or OCT, a simple and inexpensive measure currently employed to assess glaucoma, also could be used as a surrogate marker of disease status in MS and to assess the effectiveness of new and current MS treatments.

Results of the study appear online in the “in press” section of the *Journal of the Neurological Sciences*.

“MRI has advanced our ability to measure tissue injury in MS, but the technology cannot specifically measure changes in axonal integrity,” said Bianca

Weinstock-Guttman, the study’s corresponding author and associate professor of neurology in the Jacobs Neurological Institute, which is the Department of Neurology in the School of Medicine and Biomedical Sciences.

“OCT may be helpful in monitoring disease progression, but also could represent a potential sensitive tool or outcome measure for future trials using neuroprotective therapeutic interventions. It is considered a reliable and objective technique for capturing loss of retinal ganglion cell axons in early glaucoma and in other forms of optic neuropathy.” Optic neuropathy is the initial presenting sign in 20 to 25 percent of MS patients.

Weinstock-Guttman noted that the retina is unique as a model of neurodegeneration and neuroprotection because it contains no myelin.

“This organization is advantageous,” she said, “because changes in the structure of the retinal-

nerve-fiber layer principally represent axonal damage, whereas the myelin wrapping around the axons into the optic nerve begins behind the eye. Consequently, the retina can be used to focus on the neuronal and axonal components of MS pathological changes.”

The study involved a retrospective review of scans of 30 patients with relapsing-remitting MS. All patients had received OCT, and 18 also were analyzed by MRI. All scans were analyzed at the Buffalo Neuroimaging Analysis Center (BNAC), also part of UB’s JNI.

Results showed that the thickness of the retinal-nerve-fiber layer (RNFL) as assessed by OCT was strongly associated with MRI findings of brain atrophy and lesion volume, said Weinstock-Guttman.

“Furthermore, we found a negative correlation between average RNFL thickness (average of both eyes) and disability, as assessed by the Expanded Disability Status

Scale, the gold standard measure used in MS.

“The results demonstrate that OCT can be an excellent patient-monitoring technique because the decrease in RNFL thickness reflects inflammatory and neurodegenerative components of MS,” she said. “Further studies are needed to assess and validate OCT measures versus MRI measures and to delineate the role of OCT in patients with relapsing and progressive forms of MS.”

Erica Grazioli, UB clinical instructor of neurology, was first author on the paper. Additional UB contributors were Robert Zivadinov, director of the BNAC and associate professor of neurology; Norah Lincoff, clinical professor of ophthalmology; Jan Rang Wong; David Hojnacki, clinical instructor of neurology; Sara Hussein; Jennifer Cox, assistant professor of neurology; and Murali Ramanathan, associate professor of neurology and pharmaceutical sciences.

# Super ads, super stocks

## Prices linked to likeability of Super Bowl commercials

By **JACQUELINE GHOSEN**  
Reporter Contributor

WHEN TV viewers like a company's Super Bowl commercial, the company's stock price goes up, according to a study by researchers in the UB School of Management and Cornell University.

The study examined 529 commercials that aired during 17 Super Bowls from 1989-2005 and found that investors favored stocks of firms that aired likeable Super Bowl commercials.

The researchers used ratings gathered by *USA Today's* Ad Meter, a real-time consumer likeability ranking of Super Bowl commercials. They found that firms with the most likeable commercials had higher-than-normal stock purchases on the days following the Super Bowl, which increased the firms' stock price.

"This reaction is irrational because the stock returns were based solely on likeability of the commercials," says researcher Kenneth A. Kim, associate professor of finance in the School of Management. "If

the likeability of the commercials caused a subsequent increase in company sales, a stock increase would make sense, but we did not find this to be the case."

Firms with the least-liked commercials and commercials that drew a neutral response from viewers did not experience the same stock price reaction, according to Kim and co-researchers Charles Chang, assistant professor of finance in Cornell's School of Hotel Administration, and Jing Jiang, a doctoral student in the UB School of Management.

However, having an "unliked" commercial did not harm those firms, the researchers concluded.

The findings on liked commercials demonstrate how people often take mental shortcuts rather than go through longer, analytical processing when making decisions that should be complex, Kim explains.

In this case, people bought stock because they liked a firm's TV commercial instead of making a decision based on a firm's long-term value.

**"We're probably all guilty of this bias in our everyday lives. When shopping for a used car, we might think that a clean car is a good car."**

KENNETH A. KIM



These investors appeared to use a mental shortcut known as "representativeness bias" when evaluating the firms, Kim says. In investment decision-making, representativeness bias is irrationally relating one aspect of a firm to its expected stock returns.

"We're probably all guilty of this bias in our everyday lives. When shopping for a used car, we might think that a clean car is a good car," says Kim. "We might think a person with a nice haircut is a good person. We might think a tall person is a good basketball player."

In investment decision-making, another example of this bias occurs when investors believe recent past returns are representative of what they can expect in the future.

## Obituaries

### F. Anne Payne, professor emeritus of English

A memorial service was held on Sunday in Clemens Hall for F. Anne Payne, a UB faculty member for almost 50 years who died Jan. 22 in the Center for Hospice & Palliative Care after a long illness. She was 75.

Born in Harrisonburg, Va., Payne grew up in a military family and lived throughout the United States.

She earned a bachelor's degree

in English from Shorter College in Rome, Ga., in 1954, then went on to Yale University, where she earned a master's degree and a doctorate.

Payne joined the UB English department faculty in 1958 after teaching for several years at Connecticut College. She was promoted to full professor in 1975.

Her teaching and scholarly in-

terests included Old English, later medieval literature—English and European, especially Chaucer—and satire.

She retired in 2007.

Payne was a member of the Medieval Academy of America, the International Society of Anglo-Saxonists, the New Chaucer Society and Pi Kappa Lambda.

## Essays

Continued from Page 1

find out how they did until almost the end of the spring semester.

"Judging this quantity of handwritten essays is very laborious," said Srihari. "It would be nice to automate this process so perhaps students could take the test in May, having received more instruction, and then have the results in June."

And while some teachers may be wary of computers' ability to properly grade essays, James L. Collins, professor in the Department of Learning and Instruction and a co-investigator, is quite confident.

While he noted that human examiners might still be necessary for grading on very specific criteria, the majority of evaluations probably could be done just as well by computers.

"Computational linguistics has made great leaps over the past decade and it turns out that for judging the overall quality of a paper, computers are indeed as reliable as human graders," Collins said.

That's an important development, he said, because writing practice and feedback from readers are the key aspects of learning to write at every grade level.

"The problem is, how do teachers respond helpfully to all of the

writing produced by their students?" he said. "Right now, teachers spend a lot of time getting their students ready for these standardized tests, then the students take the exam and get their scores back months later. With computer scoring, students could get back their scores much faster at a time when the results can still be addressed. The assessment scores wouldn't just be going into a 'black hole.'"

The software program developed at UB was "trained" to evaluate essays based on six specific writing traits: ideas, organization, word choice, sentence structure, voice and conventions like spelling, usage and punctuation.

Collins said the software now under development could be used as an important teaching tool.

"We envision a program where a student would handwrite an essay, scan it into the computer, which would then 'read' it and analyze it for the specific traits we trained it to evaluate," he said.

That feedback would be available immediately to both teacher and student as a typed essay, which has been analyzed for the six traits, allowing for more fruitful lessons on how to edit and

revise, Collins said.

The software program also provides new opportunities for education researchers like Collins, who is working with colleagues at UB on a three-year, \$1.5 million project called Writing Intensive Reading Comprehension funded by the Institute of Education Sciences at the U.S. Department of Education. The study involves more than 2,000 fourth and fifth graders in 10 low-performing urban schools. So far, Collins said, the results show that students can improve their reading abilities significantly through the use of assisted writing.

"Once a handwritten essay has been 'read' by a computer, we can ask the computer to look for certain features of the writing so that we can spot general patterns and discover what kids are having trouble with," Collins continued.

Co-authors on the *Artificial Intelligence* paper with Srihari and Collins are Janina Brutt-Griffler, associate professor in the Department of Learning and Instruction; Rohini Srihari, professor of computer science and engineering; Harish Srinivasan, a doctoral candidate at CEDAR; and Shravya Shetty, a former graduate student at CEDAR.

## SportsRecap



### Basketball

#### MEN'S

##### Ohio 68, UB 59

##### Toledo 76, UB 63

Despite a second-half rally, UB fell to Ohio, 68-59, in Alumni Arena on Jan. 23. The Bulls, who trailed by as many as 13 in the second half, cut the lead to one on several occasions, but couldn't get the go-ahead bucket.

On Saturday at Toledo, the Bulls rallied from a 15-point deficit in the second half to tie the contest, but couldn't pull ahead and the Rockets went on for a 76-63 victory.

The biggest discrepancy in the game was free-throw shooting. Toledo made 29 of 45 free-throw attempts while UB made seven of 15.

It was UB's seventh straight loss and dropped the Bulls to 0-6 in MAC play.

#### WOMEN'S

##### UB 78, Kent State 71

##### Eastern Michigan 74, UB 71

UB used a balanced scoring attack and clutch free-throw shooting in the second half to defeat the Kent State Golden Flashes for the first time, 78-71, in the MAC Center. It was UB's 10th victory of the year, tying the total from each of the previous two seasons.

On Saturday, the Bulls made a late second-half charge, but a game-tying three-point attempt by senior guard Stephanie Bennett fell just short as UB dropped a 74-71 decision to Eastern Michigan in Alumni Arena. Bennett hit a career-high seven three-pointers and 25 points, but UB dropped to 10-9 on the season and evened its MAC record to 3-3.

The Bulls will hit the road for the next two games, starting tonight at Northern Illinois.

### Wrestling

##### UB 24, Ohio 9

UB won seven matches on its way to a 24-9 Mid-American Conference dual meet win over Ohio on Saturday afternoon. Sophomore Dan Bishop led the way for the Bulls, earning six team points with a pinfall victory at 125 pounds.

UB will be back home on Saturday to host the fifth-ranked Central Michigan Chippewas at 1 p.m.

### Swimming

#### MEN'S

##### Miami (OH) 138, UB 105

UB dropped a 138-105 decision to visiting Miami (OH) on Saturday's senior day matchup in Alumni Arena Natatorium. With the loss, the Bulls now stand at 3-3 overall and 1-2 in the MAC.

The Bulls will travel to St. Bonaventure for a Wednesday matchup with the Bonnies in the regular-season finale.

#### WOMEN'S

##### UB 164, Akron 135

UB scored a 164-135 victory over MAC rival Akron on Friday in Akron's Ocasek Natatorium. The Bulls are now 5-4 overall and 2-4 in MAC competition.

The Bulls took 10 of the 16 events to win the meet with three swimmers scoring two wins apiece.

UB will host MAC rival Bowling Green at 3 p.m. on Saturday.

### Indoor Track and Field

#### Bulls post top marks at Penn State National

The men's and women's indoor track-and-field teams competed at the Penn State National Invitational and came away with a record-setting performance. There is no team scoring in the meet that featured top collegiate programs from throughout the United States.

Senior Patrice Coney scored a new school record in the pentathlon, establishing herself as an NCAA provisional qualifier with her fourth-place finish. Coney's 3,751 points came via a scorching performance in the 55-meter hurdles event in the pentathlon competition, squashing the school record in that event in 8.19. In the other events of the pentathlon, Coney also placed first in the 800-meter dash, second in the shot put and third in the long jump.

Senior thrower Tina Villa advanced to the finals of the shot put, placing seventh overall with an indoor personal best of 14.77m, while junior Fatimah Hill advanced to the finals of the long jump, placing seventh with a distance of 5.79m.

On the men's side, sophomore Ezekiel Porter advanced to the semifinal round of the 60-meter dash with a time of 6.91 and also was part of the men's 4x400-meter relay team that had a season's-best performance in the event with a time of 3:17.92.

The Bulls will return to action this weekend, heading back to the University Park campus in State College for the Sykes/Sabock Challenge.

### Tennis

#### MEN'S

##### UC-Davis 4, UB 3

##### Xavier 5, UB 2

UB fell to home-standing University of California-Davis, 4-3, on Jan. 21.

The Bulls scored a pair of wins in singles matches, as well as a pair of doubles wins to take the point and close the score at 4-3.

On Sunday, the Bulls dropped a 5-2 decision to Atlantic 10 member Xavier. The match was played on neutral ground at the Cleveland Skating Club.

The Bulls (0-4) captured a pair of singles matches for their two team points.

The Bulls will travel to Ithaca to face Cornell on Saturday.

### ATHLETES OF THE WEEK

**Dan Bishop** of the wrestling team scored a pin at 1:43 into his match against Ohio's Heath Allen to help the Bulls defeat the Bobcats, 24-9.

**Stephanie Bennett** of the women's basketball team scored a career-high 25 points, including seven three-pointers, against Eastern Michigan after posting 13 points and a season-high seven assists in UB's victory over Kent State.

# ARTS

The Reporter publishes listings for events taking place on campus, or for off-campus events where UB groups are principal sponsors. Listings are due no later than noon on the Thursday preceding publication. Listings are only accepted through the electronic submission form for the online UB Calendar of Events at <http://www.buffalo.edu/calendar/login>. Because of space limitations, not all events in the electronic calendar will be included in the Reporter.



**Thursday, January**

## 31

### Jewish Studies Lecture

Prophecy in Spinoza and Levinas. Richard Cohen, Univ. of North Carolina-Charlotte. 141 Park. 3:30-5:30 p.m. Free. Sponsored by Dept. of Philosophy. For more information, 645-2444.

### Biological Sciences Seminar

Functional Regulation of Telomeres by Telomerase and Telomeric Proteins. Lifeng Xu, faculty candidate, Univ. of California-San Francisco. 215 Natural Sciences. 4 p.m. Free. For more information, 645-2363, ext. 196.

### Geology Pegrum Colloquium

Of Ice and Fire: Polar Impacts of Global Warming. Ted Scambos, Univ. of Colorado. Screening Room, Center for the Arts. 6:30 p.m. Free. Sponsored by Crook and Orrin Foster endowments. For more information, 645-6800, ext. 6100.

### International Women's Film Festival

"Made Over in America." Market Arcade Film and Arts Centre, 639 Main St., Buffalo. 7 p.m. \$8.50, general; \$5, students/seniors. Sponsored by Gender Institute. For more information, 829-3451.

### Master Class

Tokyo String Quartet. Lippes Concert Hall, Slee. 7 p.m. Free. Sponsored by Dept. of Music. For more information, 645-2921.

**Friday, February**

## 1

### Teaching and Learning Center Workshop

Create Screen Recordings. 212 Capen. 10 a.m.-noon. Free; registration for faculty, staff and graduate students. For more information, 645-7700, ext. 0.

### Computing Workshop

SPSS for Windows. Undergraduate Library, 201 Capen. 11 a.m.-2 p.m. Free; registration required. Sponsored by CIT. For more information, it-workshops@buffalo.edu.

### Asian Studies Lecture

Sibling Structure, Gender and Caregiving in Japan. Kristen Schultz Lee, Dept. of Sociology. 280 Park. Noon-1 p.m. Free.

### ISSS Workshop

Supporting International Students: Tips from Counseling Services. 120 Clemens. 1-2 p.m. Sponsored by International Student & Scholar Services. For more information, 645-2258.

### Computing Workshop

Introduction to Microsoft PowerPoint. 142 Park. 2-4

p.m. Free; registration required. Sponsored by CIT. For more information, it-workshops@buffalo.edu.

### Foster Chemistry Colloquium

Discovery, Design and Understanding of Stereospecific Reactions in Crystals. Bruce M. Foxman, Brandeis Univ. 200G Baldy. 4 p.m. Free. Sponsored by Dept. of Chemistry and the Foster Lecture Endowment.

### Evolution, Ecology and Behavior Seminar

The Beginning of the Icehouse World in Antarctica: Eocene Climate Change and Evolution of the Shallow Marine Biota. Linda Ivany, Syracuse Univ. 115 Talbert. 4 p.m. Free. Sponsored by Graduate Program in Evolution, Ecology and Behavior.

### School of Pharmacy and Pharmaceutical Sciences Alumni Event

Wine and Cheese Reception. Jacobs Executive Development Center, 672 Delaware Ave., Buffalo. 7-9:30 p.m. \$25, single general admission; \$40, general admission couple; \$20, single student; \$30, student couple. Sponsored by School of Pharmacy and Pharmaceutical Sciences. For more information, 645-3340.

### Slee-Beethoven String Quartet Cycle

Tokyo String Quartet. Lippes Concert Hall, Slee. 8 p.m. \$8, \$15, \$20, advance; \$12, \$20, \$30, at the door. Sponsored by Dept. of Music. For more information, 645-2921.

**Saturday**

## 2

### Women's Tennis

UB vs. Niagara. Village Glen Tennis Center, Williamsville. 1 p.m. Free.

### Wrestling

UB vs. Central Michigan. Alumni Arena. 1 p.m. Adults, \$4; children 12 & under, \$2; children 5 & under/UB undergraduates with valid UB ID, free.

### Women's Swimming and Diving

UB vs. Bowling Green. Alumni Arena. 1 p.m. Free.

### Slee-Beethoven String Quartet Cycle

Tokyo String Quartet. Lippes Concert Hall, Slee. 3 p.m. \$8, \$15, \$20, advance; \$12, \$20, \$30, at the door. Sponsored by Dept. of Music. For more information, 645-2921.

### Slee-Beethoven String Quartet Cycle

Tokyo String Quartet. Lippes Concert Hall, Slee. 7 p.m. \$8, \$15, \$20, advance; \$12, \$20, \$30, at the door. Sponsored by Dept. of Music. For more information, 645-2921.

### Concert

Classic Albums Live: Led Zeppelin IV. Mainstage, Center for the Arts. 8 p.m.

## Editor's Pick

### Beethoven Weekend

The Tokyo String Quartet will perform the first three concerts in the annual Slee-Beethoven String Quartet Cycle at 8 p.m. tomorrow, and 3 p.m. and 7 p.m. Saturday in Lippes Concert Hall in Slee Hall. The "marathon" weekend will begin with a master class at 7 p.m. today in Lippes Concert Hall.

\$20, general; \$12, students. Sponsored by Student Association. For more information, 645-ARTS.

**Monday**

## 4

### Jewish Studies Lecture

A Literary Storm: Narratives of Sea Travel in German and Hebrew, 1780-1825. Ken Frieden, Syracuse Univ. 306 Clemens. 3:15-4:30 p.m. Free. Sponsored by Dept. of English. For more information, 645-2575.

### Town Hall Meeting

UB Green Climate Action Report. 105 Harriman. 7-8:30 p.m. Free. Sponsored by UB Green. For more information, 829-3535.

**Tuesday**

## 5

### Learning and Development Course

Intermediate Excel 2003/Intermediate Word 2003. 320 Crofts. 9 a.m.-noon and 1-4 p.m. \$89 for the two half-day sessions. Sponsored by University Human Resources. For more information, 645-7777.

### Town Hall Meeting

UB Green Climate Action Report. 301 Crosby. Noon-1:30 p.m. Free. Sponsored by UB Green. For more information, 829-3535.

### International Student & Scholar Services Workshop

H-1B Visas: An Information Session. 31 Capen. Noon-1:15 p.m. For more information, 645-2258.

### Brown Bag Concert

Mardi Gras. Lippes Concert Hall, Slee. Noon. Free. Sponsored by Dept. of Music. For more information, 645-2921.

### Library Instruction

Introduction to Health Sciences Research: New Interfaces in 2008. Media Instruction Room, Health Sciences Library. 2-3 p.m. Free; registration recommended. Sponsored by HSL Libraries. For more information, 829-3900, ext. 112.

### Student Event

Mardi Gras. Center for Tomorrow. 5-8 p.m. Free.

### Jewish Studies Lecture

Yiddish Movies From the 1930s. Ken Frieden, Syracuse Univ. Center for Tomorrow. 7-9 p.m. Free. Sponsored by Institute for Jewish Thought, Heritage and Culture. For more information, 645-2711, ext. 1169.

### Buffalo Film Seminar

"Ace in the Hole." Market Arcade Film and Arts Centre, 639 Main St., Buffalo. 7 p.m. \$8.50, general; \$6.50, students; \$6, seniors.

**Wednesday**

## 6

### Chemical and Biological Engineering Seminar

When Order Meets Disorder, What Is the Cost? The Solid-Liquid Interfacial Free Energy. Brian Laird, Univ. of Kansas. 206 Furnas. 11 a.m. Free. For more information, 645-2911, ext. 2228.

### Library Instruction

Basic Ovid. Media Instruction Room, Health Sciences Library. 3-4 p.m. Free; registration recommended. Sponsored by Health Sciences Library. For more information, 829-3900, ext. 112.

### ISSS Workshop

Communicating With International Students. 31 Capen. 3:30-5 p.m. Sponsored by International Student & Scholar Services. For more information, 645-2258.

### Architecture and Planning Lecture Series

Architecture Lecture. Pierre Thibault, fellow, Royal Institute of Canadian Architects. 148 Diefendorf. 5:30 p.m. Free. For more information, 829-3485, ext. 120.

**Thursday**

## 7

### Computing Workshop

SPSS for Windows. 142 Park. 9 a.m.-noon. Free; registration required. Sponsored by CIT. For more information, it-workshops@buffalo.edu.

### Learning and Development Course

Introduction to Visio 2003/Introduction to Microsoft Publisher 2003. 320 Crofts. 9 a.m.-noon and 1-4 p.m. \$89 for the two half-day sessions. Sponsored by University Human Resources. For more information, 645-7777.

### Teaching and Learning Center Workshop

Constructing Your Teaching Philosophy and Portfolio. Gayle Brazeau, School of Pharmacy and Pharmaceutical Sciences. 212 Capen. 10 a.m.-noon. Free; registration open to faculty, staff and graduate students. For more information, 645-7700, ext. 0.

### Library Instruction

EndNote Basics. Media Instruction Room, Health Sciences Library. 10 a.m.-11:30 a.m. Free; registration recommended. Sponsored by Health Sciences Libraries. For more information, 829-3900, ext. 112.

### Open House

EOC Open House. Educational Opportunity Center, 465 Washington St., Buffalo. 11 a.m.-2 p.m. Free. Sponsored by Educational Opportunity Center.

### Informance

Jesse Blumberg, baritone. Baird Recital Hall, 250 Baird. Noon. Free. Sponsored by Dept. of Music. For more information, 645-2921.

### Teaching and Learning Center Workshop

PowerPoint Presentation Tips for Faculty. B2C Abbott. 1-2:30 p.m. Free. For more information, 645-7700, ext. 0.

### Biological Sciences Seminar

Land Plant Embryos: Developmental Mechanisms and Evolutionary Speculation. Todd Cooke, Univ. of Maryland. 215 Natural Sciences. 4 p.m. Free. For more information, 645-2363, ext. 102.

### International Women's Film Festival

"Close to Home/Karov la Bayit." Market Arcade Film and Arts Centre, 639 Main St., Buffalo. 7 p.m. \$8.50, general; \$5, students/seniors. Sponsored by Gender Institute. For more information, 829-3451.

### Distinguished Speakers Series

Harold Ford Jr. Mainstage theater, Center for the Arts. 8 p.m. \$24, \$18, \$14, free to UB students while supplies last. Sponsored by UB and Don Davis Auto World Lectureship Fund. For more information, 645-6147.



**Friday, Feb. 1, 8 p.m.**

**BUFFALO AVENUES**, with Ken MacDonald  
WBFO's weekly series featuring stories and interviews with local and national musicians



**Saturday, Feb. 2, 11 a.m.**

**THE BLUES**, with Jim Santella  
Featured artist: Susan Tedeschi



**Saturday, Feb. 2, 6 p.m.**

**THIS AMERICAN LIFE**, with Ira Glass  
Documents and describes contemporary America. It is, quite literally, a new kind of radio storytelling.

