December 2015

In December, VCU Massey Cancer Center was featured in at least 85 news clips in an assortment of print and online sources. Several media outlets reported on a study led by Massey researcher Richard Moran, Ph.D., that uncovered why a specific genetic mutation drives many cancers. Harry Bear, M.D., Ph.D., provided expert commentary on breast cancer and lumpectomies. Gilda Cardenosa, M.D., was mentioned for her expertise in radiology, and Massey’s deputy director, Steven Grossman, M.D., Ph.D., received international attention for being named to an advisory board for an emerging pharmaceutical company. Also this month, the media spotlighted Massey on multiple occasions for receiving support from several local donations and fundraisers, and NBC’s Today show featured a bedside wedding ceremony held at Massey for the daughter of a cancer patient.

Please continue reading for more December 2015 highlights.

CITED RESEARCH


Featured was research by Richard Moran, Ph.D., that discovered why mutations in the p53 gene cause cancer. Additional coverage appeared on News Medical, Medical Xpress and two other media outlets.

EXPERT COMMENTARY

WTVR CBS 6: “I’m now a survivor,’ cancer advocate Becky Massey continues fight after diagnosis,” December 6, 2015

Harry Bear, M.D., Ph.D., provided expert commentary on Paget’s disease and lumpectomies. Gilda Cardenosa, M.D., was also mentioned in the news broadcast that detailed long-time Massey Community Advisory Board member, donor and volunteer Becky Massey’s fight with cancer.

CENTER NEWS


A local magazine mentioned Massey in an annual review of Richmond’s biggest stories.
**Richmond Times-Dispatch**: “Mechanicsville Calendar of Events,” December 29, 2015

A community calendar included cancer support groups co-facilitated by Massey staff.

**Philanthropy News Digest**: “VCU Receives $16 Million for Medical Research,” December 25, 2015

An article credited Massey as a beneficiary of a donation to help recruit new researchers.

**Richmond Times-Dispatch**: “10,000 Richmonders Helped To Raise $1 Million By Attending The Massey Street Of Hope,” December 23, 2015

A newspaper article underlined the success of a fundraising event for Massey. Additional coverage was reported by Hallsley.

**WTVR CBS 6**: “Tracy Sears surprises cancer patients with angel jewelry,” December 21, 2015

Massey patients were the focus of a broadcast news piece in which a reporter gave them jewelry for the holiday season.

**WRIC ABC 8**: “VCU Massey Cancer Center gets gift from POPTAP,” December 18, 2015

Massey was featured as the recipient of a donation from a local organization.

**Richmond Times-Dispatch**: “House GOP shuts door on Medicaid debate in governor’s proposed budget,” December 17, 2015

An article about the Virginia governor’s budget proposal noted funding allocated for Massey. Additional coverage was reported in The Daily Progress and 29 other media outlets.

**Chesterfield Observer**: “Army veteran receives free home,” December 16, 2015

Massey was mentioned in a round-up of regional charity efforts.

**WTVR CBS 6**: “Owner of men’s barbershop donates $9,100 to VCU Massey Cancer Center,” December 16, 2015

Massey was reported as the beneficiary of a fundraiser held by a Richmond barbershop.

**Richmond Times-Dispatch**: “Steve & Kathie Markel: Their latest work is an art museum downtown,” December 13, 2015

Massey was mentioned in an article about a philanthropic couple from the Richmond area.

**CNN**: “Pivot Pharmaceuticals Strengthens Scientific Advisory Board,” December 10, 2015

An article noted that Steven Grossman, M.D, Ph.D., was appointed to Pivot Pharmaceuticals Inc.’s scientific advisory board. Additional coverage appeared on Bloomberg, Reuters, Yahoo and 25 other news outlets.
**TODAY:** “Dad with cancer given chance to see his daughter get married from his hospital bed,” December 10, 2015

A national news outlet featured the story of a bedside wedding held at Massey for a patient’s daughter. Additional coverage was given by AOL, NBC 12 WWBT and four other broadcast news stations.

**Chatham Star-Tribune:** “Center hosts December researcher conversations,” December 9, 2015

A community event presented by Massey researcher Tara Albrecht, Ph.D., was promoted in an article.

**Brunswick Times-Gazette:** “Community Connection @ 221,” December 9, 2015

Webinar sessions hosted by the Cancer Research and Resource Center of Southern Virginia in Lawrenceville were highlighted in a community calendar on two separate occasions.