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MEDIA HIGHLIGHTS

JANUARY 2023



University of Colorado **Boulder**



[Prime Effect: How CU Transformed Its Football Program with the Deion Sanders Hire](#)

BizWest

(Dec. 18, 2022) -- Less than a week after Deion Sanders' hiring was announced, the Colorado Buffaloes Football official Twitter account tweeted that the program had already garnered 1,410 season ticket deposits, sold a single-day record of \$49,800 in merchandise, recorded more than 42.3 million social-media impressions and added more than 173,000 new followers.

"This is just a taste of what they're going to experience" if Sanders — who transformed the Jackson State University football program — lives up to expectations on the field, CU Leeds School of Business professor [Alixandra Barasch](#) said.



[‘Untraditional’ Hanukkah Celebrations are Often Full of Traditions for Jews of Color](#)

The Conversation

(Dec. 16, 2022) -- In recent years, Jews of color and non-Ashkenazi Jews have been bringing attention to new Hanukkah traditions that celebrate the diversity of Judaism in the U.S. [Samira Mehta](#), associate professor of women and gender studies and Jewish studies at CU Boulder, said her work as a scholar of gender and Jewish studies often looks at how multicultural families navigate and celebrate the many aspects of their identities.



[Rare Animals’ Microbiomes Harbor Survival Secrets](#)

Scientific American

(Dec. 13, 2022) -- [Valerie J. McKenzie](#)’s lab at CU Boulder is using probiotics to try to save boreal toads from chytrid fungal disease. Amphibians have a rich microbiome on their mucus-covered skin, which is where the devastating fungus *Batrachochytrium dendrobatidis* attacks. McKenzie’s team identified a strongly antifungal bacterium that is found in the endangered toads’ Rocky Mountain habitat and in small quantities on their skin. The group showed in the lab that dousing toads in this probiotic microbe raised their ability to survive fungal infection by 40%.



[CU Boulder Leeds Report Predicts Record Colorado Employment Levels in 2023](#)

The Denver Gazette

(Dec. 5, 2022) -- “We forecast employment numbers to grow in nine of Colorado’s 11 industries in 2023,” said [Richard Wobbekind](#), senior economist at the Leeds School of Business. “The two exceptions are the construction and financial activities sectors, which are navigating the accentuated ill effects of rising interest rates.”



[Western New York Death Toll from Winter Storm Rises to 28](#)

L.A. Times

(Dec. 26, 2022) -- Scientists said that the warming Earth may have contributed to the intensity of the storm. That’s because the atmosphere can carry more water vapor, which acts as fuel, said [Mark Serreze](#), director of the National Snow and Ice Data Center at CU Boulder.



University of Colorado **Colorado Springs**



[Buccal Fat Removal: Who Decided Round Cheeks Were Something to Be Insecure About?](#)

USA Today

(Dec. 29, 2022) -- If you hadn't heard of buccal (pronounced "buckle") fat until now, you're not alone. Expectations for beauty are becoming more and more niche, and even psychologist [Elizabeth Daniels](#), who has been studying body image for over two decades, wasn't aware such a particular body part existed.

"It's interesting that something as specific as the fat laid under our cheekbones needs to be altered to meet a beauty standard," said Daniels, an associate professor of developmental psychology at UCCS.



[With Limited Resources, College Campuses in Colorado Springs Work to Meet Needs After Tragedy](#)

The Gazette

(Dec. 2, 2022) -- Students often share a similar sentiment after tragedies like the shooting at Club Q, a longtime safe space for the LGBTQ+ community: "I'm lucky it hasn't been me." This response is common among today's generation of college students, according to [Whitley Hadley](#), the director of the LGBTQ+ Resource Center and the Multicultural Office for Student Access, Inclusiveness and Community at UCCS. Even so, students are not immune to trauma, no matter how

commonplace.

“This can make people feel paused, can make people feel frozen,” Hadley said.



[New Book by Colorado Springs Professor Chronicles Famous New York City Theater](#)

The Gazette

(Dec. 11, 2022) -- [Kevin Landis](#)' new book, “One Public: New York’s Public Theater in the Era of Oskar Eustis,” chronicles the history of the theater founded by Joseph Papp as one of the nation’s first nonprofit theaters.

“The thesis is the public theater is as close as we get to American national theater,” said Landis, a professor and the director of the Theatre & Dance Program in the Department of Visual and Performing Arts at UCCS. “The book attempts to reveal how the public, in all its glories, contradictions and successes, also reflects this country.”



[2022 Brought Supply Chain Issues; What Does It Mean for the Holiday Season?](#)

KOAA

(Dec. 9, 2022) -- Throughout 2022, backlogs in the supply chain caused issues for shoppers. Whether it was difficult finding certain items or an increase in prices. As 2022 comes to an end, [Scott Van Ness](#), an instructor at UCCS, said it's a different story.

"Retailers now are sitting on anywhere from two to three seasons worth of apparel," Van Ness said. That's a good thing for consumers.



[New Winter-Focused Puppet Show Features Three Styles of Puppetry in Colorado Springs](#)

The Gazette

(Nov. 30, 2022) -- In the new original Theatreworks show "Winter Wonders," audiences are treated to three cold-weather stories and three puppetry styles, co-written by Theatreworks Artistic Director Caitlin Lowans and Colorado Springs Native American storyteller Lina Ramirez and directed and designed by Katy Williams, a puppeteer who owns Katy Williams Design.

To tell the stories, Williams and a team of half a dozen puppeteers, which includes UCCS students, will operate about 35 handmade puppets.



University of Colorado **Denver**



[Study: Access to Contraception Leads to More Women Earning College Degrees](#)

KDVR

(Dec. 7, 2022) -- A CU Denver study suggests that women living in an area with expanded access to FDA-approved contraception, such as Colorado, leads to an increase in women acquiring bachelor's degrees.

"Past research linked the introduction of the oral contraceptive pill in the 1960s to women's college completion, but it was unclear whether improvements in access to contraception in the contemporary U.S. would yield similar results," said [Sara Yeatman](#), a health and behavioral sciences professor who led the study.



[History Colorado Awards \\$4.5 Million in Grants for Diverse Cultural Preservation](#)

The Gazette

(Dec. 13, 2022) -- The \$168,869 is for a pilot scholarship program through the Dana Crawford Preservation Program at CU Denver and will promote diverse cultural preservation.

"Colorado has a unique opportunity, because of the State Historical Fund, to build a program that could be the first in the country to begin to address this need," said [Steve Turner](#), assistant professor and director of

historic preservation and classical studies at the university.



[What Happens When Millennials Can't Afford to Live in Denver](#)

5280

(December) -- This group has not had it easy. In many ways, millennials have been a generation delayed – economically and socially – compared with generations that came before them. This leads to generation's perceived ambivalence about their place in the world.

"How can you blame them?" said [Adam Lippert](#), a CU Denver sociology professor who has been doing research on millennials since 2008.



[Whitebark Pine that Feeds Grizzlies is Threatened](#)

7 News (Associated Press)

(Dec. 14, 2022) -- "There's hope here," said [Diana Tomback](#), a CU Denver biology professor and policy director for the Whitebark Pine Ecosystem Foundation. "We know how to find genetic resistance to white pine blister rust and there's a number of whitebark pine trees that have it. They will be the foundation of a planting strategy."



[Commentary - Educating Incarcerated Individuals: An Easy Choice](#)

Westword

(Dec. 18, 2022) -- CU Denver employs formerly incarcerated [Ben Boyce](#), PhD, as communications instructor.

“College programs in prison provide students with the tools to change them from incarcerated people into tax-paying citizens,” Boyce said. “It is fiscally, ethically and logically superior to the way we currently do things. And most importantly, it reduces recidivism.”



University of Colorado **Anschutz Medical Campus**



[Help is Available for Coloradans Dealing with Grief During the Holidays](#)

7 News

(Dec. 21, 2022) -- Professor [Heather Coats](#) from the CU College of Nursing said you shouldn't be afraid of having grief. She said if the grief is impacting things you do in your daily life, then you may want to consider professional help from the resources including crisis lines, the CDC grief resources and the American Psychological Association.



[Tips to Avoid Holiday Weight Gain \(for Humans\)](#)

The Hill

(Dec. 2, 2022) -- [Richard Johnson](#), professor of medicine and chief kidney disease specialist at the CU Anschutz Medical Campus, studies the causes of obesity. He explains, the kinds of food you eat — ideally low in sugar and salt — as well as staying hydrated, can help keep your body from following a pattern better suited to a bear preparing for winter.



[Ask Questions to Avoid Confusion Around Tumor Testing](#)

CURE

(Dec. 9, 2022) -- Biomarker testing helps guide cancer treatment decisions, but there's no hiding that the field is complex and often difficult for patients to understand. According to [Christopher Lieu](#), co-director of gastrointestinal medical oncology at CU Cancer Center in Aurora, general discussions around biomarkers, genetics and proteins can overwhelm patients.

One of the main ways patients can ease their concerns and ensure they're not as overwhelmed, according to Lieu, is to ask their provider a set of questions.



[U.S. Hospitals Report Rise in Severe Strep A Infections in Children](#)

NBC News

(Dec. 15, 2022) -- "Oftentimes, kids who develop severe group A strep infections will start out with having a viral respiratory infection," said [Sam Dominguez](#), an infectious disease specialist at Children's Hospital Colorado and a professor at the CU School of Medicine.



[How Long Can Running Keep Alzheimer's at Bay?](#)

Runners World

(Dec. 12, 2022) -- "We all have healthy cells inside of our brain that allow us to speak, talk and think," said [Victoria Pelak](#), neurologist at the CU School of Medicine. "They interact with other cells in the cortex that do a lot of automated functions, like keeping our heart rate going, or allowing us to digest."

For all of us, those cells begin to die off in our 40s, but in an Alzheimer's patient it's accelerated "10 to 100 times beyond the speed of death of our brain cells in the cortex over time," she said.

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