THE CANCER LETTER

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FDA Claims News Coverage Violated Privacy Of Applicants For Oncology Job

By Paul Goldberg

FDA has asked **The Cancer Letter** to refrain from aggressive coverage of the agency's selection of the director of the Office of Oncology Drug Products.

"[We] would hope you… would report on developing events in a way that respects the integrity and privacy of our personnel process," Sandra Kweder, deputy director of the Office of New Drugs and head of the search committee, wrote in a letter to this publication.

On Feb. 18, **The Cancer Letter** published the names of the three FDA

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Legacy Foundation Calls Time Inc. "Hero" Of Tobacco Control, But Activists See Villain

By Kirsten Boyd Goldberg

The American Legacy Foundation earlier this week gathered a few hundred of its donors at a Midtown Manhattan banquet hall to honor "modern-day heroes" of tobacco control.

While no one quibbled about the choice of location (Cipriani 42nd Street) or the cost ($500 a plate), the choice of "heroes" has set off reverberations of outrage among antismoking activists and researchers.

The list of honorees that night included Time Inc., the publisher of more than 125 magazines that accept tobacco advertising and exactly five that don't. The award category, too, angered the critics: "for making progress in tobacco-free publications."

These activists, many of them long-time critics of both Legacy and Time Inc., said the company and its parent, Time Warner, has made no visible progress toward making its products tobacco-free.

• "One has to question the sanity of those who would honor a publisher that has been in cahoots with the tobacco industry for decades," said Alan Blum, director of the University of Alabama Center for the Study of Tobacco and Society.

• "This is nonsense," said Michael Siegel, associate professor at Boston University School of Public Health. "You either take tobacco ads or you don't. This Legacy award is a complete sham, and it makes a mockery of half a century of public health efforts to curb tobacco use and promotion."

• "Time Warner may or may not have 'made progress' by reducing the number of ads in its youth-oriented or youth-friendly magazines, but I know for sure it's making bundles of money by delivering kids to the tobacco

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"No Overriding Public Need" In Coverage, FDA Official Says

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staff members and two academics vying for the position the agency created to consolidate its cancer programs.

Kweder's letter didn't dispute the accuracy of the story. She claimed that coverage constituted an invasion of privacy of the candidates and may have harmed the agency's recruitment efforts. "We are concerned that publication of these speculations could undermine and delay the selection of a candidate for this position," Kweder wrote in the letter dated Feb. 25.

In the letter, Kweder cited the Code of Ethics of the Society of Professional Journalists. "The Society of Professional Journalism [sic.] urges journalists to 'recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy,'" she wrote.

"We see no overriding public need to speculate about the status of possible candidates involved in this job search," Kweder wrote.

Robert Lystad, First Amendment counsel to SPJ, disagrees. "The FDA is turning the Society's Code of Ethics on its head," said Lystad, a lawyer with the Washington firm of Baker & Hostetler. "As the eyes and ears of the public, journalists should be vigorously pursuing a matter of this magnitude."

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Journalism groups and experts in First Amendment law said it's unusual for a government official to make so blatant an attempt to manipulate press coverage or to lecture reporters on the ethics of journalism. "This is just chutzpa of the highest order," said Rebecca Daugherty, director of the Freedom of Information Service Center of the Reporters Committee for Freedom of the Press.

Kweder's letter focuses attention on yet another potentially flawed process at FDA at a time when the agency is fending off Congressional investigations of its failure to detect toxicity of COX-2 inhibitors and to include proper warnings in their labels. Testifying at a Senate hearing earlier this week, Kweder acknowledged "lapses" in the agency's handling of Vioxx.

It would be a stretch, if not a lapse, to describe an applicant for one of the most important government jobs in the testing and approval of cancer drugs as a "private person," experts in media law agree.

The provision of the SPJ Code of Ethics cited by Kweder might lead a reporter not to use the name of a child of an alleged sex offender, refrain from listing medications prescribed for a person whose work in no way affects the public, or shield a woman who was raped or who reported an abusive husband to the authorities.

"There are many people, who, through natural disaster, crime, or accident, are suddenly thrust into the public eye and are not very sophisticated in dealing with the media," said Gary Hill, chairman of the SPJ Ethics Committee and director of investigations at KSTP-TV in Minneapolis. "Our code calls on journalists to recognize this and to minimize harm by being sensitive to them and not exploiting their situation."

Daugherty said applicants for the FDA job in question shouldn't expect to be shielded.

"These are not personal matters," Daugherty said. "These people are looking for a public job, to be paid with public funds, and to carry out public responsibilities."

The five individuals in the running for the office director's job have established themselves as public figures.

The three FDA employees are public figures by definition. The two academics on the list have received public attention in the past. They published papers in scientific journals, made presentations at medical conferences, and one of the two has served as chairman of the FDA Oncologic Drugs Advisory Committee.

"[People] begin to set aside their claim for privacy when they seek a position that is not only public, but also powerful and influential," said SPJ's Hill. "If they have frequently sought the limelight in their academic

positions, as many academics do, they also had a reduced expectation of privacy."

Identification of these candidates is clearly in the public interest, said Daugherty.

"The more eyes you have on the selection of those people, the better," she said. "How would you know that these people are qualified if you don't know who they are? The idea that the public doesn't have an interest in knowing who is being considered for direction of any agency or office is just outrageous."

The press has an ethical obligation to report such information, Hill said. "The process should be scrutinized by the media," he said. "One of our highest ethical impulses is to 'seek the truth and report it.' Our code also calls on us to 'recognize a special obligation to ensure that the public's business is conducted in the open.'"

Waiting for the selection process to run its course, or waiting for information to be released under the Freedom of Information Act isn't the optimal way to achieve this. "FOIA is frequently so slow and toothless that the public only gets the information when it is historic rather than news," Hill said. "Good news organizations should be working to dig out the information while it still matters."

Daugherty said Kweder's letter indeed points to a failure of ethics, albeit of a different flavor. "In my book, it's unethical for the government to start telling journalists how they should report the news," she said.

The agency's behavior is baffling, said SPJ attorney Lystad. "One would think that the FDA would encourage, not discourage, public scrutiny into the selection of a government cancer czar," Lystad said. "That's what good government is supposed to be about."

Steven Lieberman, a Washington attorney who specializes in media law and patent issues in the pharmaceutical industry, said Kweder's letter evokes memories of another country at a different time.

"This letter is an outrageous effort to deter a legitimate journalistic inquiry into matters of great public concern to hundreds of thousands of Americans," said Lieberman, an attorney with the Washington firm of Rothwell, Figg, Ernst & Manbeck, who represents **The Cancer Letter**. "This is the United States, not the Soviet Union, and the sooner Dr. Kweder realizes that, the better she will be able to discharge her responsibilities to the American public."

The Cancer Letter has received numerous SPJ awards, and is the only publication to have won more than one Robert D.G. Lewis Award from the society's Washington Professional Chapter. The publication has won this "watchdog award" three times.

As a consequence of the ImClone scandal, which was uncovered by **The Cancer Letter**, FDA is under a Congressional mandate to merge and standardize its oncology programs.

Testifying under oath at a hearing of the Subcommittee on Oversight and Investigations of the House Committee on Energy and Commerce in October 2002, then Acting FDA Commissioner Lester Crawford said the agency's drugs and biologics divisions would be merged into a single unit that would be directed by Richard Pazdur, director of the Division of Oncology Drug Products (**The Cancer Letter**, Feb. 18).

However, Crawford's plan ran into internal opposition, and the current selection process was begun.

Pazdur's supporters have kept up pressure on the agency.

The American Society of Clinical Oncology and the National Coalition for Cancer Survivorship endorsed his candidacy for the new office. Pazdur also has the endorsement of his staff. A letter signed by 43 of the division's employees was submitted to agency officials earlier this month.

Other candidates for the job are Patricia Keegan, director of the FDA Division of Therapeutic Biological Oncology Products; Karen Weiss, director of the Office of Drug Evaluation VI; Charles Schiffer, of the Karmanos Cancer Institute; and John Marshall, of the Vince Lombardi Cancer Center.

The text of Kweder's letter follows:

"We were disappointed to see a detailed report in **The Cancer Letter** on FDA's process for selecting a new director for the Office of Oncology Drug Products that included uncorroborated names of possible candidates. We understand and are pleased by the intense interest of your readers; however, we would hope you as the editor of **The Cancer Letter** would report on developing events in a way that respects the integrity and privacy of our personnel processes.

"The Society of Professional Journalism urges journalists to 'recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.' We see no overriding public need to speculate about the status of possible candidates involved in this job search.

"We are concerned that publication of these

speculations could undermine and delay the selection of a candidate for this position. The Food and Drug Administration has taken proactive steps to involve the cancer community in the development of this Office of Oncology Drug Products, so that it meets the community's needs as well as our own. We believe this collaboration has been very positive; however, mutual trust and respect must be maintained in order to build a productive relationship for the future."

The letter was written on official FDA stationery, and signed by Kweder. Copies were sent to Janet Woodcock, FDA acting deputy commissioner for operations; Steven Galson, acting director of the Center for Drug Evaluation and Research; and John Jenkins, director of the Office of New Drugs.

These three officials are expected to take part in choosing the office director.

It is unclear how Crawford's recent nomination to the job of FDA Commissioner would affect the selection process.

Tobacco Control:

Legacy Says Time Is Making "Progress" On Tobacco Ads

(Continued from page 1)

companies through its movies," said Michael Crosby, tobacco program coordinator at the Interfaith Center of Corporate Responsibility, in Milwaukee, Wisc., which filed a shareholder resolution in 1995 challenging tobacco ads in Time Inc. magazines. "Giving such an award is unconscionable."

• "It's outrageous, unbelievable. By honoring Time Inc., the foundation is handing the company a shield to protect itself against attack for putting tobacco ads inside schools, and for lack of any serious journalism about nicotine addiction," said John Polito, director of dependency prevention for WhyQuit.Com, a group that began a campaign last year to persuade Time Inc. to remove tobacco ads from magazines sent to schools.

• "While Time Inc. has taken some steps to support tobacco control, it is shocking that the corporation is being given a high-profile award for its advancement of the cause," Rivka Weiser, of the American Council on Science and Heath, wrote in an opinion piece for the council. "It is not just that Time Inc.'s major magazines promote smoking, but that some have done so in particularly egregious ways. TIME and People recently featured advertisements for new candy-flavored cigarettes."

Legacy hasn't responded to critics and didn't return calls from **The Cancer Letter**. Time Inc., too, didn't respond to requests for comment.

Coverage, Support, and A Platform

According to a Legacy press release, Time Inc. and Time Warner helped the foundation "reach a national audience with its educational and awareness campaigns."

Legacy's invitation to the fundraising dinner cited the following accomplishments on the part of the company:

• Time Warner "produced substantive coverage—especially with CNN—of the foundation and its Circle of Friends program."

• The Time Inc. Women's Group and America Online "lent important support to the first Circle of Friends NY Mini 10K race last summer in Central Park." No dollar amount was specified.

• "For four consecutive years, the FORTUNE Summit has provided a platform for American Legacy Foundation to reach a highly influential audience of accomplished women." According to the FORTUNE Web site, Legacy president and chief executive officer Cheryl Healton spoke at this conference for business women.

• "Another Time Warner division, Warner Bros., is involved with the foundation and the Entertainment Industry Foundation on the 'Hollywood Quits' initiative, a smoking cessation program aimed at members of the entertainment industry."

• Finally, "We are also gratified that a selection of Time Inc.'s magazines—including Real Simple, Baby Talk, Health, Cooking Light, and Parenting—do not accept any tobacco product advertising."

On Legacy's Web page of corporate partners, Time Warner is listed at the top.

The value of what Time Inc. has given Legacy is unclear, but there is a specific amount that Legacy gave Time Inc.: $240,000 in 2002, listed under the "sponsorships and contributions" section of the foundation's 990 form, required by the Internal Revenue Service to be filed by tax-exempt organizations.

At the awards dinner, the foundation also honored New York City Mayor Michael Bloomberg, for promoting smoking cessation and clear air regulations; Novartis, for more affordable nicotine replacement patches; and Sherri Watson-Hyde, executive director of the National African American Tobacco Prevention Network, for tobacco control and prevention advocacy among minorities and youth.

"Each of these individuals and organizations are

being saluted for playing different roles in this effort, but collectively they share our sense of purpose and our commitment to making our nation tobacco-free," Legacy president Healton wrote in the invitation.

A Legacy press release described the dinner as a "star-studded event with actress Mena Suvari and other celebrities to honor individuals and groups working toward building a world where young people reject tobacco and anyone can quit—the foundation's mission."

Legacy was created to "counter-market" tobacco as part of the 1998 Master Settlement Agreement between American tobacco companies and the attorneys general of 46 states. The foundation spent $138 million and had a reserve of $948 million in 2002, according to its most recent available tax filing.

Unfortunately for Legacy, the settlement agreement contained a catch that ended about 80 percent of its contributions from the tobacco industry, after 2003. The foundation will continue to receive $25 million a year through 2008 from the MSA, and $96 million a year for 10 years from a separate settlement with makers of smokeless tobacco (**The Cancer Letter**, Oct. 29, 2004).

Legacy officials have termed the decline in payments a "funding crisis" that threatens to end its work in public education (**The Cancer Letter**, Jan. 7, 2005). The foundation's supporters are attempting to persuade the tobacco companies and the attorneys general to amend the MSA to reestablish the payments. The foundation is a major contributor to C-Change.

MSA Forbids Marketing to Youth

Four Time Inc. publications--TIME, Entertainment Weekly, People, and Sports Illustrated--exposed more than 4 million youths to 219 tobacco ads in 2004, an increase from 138 tobacco ads in 2001, researchers Siegal and Blum said. Tobacco advertising in these magazines was higher in the first two months of 2005 than during the same period last year, they said.

Media research firms estimate that about 1.4 million youths aged 12-17 read TIME, 1.8 million read Entertainment Weekly, 3.2 million read People, and 3.7 million read Sports Illustrated.

After the settlement agreement, Philip Morris suspended cigarette advertisements from People and Sports Illustrated due to their high level of youth readership, adopting a proposed FDA standard of a maximum of 15 percent youth readership, or 2 million youth readers, according to Weiser of ACSH. Other tobacco companies adopted a less strict standard.

The recent ads for new flavored cigarettes are cause for concern, Weiser wrote. "Advertisements for these cigarettes, which are probably particularly appealing to young people, are at best irresponsible for portraying a deadly product as candy; at worst, they are in violation of the MSA's prohibition against directly or indirectly targeting youth with cigarette advertisements," she wrote.

Time Warner's movies accounted for 25 percent of all tobacco "impressions" delivered to youth by first-run films between 1999 to 2003, Siegal and Blum said. On-screen smoking has been estimated to recruit 390,000 new teenage smokers a year, according to a 1993 commentary in The Lancet. A study by Dartmouth Medical School researchers that followed more than 2,500 adolescents for two years found that those teenagers who saw the most smoking in movies were three times more likely to start smoking than those who saw the least.

In fact, Legacy has deemed the problem worthy of attention. The foundation joined with Smokefree Movies Action Network to declare Feb. 22 the "Smokefree Movies International Day of Action." The groups called for an R rating for new movies that contain smoking. According to a Legacy press release on that event, "research in the United States has shown that 50 percent of youth smoking initiation can be traced to exposure to smoking in movies."

"At the same time that the American Legacy Foundation bemoans the high exposure of youths to cigarette advertising in magazines and in movies, it rewards the very company largely responsible for these exposures," Blum said.

"The data now show that more kids are led to smoke from watching it in movies than all the tobacco advertising in non-movie media," said Catherine Rowan, a corporate responsibility consultant for Trinity Health, of Novi, Mich., one of several religious institutional investors that have filed resolutions opposing smoking in movies with Time Warner and other companies, including Disney, General Electric/Universal, and Viacom/Paramount.

"Time Warner should be honest about its influence on young people to take up smoking and refuse this 'honor' from the Legacy foundation," Rowan said.

"Micro-Marketing" Experiments

Polito, of WhyQuit.Com, accuses Time Inc. and the tobacco companies of actively recruiting youth to take up smoking by sending magazines containing tobacco ads to schools.

Last fall, Polito began visiting school libraries to look for the magazines and photograph the tobacco ads. Polito said he couldn't find a single public school library in his community, Mount Pleasant, S.C., that didn't offer Time Inc. magazines containing tobacco ads.

Since 1989, Time Inc. has been able to print different versions of its magazines and mail them to selected customers, using "selective binding" technology and a sophisticated customer database, Polito said.

Documents available in tobacco industry archives made public as a result of the MSA show that Time Inc. and Philip Morris merged their customer databases in 1993 to conduct micro-marketing experiments to create targeted tobacco ad versions of Sports Illustrated, People, and TIME, Polito wrote in an article on WhyQuit.Com.

Ads for three brands (Marlboro, Virginia Slims and Merit) ran in the magazines over a three-week period. Following up with telephone calls, market researchers determined that the intended magazine version arrived at the intended address 100 percent of the time, according to a Philip Morris document dated April 25, 1994.

"It is important to note that given legal implication, this project continues to be confidential in nature and involvement should be limited to those who need to know," the tobacco company's document concludes.

Polito said he finds "unconscionable" Time Inc.'s apparent lack of concern about exposing youth to tobacco.

"They have had the ability to stop targeting youth for two decades and they continue to," Polito said. "That ought to stop immediately. It shouldn't take the attorneys general and school boards and parents telling them to."

Turning to magazine article content, Polito searched TIME magazine's archives. He found that the word "nicotine" has appeared in 147 articles since 1990, compared to 258 articles mentioning heroin, 476 on cocaine, and 820 on alcohol.

"Addiction to smoking nicotine now accounts for roughly 30 times more annual deaths than all illegal drugs combined," he said. "But they aren't writing about that."

Polito emailed TIME last fall, asking the magazine to "pledge that TIME would end its recruiting role for the world's #2 killer."

In an email dated Nov. 29, 2004, he received the following response from Betty Satterwhite, of TIME letters: "TIME, like all commercial magazines, must carry ads; it is largely through ads that the huge cost of putting together each week's issue can be met. And as long as the products in the ads are legitimate items of commerce--and as long as the ads are within the bounds of good taste--we accept them. And that includes cigarette ads."

Funding Opportunities:
Program Announcements

PA-05-059: In Utero Exposure to Bioactive Food Components and Mammary Cancer Risk

Application Receipt Dates: Standard dates apply, see http://grants.nih.gov/grants/funding/submissionschedule.htm.

Participating organizations invite R01 and R21 applications to research the relationship between exposures to bioactive food components and/or environmental chemicals *in utero*, hormonal and growth factor response, gene expression or epigenetic changes and subsequent mammary cancer risk in preclinical models. Although much evidence suggests that dietary components are linked to cancer prevention, the specific nutrients, sites of action, and role of exposure *in utero* remain elusive. Similarly there are data suggesting a role for environmental agents such as mycotoxins, heterocyclic amines, and environmental chemicals with endocrine activity in the etiology of mammary cancer but the doses, windows of susceptibility and mechanisms are unclear. The funding opportunity encourages applications that apply new high-throughput genomic, epigenomic, proteomic, and metabolomic technologies to determine how dietary exposures *in utero* influence adult breast cancer susceptibility. The resulting information would define effective maternal dietary intervention strategies for breast cancer prevention in her offspring. The PA is available http://grants.nih.gov/grants/guide/pa-files/PA-05-059.html.

Inquiries: For NCI--Cindy Davis, Division of Cancer Prevention, phone 301-594-9692; fax 301-480-3925; e-mail davisci@mail.nih.gov.

PA-05-040: Molecular Approaches to Diet and Pancreatic Cancer Prevention

Application Receipt Dates: Standard dates apply,

Participating organizations invite preclinical and clinical R01 applications to determine how dietary energy intake and bioactive food components, including alcohol, influence pancreatic cancer development and prevention. The PA encourages collaboration between nutritional scientists and cancer biologists, oncologists and gastroenterologists to jointly examine key mechanisms in the pancreatic cancer process (e.g., carcinogen metabolism, cell division, differentiation, apoptosis) to establish mechanistic links between quantity and form of energy consumed and/or bioactive food component intakes with pancreatic tumor incidence and behavior. Investigators are encouraged to use the NCI Cancer Genome Anatomy Project database on human and mouse genomics including expressed sequence tags, gene expression patterns, single nucleotide polymorphisms,

cluster assemblies, and cytogenetic information (http://cgap.nci.nih.gov/). Investigators interested in submitting Small Grants Program grant applications R03 on this topic are directed to use the Small Grant Program opportunity listed at http://grants.nih.gov/grants/guide/pa-files/PAR-04-147.html. This PA is available at http://grants1.nih.gov/grants/guide/pa-files/PA-05-040.html.

Inquiries: For NCI--Sharon Ross, Division of Cancer Prevention, phone 301-594-7547; fax 301-480-3925; e-mail rosssha@mail.nih.gov.

PAR-05-057: Continued Development and Maintenance of Software

Application Receipt Dates: May 17 and Sept. 13 in 2005, 2006, and 2007

The purpose of the PA is to assure the availability and continued usefulness of existing biomedical informatics/computational biology software: for existing software that serves a biological, clinical, or behavioral community of users. The goal is to develop, maintain, test and evaluate existing software. The proposed work should apply best practices and proven methods for software design, construction, and implementation to extend the applicability of existing biomedical informatics/computational biology software to a broader biomedical research community. First, contemporary software must be easy to modify and extend, and must be fully documented. Second, interoperability among different software packages or among software and existing databases is a major concern. Applications with the goal of extending interoperability are welcome under this program announcement. Finally, efforts to combine existing software with modern ontologies or libraries of controlled vocabularies also are well suited to the goals of this program announcement. Such applications might include (1) assessing data flow and use; (2) defining the terms used for data, fields, operations, etc.; (3) defining the relationships among terms and functions; (4) defining data models and schemas; and (5) other similar activities. It is important to emphasize that these activities are appropriate as they relate closely to the particular software itself, or to making the particular software interoperable with other specific software or databases. Thus the use of widely used ontologies, data models, etc. is encouraged. The PA uses the R01 mechanism as well as supplements to existing NIH awards. The PA is available at http://grants.nih.gov/grants/guide/pa-files/PAR-05-057.html.

Inquiries: For NCI--Jennifer Couch, Structural Biology and Molecular Applications Branch, Division of Cancer Biology, phone 301-435-5226; e-mail couchj@mail.nih.gov.

RFP Available

RFP N02-CP-51001-66: Laboratory Support for Processing and Storage of Biological Specimens from Persons at High Risk of Cancer

Response Due Date: April 4

NCI Division of Cancer Epidemiology and Genetics is seeking a contractor to maintain the existing inventory of biologic specimens and to receive, process and store new samples as they are collected. The contractor will provide services in accordance with contractor developed, government approved protocols for: a) Separation and viable cryopreservation of blood mononuclear lymphocytes; b) Separation, aliquoting and storage of serum, plasma and/or urine as needed; c) Cryopreservation of bone marrow samples; d) Cryopreservation of whole tumor tissue; e) Viable cryopreservation of previously established lymphoblastoid cell lines; f) Storage of DNA and other biological materials as specified by the Project Officer (e.g., pathology slides and tissue block); g) Extraction of DNA from biologic materials; h) Specimen processing as required by NCI to preserve special biologic materials; i) Logging in, labeling and tracking of each vial of each sample employing an NCI developed computerized specimen tracking system, including all laboratory safeguards to insure the fidelity and purity of each sample; j) Maintenance of the previously-established repository currently containing more than 2.9 million biological specimens and allowance for an estimated increase of up to 50 percent of freezer storage space; k) Under the direction of the Project Officer conduct laboratory methods studies that establish optimal conditions for collection, processing, shipping and storage of biologic materials.

The RFP is available at http://www.fbodaily.com/archive/2005/02-February/18-Feb-2005/FBO-00752791.htm.

In Brief:

ASCO Elects Hortobagyi As President For 2006

GABRIEL HORTOBAGYI was elected president of the American Society of Clinical Oncology for a one-year term beginning June 2006. He will take office as president-elect during the society's annual meeting in Orlando this May. Hortobagyi is chairman of the Department of Breast Medical Oncology and professor of medicine at University of Texas M.D. Anderson Cancer Center. He also holds the Nellie B. Connally Chair in Breast Cancer, and serves as director of the Multidisciplinary Breast Cancer Research Program. He is chairman of the Health Advisory Board of the Susan G. Komen Breast Cancer Foundation, and chairman of the Data and Safety Monitoring Committee of the National Surgical Adjuvant Breast and Bowel Project. Hortobagyi has been an ASCO member since 1977 and served as a member of the board, chairman of international affairs, cancer education, and the nominating committee. He is an internationally recognized expert on the use of systemic therapy for the treatment of breast cancer. Four new board members and two nominating committee members were elected for three-year terms to begin in

May 2005. New board members are: **Jamie Von Roenn**, professor of medicine, Feinberg School of Medicine and Robert H. Lurie Comprehensive Cancer Center, Northwestern University; **George Sledge Jr**., professor of medicine and pathology, Indiana University School of Medicine, and program director, Breast Cancer Program, Indiana University Cancer Center; **Alexander Eggermont**, professor and head of surgical oncology, Erasmus University Medical Center, Daniel Den Hoed Cancer Center, the Netherlands, and president of the European Organisation for Research and Treatment of Cancer; and **Barbara McAneny**, CEO, New Mexico Oncology/Hematology Consultants. New nominating committee members are: **Mace Rothenberg**, Ingram Professor of Cancer Research, Vanderbilt-Ingram Cancer Center; and **Ronald Blum**, director, Beth Israel Cancer Center. . . . **UNIVERSITY OF SOUTHERN CALIFORNIA** Norris Comprehensive Cancer Center received $15 million from **Henrietta Lee** to establish the Henrietta C. Lee and Harold E. Lee Women's Health Center. Lee is a longtime benefactor who funded the Harold E. and Henrietta C. Lee Breast Center and two endowed chairs in 1999. In 2002, Lee gave $5 million to enable the Lee Breast Center to expand to include ovarian diseases. The new Women's Health Center will be located on the third or fourth floor of the Norris center. Part of the $15 million endowment also will be used to recruit researchers and clinicians working in breast and ovarian cancers. "Lee's generosity has had a huge impact on the quality of our patient care services and on our research programs in women's cancers," said **Peter Jones**, Norris center director. To date, Lee has given more than $25 million to fund research and clinical activities at USC. . . . **FOX CHASE** Cancer Center received $5 million to recruit the husband and wife team of **Monica Morrow** and **V. Craig Jordan** to the Division of Medical Science, as well as to fund the development of a breast cancer research program. The gift comes from **Kenneth Weg**, a Fox Chase board member and his wife, Carol. Jordan, a pharmacologist known for his work with tamoxifen, and Morrow, breast cancer surgeon, served on the faculty of Northwestern University and Northwestern Memorial Hospital since 1993. When she arrived in August, Morrow also was appointed chairman of surgical oncology at Fox Chase and was named the G. Willing Wing Pepper Chair in Cancer Research. Jordan, who joined FCCC in January, has been named vice president and scientific director for the medical science division. He will hold the new Alfred G. Knudson Jr. Chair in Cancer Research. . . . **SIX CENTERS** have begun a study funded by NCI to validate whether des-gamma carboxyprothrombin can identify those at risk for liver cancer. The investigators conducting the validation study, headed by **Jorge Marrero**, of the University of Michigan, and **Paul Wagner**, program director in NCI's Cancer Biomarkers Research Group, plan to enroll 450 patients diagnosed with liver cancer, of which at least 170 will be early stage. Another 450 patients with cirrhosis and no cancer will serve as controls. Samples collected from pateints will be analyzed for DCP using an assay manufactured by Eisai Co., of Teaneck, N.J. The primary goal is to determine whether DCP can lead to improved accuracy in detection of early-stage hepatocellular carcinoma. Final results are expected in early 2007. Besides Michigan, the centers and principal investigators are Mount Sinai Hospital, **Myron Schwartz**; University of Pennsylvania, **Rajender Reddy**; Mayo Clinic, **Lewis Roberts**; St. Louis University, **Alex Befeler**; and Stanford University, **Mindie Nguyen**. **Ziding Feng**, at the Fred Hutchinson Cancer Research Center, heads the Data Management and Coordinating Center. . . . **CHARLES ERLICHMAN** was named deputy director for clinical affairs for Mayo Clinic Cancer Center. He will integrate research programs with the clinical oncology practice at Mayo and facilitate the interaction between Mayo Clinic Cancer Center's three sites in Arizona, Florida, and Minnesota. Erlichman will continue as chairman of the Department of Oncology. . . . **ALFRED KNUDSON Jr**., will receive the Bristol-Myers Squibb Freedom to Discover Award for distinguished achievement in cancer research for the two-hit theory describing the role that genes and heredity play in causing cancer. He is senior advisor to the president of Fox Chase Cancer Center. The award, a $50,000 cash prize and a silver medallion, will be presented at the annual Bristol-Myers Squibb Distinguished Achievement Awards Dinner Oct. 19 in New York. . . . **SAMUEL EPSTEIN** will be awarded the Albert Schweitzer Golden Grand Medal for Humanitarianism, the degree of Doctor Honoris Causa in Humanities, and honorary membership in the Polish Academy of Medicine from the Albert Schweitzer World Academy of Medicine for his work in cancer prevention. Epstein is professor emeritus of environmental and occupational medicine, University of Illinois at Chicago School of Public Health, and chairman of Cancer Prevention Coalition. He will receive the award at the International Symposium of the Polish Academy of Medicine June 10 in Warsaw and will deliver a speech entitled, "Cancer-Gate: How to Win the Losing Cancer War," which is also the title of his book published this week by Baywood Publishing Co.

Copying Policy for The Cancer Letter Interactive

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--Consider purchasing multiple subscriptions. Contact us for information on multiple subscription discounts.

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