

## Bicyclist rides 10,500 miles for cochlear implant awareness

By Amy E. Hamaker

Early childhood is a time for discovery, playing with friends and learning more about the world. But for Jacob Landis, it was also a time for that world to go silent.

Two-year-old Landis took his first hearing test when his mother felt that his speech development was slower than normal. Landis' hearing was compromised, and over the next three years, his hearing continued to deteriorate — he was fitted with his first hearing aids in kindergarten. By fourth grade, Landis had lost his hearing entirely.

After more than 600 appointments with otolaryngology doctors, audiologists and other specialists, Landis was finally referred to John Niparko, MD. In June 1999, Niparko performed cochlear implant surgery on Landis, who was just 10 years old.

Cochlear implants are medical devices that can bring a sense of sound to those who are deaf or very hard of hearing. The implants are surgically placed under the skin behind the ear. They do not amplify sound like conventional hearing aids; instead, they deliver electrical impulses to the auditory nerve, which sends information to the brain.

Now an adult, Landis helps cochlear implant candidates, and speaks at medical conferences and to college engineering students about design and function of the devices. Landis is also a serious baseball fan and an avid bicyclist, and he recently combined these passions in a ride across the country

to benefit others.

In April, Landis began a coast-to-coast, 10,500-mile cycling tour of all 30 Major League Baseball stadiums to raise awareness and money for the hearing impaired who would benefit from cochlear implants but cannot afford it. Having started at National Park in Annapolis, Md., Landis will end his tour on Sept. 24 at Marlins Stadium in Miami.

Although Niparko gave Landis his cochlear implant at Johns Hopkins 14 years ago, he jumped at the opportunity to ride in support of his former patient and such an important cause. "Jacob's effort in raising national awareness of what can be done to restore hearing to deaf children has been remarkable," said Niparko, now professor and chair of the Department of Otolaryngology-Head and Neck Surgery and holder of the Leon J. Tiber and David S. Alpert Chair in Medicine at the Keck School of Medicine of USC. "He's telling a story of his life made possible by advances in implantable technologies. On our ride, more than 30 riders were inspired by his courage and leadership."

Funds raised by Jacob's ride will go to existing foundations and hospitals that work with cochlear implant candidates. For more information on the ride, visit [www.jacobsride.com](http://www.jacobsride.com).



Jacob Landis (left) received his cochlear implant from John Niparko, MD, (right) who joined Landis during a portion of his 10,500-mile ride to support those who are eligible for cochlear implants.

Courtesy Jacob Landis

## Four new specialists bolster ear, throat patient services at Keck Medicine of USC

By Alison Trinidad

USC has recruited four physicians specializing in the diagnosis and treatment of disorders that affect hearing, balance, speech, swallowing, sleep and facial function to join its faculty physician practice.

Leading otologist and surgeon Rick A. Friedman, MD, PhD, has been named professor of otolaryngology

and neurosurgery at the Keck School and division director of otology, neurotology and skull base surgery. An expert in acoustic neuroma care, Friedman will begin seeing patients who suffer from diseases that affect the ears, balance system and skull base at the Keck Medical Center of USC this month.

Eric J. Kezirian, MD, MPH, joins

the Keck School from the of the University of California, San Francisco. A professor of otolaryngology, he is internationally recognized for his expertise in the surgical treatment of snoring and obstructive sleep apnea, and is the only surgeon in Los Angeles specializing in the field.

Facial plastic surgeon Jon-Paul Pepper, MD, and laryngologist Lindsay

S. Reder, MD, have been named assistant professors of otolaryngology at the Keck School. Pepper specializes in facial reconstruction, facial paralysis treatment and aesthetic procedures of the face, focusing on the improvement of both function and appearance of the head and neck. He will begin seeing patients in the fall.

Reder, who recently completed a fellowship in laryngology at Harvard's Massachusetts Eye and Ear Infirmary, begins seeing patients with voice and swallowing disorders this month.

"Research is an integral part of any academic medical center, and this group of physicians exemplifies USC's translational aim to bring scientific innovation to the patient bedside," said Carmen A. Puliafito, MD, MBA, dean of the Keck School. "We're pleased to welcome them to the Trojan Family."

"What makes our academic medical center unique is the combined expertise of leading specialists in different areas of medicine," said Scott Evans, PharmD, MHA, CEO of Keck Hospital of USC and USC Norris Cancer Hospital. "Our patients look for the best of the best. This team of leading head and neck physicians represents just that, and is a prime example of why we are a trusted leader in academic medicine."

Friedman, who has served as associate clinical professor in the Graduate School of Hearing Communications at the Keck School since 1998, brings more than \$2 million in research funding from the National Institute on

### Changes at *The Weekly*: Less is More

In the previous edition of *The Weekly*, we announced that we would be publishing biweekly starting with this issue. Many of you who pick up *The Weekly* at campus newsstands or receive it in the mail will continue to see us in print every two weeks.

If you want more of *The Weekly*, you can find us at [www.theweekly.usc.edu](http://www.theweekly.usc.edu). It's another way for you to catch up on the latest news from the Health Sciences Campus and other Keck Medicine of USC locations.

We'll be updating content regularly at *The Weekly* online. All the features and articles you enjoy will be there whenever you visit. You won't have to wait until the paper comes out — unless you prefer it that way.

Why are we making these changes? It opens up new opportunities to interact more spontaneously with our readers. We can share videos, more photos and links to additional content. Before long, we hope to offer opt-in email delivery.

*The Weekly* will continue to evolve and be supplemented by other types of digital communications. A flat-screen TV communications system is in the planning stages, so even more news and information will be close by and up to date.

As we add more ways to share news, you'll see less of *The Weekly* in print. In January 2014, we plan to publish monthly.

Reducing the number of print editions is the green way to go. It will save paper, energy and other resources, and free up budget dollars to further enhance communications.

It's an idea whose time has come, but it leaves us with a burning question: Can a newspaper that's published biweekly or monthly still be called "*The Weekly*?"

We say "yes!" Beyond preserving the traditional name, we looked at the frequency of publication in print — and online. Even when the print version comes out monthly, the online version will be updated often, perhaps even daily. The flat screens will deliver content continuously. Averaged out, what do you get? *The Weekly*.

Now you can have *The Weekly* your way: in your hands or on the screen.

We'd like to know what you think. Write us at *The Weekly*, USC Health Sciences Public Relations & Marketing, Keith Administration Building, 1975 Zonal Ave.,

KAM 400, Los Angeles, CA 90033 or email us at [hscwky@usc.edu](mailto:hscwky@usc.edu).

By going to print less often, we're bringing you more of *The Weekly*!



# Noninvasive monitor gift will help physicians diagnose cardiac patients

By Amy E. Hamaker

Bernice Christenson has a long history with USC, beginning with her time studying for her master's degree in education in 1955. She was a founding member of the Keck Hospital of USC Hospital Guild, and president in 1995; she received the Widney Alumni House Award in 1997 for outstanding leadership, volunteerism and loyalty to the university.

At 95 years old, Christenson continues her support of USC through the gift to Keck Hospital of USC of \$15,000 for a noninvasive monitor that will help physicians to better evaluate cardiac conditions with less discomfort to patients.

The Cheetah NICOM hemodynamic monitor will provide measurements of cardiac function that would otherwise be available only through invasive cardiac catheterization.

"When we're trying to assess the fluid status in relation to the heart function, we use an invasive method called a Swan-Ganz catheter," explained Luanda Grazette, MD, MPH, during a recent luncheon celebrating Christenson's gift. "This catheter allows us to access the heart using a catheter placed through a vein in the neck. In this way we measure the heart's pressures and function. It's an

important procedure, but it is invasive, uncomfortable and can only be used in critical care settings."

Instead, said Grazette, who is an associate professor of clinical medicine at the Keck School of USC, the new monitor uses adhesive backed sensors attached to the skin to measure bioreactance. The measurements provide similar information to the Swan-Ganz catheter without the invasiveness.

"As we start moving into large-scale specialty clinics, noninvasive equipment like this will also be helpful to give instant feedback to diagnosticians in those locations," added Scott Evans, PharmD, CEO of Keck Hospital and USC Norris Cancer Hospital, who visited the luncheon.

"That's what makes this gift so important — it allows us to see how we might bring on cardiovascular thoracic institute sites in the Los Angeles area."

Previously, Christenson has been involved in giving toward scholarships for Keck School of Medicine of USC students. But after her own experiences as a patient, she knew she wanted other patients to have the extra security of knowing that



Keck Hospital of USC and USC Norris Cancer Hospital CEO, Scott Evans, PharmD, and Luanda Grazette (right), MD, MPH, associate professor of clinical medicine at the Keck School of USC, celebrate the gift of a Cheetah NICOM monitor from Bernice Christenson (left) at a special luncheon in Christenson's honor.

Amy E. Hamaker

the procedures they consider are the right course of treatment, particularly when it comes to major surgery.

"I believe it's essential for the hospital to have new, innovative machines that help patients," said Christenson. "It means that doctors will be better able to help patients, and patients will be able to leave and get back to their lives more quickly."

The amount of the gift isn't the important thing for Christenson — it's a matter of supporting medical staff. "Very often people can give a small gift; if you take all those small gifts and put them together, then you have a large amount to help contribute to the doctors' efforts," she said. "It's important that the doctors know they're being supported so they can fight on."

# Laurie Johnson tapped as new executive administrator of ambulatory services

By Tania Chatila

The Keck Medical Center of USC has welcomed the newest member of its leadership team — a longtime, Los Angeles-based health-care administrator who will oversee outpatient operations while also ensuring long-term growth of the medical center's overall ambulatory business.

Laurie Johnson assumed the position of executive administrator of ambulatory services on Sept. 3. In this role, reporting to Scott Evans, PharmD, CEO of Keck Hospital of USC

and USC Norris Cancer Hospital, Johnson will manage the administrative, fiscal and operational activities of all of the Keck Medical Center's hospital-based outpatient offices. She will be responsible for planning, implementing and evaluating delivery of care, service excellence, performance improvement and fiscal stewardship.

"We are excited about recruiting an experienced Southern California health-care leader to a critical role within our organization," said Evans.

"One of the most important initiatives Laurie will lead is the development and implementation of a targeted plan to streamline processes across ambulatory practices. She will be focused on ensuring a seamless experience for our patients across the continuum of care."

Johnson will work closely with outpatient clinicians, physicians and USC Care leadership to achieve strategic ambulatory goals. She will also support the development of a robust referral program,

clinical outreach and business partnerships in the community to ensure continued growth of the medical center's rapidly expanding ambulatory care network.

Johnson brings nearly 30 years' experience in Los Angeles-based health care to USC, with notable experience in strategy development, service and quality excellence, and revenue and financial management. She most recently served as director of ambulatory operations since 2007 for the UCLA

Faculty Practice Group, which encompasses 125 outpatient practices, more than 2,000 staff members and more than 600 faculty physicians within the UCLA Health System. Prior to that, she served for 13 years as the director of ambulatory operations for UCLA's Department of Medicine. Johnson has also held positions at health-care companies in Glendale, Santa Monica and Woodlands Hills, giving her a deep understanding of the Los Angeles health-care market.

## The Weekly

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**Did you know?**

The first Festival of Life was held at the USC Norris Comprehensive Cancer Center on June 1, 1991. More than 1,300 cancer survivors, family members and friends returned to USC Norris to share in a celebration and affirmation of life after cancer.

The formal program, which included entertainment, patient testimonials and remarks from USC Norris Advisory Board Member Art Ulene, MD, ended with attendees singing choruses of the Diana Ross song, "Reach Out and Touch (Somebody's Hand)."

Since 1991, the Festival of Life has been held every year in conjunction with National Cancer Survivors Day. In 2013, the USC Norris Comprehensive Cancer Center celebrated the 23rd annual Festival of Life in the Harry & Celesta Pappas Quad on the Health Sciences Campus.

# Expert surgeon to co-direct USC comprehensive spine center

By Alison Trinidad

USC has recruited renowned spine surgeon Jeffrey C. Wang, MD, to join its faculty as co-director of the USC Spine Center, a multidisciplinary program offering comprehensive services for spinal disorders.

An international leader in spine care with expertise in the surgical treatment of all neck and back disorders, Wang joined Keck Medicine of USC on Sept. 1 as chief of orthopaedic spine surgery at the Keck Medical Center and professor of orthopaedic surgery and neurosurgery at the Keck School of Medicine of USC.

“Jeff is an excellent clinician and a leading researcher in enhancing the biology of spinal fusion,” said Jay R. Lieberman, MD, professor and chair of the Department of Orthopaedic Surgery at the Keck School. “He has the experience and expertise to take the USC Spine Center to the next level of excellence. We’re pleased he has become part of our team.”

Wang, formerly chief of the orthopaedic spine service, vice chairman of clinical operations, and professor of orthopaedic surgery and neurosurgery

at UCLA, brings with him a basic science laboratory of 15 people researching new methods for treating spinal disorders such as gene therapy and tissue regeneration. Wang has published nearly 300 articles, book chapters and abstracts and given more than 700 presentations worldwide.

“USC’s faculty physicians are breaking new ground in medicine, both in the laboratory and at the patient’s bedside,” said Carmen A. Puliafito, MD, MBA, dean of the Keck School. “As a surgeon, Dr. Wang helps patients in the here and now. As a scientist, he is helping patients of the future.”

Wang co-directs the USC Spine Center with John C. Liu, MD, professor of neurosurgery at the Keck School. Together, they focus on making care as seamless as possible for patients. The center provides diagnostic testing, pain management, psychological counseling, physical and occupational therapy, and a variety of surgical procedures such as microdiscectomy, cervical and lumbar spine fusion, and artificial disc replacement.

“Health-care costs are always a concern, but with innovators like Dr. Wang on board, Keck Medicine of

USC is poised to achieve new heights as the country faces a historic shift in how health care is provided,” said Tom Jackiewicz, MPH, senior vice president and CEO of USC Health.

“The treatment of neck and back disorders — specifically spine — is an important and rapidly growing service line for our organization,” said Scott Evans, PharmD, MHA, CEO of Keck Hospital of USC and USC Norris Cancer Hospital. “We’ve seen a lot of growth in this area recently, but we can do so much more for our patients. I’m confident Dr. Wang’s expertise will allow us to take this program to a new level, ultimately benefitting our patients.”

Wang holds numerous leadership roles in national medical organizations including the North American Spine Society, Cervical Spine Research Society and the American Academy of Orthopaedic Surgeons.

Wang received his undergraduate degree from Stanford University in 1987 and his medical degree from the University of Pittsburgh in 1991. He completed his residency in orthopaedic surgery at UCLA and a fellowship in spine surgery at Case Western Reserve University. He is board certified in orthopaedic surgery.

## Three scientists to share 2013 Massry Prize

By Jon Nalick

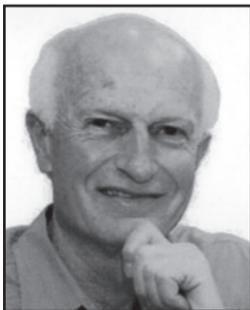
As any courier knows, delivering a package on time is just part of the equation. But it also has to be delivered to the right place.

The same is even more true inside a human cell, where timely, accurate deliveries of chemical messages, proteins and fuel mean the difference between life and death for the cell—and between health and disease for the body as a whole.

The winners of this year’s Meira and Shaul G. Massry Prize are a trio of scientists — James Spudich, PhD, Michael Sheetz, PhD, and Ron Vale, PhD — who have deciphered how cells deliver key molecular components to the right place at the right time.

The Meira and Shaul G. Massry Foundation, founded by Shaul G. Massry, professor emeritus of medicine, and physiology and biophysics at the Keck School of Medicine of USC, established the Massry Prize in 1996 to recognize outstanding contributions to the biomedical sciences and the advancement of health.

Spudich is the Douglass M. and Nola Leishman Professor of Biochemistry and of Cardiovascular Disease at Stanford University; cell biologist Sheetz is the William R



Photos/Courtesy Massry Foundation

From top: James Spudich, Michael Sheetz and Ron Vale, co-winners of the 2013 Massry Prize.

Kenan Jr. Professor at Columbia University; and Vale is a professor of cellular and molecular pharmacology at the University of California at San Francisco.

According to the award announcement, the trio collaborated early in their careers, but worked independently on different aspects of intracellular transportation. Collectively, they mapped how cells carry out their functions by developing advanced techniques to follow single molecules, and analyze their functions within the busy cellular transportation networks.

The announcement also noted that their work on key transport systems has measured the speed and force of movement and, at the atomic-level, illuminated even the mechanical shape changes of these molecular transport vehicles and their motors as they function. Moreover, they also uncovered and defined the nature of the fuels needed to carry out these directed intracellular transportation processes.

All three winners will spend Oct. 10 at USC and will speak at Aresty Auditorium from 1 - 2:30 p.m. A reception will be held from 12:30 - 1 p.m.

## SPECIALISTS: New team brings full spectrum of treatment tools

Continued from Page 1

Deafness and Other Communication Disorders, and will direct a research lab focusing on the study of the hearing disorder genetics.

Kezirian, board certified in otolaryngology and sleep medicine, has published studies concerning surgical evaluation techniques such as drug-induced sleep endoscopy, the selection of procedures to improve outcomes, and novel treatments for snoring and obstructive sleep apnea.

Pepper’s research interests include facial nerve reanimation via implantable electrodes, and ultrasound use to enhance sentinel lymph node biopsy in the head and neck. He has conducted award-winning research at Stanford, Harvard, Michigan and the National Institutes of Health.

Reder has research interests in minimally invasive management of airway scarring and narrowing, endoscopic surgery for early stage laryngeal cancer, adaptation

of robotic surgery for transoral laryngeal surgery, and quality of life outcomes.

“This team of doctors are among the best and most experienced in their respective sub-specialties to broaden the scope of USC’s existing clinical and research otolaryngology program,” said John K. Niparko, MD, professor and chair of the Department of Otolaryngology-Head & Neck Surgery at the Keck School of Medicine of USC. “Keck Medicine patients are the real winners, having access to experts who are passionate about helping them get back to their daily routines.”

“USC’s physician specialists are experienced in helping restore the health of patients who suffer from a full spectrum of disorders,” added Tom Jackiewicz, MPH, senior vice president and CEO of USC Health. “We are pleased that Drs. Friedman, Kezirian, Pepper and Reder will enable us to serve a wider range of patient needs.”

## The Weekly NEWSMAKERS

A Sept. 4 article in *The Huffington Post* references research by **Michael Goran**, PhD, professor of preventive medicine, physiology & biophysics and pediatrics at the Keck School, that notes the molecular differences between high fructose corn syrup and sucrose and how those difference affect obesity.

A Sept. 3 article in the *Daily Mail* (U.K.) featured research by **Thomas Valente**, PhD, professor of preventive medicine at the Keck School, and colleagues that shows teenagers can be influenced to try alcohol or smoke cigarettes by looking at their friend’s online photos. The study was co-authored by **Grace Huang**, PhD, MPH; **Jennifer Unger**, PhD; **Daniel Soto** and **Mary Ann Pentz**, PhD, all of the Keck

School, and **Maryalice Jordan-Marsh**, MSN, PhD, of the USC School of Social Work. “To our knowledge, this is the first study to apply social network analysis methods to examine how teenagers’ activities on online social networking sites influence their smoking and alcohol use,” Valente said. *L.A. Weekly, Press Trust of India* (India), *Headlines & Global News, Red Orbit*, Tyden (Czech Republic), *SvD Nyheter* (Sweden), *Agence-France Presse, The Australian* (Australia), *Health24, ProCon.org, The Examiner* (second article here), *TopNews, OnlyMyHealth, Asian News International, MediaPost, Medical Daily, WebProNews, Motherboard, Property Mentor Group, HealthCentral, Parent Herald, Futurity, Science Codex*, and CBS News Dothan, Ala. Affiliate WTVY-TV also covered the story.

A Sept. 3 article that ran in *The Washington Post* featured research done by **Seth Seabury**, PhD, associate professor of research in emergency medicine at the Keck School of Medicine and a fellow of the USC Schaeffer Center for Health Policy and Economics, and colleagues about how the pay gap between male and female physicians has increased over the past 20 years despite the fact that women now represent one-third of all doctors and more than half of medical school students. According to the study, “specialty and practice choices may be due to not only preferences of female physicians, but also unequal opportunities.” *Bloomberg Businessweek, Politico, Red Orbit, HealthDay* and *Modern Healthcare* also covered the story.

## Genomic Cancer Medicine seminar coming to Health Sciences Campus

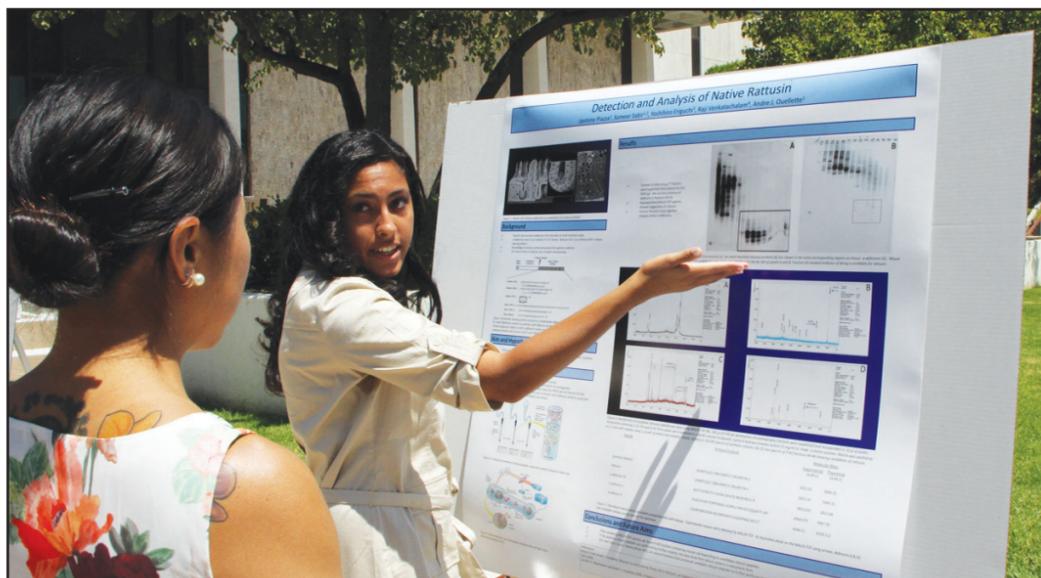
As part of its 40th anniversary celebration, the USC Norris Comprehensive Cancer Center is presenting an all-day seminar on genomic medicine:

**Genomic Cancer Medicine: The Power and the Promise**  
**Oct. 18, 8 a.m. – 5:30 p.m.**  
**Aresty Auditorium**

Scheduled topics will cover a range of subjects on genomic epidemiology, epigenetics and therapies, personalized care and commercializing genomics. Leroy Hood, MD, PhD, from the Institute for Systems Biology will give the keynote address.

The online registration deadline is Oct. 7. To register, visit <http://keckapps.usc.edu/esvp> (code: Genomic). For more information, visit <http://uscnorriscancer.usc.edu/40thsymposium>.

## Young adults make a difference in research, patient care



Sara Reeve

Young adults are the future of health care, and nowhere is that more evident than on USC's Health Sciences Campus.

**Above:** Outstanding minority undergraduate students explained their research on Aug. 9 in poster presentations at the culmination of the Bridging the Gaps: Bench to Bedside Summer Research Program. Standing in the bright summer sun, Jasmine Piazza, an incoming junior at Delaware State University, presented her research project, "Detection and Analysis of Native Rattusin." The annual eight-week summer program gives participants exposure to the Keck School of Medicine of USC's research and clinical programs and encourages them to pursue their graduate studies at the Keck School.



Alison Trinidad

**Right:** Fifteen cyclists affiliated with the Ulman Cancer Fund for Young Adults shared "chemo care bags" and stories about their 70-day trek from Baltimore to San Diego with patients and staff of the USC Norris Comprehensive Cancer Center on Aug. 8. Hosted by the Adolescent and Young Adult Cancer Program at USC (AYA@USC), the visitors represented one of four 4K for Cancer teams riding cross-country to raise money and awareness for young adults affected by cancer. Here, Charlotte Ridgeway (left) and Kiana Davis visit with USC Norris patient Miguel Hernandez.

## Calendar of Events

### Sunday, Sept. 15

**6:30 – 11 a.m.** USC Institute of Urology: LA Prostate Cancer 5K. "The Race Isn't Over Until There is a Cure – Fight On For Prostate Cancer." USC University Park Campus, near Tommy Trojan. Info: (323) 865-0502

### Monday, Sept. 16

**Noon.** KSOM Research Seminar. "Two Genetic Tales of Diabetes Risk Through the Eyes of a System Physiologist," Richard Watanabe, USC. NRT Aresty Auditorium. Info: (323) 442-7732

### Monday, Sept. 16 – Friday, Sept. 20

**11 a.m. – 2 p.m.** Keck Medicine Health Information Services: National Health Information Technology Week. Keck Hospital of USC cafeteria. Info: (323) 442-4444, <http://his.usc.edu>

### Tuesday, Sept. 17

**Noon.** Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research at USC. "Small RNAs Fighting Genomic Invaders: From Bacteria to Metazoa," Alexei Aravin, CalTech. BCC Seminar Room. Info: (323) 442-8084

**Noon.** Center for Excellence in Research. "Writing Compelling NSF Proposals," Paul Ronny, USC. UPC: PHE 333. Info: (213) 740-6709

**Noon.** Psychiatry Grand Rounds. "Refining EEG Phenotypes and Biomarkers for Child Psychiatry: Examples from ADHD," Sandra Loo, UCLA. ZNI 112. Info: (323) 442-4065

### Wednesday, Sept. 18

**8 a.m. – noon.** Center for Excellence in Research. "Orientation to Clinical Research at USC," various speakers. This is a two-day orientation course for research coordinators, data managers and new clinical investigators (Sept. 18 & 25). NRT Aresty Auditorium. Info: (213) 740-6709

**11 a.m.** ZNI Seminar. "SERT Gene Variants: A Complex Case for Involvement in Mood Disorders and Their Treatment," Anne Andrews, UCLA. ZNI 112. Info: (323) 442-2144

**5:30 – 7 p.m.** Center for Excellence in Research. "How to be an Effective Research Mentor for Medical Students," Joyce Richey, USC. NRT Aresty Auditorium. Info: (213) 740-6709

### Thursday, Sept. 19

**Noon.** Medicine Grand Rounds. "Cancer Metabolism and the p62 Network," Jorge Moscat, Sanford-Burnham Medical Research Institute. HMR 100. Info: (323) 442-1283

**Notice:** Deadline for calendar submission is 4 p.m. Monday to be considered for that week's issue—although three weeks' advance notice of events is recommended. Please note that timely submission does not guarantee an item will be printed. Send calendar items to *The Weekly*, KAM 400 or fax to (323) 442-2832, or email to [hscwkly@usc.edu](mailto:hscwkly@usc.edu). Entries must include day, date, time, title of talk, first and last name of speaker, affiliation of speaker, location and a phone number for information.

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**Call the Emergency Information Phone: (213) 740-9233** The emergency telephone system can handle 1,400 simultaneous calls. It also has a backup system on the East Coast.

**Visit the USC Web: <http://emergency.usc.edu>** This page will be activated in case of an emergency. Backup Web servers on the East Coast will function if the USC servers are incapacitated.