

WINDOW

CREIGHTON UNIVERSITY

■ SPRING 1997

CREIGHTON:

**It's a Real...
and... a 'Virtual'
University**

**ON THE MEDICAL FRONTIER:
PREVENTION OF CANCER
BECOMING BETTER OPTION**

**FR. MICHAEL G. MORRISON:
HE'S A JESUIT AND
CREIGHTON'S CEO, TOO**

**TALES TOLD OUT OF
SCHOOL: STORIES YOU
NEVER HEARD**

WINDOW

Volume 13/Number 3 ■ Creighton University ■ Spring 1997



Creighton: It's a Real... and ... a 'Virtual' University

The university has a presence in cyberspace. Writer Mary Heng takes you on a tour of Creighton as a "virtual university." Cruise our Web, read the article on-line and click to go to the places mentioned in the article. Page 4

Fr. Michael G. Morrison: He's a Jesuit and Creighton's CEO, Too

Fr. Morrison tells you in his own words just what it is like to be both a Jesuit and the chief executive officer of a "major corporation," namely Creighton. Page 12



Tales Told Out of School: Stories You Never Heard

Author Bob Reilly has a million stories about Creighton and its various faculty and staff members. He shares a few with you. Page 16



On the Medical Frontier: Prevention of Cancer Becoming Better Option

Medical writer Lori Elliott-Bartle checks out the frontiers of the cancer battle and finds prevention is becoming an option that might yield better outcomes. Page 21



Alumnews.....Page 26
University News.....Page 27

Publisher: Creighton University; Rev. Michael G. Morrison, S.J., President; Michael E. Leighton, Vice President for University Relations. WINDOW staff: Stephen T. Kline, Executive Editor; Robert U. Guthrie, Editor; Pamela A. Vaughn, Associate Editor. Editorial Advisors: Rev. Donald A. Doll, S.J.; Charles J. Dougherty, Ph.D.; Richard L. O'Brien, M.D.; Allen B. Schlesinger, Ph.D. and David G. Schultenover, S.J.

Creighton University WINDOW (USPS728-070) is published quarterly in January, April, July, and October by Creighton University, 2500 California Plaza, Omaha, NE 68178-0001. Periodicals postage paid at Omaha, Nebraska, and additional entry points. Address all mail to Public Relations and Information, Omaha, NE 68178. Postmaster: Send change of address to Creighton University WINDOW, P.O. Box 3266, Omaha, NE 68103-0078.

COPYRIGHT © 1997 BY CREIGHTON UNIVERSITY

Pursuant to our educational obligation to search for truth and to expand knowledge, WINDOW Magazine promotes the discussion of a variety of issues. Although published by a Catholic, Jesuit university, the opinions expressed in WINDOW are not intended to be construed as the official teaching or position of Creighton University or of the Catholic Church.

LETTERS

WINDOW Magazine may edit Letters to the Editor, primarily to conform to space limitations. Personally signed letters are given preference for publication. Our FAX telephone number is: (402) 280-2549. E-mail to: [window@creighton.edu](mailto>window@creighton.edu)

Impressed

I was mightily impressed by three of the articles in the Winter 1996-97 issue of WINDOW magazine.

(1) Bob Reilly's long and detailed history of the Creightons. During the years that I taught in the English Department at Creighton (1948-1950; 1953-1966), I often heard the names of James and Edward and John Creighton and of Mary Lucretia Wareham mentioned many times, but I never got as many details about them as I got from Reilly's article. Where did he discover all of that detailed history about the Creightons? If Creighton University has the equivalent of the Pulitzer Prize, it should be given to Bob Reilly for this stellar article.

(2) Dr. Eileen M. Wirth's article on Dr. Greenspoon, the Bible scholar who also reads the comics. For at least the last 12 years that I taught at Ohio State University in Columbus, Ohio, before my retirement in July of 1990, I was one of five professors who had the privilege of teaching, at least once a year, the very popular undergraduate course in the *Bible as Literature*. We had to teach the Bible as literature because as a state school, we could not teach it from any sectarian perspective. We had two texts in that course, the *Oxford Study Edition of The New English Bible* and *The Bible as Literature*, written by two of my colleagues, John Gabel and Charles Wheeler, and published by the Oxford University Press, a book now in its 3rd edition. This was a very popular course with the undergraduates, but I'm sure that it was not as scholarly or as entertaining as the course taught at Creighton by Dr. Leonard Greenspoon, the holder of the Philip M. and Ethel Klutznick Chair in Jewish Civilization at Creighton. If I ever come back to Omaha

to visit my many friends there, I hope I could get permission to sit in on two or three classes of his Bible course.

(3) The article *Writing as Sacrament* by the Creighton alumnus Ron Hansen, BA'70 I found to be fascinating. What a talented novelist and non-fiction writer Hansen turned out to be.

And then at the back of this issue, there were the two pictures of my dear friend Dr. Allen B. Schlesinger ending his 45 years of lecturing to the students in the Biology 211 class. The number of students sitting in that lecture hall is a tribute to Dr. Schlesinger's engaging teaching. This is one issue of *WINDOW* that I am going to keep and treasure.

*Edward P.J. Corbett
Columbus, Ohio
corbett.1@osu.edu*

Alums Should Be Proud

The winter edition of *WINDOW* came alive in the reading of migration from Ireland to the establishment of Creighton; Bible scholarship and the comics; and the inspirational insights from author Ron Hansen.

Alumnae should be proud of such a high quality publication of the university magazine. I look forward to each issue. My husband, John B. Tripeny Jr., graduated from the School of Pharmacy in 1952.

*Pat Kelliher Tripeny
Casper, Wyo.*

Thanks for the Article

Just a note to thank you for the wonderful article about me in the current issue of *WINDOW*. It is a credit to all of you, and to the illustrator, photographer, and Eileen Wirth that you were able to make "Greenspoon" look so interesting — I hardly recognize myself. I have heard only favorable comments — again a credit to you!

My mother thanks you, my mother-in-law thanks you, my wife, my daughter, my dog, we ALL thank you.

*Leonard J. Greenspoon, Ph.D.
Klutznick Chair in Jewish Civilization
Creighton College of Arts and Sciences*

Superb Article

Congratulations on the superb article by Bob Reilly dealing with the beginnings of the Creightons.

I marvel at all the research Bob had to do to write this fascinating article.

The sketches are marvelous and bring back the spirit of the times.

*Rev. John Scott, S.J.
Jesuit Community
Creighton University*

Keeping Informed

We appreciate receiving the winter copy of the Creighton University *WINDOW*. Our daughter is a first-year student in the dental school, and we have been very impressed with the newsletter, and now, receiving *WINDOW*, keeping us informed of the happenings at Creighton.

In this issue was a letter from a dental school alum stating he had read an article in the fall issue about the Creighton Dental School. Would it be possible to get a copy of the article, or possibly the fall issue? We are very interested in what is happening with the dental school. Thank you for keeping us on your mailing list.

*Jim and Sue Ryan
Manhattan, Kan.*

'Soshnick Omitted'

Thanks for continuing to send me *WINDOW*. I appreciate the story naming many famous Jewish persons' relationships with Creighton University.

I suggest that the most outstanding scholar, and a native Omahan as well, was unfortunately omitted. I suspect that Dr. Joseph Soshnick was probably the most gifted intellect to ever attend Creighton. With great respect for each of those identified by the author and with a smile of reflection similar to the recent time when someone tried to explain Fr. John Markoe, while handicapped by lack of direct personal familiarity with that outstanding priest-man...Keep trying and God bless.

*James M. Radcliffe Sr., BSC'49
Ruidoso, N.M.
radcliff@lookingglass.net*

Race Hypocrisy?

Concerning Dr. Burk's *WINDOW* article "The Only Certain Race is the Human Race," I agree fully. Contemporary biological science agrees fully. The educated, enlightened world agrees fully. There is no significant genetic difference between the vernacular "human races."

Yet how could a university demonstrate such brilliance in faculty and public relations, yet be so splendidly hypocritical?

Creighton University has an Affirmative Action office.

Creighton University supplies race-based scholarships.

Creighton University recruits "diversity," involving among other things, pursuing potential students based on their "race."

Please do not send me any more Creighton material of any kind, or attempt to contact me in any way. As an alumnus, I deserve and expect this request to be fulfilled.

*Thomas Flagel, MA'94
Cedar Rapids, Iowa*

Found a Mistake

I found a mistake in Creighton's 1996-97 winter edition of *WINDOW*. On page seven it states, "The year was 1856, with James Buchanan in the White House..." Buchanan was elected in 1856, but was not inaugurated until 1857.

*Beth Collins
Omaha*

Kenya Bound

As I am packing to go to Kenya to teach for the next two years I am going through all my books etc. Among them are the back copies of *WINDOW*. Not only have I enjoyed each issue, but so have others with whom I've shared the magazine. Thank you for the wonderful publication.

Do you send *WINDOW* to alumnae outside of the country? I would very much like to continue to receive the magazine.

*Sr. Mary Jo Welter, S.S.N.D.,
MSScEd'74
Kenya, East Africa*

CONTINUED ON PAGE 25

[illegible]

In 1960, visionary Ted Nelson hypothesized a way to connect all written knowledge using something he

called “hypertext.” Later, he named his utopian vision Project Xanadu, plucked from a line in Coleridge’s poem, “Kubla Khan,” to suggest a magic place of literary memory where nothing is forgotten.

4

and rules are changing so rapidly, the Net is more autobahn than information superhighway. Even experienced drivers are getting sucked into the back draft.

There is consensus on only one point: Anyone not on this roadway is going nowhere fast.

"A lot of this is like the Wild West," said Suzanne Allegretti, assistant dean of Creighton University College sallegre@creighton.edu. "The whole experience is still being figured out, and the people doing the work are pioneers."

Creighton <http://www.creighton.edu> has elbowed its way to the frontier, harnessing the powers of a medium still in its infancy to serve the ancient goals of education and community.

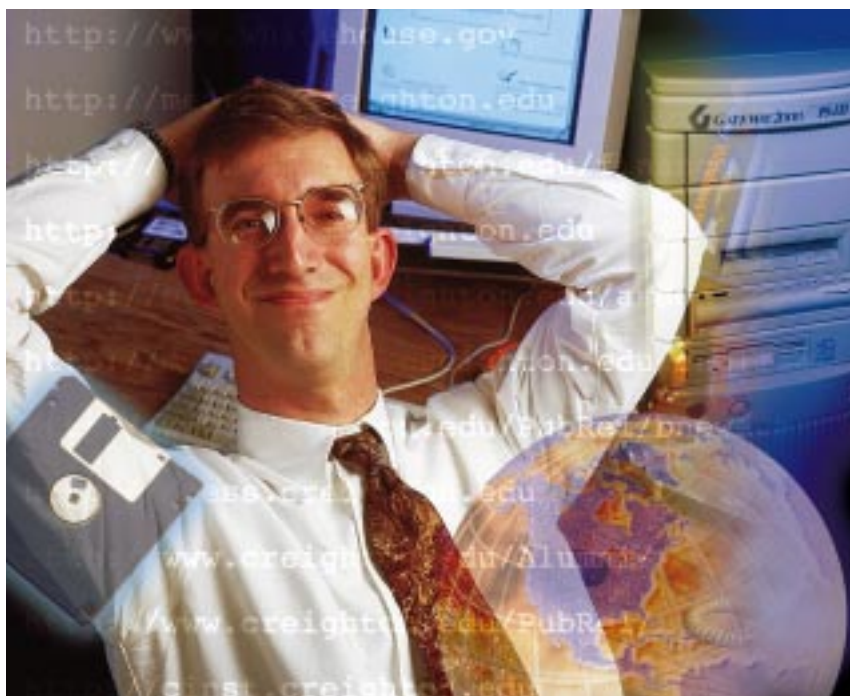
The Internet and Web have made considerable headway, considering that the Net is only two decades old, and the Web a mere toddler at just 5 years of age. The Internet started in the late 1960s with ARPAnet, a Department of Defense network. During the 1970s and '80s, universities tagged on to ARPAnet or cloned its network technology. When ARPA folded in 1991, the Net had a life all its own.

But it remained a tool known mostly to academics and grad students. You had to know where the information was in order to find it, sort of like having to know the correct spelling of a word to find it in the dictionary.

In 1991, Swiss physicists created the World Wide Web using hypertext, or data that contains "links" to other data, comparable to cross referencing used by encyclopedias.

In 1993, the first Web browser, Mosaic, was released, followed in 1994 by Netscape. Both were easy to use. Users no longer had to be technical types to log on.

The response was overwhelming. More than 30 million Americans, 7.7 percent of persons over age 16, now have



Whipple, who was a member of the original Web site group established to set rules for Creighton's presence on the Net, makes use of it in his teaching of English composition.

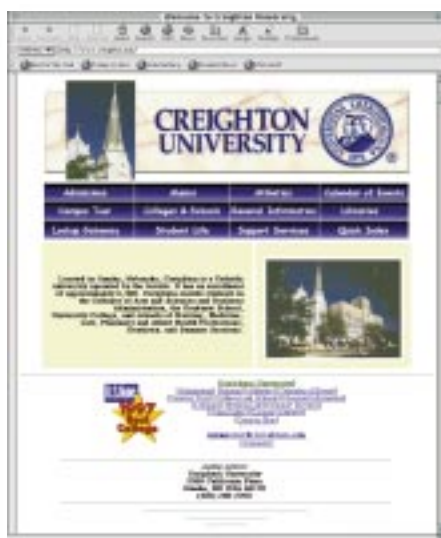
access to the Net, making it the fastest accepted technology in history, superseding that of the automobile and telephone.

Few other phenomena outside of world war and the baby boom have transformed popular culture so quickly. Web jokes are already standard fare in stand-up comedy: "Even on the information highway, my kids need to stop every two miles to use the bathroom." "I'm a speed bump on the information highway."

President Clinton's staff is on-line <http://www.whitehouse.gov>.

Because of their place on the ground floor, much of the Net's growth has come through universities, where pioneering thinkers tend to gather. Educators noted how on-line resources made users feel part of a process. The Web embodies the interactivity that electronic game developers have been trying to capture for years. Teachers saw a new way to spread the word.

"The mission is the same," said Bob Whipple, associate professor of English and director of composition whipple@creighton.edu. "The idea isn't just how to get



students on-line, but how to help them in their current studies using a new tool.”

Because of its early investments in technology, Creighton was poised to profit. It already has one of the best ratios of hardware to students among comparable private universities, with one computer for every 12 students, said Leon “Benny” Benschoter, vice president of information services bennyb@creighton.edu. Private ownership was also high, due in part to discounts and longer warranties offered students.

In the last three years, Creighton has taken aggressive steps to match that record with Internet access. In 1992, a year after the Web was created, Creighton began wiring residence halls, a job completed in 1995.

The number of students living in the residence halls directly wired to the Net has grown exponentially, from 70 students the first semester to 535 by Christmas ’96, Benschoter said. About 85 percent of students have e-mail accounts, and half of on-campus residents are wired to the Net, a ratio Benschoter expects to grow to 75 percent within three years. Including faculty and staff, Creighton has 8,200 electronic constituents on campus.

But access does not equal aptitude, and even educators on the cutting edge were hard-pressed

Program <http://mentor.creighton.edu> established two training sites at Creighton, but the key to the program is annual fellowships for faculty members in which they receive intensive, hands-on training in computers, multime-



Gasper was one of the first 21 faculty members who received special training through the US WEST Academic Development and Technology Program. Her Web site links students to financial reports and data.



to capitalize on the Net. Trying to get a snapshot of it on which to build a curriculum was like trying to film a tornado. The storm was moving too fast.

In 1995, Creighton teamed up with US WEST in a partnership designed to help faculty members learn how to incorporate new

media, Internet and Web technology. To date, 21 Creighton faculty members have revolutionized their teaching using new media to reach students. Ten more fellows were named in February.

Juli-Ann Gasper, jgasper@creighton.edu, associate professor of finance, remembers when she barely knew how to answer her e-mail. “I couldn’t create a message, but I knew where the reply button was.”

Gasper used the fellowship to transform not only her classes but those of others in her department. In the last year, Gasper and Barry Schweig bschweig@creighton.edu, professor of finance, have used on-line technologies to restructure assignments with electronic and computer sources, creating a paperless class and taking students out to the World Wide Web.

Gasper’s syllabus <http://genteel.creighton.edu/finance301> links students to stock quotes, annual reports, banks and business sites on the Web. For example, when they click on interest rates, the link takes them to a Chicago bank’s posting site. Students completed spread-

The US WEST Academic Development and Technology

sheets on-line, connecting to Gasper's office computer. Links take them to Gasper's notes and formulas for specific problems. They turn in the assignment electronically.

Schweig's students created an assignment on leasing, linking the worksheet to financial institutions and their rates. As the semester progressed, the students could see how lease payments changed according to fluctuating interest rates.

"It doesn't change the problems they're working on at all," Gasper said. "But the students like it because the data is newer."

The point is not lost on students accustomed to the high turnover in technology and information, she said. Students consider a textbook older than three years ancient history.

"Education has always been a balance between reporting on the past and trying to interpret the future," Schweig said. "We think we find that balance using on-line resources."

Over time, Gasper and Schweig hope their exercises will change students' very thought processes. They tell their students to "think digitally." One former student told Gasper he edged out other candidates for his job because, all other considerations being almost equal, he could function digitally.

On-line teaching is making headway in a broad range of disciplines at Creighton. Susan Kangas-Packett, skangas@creighton.edu, assistant professor in the School of Nursing, posts actual patient case profiles on a server and asks students in her class to diagnose and develop a care plan.

Dr. Mark Taylor mtaylor@creighton.edu, associate professor of pediatric dentistry and orthodontics in the School of Dentistry, puts medical images on-line so students can access them any time of day. Taylor is also editor for the school's Web site <http://cudental.creighton.edu> and the home page for the American Society of Dentistry for Children <http://cudental.creighton.edu/asdc/>.

Digital learning seems at home in finance and medicine, fields that thrive on innovation. But increasingly, educators

are finding that the Net and Web are not the sole domain of science.

"Humanities and the liberal arts are largely about communication and making connections," said Whipple, who like Gasper was among the first class of US WEST fellows in the summer of 1995. "That's what the Internet does, make connections."

Courses in which discussion and debate are core often use list-serves, a controlled type of electronic chain letter, to further debates outside the classroom. Some humanities theorists suggest that the Web will beget a renaissance of personal communication. Letter writing is not dead; it's gone digital, said Whipple, who e-mails his parents every week.

"Can we still project our personalities and humanity on line?" he asked. "I think so. The term I use with my students is 'digital humanism.'"

Last semester, Whipple set up his advanced composition course on-line. Students met nine times a semester, but writing is a private affair anyway, so assignments and feedback were conducted on-line, and students created their own Web pages. Topics ranged from hometowns in Malaysia and California to an everything-you-wanted-to-know-about-Web sports page.

Creighton faculty members said on-line teaching and resources have distinct advantages that go to the heart of their mission. Whipple said that his on-line course proved a boost for reticent students reluctant to speak up in class. Schweig recalled one less responsive student who fared poorly in class discussion, but blossomed



Visit Your Alma Mater

Haven't visited the old alma mater lately? Need a letter of recommendation from a former professor?

Check out Creighton's Web site at <http://www.creighton.edu>. The site includes directions to departments, sports and alumni news. If you need specific e-mail, phone numbers or conventional mail information for faculty, staff or students, click on the campus look-up. You can get a variety of facts about Creighton at the Public Relations Department Web site <http://www.creighton.edu/PubRel/>, including a guide to faculty experts, a map of the campus, the *Creighton Today (Blue News)* daily publication, news releases, and a calendar of campus events.



when the electronic work began. Some non-native English speakers also do better with on-line work, he said, since their reading skills often outpace their oral ones.

With on-line classes, time becomes irrelevant. Students can reach class materials when the teacher is unavailable or do research at midnight when the library is closed, in harmony with their own famously nocturnal schedules.

"As a student, you know that somebody determines when you can use the library by when they turn the lights on and off," Benschoter said. "With your own computer, the

lights are never turned off."

Using the Web, students have access not only to Creighton's library, but to libraries, research sites and databases around the world. Benschoter said in global studies, Creighton can't possibly provide all of a student's research needs. Larger universities and research institutions may be able to.

Initially, Web surfers were disappointed by the amount of junk sites, but gradually, the Web is becoming the knowledge base Ted Nelson once envisioned. Home pages are really personal obsessions made public, which might be an apt description for lives devoted to academic pursuits. University researchers across the country are setting up Web pages to share their work. The English Department Web page <http://mockingbird.creighton.edu/english/> links to a Jane Austen page maintained at another school, and Web sources exist for just about every major author to come down the pike since Chaucer, to whom a dozen sites are dedicated.

The medium opens up specialized assignments not possible before. Schweig cited one lesson in which teams collect exhaustive amounts of material on a financial aspect of one country, say the currency of Zaire.

"If I send students to the library to research Zaire, they'll be there all day and probably find very little. The information is too specialized. But if they go onto the Net, they'll not only find the material, but news about events in Zaire."

A big plus is the fun behind mouse-driven research, and if the impact of that morsel eludes you, ask yourself when you last saw a student reading a textbook for the fun of it. Gasper assigns students to read parts of Plato's "Republic Book VII," and reading the on-line copy engages students in a centuries-old debate in a way a book would not.

"It's a new copy and it's beautifully illustrated," she said. "If they go to the library, the book might be checked out or perhaps another student has





Allegretti is one of a group examining distance learning through the use of the Web and other university resources. She sees the current Web efforts and technology as pioneering.

marked in it. The Web copy is always clean, always available.” <http://classics.mit.edu/Plato/republic.vii.html>

Perhaps the most valuable resource for students via the Internet is faculty. Gasper and Schweig said students often e-mail them during off hours and on weekends and are surprised how quickly they receive a response. E-mail addicts never check their mail once a day. Benschoter admits he checks his at least 10 times a day.

“The obvious spinoff is the potential for improved relations between faculty, staff and students,” he said. “It’s already happening. We’re more accessible.”

Faculty members said students are also more direct in e-mail, which slices away the distractions of speech—appearance, posture, accent. What’s left is the words.

“In language, particularly in conversation, we get the essence of who we are as human beings,” said Mike Echols, mechols@creighton.edu, executive director of the Creighton Institute for Information Technology and Management. “E-mail

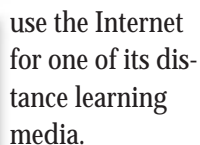
harnesses the power of language.”

Digital communication may make Creighton faculty available to whole new populations of students, such as working adults unable to reach campus at night and those that live in remote areas.

“Time is a big issue for adults,” Allegretti said, particularly working parents whose evenings and weekends are spoken for. Internet-delivered courses may help Creighton reach more of those students, and not just in Omaha. As video software improves, Creighton nears becoming a global university in a real sense. Allegretti said she receives requests from across the nation about on-line courses from Creighton.

Creighton University College has already wet its feet, developing a theology training course for Catholic educators in Las Vegas that will be delivered through the Internet. Allegretti said Creighton also is working with the U.S. Association of Jesuit Colleges and Universities to develop a network among members that will



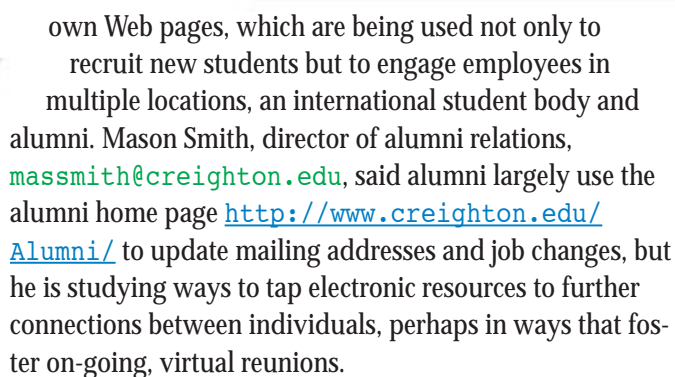


“Connectivity” is a common theme and strength of the Web and Internet, which together promise the ability to assemble people with similar interests into a community that transcends physical boundaries. As the world goes global, Creighton has taken steps to make electronic connections the ties that bind, paving the way not only for faster information delivery, but greater intimacy in a virtual civilization.

Almost 700 Creighton employees, many of them

In 1994, Creighton negotiated special Internet access for non-public Omaha schools, and in 1996, arranged access for area alumni and students living off campus in an attempt to forge stronger connections with Creighton's constituents.

Early road signs indicate the approach is working. Interest in Creighton's Web page, posted in the summer of 1994, has steadily grown to a peak of 52,000 hits in November of 1996. Most departments and schools have their



The idea is not far-fetched. Creighton faculty and staff members say the prospects they envision for electronic media are not as revolutionary as what is yet to come. The real question is how students born into the Internet age will build on it.

“The first time you use a new tool, you do the old work in a new way,” Schweig said. “Then, you start doing new work.”

Surf's up. Last one to the beach is left high and dry.



The Pursuit of Knowledge

Last fall, a young student ran a stop sign, totaling my 1986 hatchback and plunging me into the auto consumer jungle for the first time in 10 years.

In three weeks, I was almost defeated by the time I'd spent going to car lots and reading mountains of brochures. On a whim, I logged on to the Web, first searching by auto brand, a broad inquiry that led to a half hour of stumbling around. (Surfing the Net is really like skiing in a flood-gorged river. There's a lot of flotsam.)

Eventually, I found two significant sites. The first was a government site through which I checked the recall records of my potential picks. But the real find was Dealearnet <http://www.dealearnet.com>, where I could do a point-by-point comparison of every automobile sold in the country.

In an hour, I knew exactly which car I wanted, a model not even on my list before. The following Saturday, I went to two car lots and bought my car by noon. Sold.

Welcome to the future of commerce.

According to a survey by Nielsen Media Research, 1.5 million people used the Web to make a purchase in 1996. Another survey estimated that Americans spent \$436 million on Web purchases in 1995.

But the very speed by which communication technology is changing makes it difficult for businesses to hitch a star to the Internet or Web.

"We're in a mode where people can't predict or forecast," said Mike Echols, executive director of the Creighton Institute for Information Technology and Management. "So we're all reacting."

In 1996, Creighton launched the Creighton Institute for Information Technology and Management <http://cinst.creighton.edu>, which offers flexible training and consulting for businesses on a broad range of technologies, from mainframe computer programming to telecommunications.

"When I went to school, product knowledge was doubling every 20 to 30 years," Echols said. "Now it's doubling every seven years. The Internet is really a symbol of this. People are overwhelmed. We're all overwhelmed. Even the experts."

The institute has addressed the issue by modeling its flexibility on the Internet and World Wide Web, collecting more

than 3,000 courses from 46 universities. Course offerings are elastic. When technology changes, class offerings move with it, Echols said.

"Rather than saying, 'this is what our faculty does' or 'this is what we teach,' we say that knowledge is as broad as the world," Echols said.

Classes are delivered through a variety of media, including CD-ROM, satellite and video, to class sizes starting at one student.

The institute begins by asking businesses and students which technologies they need, Echols said. Recently, many companies have requested information on the year 2000 problem. Most computers and software calendars were designed to address dates up to the year 1999. Beginning in the year 2000, accounting and record-keeping packages will be fouled with inaccurate dates.

Unfortunately, a blanket software or hardware upgrade doesn't exist, Echols said. Instead, businesses and government entities will have to assemble a variety of corrections.

Last fall, Juli-Ann Gasper, associate professor of finance, and Barry Schweig, professor of finance, conducted a case study of how various departments for the city of North Platte, Neb., might handle the new millennium. In January, the institute began giving seminars on the results to area business leaders, and *USA Today* will reference the study in a story on the year 2000 issue.

Part of the institute's mission is to help entrepreneurs harness the Internet in a way that translates to cash flow. Echols woos companies away from the "electronic brochure mentality" in which they list information about their company. It's time to get down to buying and selling over the Web.

At Echols' urging, I recently tried out <http://www.amazon.com>, an on-line bookstore which boasts 1.1 million English titles. My search brought

up "Are We Not Men?" a short-story collection by Brent Spencer, director of creative writing at Creighton. While ordering the book, I read Spencer's on-line interview and jotted down his e-mail address spencr@creighton.edu. Instant fan mail.

A recent article in *Byte* magazine estimated that the amount Americans spend over the Web will grow to \$46 billion by 1998.

"Some companies are not going to get it," Echols said. "They're going to disappear." **W**

— MH





***“What Have
I Done
Today to
Promote the
Kingdom
of God?”***

Fr. Morrison: Jesuit ... and CEO

By Michael G. Morrison, S.J.
Creighton University President



At the end of the day I frequently ask myself “What have I done today to promote the Kingdom of God?” or “What have I done to save souls?” My background, the fact that I am a priest and a Jesuit, would seem to give an answer to these questions.

On the other hand, my actual activities during the day have very little of a religious or spiritual content. At the end of the day I think — I worked on budgets; I did some fund-raising; I considered personnel problems including discrimination and harassment grievances; I wrote speeches; I traveled a lot; I sat on the bench in front of the church and talked to kids and faculty and staff; I tried to influence legislation on the city, state, county, and federal level; I worked on various hospital issues; I did some long-range planning; I ate a lot of lousy tasting chicken; I worried a lot about legal issues. I kept pretty busy, but none of it was very spiritual or religious; none of it seemed to be the work of a Catholic priest or a vowed religious. Very rarely do I hear a confession; my daily Mass is generally with a group of five to 10 other Jesuits in the community chapel. I do two or three weddings a year and a few baptisms. Not much of what I do appears to be very religious or spiritual.

But, at the end of the day, when I ask myself what I have done to promote the Kingdom of God, I answer that I worked diligently to promote the Kingdom. Even more than that, I can say at times that I actually had some success. Other times I have to admit to a lack of success, and in some cases to clear setbacks.

How can I possibly do all that secular work I described above and still claim to have promoted the Kingdom of God? I can because I believe that

Creighton University is an instrument for building the Kingdom. My work at Creighton is doing God’s work. I see what I do in higher education as a ministry in service to my God and my church through work with students, faculty, and staff.

How could I possibly have rationalized the running of a University into the promotion of the Kingdom of God? I can make that leap because of the spirituality of Ignatius Loyola and the view of education that grows out of that spirituality. I see education as a religious ministry because of my background and formation as a Jesuit.

Let me digress for a moment on the distinction between Ignatian spirituality and Jesuit spirituality. When St. Ignatius wrote his *Spiritual Exercises*, the foundation of his spirituality, he was a layman. Consequently, the spirituality of the Exercises can be seen as a lay spirituality not necessarily for religious. Later on in his life Ignatius founded the

Society of Jesus on the spirituality of the Exercises. To the Exercises the Jesuits have added the Constitutions, written by St. Ignatius, the 34 General Congregations held since Ignatius’ time, and various traditions and practices. Thus, while Ignatian spirituality and Jesuit spirituality start from the same foundation, that is, the *Spiritual*

Exercises, the Jesuits have added elements that are not part of the original base of Ignatian spirituality.

The work of Creighton University fits into the Ignatian spiritual tradition. Accordingly, what we teach our students is not merely different disciplines and subject matters, but the reality of God’s love for us. The subject matter of all education is God’s creation. In the Ignatian view all of creation is a gift of God’s love. It is a gift given to us for our use. The whole of reality is seen then not as an indifferent or a neutral object, but as a specific gift given by God in his overwhelming love and given for the use of each individual. This view of reality as a gift of God’s love, given for



use, transforms reality. The things around us are there specifically for us as a part of a divine, loving plan.

The Ignatian view of God helps us understand the importance of education. God is not merely someone out there, transcendent. Rather, God is immanent, working, loving, acting and guiding through each part of his cre-

ation, drawing us closer to himself through knowledge of him in his creation. God is present in all of his creation, loving us, working for us, giving to us.

Creation, the subject matter of education, is further elevated by the Incarnation of Jesus Christ. Jesus Christ, the second person of the Trinity, became a human being, was born, lived and died on this earth. The Incarnation has elevated the human family to a dignity and worth greater than it could manage on its own. The incredible fact of the Incarnation of Jesus Christ ennobles and elevates not only humankind because of Jesus' entry into human history, but also elevates the whole of created reality. The whole world is transformed by the realization that God became a part of it. God is not outside of his world; he is actually, through the Incarnation, now a part of this world. Again, the conclusion is that the study of the world is not a study of a neutral, non-divine reality. It is the study of a reality infused with the divinity, the presence of Jesus Christ in human history.



In short, in the Ignatian perspective, education is God's work because it studies the realities of God in the created world. Ignatian spirituality constantly seeks to find God in all things. Education is a way of finding God. As Gerard Manley Hopkins, the Jesuit poet, wrote, "...the world is charged with the grandeur of God."

A Jesuit education implies the highest quality. Quite simply, education is the study of God's creation and of a world transformed by the Incarnation of Jesus Christ into it. Everything we study reveals more about God because God is present in all that we study. God

Education is the study of God's creation and of a world transformed by the Incarnation of Jesus Christ into it.

can be found in all that we do, all that we study. It is a religious obligation then to put our greatest efforts and our best abilities into the study of God and his creation. For God's creation to receive the respect it is due, we must approach it with intellectual rigor, cre-

ativity and critical thinking. Excellence is at the heart of a Jesuit education.

A second reason why the work of education at Creighton is helping to build the Kingdom of God is because of the traditional Jesuit emphasis on the education of the whole person. We don't see our

students as disembodied intellects, but we see them as whole persons and our educational goal is aimed at that whole person. We want to educate the mind, but also the social, moral, physical, spiritual, emotional lives of our students. If the graduate has the finest intellect in the world, but these other components of the human person are not fully devel-

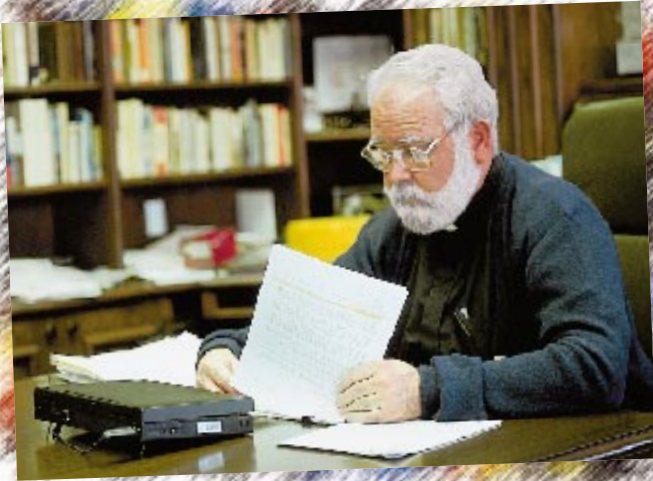
oped, we have not succeeded. I think at Creighton we do a pretty good job in the education of the whole person.

A third reason why a Creighton education promotes the Kingdom is the emphasis on service. About 25 years ago, the then Superior General of the Society of Jesus, Pedro Arrupe, made a speech to the alumni of Jesuit schools from around the world. He called on the Jesuit alumni to be "men and women for others." This expectation that the alumni of Jesuit schools would live lives in service for others has since then become a major theme and goal of Jesuit education. The graduates of Jesuit schools should be men and women whose lives are marked by service to other people. We want service not only as an outcome of Jesuit education but an activity performed during the years of education. All education is for the service of other people, not for selfish purposes. A commitment to service while in school and throughout life has become a hallmark of a Creighton education.

The fourth major reason why I see a Creighton education promoting the Kingdom of God is the emphasis on values. We teach that nothing is value free. If someone says that something is value free, then a value has been put on that thing. Students must learn to find and work with the value element in all issues. We are conscious that we cannot give all the answers because the students will be working in a future world where we today do not even know the questions. Rather we desire to give the students the tools so they can work through the moral and ethical issues of the future. We have courses in the curriculum of each school and college that study the value issues in each field of study. In addition we urge the faculty to bring up and discuss the value issues in their courses. I distinguish four value issues that we want to emphasize: 1. Respect for each individual as a child of God, 2. Respect for all of God's creation, 3. A special concern for the poor, and 4. The promotion of justice.

Of course there is the problem that we don't always succeed. Not all of our graduates live up to the excellence and ideals we try to teach them. A Dallas, Texas, newspaper in late August ran an article about Jesuit education. Three

photos of famous alumni of Jesuit schools graced the front page of the lengthy article: pictures of Pat Buchanan, Fidel Castro, and Bill



Clinton. No matter what your position is, you think the Jesuits failed in two out of three of those examples, and maybe you think we failed on all three. But the fact that we don't always succeed is no reason not to keep trying.

I think that all of us who work at Creighton can feel that we are promoting the Kingdom of God. Some of us in a more direct way because of direct involvement with students. All of us at Creighton, however, have a role in building the Kingdom of God because we create an environment or supply necessary assistance to provide a Jesuit education.

In my position in administration I can promote the Kingdom of God because of my opportunity to lead, to take on a leadership responsibility for the education of God's people. I further believe that I have an obligation to take on the responsibility of running Creighton because God gave me the ability to do it. This ability is primarily a matter of God's gifts of stomach, temperament, and thick skin.

Administration can be an important ministry because of administrators' ability to influence other people. A President especially has a bully pulpit; others listen because it is the President. I have an opportunity to state a vision and sense of direction. I can put before many and diverse audiences the vision and goals of Ignatian education and of

Creighton University. Very shortly after I got into university administration at Marquette 23 years ago, I realized that I could influence activities in a way I never could do as an Assistant Professor of History. The problem is to keep purity of intention, to act and speak not for personal power or personal aggrandizement but to further a religious cause. There is a need for a constant examination of conscience: Why am I doing this? What are my motives? What are the consequences of my

actions and words, intended and otherwise? Are my words and actions for me or for Creighton? Are they for me or for the Kingdom of God?

I do believe that God supplies special graces to help get a job done; there is a "grace of office."

Whenever I tell my mother that I am making a fund-raising trip or call, she laughs and says, "Michael, you can't do that; you're not able to ask people for money." I would agree with her except for experience to the contrary. I think I received the grace of office to do fund-raising because it is an essential part of doing my job well. I believe that God does take care of us and gives us the grace necessary to do a job.

How do I measure success? It can be done in terms of money raised, buildings built, budgets balanced, but they are superficial indicators. The real indicators are what happens to students — the education they receive, the experiences they have. Do they receive an excellent education marked by critical thinking and intellectual rigor? Do they

grow as full human persons, spiritually, morally, socially, and intellectually? Are they committed to the service of others? Do they have values that are their own? This kind of success must always be seen in terms of individuals. Each individual student whose life has been influenced by Jesuit education is a success, for the student and for us.

I receive some feedback from individuals that not only keeps me going but tells me that we are succeeding. A rancher from western Nebraska raves about the outstanding education and experience his two daughters had at Creighton. I tell him that we get good kids; he tells me, "but you make them better." A graduating senior writes to thank me for my part in the excellent value-filled education she received. A young dentist in a large multi-specialty clinic in Tampa tells me that his education was better than any other dentist in the clinic. A young Lutheran girl enrolls at Creighton because she had heard that it teaches values.

I very much believe that my job contributes to my spiritual life and is religious-priestly work. I serve thousands



of people every day by helping to raise the money, balance the budgets, build the buildings, lead the planning that provide a Jesuit education. But I serve much more than that because I see my work as religious work. In my job I help to build the Kingdom of God because I help to educate people in the Jesuit tradition. **W**

Tales Told Out of School!

When you reflect on a career, the elements rarely play out like a carefully-kept diary. Instead, individual scenes reach the mental screen and somehow project continuity.

Whenever I assemble with colleagues from my working days at Creighton, we never parade chronology; we tell stories. One tale provokes another, most of them compressed by faulty recall or expanded by generous imagination. None would sustain a WINDOW article. Still, they need to be preserved, if only because myth needs some context.

I spill out some of these memories, like a hastily reassembled slide carousel, minus dates, minus genealogy.

(Editor's Note: Writer Bob Reilly's background includes serving in several positions — alumni director, public relations director and work in development, among others — at Creighton from 1950 to 1966. Here, he recalls some stories previously untold to the public.)

By Bob Reilly

Picnic Was No Picnic for Organizers

I'm not sure when the Creighton Picnic started but, when I arrived on campus in 1950, it was already a Peony Park fixture.

"When do we start on reservations?" I inquired.

"Reservations?" echoed my veteran secretary.

"Yeah, reservations.

So we can order the right number of dinners."

"We never take reservations," she said.

"We just — estimate."

"Well," said I, "things are going to change. We're going to put some order into this event."

So, for six months, we begged for alumni reservations in a quartet of mailings, the back cover of the alumni magazine, through alumni club correspondence,

and via local radio. Two weeks before the Picnic, we had seven reservations.

"I told you," said my secretary. "They're just not used to making reservations."

I surrendered.

"How many came last year?" I asked lamely.



The events of old; it was 1928 and commencement when this group posed for the camera.

"Almost 1,400," she said. "That was 200 more than the previous year."

So I set the figure at 1,700

for 1951. And then I made an honest error. I decided to try a new caterer, a woman whose fried chicken I'd sampled and found excellent.

Trouble was, she had never handled more than 300 people before. In her neighborhood, every house was cooking fried chicken. You could smell it for three city blocks. It arrived at Peony on bicycles, Volkswagens, pickups, sedans, on foot. Some 1,700 servings of chicken, cole slaw and fries.

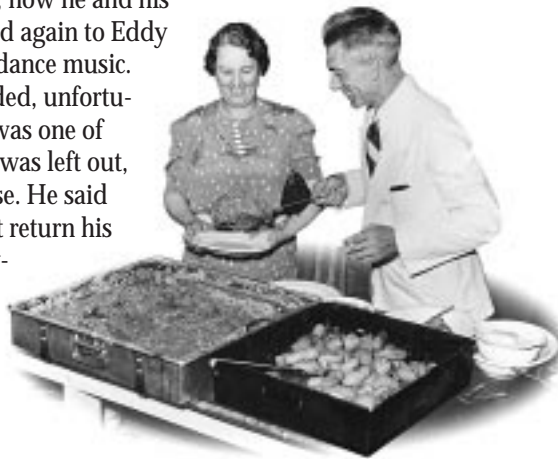
Unfortunately, we attracted over 2,100 alumni.

Our crew scattered around west Omaha, buying up cold cuts, potato chips and canned hams. Another 200 of the faithful were nourished. Leaving 200 unfed. On the loud speaker system we announced that those who had not been fed should turn in their tickets now or

mail them for a complete refunding of the \$5, which included the meal, the dance and a chance at some

nifty door prizes.

Perhaps 50 people requested their money back. One letter I'll never forget. The writer said what a wonderful time he'd had, how much he enjoyed seeing old classmates, how he and his wife thrilled again to Eddy Haddad's dance music. But, he added, unfortunately, he was one of those who was left out, cuisine-wise. He said he couldn't return his ticket, however, since he had to turn it in for the door prize, a console television set.



This was a faculty picnic at Fort Crook in 1939.

The Letter With 4-Letter Words

One story leads to another. After one Picnic I received a scurrilous letter from an anonymous alumnus, replete with four letter words and referring unkindly to my probable ancestry. He wondered why we would schedule an alumni event on a Monday night when working people probably couldn't get there. He signed the letter, "Any Salesman in Western Iowa." There was also a postmark on the envelope. Since we always held the Picnic on a Monday night, I theorized this must be a recent grad. And since

he was a salesman, I figured he might be a Business Administration alum. I also thought he'd be too shrewd to mail this from



then wrote to the alumnus, a nice letter, never mentioning his prose, but apologizing for the timing and thanking him for staying in touch with his old alma mater.

Two weeks later he showed up at the office.

"Okay," he said. "This is driving me crazy. How did you know?"

We explained and he confessed he had been drinking with a couple of fellow graduates and they were feeling left out. Thus the missive.

Are There Any Bars Open Around Here?

One time we had invited a prestigious speaker from out-of-town to be the principal orator at a major dedication. This fellow showed up in my office at 10 a.m., looking

as if he had slept all night in his clothes. All he was carrying was a small gym bag. I knew he had no suit in there.

"Are there any bars open around here?" That was his first question.

I said I didn't think there were any in the immediate vicinity,

but perhaps we could find something later. He was due to speak at 4 p.m. While the speaker waited in my office, I collected Harry Dolphin, who ran our news bureau, and asked him to stick with this guy for the next six hours and to deliver him sober to the dedication. Harry did his job well. The honored guest, his seedy attire cloaked by a cap and gown, gave a brilliant talk.



This photo appeared in the 1954 Bluejay and showed Carol Shepherd with Vaughn Monroe.

The Time "The White and Blue" Rocked

In the early fifties Vaughn Monroe brought his radio show to campus and had written ahead for a copy of the school song. His syncopated version of Creighton's "The White and the Blue" had the old gym rocking, and, to my mind, that anthem was never again the same.

The 1952 Flood of Creighton Students

When the Missouri flooded in 1952, Creighton's students were still on their Easter break. Fr. John Flanagan, superintendent of buildings and grounds, put out a plea via the radio stations for stu-



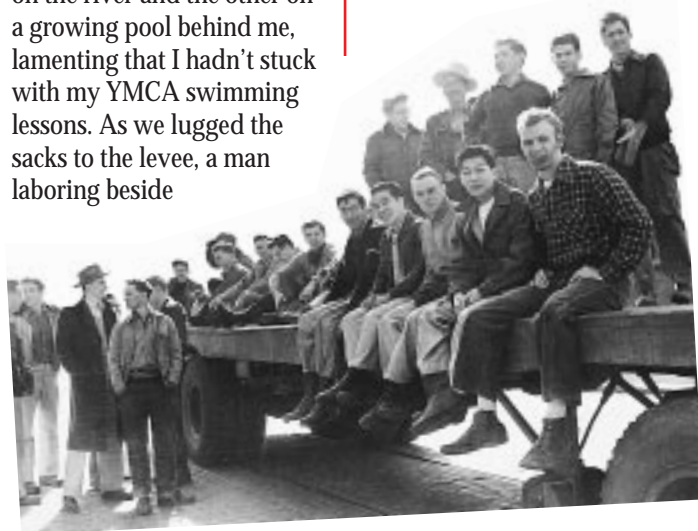
Not everybody in this group can be recognized today, but some Creighton insiders and graduates may spot such figures as Don Doll, S.J., front left.

dents to report to the Administration Building to join the sandbag brigades. Hundreds responded that very day and Creighton's presence was dominant along the makeshift dikes. I was working on the Council Bluffs side, keeping one eye on the river and the other on a growing pool behind me, lamenting that I hadn't stuck with my YMCA swimming lessons. As we lugged the sacks to the levee, a man laboring beside

what I knew about this. I knew nothing. He glared at me, sure I was concealing evidence.

"You know what I think?" he asked.

Tales Told Out of School!



me inquired where I was from. "Creighton," I told him. "Creighton, Creighton," he said. "Everyone here seems to be from Creighton or Hinky-Dinky (then a local grocery chain)." As PR director, I was eager to believe this distortion.

'Fessing Up to the Feds

Then there was the time the two agents from some local office of a Federal bureau showed up at my office, trying to track down a case of liquor they contended was purchased without paying the appropriate tax. One of the agents was embarrassed by the whole thing, but the other behaved like he was on some major bust and kept asking me

"What?"

"I think I'll discover that some students in that Deglman Hall ordered that case from a friend. That's where I'll find it."

"Good luck," I said. "This is summer, you know, and that place is filled with nuns."

Fr. Costelloe "Hurled" Ben Out on Accuracy

When I think of the pure scholar, the image of Fr. Joseph Costelloe, S.J., floats into my consciousness. Even when he is in a crowd, I sense his attention is on some distant manuscript. He can effectively shut out the mundane, the trivial. He also is exceptionally honest.

In 1959 I had a call from the regional distributor of

Ben Hur, the classic MGM epic, telling me that the film's co-star, Israeli

actress Haya Harareet would be in Omaha, and he wondered if we'd like to have her appear on the Creighton campus. The movie hadn't played Omaha yet, but everyone knew about it, so I agreed to her appearance. On reflection, I wondered if she spoke English or if she just might say she was happy to be in Nebraska and leave behind hundreds of disappointed spectators. So, to flesh out the program, I borrowed two short films on Israel from the Jewish Community Center and asked Fr. Linn, then my immediate boss, if he had any other ideas. He suggested Fr. Costelloe as an expert on the Middle East and Fr. Costelloe agreed to show up.

I didn't get back to him until the day before the event. I explained the order of things and told him he would precede Haya Harareet and just talk a little about his experiences in Israel.

"Israel!" he said. "I've never been to Israel."

"Fr. Linn said you visited there."

"No," he responded.

"All I know about it is from reading."

"Well," I countered in frustration, "what did you think I wanted you to talk about?"

"I thought you wanted me to talk about the movie, which I saw in Chicago. And, by the way, it's terrible."

I winced, then said,

"Father, there will be people here from Hollywood who worked on the film, so please don't say anything about it being terrible, okay?"

He nodded, and we settled on some general comments about the era.

The next day the Brandeis Student Center was packed. Included in the audience were regional MGM types, and a trio of Hollywood junior execs - two assistant directors and the research coordinator.

Haya Harareet was brilliant. She would have impressed any faculty seminar. Faultless English, extremely intelligent. The documentaries on Israeli stamps and travel tips seemed to be appreciated. And Fr. Joe Costelloe? I was nervous, but he acquitted himself well, providing a scholarly view of the first century.

Then he paused and said, "They told me not to say anything bad about this movie, but I just have to mention the shoddy research."

The California research coordinator shifted in his metal chair.

"In the first place," Fr. Costelloe said, "the column seen in Judah Ben-Hur's home was of an architectural style not created until a century later."

There were some smiles and nudges. The locals loved this.

"Then, at one point, the leader of a Roman cohort mentions he will meet a companion in Jerusalem that night. Now, the Romans were good marchers, but

Jerusalem was 43 miles away and they would never make it in that time."

Now there were outright chuckles and the uneasy West Coast trio were wondering about the next charge.

"And then that chariot race...", began Costelloe.

The crowd roared. Here was the central piece of the whole film, the most expensive segment of the multi-million dollar extravaganza. Even the MGM folks were now grinning.

"Now," explained Fr. Costelloe, "no one would ever run a chariot race that way, lining the chariots up side by side. Why, the man on the outside of the Spina would have no chance at all."

He then, minus any visual aids, described the intricate way the chariots fed into the arena, as the audience

the video of *Ben Hur*, I think back to that afternoon when Fr. Joe Costelloe defeated MGM, William Wyler, General Lew Wallace and Charlton Heston.

And Now, the Worst Movie of the Year...

Once I responded to an invitation to speak, issued by Fr. Lee Lubbers, always one of my favorite Jesuits. He was sponsoring a brief film festival on the Creighton campus, featuring some avant garde movies by people like Stan Brakhage and Andy Warhol, with lengthy shots of people sleeping or eye-numbing flickering to simulate the first silents.

The climax was a Midwestern premiere of Otto Preminger's



description was too narrow. Quality wasn't the problem, however.

This film carried a "C," or "Condemned" rating by the Catholic Legion of Decency. And here it was being exhibited on a Catholic campus. I understood then why Fr. Lubbers had set me up, along with Fr. Joe Scallion, a member of Creighton's English Department. We were to utter some slight protests to help bring things into balance.

The Walsh Lecture Hall was sold out. Half the audience sported headbands and zodiac neck chains. The film groaned to a conclusion.

Life was right. It was a sub-par flick. THE END. Lights. And Fr. Scallion and I are on stage, our eyes squinting away the celluloid effects. And there was Otto Preminger himself, facing us. Fr. Scallion proposed that I go first, since I was more hardened to public discourse.

"Why do you call this an adult film?" I began.

"I don't call it an adult film," he countered in Teutonic phrasing, "you call it an adult film."

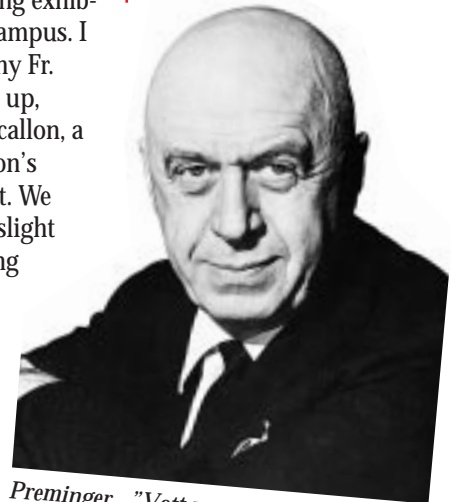
There was a loud and positive reaction

from the audience, the kind heard when Paul Silas retrieved another rebound. In fact, all my queries were met with disdain, all of

Preminger's replies with frantic ear-jangling approbation. I looked at Fr. Scallion. He was very pale.

I pressed on.

"You know what bothers me about your film, Mr.



Preminger... "Vott you mean, cliché?"

Preminger? It's all the clichés."

Some boos and hisses.

"Cliché is an easy cliché to use," Preminger remarked. "Vott you mean, cliché?"

Noisy support.

"Well," said I, sensing defeat, "instead of the Indians circling the wagons, you have the Ku Klux Klan circling the cottage of the poor black sharecroppers. And there is the blood brother exchange of slit wrists. And the climactic picnic scene. What are they eating? Fried chicken and watermelon."

"For your information, young man," he instructed me, "that chicken was broiled, not fried."

Summoning my remaining dignity I said sweetly, "I guess the fact that the chicken was broiled was another of the subtleties of your film



The famous chariot race in *Ben Hur* shouldn't have been run as it was in the movie, Fr. Costelloe said.

thoroughly enjoyed the imagined discomfort of the Hollywood visitors.

Every time I see an ad for

Hurry Sundown, a feature *Life* magazine said it was going to call the worst movie of the year but they felt that

that eluded me.”

My best line — and absolute silence.

Fr. Scallon soldiered on, like a true son of Ignatius. We were both relieved when the session ended.

I learned two things that evening. Never argue with a guy with an accent. And Fr. Lubbers owes me one.

The Two Sides of Coach McManus... on Air

Everyone recognized the split personality of former Bluejay coach, John “Red” McManus. Off the court he was a pleasant, almost shy character. He won my everlasting respect for the way he involved the dying former coach J. V. “Duce” Belford, contacting him in the hospital every evening, keeping him as part of the team strategy. Once the basketball was tipped, however, he became a deeply troubled partisan. He could recall, even years later,

every bad call, every missed shot, every dribbling miscue. He earned his sobriquet from the way his Irish face would flush crimson during hardwood encounters. A perfect gentleman before and after the scoreboard lit up, he could become a frenzied competitor during the contest.



Dynamic Coach McManus (second from left) was quiet off the court.

with a transistor microphone, so every groan and disappointment was recorded as well as filmed. It was a

Because he was so colorful, my brother, then a director at Omaha’s Channel 3, thought it would make a good program to follow “Red” through a typical day. The television cameras caught the coach at breakfast, in the office, taking phone calls, meeting with his staff, counselling ball players. They followed him to lunch, captured the afternoon practice for that evening’s game, focused on his growing anxiety. Then they entered the Civic Auditorium where Creighton was matched with another Catholic university, an opponent whose coach had Omaha roots and friends. “Red” McManus, who disliked few people, really loathed this rival mentor.

During the game, McManus was equipped



good game, a close game, but Creighton lost, as I recall, by 6 or 7 points.

“Red” could tell you exactly. The camera stayed on the scene as the stands emptied and the dejected Bluejay team departed through the dressing room tunnel. Then they panned down to reveal Coach McManus alone on the bench, a program tightly rolled in his hand. Some yards away, a crowd of Omahans surrounded the victorious coach. “Red” finally raised his head, fired the program to the floor, and walked into that victor’s circle. You lost sight of him, but, thanks to the transistor mike, you could hear him say, “Nice game, coach.”

Then he slouched away, solo, toward the dressing room. Now “Red,” who was a great coach and an even nicer human being, was a poor curser. His expletives had a Tom-Osborne-like quaintness to them.

The camera showed this solitary figure retreating into the tunnel and you heard his voice, completing the earlier sentence of congratulations, say, “You horse’s butt!”

I’ve Got a Million of Them

Did I tell you...? What? Running out of space. Listen, I’m just getting started.

One time, in a faculty pickup game, this law prof twice decked Fr. Reinert going in for a layup. Which reminds

me of the time the President got me in trouble with the *Omaha World-Herald*. Or the comment Fr. Tom Murphy made when we discussed tearing down the old stadi-



Duce Belford... There are plenty of stories about the legendary coach and administrator.

um. Wait! I’ve got a million of them. Oh, yeah, when Fr. Flanagan pasted a notice about illegal parking on Ralph McInerney’s windshield. And McInerney — you know, he later wrote those Fr. Dowling mysteries — he stuffed glue and paper into Fr. Flanagan’s lobby mail slot. Or Dan Kelly, one of my predecessors, protesting the bureaucratic regime of a lay comptroller by sending through a requisition for a coffin, a requisition that was initialed all the way to the top. And Duce Belford! I could recite several stories about him. Like, once in New York ... You’re serious about this. Couldn’t you just add a few pages to *WINDOW*? Okay, okay. Maybe I’ll get a web site. **W**

NEW FRONTIERS OF CANCER PREVENTION AND CURES



By Lori Elliott-Bartle
*Assistant Manager of Media Relations,
Health Sciences*

Not so long ago the word was avoided in public and whispered in private. It still has the power to instill dread and anxiety.

But now many of the 1.3 million U.S. patients each year hearing the word "cancer" as part of their diagnosis

have hope of effective treatment and recovery.

Along with improved treatments for cancer that can cure, the knowledge about how various cancers begin and spread has advanced. And through better understanding comes the power to prevent.

Some cancers can be prevented by making healthy choices in everyday life — eating fruits and vegetables, exercis-

ing regularly and managing stress. But Creighton researchers and clinicians are looking for ways to prevent cancer from occurring or to diagnose and cure it at early, treatable stages. These activities range from conducting basic science research, investigating drugs that may prevent cancer from developing or recurring, to developing new screening capabilities.

Researchers are examining molecular

markers and peptides that might lead to a better understanding of cancer and how to stop it or treat it more effectively.

With support from a Health Future Foundation grant last year, Creighton's



Dr. Lemon hopes to identify new hereditary cancer genes.

Dr. Stephen Lemon, assistant professor of preventive medicine and public health, began expanding upon the work of world-renowned hereditary cancer expert, Dr. Henry T. Lynch. Until recently, physicians had to rely exclusively upon a detailed family history of cancer to estimate risk of developing hereditary cancer. By collaborating with fellow Creighton scientists in the areas of biomedical sciences, medicine, gynecology, pathology and pharmacy, Dr. Lemon hopes to identify new genes in hereditary cancer.

The early phases of Dr. Lemon's work have focused on developing a screening approach for the early detection of malignancy in cases of hereditary nonpolyposis colorectal cancer (HNPCC). Dr. Lemon has been examining tissue samples for indication of the lack of a particular protein, which may indicate the genetic trigger for the cancer's development. Dr. Lemon will examine both tumor tissue and precancerous tissue to see whether the lack of protein can be detected

before cancer develops.

He will compare this method to another screening approach that detects a cellular instability, which indicates whether a gene may contribute to HNPCC development.

"We'll be comparing the results of each screening approach on the same tissue samples," Dr. Lemon said. "We'll determine which test is easier to do and which is more reliable."

In addition, Dr. Lemon's lab will be able to conduct the genetic sequencing to find the genetic mutations that contribute to HNPCC. Dr. Lemon eventually will develop genetic testing of patients at risk of developing HNPCC, adding another component to the genetic counseling and treatment expertise currently provided in the Hereditary Cancer Prevention Clinic, an interdisciplinary clinic, established at Creighton in 1995, where families can find information and services related to all hereditary cancers.

In the future, Dr. Lemon said he hopes to conduct studies that will expand the molecular genetics program by testing for breast cancer susceptibility genes, identifying additional cancer markers to assist in cancer prevention, and validating cancer prevention approaches such as mammography, colonoscopy, and prophylactic surgery. Eventually, he hopes that clinical trials investigating medications designed to prevent cancer will be conducted through the Hereditary Cancer Prevention Clinic.

Another basic science research area that may lead to better understanding and treatment of cancer is in the biomedical sciences. Richard "Barry" Murphy, Ph.D., and Sandor Lovas, Ph.D., are investigating formulations of peptides that suppress tumor growth.

It has been understood that the polypeptide gonadotropin-releasing hormone (GnRH) suppresses growth of some cancers through action in the pituitary gland. However, in research conducted at Creighton with collaborators at the National Institute of Oncology in Budapest, Hungary, investigators have

found that a variant of the hormone, GnRH-III, acts directly upon the cancer cells without involving the pituitary. More direct action is preferred, because GnRH's effect in the pituitary damages the reproductive system. Moreover, the researchers have developed a way to protect the GnRH peptide from destruction by the body's enzymes until it reaches the cancer.

"We haven't developed a new therapy, but the research is promising," said Dr. Murphy. "The work looking at breast cancer has been repeated with other cancer types, and the science is good." Long-term possibilities include the development of an injectable form of the peptide to stop tumor growth in humans.

Pancreatic cancer is another area in which research is being conducted at Creighton. This type of cancer is deadly — less than two percent of people who develop pancreatic cancer live more than five years, in part because symptoms usually don't begin until the cancer has progressed beyond the stage where treatment is effective, according to Thomas Adrian, Ph.D.

Pancreatic cancer causes "profound metabolic changes," Dr. Adrian said. Those changes include resistance to insulin. There are several factors involved in this abnormal metabolism,

One approach could lead to screening for early disease, rather than prevention

one of which appears to be that the pancreas produces more amylin. Finding hormonal changes should lead to earlier detection of cancers at a stage when treatment is more effective. "This approach would lead to screening for early disease rather than complete prevention," Dr. Adrian said. "We're looking for early detectable changes in patients with early pancreatic cancer."

Meanwhile, Creighton health care professionals working on clinical

aspects of cancer treatment and prevention offer a range of possibilities for patients.

James A. Mailliard, M.D., director of clinical research at the Creighton Cancer Center, leads the Community Clinical Oncology Project funded by the National Cancer Institute. The project provides a network through which oncologists at Creighton, Bergan-Mercy and Immanuel hospitals and the Lincoln Cancer Center can enroll patients in clinical trials sponsored by NCI.

"This project provides our patients the unique advantage of being able to consider participating in a broad range of clinical trials where they can get the latest treatment available," Dr. Mailliard said.

The project also provides the basis for participation in cancer control trials. These studies focus on preventing cancer recurrence. In studies looking at prostate cancer, breast cancer and colon cancer, researchers are examining particular medications and their effectiveness in staving off future bouts with the disease.

In the prostate cancer study, which began in 1994, participants who are over 55 years old and in general good health take either a placebo or a finasteride tablet every day for seven years.

"We haven't seen any significant side effects from taking the medications," said Dr. Mailliard. The national study is attracting more participants than expected, so investigators have increased the total accepted into the trial.

"Our center is second of the 105 study centers in the United States in terms of steady growth in patient enrollment and retention," said Dr. Mailliard. "I think men are more interested in health than we anticipated, and participating is fairly simple: Patients are seen twice a year and the drug has minimal side effects. Also the patient pool is broader than for many studies."

Studies with much narrower enrollment criteria include the breast cancer prevention study and the aspirin and colon cancer study. The breast cancer prevention study began in 1992 and focuses on women at high risk for developing breast cancer. Creighton has enrolled 46 participants, who take either

a placebo or tamoxifen for five years. Because of concerns that tamoxifen may cause uterine cancer, women undergo an endometrial biopsy each year, as well as a mammogram and Pap smear. Creighton received a recognition award from the National Surgical Adjuvant Breast and Bowel Project for its partici-

whether this drug might be beneficial."

Other clinical approaches to preventing cancer include patient education about screening techniques and understanding the risk of developing cancer, which is particularly important with hereditary cancers that often hit people at much younger ages than sporadic cancers. When Dr. Henry Lynch established the Hereditary Cancer

Prevention Clinic, he hired a genetic counselor, Sue Tinley,



pant enrollment and compliance during 1996 for this study.

In the colon cancer study, participants will help investigators determine whether a daily dose of aspirin will prevent a recurrence of colon polyps in patients who have had colon cancer removed successfully through surgery. The study, funded by the National Cancer Institute, will track 900 patients over four years. Data from previous studies show potential benefits from taking aspirin. Results from a national study of 600,000 people over 10 years showed the death rate from colon cancer was 40 percent lower in people who took aspirin regularly.

One drawback to conducting these lengthy drug studies is that new medications continue to be developed that may be more effective or have fewer or less serious side effects, Dr. Mailliard said. "There are now second-generation preventive agents that followed tamoxifen," he said. "But the questions are still important, and we need to find out

R.N., to present information to patients and their families.

"With the rapid development and growth of molecular genetic information, we realized that we needed to incorporate genetic counseling," said Dr. Lynch. "Until very recently, genetic counseling was not a component of caring for hereditary cancer patients and their families."

But some scholars caution that the speed with which genetic information is discovered and presented is outpacing our society's ability to handle it wisely. One concern is that medical records containing patients' genetic information can provide the basis for discrimination by insurance companies and employers. Karen Rothenberg, J.D., M.P.A., Marjorie Cook Professor of Law and director of the Law and Health Care Program at the University of Maryland, addressed these and other concerns about genetic testing at the Seventh Annual Women and Health Lecture sponsored by Creighton's Center for

Health Policy and Ethics last fall. She pointed out benefits of having the genetic information, such as relieving uncertainty, assisting in promoting screenings for early detection, planning for the future, making decisions about reproduction and sharing information with family members. But she described the risks of increasing anxiety, changing self-image, invading privacy, undermining confidence, altering family relationships, increasing social stigma and experiencing discrimination by insurers and employers.

"Some have argued that individuals who might otherwise choose genetic testing may decline it based on their fear that the privacy of genetic information will not be maintained," Rothenberg said. "They worry that they or their family members will not be able to obtain or maintain their jobs and/or health insurance coverage. For those without coverage, genetic information may be of little value if they do not have access to possible prevention and intervention strategies."

"As new genetic tests proliferate, health care providers counseling their patients about the risks and benefits of genetic testing must be educated on the

"A gap exists between what is known about cancer genetics and patient counseling needs"

social risks posed by the use and misuse of genetic information," she said.

Health care providers are aware of these concerns and are struggling with them.

"A gap exists between what is known about cancer genetics and

patients' counseling needs and their demands for information and realistic cancer prevention measures," Dr. Lynch wrote in the foreword of a special issue of *Oncology* that focused on genetic counseling. "We are still low on the learning curve relative to our understanding of the variation in penetrance and expression of cancer-prone genes, particularly with respect to age of onset, tumor spectrum, pathology and prognosis.... While full and complete answers to these questions may require many years of research (and some may be so elusive as to never be fully clarified,) we, nevertheless, must appreciate the fact that if the medical community does not take appropriate action about cancer genetic diagnosis, genetic counseling and management, patients will seek advice from individuals with less training."

Basic research, clinical drug trials, new cancer screenings ... With a three-pronged approach, Creighton scientists are joining colleagues around the world to help unlock cancer's secrets and move toward its cure.

Another Honor for Creighton's Dr. Lynch

This month, Creighton's Dr. Henry T. Lynch, a world-recognized expert in hereditary cancers, will be honored once more, this time with an award for research excellence in cancer epidemiology and prevention.

Given only six times by the American Association of Cancer Research/American Cancer Society, the award cites Dr. Lynch "as a superb clinician, educator and clinical investigator and (recognizes his) contributions to our understanding of the etiology and diagnosis of hereditary nonpolyposis colorectal cancer."

Working from a background in genetics, Dr. Lynch was attracted to the questions of hereditary cancers early in his career more than 30 years ago. Despite doubts expressed by members of the medical community at the time, Dr. Lynch persevered in his sense that genetics played a role in some cancers' development.

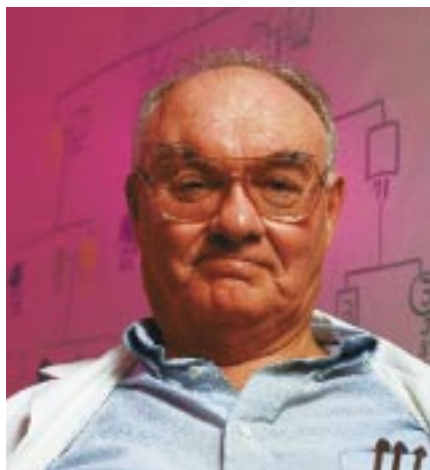
Dr. Lynch now manages a database of more than 100,000 family pedigrees tracing various hereditary cancers. His detailed histories and tissue collections have provided the

evidence leading to the discovery of gene mutations such as BRCA1 and BRCA2 mutations that contribute to hereditary breast cancers, rare strains of colorectal cancers in Native Americans, and the strain of hereditary nonpolyposis colon cancer dubbed the Lynch syndrome in his honor. Last year, he received the Bristol-Myers Squibb Award for Distinguished Achievement in Cancer Research.

Dr. Lynch has collaborated with researchers around the world and descriptions of their findings have appeared in journals such as *Nature*, *Cancer*, *Journal of the National Cancer Institute*, and *Cancer Investigation and Anticancer Research: International Journal of Cancer Research and Treatment*.

Recognizing the continuing development of genetic testing options and counseling, in 1995 Dr. Lynch established Creighton's

Hereditary Cancer Prevention Clinic, an interdisciplinary clinic where families can find information and services related to all hereditary cancers. **W**



Dr. Lynch's research on hereditary cancer has led to many awards and the discovery of gene mutations.

Government Helps

Mr. Hamilton's letter in the Winter issue of the Creighton University *WINDOW* magazine, which depicted all of us and our nation under the title "Government Intervention," cannot go unanswered.

As a 12-year-old I experienced the effects of the Great Depression as my hard-working father struggled to keep his family together, housed and fed. Let me assure Mr. Hamilton (and all his peers who obviously did not personally experience that devastating era), had it not been for the leadership of President Franklin Delano Roosevelt (not just "FDR"), democracy as we know it would have crumbled. Anarchy would have set the stage for communism. In its weakest moment both politically and economically, this nation then would have been ripe for destruction and conquest by Nazism. All the elements were here. Our destruction would have come from within. The Nazis who controlled Germany were working very hard to develop the atomic bomb to bring us to our knees. It probably would not have been needed.

Future nonpartisan historians who record events of the 20th century will recognize that President Franklin Roosevelt brought us back from the brink of destruction. This occurred not just once with his bold and decisive plan which put millions of idle citizens back to work, but again when he guided us through the next perilous time in our history during World War II.

To state that our freedom depends on the elimination of all governmental restraints to a so-called "free marketplace" is to yearn for the "good old days" when the market was controlled by the few and the powerful — not the government. A glance back in history to those days of "free markets" reveals the power of the Robber Barons who controlled our government, our economy and, as Mr. Hamilton describes it, our

human dignity. Under their ruthless control, citizens had no basic dignity. Compound this with our sad early history of buying and selling human beings in slavery, plus an immense disregard for the rights, freedom and dignity of our Native Americans, we should have more than enough "demons" in our past to account for present day problems or deficiencies in our democracy.

Furthermore, it is wishful thinking, yes, even naïve, to believe that legalizing cocaine, heroin, LSD, etc. would solve what Mr. Hamilton refers to as "peaceful" exchanges from one drug head to another. Uncontrolled addiction to cocaine, heroin and LSD with all its devastating aftermath would open up Pandora's box. Would not that stimulate the "free" marketplace? Physicians in our nation and around the world spend a significant percentage of their time and energy in mostly futile efforts to salvage the human "wrecks" they encounter whose bodies are being destroyed by tobacco, a legal drug. To give alcohol the same weight as tobacco in describing legal addiction that causes more deaths than cocaine, etc., is, of course, wrong. It is an indisputable fact that tobacco alone results in more deaths each year in our nation than alcohol, cocaine, heroin, LSD, marijuana, firearms and AIDS combined. Tobacco is a legal product which, when used as recommended by the tobacco advertisers, causes addiction and death. It has no redeeming quality.

Therefore, shall we eliminate the Federal Drug Administration in the name of the "free market" and allow these distributors of death to run uncontrolled? I trust our elected leaders will have more sense than that.

Notwithstanding, our country's real as well as perceived shortcomings, Mr. Hamilton and I have the right and freedom guaranteed by our Constitution to criticize this imperfect democracy without fear of reprisal or political imprisonment.

Admittedly, we live in the greatest free society on earth, even if we may be "fourth" in the so-called "free market."

So, what is past is past. As we approach the 21st century, all of us must work in our own individual way to make our nation even better - and, incidentally, more inviting for those millions of humans outside who would love to be citizens of this great country.

Fred J. Araas, MD '51
Sheridan, Wyo.



Come celebrate the 50th Annual President's Alumni Picnic with us!

DATE:

June 14, 1997

TIME:

4 p.m. to 10 p.m.

WHERE:

Creighton
University Campus

WHAT:

Games and activities
for the whole family.
Free dinner and soda.
D.J. and band.

**Our 50th
anniversary evening
ends with fireworks!**

PROFILE OF ACHIEVEMENT

From Graduation to Death, Murphy a Creighton Family Member

This is a special place in my world. It's the people that make you attached to it. Many of the Jesuits are dear friends...The students are always fresh and new...They have a lot of life and exuberance. It makes you younger just to be around them."

Ed Murphy passed away this winter at 93, having worked for Creighton just shy of seven decades. When he spoke about Creighton in a 1984 *Omaha World-Herald* interview (quoted above), he tried to capture something of what had kept him on the job at his Alma Mater.

A dedicated, humble man with a wry sense of humor, Ed went to work on the Hilltop on June 1, 1927, right after graduation. Over the years, he worked for 10 University presidents, first as director of the student union, then as assistant treasurer, bursar, business manager, personnel director and Affirmative Action program administrator. He was risk manager for the University at the time of his death.

In 1989, Creighton honored Ed by naming a building after him. The Murphy Building at 22nd and Cuming streets houses the University's purchasing and central receiving offices.

Approximately 20 years ago an anonymous donor also chose to pay tribute to Ed, establishing a short-term, no-interest student loan fund in his name. The fund was established to honor Ed's practice of helping Creighton students with loans from his own pocket.

Ed Murphy leaves three daughters and many grandchildren. He also leaves a legacy at Creighton — and with all who knew him — of humor, humility and service.



*Murphy worked at Creighton
for more than 60 years*

**CREIGHTON
UNIVERSITY**

"The Degree of Difference"

