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The Potentate of P.I.O. : [Judith Schwartz]

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THE ROCKEFELLER UNIVERSITY RESEARCH PROFILES

SPECIAL EDITION

The Potentate of P.I.O.

Beep. Beep. Beep. (★!m★X!) Another day—another crisis—and Judy Schwartz, Director of Public Information for The Rockefeller University, works at her terminal. Ash tray overflowing, head wreathed in cigarette smoke, Judy squints at the VDT screen as she badgers her sentences into perfection. Whether a press release, a *Research Profiles*, a Trustee resolution, a brochure, or a photo caption, her labors always produce efficient, effective prose, often illuminating, and always grammatically correct.

Begrudgingly, she strikes the write/quit command and, handing the printout to her eager staff, mutters the battle cry borrowed from her predecessor: "Let it go out to a waiting world."

NOBODY'S GROUPIE

While an uneasy truce exists between Judy and electronic devices of all persuasions, the faculty of the Rockefeller University has unequivocally expressed their fondness and gratitude to Judy for her eighteen years of counsel, conscientiousness, conversation and cajolery.

"I met Judy for the first time the way most of the faculty meets her, at graduation, marshalling everyone together for a group picture outside," says Professor Norton Zinder, Laboratory of Genetics, who regards Judy as one of his closest campus friends and confidantes. "Everyone is hot, tired, and blinded

by the sun, and Judy is telling us to move over and smile. And, urr, um, uhh, we do."

Judy's list of admirers is interdisciplinary. Physicist Nicola (Nick) Khuri says, "When Judy gives you a compliment, it means something." He separates the non-scientist staff at the Rockefeller into two groups, those who are in awe of scientists, and those who respect the faculty but are not overwhelmed by them. "Science groupies and hero worshipers are not what this university needs," says Professor Khuri. "Objectivity and honesty are the qualities that best serve this place. Judy has the intelligence and the confidence to tell the scientists the straight story. This is how she has earned their trust over the years."

Adds Professor Emeritus Vincent Dole, Laboratory of Addictive Diseases: "When situations arose involving my research and the press, Judy was always helpful, gentle, and, above all, decent. I'm indebted to her judgement which has always been flawless."

Many public information executives prefer to administer advice from the comfort of their cushioned chairs. Judy is different. Edward Clarke, Director of Security, remembers how Judy reacted when a large group of animal rights activists demonstrated at the front gates of the University. "She jumped right in the thick of things and began talking to them. They were all sitting cross-legged and Judy walked among them, talking and answering questions. Watching from the guard house, we were amazed. But that's the way she is."

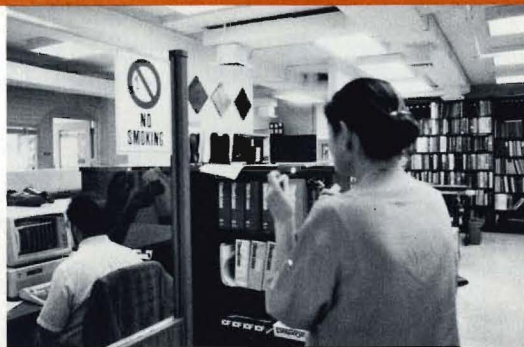


Judy in the field.

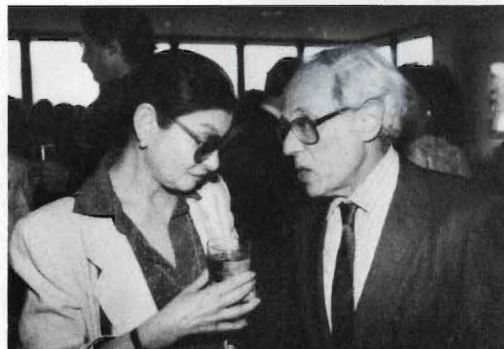
No, no, no,
not in California.



Judy at the bench.



Judy & the
Den Mother.



Great minds
think alike.



Founders' Ball.

Rodney W. Nichols, Executive Vice-President of Administration, recalls the time a defecting Russian scientist inappropriately cited him and the University as references to the U.S. State Department. The press got hold of the story and camped outside his window next to the front gate. Bewildered by the sudden attention, he called Judy for advice. Her assessment: "No interviews." Any attempt at explanation to the media would worsen the situation and involve the University in needless sensationalist publicity. Mr. Nichols says, "As the Director of Public Information, Judy knows when to make information public, and when it serves the University's interests not to."

MME. BONTEMPS

In addition to disseminating (and retaining) information for the University, Judy is a veteran of 32 issues of the *Research Profiles* (with a work-in-progress), often serving as writer, editor, managing editor, and production coordinator simultaneously. This has given many of the scientists an opportunity to get to know Judy in profile as well. Professor Bruce McEwen, Labora-

tory of Neuroendocrinology, remarks that one of Judy's talents as a writer is her ability to write about science with humor. "I found that her humor helped place the research in perspective," he says. "She was wonderful to have around the lab when she was researching my profile and interviewing me."

Dr. McEwen recalls the time a wine tasting society had just made him an honorary member of their organization, the Grand Maitre De L'Order Du Bon Temps. "I had to restrain Judy from putting the appointment in *News and Notes*. She managed to include it in my profile, but it's really Judy who deserves to be the honorary member of any society dedicated to bon temps."

As December comes to a close, so does Judy's tenure at The Rockefeller University. She's off to California to spread her New York City wisdom and humor, kindness and decency on the shores of another coast.

The Albert Einstein poster is gone from the wall of her office, as is a print of Caravaggio's bowl of fruit. The mints have disappeared from the dish at the center of her conference table. The cigarette smoke has all but cleared.

This Bronx bagel leaves a giant hole.
Logout.

This special edition of RESEARCH PROFILES was composed by Judy Schwartz's staff—Marc Kaplan, Deborah Edelman, Cathy Rogers, and Patricia Sadiq, designed by Dennis Stillwell of Stillwell/Golden Advertising, Ltd., and typeset and printed by Joseph Camolli of the Au Brion Group. It was printed in a limited edition of 500 copies in appreciation of Judy's 18 years of service and, especially, friendship. Best wishes and love to you Judy! Copyright © The Rockefeller University, Dec. 1988.

