Professor Bergstrom,  
  
After talking with the director of news and media relations, George Foulsham, and the assistant vice chancellor for public affairs and communications, John Longbrake, I discovered that we don't use company names in our releases in general and of particular  concern here is SAGE, owned by Sara Miller McCune, one of UCSB's most generous benefactors.  
   
If it is possible to rewrite the release without using specific company names, we could then go ahead with the news release. Please let me know if you feel this might be possible.   
  
Thanks,  
Julie  
   
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