AU Newsmakers
September 13 – September 20, 2013

Prepared by University Communications
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Top Story
Broadening the Transgender Agenda
In a trend story about the increase in services for transgender students at colleges and universities, Inside Higher Ed called attention to American University for being the latest institution to cover some elements of transgender reassignment surgery in student health insurance policies. Robert Hradsky, dean of students, noted that AU’s students really embraced adding the new coverage. (9/18)

Additional Features
Creators of Smokey Bear, McGruff Explored in New Book
The Milwaukee Journal Sentinel reviewed communication professor Wendy Melillo’s book, How McGruff and the Crying Indian Changed America: A History of Iconic Ad Council Campaigns, which discusses how and why these campaigns helped shaped the American public’s attitude towards issues towards littering, forest fires, and nuclear power. Nine outlets, including the Sacramento Bee, republished this review. (9/13)

Op-Eds/AU Authors
Seeking Justice for Syrians
In a Reuters op-ed, law professor Diane Orentlicher wrote about the need for bringing justice to those responsible for the death of thousands of innocent Syrian people. (9/13)

Put Israeli-Palestinians Peace Ahead of Syria
In an op-ed for USA Today online, international service professor Guy Ziv argued the Palestinian-Israeli Middle East conflict may be the most solvable right now. (9/16)

Eliminating Syria’s Chemical Weapons Goes Beyond the Security Council
International service professor Michael Schroeder co-authored a Huffington Post op-ed suggesting that the elimination of Syria’s chemical weapons stockpile should be a massive international effort involving allies and emerging powers. (9/13)

Russia’s Time to Step Up
In an op-ed for U.S. News & World Report online, assistant dean in the School of International Service, Anya Schmemann explained Russia’s diplomatic win with regard to brokering a deal on Syria and the challenges Russia faces to maintain its momentum as a diplomatic dealmaker. (9/16)
Expertise
The Skies. The Limits.

The Associated Press spoke to public affairs professor Howard McCurdy about the significance of NASA’s space station advances during the past decade. More than 50 outlets republished this story, including Washington Post, San Jose Mercury News and El Paso Times. (9/14)

Where Job Growth Will Come Over This Decade

THE WALL STREET JOURNAL.

The Wall Street Journal spoke to Kogod executive in residence Mark Waldman about how many companies are relying on consultants to fulfill back office functions to cut business costs, and how liberal arts graduates can take advantage of this by becoming consultants themselves. (9/14)

Brazil’s Corruption Crackdown to Be Tested in Supreme Court

The New York Times

International service professor Matthew Taylor spoke to the New York Times about corruption appeals for Brazil’s political figures. Taylor also spoke to the Financial Times on this topic. (9/17)

Congress Does Something Unusual on Syria – Its Homework

Connie Morella, ambassador in residence, and James Thurber, director of the Center for Congressional and Presidential Studies, spoke to McClatchy Newspapers about how Congress handled the Syria question. The Sacramento Bee and Charlotte Observer reprinted the article. Thurber also spoke to WAMU’s Diane Rehm Show, as syndicated to NPR, to discuss how President Obama has dealt with the conflicts in Syria and looming domestic and international challenges ahead. (9/13, 9/16)

NSA Spying Scandal Spoils Dinner at the White House for Brazil’s President

The Washington Post

With the Washington Post, international service professor Johanna Mendelson Forman discussed Brazilian President Dilma Rousseff’s reaction to reports revealing that the NSA tapped her personal communications. (9/17)

In Football Recruiting, Coaches Count on First-Year Bump

In a USA Today article about the abundance of new college football coaches, public administration professor Robert Marshak talked about the skills a new leader can bring to an organization and the how change can create an anticipation of possibility. (9/17)

Women Still Struggling to Win Big City Mayoral Jobs

Jennifer Lawless, director of the Women in Politics Institute, explained to USA Today that the lack of elected female politicians is because fewer women run for political office. (9/19)