



AMERICAN UNIVERSITY

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This Week's Newsmakers

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Prepared by University Communications

Top Stories

Curveballs Don't Break



According to a new study by **Arthur Shapiro**, professor of psychology, a curveball's sudden break is more optical illusion than reality. The curve is "always going to follow a parabolic path. But from a hitter's point of view, an approaching ball can appear to break, drop or do a whole range of unusual behaviors," Shapiro said in an interview with the **Associated Press**. More than 50 news outlets including [MSNBC.com](#) and [SportsIllustrated.com](#) republished this article. The AP article was translated into Spanish and published on each Major League Baseball teams' Spanish companion site. In addition, [USA Today](#), [Milwaukee Journal Sentinel](#), [Vancouver Sun](#), [UPI.com](#), and [Science Magazine](#) published original stories. Shapiro also spoke to [ABCNews Radio](#). (10/13)

Republican Turnout Remains Strong



Democratic voter turnout is lower than Republicans for the first time in 80 years according to final results on primary voter turnout released by the **Center for the Study of the American Electorate**. The [Wall Street Journal](#), [Politico](#), and [PBS's NewsHour.com](#) highlighted the findings. **Curtis Gans**, director of the center, said, "this should be a warning for the Democrats to work harder to keep control of Congress." (10/14)

Obama Courts Young Voters: Too Little, Too Late?



"I don't know why he didn't turn to this base much earlier," **Jane Hall**, associate professor of communication, told the [Christian Science Monitor](#) in a story examining Obama's recent efforts, including an MTV town hall forum, to mobilize young voters for the midterm elections. Capitalizing on the MTV forum, [washingtonpost.com](#) posted the School of Communication's *American Forum: Is Your Vote up for Grabs?* highlight video and an accompanying blog post mentioned professor **Dotty Lynch's** students' analysis of polling data about young voters. (10/14)

Additional Features

College Not for Everyone



Dropping out of college costs the average tax payer billions of dollars. **Robert Lerman**, professor of economics, questioned whether pushing all high school students toward college is wise and to the [Associated Press](#) said, "it could just as easily be used to argue that less-prepared, less-motivated students are better off not going to college." More than 435 news outlets including [USA Today](#), [Los Angeles Times](#), [Washington Post](#), and [Houston Chronicle](#) republished the article. (10/11)

Nobel Prize may not help Obama's Fed Nominee



Winning the Nobel Prize does not boost influence as much as it once did. "It's not automatic that someone receiving a Nobel Prize will be helped by it, politically, any more," said **James Thurber**, director of the Center for Congressional and Presidential Studies, to the [Associated Press](#) about economist Peter Diamond, President Obama's nomination for a Federal Reserve seat. More than 235 news outlets including the [Los Angeles Times](#) and [Washington Post](#) republished the article. (10/12)

Consultants Recast Candidates from Rich to Regular



Leonard Steinhorn, professor of public communication, explained why politicians hire consultants in an interview with the [Associated Press](#). Steinhorn, a former political consultant himself, said most people who run for office have almost nothing to do with the lives of their target voters, "but your goal is to make it appear you can identify with them." More than 225 outlets republished the article including the *Los Angeles Times*, *Chicago Tribune*, *MSNBC.com*, *NPR.org*, and *Forbes*. (10/13)

Women and the First Lady's Role in the Midterm Elections



Jennifer Lawless, director of the Women & Politics Institute, and **Anita McBride**, executive in residence for the School of Public Affairs, appeared on [PBS's To The Contrary](#) to discuss the role of women running for office and the First Lady's role in this election cycle. McBride also spoke to [CNN.com](#) saying, "Going into this role as first lady you're automatically a political partner of your husband, whether you like it or not." In an [NPR.org](#) interview, Lawless said, "In order to run for office and be viable, you cannot have done anything [wrong]. But we need to be careful that we're not getting to a point where anything in any candidate's past is not fair game."

Most Liberal Law Students



Law school rankings released by the [Princeton Review](#) designated the **Washington College of Law** as having the "most liberal students" in the country. The study was based on data collected from more than 18,000 students at 172 law schools in addition to data from school administrators. (10/12)

Quotes

Y U Luv Texts, H8 Calls



In an interview with the [Wall Street Journal](#), **Naomi Baron**, professor of linguistics, explained the love-hate relationship young people have with their mobile devices. "What they like most about their mobile devices is that they can reach other people," said Baron, "What they like least is that other people can reach them." *Houston Chronicle* also published this article. (10/14)

Winners May Not be Determined on Election Day



The road to the midterm elections is filled with heated debates and harsh attack ads from both sides of the aisle, which could, according to **Danny Hayes**, professor of government, result in hotly-contested elections in November. "There has been so much attention to the way we count votes in the United States," he said to the [New York Times](#), "but we know no battling method is perfect. Procedures designed to make sure every vote counts could lead to the possibility of more cliffhangers." (10/13)

Mobilizing the Black Vote



In an interview that aired on [CNN Saturday Morning](#), **David Lublin**, professor of government, said the key to success in the elections for Democrats or Republicans is to get African American voters behind their cause. (10/10)

Buffet Bets on the Euro



The Euro is struggling in today's economic climate and although it faces a tough recovery, billionaire Warren Buffet thinks it will survive. "He may think that the Euro's gotten too strong and there's more than likely only one way to go," said **Gerald Martin**, associate professor of finance, to [Bloomberg BusinessWeek](#). (10/13)

Cutting Back on Military Spending



"Congress and the administration can no longer ignore the reality that Americans have neither the will nor the wallet for unprecedented spending that does not set priorities for our statecraft," said **Gordon Adams**, professor of international service, in an interview with [ForeignPolicy.com](#). (10/12)