



# AU Newsmakers

## April 15–April 22, 2011

Prepared by University Communications

### Top Story

#### American U. to Use Sun for Power, Hot Water



With a mandate for renewable energy in the District of Columbia in place, and a commitment to become carbon neutral by 2020, American University announced it is installing one of the largest solar electricity systems in Washington, D.C., and the largest urban solar hot water system on the east coast. More than 80 outlets, including [Associated Press](#), [Washingtonpost.com](#), [WAMU Radio](#), [WTTG-Fox 5](#), [Campus Technology](#), and [EnergyDigital.com](#), reported on the university's commitment. (4/15)

#### Obama Puts Deficit Ball Back in Pentagon's Court

**THE WALL STREET JOURNAL.** **Gordon Adams**, professor of international relations, discussed the effects of proposed federal budget cuts targeting future defense spending. Adams spoke with the [Wall Street Journal](#), [New York Times](#), [CNN Money](#), and [Foreign Policy](#) magazine. He was also a guest on [NPR's Morning Edition](#) and [WAMU's The Diane Rehm Show](#). "You're going to have to look at what missions are important, what missions are less important. You're going to have to look seriously at the size of the force, how many people have we got in the military," Adams explained. (4/15, 4/18, 4/20)

### Additional Features

#### NFLPA Goes to School, Talks Lockout with AU Students

**AP Associated Press** An [Associated Press](#) article featured members of the National Football League Players Association (NFLPA) at the **Washington College of Law** "answering questions from students about the league's decision to lock out the players and the court proceedings that have followed." More than 50 outlets including [Washington Post](#), [Yahoo! Sports](#), and [SportsIllustrated.com](#) republished the article. (4/19)

#### Art Explained: Innovative by Design

**The Washington Post** The [Washington Post](#) reviewed *BRAVOS: Groundbreaking Spanish Design*, one of the exhibitions at the **American University Museum at the Katzen Arts Center**. [WAMU's Metro Connection](#) and the arts blog [New American Paintings](#) ran features on two other exhibits: *A Cultural History of My Neighborhood: Photo Collages* by *Gail S. Rebhan* and *Sam Gilliam: Close to Trees*. (4/15)

#### Seniors Find Theatrical Inspiration on DC Metro

**The Washington Post** [WashingtonPost.com's Campus Overload](#) blog featured See *Something, Say Something*—a **Department of Performing Arts** senior capstone project about Metro. "The play is a funny, crowd-sourced critique of the system's shortcomings," read the blog. (4/15)

#### Guide to Green Colleges 2011

**The Princeton Review** [The Princeton Review](#) included **American University** among the nation's most environmentally friendly campuses in its 2nd annual *Guide to Green Colleges*. "In keeping with the get-it-done ethic of hometown Washington, D.C., AU is taking a series of practical steps to make sure that its students are green-equipped all the way from the classroom to Congress," read the guide. (4/19)

## Film School Directory



[Variety.com](#) featured the **School of Communication's** film program as one of 40 leading media programs in the nation. The directory cited American's rep as the most politically active campus in the country and the Center for Environmental Filmmaking. (4/14)

## Reel Journalism: Diane Sawyer



**Nick Clooney**, distinguished journalist-in-residence in the School of Communication, interviewed ABC anchor Diane Sawyer for *Reel Journalism*—a coproduction of SOC and the Newseum. They discussed Sawyer's career and the future of journalism. The [Washington Examiner](#) and [MediaBistro.com/FishBowIDC](#)

published articles. (4/21)

## New Report Makes Waves in Climate Debate



**Matthew Nisbet**, associate professor of communication, is challenging the status quo in the cap and trade debate with his new report *Climate Shift: Clear Vision for the Next Decade of Public Debate*. [Nature.com](#) writes, "It should be essential reading for anyone with a passing interest in the climate-change debate."

[Examiner.com](#) and [The New Republic](#) also published articles. (4/21)

## Op-Ed/Editorial

### Why Look Down on a Business Degree?



In response to a recent claim that business majors study less, **Richard Durand**, dean of the Kogod School of Business, defended the breadth of knowledge business majors acquire in

the [New York Times](#). "They take the same core writing, speech and general education classes as liberal arts students do. They are as apt to study abroad as students in other majors. But on top of that, they spend considerable time on practical skills," wrote Durand. [Bloomberg Businessweek](#) cited Durand's response to the article. (4/17, 4/20)

## Quotes



### China Cites Positive Impact in First Report on Aid

**Deborah Brautigam**, professor of international service, discussed China's position on foreign aid with the [Associated Press](#). "They're trying to figure out what it means to be a responsible, great power, and one of the things they've

been getting beaten up about a lot is foreign aid," said Brautigam. More than 195 outlets including the **New York Times**, *Washington Post*, *Chicago Tribune*, *Boston Globe*, and *Forbes* republished the article. (4/21)

## In Online Games, a Path to Young Consumers



**Kathryn Montgomery**, professor of communication, discussed the "360 degree marketing" used by national food corporations with the [New York Times](#). "Food marketing is really now woven

into the very fabric of young people's daily experiences and their social relationships," said Montgomery. (4/21)

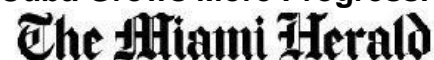
## Earth Day Arrives on College Campuses



[U.S. News & World Report](#) discussed the importance of Earth Week on college campuses with **Chris O'Brien**, director of sustainability. "Even if every university in the country adopted every green policy they could, it still wouldn't be enough," said O'Brien. "It's people who have to also make changes in their own expectations and

lifestyles, and we have to do both of those together." An accompanying [photo slide](#) illustrated American University's Earth Week activities. (4/18)

## Cuba Grows More Progressive



Two Cuba policy wonks discussed significant post-Fidel Castro era developments with the *Miami Herald*. **William LeoGrande**, dean of the

School of Public Affairs, [explained](#) the significance of the Cuban Communist Party Congress' first meeting in 25 years. **Philip Brenner**, professor of international service, [discussed](#) Coral Gables' new progressive mayor, the former head of the U.S.–Cuban Interests Section in Havana. (4/16, 4/18)


## BP Costs to Soar, Say Experts

**FINANCIAL TIMES** “The Texas City settlement was incorporated into one of the most remarkable package deals that I have ever seen,” said **Dan Jacobs**, director of Kogod’s Master’s in Sustainability Management program to the [Financial Times](#) about BP’s most recent oil spill case. “Multiple violations under different statutes, civil and criminal penalties were all settled in one package. My suspicion is that there is talk behind the scenes to reach a similar global settlement for the gulf disaster.” (4/19)


## The Story Behind Tax Expenditures

**GOVERNING** CONNECTING AMERICA'S LEADERS **David Kautter**, managing director of the Kogod Tax Center, explained tax expenditures in the recent federal government budget deal to [Governing.com](#). “Basically, it is any reduction in income tax liability that results from a special provision or regulation that provides tax benefits to particular taxpayers,” said Kautter. (4/20)

## Obama Goes Local to Pitch Budget Plan, Re-Election

 **Leonard Steinhorn**, professor of communication, discussed President Obama’s trip across the country to gain support for his budget plan and re-election with the [Washington Examiner](#). “He wants to frame the issues, he wants to frame the budget debate - and especially in states where people are really in the middle,” said Steinhorn. (4/18)

## A City Transformed: War’s Effect on Washington

 **Alan Kraut**, professor of history, explained to the [Washington Examiner](#) how the Civil War transformed the nation’s capital. “When Lincoln issued a call for 75,000 troops initially, there was nowhere to put them—they started camping out on the Mall,” said Kraut. “This was our first big bureaucratic task as a country, and that’s arming a big army to fight over a number of years.” (4/17)