



AMERICAN UNIVERSITY

WASHINGTON, D.C.

# This Week's Newsmakers

January 28–February 4, 2011

Prepared by University Communications

## Top Stories

### The Fight for Democracy: Egypt in Crisis



Egyptian citizens demanded a shift from dictatorship to democracy and several AU foreign policy wonks analyzed the chaos in the Middle East. **Diane Singerman**, associate professor of government, discussed the situation with the [New York Times](#), [Bloomberg News](#), [St. Louis Times-Dispatch](#), and in interviews on [ABC's World News with Diane Sawyer](#), [American Public Media's MarketPlace](#), [Minnesota Public Radio](#), [Wisconsin Public Radio](#), [WHYY-FM's Radio Times with Marty Moss-Coane](#) and [WRC-NBC4](#). Singerman also wrote an op-ed for [Foreign Policy](#)

magazine. **Mustafa Aksakal**, assistant professor of history, discussed what is at stake for the United States with [USA Today](#), and **Clovis Maksoud**, director of the Center for Global South, spoke with Hispanic news service, [Agencia EFE](#). [Washingtonpost.com's Campus Overload](#) was one of several outlets to highlight AU's efforts to assist students studying abroad in Egypt. (1/28-31, 2/1-2)

### Snow Day Class Taught on Facebook



**Rhonda Zaharna**, associate professor of communication, wrote a column for [Washingtonpost.com's Campus Overload](#) about her decision to use Facebook to conduct class during a snow storm. "I

learned a lot, and the students did an incredible job. They provided solid, thoughtful answers that referred to their reading and research. And they seemed to enjoy the experience," wrote Zaharna. The article went viral after **Facebook** featured it on its fan page and has received more than 18,000 "likes." (2/2)

## Additional Features

### Applications Rise (Yet Again) at Dozens of Selective Colleges



The sluggish economy and increasing cost of a college education appear to have done nothing to cool applicants' interest in those institutions that, historically, have been among the most difficult to

get into, according to the [New York Times](#). The article included American University among a group selective colleges that saw an increase in freshmen applications. (1/31)

### Can New Online Rankings Really Measure Colleges' Brand Strength?



The [Chronicle of Higher Education](#) mentioned **American University's Wonk campaign** in an article about the relationship between a university's online presence and the

success of its branding campaign. "Monitoring social-media usage is a good short-term technique for testing the effectiveness of a campaign," says **Teresa Flannery**, executive director of University Communications and Marketing. (1/30)

### Race Relations and the White House



"[The White House] signals to many people around the world democracy, freedom, liberation; but not only the occupants of the White House historically not live up to those values, but the building itself was built by a combination of slave labor and free labor," said **Clarence Lusane**, associate professor of international service on [BBC World News](#) to discuss his new book *The Black History of the White House*. [Public Radio International's The Tavis Smiley Show](#) and [NPR's Talk of the Nation](#) also interviewed Lusane. (1/28)

## For Generations of Runners, the Ultimate Test

**The New York Times**

**Matt Centrowitz**, head cross-country and track coach, became an inaugural member of New York City's Van Cortlandt Park's Cross Country Hall of Fame. "Van Cortlandt was the ultimate," said Centrowitz to the [New York Times](#). "Kids would come from Massachusetts and Maryland. The point was if you were a star in any state, you came to Vannie like a gunslinger." (1/27)

## Quotes

### Giffords' Astronaut Hubby to be Aboard Endeavor



**Associated Press**

**Howard McCurdy**, professor of public administration, discussed NASA's decision to allow wounded Rep. Gabrielle Giffords' husband to participate on the space shuttle Endeavor's mission with the [Associated Press](#). "We all want [Rep. Giffords] to go back to Congress; we'd like them both to continue their careers and we'd like them to be whole and normal as if this thing had never happened," he said. More than 215 additional outlets have republished the article. (2/4)

### Code of Best Practices in Fair Use for Poetry

**Chicago Tribune**

The Chicago-based Poetry Foundation released the "Code of Best Practices in Fair Use for Poetry" guide, which is the result of a two-year joint effort between the **Center for Social Media**, the **Washington College of Law**, and the Harriet Monroe Poetry Institute. According to the [Chicago Tribune](#), "the code lays out copyright rules as they apply to creating and quoting poetry." (1/28)

### Slim Gets Richer as Mines, Mobile Beat Gates, Buffett



"Part of [Carlos] Slim's success last year came simply because his holdings are mostly in Mexico, a country where investing is riskier than in the U.S.," said **Gerald Martin**, professor of finance, to [Bloomberg BusinessWeek](#) when he compared Mexican investor Carlos Slim to American investor Warren Buffett. "If the comparison between Slim and Buffett's stock performance last year were adjusted for risk, Buffett may have come out ahead." (2/2)

### Decision 2012: Analyzing the Presidential Hopefuls



**HARVARD POLITICAL REVIEW**

"Probably the most important factor in determining who will run for president in 2012 and who will win the primary and general elections is economic progress in the coming months," said **Danny Hayes**, assistant professor of government, when he discussed President Obama's chance of re-election in 2012 and Republican candidate hopefuls with the [Harvard Political Review](#). (2/1)

### Mitt Romney Aims to Catch Fire



**Lauren Feldman**, assistant professor of public communication, discussed Mitt Romney's recent appearances on the early morning and late night television circuit with the [Boston Herald](#). "There are politically interested people in those audiences, but they also reach audiences who are not necessarily watching the Sunday morning talk shows and cable news and reading the Washington Post," said Feldman. (2/1)

### The Future of Public Media



"Part of the historic mission of public media is to make America's culture visible and available to the public at large," said **Jessica Clark**, director of the Center for Social Media's Future of Public Media Project. She discussed the role public media plays in today's broader media landscape on [WHRV's Hearsay with Cathy Lewis](#). (2/2)