



This Week's Newsmakers

Sept. 18 – Sept. 24, 2010

Top Story

Nature Documentaries Not So Natural



Chris Palmer, director of the Center for Environmental Filmmaking, discussed the little-known secrets of wildlife filmmaking with the [Washington Post](#) for a feature story about his new book **Shooting in**

the Wild. According to Palmer, most nature films and TV shows use footage of wild animals from game farms in controlled situations. "If you see a bear feeding on a deer carcass in a film," Palmer said, "it is almost certainly a tame bear searching for hidden jellybeans in the entrails of the deer's stomach." (9/22)

Wonks Live Here



Wonk if you love American U.

New marketing ploy gets to the heart of school, some say, but others aren't feeling it. The school has had a lot of success in the past with its "WONK" campaign, which was featured in *The Washington Post* and *The Washington Times*. The school's new marketing ploy is a "WONK" campaign that is designed to attract students and faculty alike. The school's new marketing ploy is a "WONK" campaign that is designed to attract students and faculty alike. The school's new marketing ploy is a "WONK" campaign that is designed to attract students and faculty alike.

"New York has financiers and Las Vegas has gamblers. Washington has wonks," said the [Washington Post](#) about American University's new WONK campaign. "We looked at what the word was doing in its current use, and we decided this is what we are," said Terry Flannery of University Communications & Marketing.

AU was featured as part of a larger look at university branding efforts across the country. (9/24)

Additional Features

Race Still Influences Decisions



The [Washington Post](#) reviewed **Danielle Evans'**, professor of literature, new collection of short stories called **Before You Suffocate Your Own Fool Self** about African-American teenagers and young-

adults still struggling in a world where race is less of an overt concern. (9/22)

Conflict among Obama Advisors



[CBS News](#) interviewed **Alan Lichtman**, professor of history, about Bob Woodward's new book, focusing on President Obama's strategy in Iraq and Afghanistan. The segment aired on more than 20 affiliate stations across the country. Lichtman said, "Obama is not doing what is politically reasonable and could follow in the footsteps of his predecessor, Lyndon Johnson, during the Vietnam War era." (9/23)

Quotes

Advertisers Track Children on the Net



"We need clearer explanations of what's happening to their data online, that they can understand—not the kind of legalese in a privacy policy that basically obscures what's really going on," said **Kathryn Montgomery**, professor of public communication, to [The Wall Street Journal](#) about technology that lets advertisers track children's activity on the Web. (9/17)

Fed Ready to Take More Debt



"The committee put a marker down in August," said **Ellen E. Meade**, professor of economics, to the [New York Times](#) about how the Federal Reserve will stand its ground on low interest rates so banks will borrow more, which will spur economic growth. "They opened the door on quantitative easing, and they're keeping it open until they're sure they need to close it." (9/21)

Muslim Discrimination in the Workplace

The New York Times

"In America right now, there are intense concerns about many issues — immigration, the faltering economy, the interminable wars," said **Akbar Ahmed**, chair of Islamic Studies in a [New York Times](#) article about the rise in workplace discrimination toward Muslims. "In all of these, there's one link, Islam. Islam is the lightning rod. Whenever there is a great distrust or antipathy, it spills beyond religion into public life." (9/23)

Documentaries Gain Popularity



"It is impossible to show scientifically that any single media event has a dispositive effect on events — that is just the sad reality of social science," **Patricia Aufderheide**, director of the Center for Social Media, told [USA Today](#) about the popularity of documentary films and whether such films can change human behavior "That said, I think you can point to documentary films that have had a real-life, real-time effect in the world." (9/22)

Wall Street the Sequel



Richard Linowes, an assistant professor of management, told [Dow Jones Newswires](#) he hoped Oliver Stone's Wall Street sequel would present a more balanced portrayal of the financial industry. "I hated the first movie. It was a realistic portrayal of some aspects of the business—the trading floor, the trading dynamics, the facilities, the dress—but it zeroed in on a few rats in the corner and largely ignored the people of fine character in the business." (9/23)

Congress Progressive under Obama

Bloomberg

"Historically, it's going to rank as one of the most productive Congresses in recent time, comparable to LBJ's first two years, and maybe even Franklin Roosevelt's time" when Social Security was created, said **James Thurber**, director of the Center for Congressional and Presidential Studies, to [Bloomberg News](#) about the laws Congress created and enacted during President Obama's time in the White House. (9/17)

Investors Determined to Save Argentina

Bloomberg

Arturo Porzencanski, professor of international finance, said investors in Argentina are coming up with strategies to improve the country's flawed financial system. "It's a more professional group," he said to [Bloomberg News](#); "It's a more resilient group. They're not going to give up. They're determined to prevent Argentina from ever issuing bonds in the overseas market." (9/20)

New Technology is Changing Behavior



Naomi Baron, professor of linguistics, said "[People say] I can send you a text, and not have to listen to what you have to say," in an interview with [Voice of America](#) about the prevalence of technology in daily social interaction. "They say, 'Yeah, I just want to get my message in, and not have to deal with you. I want to be able to control this communication.'" She discussed how new forms of communication may change the way people interact for better or worse. (9/20)