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## USC in the News

Each year, USC programs and faculty research are highlighted in news articles and broadcast segments throughout the world. Recent news highlights of coverage are compiled by USC Media Relations and Health Sciences Public Relations. Some of the news links below may require online registration or may expire after a few days.

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### USC in the News 7/24/2009

**The New York Times** quoted Dan Schnur of the USC College on whether President Barack Obama made an unwise choice in speaking out against the police officer who arrested scholar Henry Louis Gates Jr. "Defending an African-American Harvard professor who had been arrested in his home is not a position fraught with political risk," Schnur said. "The more interesting question is how President Obama chooses to utilize his bully pulpit. Condemning a potential case of racial profiling is a much smaller part of his governing agenda than reforming health care, the topic that was supposed to dominate last night's news conference."

**Los Angeles Times** noted that linguist Paul Frommer of the USC Marshall School helped develop the fictional language for James Cameron's upcoming movie, "Avatar."

**BusinessWeek** quoted Geneva Overholser of the USC Annenberg School about Demand Media, an online news entity that writes articles based on consumers' common search questions. "[I]t's an interesting new model," Overholser said. "It will no doubt affect journalism, but we can't protect journalism from innovations like this."

**Indo-Asian News Service (India)** featured an asthma study led by Rob McConnell of the Keck School of USC. Children with stressed-out parents and exposure to air pollution have a higher risk of asthma than those who are just exposed to air pollution, the researchers found. **Toronto Star (Canada)** also featured the study.

**Salon** cited Michael Barr of the USC Viterbi School about a recent rise in the number of major airplane crashes. The steadily decreasing accident rates of past decades may have bred a false sense of security, according to Barr. "The longer you go without accidents, the more complacent you get," he has said.

**The Huffington Post** cited research by Antonio Damasio of the USC College in a column on empathy. Damasio found that patients with damage in the areas of the brain related to emotion were unable to make moral choices, the story noted.

**Hispanic Business** reported that Los Angeles Mayor Antonio Villaraigosa spoke on the USC campus at an event advocating a California constitutional convention.

**South Florida Times** quoted Todd Boyd of the USC School of Cinematic Arts about comedian and filmmaker Tyler Perry. "He's made a lot of money, but the quality of the work is sorely lacking," Boyd said. "It seems a bit ironic that at the moment of the first black president, the most popular African-American figure in African-American media is a man in drag engaging in some of the most stereotypical images of African-Americans

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ever created."

**The Ogden Standard-Examiner** quoted Phil Lelyveld of the USC School of Cinematic Arts' Entertainment Technology Center about 3-D movies. "The two-color glasses, used for years and years, go back to the 1800s. They achieve the 3-D effect by sacrificing color," Lelyveld said. "[The newer] polarized glasses are slightly gray in tint, and they don't take the color out. With polarized glasses, which look like sunglasses, the light is spinning clockwise in one eye and counterclockwise in the other."

**The State Journal-Register** mentioned a screenwriting award given out by the USC School of Cinematic Arts.

**La Opinion** quoted Michael Cousineau of the Keck School of USC about likely budget cuts to the state's Healthy Families Program. When you remove this type of program, children lose not only the health coverage but their access to doctors and preventive care, Cousineau said. When people without health coverage get sick, their only health care option is often the emergency room, which ends up costing much more, he said.

**BroadwayWorld** reported that Rod Gilfry of the USC Thornton School will lead the National Touring Company of Rogers and Hammerstein's "South Pacific" with singer Carmen Cusack. Gilfry is a Grammy-nominated opera singer with a discography of 23 audio and video recordings, the story noted.

**North Shore** noted that the music-focused Colburn School in Los Angeles was once a preparatory school for USC, splitting off in 1980.

**Ventura County Star** cited Warren Bennis of the USC Marshall School about business leadership. Leaders must "create and sell us on a vision," Bennis has said.