



American Resource Center Newsletter U.S. Embassy Helsinki

October, Issue 8 - 2013

Fair Fanfare from Turku Book Fair



Books, authors, prizes, raffles, info packages, and even American food filled the U.S. Embassy fair booth in Turku during the first weekend in October.

Our wonderful guests, playwright *Lynn Nottage* and Cuban-American writer *Cecilia Samartin*, shared their stories and talked about writing both at our booth and on the main stage. Other American authors, such as *Cody Douglas Oreck*, *Elizabeth Hand*, *Justin Petrone*, *Dan Fante*, *Marisha Pessl*, and *Kevin Bales* also visited the booth to shake hands with fans.

Visitors to Turku Book Fair learned about Native Indians, Elvis research, and about *Jyrki69's* love for *Mark Twain*. Info sessions included for example traveling and studying in the U.S. and the Finnish-American Friendship Society.

In our popular raffle we asked the fair visitors to match famous American

authors and their bestselling novels - would you have gotten these right? *Mark Twain*, *Herman Melville*, *Ernest Hemingway*, and *Toni Morrison* matched with *Moby Dick*, *Solomonin laulu*, *Huckleberry Finnin seikkailut* and *Vanhus ja meri*.

It's a Tie!

We also asked the visitors to name their favorite American author, and the most popular ones were *Mark Twain* and *Ernest Hemingway*, both receiving equal number of votes. Runners-up included *John Irving*, *John Steinbeck*, and *Stephen King*.

But the most popular attraction at our booth turned out to be the Ambassadorog Deckard (visiting the fair on Friday) and life size cardboard figure of President Obama, just waiting to pose in photos with any of the thousands of visitors to the book fair.



Jyrki69 with President Obama

WEB PICKS

Disclaimer: The views expressed on these websites are those of the authors and do not necessarily reflect U.S. Government policies. These links are being provided as a convenience and for informational purposes only; they do not constitute an endorsement or approval by the ARC or the U.S. Embassy in Helsinki, nor can we bear any responsibility for the accuracy, legality, functionality or content of the external site or for that of subsequent links.

American Life

Inside America's Great Romance with Norman Rockwell by Deborah Solomon. Smithsonian Magazine, October 2013. A new biography of the artist reveals the complex inner life of our greatest and most controversial illustrator.
<http://www.smithsonianmag.com/arts-culture/Inside-Americas-Great-Romance-With-Norman-Rockwell-224937822.html#ixzz2htoWv3ML>

Letting Go of the "Washington Post" by Alicia C. Shepard. Washingtonian, October 2013. The inside story of how "Post" owner Donald Graham came to accept that it was time to cut ties to his family's 80-year newspaper legacy.
<http://www.washingtonian.com/articles/people/letting-go-of-the-washington-post/>

MIT's President: Better, More Affordable Colleges Start Online by L. Rafael Reif. Time, September 26, 2013. Everyone would like a solution to the problem of rising college costs. While students worry that they cannot afford a college education, U.S. colleges and universities know they cannot really afford to educate them either. At a technology-intensive research university like the Massachusetts Institute of Technology, it now costs three times as much to educate an undergraduate as we receive in net tuition—that is, the tuition MIT receives after providing for financial aid. To push the research frontier and educate innovators in science and engineering demands costly instrumentation and unique facilities. Even for institutions with substantial endowments, subsidizing a deficit driven by these and other costs is, in the long run, unsustainable.
<http://nation.time.com/2013/09/26/online-learning-will-make-college-cheaper-it-will-also-make-it-better/>

No Child Left Untabled by Carlo Rotella. The New York Times Magazine, September 15, 2013. Rupert Murdoch's new idea for how to educate America.
http://www.nytimes.com/2013/09/15/magazine/no-child-left-untabled.html?pagewanted=all&_r=0

The Role of News on Facebook by Amy Mitchell, Jocelyn Kiley, Jeffrey Gottfried and Emily Guskin. Pew Research Journalism Report, October 24, 2013. On Facebook, news is a common but incidental part of the experience, according to a new survey. Roughly two-thirds of U.S. adults use Facebook, and half of those users get news there.
<http://www.journalism.org/2013/10/24/the-role-of-news-on-facebook/>

Univision's English-Language News Network, Fusion, Targets Millennials by Graeme Wood. Bloomberg Businessweek, September 05, 2013. Isaac Lee, the Colombia-born 42-year-old in charge of news at the Spanish-language network Univision, is a traitor: first to his native tongue, and second to his generation. As the architect of the forthcoming all-news channel Fusion, Lee is plotting the first English-language broadcast for a network whose main draw for the last half-century has been that it's en Español. In that niche, which has long since grown into a mass market, Univision has dominated its rivals, styling itself, with just a hint of hubris, as "the Hispanic heartbeat of America." When Fusion goes live on Oct. 28, Univision's programming will suddenly be bilingual, with 24 hours of English to match its 24 hours of Spanish.
<http://www.businessweek.com/articles/2013-09-05/univisions-english-language-news-network-fusion-targets-millennials>

What Was, Is and Will Be Popular by Adam Sternberg. The New York Times Magazine, September 8, 2013. The Driving forces of Pop Culture.
<http://www.nytimes.com/interactive/2013/09/08/magazine/the-culture-package.html>

Economy and Politics

Apple Chiefs Discuss Strategy, Market Share—and the New iPhones by Sam Grobart. Bloomberg Businessweek, September 19, 2013. This is what you hear and read. Sure, it was a hell of a run—iPhone, iPad, all that—but it's about to end, and fast. If you need any proof, just look at China: the world's largest smartphone market, flooded with ever-cheaper handsets and tablets from domestic manufacturers that didn't even exist when the iPhone was first announced. You think those cheap handsets and tablets will confine themselves to the Middle Kingdom?
<http://www.businessweek.com/articles/2013-09-19/cook-ive-and-federighi-on-the-new-iphone-and-apples-once-and-future-strategy>

The Boom Towns and Ghost Towns of the New Economy by Richard Florida. The Atlantic, September 18, 2013. New York, Houston, Washington, D.C.—plus college towns and the energy belt—are all up, while much of the Sun Belt is (still) down. Mapping the winners and losers since the crash.
<http://www.theatlantic.com/magazine/archive/2013/10/the-boom-towns-and-ghost-towns-of-the-new-economy/309460/>

The Financial Crisis: Five Years Later: This Is What It Was Like to Face the Financial Crisis by Hank Paulson.

Bloomberg Businessweek, September 12, 2013.

People weren't taking Dick Fuld's calls the weekend before Sept. 15, because Dick had been in denial for a long time. As the CEO of Lehman Brothers, he had asked the New York Fed and the Treasury weeks earlier to put capital into a pool of nonperforming illiquid mortgages that he wanted to put in a subsidiary he called SpinCo and spin off. We had explained that we had no authority to do that. He thought somehow there was something the government could do to help. How could it be that no one would want to buy his company? He just couldn't believe it.

<http://www.businessweek.com/articles/2013-09-12/hank-paulson-this-is-what-it-was-like-to-face-the-financial-crisis>

How the NFL Fleeces Taxpayers by Gregg Easterbrook. The Atlantic, September 18, 2013.

Taxpayers fund the stadiums, antitrust law doesn't apply to broadcast deals, the league enjoys nonprofit status, and Commissioner Roger Goodell makes \$30 million a year. It's time to stop the public giveaways to America's richest sports league—and to the feudal lords who own its teams.

<http://www.theatlantic.com/magazine/archive/2013/10/how-the-nfl-fleeces-taxpayers/309448/>

Jim DeMint, Congressional Republicans' Shadow Speaker by Joshua Green. Bloomberg Businessweek, September 26, 2013.

When Congress adjourned for its August recess this year, most members avoided the town hall meetings that were once the standard venue for hearing from constituents. They were too afraid. Ever since activists opposed to President Obama's health-care bill ambushed lawmakers in August 2009, few members are willing to risk a confrontation being immortalized on YouTube (GOOG)—or, worse, Fox News (FOXA). Trips home are now carefully choreographed affairs that limit spontaneous voter contact.

<http://www.businessweek.com/articles/2013-09-26/jim-demint-congressional-republicans-shadow-speaker>

Obamacare Won't Transform America—Yet by Catherine Hollander. National Journal, September 26, 2013.

The reality on the ground will be more nuanced. Yes, the Affordable Care Act is a big-bang moment for the nation's health care system, and it has few historical precedents. Everything will look a little different after the law's core provision—the individual mandate for health insurance—goes into effect on Jan. 1, 2014. But despite the apocalyptic rhetoric, the law is hardly the most disruptive health care makeover America has seen. At least not yet. It comes with a big question mark that, over time, could alter the nation's health care system—and culture—forever.

<http://www.nationaljournal.com/magazine/obamacare-won-t-transform-america-yet-20130926>

Global Challenges

Arizona Utility Tries Storing Solar Energy for Use in the Dark by Matthew L. Wald. The New York Times, October 17, 2013.

“When it snowed in Flagstaff, Ariz., recently, thousands of people woke up and turned up their electric heating, and Arizona Public Service saw electricity demand reach a morning peak. To meet the demand, the company used the previous afternoon's sunshine.”

http://www.nytimes.com/2013/10/18/business/energy-environment/arizona-utility-tries-storing-solar-energy-for-use-in-the-dark.html?_r=1&

Gentle Giants by Kate Siber. National Parks, Fall 2013.

The national parks' towering sequoias have thrived for thousands of years. Can they survive climate change?

<http://www.npca.org/news/magazine/all-issues/2013/fall/gentle-giants.html>

Two Icons Go Green by Fred Bernstein. GreenSource, September 2013.

Long overdue upgrades make the Empire State Building and the U.N. Secretariat building relevant in the 21st Century.

<http://greensource.construction.com/features/other/2013/1309-two-icons-go-green.asp>

Will Solar Save the Planet? by Mark Hertsgaard. The Nation, October 2, 2013.

As the IPCC sounds another alarm about climate change, solar energy supporters believe they have a solution.

<http://www.thenation.com/article/176475/will-solar-save-planet>

International Relations

Conservative Internationalism: A Smarter Kind of Engagement in World Affairs by Henry R. Nau. National Review, September 30, 2013.

America is once again tempting fate. A broad coalition is coalescing to curtail America's role and influence in the world. After ten years of two wars, in Iraq and Afghanistan, the country is hightailing it home. The urge to pull back is irresistible but wrongheaded. The world does not go away when America retreats. Each time America has come home, after the First World War, the Second World War, Vietnam, and the Cold War, new conflicts yanked it back into world affairs, always under less favorable circumstances and with higher casualties than if it had acted earlier.

<https://www.nationalreview.com/nrd/articles/358318/conservative-internationalism>

The New Terrorist Training Ground by Yochi Dreazen. The Atlantic, September 18, 2013.

Last year, al-Qaeda in the Islamic Maghreb did something no other modern terrorist group has: conquered a broad swath of a sovereign country—Mali. Since then, despite French intervention, northern Mali has become a jihadist front, with Islamist militants flowing in from around the world. While America remains focused on threats from the Middle East and South Asia, the new face of terror is likely to be African.

<http://www.theatlantic.com/magazine/archive/2013/10/the-new-terrorist-training-ground/309446/>

International EDUCATION EXPO

NOVEMBER 19, 2013

Study in the USA - International Education Expo

International Education Week is an opportunity to celebrate the benefits of international education and exchange worldwide. This joint initiative of the U.S. Department of State and the U.S. Department of Education is part of our efforts to promote programs that prepare Americans for a global environment and attract future leaders from abroad to study, learn, and exchange experiences in the United States.

Tuesday, November 19, 2013

14:00-16:00

Helsinki University Library, Kaisa House

Fabianinkatu 30, 7th floor

- Fulbright programs and EducationUSA advising
- SAT testing, scholarships and summer work possibilities
- The League of Finnish American Societies
- State Department exchange programs:
 - Benjamin Franklin Transatlantic Fellows program
 - Study of the U.S. Institutes for Scholars and Secondary School Educators
- Information about student visas
- Study in the U.S. materials

Welcome - Tervetuloa

ARC Grant 2013 Application Period Until the End of November

Don't forget! The deadline for applying to the American Resource Center's Grant is not until **November 29**, so please spread the word.

If you know someone who is currently writing his/her Master's Thesis on a topic related to the United States, is a Finnish national, and is enrolled at a Finnish university, please encourage him or her to apply. The ARC is granting a 1,000 euro scholarship for the 8th time this year.

For more information please check http://finland.usembassy.gov/arc_grant.html.



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