



October, Issue 9 - 2010 AMERICAN RESOURCE CENTER NEWSLETTER U.S. Embassy Helsinki

LOOKING AHEAD

U.S. Embassy Helsinki's Newly Designed Website

American Resource Center as the webmaster for the U.S. Embassy Helsinki's website is proud to present the newly designed website, which was launched on October 8. The site is available at <http://finland.usembassy.gov/>.



The website has gone through a major transformation. Visitors to the site can still find most of the familiar contents in their own places - visa information for travelers to the U.S. and American Citizen Services are easily accessed on the homepage. The site also features many Embassy events and other information about its activities.

Through this new look of the site there are also a number of new features and improvements. You can for example share your favorite stories on our site with your own Facebook friends and you can more easily locate the information you need with logos and an easier navigation system.

The Embassy has increased its online presence through various social media applications and you can easily find links to our blogs, Facebook pages, YouTube channels, Twitter feeds, and Flickr photostreams on our site. Please join our online communities and stay in touch! We would love to get your feedback and comments either through the website or our social media tools.

PEEK INTO THE ARC'S MAGAZINE SHELF

Sports Illustrated is an American sports magazine owned by media conglomerate Time Warner. It has over 3 million subscribers and is read by 23 million adults each week, including over 18 million men, 19% of the adult males in the United States. It was the first magazine with circulation over one million to win the National Magazine Award for General Excellence twice.

Its swimsuit issue, which has been published since 1964, is now an annual publishing event that generates its own television shows, videos and calendars.

(Source: Wikipedia)



Important Reminders

To learn more about the ARC and its activities, please visit the **U.S. Embassy DipBlog** at <http://www.usembassy.fi/blog/2010/10/all-things-americana/>.

You still have time to participate in the **Test Your U.S. Knowledge quiz** created by the ARC available at http://www.gotoquiz.com/test_your_u_s_knowledge. Answer the questions and follow the directions on the website and who knows - maybe you will be one of the lucky ones to win cool prizes! The raffle will be held on Thanksgiving Day, November 25.

The deadline for the **ARC Grant 2010** is approaching. If you are working on a Master's Thesis on a topic related to the U.S. or know someone who does, please visit http://finland.usembassy.gov/arc_grant.html. Applications are accepted through the end of Nov.

Finally, Halloween is celebrated on Sunday, October 31. Please drop by the ARC on **Friday, October 29** for candy and more Halloween poems such as the famous *Five Little Pumpkins Sitting on a Gate!*

Five Little Pumpkins Sitting on a Gate

Five little pumpkins sitting on a gate,
The first one said,
"Oh my, it's getting late."
The second one said,
"But we don't care."
The third one said,
"I see witches in the air."
The fourth one said,
"Let's run, and run, and run."
The fifth one said,
"Get ready for some fun."
Then whoosh went the wind,
and out went the lights,
And five little pumpkins rolled out of sight!

(<http://www.thingsthatgoboo.com/scarypoems/darkpoems.htm>)

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

Barack Obama Meets Celebrity Metaphor. Society, September/October 2010.

Common knowledge suggests that elections are won or lost based on demographics, finances, and other structural elements. Whether candidates win or lose, however, is a matter of action.

<http://www.springerlink.com/content/ox381762k661v182/fulltext.pdf>

Graffiti of New York's Past, Revived and Remade. The New York Times, October 26, 2010.

A collective of (mostly) former graffiti writers has embarked on a citywide campaign to recreate works.

<http://www.nytimes.com/2010/10/27/arts/design/27graffiti.html?th&emc=th>

The Grandest Duke. The New York Review of Books, October 28, 2010.

Duke Ellington's America by Harvey G. Cohen and *The Duke Box* reviewed.

<http://www.nybooks.com/articles/archives/2010/oct/28/grandest-duke/>

Show time at the Apollo. Smithsonian, November 2010.

The legendary New York venue where a stellar lineup of African-American performers got their start celebrates its 75th anniversary. <http://www.smithsonianmag.com/arts-culture/Show-Time-at-the-Apollo.html>

Economy and Politics

Business through Hollywood's Lens. Harvard Business Review, October 2010.

Business is not a topic Hollywood tackles as often as love or war. But when it does, we see the same story over and over again. Films nearly always highlight exceptional (often amoral, immoral, or illegal) behavior and thus imply that it is prototypical.

<http://hbr.org/2010/10/synthesis-business-through-hollywoods-lens/ar/1>

Downsizing: Today's Home Buyers Are Thinking Small. Time, September 28, 2010.

The end of the 'McMansion' era American homebuyers have seen the end of the real estate boom and are now coping with the recession. Their reaction can be seen in the changing trends in home construction, where bigger is no longer better.

<http://www.time.com/time/business/article/0,8599,1925511,00.html>

Election Road Trip 2010: Encountering Anguish and Anxiety across America. Time, October 7, 2010.

Driving 6,782 miles in four weeks, I was forcibly weaned from my usual engorgement of newspapers, magazines, blogs and books. I watched no more than 15 minutes of cable news per day but listened to music obsessively. I was cleansed and transformed, a news junkie freed from junk news, and able to experience Americans as they are — rowdy and proud, ignorant and wise.

<http://www.time.com/time/nation/article/0,8599,2024065,00.html>

A High-Risk Energy Boom Sweeps Across North America. Yale Environment 360, September 30, 2010. The North American unconventional energy boom Across the U.S. and Canada, huge sums are being spent to develop what one reporter calls environmentally risky energy sources. He asks: are we moving further from a clean-energy future?

http://e360.yale.edu/feature/a_high-risk_energy_boom_sweeps_across_north_america/2324/

In Mark We Trust. Forbes, October 11, 2010.

With Facebook, Zuckerberg changed the world. Will Washington change it back?

<http://www.forbes.com/forbes/2010/1011/rich-list-10-technology-facebook-google-laws-zuckerberg-we-trust.html>

Interview with Bob Hirsch on his team's new book—"The Impending World Energy Mess". Energy Bulletin, September 13, 2010.

The upcoming world energy mess and you Three energy experts who've warned the government about the coming global oil shortfall want you to know about it, so you can prepare.

<http://www.energybulletin.net/stories/2010-09-13/interview-bob-hirsch-his-team%E2%80%99s-new-book%E2%80%94impending-world-energy-mess%E2%80%9D>

Tim Jackson's Economic Reality Check. TED Talks, October 20, 2010.

Economic reality check Tim Jackson, the economics commissioner of the U.K. government's Sustainable Development Commission, discusses economic growth and natural resource limits: "questioning growth is deemed to be the act of lunatics . . . but questioning it we must." http://www.ted.com/talks/tim_jackson_s_economic_reality_check.html

Global Challenges

Chilean Rescue Offers Lesson in Globalization. YaleGlobal Online Magazine, October 18, 2010.

Global media unite humanity and show pitfalls of low-cost, high-risk mining.
<http://yaleglobal.yale.edu/content/chilean-rescue-offers-lesson-globalization>

Civilization's Foundation Eroding. Earth Policy Institute, September 28, 2010.

The thin layer of topsoil upon which life depends is under growing stress from desertification and overgrazing worldwide.
http://www.earth-policy.org/index.php?/book_bytes/2010/pb4ch02_ss2

In Kansas, Climate Skeptics Embrace Cleaner Energy. New York Times, October 18, 2010.

The residents of Salina, Kansas, don't believe in climate change – but have become enthusiastic about energy conservation, thanks to a program that tries not to inject climate politics into energy issues.
http://www.nytimes.com/2010/10/19/science/earth/19fossil.html?_r=1

Individual Action, Global Impact: Your Questions Answered. America.Gov, October 7, 2010.

America.Gov's webchat answers questions about individual actions affecting climate change and global challenges. <http://www.america.gov/st/energy-english/2010/October/2010100709494onirako.5411188.html?CP.rss=true#ixzz11Nvh5tg>

Report: Fertilizer Overloading Earth's Plant Life. USA Today, October 7, 2010.

Fertilizer use worldwide has exploded in the past half century. A new study identifies potentially long-lasting environmental impacts. <http://content.usatoday.com/communities/sciencefair/post/2010/10/nitrogen-cycle-broken/1>

United States Committed to 2020 Emissions Target. America.Gov, October 5, 2010.

The U.S. can and will continue to address climate change at home to meet its 17 percent emissions reduction goal by 2020, Obama administration officials say – even if a divided Congress cannot pass comprehensive climate legislation.
<http://www.america.gov/st/energy-english/2010/October/20101005162544KseviRo.8354303.html?CP.rss=true#ixzz11OJ5g3Y>

Waste Pickers Offer Climate Change Solution. Yahoo! News, October 7, 2010.

In cities across the developing world, millions survive by collecting rubbish. Noting that they cheaply and efficiently gather materials for recycling, a group of NGOs is urging greater recognition and support for waste pickers at future climate talks.
http://news.yahoo.com/s/afp/20101008/sc_afp/unclimatemwarmingpoverty_20101008032316

Whale Crossing. The Atlantic, September 2010.

Statistics show that right whales are being struck by container ships at a rate faster than the species can reproduce. Scientists from the National Oceanic and Atmospheric Administration are working to curb the decline in numbers.
<http://www.theatlantic.com/magazine/archive/2010/09/whale-crossing/8192>

International Relations

America's Founders and the Principles of Foreign Policy: Sovereign Independence, National Interests, and the Cause of Liberty in the World. First Principles Series Report On Political Thought, October 15, 2010.

<http://www.heritage.org/Research/Reports/2010/10/Americas-Founders-and-the-Principles-of-Foreign-Policy-Sovereign-Independence>

The Black Hole of Pakistan. Foreign Policy, October 7, 2010.

Can money buy love? A recent survey in Pakistani areas hit by the 2005 earthquake found that international humanitarian assistance has created lasting good will. http://www.foreignpolicy.com/articles/2010/10/07/the_black_hole_of_pakistan

Blame Canada! Foreign Policy, October 18, 2010.

Canada – in the doghouse? Canada was defeated in its latest bid for a seat on the U.N. Security Council. The reason? One observer says Canada has been offending a lot of people lately.
http://turtlebay.foreignpolicy.com/posts/2010/10/18/blame_canada

Crisis of Relevance at the UN. Council on Foreign Relations, September 20, 2010.

UNGA uncovered CFR's United Nations specialist Stewart M. Patrick discusses UN's concerns of irrelevance.
http://www.cfr.org/publication/22968/crisis_of_relevance_at_the_un.html?cid=rss-backgrounders%2C_analysis_brief%2C-crisis_of_relevance_at_the_un-092010&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+cfr_foreignaffairs+%28CFR.org+-+FA+multi-pub%25

Setting—and Capitalizing on—Conditions for Progress in Afghanistan. Army Magazine, October 2010.

“The past 18 months have been a time of significant change in Afghanistan. During this period, we have seen a renewed national and international commitment to preventing Afghanistan from once again becoming a safe haven from which al Qaeda and other transnational terrorists can launch attacks on our lands” writes GEN David H. Petraeus.
http://www.ausa.org/publications/armymagazine/archive/2010/10/Documents/Petraeus_1010.pdf



November is Native American Heritage Month

Native American Heritage Month is celebrated every November. Theme for this year's heritage month is "Pride in Our Heritage. Honor to Our Ancestors."



Native American books on display at the ARC

What started at the turn of the century as an effort to gain a day of recognition for the significant contributions the first Americans made to the establishment and growth of the U.S., has resulted in a whole month being designated for that purpose.

One of the very proponents of an American Indian Day was Dr. Arthur C. Parker, a Seneca Indian, who was the director of the Museum of Arts and Science in Rochester, N.Y. He persuaded the Boy Scouts of America to set aside a day for the "First Americans" and for three years they adopted such a day. In 1915, the annual Congress of the American Indian Association meeting in Lawrence, Kans., formally approved a plan concerning American Indian Day. It directed its president, Rev. Sherman Coolidge, an Arapahoe, to call upon the country to observe such a day. Coolidge issued a proclamation on Sept. 28, 1915, which declared the second Saturday of each May as an American Indian Day and contained the first formal appeal for recognition of Indians as citizens.

The first American Indian Day in a state was declared on the second Saturday in May 1916 by the governor of New York. Several states celebrate the fourth Friday in September.

In 1990 President George H. W. Bush approved a joint resolution designating November 1990 "National American Indian Heritage Month." Similar proclamations, under variants on the name (including "Native American Heritage Month" and "National American Indian and Alaska Native Heritage Month") have been issued each year since 1994.

At the ARC the Native American Heritage Month is honored with book displays and a poster show "Visions of Native Americans" which is a collection of Edward S. Curtis' photographs and on display through the end of the year.

(Source: <http://nativeamericanheritagemonth.gov>)

Thanksgiving Day: November 25, 2010

In the fall of 1621, the Pilgrims, early settlers of Plymouth Colony, held a three-day feast to celebrate a bountiful harvest, an event many regard as the nation's first Thanksgiving. Historians have also recorded ceremonies of thanks among other groups of European settlers in North America, including British colonists in Virginia in 1619. The legacy of thanks and the feast have survived the centuries, as the event became a national holiday in 1863 when President Abraham Lincoln proclaimed the last Thursday of November as a national day of thanksgiving. Later, President Franklin Roosevelt clarified that Thanksgiving should always be celebrated on the fourth Thursday of the month to encourage earlier holiday shopping, never on the occasional fifth Thursday.



(Source: Census.gov)

The American Resource Center

Opening hours: Mon-Fri 9-20, Sat 9-16; Reference service: Mon-Fri 9-17

Address: P.O. Box 15 (Unioninkatu 36), 00014 University of Helsinki

Tel. (09) 191 24048 Fax: (09) 652 940

E-mail: arc@usembassy.fi

<http://finland.usembassy.gov/arc.html>

<http://www.facebook.com/AmericanResourceCenter>

<http://twitter.com/ARCHelsinki>



Information about the USA

country

travel

society

politics

people

education

The American Resource Center, which is part of the U.S. Embassy Helsinki, is located at the National Library of Finland and can help you find information on everything mentioned above - and more.

We have an extensive collection of books, periodicals, and videos for all kinds of readers: scholars, students, and people who read only for pleasure. Our reference desk responds to hundreds of inquiries about the United States annually. The ARC also has a scholarship program for Master's level students.

Interested? Find us on Facebook, Twitter, and through our website!

American Resource Center - Amerikka-kirjasto

Unioninkatu 36, 00014 University of Helsinki
Tel: (09) 191 24048 E-mail: arc@usembassy.fi
<http://finland.usembassy.gov/arc.html>

facebook

www.facebook.com/AmericanResourceCentertwitter <http://twitter.com/ARCHelsinki>