

FOR ALUMNI AND FRIENDS OF USC DANA AND DAVID DORNSIFE COLLEGE OF LETTERS, ARTS AND SCIENCES

USC Dornsife

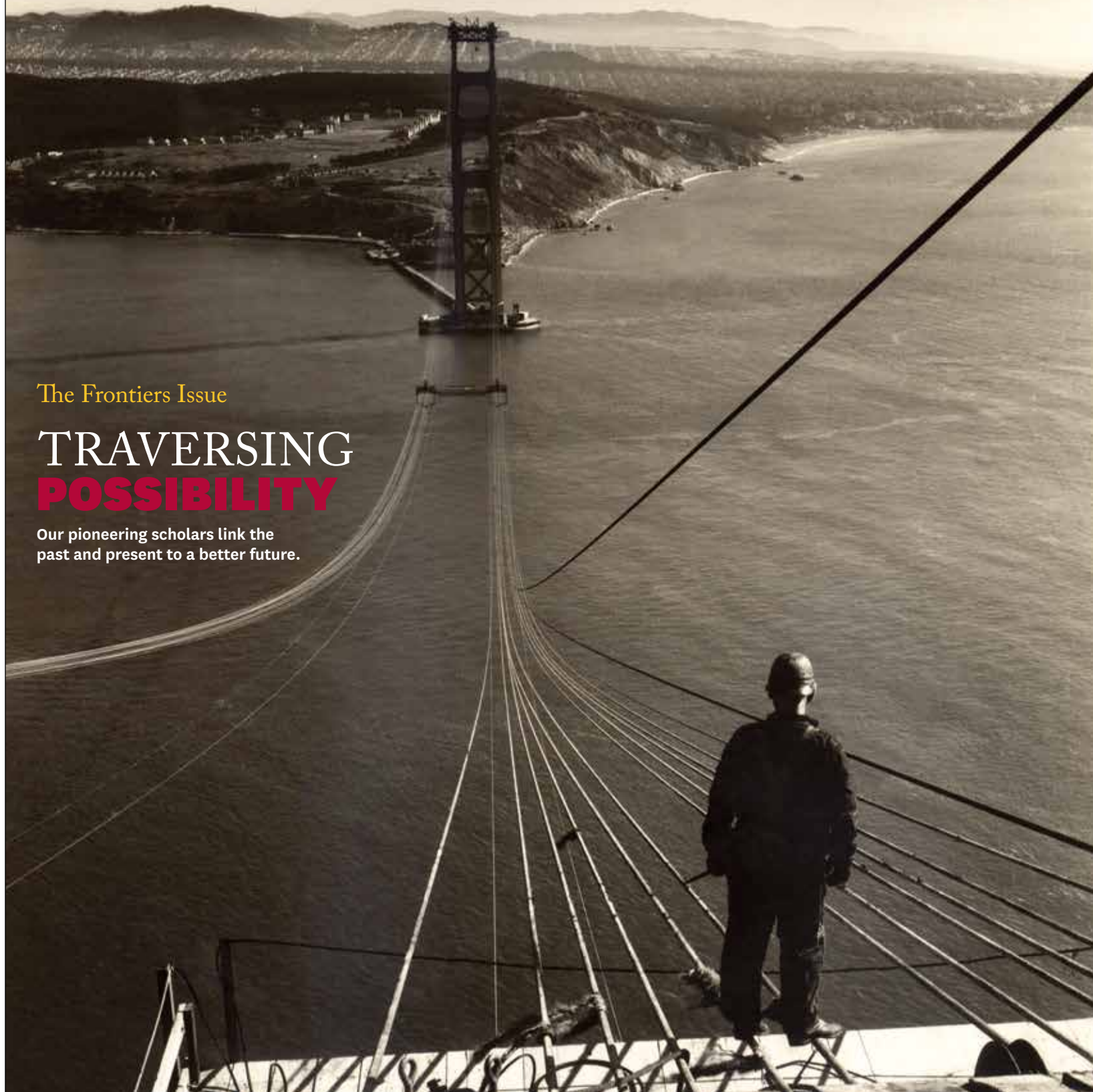
SPRING/ SUMMER 2015

MAGAZINE

The Frontiers Issue

TRAVERSING POSSIBILITY

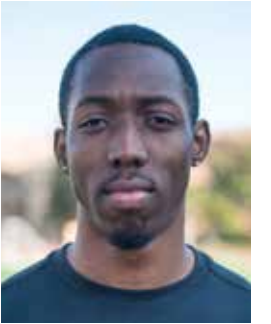
Our pioneering scholars link the
past and present to a better future.





CONTRIBUTOR

JUST'N THYMES '16
Sociology Major and Trojans
Track and Field Sprinter



All-American sprinter Just'N Thymes attacks his studies as if each exam is a track meet.

"I know that if I study hard, just like if I train hard, I will get the results I want," he said. "It's simple."

Thymes, who transferred to USC Dornsife in September from Riverside City College, commented that USC had always been his "dream school" both for athletics and academics. He majors in sociology because he enjoys analyzing society's evolution.

"I'm taking an elective anthropology course called 'Cross-Cultural Research on Urban Gangs,'" Thymes said. "It's interesting to learn the mindsets of gang members and explore why they do what they do."

Thymes' unique name stands out on the Trojans' roster almost as much as his impressive results.

"I was born just before the Northridge earthquake hit in 1994," Thymes said. "So my mom chose to spell my name 'Just'N.' It is actually written on my birth certificate."

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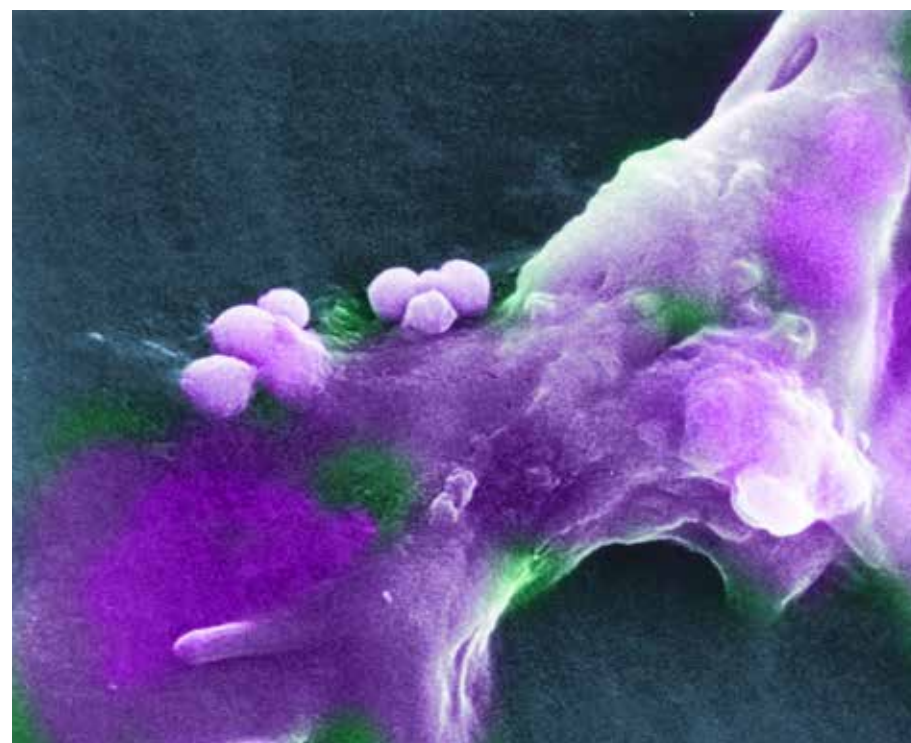
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USC DORNISIFE MAGAZINE

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Crossing the Line

I imagine frontiers as the demarcations between what we know and what we don't know — the line between the familiar and the thrilling space where discovery resides. How we transition between the known and unknown is one of the joys of being a scholar.



But not all frontiers have sharp edges.

It was on Dec. 23, 1971, that President Richard Nixon signed the National Cancer Act, initiating what we know as the “War on Cancer.” In the more than 40 years since, researchers have been in the trenches struggling to conquer one of humanity’s most dire challenges. Now, in 2015, we are finally beginning to step over into a new realm of breakthroughs led by such trailblazers as USC Dornsife’s Peter Kuhn.

Peter is revolutionizing methods for the detection and treatment of cancer by identifying malignant cells that have invaded the bloodstream before they can metastasize. His work is bringing us ever closer to a model of precision medicine that allows for tailored care of the individual patient and, it is hoped, improved survival rates.

At USC Dornsife, we are facing new frontiers in every field — from digital humanities to quantitative social sciences to convergent bioscience, and many others. Of course trying something new can be risky, but taking calculated risks is what effects meaningful change.

On a recent trip to Washington, D.C., Peter was in a restaurant, and at the end of his meal his server approached him and simply said, “I recognize you from your picture. Thank you for saving my mother’s life,” and walked away.

We are invigorated by these moments. Sometimes we feel lost in that space between familiarity and breakthrough and become tempted to turn back. A gentle reassurance is often all it takes to rekindle our belief that we are indeed moving ever closer to innovation.

STEVE KAY
Dean of USC Dornsife
Anna H. Bing Dean’s Chair

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SPRING / SUMMER 2015



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ON THE COVER

A worker looks across to the San Francisco tower as cables are spun for the Golden Gate Bridge in 1936.

COVER PHOTO COURTESY OF THE ANNE T. KENT CALIFORNIA ROOM, MARIN COUNTY FREE LIBRARY; LAB PHOTO BY MAX S. GENBER

Life Line

NEWS AND EVENTS

12.10.14


USC Dornsife's **HOLIDAY RECEPTION AND AWARDS CEREMONY** honors outstanding staff achievements, recipients of the Raubenheimer Outstanding Faculty Awards and more.



In tribute to late USC Dornsife alumnus **LOUIS ZAMPERINI '40**, USC mascot Traveler walks as a riderless horse, the traditional symbol of a fallen soldier, during the **TOURNAMENT OF ROSES PARADE**.

1.19.15 - 1.23.15

Scientific leaders and faculty members from **USC DORNSIFE** and **UNIVERSITÉ DE VERSAILLES SAINT-QUENTIN-EN-YVELINES** meet to develop a joint strategic program that strengthens environmental and climate-related research and education.



1.1.15

PETER KUHN, Dean's Professor of Biological Sciences, delivers a **DEAN'S SPECIAL LECTURE** on his research that could potentially revolutionize cancer treatment.

1.26.15

PETER KUHN, Dean's Professor of Biological Sciences, delivers a **DEAN'S SPECIAL LECTURE** on his research that could potentially revolutionize cancer treatment.

2.12.15

"This was a great first step in crafting evidence-based social policy. USC is taking a leadership role in showing how this is done."

WENDY WOOD, Provost Professor of Psychology and Business, and vice dean for social sciences, reflects on organizing a conference that convened experts from **USC** and the **BROOKINGS INSTITUTION** to discuss how behavioral and policy changes can improve people's overall health.

2.21.15

"Innovate Armenia," an all-day event organized by the **USC INSTITUTE OF ARMENIAN STUDIES**, celebrates Armenians' past and continuing contributions to technology, social movements and the arts.



3.25.15

The film **IMAGINARY FEASTS**, directed by Anne Georget, has its U.S. premiere in the Dornsife Neuroscience Pavilion's Joyce J. Camilleri Hall. The event was organized by the **BRAIN AND CREATIVITY INSTITUTE** and the **USC SHOAH FOUNDATION — THE INSTITUTE FOR VISUAL HISTORY AND EDUCATION**.

NOVEMBER
DECEMBER
JANUARY
FEBRUARY
MARCH
APRIL

11.12.14


A LEVAN INSTITUTE FOR HUMANITIES AND ETHICS Coffeehouse Conversations on Practical Ethics event presents a panel of USC experts speaking on the death penalty.




2.5.15


"We have a responsibility to deliver scholarship of consequence to the world."

MANUEL PASTOR delivers remarks upon his installation as the inaugural holder of the **TURPANJIAN CHAIR IN CIVIL SOCIETY AND SOCIAL CHANGE**.



2.9.15

Democratic Leader of the U.S. House of Representatives **NANCY PELOSI** talks with students about her journey through the American political landscape as part of the Department of Political Science's **POLITICAL CONVERSATIONS** series.



3.6.15

The USC Dornsife Office of Communication receives seven **AWARDS OF EXCELLENCE** — including a grand gold award for **USC Dornsife Magazine** — from the **COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION's** District VII.


3.9.15

"[T]o understand all of the heated rhetoric and tensions surrounding Vladimir Putin, it is important to have a solid basis of historical and empirical research."

MARY SAROTTE, Dean's Professor of History, presents a **DEAN'S SPECIAL LECTURE** exploring her research on NATO's post-Cold War expansion pertaining to the German reunification negotiations of 1990.

3.9.15

Jane Lubchenco, Distinguished University Professor at Oregon State University, and Madhav Gadgil, D.D. Kosambi Visiting Research Professor of Interdisciplinary Studies at Goa University, receive the 2015 **TYLER PRIZE FOR ENVIRONMENTAL ACHIEVEMENT**, which is administered by USC Dornsife. The award honors environmental science of great benefit to humankind.

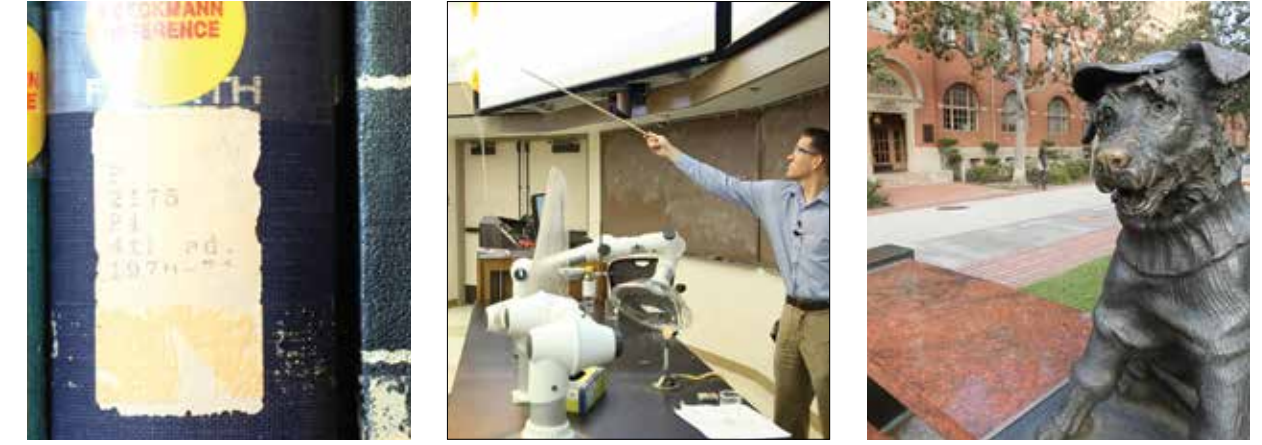


YouTube Class of 2015



STANDARD OF EXCELLENCE

In the days leading up to USC's 132nd commencement on May 15, valedictorian Alexander Yuen and salutatorian Carrie Ruth Moore shared their journeys of self-discovery. Yuen, a biological sciences and health promotion and disease prevention studies double major, will enter UCLA's Geffen School of Medicine, and Moore, a creative writing major, will begin an accelerated M.Ed. program at Stanford University. View their videos at dornsife.usc.edu/yuen and dornsife.usc.edu/moore.



Instagram @USCDornsife

BITE-SIZED VIDEOS

In just 15 seconds, glimpse some of the USC Libraries' more than 5 million volumes, learn the difference between a deflagration and a detonation, and acquaint yourself with a few of the many "faces" across campus, including that of George Tirebiter. View all of these videos at Instagram.com/USCDornsife.

Twitter

@BrutcheGroup: Congrats to my colleague Mark Thompson who has been elected to the National Academy of Inventors @USCChemistry @USCDornsife @mthomps01066

@USC: Sweet! @USCDornsife's "The Art and Science of Peppermint" is @ScientificAmerican's video of the week!

@BJ_Gallagher: @USCDornsife a liberal arts degree is great preparation for career as a successful author

@MyNameIsWater: Thanks for the great support @DeanSteveKay @USCDornsife @HollywoodFest - special moments made more special when shared with #trojanfamily!

@Portantino: Honored that the Hon. AJ Blumenfeld inspired my USC Leadership class. @AndrewJasonB @USCDornsife #usc #leadership


@WeirMB: Love @USCDornsife CALIS TIRP team members bringing their energy & reinforcing the value of Human Rights education into my classroom

@LAConservancy: @USCDornsife faculty & students bring #BoyleHeights #history to life with "History in a Box" program


@LeighJacobsonSC: Having the best first week of my study abroad experience in London courtesy of @USCDornsife! Stay tuned for updates

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Check us out on your favorite social media sites. We welcome your posts and tweets for possible inclusion in the next issue of *USC Dornsife Magazine*.

 dornsife.usc.edu/facebook
Become a fan and get updates in your newsfeed.

 dornsife.usc.edu/twitter
Follow our tweets for the latest USC Dornsife news.

 dornsife.usc.edu/youtube
Watch the latest videos from the USC Dornsife community.

 dornsife.usc.edu/instagram
Follow our feed for snapshots of the #DornsifeLife.

Word

IN THE NEWS QUOTABLES

“The more transient the media, the more transient the fame. When there are a lot of people making a public claim for their own importance, each gets a smaller bit.”

LEO BRAUDY, University Professor and Leo S. Bing Chair in English and American Literature, in a Feb. 6 *New York Times* article on the fleeting nature of fame in the Internet age.

“As individuals, as citizens, we aren’t accorded much attention. As emblems of culture or something, of course people pay attention to that. But as human beings, we don’t get much ink.”

DAVID TREUER, professor of English, in a Feb. 5 Q&A in the *Chicago Tribune* on his latest novel, *Prudence* (Riverhead, 2015), which explores life on an Indian reservation in the 1940s.

“This was one of the most exciting times in my career — when you realize you have something that probably no one else has and that almost no one is going to believe.”

KENNETH NEALSON, Wrigley Chair in Environmental Studies, in a Jan. 29 *Voice of America* article discussing his discovery of the bacterium *Shewanella* 25 years ago.

Hub of Armenian Studies

Celebrating its 10th anniversary, the Institute of Armenian Studies raises awareness of Armenian culture, history and contemporary issues. By Lizzie Hedrick

At a ceremony marking his installation as the inaugural holder of the Turpanjian Early Career Chair in Contemporary Armenian Studies in March, Richard Antaramian defined why his field is crucial.

“Armenians have, over the centuries, ruled over their own kingdoms, been subject to others, circulated through empires, converted to and from different religions, and constructed a worldwide network of churches,” he said. “They have suffered genocide — and survived.”

As a member of the faculty, Antaramian will conduct research and encourage students to investigate long-held beliefs about Armenia’s history and people.

His arrival coincided with the 10th anniversary of USC Dornsife’s Institute of Armenian Studies (IAS), as did that of director Salpi Ghazarian, who is working to fortify the links among the university, the global scholarly community and members of the Armenian community in Southern California and beyond.

In February, IAS organized “Innovate Armenia,” an all-day event on USC’s University Park campus, celebrating Armenians’ past and continuing contributions to technology, social movements and the arts. More than 2,000 attendees heard contemporary Armenian music and met innovators, such as Alexis Ohanian, co-founder of Reddit, and Raffi Krikorian, engineering lead for Uber.

Honoring the centennial of the Armenian Genocide, IAS launched YEAR100.org, a global directory of events, to boost awareness of the publications, conferences and other happenings worldwide commemorating the occasion.

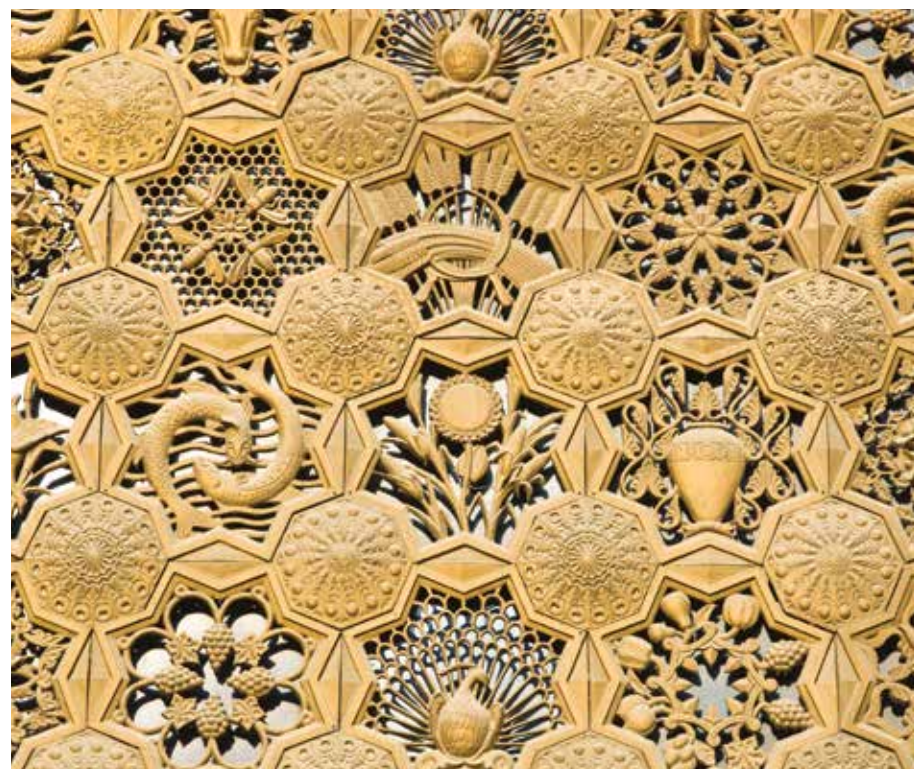
On April 24, Armenian Genocide Remembrance Day, Ghazarian joined 10,000 people — Turks, Armenians and members of the academic, media and diplomatic communities — in Istanbul to remember the atrocities committed 100 years ago and their consequences. Other IAS staff members

participated in the symbolic six-mile “March for Justice” in Los Angeles.

This Spring, Ghazarian and Antaramian attended a conference, co-sponsored by the institute, at The Hague Institute for Global Justice in the Netherlands exploring the legacy of the Armenian Genocide from the perspective of law, humanities, media, politics and education. Also, Antaramian taught a Maymester course on the Armenian diaspora. The forced migration following the genocide led to the expansion of Armenian communities throughout the world, particularly Southern California. Students took field trips to places such as Armenian churches and those of other nationalities, studying the experience of Armenians in the context of different immigrant and minority communities in the L.A. area.

Looking to the future, Ghazarian and Antaramian will continue to promote scholarship and raise awareness of how Armenians are contributing to society on a global scale.

“The three words — ‘USC, Armenia and innovate’ — together reflect the institute’s mission in this second decade,” Ghazarian said. “Our goal is to support new multidisciplinary approaches to Armenian studies by capitalizing on USC’s tremendous resources.”



Curriculum

MDA 325



CASE STUDIES IN MODERN LEADERSHIP

Instructors: Gordon Brown, former prime minister of the United Kingdom, and Steven Lamy, professor of international relations and vice dean for academic programs.



BROWN PHOTO COURTESY OF THE OFFICE OF GORDON AND SARAH BROWN

In “Case Studies in Modern Leadership,” undergraduates examined what the world may look like in 2025 from the perspective of a global leader who helped shape the world we live in now.

Gordon Brown, British prime minister from 2007 to 2010, joined Steven Lamy for an intensive study of international politics and economics. One of the first to initiate calls for worldwide action during the 2008 financial crisis, Brown is credited with averting a global financial meltdown. A dedicated multilateralist, he played a major role in the G-20 and

continues to work as a United Nations (U.N.) special envoy for global education.

Brown shared his views on the challenges leaders face and discussed the economic, political and cultural forces that continue to shape every country’s domestic and foreign policy priorities.

A major theme of Brown’s lectures was the growing need for global decision making and cooperation in an increasingly interconnected world.

“Are there global problems that need global solutions? And are we now in a position in the 21st century where we

have national problems that cannot be dealt with simply by countries acting on their own?” Brown asked. The financial crisis, climate change, economic growth, poverty, financial stability and nuclear security are all issues that require nations to cooperate across borders to find solutions, he said.

Other course topics included the world financial crisis, global growth and the role of the United States, the 2009 U.N. Climate Change Conference, and the U.N.’s role regarding poverty, education and disease. —S.B.

A dedicated multilateralist, Gordon Brown emphasized the importance of developing a global perspective and greater cross-border cooperation to address 21st-century challenges.

Watch a video on the course at dornsife.usc.edu/gordonbrown

FAN MAGAZINES

Hollywood, California, 1938
In Hollywood's early days, an intimate look at a favorite celluloid celebrity simply required plunking down a nickel and selecting from a dozen publications devoted to the private lives of film idols.

From Gene Tierney and Gene Kelly to Norma Shearer and Joan Crawford, Tinseltown's brightest graced the glossy covers of fan magazines such as *Motion Picture* and *Photoplay*.

"Fan magazines began publication in 1911 and drew readers by sharing some behind-the-scenes information — although tame by today's standards — about the stars' lives," explained Karen Sternheimer, director of undergraduate studies in USC Dornsife's sociology department.

"During the Great Depression, fan magazines offered readers a glimpse into the lives of people enjoying the fruits of fame, suggesting that the American Dream was still possible."

The relationship between studios and fan magazines was symbiotic. If a studio wanted to generate interest in an ingénue or bring positive attention to a celebrity, it would open the gates for interviews.

All that changed after World War II when adulation turned into gossipmongering.

"Early on, fan magazines were essentially studio mouthpieces," Sternheimer said. "Gossip magazines began to emerge as the studio system started to decline in the 1950s. The disappearance of a powerful, centralized organization meant more creative freedom for performers, and less pressure for magazines to uphold a particular image of a celebrity."

Photographed en route to a USC football game, Carole Lombard appeared on the December 1938 cover of Picture Play.



PICTURE PLAY IMAGE COURTESY OF USC CINEMATIC ARTS LIBRARY

World-Changing Major

A new interdisciplinary degree program examines non-governmental organizations and nonprofits.



According to a 2014 report from Oxfam, 85 people around the globe possess more wealth than the whole bottom half of the world's population.

Increasingly, private individuals and organizations, rather than democratically elected governments, are controlling wealth, noted Nina Eliasoph, professor of sociology. At the same time, she added, the number of nongovernmental organizations (NGOs) has exploded, partly due to this concentration of wealth into fewer and fewer private hands.

"Now, some international NGOs are more powerful than some small governments," Eliasoph said. "Within the United States, there are also many nonprofits that do certain social services that used to be done by governments. So here's this increasingly powerful type of organization, but it kind of falls through the disciplinary cracks — it's not really political science because it's not really government."

Seeking to address this gap, USC Dornsife in Spring 2015 launched a new bachelor's degree program in NGOs and social change. The new major focuses on the economic, political and cultural roots of social conflicts, and the varied forms of NGOs that address them. Through interdisciplinary coursework, students learn how these organizations aim to diminish human suffering and environmental destruction around the world.

"This program will give students both practical tools and a broad theoretical, historical and global view," Eliasoph said. "They will examine not just what organizations have done to try to solve problems, but the problems' histories, also. If you want to solve a social problem you have to investigate its root causes. Otherwise, it will just come back to haunt you."

The major's requirements include a one-semester internship in which students work at a local nonprofit or NGO

WATERMAN, KAMUF AND KANG PHOTOS BY PETER ZHAOYU ZHAO

while participating in a seminar in which they analyze and reflect on their experiences, and ultimately produce a research paper.

First-year student Sharon Dong is among those who have already been attracted to the program.

"I'm really into social activism, and seeing all the injustice and inequality around me compels me to do something to make a positive impact on people. This led me to the new major," she said. "I'm hoping it will teach me the skills necessary to successfully help others and affirm my choice in this career." —L.P.

Getting Warmed Up

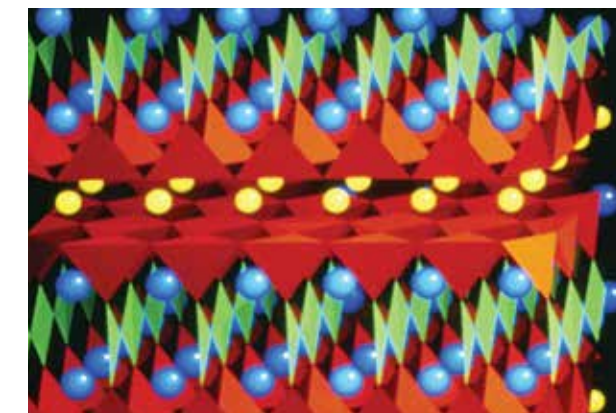
Vitaly Kresin of physics finds that clusters of aluminum metal atoms become superconductive at surprisingly high temperatures.

The reason your laptop heats up when you leave it on for a long time is that electricity meets resistance as it courses through the machine's circuits, generating heat — wasted energy. When superconductivity is achieved, however, electricity is transmitted without any resistance, and no energy is lost.

While superconductors that work at room temperature were long thought impossible, USC Dornsife scientists may have discovered a family of materials that could make it reality. A team led by Vitaly Kresin, professor of physics, found that aluminum "superatoms" — homogenous clusters of atoms — appear to form Cooper pairs of electrons (one of the key elements of superconductivity) at temperatures around 100 degrees Kelvin.

"This may be the discovery of a new family of superconductors and raises the possibility that other types of superatoms will be capable of superconductivity at even warmer temperatures," said Kresin, corresponding author of a paper on the finding that was published in *Nano Letters*.

Beyond the specific applications for which superconductors are already used — MRI machines, particle accelerators and ultrasensitive magnetic field sensors, to name a few — a room-temperature superconductor would allow engineers to make any electronic device ultraefficient. —R.P.



Recognition



MICHAEL WATERMAN
Dan David Prize

Widely regarded as the founding father of computational biology, Waterman, University Professor and USC Associates Chair in Natural Sciences, won the internationally renowned Dan David Prize for his seminal and influential contributions to biological sequence analysis. The award recognizes and encourages innovative and interdisciplinary research that cuts across traditional boundaries and paradigms.



PEGGY KAMUF
Chevalier de l'Ordre des Palmes Académiques

The government of France named Kamuf, Marion Frances Chevalier Professor of French and professor of comparative literature, a *Chevalier*, or Knight, in the *Ordre des Palmes Académiques* (Order of Academic Palms) for her scholarship on the works of French philosopher Jacques Derrida.



DAVID KANG
MacArthur Foundation Grant

Kang, professor of international relations and business, was awarded a 2015 MacArthur Foundation grant to analyze East Asian security issues, defense spending and United States foreign policy. Kang is director of the Korean Studies Institute and the USC East Asian Studies Center.

Fit as an Astronaut

Students at Norwood Street Elementary School learn the science behind staying fit in space.



Freshman Sophia Nguyen showed fourth and fifth graders how to set a table in space by using Velcro to prevent food packages and trays from floating away. “Look!” said fifth-grader Karla Martinez, proudly displaying a food tray to which she had attached magnets to hold cutlery in place.

Nguyen and Martinez were participating in an after-school workshop on health and fitness in space, held at Norwood Street Elementary School near the University Park campus on Nov. 10. An initiative of the Joint Educational Project’s (JEP) Young Scientists Program (YSP), the event was partly funded by USC and JEP alumni donors Michael and Cindy Winn.

“Today I learned astronauts float without shoes because they don’t need them in the space station. But my favorite part was the exercising station because you get to use weights to be strong,” said Martinez.

Nguyen, a human biology major, said she is excited to be a part of YSP. “I didn’t get opportunities like this as a kid, and I want to share and give back,” she said.

Funded by a grant from the Safeway Foundation, the activities were the brainchild of Dieuwertje “DJ” Kast, STEM programs manager for YSP and JEP’s WonderKids.

“I wanted to approach health and fitness from a different perspective,” she said. “We want kids to ask themselves: Am I fit enough to be an astronaut?”

Students answered that question by rotating among seven stations. At each, they watched a video of an astronaut doing a particular activity in space, then tried to perform the task themselves. YSP teaching assistants, each a science major at USC, led activities and answered questions.

Human biology major Geoff Kusaka said participating in the program helped him hone his communication skills by speaking before a class of children, their teachers and sometimes their principal, four times a week.

“I love seeing the look on the kids’ faces when they really enjoy an experiment,” Kusaka said. “It’s incredibly rewarding. I love science, and I hope I can instill that passion in these students.” —S.B.

IN HER ELEMENT

In the era of vinyl records, when the album’s lyrics were printed in full on the back cover, it was easy to see what a singer wanted to express. Even cassette tapes included a printed insert of lyrics.

These days, with mp3s and iTunes, it’s rare to see lyrics in print.

But guitarist and singer-songwriter Kina Grannis is old-school in that regard. In recent years, the alumna has focused on the craft of songwriting, attending writing retreats and pushing herself to write from a more vulnerable place.

With her latest album, *Elements*, the full lyrics are available on her website.

“I love lyric books and I always want to look at other people’s lyrics,” Grannis said. “As someone who writes them, you always hope at least one person might want to read them, too.”

In “This Far,” she writes of emotional pain and resilience.

When rain falls down on me so hard

The wind’s unraveling me, don’t start

An ocean’s swallowing up my heart

But I’ve made it this far

I’ve made it this far

At 29 years old, she has made it very far.

Late last year, the alumna began her second international tour to promote *Elements*, concluding in Los Angeles, which she now calls home.

Grannis’ earlier album, *Stairwells*, features material written in part while she was an undergraduate at USC Dornsife. The title refers to the refuge and inspiration she found in stairwells across campus for writing and practicing her songs.

“Since then, I’ve experienced a lot of things, both

really amazing and really hard, so I think *Elements* is more mature and more personal. I forced myself to confront things that in the past I would have been afraid to write about.”

She also writes about happy times. In 2013, she married Jesse Epstein, a frequent musical collaborator and longtime friend. The music video for the song “My Dear” features footage from their wedding.

Grannis’ YouTube channel has more than 1 million subscribers, and her music videos, from official videos to live performances, have 145 million views.

She made an auspicious entrance into the music scene in 2007. The Mission Viejo, California, native entered her first music video, “Message From Your Heart,” in the Doritos Crash the Super Bowl contest. She won, scoring a record deal with Interscope Records at age 22.

In early 2009, however, Grannis made a bold announcement: She would forgo the record deal to work as an independent artist.

She now runs Kina Grannis Music, where she has creative control and a more personal way of conducting business. She has used social media to create a loyal fan base and success outside the conventional confines of a big-name record label.

“[Running a label] is a ton of work, but also really rewarding,” she said. “The team has grown, which has helped. But as far as marketing and social media, logistical planning and all of the creative stuff, it’s pretty much me, my manager and occasionally my family brainstorming about what I should do next.”

Grannis recently participated in a creative digital

project, The Mobile Mix, sponsored by AT&T and International Secret Agents (ISAtv). The latter is an artistic platform to celebrate Asian youth culture and its global influence.

“It’s important for me to be involved with the Asian American community,” Grannis said. “Growing up hapa [half Asian, half white] is a big part of my identity.”

Grannis said the Internet has benefited the Asian American arts community.

“YouTube has given Asian American artists a platform to share their talents in a world where somehow mainstream media still hasn’t fully embraced them,” she said. “It’s a powerful thing.”

Grannis entered USC thinking she would major in music. But after a few introductory classes, she realized that studying the mechanics of music removed the mystique.

“I need my music to be my passion — something fun and magical,” she said. “I didn’t like breaking it down and thinking of it like a business, where music is a product, not art.”

“For my major, I wanted something that fueled me intellectually. As a songwriter, I’m fascinated by people, and in my psych classes I got to learn and think about people all the time.”

In 2007, Grannis graduated from USC Dornsife *summa cum laude* in social sciences with an emphasis on psychology.

“Part of college is learning how to learn and discipline yourself. On the whole, that’s what I took away from USC: learning how to manage my life and be a grown-up and explore different ideas.

“I’m so grateful I ended up at USC,” she added. “It was a perfect place for me to grow into an artist.” —L.P.



PHOTO BY SUSAN BELL
PHOTO BY YONI GOLDBERG

Psychology alumna Kina Grannis, a 29-year-old singer-songwriter who runs her own music label, recently embarked on a European tour to promote her new album, Elements.

Numbers

THE USC DORNISFIE/ LOS ANGELES TIMES POLL

The USC Dornsife/Los Angeles Times Poll is a series of statewide public opinion polls of registered voters in California designed to survey voter attitudes on a range of political, policy, social and cultural issues. Conducted throughout the year, the widely cited poll helps to inform the public and encourage discourse on key political and policy issues.

3/4

Almost three-quarters of California voters said they felt relations between people of different races were “good” or “excellent” in their own neighborhoods.

27%

of California voters said they felt that race relations were “good” or “excellent” in the U.S. as a whole.

2:1

ratio of California voters who supported a statewide law banning single-use plastic grocery bags at supermarkets effective July 1, 2015.

7 in 10

voters said they would rather live in California than anywhere else.

48/44

percent of California voters who said the state's high-speed rail project should stop versus the percent who said it should proceed.

dornsife.usc.edu/poll

Courage, Faith and Service

Former U.S. Representative Gabrielle Giffords and her husband, retired U.S. Navy Capt. and astronaut Mark Kelly, deliver the 14th annual Carmen and Louis Warschaw Distinguished Lecture.



Compared to his wife, Mark Kelly thought he had the risky job: combat pilot and astronaut. Instead it was Gabrielle Giffords, the former U.S. representative, who nearly died serving her country on Jan. 8, 2011, when a would-be assassin shot her and killed six others at an outdoor “Congress on Your Corner” event in a Tucson, Arizona, suburb.

“What happened that day would certainly become the biggest challenge we would ever face,” Kelly said as the couple spoke to more than 500 people at Town & Gown on March 8. The two delivered the 14th annual Carmen and Louis Warschaw Distinguished Lecture, which focuses on how Jewish life and culture have shaped the lives of political figures.

“My spirit is strong as ever,” said Giffords, descendent of a long line of Lithuanian rabbis. “I am still fighting to make the world a better place and you can, too. Get involved with your community, be a leader, set an example. Be passionate, be courageous, be your best.”

Kelly, a retired astronaut and U.S. Navy captain, spent more than 50 days in space and is one of only two people who have visited the International Space Station four times. Giffords ran in six elections in her home state and won them all; during her tenure in the U.S. Congress from 2007-12, she championed energy independence and the needs of military families and veterans.

After the 2012 shootings at Sandy Hook Elementary School in Connecticut, in which 20 children and six teachers lost their lives, Giffords and Kelly started Americans for Responsible Solutions. The organization, dedicated to keeping Americans safe through improved gun control laws such as a universal background check for gun buyers, now has some 800,000 supporters.

Kelly said the couple’s determination to take action on gun laws came about “not because she was injured in that horrific attack in January 2011, but because Gabby is about service. When she saw that 20 little kids needlessly died in their classroom, she thought that maybe, just maybe, she could be a little bit helpful in trying to prevent that from happening again.”

At the event, Hope Warschaw reflected upon the legacy of her parents, whose endowment gift established the lecture series in 1999. “My parents always thought there was something in Jewish culture that led people to participate in civic life,” she said. “My mother, in particular, loved to hear people’s stories, where they came from and how they got to be who they were. So to continue this lecture series, I thought, was very important.” —S.B.

Money Talks

The Martens Economic History Forum examines current economic issues through the lens of history.



“In every attempt since the 18th century to explain the ascent of Great Britain to unprecedented wealth and global power, Parliament has played a, if not *the*, central role,” said Paul Seaward, director of the History of Parliament Trust in London. “Parliament in Great Britain has become a paradigm for understanding the mechanisms for building a successful fiscal state.”

Seaward was among the leading scholars who participated in the first annual Linda and Harlan Martens Economic History Forum, an initiative of the USC-Huntington Early Modern Studies Institute (EMSI), housed at USC Dornsife.

Looking at past economic practices, including accounting, can help us discover what we can learn from the 18th century as we move forward, said Peter Mancall, Andrew W. Mellon Professor of the Humanities, and Linda and Harlan Martens Director of EMSI.

“Many modern-day economic problems are actually accounting problems,” he said. “By having this forum, where we bring together experts who can tell us how these circumstances worked out in the past, we hope to have a larger discussion about the modern economy.” —S.B.

Lexicon

PSYCHOLOGY

HASHTAG

\ 'hash-tag \ noun \ 1. on social media websites and applications, a word or phrase preceded by a hash (#) and used to identify messages related to a specific topic. 2. a cultural product representing a social movement, new trend, brand, idea, old fad or simply nonsense. 3. a method to group together a topic across thousands — sometimes millions — of individual posts to make that post searchable and connected. 4. an indicator of psychological states; a window into the moral, political, economic and religious stance of its user, and collective norms.

Origin: Hashtags originated on the social network Twitter. The first recorded use of the term hashtag was in a tweet posted on Aug. 25, 2007, by social technology innovator Chris Messina. He suggested using “#barcamp” to group together messages about an international network of tech conferences called BarCamp.

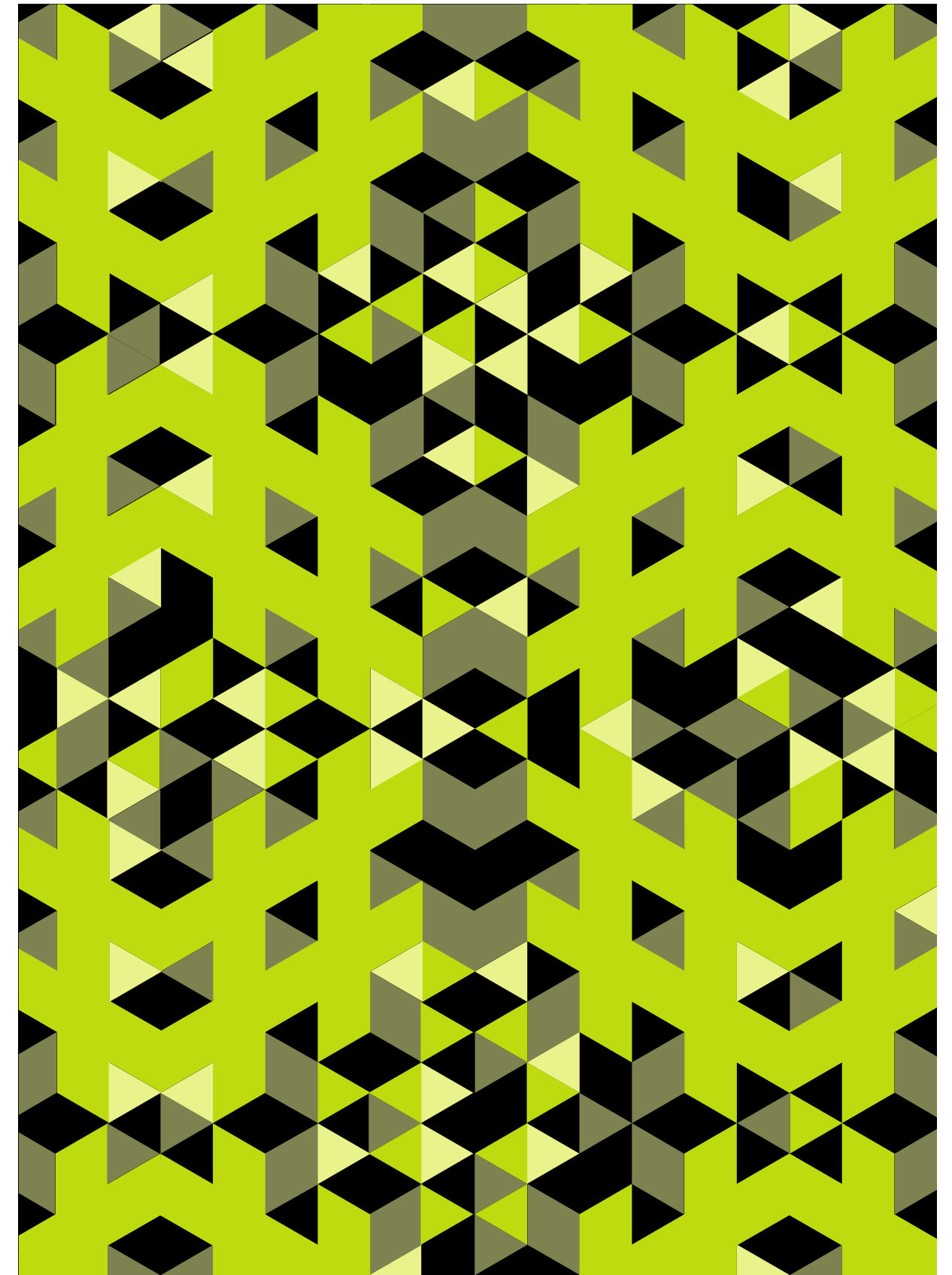
Usage: #IranElection and later #ArabSpring were among the first uses of a hashtag that denoted and symbolized social movements.



Morteza Debgani, assistant professor of psychology and computer science, investigates cognitive processes using narratives, social media, transcriptions of speeches and news articles, as well as behavioral studies. He is a researcher at USC Dornsife’s Brain and Creativity Institute and principal investigator of the Computational Social Science Lab.

PHOTO BY STEVE COHN; ILLUSTRATION BY THOMAS ROWLANDSON

ILLUSTRATION BY LETTY AVILA; PHOTO BY PETER ZHAOYU ZHOU



Spotlight

NNENNA EZEH '16
Health and Humanity Major

“Being a primary care doctor will allow me to better serve people who don’t have access to quality, affordable health care.”

As a child, Nnenna Ezeh pretended to perform surgery on her dolls. At age 5, she opened a present on Christmas Day and found a real stethoscope.

“This is a tangible expression of your dreams,” her mother told her, hoping to reinforce her daughter’s passion. “Keep it to remind you of what you want to do.”

The presidential scholar is now pursuing those dreams as a major in health and humanity. She seeks to work with underserved communities.

Ezeh is president of African Americans in Health at USC. The group supports African American students in their pursuit of careers in health.

Participating in the Joint Educational Project’s Trojan Health Volunteers, she shadowed an obstetrician attending to a pregnant woman experiencing complications. Ezeh watched as the doctor translated complicated medical terms into plain English.

“The physician modified her bedside manner, so her patient could better understand,” Ezeh said. “But it never affected negatively upon how she interacted with the patient.”

Ezeh was reminded always to see the humanity in whomever she treats.

“As a doctor you have the power to help a patient understand her body by explaining in a way that she understands without devaluing her.”

100 Survivors Gather

Seventy years after the Auschwitz death camp was liberated, the USC Shoah Foundation helps bring survivors, teachers and others to a milestone anniversary in Poland. *By Robin Migdol*



EZEH PHOTO BY MATT MEINDL; SURVIVORS PHOTO COURTESY OF CHRISTOPHER FURLONG/GETTY IMAGES

On a bitterly cold day in January 1945, the Soviet Army — pushing across Nazi Germany as the Allies drew closer to victory in Europe and the end of World War II — arrived at a Nazi concentration and extermination camp in southwestern Poland called Auschwitz-Birkenau.

Some 1.1 million people died within the barbed-wire fences of Auschwitz during the Holocaust, but those who lived to tell about the suffering and death they had witnessed have made sure Auschwitz is never forgotten.

On Jan. 27, 100 of these survivors and their liberators, along with thousands of attendees from around the world, returned to Auschwitz for the official commemoration of the 70th anniversary of its liberation.

“Just to be alive 70 years after we were liberated from this — excuse me for the expression — hell on earth, is already an accomplishment in itself,” said Eva Kor, an 80-year-old survivor. “To be able to come back and retell this story of the Holocaust is a way of illuminating the world, a way of healing and a way of empowering people to repair the world.”

Housed at USC Dornsife, the USC Shoah Foundation — The Institute for Visual History and Education partnered with the Auschwitz-Birkenau State Museum, Discovery Education and the World Jewish Congress to plan a four-day observance of the milestone called “Auschwitz: The Past Is Present.”

The program also brought 25 teachers to Poland for professional development activities aimed at engaging a new generation of educators and their students in remembering, and learning from, the Holocaust. For example, USC Shoah Foundation education staff instructed the teachers in using the institute’s Visual History Archive, a collection of more than 53,000 audiovisual testimonies from genocide survivors and witnesses.

“Those who lived through the Holocaust have carried the burden of remembering long enough,” said Stephen D. Smith, the institute’s executive director. “It’s up to us now to lift its heavy weight off their shoulders. We are ready to take on the responsibility of ensuring that this tragic chapter of human history is never repeated.”

Diplomatic Chess

Brian Rathbun focuses on 1920s Europe to examine diplomacy and its ripple effect on negotiating styles today.



The brutal murders of journalists and aid workers by terrorist organizations such as al Qaeda and ISIS have thrust the issue of negotiation into the spotlight. With the rise of the Islamic State in Iraq and Syria (ISIS), the public has watched European prisoners, whose governments will negotiate for their release, go free. It has also grieved over the beheadings of American and British prisoners, whose governments refuse to negotiate with terrorists.

“Anytime you have principles involved, negotiations become more difficult,” said Brian Rathbun, associate professor of international relations. “If we negotiated for at least one of our POWs for a certain number of al Qaeda or Taliban prisoners at Guantánamo Bay, are we essentially validating them as a party?”

“Culturally that’s not something the government wants to do. At the same time, there might be tangible gains from negotiating. We get our POWs back. It’s a very difficult question.”

Rathbun has been studying the art, practice and theory of negotiations among states for a number of years. Cornell University Press in September published his book *Diplomacy’s Value: Creating Security in 1920s Europe and the Contemporary Middle East*.

When he began his research about a decade ago, he found an enormous gap in scholarly work about diplomacy.

“You would think diplomacy is one of the most studied phenomena in the field of international relations, and yet it is practically not studied at all in any systematic way,” Rathbun said. “I thought, here’s an opportunity for me, personally, to put it on the map.”

The book highlights Europe in the 1920s, when France was preoccupied with security and terrified of Germany.

“This period in European history was the last and best chance France and Germany in particular had for creating a reconciliation that could have prevented the Second World War,” Rathbun said. “It was when France and

Germany came closest to reaching a *modus vivendi*, a way of living together that could have laid the foundation for a more permanent peace between the two.”

The period that may have prevented World War II is what motivated Rathbun to take a closer look at diplomacy. —P.J.J.

Fight On

The creation of Buckybombs could one day be used for demolition of cancer cells.

In 1996, a trio of scientists won the Nobel Prize in chemistry for their discovery of Buckminsterfullerenes — soccer ball-shaped spheres of 60 joined carbon atoms that exhibit special physical properties. Now 20 years later, scientists have figured out how to turn these Bucky-balls into Buckybombs.

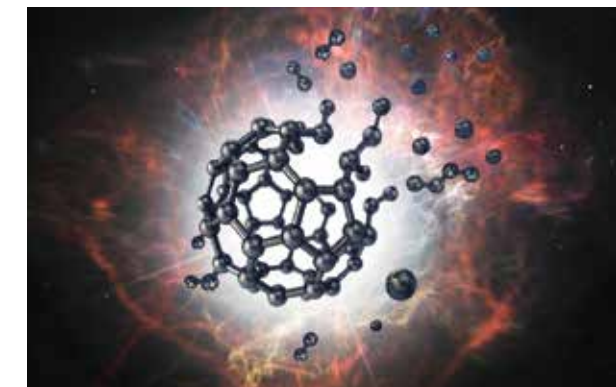
These nanoscale explosives show potential for use in fighting cancer and may one day target and eliminate cancer at the cellular level — triggering tiny explosions that kill cancer cells without affecting surrounding tissue.

“Future applications would probably use other types of carbon structures such as carbon nanotubes, but we started with Bucky-balls because they’re very stable and a lot is known about them,” said Oleg Prezhdo, professor of chemistry and corresponding author of a paper on the explosives that was published in *The Journal of Physical Chemistry*.

Carbon nanotubes, close relatives of Bucky-balls, are used already to treat cancer. They can be accumulated in cancer cells and heated up by a laser, which penetrates through surrounding tissues without affecting them and directly targets carbon nanotubes. Modifying carbon nanotubes the same way as the Buckybombs will make the cancer treatment more efficient, Prezhdo said.

To build the miniature explosives, Prezhdo and his colleagues attached 12 nitrous oxide molecules to a single Bucky-ball and then heated it. Within picoseconds, the Bucky-ball disintegrated — increasing temperature by thousands of degrees in a controlled explosion.

The source of the explosion’s power is the breaking of powerful carbon bonds, which snap apart to bond with oxygen from the nitrous oxide, resulting in the creation of carbon dioxide, Prezhdo said. —R.P.

**Viewpoint****EXPERT OPINIONS**

“Surely, 147 years after the Dred Scott case was overturned, the time has come to put an end to this farce.”

NATHAN PERL-ROSENTHAL, assistant professor of history and spatial sciences, in an April 10 CNN op-ed, co-authored with Sam Erman of the USC Gould School of Law, on the plight of American Samoans in trying to gain U.S. citizenship even though American Samoa joined the U.S. 115 years ago.

“Even serious news analyses that confront myths with facts backfire as time passes.”

NORBERT SCHWARZ, Provost Professor of Psychology and Marketing, in a March 19 *The Conversation* op-ed, co-authored with research associate Eryn Newman, on how the media has fueled vaccination myths in their efforts to debunk them.

“[T]he fall of the wall came about because of the complex interplay among Soviet reforms, East Berlin’s incompetence and, crucially, rising opposition from everyday Germans.”

MARY ELISE SAROTTE, Dean’s Professor of History, in a Nov. 6 *New York Times* op-ed describing her research on the true cause of the fall of the Berlin Wall.

INTERACTIVE MAPS FOR THE BRAIN

What's the route between smell and memory? Where's the connection between habits and Parkinson's disease? How does habit detour into addiction?

To answer these and other complex scientific and medical questions, University Professor Larry Swanson and neurobiology graduate student Ramsay Brown have built Golgi, an interactive map of a rat brain that makes exploring the brain as easy as using Google Maps.

The new web application offers details at the click of a button about how the regions of the brain communicate and interact. Golgi will help accelerate the research and aid treatment of ailments such as Parkinson's and depression by layering complex scientific data onto a single simple brain map that provides information to doctors and researchers quickly and intuitively.

"We have a big advantage because we're the only group — really in the world — that has a flat map of the brain," said Swanson, Milo Don and Lucille Appleman Professor of Biological Sciences.

Swanson, a longtime pillar of the neuroscience community, collaborated with Brown, who designed the program while an undergraduate in Swanson's laboratory.

"Larry and I have learned so much from each other while building Golgi," Brown said. "Mixing product design into his immense knowledge of neuroanatomy let us build something really special."

Watch a video on Golgi at dornsife.usc.edu/brainmaps

10 years

Golgi is based on a decade's worth of neurological data that the Swanson lab has pioneered and collected.

70k+

Golgi's mapping function draws on more than 70,000 data points showing connectivity in the molecules and cells that make up the brain.

1,000+

There are more than 1,000 disorders involving the nervous system, including autism, schizophrenia and stroke. Many researchers believe that combating these neurological disorders will require a deeper understanding of the brain's circuitry.

HOW IT WORKS

Golgi takes the existing pool of knowledge about the brain and makes it easily accessible to scientists and doctors. It uses research on rat brains, which are close enough to human brains to offer valuable insights but are far easier to study and therefore represent a larger pool of research data.

To display the brain's three-dimensional structure on two-dimensional screens, Swanson and Brown used the embryonic brain — which begins as a flat sheet of cells — as a guide. This flattens the brain and keeps related portions of it close together. Flattening the brain lets users click around and display connectome and other data directly on regions they're interested in learning about for research or treatment.

"We designed an intuitive way to explore the nuanced details of the brain and connectome," Brown said. "Making this data simple and accessible will improve how scientists and doctors explore, explain and treat human conditions and restore quality of life."

Brown and Swanson think this program is just the beginning. Connectomics, the subfield of neuroscience that studies and maps the brain's wiring, is advancing quickly and providing better maps as the technique evolves. Programs such as Golgi will help doctors and researchers make sense of these new maps and make better medical and scientific decisions faster.

The map's creation was supported by funding from the National Institutes of Health. The map can be found online at useGolgi.com.

Hidden Costs

A new study led by biologist Donal Manahan finds that organisms defend themselves against climate change — to a point.

Stresses from climate change such as rising temperatures and increasing ocean acidity can edge an organism closer and closer to the brink of death without visible signs. But a team of researchers led by USC Dornsife's Donal Manahan was surprised to learn just how good organisms can be at hiding the stress they are under.

The group's findings, published in the *Proceedings of the National Academy of Sciences* in March, showed that when carbon dioxide levels in water are increased to those expected by the end of this century, the sea urchin — a commonly studied model organism — more than doubles the amount of metabolic energy it spends. This includes protein synthesis, the most basic function needed for the urchin to stay alive, without showing visible evidence of the distress.

"Think of a metabolic budget like your household financial budget," said Manahan, professor of biological sciences. "Protein synthesis, one of the most basic things an organism does to stay alive, is like your rent. Added stresses from climate change cause that rent to get more and more expensive. You can still survive, but that money has to come from somewhere. And without increasing your budget, you get closer and closer to the brink of disaster, unable to cope with any unexpected crisis."

Calculating the metabolic budgets took two years of work, including overseeing the early stages of sea urchin development at the USC Wrigley Marine Science Center on Catalina Island — one of the few places in the United States with the facilities needed for such large-scale culturing experiments, Manahan said.

Now, the team is building upon its new understanding of cellular metabolism and stress by studying the genetic and environmental (nature and nurture) bases of physiological responses to global change.

"We think that variation in the ability to allocate cellular energy within a fixed budget may be a key basis of resilience to environmental change," Manahan said. —R.P.



A Digital Revolution

Like a jaguar, digital humanities springs to life.

Centuries ago, the vibrant reds, blues, greens and oranges of the jaguars painted on the walls of a palace in the ancient city of Teotihuacan, near present-day Mexico City, glistened in the natural sunlight. At twilight on the summer solstice, shadows crept up making it appear as if the jaguars were leaping out of the wall.

Justin Underhill, USC Mellon Postdoctoral Fellow in Digital Humanities, is using computer software to reconstruct buildings and archaeological sites such as the Palace of the Jaguars to show how light would have interacted with paintings at specific times in specific places. His ultimate goal is to install his simulations in museums to heighten the experience for patrons.

"Clearly, it is not safe to give every museum visitor a candle and have them walk in front of a devotional icon," he said. "But it is possible to mount a video next to a work of art and show how it would have looked. I think this melding of technology and art history will reinvigorate people's ability to fully appreciate art in a way that was never before possible." —L.H.



ALUMNI Mozambique



Sharon Stone and Justin Arana in Northern Uganda. Stone produced Arana's documentary, *My Name Is Water*.

In 2008, three years after earning his bachelor's in international relations, Justin Arana traveled the world on a spiritual quest to find himself. The journey was spurred by his grandfather, who had asked Arana if he would be happy with the worth of his life if he died the next day.

While visiting the surfing village of Morrungulo, Mozambique, he took a walk that steered the course of his travels — and life.

It was a long walk. He was accompanying a local family to collect drinking water. After nearly two hours, the group arrived with their containers. Arana saw the dirty, shallow pools of water. Nearby, cows had defecated. This was the family's water source.

"The experience was a stark eye-opener," Arana said.

During this time, Arana was filming his experiences to share with folks back home in Los Angeles. That footage would evolve into Arana's debut documentary, *My Name Is Water*. Produced by actress Sharon Stone, the documentary chronicles Arana's efforts to bring clean water to Mozambique.

Arana helped get a water well installed in the village. Children who previously stayed home from school to help their mothers collect water were back in class. Diseases were prevented. Six years later, the well in Morrungulo is thriving.

Arana continues to bring clean water to African communities with the nonprofit he founded, *Water Underground*.

Although Arana's grandfather died before seeing his grandson's contributions, Arana is at peace knowing the answer he would give his grandfather now would be, "Yes."



ALUMNI Liberia

Explaining to anguished parents why they couldn't embrace their dead children one last time before burial was one of many tough challenges humanitarian aid workers faced during the recent Ebola crisis in Liberia — the country hardest hit by the deadly virus. Ben Hemingway '01, a former Marine who led the U.S. response to Ebola in the West African nation, is still haunted by such memories.

As a USAID regional adviser, Hemingway has carved out a career as one of the government's most experienced disaster-response experts.

"Basically, I've worked on just about everything that's made front-page news over the past 10 to 15 years from Afghanistan, Iraq, Yemen, Darfur and Congo," Hemingway said.

In Liberia, persuading people to relinquish cherished traditions to conduct safe burials was a key step in reducing infection. Another challenge Hemingway faced was creating sufficient numbers of treatment centers.

Crediting the broad-based liberal arts education he received as an international relations major, Hemingway said, "My experience at USC Dornsife gave me the skills I need to succeed in my career. It taught me how to navigate completely different worlds and vocabularies and gave me a firm foundation to bring together experts from different backgrounds to address a common challenge."



FACULTY England

Trimming the Bard

Professor Bruce Smith delivers the Oxford Wells Shakespeare Lectures at the University of Oxford.

What if William Shakespeare's editor cut "O Romeo, Romeo" before "wherefore art thou Romeo?" because she thought it sounded redundant? Deleting parts of written works — in print or on screen — can be hurtful in many ways.

"Reviewers often note how 'deeply cut' or 'severely cut' a given production or film script or video is as if the cuts were bodily wounds," said Bruce Smith, Dean's Professor of English and professor of theatre.

Smith noted this while delivering the 2014 Oxford Wells Shakespeare Lectures at the University of Oxford in October. Titled "Shakespeare | Cut: Forms and Effects Across Four Centuries," Smith's series of four lectures explored the multiple forms of cuts in Shakespeare's work as it appears in plays, engravings, photographs, cinema and video games.

Smith's book of the same title will be published in 2016, the 400th anniversary of Shakespeare's death.

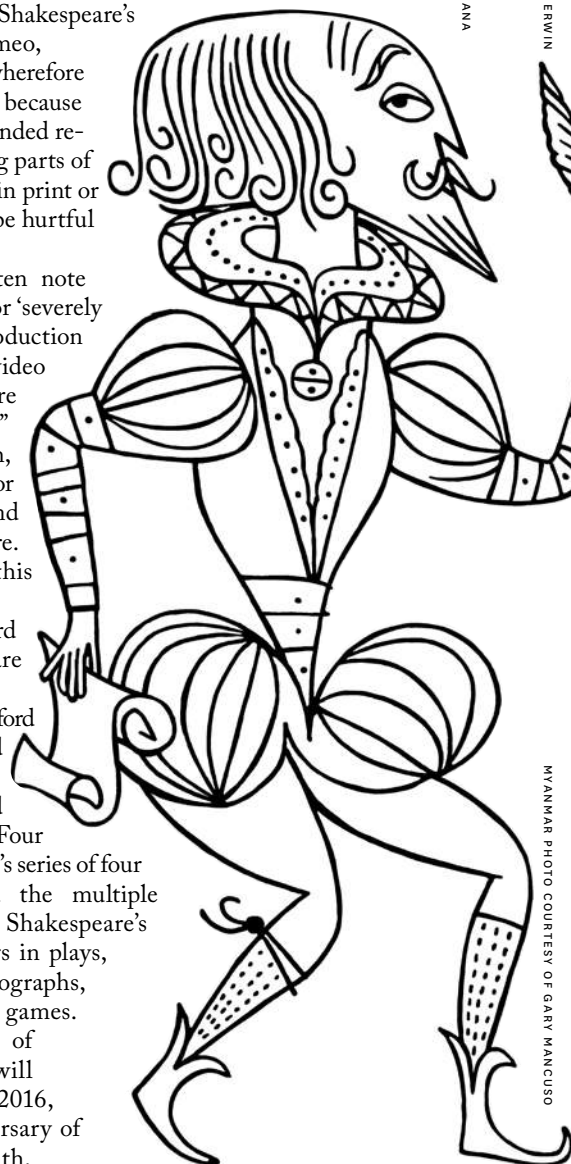


PHOTO COURTESY OF JUSTIN ARANA

BAHRAIN PHOTO COURTESY OF STEPHANIE ERWIN



FACULTY AND STUDENTS Washington, D.C.

This spring, students headed to Washington, D.C., for a new, semester-long program focusing on national security and intelligence. Led by Jeffrey Fields, assistant professor of the practice of international relations, the program includes three international relations courses and part-time internships in study-related areas.

"As students' interests may range from security issues to human rights to economics, the internships we offer reflect that diversity while providing valuable learning and networking experience," Fields said.

As a former senior adviser to the U.S. Department of Defense and an ex-State Department official, Fields said his exposure to the highest levels of power has given him specific insight into the inner workings of government.

"This is a wonderful opportunity to bring my experience in Washington to bear and use it to inspire students by making politics come to life," said Fields, who earned his Ph.D. in international relations from USC in 2007.

Students also benefited from Fields' government connections as he brought in a range of guest speakers from Washington's political elite. The interdisciplinary program will eventually incorporate three dimensions: international relations, economics and practical politics.



ALUMNI Bahrain

Before her sophomore year at USC Dornsife, Stephanie Erwin signed a contract committing to Naval Reserve Officers' Training Corps, an intense military preparation program requiring post-graduation service. She spent her summers in college touring the world on submarines and aircraft carriers.

After getting a taste of almost every role, she knew that she wanted to be a pilot and after graduating in 2004 with a bachelor's in international relations and political science, Erwin went to flight school.

Throughout the decade that followed, she was deployed in Puerto Rico, Colombia, Spain, Greece, Oman and, most recently, Bahrain — a small island country near the western shores of the Persian Gulf. From there, in her final deployment, she flew distinguished visitors throughout the Middle East.

Now working as a program manager at George Washington University, she plans to pursue a doctorate and become a professor.



ALUMNI Myanmar and Madagascar

To the Ends of the Earth

In a life-changing leap of faith, Gary Mancuso '95 set out to witness the planet's remaining wildernesses before they disappear.



In the Southern Highlands of Papua, New Guinea, Gary Mancuso attends a native tribe's compensation ceremony for murdered youths.

It's hard to fathom anyone actually wanting to go to prison. But for people in some parts of the world, the idea of getting three hots and a cot in an American prison is Shangri-La compared to their disadvantaged lives.

That's one lesson Gary Mancuso discovered when he left behind a lucrative finance career to journey the world and see the Earth's remaining intact cultures and wildernesses. Discouraged by the rate at which biological and cultural diversity is vanishing due to globalization, Mancuso departed the United States in November 2005 and set off on an enlightening six-year adventure to exotic but disappearing destinations.

Midway through his quest, Mancuso wound up in Myanmar, shortly after the devastating Cyclone Nargis in 2008. His local guide asked Mancuso how he could get himself and his family thrown into "Mr. Bush's jail." The guide apparently believed life in the Guantánamo Bay detention camp would be better than life under Myanmar's military regime.

The exchange is one surprising revelation documented in Mancuso's 2014 book, *The Last Places on Earth: Journeys in Our Disappearing World* (Great Lands Publishing).

Other once-in-a-lifetime experiences detailed in the book include voodoo lessons from a Togolese witch doctor, dining with onetime cannibals in New Guinea and attending a surprisingly uplifting death ritual in the Central Highlands of Madagascar — with exhumed corpses as the guests of honor.

"At first, the ritual or *famadibana* sounded truly bizarre. However, after spending the entire day and evening with the extended family and village of the two deceased persons being honored, it didn't seem so strange," explained Mancuso, who earned his master's in international relations in 1995. "Instead, I felt it was a very touching show of love and respect by the family and surrounding community."

LAYER

BY LAYER



Inspired by da Vinci and the spirit of the Renaissance, USC Dornsife researchers are combining the best minds from the arts and sciences to create a virtual model of the human body — from the molecules up. But their vision extends further, as The Bridge@USC aims to catalyze a new era of biotech leadership in the Los Angeles area.

By Emily Cavalcanti and Lynell George

Part meticulous study, part eloquent homage, Leonardo da Vinci's *Vitruvian Man* is considered not only a seminal work of art, but the very embodiment of the boundary-breaking, outward-looking curiosity of the Renaissance period.

Based on the work of a first-century Roman architect, Vitruvius, the intricate sketch of a man — arms outstretched, torso floating within a circle balanced neatly within a square — is a poetic rendering of symmetry and proportion. However, what the image and accompanying text most vitally illustrate is an intrinsic bridge between the arts and sciences. It underscores that humans are microcosms of the universe itself. “Man,” da Vinci wrote, “is the model of the world.”

Five hundred years later this rendering continues to loop through the minds of a group of leading biomedical researchers at USC Dornsife — both as a challenge and an inspiration.

“One of the biggest scientific accomplishments in history was da Vinci's *Vitruvian Man*,” began Raymond Stevens, Provost Professor of Biological Sciences and Chemistry. “Although da Vinci originally created the painting for the sake of art, he was one of the first to create a map of the human body and started a path toward deciphering everything we are made up of.”

“The connection between the ‘everything’ Ray just referred to — biology, chemistry, engineering, medicine — has long since frayed,” added Peter Kuhn, Dean's Professor of Biological Sciences. “This approach has been replaced by modes of inquiry characterized by highly individualized research and specializations. Scholars often work in isolation.”

Since da Vinci's time, the sciences in particular have diverged into myriad subdisciplines.

“While this splintered approach has led to significant advances in our fundamental understanding of the world,” explained Scott Fraser, Provost Professor of Biological Sciences, “it has also resulted in silos of expertise that run deep and often aren't adequate in addressing the complex challenges we now face, especially those in human health.”

USC Dornsife has established The Bridge@USC as an antidote to this silo culture.

Stevens, Kuhn and Fraser are among a founding group of top USC scientists who have joined forces to set a new paradigm for how 21st-century research is conducted and applied.

In launching The Bridge@USC, they are uniting outstanding minds in chemistry, biology, medicine, mathematics, physics, engineering and nanoscience — as well as experts in such areas as animation and cinematography — to build the first atomic-resolution model of man.

The creation of this dynamic, virtual model, USC Dornsife Dean Steve Kay asserted, will accelerate the development and implementation of innovative therapies and cures for a host of intractable diseases and conditions such as cancer, Alzheimer's, Parkinson's and diabetes.

"We are forging partnerships with schools across the university to create a bridge among different types of researchers: engineers, scientists, artists, medical doctors," Kay said. "Everybody wants to work together, but it's often difficult for a variety of reasons ranging from funding to different scientific languages and data types. So we are helping to provide the unifying framework that makes this possible."

The university's support of such entrepreneurial endeavors is exactly what attracted this cluster of pioneering scientists to USC.

Stevens, who earned his Ph.D. in chemistry from USC Dornsife in 1988, returned in Fall 2014 and serves as founding director of The Bridge@USC. He is joined by associate directors Kuhn and Vadim Cherezov, both of

whom were his former colleagues at The Scripps Research Institute, along with Vsevolod "Seva" Katritch, assistant professor of biological sciences, and former Cold Spring Harbor Laboratory collaborator James Hicks, professor (research) of biological sciences. This August, Valery Fokin, who was also previously at Scripps and earned his Ph.D. in chemistry from USC Dornsife in 1998, arrives as professor of chemistry.

"A group of like-minded faculty, supportive and dynamic administrators, and visionary and generous supporters — it is a *sine qua non* for that to happen," Fokin said. "A combination of all three is a rarity, and USC is at this unique point now."

Together their laboratories bring a cohort of approximately 70 researchers to the university.

In addition, Kay and Fraser have joined the initial Bridge@USC founding team, which will grow to include eight additional faculty hires over the next three years. They will also continue to forge partnerships with collaborators from across USC Dornsife, the USC Viterbi School of Engineering, Keck School of Medicine of USC and USC School of Cinematic Arts.

SPANNING DISCIPLINES

Centuries since da Vinci's detailed rendering of the human form, we remain fascinated by the body — how it works and how it fails. And while we have categorized most of the elements of man at the genetic, molecular and cellular levels, Kuhn pointed out, we have yet to integrate the different scales of data together.

"Until those gaps are spanned," he said, "the most effective and efficient ways to develop new drugs and understand diseases will continue to confound and outpace us."

This work, however, isn't occurring in a vacuum. The European Commission has launched the Human Brain Project, which aims to deliver a "scaffold" model of the human brain in the next decade, and President Barack Obama has created the BRAIN (Brain Research through Advancing Innovative Neurotechnologies) Initiative. Google recently announced that it has embarked on a quest to create a more complete picture of the human brain, hoping to pinpoint how diseases might be prevented rather than merely treated. While theirs is a "top down" approach, The Bridge@USC aims to do the opposite, working up from the molecule to the cell to the entire human body.

"I think our uniqueness is that we combine structure on the human, cellular and molecular scales. Both static and dynamic structure tools are available at all levels and the time is now right to pull this together," said Stevens, who holds joint appointments at USC Viterbi and the Keck School.

"What is incredibly exciting is the opportunity to work with the digital arts faculty in the USC School of Cinematic Arts who are ranked No. 1 in the world, and the USC Institute of Creative Technologies. Furthermore, we are excited to work with and enable our colleagues at USC Viterbi and the Keck School with the breakthrough information that comes out of this endeavor."

The team's first step, though, has been to determine how their areas of expertise best correspond to the targeted layers of the bottom-up study, which will ultimately allow doctors to better detect and treat human disease.

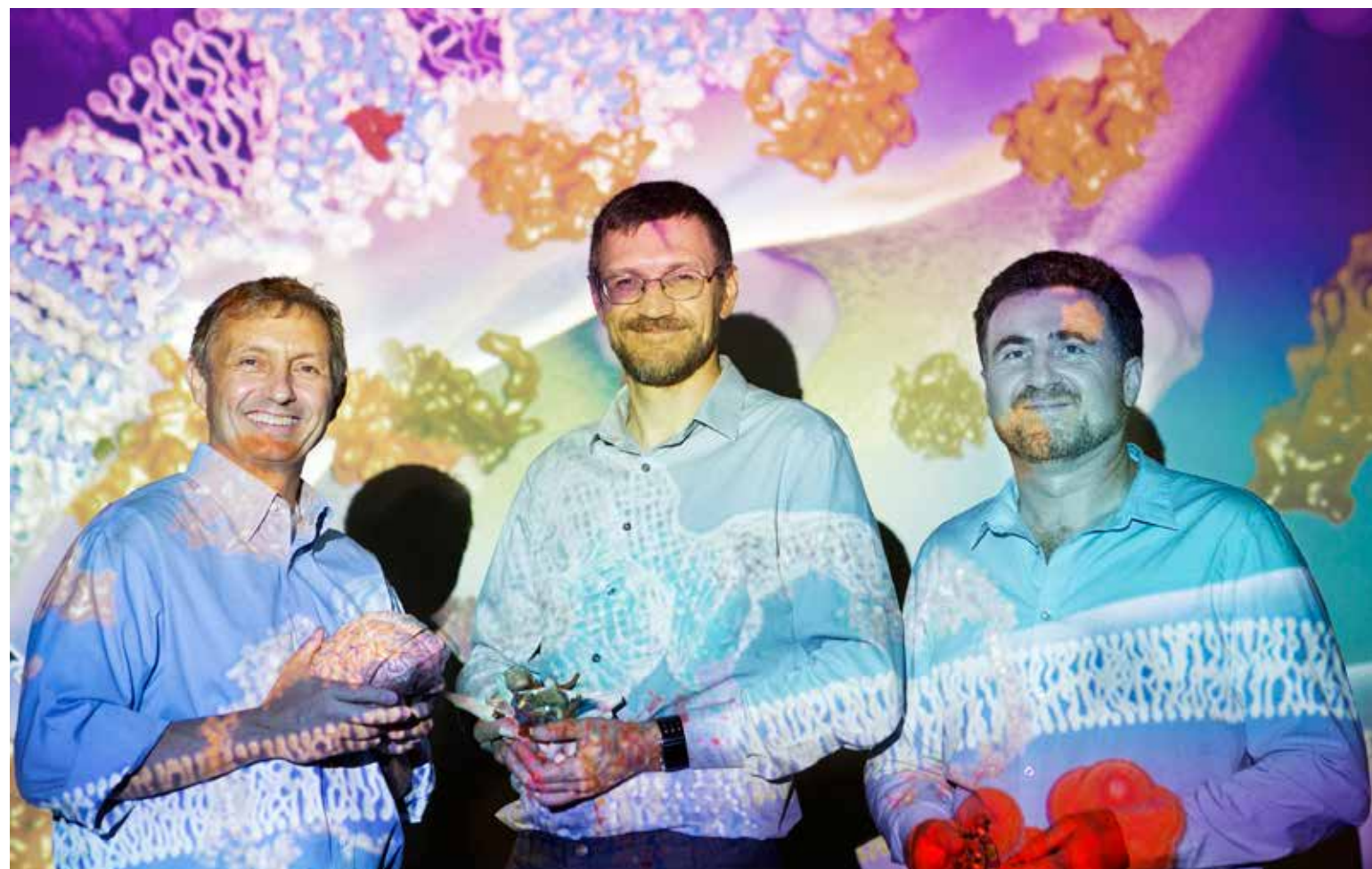
Construction of The Bridge@USC's virtual model of the human body needs to be approached from three different levels simultaneously — molecules, cells and whole body — while connecting the different scales together, Stevens explained.

LEVEL 1: MOLECULES

Molecules are formed when two or more atoms join together chemically. Stevens and Cherezov, professor of chemistry, image molecules, particularly the proteins in the lipid membrane involved in cellular communication, to see how individual proteins bind with signaling molecules or drug candidates. Katritch's expertise is in developing and applying computational tools to study key biological phenomena — including virtual drug screening and understanding the molecular basis of drug action. Katritch then uses computer modeling to infuse potential drug treatments into those



PHOTOS BY RYAN YOUNG AND ILLUSTRATIONS BY BRYAN CHRISTIE DESIGN FOR USC DORNSIFE MAGAZINE



protein-binding sites that Stevens and Cherezov have observed.

To next synthesize new compounds that most effectively target specific diseases, all three benefit from Fokin's click chemistry methodology that allows them to develop new chemical probes — substances that alter specific protein function — and better understand receptors in the human body. This chemistry work is complemented beautifully by that of USC Dornsife chemists Charles McKenna, Surya Prakash and Nicos Petasis.

Stevens, Cherezov and their research teams have already unlocked the biomedical potential of several G protein-coupled receptors (GPCRs) by determining their structure. GPCRs serve as the cell's gatekeepers and messengers, receiving and sending information in the form of light energy, peptides, lipids, sugars, and proteins. Their signals mediate practically every essential physiological process, from immune system function to taste and smell to cognition to heartbeat.

With nearly 1,000 members, GPCRs constitute the largest protein family in the human genome — and a key avenue to medical progress. These receptors are responsible for 80 percent of cell membrane signaling; some 40 percent of all pharmaceuticals act by binding to GPCRs.

The techniques developed by Cherezov have enhanced the biophysical characterization and crystallization of membrane proteins fostering a revolution in structural studies of GPCRs, whose malfunctions often result in a range of diseases and conditions. He likens his approach to that of Eadweard Muybridge, whose experiments with motion photography in the late 1880s proved that contrary to popular belief all four of a horse's hooves do leave the ground at once when it gallops. Cherezov has developed numerous novel instruments and technologies that should

NEEDLE IN A HAYSTACK

Peter Kuhn (left) and James Hicks (right) have devised a way to test for cancer cells in the blood through what they have dubbed "a liquid biopsy." In addition to being less costly and uncomfortable for patients, the method may also be more sensitive and effective at identifying circulating tumor cells than any of their existing competitors.



IMAGING THE FUTURE
As director of the Translational Imaging Center at USC, Scott Fraser (left) helps fellow faculty members such as Dean Steve Kay (right) accelerate their research by providing access to technologies for the intravital imaging of cells and cellular processes.

other cells to create tissues, organs and whole organisms. When something goes awry on the molecular level, this affects the cells, which can impact tissues, organs and the whole body.

The realm of the cellular is Fraser's expertise. He specializes in imaging the fine details from the cellular level all the way to the organs.

Fraser collaborates with biologists, engineers, chemists and physicians to build new technologies for imaging biological structures and function. These state-of-the-art devices allow researchers to explore, in real time, the inner workings of such complex events as embryonic development and disease progression. By better observing the basic behaviors of cells, Fraser strives to improve regenerative, preventive and personalized medicine.

For example, he constructs microscopes that allow scientists to watch as cells interact with one another to form the heart muscle and valves. Understanding this process — how cells give off signals, respond and collaborate to build an embryonic heart — may offer keys to rebuilding heart valves in vitro.

“With USC's recruitment of Arthur Toga and Paul Thompson from UCLA to image the brain, Andrew McMahon from Harvard University to focus on stem cells, and Stevens, Fokin, Kuhn, Cherezov, and Katritch from Scripps, I am in a perfect situation to realize a scientific dream of connecting molecules to man at the atomic level,” said Fraser, who holds joint appointments at USC Viterbi and the Keck School.

LEVEL 3: BODY

Made up of 78 organs and networks including the brain, heart, lungs and gastrointestinal tract, the body — the intricate physical structure of the human form — is where Kay, Kuhn and Hicks are focused.

There has been a wellspring of research about how circadian rhythms affect health and overall well-being, but Kay's research homes in on how the body's timing of the day/night cycle can influence the onset of diabetes and obesity. His laboratory deploys advanced imaging techniques, uses computational approaches to understanding the dynamics of physiological networks, and takes full advantage of an array of next-generation sequencing and chemical biology tools to illuminate the complexities of metabolic regulation.

He found that a key protein, cryptochrome — which regulates the biological clocks of plants, insects and mammals — also regulates glucose production in the liver. Kay and his collaborators observed that altering the levels of this protein could improve the health of diabetic mice. Like mice and

eventually allow scientists to see molecules in motion and observe changes in proteins as they occur.

Cherezov sees the magnitude of The Bridge@USC's goal to create an atomic-resolution model of man as more complex compared to the ambitious Human Genome Project in the 1990s.

“With the scientific field moving so fast, although it sounds absurdly ambitious, it is now feasible for us, with all of the tools and data available, to visualize the structure and dynamics of individual molecules, to build blocks of the cell, and then to start assembling them together in space and time,” Cherezov said.

Utilizing structural bioinformatics and integrative molecular modeling approaches to decipher the intricate mechanisms of GPCR signaling, Katritch identifies new venues to precisely modulate GPCRs by ions and small molecules, leading to better treatment.

“What we are trying to do,” Katritch said, “is apply a systemic approach to study the whole GPCR family, to compare them and to figure out how they work based on combining and bridging structural, biochemical and biophysical knowledge. There are at least 826 receptors, making up a significant chunk of the human genome, and each has its own character and a distinct role in human biology and disease.”

The therapeutic potential for patients with immune and metabolic diseases is vast. Stevens expects the immediate impact of this work to be in diabetes, heart disease, cancer, embryonic development, and neurodegenerative diseases such as Alzheimer's and Parkinson's.

LEVEL 2: CELLS

Molecules — billions of them — then make up cells, the essential building blocks of all living organisms. Each cell acts as a house that organizes the molecules' functions and determines how these will communicate with

“[I]t is now feasible for us, with all of the tools and data available, to visualize the structure and dynamics of individual molecules, to build blocks of the cell, and then to start assembling them together in space and time.”



PHOTO BY MAX S. GENBER

other animals, humans have evolved complex biochemical mechanisms to keep a steady supply of glucose flowing to the brain at night, when we're not eating or active.

More recently, Kay and his team used high throughput screening to discover a novel small molecule, KL001, which controls the intricate molecular cogs or timekeeping mechanisms of cryptochrome in a way that can repress the production of glucose. This finding opens potentially groundbreaking avenues for the development of drugs to treat diabetes and other metabolic disorders. The serendipitous discovery occurred during a parallel effort in Kay's laboratory to identify molecules that regulate the periodicity of the biological clock in predictable ways.

“Our next aim is to understand how KL001, and similar molecules that affect cryptochrome, function in whole animals,” said Kay, who holds joint appointments at USC Dornsife and the Keck School. “We are going to investigate how such compounds affect other processes besides the liver as we believe our work holds promise not only for diabetes, but also for diseases such as asthma and some cancers.”

By examining the circulatory system and detecting how molecules traverse the body, both Kuhn and Hicks are zeroing in on a better understanding of how unwanted molecules or single cells might cause diseases such as cancer, particularly with the power of single cell genomics. And they point to the distinct advantage they have at USC because of the strength of its computational genomics program — led by University Professor Michael Waterman and Andrew Smith, associate professor of biological sciences.

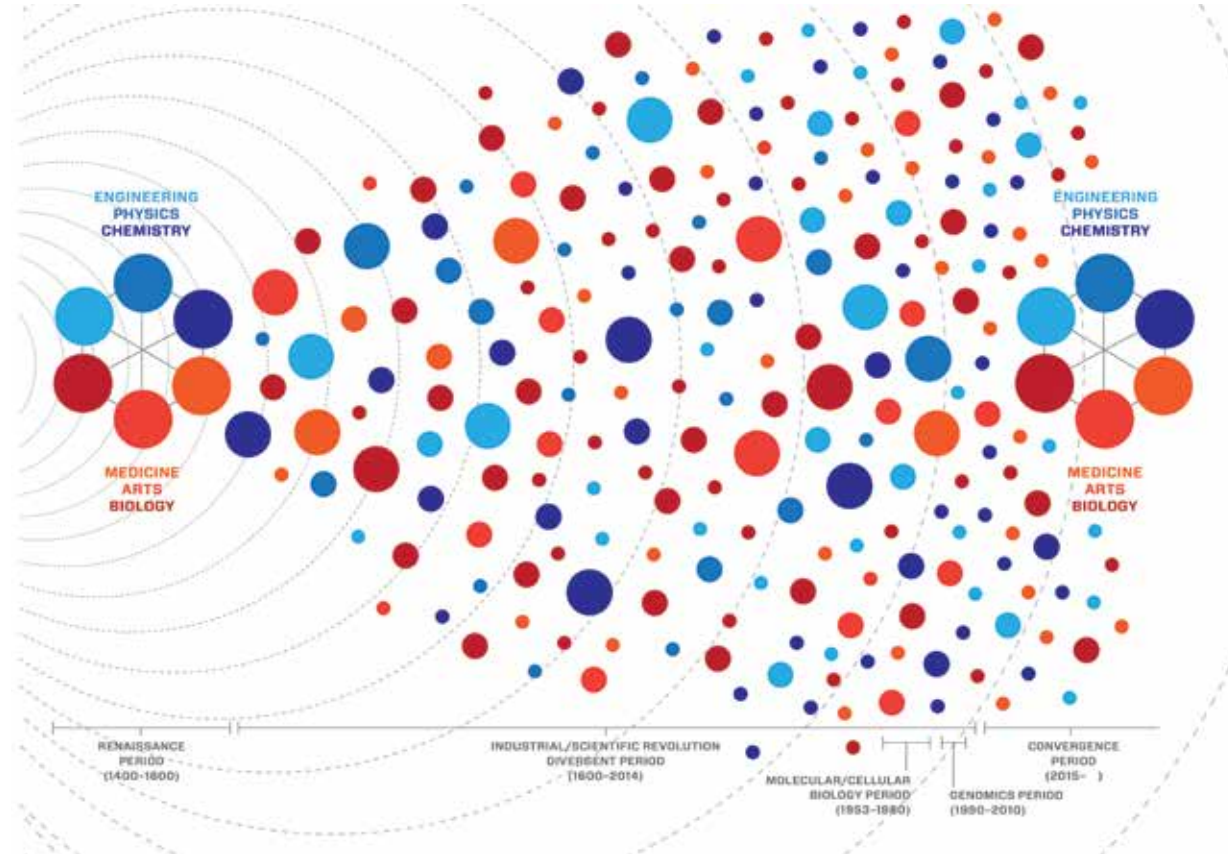
“The beauty of the bloodstream is that it's a super highway that connects the entire body,” said Kuhn, who holds joint appointments at USC Viterbi and the Keck School. “A cancer cell that breaks away from the primary tumor gets exposed to the whole body through the circulatory system in just one minute — the time it takes for blood to circulate.” Kuhn decided to exploit that super highway, believing that analysis of cancer cells in the blood can be a complement to traditional imaging techniques that provide information about the tissue parts of tumors.

How cancerous cells gain the ability to exit tumors and populate distant organs is a fascinating yet poorly understood biological question of immense clinical importance. Kuhn has set out to find that “needle in a haystack” by working with oncologists, a mathematics modeling group, and a single-cell genomics group led by Hicks.

Their subsequent method for detecting cancer cells with just a blood sample has yielded a minimally invasive, inexpensive test that differentiates circulating tumor cells (CTCs) — which break away from the primary tumor to metastasize to other parts of the body — from ordinary blood cells using a digital microscope and image-processing algorithm. This advance is expected to achieve

“Each of us has distinct strengths and weaknesses or perspectives so when gaps in technology or dead-ends in thinking emerge, we can link our knowledge to expedite problem-solving and advance breakthroughs.”

RAYMOND STEVENS, director, The Bridge@USC



A CONVERGENCE NOT SEEN SINCE THE RENAISSANCE PERIOD PROMISES TO REVOLUTIONIZE THE TREATMENT OF HUMAN DISEASE.

1400-1600 | Emerging from centuries of intellectual darkness, the Renaissance saw humankind’s eyes again opened to the wonders of the physical, natural and artistic worlds. More important, it brought those worlds together in a convergence that fueled extraordinary scientific and technological innovation.

Artistic masters both informed and drew from lessons in human biology and structure. Engineers combined aesthetics with physics to create architectural masterpieces. Humanity reached an unprecedented peak of innovation.

1600-1950+ | As the Renaissance period gave way to the industrial and scientific revolution, engineering, science, medicine and the arts began to diverge. This led to greater specialization, which deepened understanding within each discipline, but curtailed collaboration. Innovation waned; however, deeper scientific study led to a new revolution that would impact health profoundly.

1953-1980 | The molecular and cellular biology period stemmed from the elucidation of the structure of DNA and greater understanding of the basic molecules of life. Genes became the focus of intense scrutiny; scientists began to manipulate the very code of life. These explorations opened avenues of discovery leading to powerful and targeted new therapies.

1990-2010 | While the molecular and cellular biology period made clear the benefits of understanding individual genes, it also granted a new view on how cells operate. Individual genes are but pieces of a greater whole that controls delicately balanced life processes. A larger view of the genes controlling this system was crucial, so scientists set about sequencing the human genome.

To achieve this lofty goal, biomedical researchers needed new technologies. Engineers combined advanced chemistry and physics with a deep knowledge of biology. Their work opened doors to previously undreamed of health benefits — and in the process pointed the way to a new convergence of fields not seen since the Renaissance period.

2015- | Humankind is now poised to revolutionize the way disease is detected, treated and even prevented. Building upon the university’s Convergent Bioscience Initiative, The Bridge@USC researchers are forging a new methodology for collaboration that combines the best from the sciences and arts to make this vision a reality.

“Science has really changed; many projects are now more team-oriented,” said Raymond Stevens, director of The Bridge@USC. “Each of us has distinct strengths and weaknesses or perspectives so when gaps in technology or dead-ends in thinking emerge, we can link our knowledge to expedite problem-solving and advance breakthroughs.”

As the arts and sciences again join forces in this new age of convergence, innovation will again flourish, this time creating a future of better health.

results comparable to surgical biopsies without having to submit patients to the operating table. It also significantly enhances doctors’ abilities to detect, monitor and predict cancer progression at an earlier, more treatable stage.

Kuhn and Hicks already are using technology developed in their labs to build a complete high-content model of cells, cellular content and non-cellular content using genomics, proteomics and large-scale computing with their colleagues Paul Newton at USC Viterbi and Jorge Nieva at the Keck School. This breakthrough enables them to identify clinically useful biomarkers and to advance the use of a noninvasive fluid biopsy, which can help inform a doctor and patient’s treatment decisions.

A LARGER PURPOSE

While Stevens and his colleagues are carefully assembling The Bridge@USC’s team, just as crucial is the design of their workspace.

The Bridge@USC will be located in the new 190,000-square-foot USC Michelson Center for Convergent Bioscience, which will support up to 24 principal investigators with laboratories employing hundreds of researchers and students. A bold new collaboration between USC Dornsife and USC Viterbi, the center will feature state-of-the-art, flexible labs that accommodate the spectrum of scientific activities within the broad area of molecular science and engineering and can be reconfigured as needed to adapt to future discoveries. The floorplans are designed with flow and synergy in mind: There are meeting spaces, common areas, even a literal bridge connecting wings.

Mirroring the body’s busy interconnected network, The Bridge@USC will be the kinetic hub that encourages unexpected opportunities for the researchers within the Michelson Center and across USC’s University Park and Health Sciences campuses to cross, even collide. The team believes this possibility for serendipity — stumbling upon unforeseen breakthroughs by accident — is at the heart of scientific inquiry.

Consequently, The Bridge@USC’s goals include fostering unexpected yet promising partnerships through its catalyst program, start-up incubator, venture fund, and academe and industry collaborations.

Stevens, Kay and Fraser have studied the handful of great research institutes and have designed The Bridge@USC to build upon those previous successes while avoiding their pitfalls.

“Ensuring freedom to think out of the box, funding high-risk research, and lowering barriers to catalyze collaborations and creativity are critical,” Kay said.

The Catalyst Program will provide seed funding enabling campus teams to collaborate and pursue high-reward, breakthrough research not yet viable to compete for external and government support; a start-up incubator will be developed concurrently with biotechnology and pharmaceutical industry partners; a venture fund will generate new intellectual property and technology transfers; and finally an academe/industry alliance will combine expertise across disciplines to increase and translate the resulting knowledge of the human body.

Led by Stevens, USC has already formed an academe/industry open-source consortium that is generating high-resolution images of at least 200 of the most important GPCRs and investigating the pharmacology of drug interactions. The consortium is creating yet another bridge, this time between USC and the pharmaceutical industry to

understand the complete human body.

In addition, The Bridge@USC is committed to providing opportunities for students at the high school, undergraduate, graduate and postdoctoral levels through internships and one-on-one mentoring, and by creating a space where they see themselves not just as scientists, engineers or artists, but as in-the-moment problem solvers. In June, the first Bridge Undergraduate Student program will launch with college and high school students working in The Bridge@USC faculty’s laboratories.

“The sum is bigger than its parts,” Stevens said. “Collaboration and communication — that’s something that has to be a fundamental core value of the institute. That lone-ranger approach to cracking age-old problems is an outdated way of doing science. This is something at universities that has to change because community is key.”

And by community, Stevens means Los Angeles.

While it is too early to predict scientific outcomes, that hasn’t hindered Stevens and his colleagues from thinking broadly, envisioning a larger purpose. The Bridge@USC is only the start — the beginning of a larger plan to build greater Los Angeles into a biotech leader. They have already begun looking beyond the borders of the campus, at the region as whole.

“In terms of biotech and L.A.: Amgen is here and there have been a few recent successes in the L.A. area, but we can do a lot better,” Stevens said. “L.A. is such an ideal place for biotech with large and diverse patient populations, integrated hospital networks and several leading universities. We want to build a stronger biotech ecosystem here to help translate discoveries. The opportunity is just too big from multiple perspectives.”

In other words, The Bridge@USC is not just building an atomic-resolution model of man, but a conversation.

“We’ve designed this to be a nexus, where people throughout the USC campuses can generate a lot of data and can help one another understand their meaning,” Fraser said. “We want to do this in a collaborative, complementary way. A project of this scale requires the cooperation of many different types of scientists, engineers, artists, industries, and governmental agencies. And it’s in such partnerships that the most fruitful advances can occur. That’s critical. It’s all about bridges. It’s coming to the understanding that we’re not going to figure it out by ourselves.”

“The USC Convergent Bioscience Initiative is the modality,” Kay added. “The Michelson Center is the bricks and mortar. And it is the people brought together by The Bridge@USC who will implement the dream — edging us nearer to closing the gaps in knowledge that will help us to better understand the human body. This unique effort includes not only Bridge@USC and affiliated faculty, but our alumni and donors, whose visionary investment will fuel our progress.”

The confluence of expertise, support and location positions USC to be a leader in a modern-day renaissance of scientific inquiry and application — ushering in a new era for L.A.

“Los Angeles should become to medical research what Silicon Valley is to information and technology,” philanthropist and retired orthopedic spinal surgeon Gary K. Michelson, remarked at the center’s groundbreaking last Fall. “We owe it to the world; we owe it to Los Angeles. We need to invest in this.”

Writer Susan L. Wampler contributed to this report.

THE NEXT GENERATION

Through its interactive, hands-on approach to learning, The Bridge@USC aims to train students in multiple fields so that above all they recognize themselves as problem-solvers not just scientists, engineers or artists.



为影狂热*

* Wild for Movies

As domestic box office returns plateau, Hollywood is setting its sights on China — the second largest film market in the world. USC Dornsife professors Stanley Rosen and Brian Bernards explain what it will take for the U.S. film industry to break into China's notoriously complicated movie market. *By Michelle Salzman Boston*

Marketing rule No. 1: When trying to make a buck, don't alienate one of your largest audiences.

Case in point, in 2012, when MGM planned a remake of the 1984 Cold War film *Red Dawn*, in which a midwestern town is invaded by Soviet forces, they decided to recast the enemy with a more

contemporary antagonist — China. Critics rushed to point out the flaws in MGM's thinking. Among them was the fact that China has the second largest film market after North America, and getting the picture — or any films made by MGM — into the country would be impossible if China was cast as the adversary.

产品型号 Model

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The People's Republic of China, in a process overseen by the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), maintains a complicated quota system that allows only 34 foreign films into the country per year. Of those, 14 must be either IMAX or 3-D. Each film permitted to play in Chinese cinemas must also meet a certain set of standards, including casting the country in a positive light when there is a Chinese component.

In an effort to claim a foothold in China, MGM made an unprecedented move. In post-production, the studio replaced China with North Korea as the foe.

"The studio spent a considerable amount of money to digitally alter the film," said Stanley Rosen, professor of political science. "But with North Korea as the enemy there was no challenge since there's really no market for U.S. films there."

For the U.S. movie industry, China is a critical market to crack. Domestic box office numbers have been floundering in recent years and engaging Chinese audiences may be the key to keeping the U.S. market afloat.

"It used to be that as much as 50 percent of the total box office for a film would come from the U.S. and Canada, but it's not the case anymore," said Rosen, an expert in Chinese politics and the relationship between Hollywood and China. "Now, a blockbuster film will make as much as 70 percent of its return outside of North America."

China jumped ahead of Japan as the second-largest film market after North America in 2012. The following year, China's box office receipts tallied \$3.6 billion, and 2014 saw that figure increase 34 percent to \$4.8 billion — making China the first international market to exceed \$4 billion at the box office.

In February 2015, thanks to a movie-going boom during the Lunar New Year, Chinese box-office revenues exceeded those of the United States for the first time ever — \$650 million versus \$640 million, respectively, according to data from research firm EntGroup. Experts estimate that China will overtake North America as the top annual movie market within five years.

For now, North America's box office is still leading the charge with a \$10.3 billion payout last year — though that figure is down from \$10.9 billion in 2013. To maintain its lead, the North American market will need fresh revenue sources.

HOLLYWOOD'S NEXT MOVE

So, how can the U.S. film industry make headway in China?

First off, filmmakers must consider how SAPPRFT will respond to the movies they submit for approval in China, explained Brian Bernards, assistant professor of East Asian languages and cultures.

"For instance, films cannot include negative images of the Communist Party of China. They also have to limit depictions of corrupt officials or superstitious representations, such as ghosts. There's also the idea that anyone who is breaking the law should be punished by the end of the film."

However, Bernards noted there are no hard and fast rules. Each film is judged on a case-by-case basis. In some instances leeway would be granted to Hollywood as long as it was clear to Chinese audiences that corrupt or superstitious practices would never succeed in China.

Some filmmakers are going one step further and tailoring their content to engage Chinese audiences.

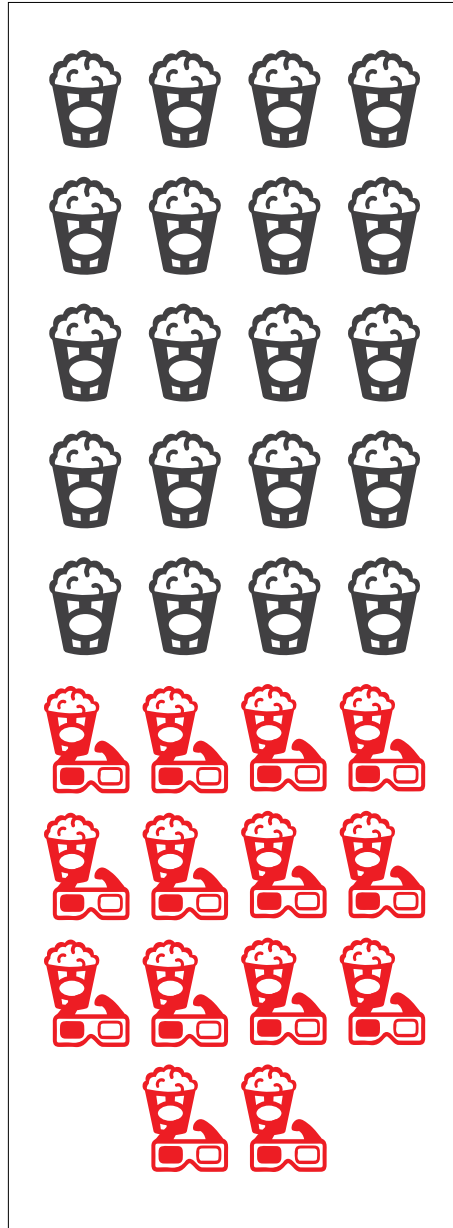
There's no better example than *Transformers: Age of Extinction*, which brought in \$320 million in China, breaking box office records and in 2014 edging out *Avatar* as the highest grossing film of all time in that market. In the U.S., *Transformers: Age of Extinction* earned about \$245 million.

Much of the film's popularity in China has been attributed to how it was crafted to cater to Chinese audiences. Unlike *Red Dawn*, the fourth installment of the Transformers franchise purposefully incorporated Chinese elements from the outset. For instance, a portion of the film was shot in Beijing and Hong Kong, and well-known Chinese actors were included in the cast.

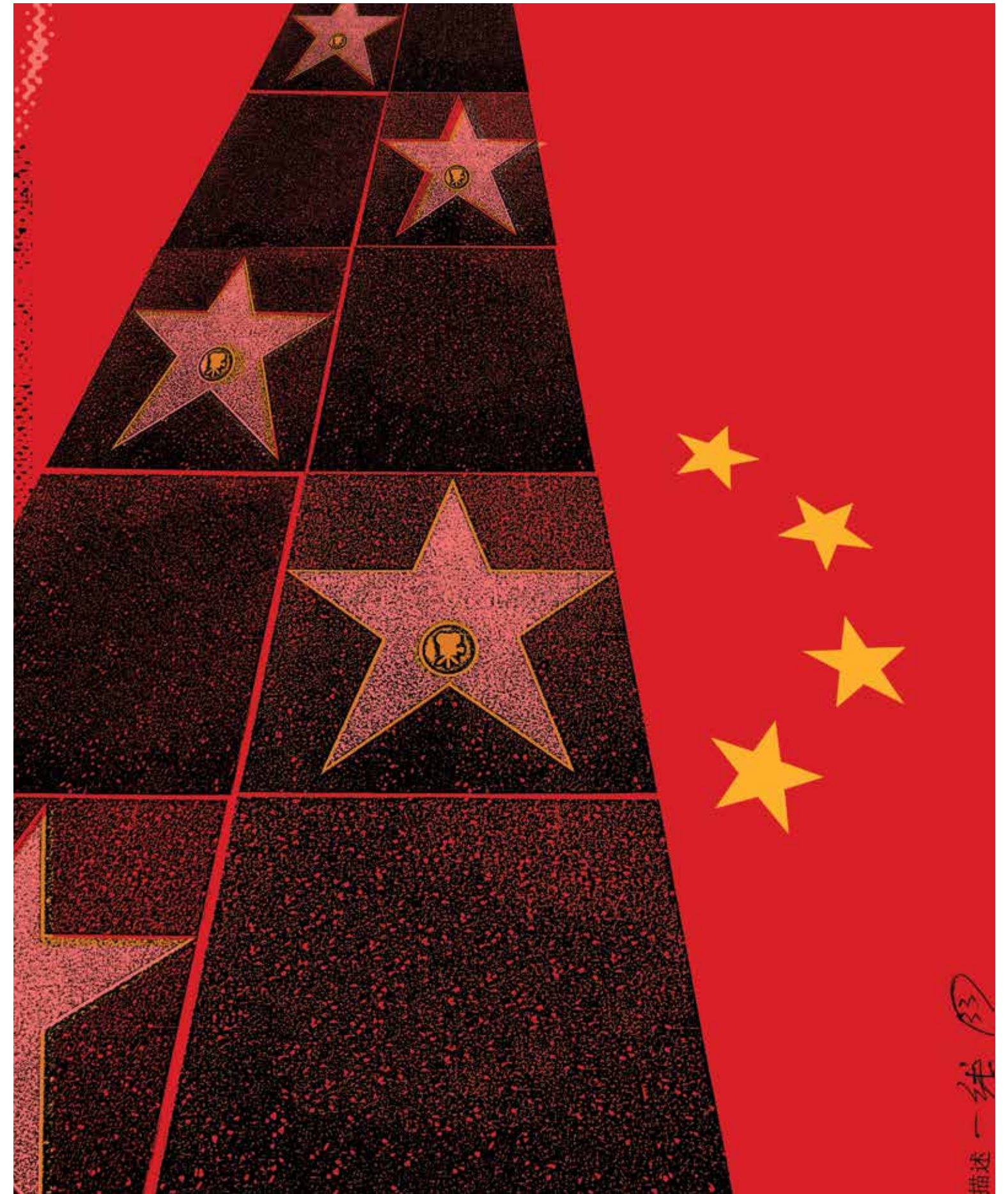
In his course "Politics and Film in the People's Republic of China," Rosen plays film clips that illustrate how movies cater to Chinese audiences. Many clips feature the use of product placement. In one, Stanley Tucci's character takes a drink of Yili, a popular Chinese brand of milk. In another, Mark Wahlberg's character uses a China Construction Bank ATM — in Texas.

Some films will also include scenes seen only by audiences in China, Rosen said.

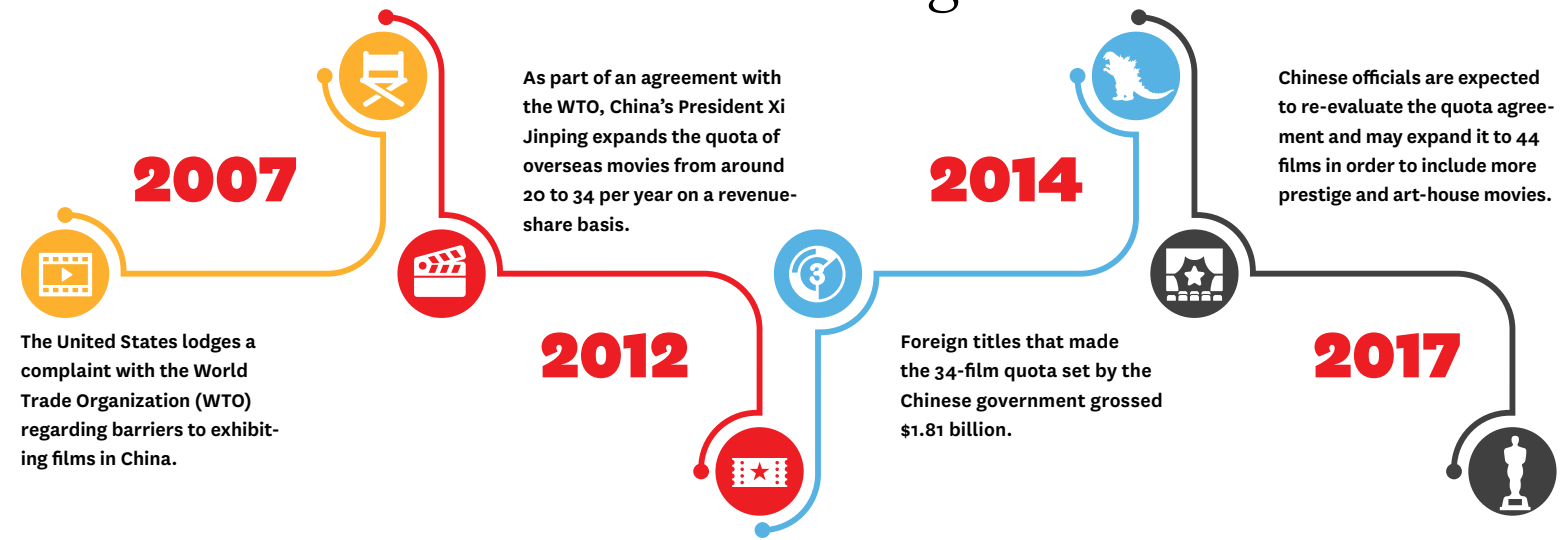
"In *Looper*, for example, there are longer scenes that take place in modern Shanghai," Rosen said. The filmmakers also included favorable mentions of China in the narrative. Jeff Daniels' character in *Looper* tells Joseph Gordon-Levitt's character to reconsider his decision to retire in France. "I'm from the future," Daniels says. "You should go to China."



China's State Administration of Press, Publication, Radio, Film and Television limits the number of foreign films shown each year in the country to 34. Fourteen of these must be either IMAX or 3-D.

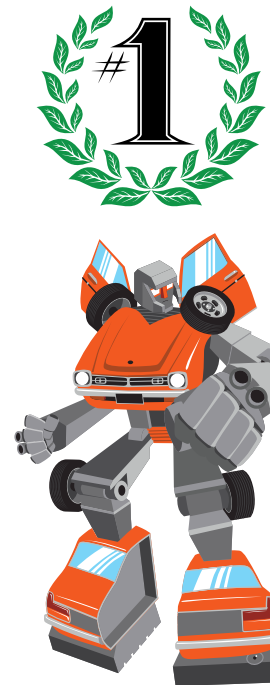
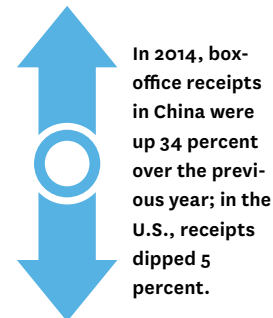
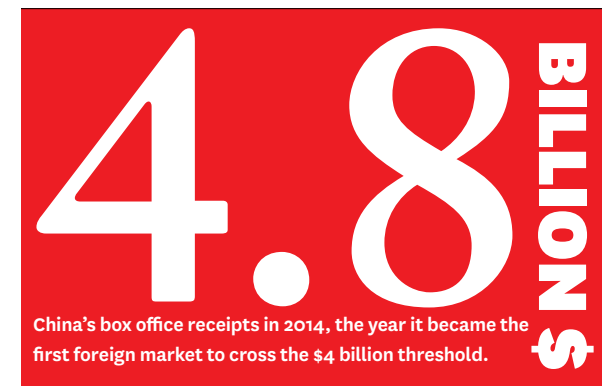


Transformers Attack the Red Dragon



MORE THAN MEETS THE EYE

Never underestimate the power of Transformers. The action-figure robots, best known for shape-shifting into a myriad of guises in the toy realm, now can also boast super powers in revamping the international film trade. For decades, the U.S. tried to crack China's tightly restricted film market, to no avail. But a 2012 revenue-sharing agreement changed China's profile — from peripheral player to powerhouse in the global market. For the first time, in 2014, the country's robust box-office revenues broke foreign-market records. *Transformers: Age of Extinction* ranked as China's overall top-grossing film, prompting insiders to speculate what's next in China's superhero evolution.



Transformers: Age of Extinction is the top-grossing film of 2014 in mainland China.

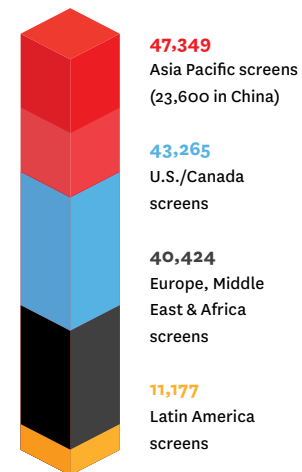
Opening weekend box office in China for *Transformers 4*
\$92 M

TOP FIVE CINEMA MARKETS OUTSIDE NORTH AMERICA IN 2014



670%
increase in the number of movie screens in China between 2007 and 2014.

GLOBAL CINEMA SCREENS



142,000 SCREENS WORLDWIDE

Cinema screens increased by 6 percent worldwide in 2014 to more than 142,000, due in large part to continued double-digit growth — more than 15 percent — in the Asia Pacific region.

1/3

Approximate fraction of China's 2014 total box office tally attributed to the 34 foreign titles exhibited.

SOURCES: MOTION PICTURE ASSOCIATION OF AMERICA'S THEATRICAL MARKET STATISTICS 2014; THE HOLLYWOOD REPORTER; BOXOFFICEMOJO.COM; STATISTICA.COM

When it comes to the types of film that do well in China, big blockbusters are typically the most successful.

"Blockbusters are the big hits all over the world and China is no different," Rosen said. "But, there's a lot of piracy in China and people can get films online or in very high-quality hard copies."

So when it comes to enticing theatregoers, splashy visuals get them to shell out cash for a movie ticket.

"With a blockbuster that's 3-D or IMAX, or has a lot of special effects, viewing it in a theatre makes a big difference," Rosen said. "People are going to want to watch it in the best quality presentation, not on an iPhone or on a home device."

TO CASH-IN, CO-PRODUCE

Another option for gaining traction in the Chinese film market is for Hollywood studios to co-produce films with Chinese production companies. To placate SAPPRT, those films must include a certain amount of Chinese content, but there are perks.

"One of the benefits of a co-production is that Hollywood studios can get as much as 43 percent of the box office receipts, whereas films that are solely American enterprises only take away 25 percent," Rosen said. "That's much less than anywhere else in the world for Hollywood, but in China they can still do very well and make money."

Recently *Kung Fu Panda 3* (2016), a joint venture between DreamWorks Animation, its Chinese unit Oriental DreamWorks and their Chinese partners, was granted co-production status by SAPPRT.

Bernards, an expert in modern Chinese and Southeast Asian literature and cinema, met with DreamWorks Animation last year to speak about Chinese cinema and culture. He touched on how films, such as *Kung Fu Panda 3*, which target younger audiences, are a winning strategy for the Chinese market. Not many Chinese films are geared toward children.

"Using such animation techniques to transform China's national animal icon into an anthropomorphic good-natured clown who dreams bigger for himself than being a noodle vendor hit home on different levels for many young Chinese viewers," Bernards said. "What was remarkable about *Kung Fu Panda* was that it combined such a story with high quality animation and directed it toward children."

The two elements of content and co-production status may be a winning combination for the third film in the franchise.

"*Kung Fu Panda 3*'s status as a co-production should allow it to circumvent some of the restrictions in terms of screening and increase its share of the domestic box office in China. It will also have greater access to the domestic Chinese market.

"Of course, because it's a sequel it still needs to bring something novel to the table to attract the audiences," Bernards added.

BREAKING INTO HOLLYWOOD

Meanwhile, as China's film market continues to grow, Chinese filmmakers are attempting to gain more market share in Hollywood. However, China faces an uphill battle to gain a foothold in the U.S.

"There's investment in both directions, but it doesn't change the fact that Chinese films don't really have a market outside of China and some Asian territories," Rosen said.

It's hard for Chinese films to get into theatres aside from those considered art-house, which are a small fraction of the market, he said.

"Almost no foreign language films are successful in the U.S. market. Not just Chinese films, but French films or anything else. It's a niche market. Anything that's foreign language is arthouse by definition."

One way that Chinese investors are making inroads is by buying their way into the North American market so they can put their films in front of American audiences. The Dalian Wanda Group, China's largest entertainment group, purchased the AMC Theatres chain in 2012 for more than \$2.6 billion.

So far the theatre chain, which shows films on more than 4,900 screens in the U.S., has successfully climbed on the New York Stock Exchange. However, it has experimented with bringing Chinese films to American audiences with little success.



"They took the film *Lost in Thailand*, which broke all box office records in China and put it on select screens at AMC Theatres," Bernards said. "In the movie, three Chinese men tour Thailand and all of this wacky stuff happens. They advertised it as China's version of *The Hangover*. No one came."

Box Office Mojo reported that *Lost in Thailand* made only about \$57,000 in the U.S.

However, there has been some headway in stimulating business interests between the U.S. and China.

In November 2014, President Obama announced that both countries would begin granting each other's citizens longer visas.

For the film industry, it might not have much of an immediate impact, Rosen noted. Most major movie studio offices in Beijing or Shanghai tend to be headed by Chinese nationals who hold green cards with a lot of experience in the U.S.

But, he added, the new visa regulations are an important step forward.

"It promotes a sense of sustainability and permanence in the relationship, and should be valuable for Americans who, for business reasons, will be based in China for a considerable period of time," he said. "With more Chinese investment coming in to the U.S., it should help on that end as well." ■

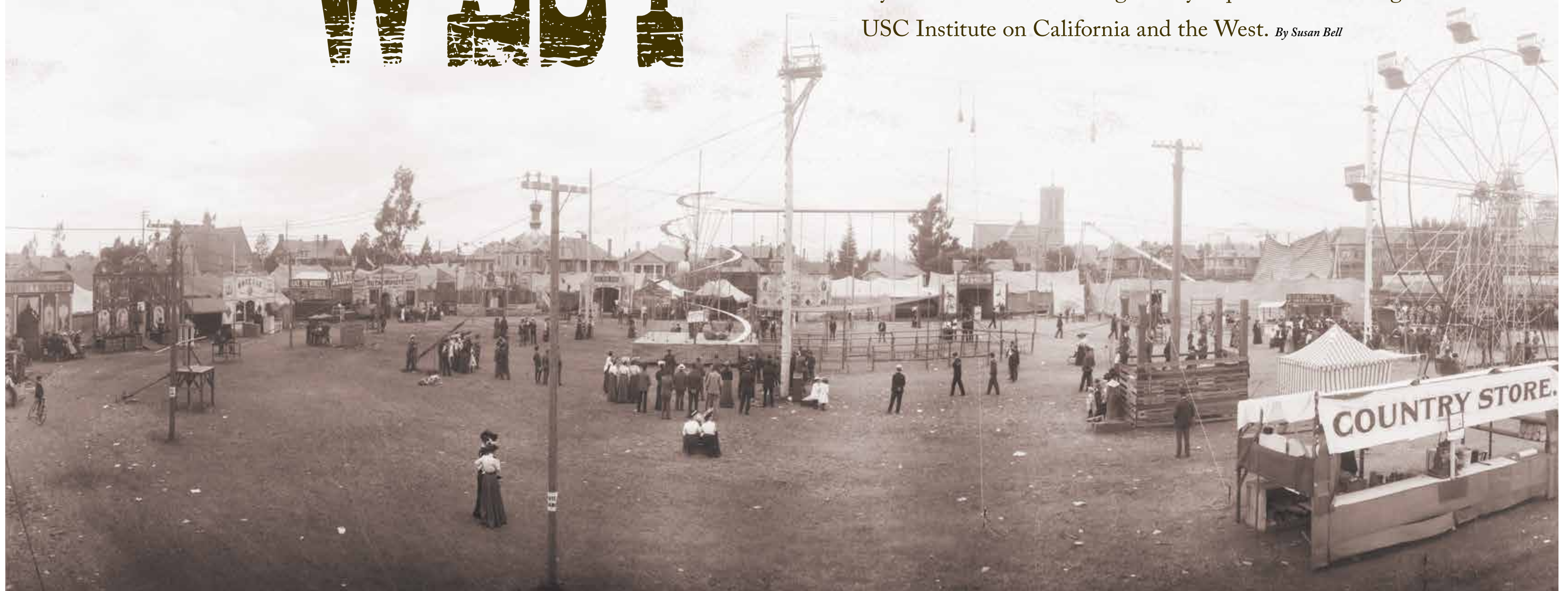


Political scientist Stanley Rosen points out that the 25 percent return American production companies earn on films released in China is much less than in other countries. China also has almost no market for American movies' ancillary products such as DVDs. However, the sheer scale of growth in the country's film market still ensures overall profitability.

Wonder of the

WEST

The rugged beauty of Big Sur. The innovative spirit of Silicon Valley. The hotbed of creativity that is the Hollywood dream machine. The Golden State is endowed with an iconic, almost mythical stature. Unlocking the mystique is The Huntington-USC Institute on California and the West. *By Susan Bell*



“Making sense of the remarkable history of the American West requires us to think big: about landscapes, demographic change, challenges and conflicts.”

—WILLIAM DEVERELL
professor and chair of history,
director of The Huntington-USC Institute on California and the West



A sepia Los Angeles carnival image reveals an early 20th-century settlement on the brink of metamorphosis into a cityscape. Country store nostalgia still takes center stage, but encroaching urbanization and ubiquitous utility poles announce the advent of a burgeoning metropolis.

The journey from California's early mining era to the state's dramatic urban and suburban explosion occurred within just three generations. California exuberantly exercised its increasing clout on the national political scene and emerged as a dynamic global economic power.

Building on the success of its first 10 years, The Huntington-USC Institute on California and the West (ICW) continues to document the myriad aspects of that compelling journey through its richly fertile collaboration between USC faculty and students and the historical archives and curatorial expertise at The Huntington Library, Art Collections, and Botanical Gardens. By utilizing its archival sources to weave our histories, the ICW apprentices young scholars, transforming them into the nation's leaders in furthering our collective understanding of how the history of California and the American West shapes the present, and, in turn, all of our futures.





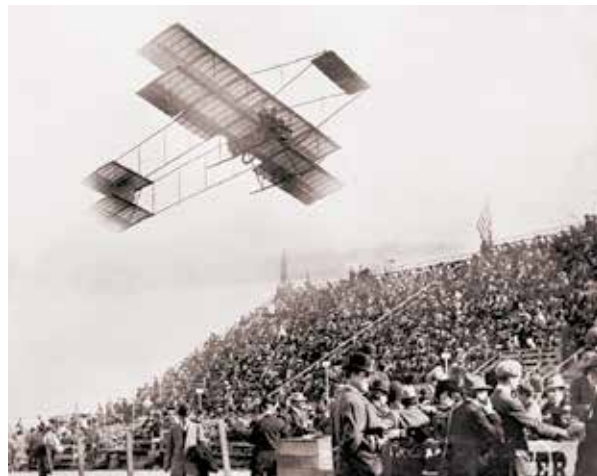
Providing a unique opportunity to explore the birth of a modern metropolis, the innovative 2013 digital exhibition *Form and Landscape: Southern California Edison and the Los Angeles Basin, 1940 – 1990* was an ICW project and part of *Pacific Standard Time Presents: Modern Architecture in L.A.*, an initiative of the J. Paul Getty Trust. Artists, authors, critics and scholars were invited each to curate an exhibit on a chosen theme using photographs drawn from The Huntington's Southern California Edison archive. ICW Director William Deverell, professor and chair of history, described the 70,000-image archive as a “historical gold mine.” The exhibition was organized by Deverell and history scholar Greg Hise.



While Southern California Edison’s photographers recorded power generation and distribution, from monumental dams to tall transmission lines, they also illustrated electricity’s myriad uses, from bold neon advertisements and signage, to the domestic comfort and convenience of the gleaming modern home.

“The history of the West is electrifying. Harnessing electricity to our cultural values and expectations changed the West forever.”

—WILLIAM DEVERELL



SOARING

Top: Women aviators circa 1915. Bottom: Pioneering French aviator Louis Paulhan's record-breaking 4,600-foot flight at the 1910 Los Angeles International Air Meet at Dominguez Field. Right: NASA pilot Bill Dana watches a Boeing NB-52B carrier aircraft fly overhead.



Southern California's historical trajectory has been shaped and transformed by its dynamic aerospace industry. This phenomenon attracted surprisingly little scholarly attention, however, until the ICW launched the Aerospace History Project in 2006. Directed by award-winning science historian Peter Westwick, assistant professor (research) of history, this multi-faceted research, curatorial, pedagogical and publishing effort is dedicated to creating an archive of documents, photographs and oral histories of key institutions and personalities. It traces the remarkable velocity of the region's aerospace revolution, from post-Civil War ballooning that inspired early aviation technology, to the Southern California aerospace industry's role in winning World War II and the Cold War, to its jet engine ambitions and beyond to the next frontier — space travel. **D**



FORGET

At the
of the
Known
World

An excerpt from alumna Laila Lalami's new book, *The Moor's Account*, offers a fresh perspective on the ill-fated 16th-century de Narváez expedition through the eyes of the first black explorer in America.

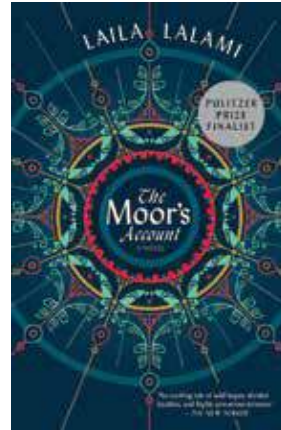
Imagine what it was like for the first African to explore the New World in the 16th century. For Estebanico, a Moroccan slave, arriving from Spain in 1527 to what is now the United States' Gulf Coast was bittersweet. Laila Lalami's historical novel, *The Moor's Account* (Pantheon, 2014), documents how Estebanico, a voyager with the famed Pánfilo de Narváez expedition, bears witness to the atrocities of conquistadors claiming land for the Spanish crown.

Within a year, the 600 members of the initial crew had been whittled down to four survivors, including Estebanico. From the coast, the small band made its way west across America's vast interior to Mexico, pretending to be faith healers to survive.

Originally, the group's experiences were chronicled by one of the survivors, a Spanish nobleman, who made no mention of women and little of Native Americans. Lalami, who earned her Ph.D. in linguistics from USC Dornsife in 1997, recasts the expedition through Estebanico's eyes.

"The facts are the same, but the truth is different because you're looking at it from a different perspective," Lalami said.

In this first chapter of *The Moor's Account*, Estebanico chronicles his initial encounter with the lush, sandy shores of "La Florida" and its peoples, after sailing for months through treacherous conditions.



NOTEWORTHY PRAISE
A finalist for the 2015 Pulitzer Prize in Fiction, *The Moor's Account* was named one of *The New York Times Book Review's* "100 Notable Books of 2014," and *The Wall Street Journal's* "Best Books of 2014."

It was the year 934 of the Hegira, the thirtieth year of my life, the fifth year of my bondage — and I was at the edge of the known world. I was marching behind Señor Dorantes in a lush territory he, and Castilians like him, called La Florida. I cannot be certain what my people call it. When I left Azemmur, news of this land did not often attract the notice of our town criers; they spoke instead of the famine, the recent earthquake, or the rebellions in the south of Barbary. But I imagine that, in keeping with our naming conventions, my people would simply call it the Land of the Indians. The Indians, too, must have had a name for it, although neither Señor Dorantes nor anyone in the expedition knew what it was.

Señor Dorantes had told me that La Florida was a large island, larger than Castile itself, and that it ran from the shore on which we had landed all the way to the Peaceful Sea. From one ocean to the other, was how he described it. All this land, he said, would now be governed by Pánfilo de Narváez, the commander of the armada. I thought it unlikely, or at least peculiar, that the Spanish king would allow one of his subjects to rule a territory larger than his own, but of course I kept my opinion to myself.

We were marching northward to the kingdom of

Apalache. Señor Narváez had found out about it from some Indians he had captured after the armada arrived on the shore of La Florida. Even though I had not wanted to come here, I was relieved when the moment came to disembark, because the journey across the Ocean of Fog and Darkness had been marred by all the difficulties to be expected of such a passage: the hardtack was stale, the water murky, the latrines filthy...

I was also curious about this land because I had heard, or overheard, from my master and his friends, so many stories about the Indians. The Indians, they said, had red skin and no eyelids; they were heathens who made human sacrifices and worshipped evil-looking gods; they drank mysterious concoctions that gave them visions; they walked about in their natural state, even the women — a claim I had found so hard to believe that I had dismissed it out of hand. Yet I had become captivated. This land had become for me not just a destination, but a place of complete fantasy, a place that could have existed only in the imagination of itinerant storytellers in the souqs of Barbary. This was how the journey across the Ocean of Fog and Darkness worked on you, even if you had never wanted to undertake it. The ambition of the others tainted you, slowly and irrevocably.



THE MOOR'S ACCOUNT BY LAILA LALAMI; COPYRIGHT © 2014 BY LAILA LALAMI; PUBLISHED BY ARRANGEMENT WITH PANTHEON BOOKS, AN IMPRINT OF THE KNOPF DOUBLEDAY PUBLISHING GROUP, A DIVISION OF RANDOM HOUSE LLC. PHOTO COURTESY OF LAILA LALAMI

The landing itself was restricted to a small group of officers and soldiers from each ship. As captain of the *Gracia de Dios*, Señor Dorantes had chosen twenty men, among whom this servant of God, Mustafa ibn Muhammad, to be taken on one of the rowboats to the beach. My master stood at the fore of the vessel, one hand on his hip, the other resting on the pommel of his sword; the posture seemed to me so perfect an expression of his eagerness to claim the treasures of the new world that he might have been posing for an unseen sculptor.

It was a fine morning in spring; the sky was an indifferent blue and the water was clear. From the beach, we slowly made our way to a fishing village one of the sailors had sighted from the height of the foremast, and which was located about a crossbow shot from the shore. My first impression was of the silence all around us. No, silence is not the right word. There was the sound of waves, after all, and a soft breeze rustled the leaves of the palm trees. Along the path, curious seagulls came to watch us and departed again in a flutter of wings. But I felt a great absence.

In the village were a dozen huts, built with wooden poles and covered with palm fronds. They were arranged in a wide circle, with space enough in between each pair of homes to allow for the cooking and storing of food. The

fire pits that dotted the perimeter of the clearing contained fresh logs, and there were three skinned deer hanging from a rail, their blood still dripping onto the earth, but the village was deserted. Still, the governor ordered a complete search. The huts turned up tools for cooking and cleaning, in addition to animal hides and furs, dried fish and meat, and great quantities of sunflower seeds, nuts, and fruit. At once the soldiers took possession of whatever they could; each one jealously clutched what he had stolen and traded it for the things he wanted. I took nothing and I had nothing to barter, but I felt ashamed, because I had been made a witness to these acts of theft and, unable to stop them, an accomplice to them as well.

As I stood with my master outside one of the huts, I noticed a pile of fishing nets. It was while lifting one up to look at its peculiar threading that I found an odd little pebble. At first, it seemed to me that it was a weight, but the nets had smooth stone anchors, quite unlike this one, which was yellow and rough-edged. Then I thought it might be a child's toy, for it looked like it could be part of a set of marbles or that it could fit inside a rattle; it might have been left on the fishing nets by mistake. I held it up to the light to get a better look, but Señor Dorantes saw it.

A DIFFERENT PERSPECTIVE

Laila Lalami, who was born in Morocco, speaks Arabic, Spanish and French in addition to English. Her linguistics training informs her writing. "When you're a writer everything you experience goes into your writing," she said.

Estebanico, my master said. What did you find?

Estebanico was the name the Castilians had given me when they bought me from Portuguese traders — a string of sounds whose foreignness still grated on my ears. When I fell into slavery, I was forced to give up not just my freedom, but also the name that my mother and father had chosen for me. A name is precious; it carries inside it a language, a history, a set of traditions, a particular way of looking at the world. Losing it meant losing my ties to all those things too. So I had never been able to shake the feeling that this Estebanico was a man conceived by the Castilians, quite different from the man I really was. My master snatched the pebble from my hand. What is this? he asked.

“This land had become for me not just a DESTINATION, but a place of COMPLETE FANTASY, a place that could have existed only in the IMAGINATION of itinerant storytellers in the souqs of Barbary.”

It is nothing, Señor.
Nothing?
Just a pebble.

Let me see. He scratched at the pebble with a fingernail, revealing, under the layer of dirt, a brighter shade of yellow. He was an inquisitive man, my master, always asking questions about everything. Perhaps this was why he had decided to set aside the comfort of his stately home in Béjar del Castañar and make his fortune in an uncharted territory. I did not resent his curiosity about the new world, but I envied the way he spoke about his hometown — it was, always, with the expectation of a glorious return.

It is nothing, I said again.

I am not so sure.

It must be pyrite.

But it might be gold. He turned the pebble around and around between his fingers, unsure what to do with it. Then, suddenly making up his mind, he ran up to Señor Narváez, who was standing in the village square, waiting for his men to complete their search. Don Pánfilo, my master called. Don Pánfilo.

I should describe the governor for you. The most striking thing about his face was the black patch over his right eye. It gave him a fearsome look, but it seemed to me his sunken cheeks and his small chin did not particularly reinforce it. On most days, even when there was no need for it, he wore a steel helmet adorned with ostrich feathers. Over his breastplate, a blue sash ran from his shoulder to his thigh and was tied with flourish over his hip. He looked like a man who had taken great pains with his appearance, yet he was also capable of the same coarseness as the lowliest of his soldiers. I had once seen him plug one nostril with a finger and send out a long string of snot

shooting out of the other, all while discussing shipping supplies with one of his captains.

Señor Narváez received the pebble with greedy fingers. There was some more holding up to the light, some more scratching. This is gold, he said solemnly. The pebble sat like an offering in his palm. When he spoke again, his voice was hoarse. Good work, Capitán Dorantes. Good work.

The officers gathered excitedly around the governor, while a soldier ran back to the beach to tell the others about the gold. I stood behind Señor Dorantes, shaded from the sun by his shadow and, although I could not see his face, I knew that it was full of pride. I had been sold to him a year earlier, in Seville, and since then I had learnt how to read him, how to tell whether he was happy or only satisfied, angry or mildly annoyed, worried or barely concerned — gradations of feelings that could translate into actions toward me. Now, for instance, he was pleased with my discovery, but his vanity prevented him from saying that it was I who had found the gold. I had to remain quiet, make myself unnoticed for a while, let him bask, alone, in the glory of the find.

Moments later, the governor ordered the rest of the armada to disembark. It took three days to shuttle all the people, horses, and supplies to the white, sandy beach. As more and more people arrived, they somehow huddled around the familiar company of those closest to them in station: the governor usually stood with his captains, in their armor and plumed helmets; the commissary conversed with the four friars, all wearing identical brown robes; the horsemen gathered with the men of arms, each of them carrying his weapon — a musket, an arquebus, a crossbow, a sword, a steel-pointed lance, a dagger, or even a butcher's hatchet. Then there were the settlers, among whom carpenters, metalworkers, cobblers, bakers, farmers, merchants, and many others whose occupations I never determined or quickly forgot. There were also ten women and thirteen children, standing in throngs beside their wooden chests. But the fifty or so slaves, including this servant of God, Mustafa ibn Muhammad, were scattered, each one standing near the man who owned him, carrying his luggage or watching his belongings.

By the time everyone had congregated on the beach, it was late afternoon on the third day, and the tide was low. The waves were small, and a dark strip of shoreline was exposed. The weather had cooled; now the sand was cold and sticky under my feet. High clouds had gathered in the sky, turning the sun into a faint, distant orb. A thick fog drifted in from the ocean, slowly washing the color out of the world around us, rendering it in various shades of white and gray. It was very quiet.

The notary of the armada, a stocky man with owl eyes by the name of Jerónimo de Albaniz, stepped forward. Facing Señor Narváez, he unrolled a scroll and began to read in a toneless voice. On behalf of the King and Queen, he said, we wish to make it known that this land belongs to God our Lord, Living and Eternal. God has appointed one man, called St. Peter, to be the governor of all the men in the world, wherever they should live, and under whatever law, sect, or belief they should be. The successor of St. Peter in this role is our Holy Father, the Pope, who has made a donation of this terra firma to the King and Queen. Therefore, we ask and require that you acknowledge the Church as the ruler of this world, and the priest whom we call Pope, and the King and Queen, as lords of this territory.



ALFRED RUSSELL, ALVAR NUÑEZ CABEZA DE VACA AND HIS COMPANIONS LOST ON THE SHORE OF THE GULF OF MEXICO, 1528. COURTESY OF THE GRANGER COLLECTION, NEW YORK.

Señor Albaniz stopped speaking now and, without asking for permission or offering an apology, he took a sip of water from a flask hanging from his shoulder.

I watched the governor's face. He seemed annoyed with the interruption, but he held back from saying anything, as it would only delay the proceedings further. Or maybe he did not want to upset the notary. After all, without notaries and record-keepers, no one would know what governors did. A measure of patience and respect, however small, was required.

Unhurriedly Señor Albaniz wiped his mouth with the back of his hand and resumed speaking. If you do as we say, you will do well and we shall receive you in all love and charity. But if you refuse to comply, or maliciously delay in it, we inform you that we will make war against you in all manners that we can, and shall take your wives and children, and shall make slaves of them, and shall take away your goods, and shall do you all the mischief and damage that we can. And if this should happen, we protest that the deaths and losses will be your fault, and not that of their Highnesses, or of the cavaliers here present. Now that we have said this to you, we request the notary to give us his testimony in writing and the rest who are present to be witnesses of this Requisition.

Until Señor Albaniz had arrived at the promises and

threats, I had not known that this speech was meant for the Indians. Nor could I understand why it was given here, on this beach, if its intended recipients had already fled their village. How strange, I remember thinking, how utterly strange were the ways of the Castilians — just by saying that something was so, they believed that it was. I know now that these conquerors, like many others before them, and no doubt like others after, gave speeches not to voice the truth, but to create it.

At last, Señor Albaniz fell silent. He presented the scroll and waited, head bowed, while Señor Narváez signed his name on the requisition. Facing the crowd, the governor announced that this village would henceforth be known as Portillo. The captains inclined their heads and a soldier raised the standard, a green piece of fabric with a red shield in its center. I was reminded of the moment, many years earlier, when the flag of the Portuguese king was hoisted over the fortress tower in Azemmur. I had been only a young boy then, but I still lived with the humiliation of that day, for it had changed my family's fate, disrupted our lives, and cast me out of my home. Now, halfway across the world, the scene was repeating itself on a different stage, with different people. So I could not help feeling a sense of dread at what was yet to come. ■

HISTORICAL IMAGINATION

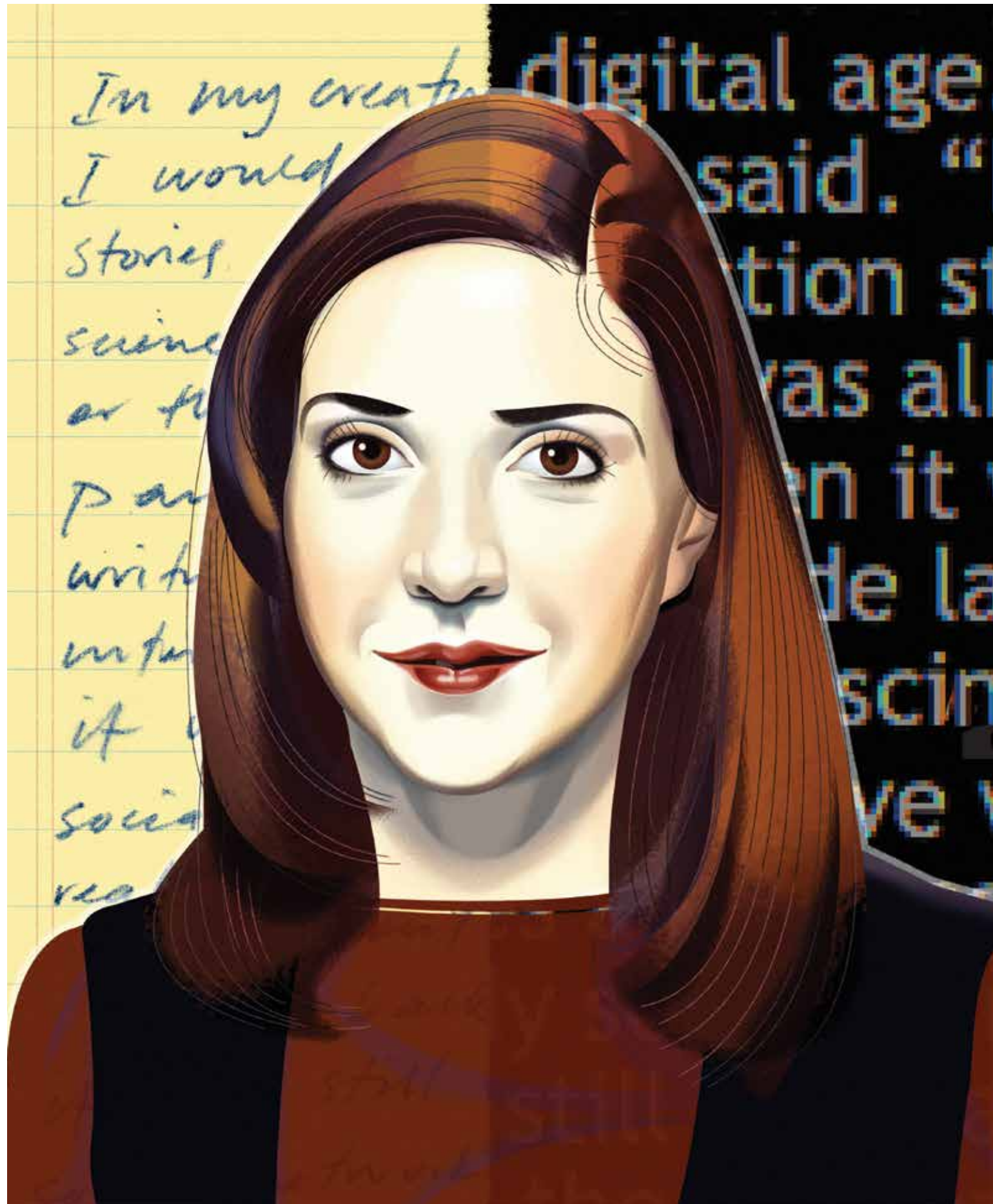
While writing *The Moor's Account*, Lalami found that the Narváez expedition served as the inspiration for a number of paintings. However, as shown here in Alfred Russell's depiction, these did not always include Estebanico.



The Great Explorers

These alumni are bona fide pioneers, either venturing into gender-imbalanced professional territories — and excelling — or forgoing a secure gig to find a true calling. *By Laura Paisley*

Score one, make that two, for women in the workforce. Although born generations apart, Virginia Carter and Alexia Tsotsis let their passions be their guide and broke through in male-dominated fields. Carter earned her wings in the aerospace industry before taking an unexpected turn into television entertainment in the '60s. Tsotsis has traversed the digital frontier and is thriving in the startup capital of the world. Rodney Swan is another intrepid alumnus who wasn't afraid to go out on a limb — he bade farewell to a job as an office-bound chief financial officer to run his own farm.



TECHNICALLY SPEAKING

One of Alexia Tsotsis' favorite books as an undergraduate at USC Dornsife was William Gibson's postmodern science fiction novel *Pattern Recognition*.

She was drawn to the story's heroine, Cayce Pollard, a brand consultant who chronicles tech trends and explores the burgeoning social media culture of the early 2000s. It sparked her fascination with technology and the digital age.

"In my creative writing classes at USC, I would turn in science fiction stories about social networks," she said. "I was already writing about tech and the Internet back in the day when it was still unusual."

It's not unusual anymore. A decade later, the alumna is firmly entrenched in the tech media scene. She has made *Forbes* magazine's 30 Under 30: Rising Stars of Media list and she just won a Women 2.0 Award for Media Impact.

Tsotsis is co-editor in chief at TechCrunch, a highly respected website and blog devoted to breaking international tech news. Headquartered in San Francisco, the company was acquired by AOL for nearly \$30 million in 2010.

In her current position at TechCrunch, Tsotsis, along with co-editor Matthew Panzarino, manages an editorial team of more than 30 people who produce news content on a constant basis, and organizes annual conferences.

"We watch the tech news cycle every day, from the moment we wake up until the moment we go to bed, because tech news around the world doesn't sleep."

In her job, she interviews the likes of Peter Thiel, co-founder of PayPal and the first investor in Facebook; Travis Kalanick, co-founder of Uber; and Kevin Systrom, co-founder and CEO of Instagram.

"Part of the job is getting access to so many brilliant minds. I've been in close proximity to some of the most intelligent people of our time. Getting to be around these world-changing ideas every day is a gift."

It may seem like a stretch to go from fine arts and creative writing major to tech maven, but Tsotsis likes to push herself.

"When I got into painting and drawing, I wanted to study something that was difficult for me — something I was really interested in but never tried. I wanted the challenge. I like having things be difficult."

Tsotsis says her liberal arts background gives her tech writing an edge.

"I tend to include cultural allusions and references to postmodernism in my tech writing, which is rare. I love quoting. That knowledge comes directly from the creative writing program at USC Dornsife. Sometimes tech news can be a hamster wheel, and inserting the rich history of English literature makes it better."

One of her posts on the TechCrunch blog references both Albert Camus and the Greek myth of Sisyphus as they relate to the task of keeping abreast of one's e-mail. Another post refers to Jonathan Swift's "A Modest Proposal" in the context of tech/San Francisco culture.

"Using literary references in tech writing helps further underscore how technology has become another form of self-expression, literature even."

Tsotsis recalled arriving at TechCrunch five years ago and finding that the ratio of men to women was staggering.

"I thought, 'Wow, I'm not represented here.' But I firmly believe that all different kinds of people should have a voice, so I made a pact with myself that I would not leave this job."

Eventually she began to see other women in the industry talking about these issues. The 2013 book *Lean In: Women,*

Work and the Will to Lead by Sheryl Sandberg, chief operating officer of Facebook, became her road map.

"We are in debt to Sandberg because she has given us a framework for conversations around gender — not only in tech, but across industries. In the last five years I've watched being a woman in tech go from something you don't want to talk about to an ongoing conversation. And that's huge."

"Sometimes tech news can be a hamster wheel, and inserting the rich history of English literature makes it better."

Right now, one of Tsotsis' most exciting projects at TechCrunch is expanding diversity in her industry through an initiative called Include. She, along with TechCrunch's Startup Battlefield Editor Samantha O'Keefe, are committed to broadening today's tech landscape, dominated by affluent, white males — dubbed "brogrammers" by some.

According to Google's 2014 statistics, for example, 30 percent of the company's 46,170 employees worldwide are women. Within its tech sector, the number drops to 17 percent.

"We wanted to take a lead in making the tech scene more diverse," Tsotsis said.

For the past two years, Include has supported organizations that are committed to making tech more inclusive, such as Girls Who Code and Black Girls Code.

"I think that's one legacy [former co-editor Eric Eldon and I] will leave at TechCrunch. Because once we launched Include, other groups started similar initiatives."

When it comes to tech trendspotting, Tsotsis has had her eye on the Apple Watch, which hit the market in April.

"I can't wait to see the ecosystem around that new platform evolve. The watch is going to change messaging. It's part of the whole wearable tech space, which is a huge opportunity right now."

What makes for a successful venture, in her experience?

"Luck," she responded immediately.

Ninety percent of startups fail, she said, so it's partially luck in connecting with the zeitgeist. For example, the Hot or Not online dating app, which does the same thing as the hugely successful Tinder app, wilted on the vine.

"Hot or Not just wasn't at the right intersection of mobile and social. The idea of Tinder wasn't new, but that implementation on the iPhone caused a global phenomenon.

"So luck, timing and then of course the passion of the founder is huge," she said. "You need someone with drive and tenacity."

Tsotsis said USC Dornsife prepared her well for success.

"I have not loved USC more than in the past few years. Three people with USC ties were on the *Business Insider's* 2014 "The Most Powerful Millennials in Technology" list: Aaron Levie, co-founder and CEO of Box; Sean Rad, co-founder of Tinder; and me."

Both Levie and Rad attended USC Marshall School of Business.

"I really think the university is making the right moves toward educating the next generation of digital leaders," she added.

TECH MAVEN

With bachelor's degrees in creative writing and fine arts, Alexia Tsotsis pursued a career in technology and is now co-editor in chief at TechCrunch. She's taken the lead in bringing more women into the field.

FROM FINANCE TO FARMING

Rodney Swan is most comfortable in jeans and a T-shirt. Raised on his family's small cotton farm near Blythe, California, he worked in the fields of several local farms as a young man.

But for years he donned a suit every day as the chief financial officer for Cigna Healthcare of California, a career he pursued after earning bachelor's and master's degrees in economics from USC Dornsife in 1989.

Despite the success, something was missing.

"Over the years, I came to feel that I wanted to do something more with my life," Swan said. "So nine years ago, I bought a farm."

"The reality is, there is a finite amount of water, and California's population is growing. So we'll just have to get more efficient in using it."

Dipping into his life savings, he started to build up his farm while still working at Cigna Healthcare. After a few years of doing both jobs, his investment and hard work paid off. He'd built up a thriving, profitable farm, and at the age of 41, he shifted his focus to that business full time.

He is now president of Swan Farms, which operates 4,000 acres of agricultural production plus another 3,000 acres of restoration land. The farms are located along the Colorado River in the vicinity of Blythe, in Riverside County. His crops include alfalfa, cotton, wheat and corn.

As a Southern California farmer, Swan is concerned about water management. For many areas of California, 2014 was the driest year on record. But from the perspective of an economist, every challenge also presents an opportunity.

Swan has contracts with the Metropolitan Water District of Southern California (MWD), a consortium of 26 cities and water districts that provides drinking water to nearly 19 million people in parts of Los Angeles, Orange, San Diego, Riverside, San Bernardino and Ventura counties.

MWD pays him in exchange for putting aside portions of his land that won't be irrigated or farmed — nearly 25 percent of his acreage in 2014. The water he doesn't use is routed westward.

He believes such contracts are beneficial for both farmers and urbanites. Cities get what they need: water during the drought years, and during wetter years the water is stored in Lake Mead and other locations. Farmers can set aside their least productive ground, maximizing efficiency and productivity.

Swan has spent extensive time studying the results of conversion of arid farm land to drip irrigation systems, which employ a network of narrow tubes and valves to efficiently deliver water to the base of each plant. The resulting decrease in water use as well as production and quality improvements are applicable in numerous climates, he said.

"Almost every type of crop in California, with the exception of rice, could use a change in water delivery.

There's just going to be a significant financial investment. So, a fundamental shift is needed in how we think about and share water."

Swan advocates water conservation while he oversees land restorations on behalf of the U.S. Department of the Interior's Bureau of Reclamation. The bureau's Lower Colorado River Multi-Species Conservation Program was created to balance the use of Colorado River water resources with the preservation of native and endangered species — plants, birds, mammals and other wildlife — and their surrounding habitats.

Though the restoration projects aren't profit-generating, he takes them on as a way to help out. He works with biologists to review their scientific reports and plans, and together, they come up with feasible ways to restore habitats. To date, he has overseen the planting of thousands of trees and native plants as part of this process.

"Now we've got thousands of acres operating efficiently even within this current environment of minimal water, which is pretty cool."

Swan recently became chair of USC Dornsife's Economic Leadership Council, made up of alumni who mentor students interested in their professions. He knows the value of an economics degree.

Without the economic lessons learned at USC Dornsife, he said, he couldn't do his job.

"The basic economic tenet of supply and demand is, every single day, the basis of what I deal with," he said. "Strategizing, planning and all the things I learned are fundamental not only to what I do for my work, but also to my sitting on charitable, corporate or government boards.

"No matter where you are or what situation you're in, you always find yourself using these fundamental skills learned in the classroom."

Swan entered USC on a scholarship through the Resident Honors Program. Not sure what he wanted to study, Swan took an economics class his first semester. It immediately clicked.

As a sophomore, he enrolled in the progressive master's degree program in economics, allowing him to earn both a bachelor's and master's degree in 4 1/2 years.

Swan has come full circle in his life's work, from the fields to sitting behind a desk and back again. But wherever he's been, the strategic and analytical tools he gained as part of a liberal arts education have proven paramount.

"On the farm there are all these moving parts, and I spend a tremendous amount of time planning and mapping it all out, making sure we hit our targets."

Creating the highest-quality product is the end goal, he said.

"With agriculture and land restorations, you're always trying to improve and enhance your production, looking at what works, doing more of that, trying new things and getting rid of the things that don't work."

Just as efficiency is crucial in his work on the farm, so it must be for the future of water use in the state.

"I think public and private policy companies need to work together to try and develop new technology and recycling methods. I look forward to what's ahead five or 10 years from now — there are so many enhancements that can be made.

"The reality is, there is a finite amount of water, and California's population is growing. So we'll just have to get more efficient in using it."





HOLLYWOOD VIA AEROSPACE

A bachelor's degree with honors in math and physics under her belt, Virginia Carter was ready for the job market. She was living in her native Canada. The year was 1958.

Her best offer? Working as a clerk at a telephone company. "I couldn't get a job worth a peanut," Carter recalled. "All the guys in my class had wonderful science job offers, and I was a woman and therefore I was to be a clerk. That made me so mad I got into my little Volkswagen and headed to Los Angeles so fast it would make your head swim."

Her destination was USC, where she pursued a master's degree in physics so she could better her chances for a career as a physicist, an almost exclusively male-dominated field at the time.

"I was very good at physics; it just came naturally to me. But I was essentially the only girl in my class — it was a different era."

Despite the gender imbalance, Carter was delighted to find herself among gifted and collaborative peers at USC. Both faculty and students offered intellectual support, and she enjoyed discussions with professors during office hours.

"I liked the spirit of the people at USC. They really wanted to help you through and respected your efforts."

Armed with the master's degree she earned in 1963, she re-entered the job market.

This time, she was hired by McDonnell Douglas, a major aerospace manufacturing corporation located in Santa Monica, California. As she was a foreign national, a lengthy background examination was required to grant her security clearance. While she waited, she worked out of a trailer outside the company gates for about eight months.

Carter's next position was at The Aerospace Corporation in El Segundo, California, a think tank aimed at serving the U.S. Air Force in the scientific and technical planning and management of missile space programs. There, she worked with top scientists and conducted research on high atmospheric conditions and vacuum ultraviolet spectroscopy.

Among the company's technical staff members, Carter was the only female physicist.

"I was used to being very successful in academic realms, but at Aerospace I didn't get any salary increases above the rating of 'below average.' I was not doing below average work, however, and it made me angry."

A *Time* magazine cover story about the fledgling National Organization for Women (NOW) and feminist movement struck a chord. Carter got involved in the organization's Los Angeles chapter, becoming its president in 1969.

Her involvement at NOW would become a watershed moment in her life. Carter became friends with a woman named Frances Lear, who had come to hear her speak. Unknown to Carter, Lear was the wife of television writer and producer Norman Lear.

This was near the height of Norman Lear's success with 1970s sitcoms: *All in the Family*, *One Day at a Time*, *The Jeffersons*, *Sanford and Son*, *Good Times* and *Maude*.

"You know, you should meet my husband," Frances Lear said to Carter one day. Carter could not imagine why. But she agreed, as a courtesy to her friend.

As it happened, the two got along famously.

"Norman didn't know a thing about physics, and I didn't know a thing about show business, so we had to fall back on common ground," Carter said. "I'd just had breast cancer, and we began talking about life and death, love and things emotionally connected to life. I was used

to men in science who were more reserved. I'd never met anyone like Norman."

Three weeks later, Norman Lear offered her a job. When she protested that she was a physicist, he just smiled and said they would figure it out together. He was intrigued by what she could teach him about the feminist movement and how that could inform the work he was doing during the pivot-of-change '70s.

"Working in science is working in a field where the rules are set.... Working in the world of entertainment is guided by just *one* rule: The audience must be entertained."

In 1973, Carter began working with Lear, or, as she put it, "sitting at God's right hand." She was hired as director of creative affairs, and once she adapted to her new role she discovered a sense of authority and respect that had been lacking in her previous career.

Within a few years, Lear had the top seven shows on TV. In 1976, Carter was promoted to vice president for creative affairs.

"Norman's shows periodically touched on all kinds of delicate subjects, raising awareness on a wide range of issues from rape to women's rights. He selected subjects his audience was already concerned about and hit them head-on. We wanted not only to entertain, but also to create positive change."

In the early 1980s, Carter created a new division that focused on movies for TV. She executive produced *The Wave* in 1981, which earned Emmy and Peabody awards. The following year she produced *Eleanor, First Lady of the World* about Eleanor Roosevelt. It was nominated for an Emmy and a Golden Globe.

With all of her fascinating turns in life, Carter thinks back to her years at USC as a time when she learned how to hold her own.

"The critical part of getting a science degree is the exactitude, the training, the necessity of linear logic," she said. "You just have to sit there and figure it out."

She applied those skills to the entertainment industry — staying calm and trying to find the right answer is exactly what one does in physics, she said.

"Working in science is working in a field where the rules are set. They are determined by theory, which is tested, and there is really no flexibility in this process. Working in the world of entertainment is guided by just *one* rule: The audience must be entertained."

Carter was captivated by the power and flexibility in this other world, and amused and sometimes confounded by the lack of calm in the environment. Dealing with actors, directors, producers and delivery schedules, and with large sums of money on the line, her ability to stay calm was a major virtue. But there was more to it than that.

"I wanted, as Norman Lear did, to make the material not only hugely entertaining, but also to make it matter. It was the hardest job I ever had, but it was worth it." **D**

STANDOUT STUDENT

Armed with her 1963 master's in physics from USC Dornsife, Virginia Carter became one of the few female physicists of her time. Then she changed careers, working as a TV executive for Norman Lear.

Legacy

BARBARA MYERHOFF, 1976

Beginning in 1972, Barbara Myerhoff — an up-and-coming anthropologist at USC Dornsife — collaborated with the USC Andrus Gerontology Center on a grant from the National Science Foundation to document the lives of elderly Jews. Myerhoff's work didn't take her to Israel, Poland or Germany. Instead, she found the focus of her fieldwork in her own backyard: Venice, California.

Myerhoff spent years interviewing and interacting with members of the Israel Levin Senior Adult Center, exploring topics of careers, sexuality, continuity and religious ritual. By the time she became a full professor and chair in USC Dornsife's anthropology department in 1976, she had expanded the scope of her research and embarked upon the project that would define her career: the ethnographic study *Number Our Days*.

Myerhoff collaborated with director Lynne Littman on a documentary film that drew upon her ongoing research. The result, *Number Our Days*, received wide critical acclaim and won an Academy Award for best documentary short in 1977. The documentary was adapted into a book (Simon & Schuster, 1979) and then a play that ran at Los Angeles' Mark Taper Forum in 1982.

In her book, Myerhoff succinctly captures how, despite their daily struggles, these aging immigrants from Eastern Europe made everyday life meaningful, surviving amidst invisibility and poverty in Southern California. Basha, one of the "Jewish old people in an urban ghetto," as Myerhoff described their existence, recalled:

"Every morning I wake up in pain. I wiggle my toes. Good. They still obey. I open my eyes. Good. I can see. Every-



thing hurts but I get dressed. I walk down to the ocean. Good. It's still there. Now my day can start. About tomorrow, I never know. After all, I'm 89. I can't live forever."

Myerhoff went on to harness departmental support to start the master's degree program in visual anthropology. Working with the USC

School of Cinematic Arts, she helped develop a curriculum that offered courses in film production along with anthropological theory.

Myerhoff's final project was the film *In Her Own Time*, in which she turned the camera on herself after a diagnosis of terminal lung cancer, and traced her search for miracles

in Orthodox Jewish practices. Although she died on Jan. 7, 1985, at age 49, Myerhoff's groundbreaking work in reflexivity and narrative ethnography still resonates with scholars and the general public. —D.K.

Barbara Myerhoff's ethnographic study Number Our Days documents the lives of Eastern European Jews who immigrated to Southern California.

SEND YOUR MEMORIES TO USC Dornsife Magazine, Citigroup Center 8206, 41st Floor, Los Angeles, CA 90089-8206 or magazine@dornsife.usc.edu

Faculty News

DANIELA BLEICHMAR, associate professor of art history and history, was awarded the Herbert Baxter Adams Prize in European history from ancient times through 1815 from the American Historical Association for her book *Visible Empire: Botanical Expeditions and Visual Culture in the Hispanic Enlightenment* (University of Chicago Press, 2012). She was also awarded the History of Science Society's 2014 Suzanne J. Levinson Prize for the same book.

DION DICKMAN, assistant professor of biological sciences, was awarded a Whitehall Foundation Research Grant and a Mallinckrodt Foundation Award.

MYRON GOODMAN, professor of biological sciences and chemistry, received the 2015 Environmental Mutagenesis and Genomics Society Award. He was also elected a 2015 fellow of the American Academy of Microbiology.

ANDREW HIRES, assistant professor of biological sciences, was awarded a Whitehall Foundation Research Grant

SUZANNE HUDSON, associate professor of art history and fine arts, won an award from the Creative Capital/Warhol Foundation Arts Writers Grant Program. She was also awarded a Dedalus Foundation Senior Fellowship.

MARY HELEN IMMORDINO-YANG, associate professor of education and psychology, received a 2015 Early Career Impact Award from the Federation of Associations in Behavioral and Brain Sciences.

University Professor **THOMAS JORDAN**, William M. Keck Foundation Chair in Geological Sciences and professor of

earth sciences, was awarded the 2014 Geological Society of America President's Medal.

JANE JUNN, professor of political science, and her co-author, Natalie Masuoka, received the 2014 Ralph Bunche Award from the American Political Science Association (APSA) for their book *The Politics of Belonging: Race, Public Opinion, and Immigration* (University of Chicago Press, 2013). The book also received an honorable mention for APSA's Migration and Citizenship Section book award.

AARON LAUDA, professor of mathematics, was named a Simons Fellow in Mathematics.

REBECCA LEMON, associate professor of English, won a 2015 Article Prize from the Pacific Coast Conference on British Studies for her paper "Compulsory Conviviality in Early Modern England."

STEVEN LOPEZ, professor of psychology and social work, received the Los Angeles Child Guidance Clinic's Evis Coda Award for Building Hope for Families.

DONAL MANAHAN, professor of biological sciences and vice dean for students, was appointed an honorary fellow of Bangor University in Wales.

MICHAEL MESSNER, professor of sociology and gender studies, received the Sociologists for Women in Society (SWS) Feminist Mentoring Award, which honors an SWS member who is an outstanding feminist mentor.

SRI NARAYAN, professor (research) of chemistry, received the Pauchon Research Foundation prize for his development of iron-based rechargeable batteries for worldwide electricity generation.

Continued on page 60.

DORNSIFE FAMILY

HONORS

Japan, Spies and Ancient Rome

Steven Ross, Jacques Hymans and John Pollini receive highly competitive grants from the National Endowment for the Humanities to support their research.



Steven Ross



Jacques Hymans



John Pollini

A Hollywood-based Jewish spy ring is the subject of one of three USC Dornsife faculty research projects honored with a National Endowment for the Humanities (NEH) grant for 2015–16.

Steven Ross, professor of history, received the award for his book *Hitler in Los Angeles: How Jews and their Spies Foiled Nazi Plots Against Hollywood and America*, which reveals how 1930s and '40s Hollywood studio bosses — long denigrated for their capitulation to Hitler through their censorship of movies critical of the Nazi regime — were privately funding a Jewish spy operation.

Ross is joined as an NEH awardee by Jacques Hymans, associate professor of international relations, and John Pollini, professor of art history and history.

"To achieve their goal of American conquest, Adolf Hitler and Joseph Goebbels adopted a two-prong strategy," said Ross, co-director of the Casden Institute for the Study of the Jewish Role in American Life. "Keep America neutral by controlling Hollywood and establish a 'fifth column' along the West Coast."

Working covertly to infiltrate fascist groups in Los Angeles, the Jewish spy ring uncovered a series of Nazi plots to kill the city's Jews and sabotage the nation's military installations.

"Since U.S. law enforcement agencies were not paying close attention — preferring to monitor Reds rather than Nazis — there was only one thing that stood in their way," Ross said. "Jewish ingenuity."

Pollini was honored for his book *Destruction, Mutilation, and Repurposing of Classical Images in Late Antiquity*, which examines archaeological evidence for Christian destruction and desecration of the images of the polytheistic peoples of the former Roman Empire.

"This phenomenon, and the extent of damage caused as a result of religious intolerance and lack of respect for others' belief systems, is something we are only too familiar with today due to contemporary examples of religious extremism," he said.

Pollini's research brings a new dimension to our understanding of how human beings conceive of images as substitutes for what is represented, as objects for adoration or defilement, depending on time and circumstances in a changing religious, political and societal milieu.

"This study will appeal to those intellectually curious about the interrelation of art, politics and religion, as well as those concerned with the power of images, the destruction of cultural property and the psychology of violence," he said.

Hymans received the NEH Fellowship for Advanced Social Science Research on Japan for his project "The International Politics of Sovereign Recognition: The West and Meiji-era Japan." His research aims to contribute to a historical understanding of the recognition of Japan's sovereignty by Western states in the late 19th century and to a broader theoretical understanding of the dynamics of recognition in the modern state system.

Hymans' research shows Western recognition of Japan reflected the decline of traditional aristocratic conceptions of international society.

"This, coupled with Japan's successful efforts to develop a bureaucracy able to provide Western states with the consistency and predictability they craved, may well provide fundamental answers to why the West finally granted Japan sovereign recognition," he said. —S.B.

FACULTY CANON



Grotesque yet Beloved

Richard Fox's new book explores Abraham Lincoln's impact via his looks, his accessibility and his sacrifice.

Addressing an 1856 convention of newspaper editors, Abraham Lincoln told this tale — thought to be a personal reminiscence. Riding a horse, a man Lincoln described as “not possessed of features the ladies would call handsome” stopped to let a woman rider pass.

She stopped in turn and said, “Well, for land sake, you are the homeliest man I ever saw.”

“Yes, madam, but I cannot help it.”

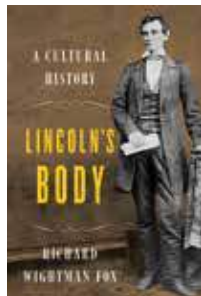
“No, I suppose not,” she said, “but you might stay at home.”

Richard Fox, professor of history, recounts this anecdote in his new book, *Lincoln's Body: A Cultural History* (W. W. Norton & Company, 2015).

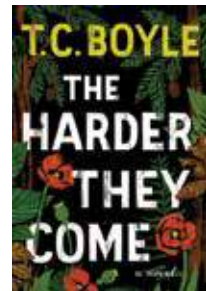
“Millions were inspired by Lincoln's knowing how to use humor to overcome the unfortunate hand nature had dealt him,” Fox said, referring to Lincoln's appearance.

Examining images, speeches, monuments and movies, Fox charts the ways Americans have remembered and imagined Lincoln, using his physical presence as a vehicle for evaluating Lincoln's continuing impact on American culture.

“Lincoln made people care about [his body] by tying it to their national saga,” Fox writes. “Only in America was a man like him — of such unprepossessing origins, in appearance and social standing — able to rise to such heights of power and respect.” —S.B.



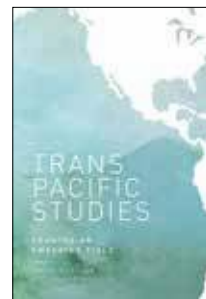
Watch a video on *Lincoln's Body* at dornsife.usc.edu/lincolnbody



THE HARDER THEY COME Harper Luxe / Writer-in-Residence and Distinguished Professor Emeritus of English **T.C. Boyle** explores the roots of violence and anti-authoritarianism inherent in the American character.



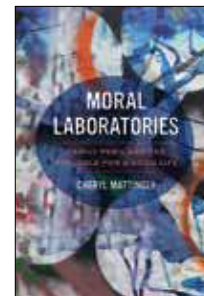
THE AMERICAN ISHERWOOD University of Minnesota Press / Co-edited by **Christopher Freeman**, associate professor (teaching) of English, this collection of essays offers a multifaceted appreciation of novelist, memoirist, diarist and gay pioneer Christopher Isherwood.



TRANSPACIFIC STUDIES: Framing an Emerging Field University of Hawaii Press / The co-editors — Professor of Anthropology and Religion **Janet Hoskins** and Associate Professor of English, and American Studies and Ethnicity **Viet Thanh Nguyen** — examine the flows of culture, capital, ideas and labor across the Pacific.



PAINTING NOW Thames & Hudson / Associate Professor of Art History and Fine Arts **Suzanne Hudson** offers a critical snapshot of contemporary painting that brings together more than 200 artists from around the world whose work is defining the ideas and aesthetics that characterize the paintings of our time.



MORAL LABORATORIES: Family Peril and the Struggle for a Good Life University of California Press / Professor of Anthropology, and Occupational Science and Therapy **Cheryl Mattingly** offers heart-wrenching stories to elaborate a first-person ethical framework, showing the limits of third-person renderings of morality.



SOME MEN: Feminist Allies and the Movement to End Violence Against Women Oxford University Press / Professor of Sociology and Gender Studies

Michael A. Messner, co-writing with doctoral students **Tal Peretz** and **Max A. Greenberg**, explores the experiences of men who join with women as allies in preventing sexual assault and domestic violence.



THE SYMPATHIZER Grove Press / Associate Professor of English, and American Studies and Ethnicity **Viet Thanh Nguyen's** debut novel explores the Vietnam War through the lens of his conflicted protagonist, an American-educated spy for the Viet Cong.



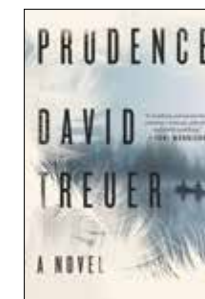
THE OPENED LETTER: Networking in the Early Modern British World University of Pennsylvania Press / **Lindsay O'Neill**, assistant professor (teaching) of history, explores the importance and impact of networking via letter writing among the members of the elite from England, Ireland and the colonies.



PATHWAYS TO SUCCESS THROUGH IDENTITY-BASED MOTIVATION Oxford University Press / Dean's Professor of Psychology and co-director of the USC Dornsife Mind and Society Center **Daphna Oyserman** discusses how motivation works and outlines how to harness aspirations.



INDUSTRIAL EDEN: A Chinese Capitalist Vision Harvard University Press / Professor of History **Brett Sheehan** chronicles the fortunes of the Song family of North China under five successive authoritarian governments.



PRUDENCE: A Novel Riverhead / Professor of English **David Treuer** guides the reader through a decade of multiple voices and unique choices of his characters as he plumbs the depths of love, loss, race and desire on a Minnesota Indian reservation in the wartime 1940s – 50s.

PHOTO BY MATT GAINER



Visionary Experience

Lisa Bitel and Matt Gainer's new book explores a contemporary visionary ritual devoted to the Virgin Mary in California's Mojave Desert, using it as a model to understand the long history of spiritual looking.



Amid the desolate beauty of the California desert, hundreds of people raise instamatic cameras to snap pictures of a cloudless, cerulean sky.

Gathered at this remote spot in the Mojave Desert north of Los Angeles, these modern-day pilgrims have followed self-proclaimed visionary Maria Paula Acuña to watch her see what they cannot — the Virgin Mary, who Acuña claims appears in the sky here on the 13th of each month.

While Acuña sees and speaks with the Virgin, onlookers scan the horizon for signs from heaven, watching for

what they believe are subtle clues to Mary's presence, such as the unexpected scent of roses or a cloud in the shape of an angel.

Our Lady of the Rock: Vision and Pilgrimage in the Mojave Desert (Cornell University Press, 2015), the culmination of six years of observing this phenomenon, combines more than 60 evocative photos by USC alumnus **Matt Gainer**, a research associate at USC Dornsife's Center for Religion and Civic Culture, with textual analysis by **Lisa Bitel**, professor of history and religion.

Bitel once thought visions were more frequent in the Middle Ages. Now she is not so sure.

“Visions are thriving online,” she said. “With a little research you can find one happening near you.” —S.B.

MARJORIE PERLOFF, Florence R. Scott Professor of English Emerita, received Washington University's 2014 International Humanities Medal.

MATTHEW PRATT, assistant professor of chemistry, was awarded a Susan G. Komen Career Catalyst Research Grant and an American Cancer Society Research Scholar Award. Pratt also received the David Y. Gin New Investigator Award from the carbohydrate division of the American Chemical Society.

REMO ROHS, assistant professor of biological sciences, chemistry, physics and astronomy, and computer science, and three of his students received two of 2014's Top-10 Paper Awards from the RECOMB/ISCB Conference on Regulatory and Systems Genomics.

GEORGE SANCHEZ, professor of American studies and ethnicity, and history, and vice dean for diversity and strategic initiatives, received a Diversity Visionary Award from *INSIGHT Into Diversity* magazine for having made "an indelible mark" in broadening diversity and inclusion at USC Dornsife.

NORBERT SCHWARZ, Provost Professor of Psychology and Marketing, received the Society for Personality and Social Psychology's 2014 Donald T. Campbell Award.

ROBERT SHRUM, Carmen H. and Louis Warschaw Chair in Practical Politics, received the Lifetime Achievement Award from the American Association of Political Consultants.

BRANDON SOM, a lecturer in the Writing Program, was honored with the \$10,000 Kate Tufts Discovery Award for his first book, *The Tribute Horse*.

LARRY SWANSON, University Professor and Appleman Professor of Biological Sciences, Neurology and Psychology, was named secretary general-elect of the International Brain Research Organization.

SHANG-HUA TENG, Seeley G. Mudd Professor of Computer Science and professor of mathematics, was named a Simons Investigator by the Simons Foundation.

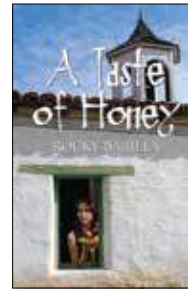
MARK THOMPSON, professor of chemistry and materials science, was elected a fellow of the National Academy of Inventors.

WENDY WOOD, Provost Professor of Psychology and Business, and vice dean for social sciences, was elected 2016 president of the Society for Personality and Social Psychology.

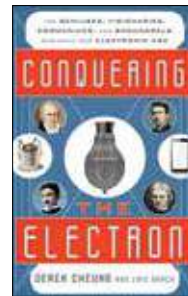
DON ARNOLD, professor of biological sciences, and **SCOTT FRASER**, Provost Professor of Biological Sciences and Biomedical Engineering, have received a National Institutes of Health Transformative Research Award to map the neurons in the living brain of a zebrafish, allowing them to study brain changes as the animal forms new memories.

IAN EHRENREICH, assistant professor of biological sciences, and **PETER RALPH**, assistant professor of biological sciences, were named 2015 Sloan Research Fellows.

IAN EHRENREICH, assistant professor of biological sciences, and **NAOMI LEVINE**, Gabilan Assistant Professor of Biological Sciences and Earth Sciences, received Rose Hills Foundation Research Fellowships.



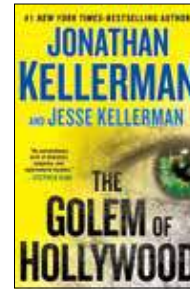
A TASTE OF HONEY Rosquete Press / **Rocky Barilla's** (B.A., natural sciences and math, '70; J.D., '75) protagonist explores a Central American jungle, where he encounters an indigenous tribe and a mysterious order of nuns in his efforts to survive.



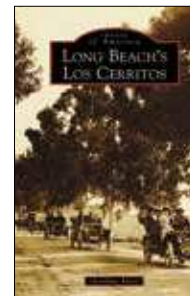
CONQUERING THE ELECTRON: The Geniuses, Visionaries, Egomaniacs, and Scoundrels Who Built Our Electronic Age Rowman & Littlefield / Co-writing with Derek Cheung, **Eric Brach** (MPW, '10) explores the creation of the electronic age we inhabit today while pulling back the curtain on the visionaries whose ideas shaped our world.



THIS MUSIC LettersAt3amPress / **Karen Holder** (MLS, '09) composes 22 poems in response to pieces of music — from Bach to Moondog and Duke Ellington to James Taylor.



THE GOLEM OF HOLLYWOOD Putnam Adult / Co-writing with son Jesse Kellerman, **Jonathan Kellerman** (Ph.D., psychology, '74) takes lead character Det. Jacob Lev deep into Old World mysteries involving a creature fashioned by a 16th-century rabbi to protect his congregation. Also by **Jonathan Kellerman** **MOTIVE** / Ballantine Books



LONG BEACH'S LOS CERRITOS Arcadia Publishing / **Geraldine Knatz** (Ph.D., biological sciences, '79) presents the history of the Los Cerritos area of Long Beach and the pioneering Vignes family instrumental in its development.



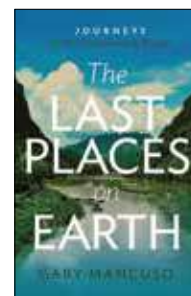
THE YOUNG ELITES Putnam Juvenile / In the latest fiction by **Marie Lu** (B.A., political science, '07), a plague has decimated the population, leaving only a few survivors — some of whom are believed to have mysterious and powerful gifts.



DEADLY DANCE: The Chippendales Murders Kerra House Press / Co-writing with Patrick Montes DeOca, **K. Scot Macdonald** (Ph.D., international relations, '97) probes the true story of arson, murder and Mafia behind the Chippendales male exotic dance troupe.



THE WIZARD AND THE WHITE HOUSE Little Feather Books / **Mike Maggio** (M.A., linguistics, '80) takes on the clash of cultures in contemporary American life, leaving the reader to wonder if today's political climate could be improved through a good dose of magic.



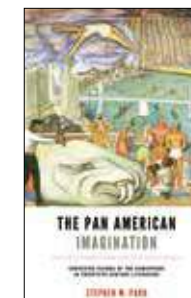
THE LAST PLACES ON EARTH: Journeys in Our Disappearing World Great Lands Publishing Co. / **Gary Mancuso** (M.A., international relations, '95) documents his six-year journey to see the Earth's remaining wildernesses.



GOING HOME Sunbury Press, Inc. / **Sharon Marchisello** (MPW, '82) explores the challenge of solving a murder mystery when a potential witness cannot rely on her memory.



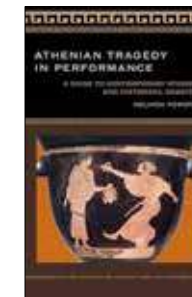
BARTHOLOMEUS SPRANGER: Splendor and Eroticism in Imperial Prague Metropolitan Museum of Art / **Sally Metzler** (B.A., international relations, '84; M.A., art history, '88) documents the life and work of 17th-century Flemish Mannerist painter and draftsman Bartholomeus Spranger.



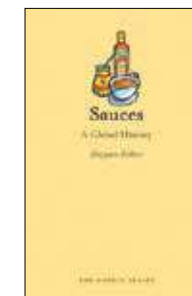
THE PAN AMERICAN IMAGINATION: Contested Visions of the Hemisphere in Twentieth-Century Literature University of Virginia Press / **Stephen M. Park** (M.A., English, '06; Ph.D., English, '11) explores the work of several Pan American modernists who challenged the body of knowledge being produced about Latin America.



DAMASCENA: The Tale of Roses and Rumi Skywriter Books / **Holly Lynn Payne** (MPW, '97) unravels the mystery surrounding a gifted orphaned girl who encounters the Persian poet and mystic Rumi in the 13th century.



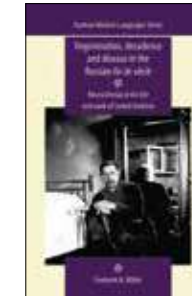
ATHENIAN TRAGEDY IN PERFORMANCE: A Guide to Contemporary Studies and Historical Debates University of Iowa Press / **Melinda Powers** (M.A., classics, '03) examines key issues about 5th-century Greek theatrical space, including audience, chorus, performance style and costuming.



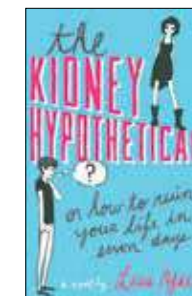
SAUCES: A Global History Reaktion Books / **Maryann Tebben** (Ph.D., French literature, '96) explores the gastronomic art of sauce making.



SPIRITS OF ASH AND FOAM St. Martin's Griffin / In the second installment of the *Rain of the Ghosts* series by **Greg Weisman** (MPW, '89), Rain tries to uncover a hidden world of mystery and adventure while juggling homework, babysitting duties and a vampire with a tribal twist.



DEGENERATION, DECADENCE AND DISEASE IN THE RUSSIAN FIN DE SIÈCLE: Neurasthenia in the Life and Work of Leonid Andreev Manchester University Press / **Frederick H. White** (Ph.D., Slavic languages and literatures, '02) reflects on the life and works of Leonid Andreev.



THE KIDNEY HYPOTHETICAL: or How to Ruin Your Life in Seven Days Arthur A. Levine Books / Scholastic / In the 11th novel by **Lisa Yee** (B.A., humanities and English, '81), a teen who is caught cheating on his Harvard application has seven days to sort out his life.



After an injury that ended his NFL career, Thomas Williams '08 raised himself up to launch a successful new profession as a motivational speaker and author.

Permission to Dream

Alumnus and former linebacker Thomas Williams' new book encourages people to pursue their dreams.



At **Thomas Williams'** sixth grade parent-teacher conference, his teacher told Williams' mother that, by the time her son was 16, he would be a gang leader, a drug dealer or dead. "You might as well give up on him," the teacher said. By his own admission, Williams was a troubled child who misbehaved at school. But that evening, when he saw the tears welling up in his mother's eyes, he vowed he would prove his teacher wrong and make his mother proud. Seventeen years later, Williams, who earned a bachelor's in sociology in 2008, can rest assured he has achieved both those goals. A former USC Trojans linebacker who helped win two national championships and four Rose Bowls, Williams was drafted to the NFL by the Jacksonville Jaguars in 2008. He went on to play with the Seattle Seahawks, New England Patriots, Buffalo Bills and Carolina Panthers before a neck injury ended his professional football career in 2011. Williams turned a devastating setback into a victory. His new career as a motivational speaker and author has blossomed. Williams has also designed a development program to help student-athletes focus on success after sports, long before that transition becomes a reality. His recently published autobiography, *Permission to Dream* (Thomas R. Williams, Inc., 2014), traces his path to success and the obstacles he overcame to get there. "I want to inspire the entire world to feel the sense of accomplishment I felt on draft day," Williams said. —S.B.

TELL US ABOUT YOUR BOOK Write to USC Dornsife Magazine, Citigroup Center 8206, 41st Floor, Los Angeles, CA 90089-8206 or magazine@dornsife.usc.edu

PHOTO COURTESY OF THOMAS WILLIAMS

Kickflipping the Story

With her training in narrative studies, alumna Amelia Brodka '12 exposes the real story behind women in skateboarding.



Professional skateboarder and alumna Amelia Brodka wrote *Underexposed: A Women's Skateboarding Documentary* for her capstone project in the narrative studies program.

A professional skateboarder since age 16, **Amelia Brodka** was invited to compete as an alternate in the 2010 X Games' skateboarding competition for women.

Although the then-sophomore at USC Dornsife didn't participate that year, she hoped to compete the following year. But it was too late. When the time came, the X Games announced it was cutting the women's skating competition. There just weren't enough women to compete, officials said.

At first heartbroken, Brodka became inspired.

"It got me thinking about how I could convey the message to a greater audience that women's skateboarding was actually growing," said Brodka, who earned her bachelor's in narrative studies and communication in 2012.

Her major in narrative studies helped her send a powerful message. For her senior project, she made a feature-length documentary uncovering the thriving community of female skateboarders.

"I applied what I learned in narrative studies in terms of story structure and film, as well as what I was learning in communication about media representation and its effects on culture," she said. "One of the few skills that translates across the board is the ability to write. And the ability to write persuasively is the ability to reach other people where they live."

This is exactly what Brodka did.

In *Underexposed: A Women's Skateboarding Documentary*, produced by fellow skater Brian Lynch, Brodka spoke with heavy hitters in skateboarding. After graduation, she screened *Underexposed* to audiences all over the world.

"It opened up a ton of doors for me to be able to continue to create platforms for women in skateboarding," Brodka said.

Recently, Brodka launched the nonprofit Exposure Skate with partner Lesli Cohen. The program empowers and educates women through skateboarding.

"Storytelling applies to so many different areas of running a nonprofit," Brodka said. "You have to think about how you frame the story behind your cause, event or brand in a way that will resonate with the specific audience you are trying to reach." —*M.S.B.*

Alumni News

1960s

JANE BENSUSSEN (M.A., communicative disorders, '69) was elected 2014 President of Town & Gown of USC.

Retired assistant secretary of the U.S. Navy and former general counsel for the U.S. Department of Defense **CHAPMAN COX (B.A., political science, '62)** is now chairman of the governing board of Alliance Defending Freedom.

NANCY GARDNER (B.A., English, '64) retired from Corona del Mar City Council after serving two four-year terms.

DALE GRIBOW (B.A., history, '65) was again named Top Lawyer by *Palm Springs Life* magazine.

ROBERT E. LUTZ (B.A., political science, '68) received the 2014 Warren M. Christopher International Lawyer of the Year Award from the State Bar of California, International Law Section.

The Los Angeles City Council saluted **PETER READ MILLER (B.A., ethnic studies, '69; MPA, public administration, '70)** on his 50th anniversary of photographing USC football and his more than 40 years in photojournalism.

DAVID WATERMAN (B.A., economics, '69) was appointed chief economist to the Federal Communications Commission.

1970s

BEN EUBANKS (B.A., history, '78) was appointed commercial real estate committee chairman by the Beverly Hills Greater L.A. Association of REALTORS®, which also awarded him the 2014 Commercial REALTOR® of the Year Award (multi-family).

GERALDINE KNATZ (M.A., environmental engineering, '77; Ph.D., biological sciences, '79) has been appointed professor of the practice of policy and engineering at the USC Sol Price School of Public Policy and USC Viterbi School of Engineering.

GREGORY LASKOWSKI (B.S., biological and physical sciences, '77) received a Service Award from the California Association of Criminalists.

MARY ANN PACHECO (B.A., English, '73) was elected to the Board of Trustees of Rio Hondo College in Los Angeles, CA.

Publisher and chief executive officer of *The Washington Post* **FREDERICK J. RYAN JR. (B.A., political science and speech communication, '77; J.D., '80)** was appointed to the National Geographic Society Board of Trustees.

DEBBIE LEILANI SHON (B.A., political science, '74) was appointed vice president of international trade and global public policy at the United States Steel Corporation.

OSCAR E. STREETER JR. (B.S., biological sciences, '78) was named medical director of The Cancer Center at San Joaquin Community Hospital in Bakersfield, CA.

1980s

MICHAEL BAKER (B.A., political science, '88) was appointed director of Group Claims Quality Assurance for Catlin Group Limited.

DENISE EGER (B.A., religion, '82) became president of the Central Conference of American Rabbis, the world's largest organization of rabbis. She is the first openly gay or lesbian rabbi to fill that position.

Coach of Spain's women's golf team, **MARTA FIGUERAS-DOTTI (B.A., humanities, '82)** was asked to serve as a captain's assistant for the European Solheim Cup team last year and has been honored with a medal by the National Sports Council of Spain.

LUCINE KAUFFMAN (B.A., philosophy, '86) is the co-host of a weekly one-hour radio show, on WBTA, "Talk of the Town," about Genesee County, NY.

GREG LUCAS (MPW, '86) was appointed California State Librarian.

Capt. **GREGORY MAGUIRE (B.A., economics, '88)** was awarded the Legion of Merit after completing 25 years of active duty as a U.S. Navy pilot.

MARK SLAVKIN (B.A., political science, '83; M.A., political science, '86) was named director of education at The Wallis Annenberg Center for the Performing Arts in Beverly Hills, CA.

MIKE WASSERMAN (B.A., psychology, '80) was elected president of the County of Santa Clara Board of Supervisors.

1990s

HUNTER GRAHAM GOODMAN (B.A., political science and history, '92) was re-elected to a second term as secretary of the Washington State Senate by its members.

South Dakota Secretary of Tourism **JIM HAGEN (B.A., political science, '91)** was named State Tourism Director of the Year by the U.S. Travel Association's National Council of State Tourism Directors.

CHRISTOPHER B. HARMON (B.A., American studies, '97) was appointed to a judgeship in Riverside County Superior Court in California.

WALT MACIBORSKI (B.A., social sciences and communication, political science and broadcast journalism, '91) joined KEYE TV in Austin, TX, as a news anchor.

2000s

CHRIS ABANI (Ph.D., creative writing and literature, '06) delivered the Governor's Lecture in the Humanities at the University of Nebraska, Lincoln.

PENNY ABEYWARDENA (B.A., political science, '00) was appointed commissioner for international affairs by New York City Mayor Bill de Blasio.

ANA BELTRAN (B.A., French and political science, '00) was reappointed Student Aid Commission vice chair by California Gov. Jerry Brown.

ANDREW BLUM (Ph.D., international relations, '02) is vice president for program management and evaluation at the United States Institute for Peace.

RUSS EMANUEL (B.A., East Asian languages and cultures, '00) filmed *Restoration of Paradise*, a documentary about the history of the Bolsa Chica wetlands in Southern California.

SAHAR FATHI (B.A., international relations and French, '04), a policy analyst for the Seattle Office of Immigrant and Refugee Affairs, was honored as a Rising Star by the nonprofit Women of Color Empowered. She was named one of the "Smartest People in Seattle Politics" by *The Stranger* in 2013 and one of "Seattle's Smartest Global Women" by *The Seattle Globalist* in 2014.

BRAD GORESKI (B.A., art history, '07) became a co-host of E! Entertainment Television's *Fashion Police*.

STEPHANIE KATZ (B.A., psychology, '07) was appointed legislative assistant to the staff of U.S. Rep. Dan Newhouse (R-Wash.) for the 4th Congressional District in Washington, D.C.

MARC KORMAN (B.A., history, '02) was elected to the Maryland House of Delegates, representing District 16.

LANA SHEA (WALLING) (B.A., international relations, '08; theater, '08) independently released an EP of her songs. The single "Shut Ya Face" was featured on ESPN's *First Take*, in the movie trailer for *Walk Of Shame*, in the PBS documentary *Shelter Me* and in MTV's *The Challenge*.

HANDEEP SINGH (B.A., history, '02) co-founded in 2012 the International Center for Advocates Against Discrimination, a nonprofit organization working to combat structural discrimination against women and minority communities globally.

JENNY WU (B.A., political science, '03; J.D., '07) appeared on the 26th season of the popular reality television competition *The Amazing Race*.

SEND ALUMNI NEWS FOR CONSIDERATION TO USC Dornsife Magazine Citigroup Center 8206, 41st Floor, Los Angeles, CA 90089-8206 or submit online at dornsife.usc.edu/alumni-news. Information may be edited for space.

Listings for the "Alumni News" and "In Memoriam" sections are compiled based on submissions from alumni and USC Dornsife departments as well as published notices from media outlets.

submit your news online at
dornsife.usc.edu/alumni-news



Alumnus Sam Jammal with President Barack Obama at a Hispanic Heritage Month event in Washington, D.C., in September 2014.

One of a handful of Latinos in American history to serve as a chief of staff on Capitol Hill, alumnus and lawyer **Sam Jammal**, who is also of Arab-American descent, is determined to help increase diversity in government while giving minority groups a greater political voice.

"One of my core goals is to advocate for these communities and help them achieve greater representation," said Jammal, who earned a bachelor's in political science from USC Dornsife in 2004 and now serves as chief of staff to U.S. Rep. Tony Cárdenas (D-Calif.).

"By ensuring we have more voices in the political process, we all win," he added.

Jammal participated in the Dornsife in Washington, D.C. Program, completing an internship in the U.S. Senate with the Democratic Leadership Office. In his senior year, he joined John Kerry's presidential campaign, creating Students for Kerry at USC and running as a delegate to the 2004 Democratic Convention. As a law student, Jammal was active in President Obama's 2008 campaign, serving as a delegate at the Democratic Convention that year.

His career has given him the opportunity to work in advocacy, experience how Congressional offices work and understand how policy is formulated.

His proudest moment? Getting his parents into the White House for an Independence Day event in 2012.

"My parents came to this country with very little, but their kids have been able to realize the American dream," Jammal said. "I want to give back and ensure others have the same opportunities to succeed." —*S.B.*

PHOTO BY DAN SPARAGNA

PHOTO COURTESY OF SAM JAMMAL

TROJANALITY

Star Soldier

Viet Luong '87 becomes the first Vietnamese-born general officer in the U.S. military.



Brig. Gen. Viet Luong at his promotion ceremony after pinning on his star.

In 1975, when **Viet Luong** was 9 years old, he escaped war-torn Vietnam aboard a U.S. aircraft carrier, along with his parents and seven sisters. The following day, Saigon fell.

“We barely escaped,” Luong said. “We were scared to death. Our father told us we were on a U.S. carrier. We said, ‘What does that mean?’ He replied, ‘It means nothing in the world can harm you now.’”

Luong realized then that he wanted to serve in order to give back to the nation that had saved him and his family from almost certain death.

Thirty-nine years later, Brig. Gen. Viet Luong pinned on his first star during a ceremony held on Aug. 6 at Fort Hood, Texas, becoming the first Vietnamese-born general officer in the U.S. military.

Luong is the 1st Cavalry Division’s deputy commanding general for maneuver. The infantry officer commanded a battalion of 82nd Airborne Division paratroopers in Iraq from 2007–08 and led the 101st Airborne Division’s 3rd Brigade Combat Team, the storied Rakkasans, into combat in Afghanistan from 2010–11.

A biological sciences major, Luong graduated from USC Dornsife in 1987.

“Being a science major taught me to think critically,” he said. “I can cut through fluff and get to the root of the problem and that has been one of my greatest strengths in my career.” —*S.B.*

age 50; conducted research at McMurdo Sound in Antarctica and at Hopkins Marine Station in Monterey, CA; did archaeological field work in Skourta, Greece; directed a bushmeat identification workshop in Tanzania; worked in Mozambique to help re-establish the Gorongosa National Park; taught at Point Loma’s High Tech High School since 2002; among his many teaching awards was the Quiksilver-USC Formal Teaching Excellence Award in 2012.

NIEN-LING WACKER (M.S., chemistry, '73) Long Beach, CA (10/19/14) at age 70; began her career as a systems analyst and programmer; taught in USC computer science department; founder, president and chief executive officer of Laserfiche; recognition included Association for Information and Image Management Pioneer of the Year Award, and the USC Department of Chemistry Distinguished Alumna Award.

GRAEME WILSON (M.A., international relations, '81) Pretoria, South Africa (9/2/14) at age 60; a senior career officer with the Australian Department of Foreign Affairs and Trade; was appointed Australian High Commissioner to South Africa after previously serving as ambassador to Mexico and consul general in New Caledonia.

JAMES YOUNG (B.A., history, '66; M.A., American studies, '68; Ph.D., history, '71) Los Angeles, CA (12/19/14) at age 71; served more than 30 years as a U.S. Air Force historian; became chief historian at Edwards Air Force Base in 1986; produced 23 full-length documentaries and more than 250 shorter videos; in 2000, was honored as “Friend of the Society” by the Society of Experimental Test Pilots.

ing first one-handed player to play major college basketball; real estate agent and high school basketball coach, winning many league championships and coach-of-the-year awards; later developed passion for golf; served as a motivational high school speaker.

PHILIP KITCHIN (B.A., biological sciences, '51) Palmdale, CA (6/23/14) at age 85; an NROTC scholar at USC; served in Korean War; practiced dentistry in Covington, LA, for 25 years, retiring first to California, then to St. Petersburg, FL.

JAMES S. LAWSHE (B.S., naval science, '45) Kalaheo, HI (8/30/14) at age 89; joined the U.S. Navy in 1944; worked in optical and electronic data collection for range operations; worked for Land-Air (Dynalectron) in New Mexico, Redstone Laboratories in California and SRS Technologies at Barking Sands on Kauai, HI.

CLIFFORD MELIKIAN (B.A., international relations, '50) Walnut Creek, CA (1/13/15) at age 94; served in the U.S. Army during WWII; awarded Purple Heart; served as Federal Bureau of Narcotics agent in Washington, D.C.; served as arson and fraud investigator in California, for several years at aerospace firm TRW.

MAX OPPENHEIMER JR. (Ph.D., comparative literature, '47) Sun City, NV (5/23/14) at age 96; enlisted in the U.S. Army in 1942; worked in military intelligence in Europe, serving as a translator in French and German, interrogating Germans and broadcasting surrender terms; wrote several books and served as a foreign language professor at five universities; wrote a column for the *Daily News-Sun*.

JAY VAVRA (Ph.D., chemistry, '98) San Diego, CA (10/22/14) at

seaplane to Catalina Island, CA, where his father’s company, Connolly Pacific, operated the quarry; merchant mariner in youth, then became an art historian, teaching at SUNY Binghamton, Reed, Dartmouth, Duke, Wake Forest, Notre Dame, Johns Hopkins and MICA.

TED EHRLING (B.S., geological sciences, '55; M.S., '57) Pismo Beach, CA (9/3/14) at age 84; served on local council from 2006-12; served in the U.S. Air Force Reserve in the Korean War and was stationed in North Africa; worked as a geologist, manager and vice president overseeing oil exploration or development for oil and gas companies in California and Texas.

RUDOLPH (RUDY) E. FANSKA (B.S., clinical technology, '52) Titusville, FL (4/4/14) at age 90; served in First Marines Division, 3rd Battalion in the South Pacific during WWII; awarded Silver Star for conspicuous gallantry in combat and two Purple Hearts; received recognition for work on diabetes during 25 years conducting medical biochemical research with the University of California, San Francisco, Medical Center; upon retiring, became owner of Sunshine Realty in Titusville.

MELBA LACAYO FIGGE (B.A., linguistics, '45) Corona del Mar, CA (1/21/15) at age 92; born in Managua, Nicaragua; immigrated to U.S. when her father was appointed vice consul to the U.S. from Nicaragua; awarded a master’s of photography from the Professional Photographers of America, she co-founded Figge Photography with her husband; photographed 47 Playmate centerfolds for *Playboy* magazine.

SALVADOR JESUS GAYTAN (B.A., Spanish, '58) Lynwood, CA (11/30/14) at age 80; lost right hand in an accident at age 7 but excelled at youth sports, becom-

In Memoriam
YVONNE SPALDING BANTA (B.A., sociology, '49) Los Angeles, CA (11/8/14) at age 86; devoted mother and Trojan; avid golfer.

RICHARD BARCA (M.A., geology, '61) Jackson, MI (1/21/15) at age 79; field geologist in Ethiopia, then worked for an American oil company in the Libyan Sahara for three years, followed by other oil and gas exploration positions in the U.S. and Canada; worked for Michigan Oil and Gas Co.; then as an environmental consulting geologist after retirement; served as adjunct professor of geology at Jackson College, MI.

GERALD JAMES “GERRY” BUSH (B.A., geology, '52) Houston, TX (1/11/15) at age 88; during WWII, served in the U.S. Army, becoming military governor of Sangju, Korea (63rd Military Government); served as an Army reservist in the California National Guard, as master sergeant of Headquarters and Service Company, 223rd Armored Infantry Division; career in oil and gas spanned more than 50 years, with posts at Superior Oil Company and Gulf Oil Corporation.

STAN CHAMBERS (B.A., international relations, '44) Los Angeles, CA (2/13/15) at age 91; one of the most enduring and recognizable faces in local television news, his Emmy- and Golden Mike-awarded career at KTLA spanned 63 years; served in the U.S. Navy; attended USC on GI Bill; joined KTLA as production assistant in 1947, retiring in 2010 on his 87th birthday after covering more than 22,000 stories; awarded star on Hollywood Walk of Fame.

JOHN LEONARD CONNOLLY JR. (M.A., fine arts, '62) Baltimore, MD (11/21/14) at age 80; at 10 days old he became the youngest person to fly via

JAIME LEE (B.A., English, '06; J.D., '09) married **MATT CHEESEBRO (M.S., engineering, '09)** on Oct. 11, 2014, in Los Angeles, CA.

NATALIA OLARTE (B.A., international relations, '04) married Vincent Staunton on March 28, 2015, at Holy Family Church in South Pasadena, CA.

SASHA PERL-RAVER (B.A., humanities and theater, '00) married Jason Richard Fox on Aug. 9, 2014, at the Fig House in Los Angeles, CA.

JONATHAN ROSALES (B.A., political science and gender studies, '05) married **MATTHEW HEIN (B.A., Spanish, '03)** on July 12, 2014, in Los Angeles, CA.

EMILY LAUREN WOZOBSKI (B.A., kinesiology, '10) and Jaime Finkler were married on Oct. 25, 2014, at 200 Peachtree in Atlanta, GA.

BEAU BOUDREAUX (B.A., English, '94) and Heather Boudreaux welcomed the birth of their first child, a son, Rhys Justin, born on Oct. 16, 2014, in New Orleans, LA.

ROSA MARTINEZ-GENZON (B.S., political science, '00; J.D., '03) and **LEONARDO GENZON (B.A., cinema-TV, '00)** welcomed daughter Sofia Grace.

REBEKAH OLKOWSKI (SICK) (B.A., international relations and Spanish, '09) and Gary Olkowski welcomed twin sons, Darin James and David William.

JOE WORKMAN (B.A., political science, '90), former member of the Trojan Marching Band, and Jennifer Workman celebrated the birth of their first son, John Luke, on Nov. 4, 2014.

Weddings and Births
SCARLETT HUENERGARDT (BFA, fine arts, '70; B.A., art history, '72) married **BILL ADAMS (B.S., business administration, '69)** on July 31, 2014, at Princeville, Kauai, HI.

LAUREN ALEXANDER (B.A., biological sciences, '04) married **ANDREW GHATAN (B.S., biological sciences, '04; M.D., '08)** on Aug. 23, 2014.

JASON BUCKNER (B.A., political science, '11) married Christabel Saldaña at USC’s Our Savior Parish/USC Caruso Catholic Center in Los Angeles, CA, on July 31, 2014.

STEPHANIE LYNN DANNER (B.A., international relations, '03) married Justin Peter Frady June 28, 2014, at Giracci Vineyards and Farms in Silverado, CA.

SARAH FITZGIBBONS (B.A., international relations global business, '06) married **ERIC FRAYER (MBA, business of entertainment, '07)** on Oct. 4, 2014, in Pasadena, CA.

ANTHONY GENTILE (B.A., international relations, '11) married **PAIGE THOMPSON (B.S., occupational therapy, '11; M.A., occupational therapy, '12)** on June 1, 2014, in Falls Church, VA.

LEE GORLIN (B.A., psychology, '05) married Christine Thompson on Dec. 13, 2014, at the Ritz of Las Vegas, in Las Vegas, NV.

BLAIR JONES (B.A., international relations, '05), a former Trojans football player, married Lydia Hernried on March 14, 2015, in Tiburon, CA.

KIERSTEN KROPP (B.A., social sciences (psychology), '07) married Ryan Wiens on Aug. 2, 2014, in Malibu, CA.

TROJANALITY

Trombley Joins The Huntington

Laura Skandera Trombley '89 is named incoming president of The Huntington Library.



Incoming president of The Huntington Library Laura Skandera Trombley describes life and the humanities as “inextricable.”

As a child, Pitzer College president and noted Mark Twain scholar **Laura Skandera Trombley** played on the grounds of The Huntington Library, Art Collections and Botanical Gardens. Her life has now come full circle as she is named The Huntington’s incoming president, succeeding Steven Koblik upon his retirement in July 2015. She is the first woman ever to take the helm of the prestigious institution, which opened in 1928.

Trombley, who earned her Ph.D. in English from USC Dornsife in 1989, said she is determined to use her new position at The Huntington as a platform to convince the public of the vital importance of the humanities.

“The Huntington, like all institutions, whether liberal arts colleges, museums or intellectual centers, must consistently demonstrate its relevancy,” she said. “Simple survival is not nearly enough. To instill the importance of thought and the appreciation of the humanities in future generations, you have to demonstrate why they are absolutely crucial. The Huntington is perfectly positioned to do just that.”

Trombley plans to expand The Huntington’s use of information technology to present its collections in new and innovative ways that can reach all generations and add a wealth of information, context and relevancy.

“As a USC graduate and a second-generation Trojan, I’m looking forward to deepening and strengthening our long and happy partnership with USC,” she said. —*S.B.*

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PHOTO COURTESY OF U.S. ARMY

REMEMBERING



Intraterrestrial Investigator

A geomicrobiology innovator, the professor of biological sciences and earth sciences pioneered explorations to understand the seafloor biosphere.

Katrina J. Edwards, professor of biological sciences and earth sciences at USC Dornsife, a leader in the field of geomicrobiology, died on Oct. 26, 2014. She was 46.

Edwards made significant advances in understanding “intraterrestrials” — microbes living miles below the ocean’s crust and sediment. Her trailblazing research illuminated the reciprocal interactions among microbes, rocks and minerals in the ocean’s crust and how these interactions influence global biogeochemical processes.

“A gifted scientist, Katrina was bright, vibrant and at the helm of her chosen field,” said her brother Ben Edwards and sisters Nina and Melanie Edwards in a statement on behalf of the family. “We, along with many friends and colleagues, loved her spontaneity and sense of humor, and respected her undeniable genius.”

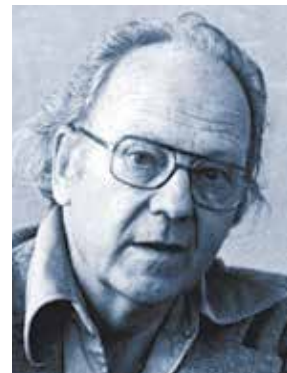
In 2012, Edwards received the Royal Society of Canada’s A.G. Huntsman Award for Excellence in Marine Science.

“If you think about the bottom of the ocean, and that is a big *if*, you probably think of one of two settings: abyssal, wafting plains of sediments, or smoking hot hydrothermal vents,” Edwards said in a 2010 interview with *USC Dornsife Magazine*. “What lies in-between — hundreds of square kilometers in aerial extent, kilometers down below the ocean bottom — is an active, living, intraterrestrial ecosystem. This is what I think about almost all of the time.”



Professor Emerita of Physics and Astronomy **HARRIET HERTA FORSTER**, an internationally known figure in the field of experimental nuclear physics, died on Sept. 28, 2014. She was 97. Hans Bozler, professor and chair of physics and astronomy, said Forster’s subatomic particle research garnered the physics department international acclaim. She arrived in 1948 as an accomplished physicist specializing in nuclear physics and later focused on undergraduate teaching and her duties as the department’s director of undergraduate affairs. She retired in 1987.

One of few women physicists of her time, Forster published more than 62 papers on nuclear physics and mentored 16 doctoral candidates. In 1988, she received the USC Faculty Lifetime Achievement Award.



Professor Emeritus **GERALD “GERRY” LARUE**, a 23-year faculty member in the USC Dornsife School of Religion and founder of USC’s Archaeological

Research Collection, died on Sept. 17, 2014. He was 98.

Larue joined USC in 1958 as a professor of biblical history and archaeology, bringing the study of material culture to USC Dornsife long before the field entered mainstream academia.

“The archaeological collection Gerry created was the foundation for generations of USC Trojans to gain a direct experience of the ancient past,” said Lynn Dodd, associate professor of the study of religion and director of the interdisciplinary archaeology undergraduate major.

A self-proclaimed agnostic, Larue was known as a subversive biblical scholar who used the Bible to provoke thought and improve people’s lives.



ANDREW MANNING, an alumnus and faculty member at USC Dornsife’s School of International Relations, died on Dec. 25, 2014. He was 42.

Studying international relations, Manning earned his bachelor’s in 1994 and Ph.D. in 2001. He had taught courses on such topics as peace and conflict resolution, and terrorism and democracy, since 2002. Manning also directed the Peace and Conflict Studies program at USC.

“He really cared for his students and developed several innovative methods for teaching U.S. foreign policy and theories of war,” said Steven Lamy, professor of international relations and vice dean for academic programs.



MARÍA ELENA MARTÍNEZ-LÓPEZ, associate professor of history, and American studies and ethnicity, and a leading scholar of colonial Latin America, died on Nov. 16, 2014. She was 47.

“Professor Martínez-López was a brilliant scholar of Spanish American and colonial Mexican history,” said William Deverell, professor and chair of history, and director of The Huntington-USC Institute on California and the West at USC Dornsife.

“Her historical insights on race, conquest and religion garnered richly deserved awards and praise, and her dedication to scholarship and her students was exemplary. We will miss her terribly.”

Martínez-López joined USC Dornsife in 2001. Her work focused on colonial Mexico, the cultural connections between Spain and the Americas, and more generally the formation of the Iberian Atlantic world.



Professor Emeritus of Psychology **SARNOFF MEDNICK**, a pioneer in the study of perinatal risk factors

for crime and schizophrenia, died on April 10, 2015. He was 87.

Mednick joined USC Dornsife in 1977, later directing the Social Science Research Institute until his retirement in August 2008.

The first scientist to revisit the genetic basis of mental disorders, Mednick demonstrated that crime has a genetic component. His emphasis was on schizophrenia, but he also made significant contributions to the study of psychopathy, alcoholism, suicide and creativity. In 1962 he developed the Remote Associates Test of creativity (RAT), a measure still widely used.

A trailblazer who was not afraid of controversy, Mednick’s research was notable for creativity and risk-taking.



ERNA VITERBI, philanthropist, joint namesake of the USC Viterbi School of Engineering and wife of USC Trustee Andrew Viterbi, died on Feb. 17, 2015. She was 81.

In 2004, Erna and Andrew made a historic \$52 million naming gift to the institution where he earned his doctorate: USC’s School of Engineering.

The Viterbis continued to support the university over the next decade, with gifts that included \$15 million in 2014 to advance scholarship in engineering and genocide studies. The gift also created the Andrew J. and Erna Finci Viterbi Executive Director Chair at the USC Shoah Foundation — The Institute for Visual History and Education, which is housed in USC Dornsife.



Memory Creator

A renowned behavioral neuroscientist, University Professor Emeritus Richard F. Thompson developed USC Dornsife’s neuroscience research program.

University Professor Emeritus Richard F. Thompson, William M. Keck Chair Emeritus in Psychology and Biological Sciences at USC Dornsife, a pioneer in the field of neuroscience, died on Sept. 16, 2014. He was 84.

Thompson was the first neuroscientist to identify and map the neural circuits responsible for classical conditioning — Pavlovian learning. His work showed that the brain saves memories by strengthening the synapses, or connections between neurons. Neurons also create new synapses during the learning process, which Thompson defined as the creation of memory.

“Dick Thompson was a pioneer in physiological psychology, which he helped to transform into the field of neuroscience,” said Margaret Gatz, professor of psychology, gerontology and preventive medicine. “At USC, he essentially created the neuroscience program, where he recruited eminent faculty and was visionary in integrating computer science with psychology and neurobiology.”

At USC Dornsife, Thompson served as director of the Neural, Informational and Behavioral Sciences Program from 1989 to 2001, then as senior scientific adviser to the Neuroscience Research Institute.

“He enjoyed working with students immensely,” said his wife, Judith K. Thompson. “His office was always open for consultations, and he talked with students regularly about their projects.”



On the Banks of the Yalu River

Kaitlin Solimine '06 discovers she is both lost and found in China.

Two years ago, I stood on the easternmost section of China's Great Wall looking across a narrow sliver of the Yalu River. There it was: North Korea — an empty landscape of white-capped mountains and snow-covered fields. A border I couldn't cross. My sole companion on the journey was a middle-aged woman I called Teacher Fang. I had met her days earlier at a lunch with local writers from this frontier city — Dandong, China. I had come here to rectify a long-lost love: China wasn't what I'd known her to be nearly two decades earlier. She'd changed. We'd grown apart.

As if hearing my thoughts, Teacher Fang placed a gloved hand atop mine and said: "It looks like the world in its natural state, before mankind arrived and ruined it."

The first time I visited China I was 16. The year was 1996. Beijing was in the throes of a prepubescent industrialization but the city still clung to its older roots. There was only one skyscraper (China World Trade Center Number One) and the streets were full of bicycles. Cars were reserved only for the very wealthy or elite. Families

were still deeply rooted, sharing communal one-story courtyard homes.

Without the Internet or mobile phones, living in China then felt as distant from my life in the United States as the moon. Having grown up in rural New England, there was something deeply appealing about immersing myself in such a foreign, far-off culture.

So I studied as much as I could about China, taking language, culture and history courses in high school and then college. I traveled alone throughout northeast China for a summer when I was 18, researching and writing for the travel guide *Let's Go: China* in a pre-Google age when travelers actually had to go to a place to know if the hotel was still in existence.

I visited Dandong that summer, stood on the Yalu's shores and looked across at the same border I would revisit a decade later. Safe within China's borders, there was something fascinatingly appealing about North Korea: a forbidden country. It was a place I knew so little about, so closed off from the rapid modernization occurring just a stone's throw from its shores.

A few years later, when I enrolled in the master's program in East Asian area studies at USC, all I knew was that I was still obsessed with all things China. Some people call us "China hands" (中国通). I didn't know what I wanted to do with my knowledge. At USC, I took classes in everything from Chinese political theory and urban design to Taoist literature. The brilliant thing about a degree like East Asian area studies is you can learn the foundations of several different disciplinary approaches to a topic as complex and amorphous as "China."

Professor Stanley Rosen schooled me with his perfectly fluent Mandarin and knowledge of every Chinese film produced; Professor Gene Cooper pressed me to examine the veracity of my ethnographic sources. Everyone in the program supported my pursuits, even if this meant I'd write a master's thesis on the failures of Chinese baseball and soon leave academia and the East Asian studies world behind.

As China had grown up, so had I. No longer were my flights to Beijing via four stopovers, but non-stops. When I landed, familiar faces greeted me. My WeChat filled with messages. I Skyped with friends and family back home. The gap between East and West was rapidly narrowing — where did that place me?

"Not till we are lost, in other words, not till we have lost the world, do we begin to find ourselves, and realize where we are and the infinite extent of our relations," Henry David Thoreau writes in *Walden*.

Despite China feeling so much closer to home, I was more lost in the country than I had ever been. I couldn't do anything but write about the experience of losing a home that was never technically mine to begin with. So that's what I did.

Based in Singapore, Kaitlin Solimine splits her time between running the online academic magazine Hippo Reads and finishing her first novel based on the history of the host family she lived with in Beijing during her high school years. Solimine earned her master's in East Asian area studies from USC Dornsife in 2006.

SCULPTURE BY YELLOW GOAT DESIGN. A GIFT FROM ALLEN KATZ AND ROBERT COOPER. PHOTO BY CHRIS SHINN

ASCENDING THOUGHTS

Dr. Verna and Peter Dauterive Hall, USC's first interdisciplinary social sciences building, houses programs and researchers from across the university focused on developing solutions to pressing social challenges. Home to USC Dornsife's Center for Economic and Social Research, and Mind and Society Center, the 98,000-square-foot building contains research laboratories, classrooms and a five-story atrium, which serves as the centerpiece of the collaborative workspace. "Ascending Thoughts," a 60-foot tall sculpture, hangs from the center skylight and changes color as the sun shines on it throughout the day.



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WATCH A VIDEO ON THE DORNSIFE IN D.C. PROGRAM, INCLUDING TAYLOR'S EXPERIENCE, AT DORNSIFE.USC.EDU/DCPROGRAM