

## 4 | 10 QUESTIONS

America Ferrera

## 6 | POSTCARD

Nairobi

## 8 | INBOX

## BRIEFING

## 13 | THE MOMENT

Disaster in a West Virginia coal mine

## 14 | THE WORLD

WikiLeaks' video; an attack on a U.S. consulate in Pakistan

## 16 | SPOTLIGHT

One racially intolerant South African provocateur dies, but another steps up

## 17 | VERBATIM

McCain the Maverick? Not. Tiger really tries

## 18 | HISTORY

As tax day nears, a look at those who didn't pay

## 19 | MILESTONES

Farewell to *Dynasty's* oil tycoon and a journalist-teacher

## COMMENTARY

## 20 | CURIOUS CAPITALIST

Barbara Kiviat on the price of health care

## 22 | VIEWPOINT

David Frum on Republicans attacking their own

## 24 | WASHINGTON MEMO

Michael Scherer on Senator Ted Kaufman



Tiger, page 17



**Pay for performance** Asia Smith and Indira Lee, eighth-graders in Washington, are among the students getting paid for good grades. A new study looks at the effects of such programs. Photograph by Samantha Contis for TIME

## THE WELL

**26 | Dancing with the Middle Kingdom** As China secures its place on the world stage, what will be the right U.S. strategy for dealing with this nation of contradictions? *by Joshua Cooper Ramo*

**34 | Nuke Hunters** U.S. officials race to collect the world's highly enriched uranium before it falls into the hands of terrorists *by Eben Harrell*

**38 | Japan Takes a Stand** Prime Minister Yukio Hatoyama steers Japan away from the heavy influence of the U.S. *by Michael Schuman*

**40 | COVER Should We Bribe Kids?** Paying children to do well in school is a compelling yet controversial concept. Inside an experiment to see whether it works *by Amanda Ripley*

**48 | The Luce Solution** The author of a new biography of TIME co-founder Henry Luce explores what the publishing visionary would make of today's challenges *by Alan Brinkley*

## LIFE

**51 | TASTE OF AMERICA** The latest do-it-yourself craze: butchering at home. Get out the drain board

**53 | GOING GREEN** To reduce the carbon footprint of its OJ, Tropicana targets a surprising culprit

**54 | TECHLAND** Self-destructing text messages aren't just for adulterers. Ruminating on a hot new mobile-phone app

**64 | ESSAY** Nancy Gibbs on the challenges of bringing bullies to justice

## ARTS

**57 | TELEVISION** David Simon's new HBO drama *Treme* finds mourning and celebration in post-Katrina New Orleans

**60 | MOVIES** In *Date Night*, staid husband and wife Steve Carell and Tina Fey inadvertently embark on an action-adventure

**63 | SHORT LIST** A dance-music opera about Imelda Marcos; the making of *Gone With the Wind*

ON THE COVER: Photo-Illustration by Julie Blackmon for TIME

TIME (ISSN 0040-781X) is published weekly, except for two issues combined at year-end, by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, N.Y. 10020-1393. Ann S. Moore, Chairman, CEO. Periodicals postage paid at New York, New York, and at additional mailing offices. Canada Post Publications Mail Agreement No. 40130178. Return undeliverable Canada addresses to: Postal Site A, P.O. Box 4322, Toronto, Ont., M5W 3G9. GST #R123781974R1 © 2010 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine circulates. U.S. subscriptions: \$49 for one year. **Subscribers:** If the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. **Postmaster:** Send address changes to TIME, P.O. Box 30601, Tampa, Fla. 33630-0601. **CUSTOMER SERVICE AND SUBSCRIPTIONS—For 24/7 service, please use our website: [www.time.com/customer-service](http://www.time.com/customer-service).** You can also call 1-800-843-TIME or write to TIME at P.O. Box 30601, Tampa, Fla. 33630-0601. **Mailing list:** We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 60001, Tampa, Fla. 33630, or send us an e-mail at [privacy@time.com](mailto:privacy@time.com). Printed in the U.S.