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Rolling Stone

RS 100 THE PEOPLE WHO ARE REINVENTING AMERICA

The NASTY THRILL of 'GOSSIP GIRL'

PHISH RETURN

THE TRUTH ABOUT THE BAILOUT

By Matt Taibbi

Blake Lively and Leighton Meester

147
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40 Jay Keasling

A bioengineer who thinks bacteria can solve America's energy troubles



WHAT HE'S CHANGING: Can bacteria solve America's energy troubles? A few years ago, Keasling figured out how to insert genes from a wormwood

plant into the DNA of a yeast cell, thus turning the microbe into a cheap factory for artemisinin, a key anti-malarial compound. Now head of the Joint BioEnergy Institute in California, Keasling and a team of 150 scientists are engineering bacteria to convert cornstalks and wheat chaff into synthetic hydrocarbon fuels that can power planes, trains and automobiles.

KEY QUOTE: "We don't have to accept what nature has given us."

41 Michael Moore

With Bush gone, one-man lefty agitprop machine takes on Wall Street



WHAT HE'S CHANGING: He gave the left their balls back. Moore's killer Bush-era run of documentaries – *Bowling for Columbine*, *Fahrenheit 9/11*, *Sicko* –

sparked a deep, righteously angry part of progressive brains, making it impossible to sit back and drink another latte.

NEXT MOVE: Think you're pissed about the banking crisis now? Wait until you see his upcoming Wall Street movie.

BAD CALL: His support for Nader in 2000.

KEY QUOTE: "Thank you, Republican Party. You helped us elect one of the most liberal senators to the presidency. We couldn't have done it without you."

42 Brian Eno

For decades, the producer for bands who want to change their sound



WHAT HE'S CHANGING: Eno finds rock music utterly boring – which is why he's able to help that genre's biggest artists reinvent their sound and make

their freshest music. From Talking Heads to U2, he has blurred the line between art for art's sake and pop hitmaking – and last year, he even produced a Coldplay album that (mostly) silenced the haters.

WANNA-BE: Bloom, his music-making iPhone app, lets everyone be Eno for a day.

FRIENDS SAY: "Brian is such a stimulating intellect," says U2 bassist Adam Clayton. "He's always bringing in strange things and strange sounds and different energy."

43 Lisa Randall

Theoretical physicist takes gravity to the next dimension



WHAT SHE'S CHANGING: Randall may have solved one of the most imposing puzzles in physics: why the Earth's gravity appears to be so weak compared

with other elementary forces like electromagnetism. Her theory is that gravity may be concentrated in a hidden dimension beyond our normal three – in a warped, parallel universe with totally different chemistry.

NEXT MOVE: Seeking evidence via Europe's Large Hadron Collider, which will create subatomic particles that potentially have momentum in extra dimensions when it starts up again in September.

45 Jessy Tolkan

The new leader of the grass-roots movement combating climate change

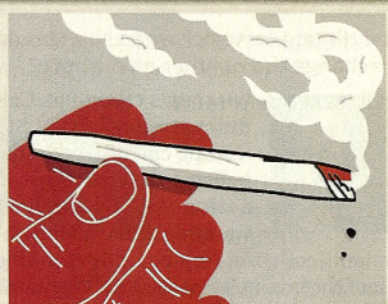


WHAT SHE'S CHANGING: How to fight global warming. The 27-year-old executive director of Energy Action, a coalition of mostly campus-based

environmental groups, Tolkan gets a lot of respect these days. In March, 12,000 people blasted into Washington, D.C., for PowerShift 2009, sponsored by Energy Action, which called it "the largest training and lobby day for climate change solutions in the history of the United States."

KEY QUOTE: "We have new leadership, but we expect them to implement that leadership. We expect and demand that climate legislation gets passed in 2009."

IDEAS WHOSE TIME HAS COME



TAXING MARIJUANA

What's California's top cash crop? If you answered "marijuana," then you understand why politicians from the debt-hobbled Golden State are eager to start taxing the chronic – and why lawmakers nationwide are rethinking marijuana prohibition.

In February, assemblyman Tom Ammiano introduced a proposal to legalize pot for adult consumption. The measure would charge growers \$5,000 to break ground on a pot plantation, and tax retailers at \$50 an ounce, creating \$1.3 billion in revenue, to say nothing of millions saved in law enforcement costs. "California can be the first state in the nation to enact a smart, responsible public policy for the control and regulation of marijuana," says Ammiano.

"It's time to end the charade of marijuana prohibition, regulate the \$14-billion-a-year market and redirect law-enforcement resources to more important matters," says Stephen Gutwillig, California state director for the Drug Policy Alliance. "This is a revenue opportunity we quite simply can't afford to ignore any longer."

44 Alex Rigopulos & Eran Egozy

Video-game duo set their sights on music's Holy Grail: The Beatles



WHAT THEY'RE CHANGING: The record biz. By inventing Guitar Hero and Rock Band, these MIT college buddies

made a new way to consume music.

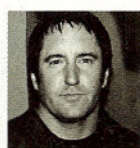
FRIENDS SAY: "I'm loving Rock Band," Nirvana's Krist Novoselic blogged. "Instead of file-sharing, people are actually *buying* music again! HA!!!"

NEXT FIGHT: Their Beatles game, due later this year, may be Harmonix's biggest yet.

CHANCE OF SUCCESS: 90 percent. Harmonix and the Fab Four have perfect track records.

46 Trent Reznor

The industrial-rock godfather becomes the world's scariest digital nerd



WHAT HE'S CHANGING: While other stars cower in the face of the Internet, the Nine Inch Nails leader has been more creative than anyone in embracing

the post-CD era – he releases new music with the speed and ease of a blog post.

BIG MOVE: Parted ways with his longtime label, Interscope, in 2007 – and began a rapid-fire series of new releases, including an entire NIN album, *The Slip*, for free.

NEXT UP: He hints that Nine Inch Nails' upcoming tour with Jane's Addiction (whose new album he is producing) may mark the end of NIN – and presumably the beginning of a new musical phase.