THE DAILY CLIPS

February 9, 2006

News, commentary, and opinion
compiled by the East Carolina University News Bureau from:

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The New York Times
The Wall Street Journal
USA Today
The Charlotte Observer
The Fayetteville Observer
The Greensboro News & Record
Newsweek
U.S. News & World Report
Business Week
Time

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Bass to lead fund-raising efforts at ECU

Bass was Assistant Athletics Director for Marketing for the Pirates from 1989-94.

By Brock Letchworth
The Daily Reflector

Jimmy Bass has returned to East Carolina University, accepting the position of Senior Associate Athletics Director for External Operations, ECU Director of Athletics Terry Holland announced Wednesday.

Bass, who served a five-year tenure as Assistant Athletics Director for Marketing from 1989-94 at ECU, will oversee all fundraising, marketing, promotional, ticketing and media relations efforts for the Pirates' 19 intercollegiate athletic programs. His new position was created and will be funded as a result of ECU's recent partnership and marketing agreement with ISP Sports, for which Bass will also act as the athletics department's top liaison.

According to Bass, it was Holland's goals for ECU which influenced his decision to return to Greenville after spending the last six months as Senior Associate Director of Athletics at Mississippi State University.

"Having the opportunity to come work with someone the quality of Terry Holland, who I think is one of the most well-respected athletic directors in Division I, was very attractive," Bass, 49, said. "I was so very impressed with his vision for East Carolina, and how that fits in with the vision the chancellor and the board of trustees have."

Upon his start on Feb. 16, Bass has two primary objectives for ECU athletics.

Initially, he will be aiming to get all Pirate constituents, including alumni, fans, current students, faculty, staff, parents and prospective students, on the same page, as he says he wants everyone associated with ECU to "expect excellence."

"I think it's wonderful for our fans to expect our programs to achieve at a high level," he said. "We want folks to understand how excited we are about East Carolina athletics and invest in East Carolina athletics."

But the main focus, according to Bass, will be ensuring everyone involved in the ECU athletic program realizes the top priority is the welfare of the student-athletes.

"Anything that we do, any program we initiate, any decision we make and any improvements we make, we will always ask 'Will this positively impact our student-athletes?,'" Bass said.

Prior to his time at Mississippi State, Bass spent 26 of his 27 years in full-time development, ticketing and marketing roles in the state of North Carolina working in upper administration positions at Davidson (1979-81), North Carolina State (1981-86, 1994-2005), UNC Wilmington (1986-89) and ECU. He also served an 11-month stint as Director of Development at the University of Pittsburgh in 1994.

As Associate Executive Director of the Wolfpack Club from April 2000 to July 2005, Bass directed the strategic planning and execution of the Goal Line Drive — a five-year campaign which raised more than $60 million for expansion and improvements at Raleigh's Carter-Finley Stadium. During the same time, the Dunn native also spearheaded the operation of the Batter Up campaign for the renovation of Doak Baseball Field and the Advantage Wolfpack Campaign for the construction of the Isenhour Indoor Tennis Center.

"It is difficult to imagine someone with a better professional resume for this position than the one presented by Jimmy Bass," Holland said in a university release.

Bass previously worked under the direction of Director of Athletics Dave Hart Jr., at East Carolina beginning in 1989. Along with the development and implementation of marketing and promotional goals for men's and women's athletics, he also was responsible for handling football team travel, which included ECU's run to the 1991 Peach Bowl title. Directing the 1991 and 1992 Colonial Athletic Association's baseball and men's golf tournaments was also his responsibility.

At ECU and N.C. State, Bass developed relationships with fans and supporters in eastern North Carolina which resulted in unprecedented levels of giving to both institutions by donors such as the Murphy family, who are responsible for funding football-support facilities on the Greenville and Raleigh campuses.

"We've known Jimmy for a number of years, and the first thing that comes to mind is that he is a perfect fit for East Carolina University and Greenville," Pete Murphy said. "He has such a positive approach and makes things happen with his energy and tireless work ethic."

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PCMH works to prevent spread of flu, inside and outside of hospital

Ed. Note: Deborah Davis is president of Pitt County Memorial Hospital.

By Deborah Davis
Special to The Daily Reflector

With all the recent talk about bird flu and pandemic flu, we at Pitt County Memorial Hospital have an opportunity to protect our patients from the routine flu outbreak that normally occurs every winter.

By enhancing our efforts to prevent the spread of the normal flu, we are also practicing the skills we will need if a true pandemic, or bird flu outbreak, were to occur.

Good hand-washing is the key to stopping the spread of many infections.

Every day PCMH is proud to be a community leader promoting good hand-washing techniques, not only within the hospital, but also at home, school, work and during play.

Flu prevention starts with promoting the flu vaccine to everyone. PCMH works closely with the Pitt County Public Health Center to ensure that Pitt County’s flu-vaccine supply is adequate to meet the demands of our community. PCMH has posters in our emergency department encouraging all of our patients to get a flu shot.

PCMH’s ViQuest Center offers all community members who are at least 10 years old flu shots at a reasonable price and in a convenient setting, such as at a local shopping mall or at the ViQuest drive-through facility.

PCMH provides free and convenient flu shots to all of our employees, along with education about the benefits of the flu vaccine for themselves and their patients.

Starting this past October, PCMH began offering every qualified hospital inpatient, 18 years or older, a flu shot upon discharge.

The community and PCMH are also fortunate to have a top-notch infection-control team, which has some of the best data tools available to detect the spread of flu within and outside the hospital.

Every day PCMH monitors the number of:

- positive flu tests in our laboratory;
- patients in the emergency department with flu-like symptoms;
- patients admitted with the flu; and
- sick PCMH employees.

PCMH does all of this to have the best knowledge of where and when to implement enhanced infection-control practices to protect our patients from the flu. The North Carolina State Health Department and the Centers for Disease Control also provide valuable flu information about the level of flu activity in our state and around the nation.

PCMH plans to run a notice in The Daily Reflector and in other media sources when there is evidence of increased flu activity in our local community. The alert is designed to help the general public make better health choices during peak flu season, such as engaging in frequent hand-washing, covering your cough, avoiding large crowded events or seeking treatment for a flu illness.

During the peak of flu season, we will also ask you to not visit our hospital patients if you have a fever, cough, runny nose or diarrhea. This is a year-round policy, but most important during flu season.

Preventing the spread of influenza is a community effort; everyone has a job to do. Please help us make this a safe, healthy and short flu season.
UNC-CH names executive vice chancellor

CHAPEL HILL (AP) — The woman who now leads the College of Arts and Sciences at the University of North Carolina at Chapel Hill has been named the school’s executive vice chancellor and provost.

Chancellor James Moeser announced the appointment of Bernadette Gray-Little at a special meeting of the university’s general faculty Wednesday. Gray-Little, a faculty member at UNC-Chapel Hill for 35 years, on July 1 succeeds Robert Shelton, who was recently named president of the University of Arizona.

The executive vice chancellor and provost serves as chief academic officer and oversees all academic operations.
Dean becomes provost at UNC-CH

BY JANE STANCILL
STAFF WRITER

Bernadette Gray-Little, a UNC-Chapel Hill dean and long-time faculty member, will be the university's next executive vice chancellor and provost.

UNC-CH Chancellor James Moeser made the announcement Wednesday at a faculty meeting.

Gray-Little, dean of UNC-CH's College of Arts and Sciences, will succeed Robert Shelton, who recently was named president of the University of Arizona. Her appointment begins July 1.

As provost, she will oversee all academic operations, including 13 schools and the College of Arts and Sciences, the library, a variety of centers and cultural and educational units.

Gray-Little's appointment had the unanimous approval of a faculty advisory committee, vice chancellors, deans and the board of trustees, Moeser said.

The chancellor said he had planned to appoint an interim provost, but it soon became clear that support for Gray-Little was overwhelming.

"In my entire experience in academia, I have never known such unanimity or enthusiasm for an appointment, especially one as important as that of chief academic officer," Moeser said in a news release.

Gray-Little, a native of Washington, N.C., has been dean of arts and sciences since March 2004.

She is a psychology professor who has been on UNC-CH's faculty for 35 years.

In administrative jobs, she oversaw a faculty salary equity study and was a key player in the annual planning of academic budgets.

She helped establish a program of freshman seminars and expanded academic advising for students.

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DATE: Wednesday, February 08, 2006

Viewers please note: This Internet newscast is a verbatim transcript of our evening television newscast. Where speakers use Creole, however, we attempt to paraphrase the quotes in English, while preserving some of the Creole flavour.

PEOPLE & PLACES

U.S. educator, active in Belize, dies at Caye Caulker

A good friend of Belize has died. Dr. Gay Wilentz, Director of Ethnic Studies at East Carolina University in the U.S.A., also worked as a visiting professor at the University of Belize. Her work here dated back to 1991 and she made it possible for a number of Belizeans to further their studies at E.C.U., while at the same time bringing American students to study in Belize. Wilentz edited several Belizean literature books, including the Belizean Women Writers series, the poetry anthology "She", "Conch Shell" by Jose Sanchez, and "Speak To Me/Háblame" by Amado Chan. She is survived by her husband, John Sabella, and countless grieving students in Belize, the United States, and Africa. Gay Wilentz passed away on Monday at her home in Caye Caulker. She was fifty-five years old.
Ballard shares his vision of ECU

University must make a difference in healthcare

By MIKE VOSS
Contributing Editor

Making a difference is what East Carolina University should do and will do, according to ECU Chancellor Steve Ballard.

"The opportunity for making a big difference is here," Ballard told about 60 people who attended a reception in his honor Monday night at the N.C. Estuarium in Washington.

Ballard said there's a spirit of achievement being nurtured at ECU.

"There's a spirit that says we can do it, we will do it ... and we'll do it the right way," Ballard said.

Before getting into details of his vision for ECU, Ballard said he's happy to be at the university.

"This is the right place for me," he noted.

Ballard reminded the audience that former ECU baseball coach Keith LeClair, who suffers from Lou Gehrig's disease (or amyotrophic lateral sclerosis), is someone who dreamed big and committed himself to making the ECU baseball program an excellent one.

"We can achieve that degree of excellence in almost anything we decide to do," Ballard said.

"We're spending a lot of time thinking about the future and where we want to be."

ECU should be at the forefront of improving health care in eastern North Carolina, especially in the area of oral health care, Ballard noted. The chancellor said ECU must try to obtain a dental school to better serve the rural areas of eastern North Carolina, which lag behind the national average when it comes to the number of dentists per 1,000 people.

Three counties in eastern North Carolina do not have dentists, while four counties only have one dentist each, Ballard said.

"We must make a difference in that area," he added.

ECU's dental school would focus on training dentists to serve in rural areas that have limited access to oral health care at the local level, the chancellor said.

ECU will also expand its role and successes in other health care areas such as the cardiovascular field, Ballard noted. To that end, groundbreaking on a new cardiovascular center at the ECU Medical Center should occur in the spring, Ballard said during an earlier interview at the Daily News office.

Ballard also said ECU has "a great obligation with economic development" in the region.

The chancellor spent Monday afternoon in Washington talking with members of the Turnage Theaters Foundation. There has been some talk of ECU's School of Theater and Dance bringing some of its programs to the Turnage facilities in Washington. That partnership in the past has been called an important part of the city's effort to increase tourism related to cultural and fine arts. The fine arts and cultural community in the area is seen as a part of the overall tourism package the city and Beaufort County have to offer, according to tourism and Turnage officials.

ECU is serious about a connection with the Turnage facilities, Ballard said.

"It's a legislative priority of ours," Ballard explained.

City officials and others interested in seeing downtown Washington redeveloped contend restoring the Turnage facilities is a key component of revitalizing the city's central business district.

David McLawhorn, president of Beaufort County Community College, said he is excited about a potential partnership between ECU and BCCC.

The two institutions are looking at forming an alliance under the Wachovia Partnership East umbrella that would result in students being able to attend BCCC for two years then remain at the BCCC campus for two more years as they earn a four-year degree from ECU, McLawhorn said. A similar program is under way at Craven Community College in New Bern.

ECU faculty members teach ECU courses at CCC as part of the program, McLawhorn noted.

"We're hoping they can come to Washington," he added.

McLawhorn, who heard Ballard speak three times Monday, said he was pleased to hear what Ballard had to say.

"He's got a lot of vision, not only for eastern North Carolina but for the state of North Carolina," McLawhorn said.

For details about Ballard's conversations with media representatives and others in Washington on Monday, see future editions of the Daily News.