THE DAILY CLIPS

May 4, 2012

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The Raleigh News & Observer
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When East Carolina University senior Chelsea Roach was in grade school, students made fun of her last name and her speech impediment. A teacher even told her she would never achieve her dream of becoming a lawyer.

But when Roach walks across the stage at commencement ceremonies today with a degree in political science and plans for law school next year, she will have proven them all wrong.

Roach is one of 3,800 graduates who will receive a diploma in the Class of 2012. Ceremonies begin at 9 a.m. today at Dowdy-Ficklen Stadium with Vidant Health CEO Dave McCrae delivering the address.

“It still hasn’t hit me yet,” Roach said Thursday after she finished her last exam. “I feel so excited. I’ve reached a goal I’ve had for a long time.”

A Grimesland native, Roach went to school in Chocowinity. She remembers her high school civics teacher telling her that she couldn’t become a lawyer because she lacked the speaking skills.

“I made a choice that day,” Roach said. “I could have used my speech impediment as an excuse all my life but I chose to be a stronger person. I proved that teacher wrong and that I can be successful.”

Roach’s degree is far from her only success. She gave a speech to thousands of prospective students at open house this year and also was elected Homecoming Queen in addition to being in several organizations.

“I was nervous,” Roach said. “But I was encouraging students to come to ECU, which is my favorite thing.”

As a freshman, Roach said she was scared to try new things.

“However, since my time here at ECU, I have learned that it’s okay to take chances,” she said. “By being involved in organizations and being comfortable enough to speak in class, I have been able to combat this issue.”

One of Roach’s many leadership efforts is the establishment of an initiative called “It’s Not Cool” to address bullying in public schools.
“I was bullied as a kid, they identified me as a cockroach,” she said. “It was cruel, but I got over it. This is a way to spread awareness.”

Roach is waiting to hear back from various law schools in North Carolina. She wants to be a district court judge and dreams of eventually being a Supreme Court Justice.

“I will miss so many things about ECU,” Roach said. “I will miss going almost anywhere on campus and hearing someone shout ‘Purple!’, and I know for a fact that someone is going to reply with ‘Gold!’ Nothing beats that.”

Tickets are not required for guests to attend the ceremony. There is no limit on the number of guests per graduate. Attendees can park in the lots surrounding the stadium and enter through the north stands.

Colleges, schools and departments will hold individual ceremonies this afternoon and Saturday.

Contact Jackie Drake at jdrake@reflector.com or 252-329-9567.

### Graduation

#### Schedule for ceremonies of colleges, schools and departments:

**TODAY**

- **Minges Coliseum**
  2 p.m. College of Health and Human Performance  
  5 p.m. College of Technology and Computer Science  
  8 p.m. College of Education
- **Wright Auditorium**
  2 p.m. Psychology  
  5 p.m. Brody School of Medicine  
  8 p.m. pm School of Communication
- **Hendrix Theatre**
  2 p.m. School of Art and Design  
  5 p.m. School of Music  
  8 p.m. English
- **Fletcher Hall**
  2 p.m. Sociology  
  5 p.m. Geography
- Mendenhall Great Rooms
  2 p.m. History
  - McGinnis Theatre
  2 p.m. School of Theatre and Dance
  - Howell Science B 103
  3 p.m. Physics
  - Brewster D-313
  4 p.m. Philosophy
  - Science and Technology
  3 p.m. Foreign Languages & Literatures

SATURDAY
- Minges Coliseum
  9 a.m. College of Business
  Noon, College of Allied Health Sciences
  3 p.m. College of Human Ecology
- Wright Auditorium
  9 a.m. Biology
  Noon, College of Nursing
- Hendrix Theatre
  9 a.m. Political Science
  Noon, Economics
  3 p.m. Chemistry
Editorial: Reflect ECU after graduation

Friday, May 4, 2012

For many of the young women and men who will this weekend receive diplomas from East Carolina University, the time spent here may seem to have passed in a flash, four years spent at a breakneck pace. Juggling the academic demands of a degree program with the desire for a lively, active social life allows weeks to bleed into months and then into years, finally landing them on stage in caps and gowns.

There are some who call time spent at a university the best years of one’s life, but that should not be the case. Rather those long nights of study and the time spent in class is meant to serve as a foundation for future achievement, ensuring that East Carolina graduates will spend their most rewarding, productive years in the professional lives they now begin.

This morning’s commencement exercises at East Carolina’s Dowdy-Ficklen Stadium marks a celebratory occasion for thousands receiving their degrees. With family and friends looking on with pride, the short procession of purple robes represents a much larger journey, one that for many began four years with receipt of a letter extending admission to the university. They leave as young adults, altered by the experiences they had on campus and throughout this community.

For some, the academic road continues as they dive into graduate school and the pursuit of research programs and higher degrees. For many, though, the next step will be toward employment — no easy prospect in this economic climate — and a professional life away from the idyllic world of college.
They leave as Pirates and go into the world as representatives of East Carolina.

That is not a badge to be worn lightly. Some of the largest programs offered at this university involve direct service to others, such as teaching, nursing and, soon, dentistry. The university’s motto — Servire, meaning “To Serve” — declares that responsibility clearly. And so it is incumbent on graduates to live that mission each day as they conduct the work they have been prepared for while on campus.

Given the work in this community as volunteers and residents, and at school through service organizations and other avenues, that will mean simply continuing their current path. The students at East Carolina breathe tremendous life and youthful enthusiasm into this city, and their positive contributions are readily evident. Let us hope that they will depart with a similar affection for the place they called home for four years. We wish them the very best in all their future endeavors.
Graduation season in the Triangle begins this weekend
Published Fri, May 04, 2012 12:00 AM

It’s May in the Triangle, and you know what that means. It’s graduation season. Around the area this month, colleges and universities will bid bon voyage to thousands of graduates who must now make their way into the world. Think we’ll see any “Hire Me!” signs on mortarboards? Here are the details about the coming commencement ceremonies.

May 5
• St. Augustine’s College
  9 a.m., Campus Quadrangle
  Speaker: Donna Brazile, Democratic political strategist
• William Peace University (formerly Peace College)
  10 a.m., University Green
  Speaker: Burley Mitchell, former chief justice of the N.C. Supreme Court
• Wake Technical Community College
  Ceremonies at 10 a.m., 1 p.m. and 4 p.m., new gymnasium on main campus, 9101 Fayetteville Road
  Speakers: Scott Ralls, president, N.C. Community College System, and Skip Stam, member, N.C. House of Representatives

May 6
• Meredith College
  10 a.m., McIver Amphitheater
  Speaker: Silda Wall Spitzer, alumna, former first lady of State of New York

May 12
• N.C. Central University
  8 a.m., O’Kelly-Riddick Stadium
  Speaker: Rev. William Barber II, president of the North Carolina NAACP
• N.C. State University
  9 a.m., PNC Arena
  Speaker: Philip Rivers, alumnus, quarterback for the San Diego Chargers
• Shaw University
  11 a.m., Dorton Arena at the State Fairgrounds
  Speaker: Thomas W. Dortch Jr., chairman emeritus, 100 Black Men of America
• UNC-Chapel Hill
May 13
9:30 a.m., Kenan Stadium
Speaker: Michael Bloomberg, mayor of New York

• Duke University
10 a.m., Wallace Wade Stadium
Speaker: Fareed Zakaria, journalist and author

May 30

• Durham Technical Community College
4:30 p.m., Durham Performing Arts Center
Speaker: Elaine Bushfan, superior court judge

Read more here:
http://www.newsobserver.com/2012/05/04/2042291/graduation-season-in-the-triangle.html#storylink=cpy
"I’m not giving up on due process," says Jammie Price, a sociology professor at Appalachian State University, who was disciplined in part for her comments about student-athletes. Professors around the world have rallied to her defense.

Appalachian torn over sex assaults, free speech
Controversy provokes debate over importance of big-time football
By Elizabeth Leland
eleland@charlotteobserver.com
Posted: Friday, May. 04, 2012

BOONE For much of the school year in this quiet mountain town, Appalachian State University has been caught up in an emotionally wrenching controversy that has stirred unrest on campus and brought unwanted national attention.

Three football players and another student have been suspended from the university for sex offenses, a fourth player is on probation and the local district attorney is considering criminal charges – raising questions about whether the newfound popularity of the Mountaineers team has bred a sense of power and privilege among some of its players.

Now, a sociology professor who lectured about the culture of student-athletes has been placed on administrative leave.

Though different issues are involved – sexual assault and academic freedom – the controversies come at a transformative time for Appalachian, with its reputation at an all-time high and its football team hoping to move up to the NCAA’s top level of competition.
The Mountaineers captured the national spotlight in 2007 after beating the University of Michigan in what has been called one of the biggest upsets in athletic history. The stunning result became a Sports Illustrated cover story and interest in little-known App State soared.

Its athletic department launched a campaign that bragged: “We Stand Atop The Mountain With No Equal.” After two female students accused football players of raping them, a Web campaign set up on the women’s behalf retorted: “No Equal? No More!”

On Thursday, at the Observer’s request, the university released the names of four students found responsible by a university conduct board for sex offenses and sexual misconduct. Suspended for eight semesters: linebacker Justin Wray of Covington, Ga., defensive back Ed Gainey of Winston-Salem, defensive back Dominique McDuffie of Chattanooga, Tenn., and Tavone Spraggin of Winston-Salem, who was not on the football team.

Under privacy guidelines, the university did not release the name of the player on probation.

“If it was any other athlete, or a regular student, these guys would have been kicked out of the university immediately,” said the first victim. “They really put football on a pedestal.”

She said two football players raped her off-campus one night in spring 2011, and two other players and another student sexually assaulted her. She said she did not report the incidents because she didn’t want to be known around campus “as that girl who came forward and got them in trouble.”

In the fall of 2011, she learned that another female student had accused two of the same football players of rape. The first victim said she then told the university and the Watauga County Sheriff’s Department about what happened to her.

“I just don’t understand how football can be more important than someone’s whole life,” she said. “They really put football on a pedestal.”

Liz Willette, who graduated in December, has helped spearhead an effort to persuade the university to re-examine how it handles rape and sexual assault cases. There have been other cases, she said, but the investigation involving football players has been especially troubling.

“They’re champions. The school pays a lot of money to have them there,” Willette said. “They are really popular on campus, and they do get away with a lot of stuff.”
Criminal charges?

Watauga District Attorney Jerry Wilson said no charges will be brought in connection with the first case, but he said charges may be brought in the second case. Investigators took DNA samples from two players.

“We determined in one of the cases that it was an unwinnable case,” Wilson told the Observer. “In the second case, there’s some more evidence there. It’s a closer case and I think it’s a prosecutable case.”

Wilson said he expects to make a decision next week. “This thing has drug on through the ASU disciplinary hearing thing and so on,” he said. “It’s drug on long enough.”

The university began its investigation last fall and the process was not only long, but messy. The university suspended two players pending the investigation, then reinstated them, then suspended them again after more than 100 students protested in a silent rally.

The first victim is still a student, in her junior year, and said she is escorted to and from classes. She called Appalachian her “dream school” and said she has mixed feelings about whether to stay and graduate.

The victim in the second case has left Appalachian and could not be reached. The suspended students also could not be reached; the fifth student, on probation for harassment, declined to comment.

Chancellor Ken Peacock was quoted in the student newspaper in March as telling trustees: “There are challenges. We’re facing them. We’re not hiding. We’re making changes on campus and in programs.”

A chilling effect

In March, while the sexual assault investigations continued, professor Jammie Price was put on administrative leave in part because of her comments about student-athletes.

Price, 46, has taught sociology at Appalachian eight years and has had run-ins before with the administration. On the day of the silent protest on behalf of the assault victims, Price wore an Appalachian T-shirt to class on which she had written the words “No More.”

“I was talking about racism in athletics in class that day,” Price told the Observer. “I was not talking about the alleged sexual assaults. But I participated in a silent protest on campus, and two students asked me questions about it, and we talked about it for about five minutes.”
Price said she has since learned that one of the accused football players was a student in her class. All four accused players are black.

“I was talking about how we get racist outcomes nationally in education,” she said. “Most people on basketball or football scholarships are black. They’re having to practice all the time, or travel. The outcome is they don’t get the same education.”

According to university documents, student-athletes in Price’s class complained about her comments and about a documentary on the business of pornography she showed at a subsequent class. Price was placed on administrative leave pending an investigation.

The Chronicle of Higher Education published a story, and professors around the world signed a petition in her support. The American Association of University Professors and the American Sociological Association, among other organizations, wrote the university.

“I teach gender and sexuality,” said Ed Behrend-Martinez, a history professor at Appalachian. “I talk about what could possibly be considered offensive topics all the time. This could cause a chilling effect on what we teach.”

The university decided to let Price teach again next fall, but told her she must undergo sensitivity training, among other things. Price said she plans to appeal.

“The investigator determined that there was sufficient evidence to conclude that you created a hostile learning environment for a significant number of students in your classes,” the provost wrote Price on Monday. “… Students reported that you often commented about an allegedly racist environment at Appalachian and about student athletes.”

With only a week left before graduation, students and faculty still have questions about both Price’s suspension and the sexual assaults, and how the administration has handled the controversies.

“Nobody knows what’s going on because we’re not being told,” said Matthew Robinson, a professor of Government and Justice Studies. “This is a wonderful university and none of us like to see the name of the university for negative reasons. But this is two negative stories in a row and we’d like some answers.”

Staff Researcher Maria David contributed
Read more here: http://www.charlotteobserver.com/2012/05/03/3217488/appalachian-torn-over-sex-assaults.html#storylink=cpy
An East Carolina University football player is suspended from the team after he and another ECU student were charged Wednesday with animal cruelty.

Darrell Montese Overton, a linebacker for the Pirates and graduate of South Central High School, and Nicole Angelic Phillips, both 20, are accused of abandoning a pit bull puppy in an apartment. Police said the dog was without water for a week.

ECU Head Football Coach Ruffin McNeill released a statement on Thursday after speaking with Overton.

“He has been a model student-athlete in our program and I will continue to gather information as it becomes available,” he said. “We have made great strides to promote responsible citizenship in our community and I emphasize those directives on a continual basis.

“While this charge is certainly contrary to that progress, I think how we address this issue will say more about our program than the actions of an individual who reportedly chose not to act in a responsible manner,” he said.

Animal control was called to 3200-B Mosley Drive by the apartment’s lease holder, Greenville police Sgt. Joe Friday said.

The lease holder was sub-leasing to Phillips and came from Charlotte on Wednesday to check on the apartment when she found the 8-month-old dog abandoned, Friday said. Phillips and Overton had been staying at the apartment, Friday said.

“I am not sure when they moved out, but GUC cut power to the apartment about seven days ago,” he said. “I was told the puppy had been in the apartment for at least that long.”

Friday said the puppy was loose in the apartment and had no access to water. He said the puppy may have had access to a small amount of food and did not appear to be starved.

There was no air conditioning at the apartment since the power had been turned off, he said. The lease holder immediately notified animal control, Friday said.
Animal Control Officer M.E. Lawrence investigated and contacted Phillips and Overton, Friday said. Despite resistance from Overton, the puppy was taken into custody by animal control, he said.

Friday said the students provided conflicting information and subsequently were arrested on charges of animal cruelty and abandonment of an animal. “They were both pretty belligerent to the animal control officer,” Friday said.

The puppy on Thursday was being housed in a private facility, he said. It is believed to be in good condition.

Phillips and Overton were booked into the Pitt County Detention Center under $500 secured bonds shortly after 6:30 p.m. Wednesday. The two posted bond and were released less than an hour later.

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Real Work for Future M.B.A.s
Students Take On Major Projects for Companies, Though They Still Aren't Paid
By MELISSA KORN
Updated May 3, 2012, 9:48 a.m. ET

Free labor? Great. Free labor from top M.B.A. students? Even better. For decades, companies have relied on business-school students to be unpaid consultants, assessing takeover or expansion opportunities. It is low risk and high reward for firms, with almost no financial outlay and a number of fresh new ideas from eager up-and-comers.

But now some companies are going a step farther, placing entire brands in the hands of students. Melissa Korn has details on The News Hub. Photo: Getty Images.

For decades, companies have relied on business-school students to be unpaid consultants, assessing takeover or expansion opportunities. It is low risk and high reward for firms, with almost no financial outlay and a number of fresh new ideas from eager up-and-comers.

But now some companies are going a step farther, placing entire brands in the hands of students, with the hope of developing long-lasting partnerships between company and school instead of one-off advisory relationships.

Schools promote the projects as a hands-on learning experience for students and a solid résumé booster in a tight job market.

Still, the programs aren't entirely altruistic: While the companies get free—or nearly free—labor, and schools' total compensation for these projects can
reach into the hundreds of thousands of dollars, the students don't get paid a dime.

Dr Pepper Snapple Group Inc. DPS -2.93% this year handed over the reins of its Yoo-hoo chocolate-drink marketing campaign to two M.B.A.s from the University of Texas at Austin's McCombs School of Business. The students—working for no pay in the spring and fall, though one will be a salaried intern this summer—are taking over the brand completely to create Yoo-hoo's first major marketing push in more than four years. The 90-year-old beverage, considered a "midsize" brand at Dr Pepper Snapple, had 2011 sales of more than $100 million, the company says, citing Nielsen data.

The two students, picked via a rigorous selection process, each spend up to 20 hours a week on the project, their combined effort contributing almost the equivalent of one full-time employee. (McCombs graduates who took jobs in brand management last year earned an average of $94,300 a year.)

They report directly to the chief marketing officer and other senior executives and are expected to vie for a slice of the marketing budget alongside the company's other brand managers. When the students graduate, others will step in.

The hope, says Andrew Springate, senior vice president of marketing at Dr Pepper Snapple, is that the students will oversee the brand, "soup to nuts," for the foreseeable future. "There's no real risk, no downside at all," he says.

The students signed a contract and serve as unpaid employees, and Dr Pepper Snapple covers operating expenses and travel costs. It also pays a former employee to serve as a coach to the student team, and it expects to invest hundreds of thousands of dollars in the students' research efforts.

In addition, the company pays $25,000 as one of a half-dozen sponsors of the school's Center for Customer Insight & Marketing Solutions. The payment isn't in exchange for the students' work per se, but sponsorship does open the door to projects like the Yoo-hoo initiative. Lamar Johnson, the center's executive director, is considering reaching out to the other sponsors for similar long-term partnerships.

Dr Pepper Snapple's approach is still rare, and more traditional semester-long, self-contained projects remain in high demand. Slots for the E2B education-to-business program at Graziadio School of Business and Management at Pepperdine University, for example, are full for the summer and 90% full for the fall.
But even in those more restricted frameworks, companies are becoming repeat customers and using students to tackle a series of strategic initiatives over a number of years.

Westinghouse Electric Co. has used students from the University of Pittsburgh's Joseph M. Katz Graduate School of Business & College of Business Administration in more than 10 projects over the past six years, and it has hired at least a half-dozen students from those projects. Assignments include assessments of acquisition strategy in China and an alliance opportunity in India.

Katz receives $9,000 for most projects, though nonprofits and government organizations receive services free and first-time partners can pay as little as $1,000. Twelve to 16 organizations participate each semester. If all those clients were large corporations, the school could bank more than $250,000 a year.

Laurie Kirsch, the senior associate dean at Katz, says it isn't about turning a profit. Rather, the nominal financial stake keeps companies engaged. Katz uses the money to pay faculty and executive-in-residence coaches, to fund a competition for project proposals (which has no monetary prize) and for other organizational expenses.

Low costs are a big draw for Tom Nguyen, executive vice president of strategic operations at Westinghouse. "I can't remember any time that we've spent more than $25,000 [or] $30,000 on a project," Mr. Nguyen says. He estimates the same assignments would cost 10 times as much if the company hired a top-tier consulting firm.

Bob Krapfel, associate dean for M.B.A. and M.S. programs at the University of Maryland's Robert H. Smith School of Business, says organizations are attracted by the fact that they can "pay next to nothing" for "pretty high-quality M.B.A. talent."

Large companies pay $7,500 for work conducted by four-to-six-person teams, with each member logging about 80 hours during the semester. Established nonprofits pay $5,000, and Smith does pro bono work for start-up nonprofit organizations. All companies are asked to cover basic project costs beyond $500, such as travel.

For their part, many students say they don't mind working without pay—at least, for the moment. "The experiential learning is more valuable than the money at this point," says Nicole Quesada, a McCombs student with a chemical-engineering background who is working on Yoo-hoo.
She will intern this summer at Dr Pepper Snapple before returning to the unpaid position in the fall. She says her summer salary is "very competitive."

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