THE DAILY CLIPS

May 22, 2008

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

The Greenville Daily Reflector
The Raleigh News & Observer
   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

East Carolina University News Bureau
E-mail to durhamj@.ecu.edu  Web site at http://www.news.ecu.edu
252-328-6481 FAX: 252-328-6300
Campaign encourages physical activity

By Tom Marine
The Daily Reflector

After seven weeks on the road and with 430 miles behind them, Gary Marino and Kathy Higgins walked into Greenville on Wednesday with the Million Step March campaign. Held on East Carolina University's campus with local community leaders, the two-hour event celebrated National Employee Health and Fitness Day to promote the importance of physical activity.

An estimated 400 people attended the march, which provided free blood pressure and Body Mass Index screenings, healthy cooking demonstrations and a one mile walk.

Marino and Higgins have become the face of the campaign, as they continue their 600-mile journey between Asheville and Wilmington.

"If you look at the statistics, obesity and health issues are the biggest epidemics in the country," Marino, a MSM spokesperson, said. "Sometimes, campaigns like this can turn into movements."

More than 6,000 participants have logged nearly 400 million steps, according to the walk's interactive Web site.

Blue Cross Blue Shield of North Carolina sponsored many of the activities, including blender bikes — bicycles rigged to power a blender and make fruit smoothies — and the workplace of the future exhibit, which featured treadmills outfitted with computers.

"We want to give people the tools to be successful," said Higgins, vice president of Community Relations for the BCB-SNC. "Incentives do work, so if people start a physical activity program and stick with it, they ultimately start seeing the benefits."

Dr. John Morrow, county public health director, encouraged everyone in Pitt County to walk or do some type of physical activity for 30 minutes, five times every week.

"The road to personal health is achieved by many small steps," Higgins said, as part of the opening presentation.

Mark Davies, local chef and owner of Chef on Thyme, worked in a mobile kitchen to demonstrate the healthy alternatives to fatty snacks, like fast food.

For an example, Davies prepared a five spice turkey wrap, using lettuce leaves as a replacement for flour tortillas.

"It's just a boost to get people going in the right direction," Davies said. "The way you eat can prolong your life."

Be Active North Carolina, a statewide organization for health and physical activity, provided games and exercises such as frisbee, jump rope and hula hoops.

Linda Daniels, who attended the event with some of her co-workers from the university's Joyner Library, said they are incorporating some of the healthy practices into their daily lives.

"We did jump rope and found out that we are totally out of shape," Trudy McGahan, a Greenville resident and library worker, said with a laugh.

Pitt County students also made a contribution to the campaign as more than 1,700 children from local schools and a recreation program each walked one mile, tallying about 3 million steps for the march.

For more information on the Million Step March or other tips on how to make physical activity part of the daily routine, visit www.BetterHealthNC.com.

Contact Tom Marine at tmarine@coxnc.com and 329-9557.
ECU-based effort provides children

By Josh Humphries
The Daily Reflector

Students in eight eastern North Carolina counties get special treatment through an Americorps program based at East Carolina University.

Project HEART is a tutoring program that helps students reach their potential by placing college students and community volunteers in the classroom to offer extra help with study skills in English, math, science and social studies.

There are 74 tutors spread over Pitt, Martin, Nash, Jones, Washington, Lenoir, Wilson and Edgecombe counties.

One of the chief job descriptions for the tutors is to offer students unique study skills, said tutors Ian Wolf and Laura Aldridge.

"We help students organize what they need to know to apply to the tests," Wolf said. "We give them an entire tool chest of skills instead of just a hammer."

Aldridge said many of the students she works with come from families that may not include high school and college graduates.

"We work to be their friends and their teachers," she said. "I think there is a great deal of trust between us and the students."

"They know we are there for them and their success."

Improvements in test scores suggest that the tutoring is helping. Nearly 80 percent of students who received tutoring passed the end-of-grade tests in reading and 81 percent of Advancement Via Individual Determination (AVID) students improved their GPA. The tutors often work with AVID students in high schools and at-risk students in grades 3-8.

"I know that there is a big change in the students because there is another perso

Tutors in eight counties

son that takes an interest in them," said Will Sanderson, principal of Wahl-Coates Elementary School. "If it doesn't raise the test scores it helps them become a better young person."

Sanderson said schools pay $1,500 to get 900 hours of tutoring time from students who have received good training. It is a great deal, he said.

"The tutors are excellent. They are trained at East Carolina prior to coming here," Sanderson said. "It is not just a student that walks in off the street."

Project HEART is an Americorps partnership between East Carolina University, the College of Education and the National Association on Volunteeringism.

Kenneth Taylor is the volunteer coordinator for the program.

Tutors often take away as much as they give through the program, Wolf and Aldridge said.

"It introduces you to new education processes," Taylor said. "There are a lot of skills that this prepares you for."

"I thought this would give me a chance to get into the classroom and get a leg up," Aldridge said. "It has been as helpful, if not more helpful, than my internship."

Sanderson said the tutors get a chance to check out a classroom before student-teaching to get a feel for what it is really like to be in a class all day.

From 2000-06, Project HEART recruited more than 500 tutors to serve approximately 6,000 students in elementary schools, middle schools, high schools and after-school programs. Tutors earn a living allowance of $5,398 and an educational award of $2,362.50. Each tutor must provide 900 hours of service.

Taylor is currently recruiting volunteers to work in the eight counties covered by the program.

Josh Humphries can be contacted at jhumphries@coxnc.com and 329-9563.
Sometimes they knew, and sometimes they didn’t, these people Walter Royal Davis treated to everything from ice cream to college educations. He was a big man who liked to live big, to give big.

One fellow trustee from the University of North Carolina at Chapel Hill — Davis served on the board for 16 years — recalled a day in 1999 when trustees heard an appeal to help victims of Hurricane Floyd. Davis, who didn’t see well, asked this board member to write his check for a donation. “Make it for a hundred,” Davis said. “A hundred dollars?” the trustee asked. “No,” Davis said. “A hundred thousand.”

Davis died Monday in Chapel Hill at the age of 88 after what it would be an understatement to call a long and productive and generous life.

He was the son of a Pasquotank County farmer and never went to college but saw to it that thousands of others could go. That was thanks to the fortune Davis made in the oil business in Texas, where he moved after driving trucks and clerk-

ing at a store. Davis borrowed money to buy five tanker trucks in the early 1950s, eventually merged what was by then a huge company with Occidental Petroleum, and found success again with a new company.

UNC-Chapel Hill, and other higher-education institutions as well, were recipients of Davis’ generosity. The main library at UNC-CH is named for him. Davis also supported the political careers of Tar Heel politicians. He gave generously, and did not hesitate to voice his opinions to university leaders and to governors and senators and presidents.

He knew many such people, of course. But Davis also never forgot his humble beginnings on a potato farm, and he was known to leave outsized tips in restaurants and to help many who might have crossed his path. Actor Andy Griffith, a friend of Davis, put it this way, “He gave to people that nobody even knows about.” (Griffith, of Manteo, knew about Davis giving fifth-graders there an ice cream endowment.) That’s perhaps the best kind of giving, and Davis did a lot of it.

Davis’ story is one of a fellow from rural North Carolina who tugged on his own bootstraps, achieved success known to few and then shared his good fortune helping to improve the fortunes of others. It is a worthy and inspiring story, indeed.
Walter Royall Davis

CHAPEL HILL - Walter Royall Davis, an astute visionary who grew from an impoverished childhood to become one of North Carolina's most significant and influential higher education benefactors, died Monday, May 20, 2008. He was 88 years old.

A series of strokes in recent months limited his mobility, but not his mind as he continued to engage friends and family in discussions involving local, state, and national issues until shortly before his death.

Evidence of the continuing respect and admiration for Mr. Davis by a large reservoir of friends is shown by the fact that in January 2008, several hundred people from more than half a dozen states attended his 88th birthday party. People from all economic strata were present, many of whom had been personally helped by Davis during his many years of philanthropy. His help was personal, as a trusted mentor, and as a benefactor, generous with his gifts, his time, and support for many worthy causes.

Davis was born January 11, 1920, the last of seven children of Oscar and Mattie Davis. He grew up on the family farm in Pittsylvania County, just outside Elizabeth City in eastern North Carolina. He always credited his parents and older sisters with instilling in him the importance of doing good work and helping others. Those were lessons he never forgot.

Davis earned a high school diploma from Hargrave Military Academy in 1938 during the waning days of the Great Depression using a small inheritance from his grandmother and money borrowed from his uncle to meet his tuition of little more than $600. His parents enrolled him the military disciplinary regimen of Hargrave in part because of his independence and high level of youthful energy. Neither he nor his parents could afford to pay for college.

His first job was as clerk in a five and dime store in his hometown with a weekly salary of $9.50. He was quickly promoted and then married in 1939. He left the business to start a career in the trucking industry that ultimately led to the oil business in Texas and made him a wealthy man.

He began as a long haul driver of textile products, moved into management, and then to the West Coast to join a trucking company with an owner whose vision matched his own and who became his mentor and later his business partner.

Davis moved to Midland, Texas, in spring 1952 with financial help from his California mentor and began his career as an oil company executive and benefactor. He began with one truck hauling oil from wildcat drilling wells to refineries and grew a business based on an honest approach with customers.

Davis built one major company, Permian Oil Company that merged with Occidental Petroleum, one of the nation's largest oil related businesses. As Occidental CEO, Davis was a participant in oil marketing projects in half a dozen foreign countries. He left Occidental and started over, creating Baship, Inc. providing multiple services to the oil industry.

While in Texas, he expanded his business enterprises to include an airline charter company, Jet East, that operated a fleet of jets serving customers across the nation.

Thus, Davis' hard work and entrepreneurial vision, Davis became financially independent. He lived life to the fullest and enjoyed using his resources for the benefit of friends and coworkers. He was an avid traveler, organizing trips for dozens of friends and family. A notable around the world adventure, still remembered, was his honeymoon with JoAnn, his beloved wife, which included a dozen friends.

Mr. Davis derived great pleasure from supporting charities and individuals having needs that he related to. He never lost sight of the interest in his home state, its people, and institutions. He often joked that he made his money in Texas and gave it away in North Carolina. That was only part of the story. His largess benefited many in all walks of life in many places.

As he prospered in the oil industry, he began providing scholarships at Hargrave Academy and other schools. In the end, he provided financial aid to more than 1,3000 college students through direct cash gifts. These were sometimes in the form of large tips to waitresses or store clerks and, in others, as scholarships to educational institutions. He never bothered to keep track of most he helped and responded to needs when he found them.

He started a college nursing program in Texas and provided support for medical education to students in multiple states. He was instrumental in starting Physicians for Peace and providing continuing support to Operation Smile., programs which provided medical services and supplies in more than 50 countries. "I always wanted to help where I could," he told his biographer "it didn't hurt me to give to others and it certainly helped those who received it."

He became a major benefactor to the University of North Carolina after being named to the UNC Board of trustees in the early 1970's. In those same years he became a significant player in North Carolina politics and projects. He began using his influence in the 1980's working with state legislators to convince them to provide funding following the state sale of UNC utilities. Lawmakers were prepared to spend money from the sales elsewhere until Davis provided the impetus to transfer it directly to the university. The Davis Library is named for him for good reason, because without him, it would not have been.

He is the only person ever to serve as a member of the boards of trustees of both UNC and Duke University at the same time. He also has served as a member of the UNC Board of Governors and donated the first $1 million to the privately financed Dean E. Smith Center on the UNC Chapel Hill campus. "No one man has used his influence, his leadership skills, his money and his time better than Walter Davis in helping our great university," Coach Smith said.

He also used his considerable influence with the legislature to promote worthy causes at UNC and on the Chapel Hill campus. These ranged from faculty salary increases and graduate student support to promoting the bond issue for higher education construction that has transformed the UNC system.

Walter Davis also provided missions in direct support to the Chapel Hill campus as well as other public and private higher education institutions in the state. He has financed community projects across eastern North Carolina ranging from fire and rescue stations to secondary school programs.

He was a major influence in political decision making on both state and national levels from 1960's in the 1990's. As a businessman and astute political operative, Davis met with presidents, kings, senators, and cabinet level officials all without fear of expressing his own views. His influence with state legislative issues has been significant over multiple decades. Political labels never meant much to him and he acted on what he felt were the needs and character of elected officials instead of party identification. Among the many economic projects he helped promote is the biotech industry in North Carolina.
Through his multiple decades of influential political involvement, he was never tainted with the hint of corruption or sought anything for personal benefit. His requests were always for the good of the state and its people.

"Walter Davis should have been a social worker because it is impossible for him to see a need without stepping up to do something about it," said former state senator and current Board of Education chairman, Howard Lee. "There has never been anything pompous about him and he never asked for anything for himself."

Davis's influence with North Carolina elected officials has reached far and wide. "Walter Davis had made me with I am," said state Senate leader Marc Basnight, "My life and the lives of many others are richer because of him."

This interest in and belief in the potential of others has been important to his family as well. Last week, his granddaughter, JoAnn Davis-Eubanks came to see him in her cap and gown after her graduation from UNC-Chapel Hill. His proud message to her was "you can do anything you want to do with your life."

Rather than seeking recognition or attempting to gain personal influence, Davis befriended public office holders and elected officials as a means to getting their attention. "A campaign contribution will only get you a returned phone call," he said of his many donations to candidates. "Donations won't guarantee you anything but a chance to be heard." He had the chance to be heard often, public officials listened and his positions were most often persuasive and successful.

Davis is survived by his wife, JoAnn; children, Melba Davis Whately, George Davis, Mary Ann Davis Eubanks, Eva Emelio, and Mitch Davis; nine grandchildren; eight great-grandchildren.

In lieu of flowers, donations may be sent to the Lineberger Comprehensive Cancer Institute, UNC, CB#7295, Chapel Hill, NC 27514 or the Walter Davis Library, UNC-CH.

A memorial service will be held 2:00 p.m. Friday, May 23, 2008 at Chapel of The Cross Episcopal Church in Chapel Hill, NC with a reception following the service at the church.

A visitation will be held at the Davis residence on 137 Sheffield Circle, Chapel Hill, NC after the reception at the church on Friday.
Way cleared for hospital plan

MELINDA J. OVERSTREET
May 19, 2008 - 12:33AM

In less than two years, Onslow County cancer patients will have the option of getting radiation therapy in their home county instead of traveling at least 45 minutes each way.

Patients now have to travel to places like Greenville, New Bern and Wilmington to get the treatment.

Onslow Memorial Hospital, in a joint venture with Pitt County Memorial Hospital and the Brody School of Medicine at East Carolina University in Greenville, has gotten the approval it needed from the N.C. Division of Health Care Regulation last week after more than two years of effort, OMH spokesman Tim Strickland said.

OMH plans to construct on its campus a 9,200-square-foot building to house the facility, but the two hospitals are splitting the cost of the $7 million project and the eventual income left after expenses. Brody will help with the doctor staffing component of the service, and its compensation is expected to come in the form of a contractual arrangement for physician services in exchange for a fee, Strickland said.

"Their involvement in this is operational in nature; they are not an investment partner," he said.

ECU has been providing radiation oncology since 1985, "and we were the first to provide radiation oncology in eastern North Carolina," said Brody spokesman Doug Boyd.

Ron Allison, professor and chairman of radiation oncology at Brody and director of the Leo Jenkins Cancer Center, which is on the campus shared by Brody and PCMH, said OMH sought out Brody because of the high level of service and expertise it has to offer.

The Leo Jenkins Cancer Center is the only center in eastern North Carolina to have the "very difficult" certification from the American College of Radiology, he said.

Allison said Brody would bring, along with that certification level, the best equipment, the knowledge of how to use it, a physician living in Onslow County and a team of peers, including six doctors, that will review - as it does at Leo Jenkins - every single treatment and treatment plan.

"The more eyes on someone's plan, the better the chance of catching something," Allison said.

The procedures will include image-guided radiation therapy and intensity-modulated radiation therapy, "the most advanced treatments available," he said.
Allison said has already heard from some radiation oncologists who have expressed interest in providing their service here.

The building is expected to cost about $4.3 million, and the technology is expected to have a price tag of about $2.7 million. The technology includes a linear accelerator - the equipment that actually delivers the radiation - and a simulator that maps out where the radiation is targeted, he said.

OMH will be seeking charitable donations for its part of the project, and whatever is not covered by those will come from cash reserves, Strickland said.

Groundbreaking is set for late fall this year, with a target date for the opening of March 2010.

"The main beneficiary of this, of course, will be any patient in Onslow County who develops cancer and requires radiation treatment," Strickland said. "You're talking about a significant financial and time investment (to go elsewhere), and it's also an investment of energy when a patient is already not feeling that well."

Allison echoed that, noting the stress that patients are under and rising gasoline prices - "at four bucks a gallon, convenience counts."

The average patient receives 23 treatments, he said. In most cases, radiation therapy is given four to five days a week for five to seven weeks, with an average time in the treatment room of half an hour per visit, Strickland said.

Onslow Memorial Hospital is one of five eastern North Carolina hospitals affiliated with University Health Systems of Eastern Carolina. UHS also owns or manages seven hospitals in the region, including PCMH, Lawler said.

"(OMH) recognized a few years ago that this county needs radiation oncology," Strickland said. "Radiation therapy is restricted by the state certificate-of-need law, which means that the state must give approval before such a service can begin."

The two-step process involves first convincing the Certificate of Needs Section of the N.C. Division of Health Service Regulation there is a need for such a service in a given area.

Onslow County is the largest county in the state without radiation oncology service, he said.

"Ed Piper, (OMH's) chief executive officer, went to Raleigh personally and was able to demonstrate to the authorities there that the need truly exists in our county," Strickland said.

The state issues a list of all the CONs it plans to issue in a given year, and it placed this project on the list for 2006, he said, but that didn't necessarily mean the hospital would get the CON. Anyone could apply by the November 2006 deadline to provide the service.

Besides OMH, Christopher Philippart, a New Bern doctor, also applied, Strickland said, so it
was a contested bid.

The state's original scheduled expected the certificate to be awarded in April 2007, but with another bid on the table, OMH was notified the state intended to take more time for the decision.

"Because there was more than one applicant, the process was slowed down, and we didn't receive the certificate of need until 13 months later than we originally anticipated," Strickland said.

When the timing of when the CON might be approved became more vague, he said, budgeting for the project was a bit tricky.

"The costs that will hit during the current fiscal year (ending Sept. 30) will be primarily centered on architects' drawings and specifications. We won't actually break ground until the next fiscal year," Strickland said.

The exact location on campus has not been determined, but it definitely will not be part of the nearly completed wing that will contain the Emergency Department, he said.

Contact deputy managing editor for news Melinda J. Overstreet at moverstreet@freedomenc.com or 910-219-8465.
May 22, 2008

At One University, Tobacco Money Is a Secret

By ALAN FINDER

On campuses nationwide, professors and administrators have passionately debated whether their universities should accept money for research from tobacco companies. But not at Virginia Commonwealth University, a public institution in Richmond, Va.

That is largely because hardly any faculty members or students there know that there is something to debate—a contract with extremely restrictive terms that the university signed in 2006 to do research for Philip Morris USA, the nation’s largest tobacco company and a unit of Altria Group.

The contract bars professors from publishing the results of their studies, or even talking about them, without Philip Morris’s permission. If “a third party,” including news organizations, asks about the agreement, university officials have to decline to comment and tell the company. Nearly all patent and other intellectual property rights go to the company, not the university or its professors.

“There is restrictive language in here,” said Francis L. Macrina, Virginia Commonwealth’s vice president for research, who acknowledged that many of the provisions violated the university’s guidelines for industry-sponsored research. “In the end, it was language we thought we could agree to. It’s a balancing act.”

But the contract, a copy of which The New York Times obtained under the Virginia Freedom of Information law, is highly unusual and raises questions about how far universities will go in search of scarce research dollars to enhance their standing. It also brings a new dimension to the already divisive debate on many campuses over whether it is appropriate for universities to accept tobacco money for research.

Dr. Macrina would not specify how much money Philip Morris gave for the restricted research. Historically, the company has not been a major contributor to the university. Last year, it gave $1.3 million in research grants that included the restricted contract and a more traditional independent grant, Dr. Macrina said.

Over all last year, Virginia Commonwealth, with nearly 32,000 students, received $227 million in research grants from government and private sources, a sum dwarfed by the amounts the nation’s largest research universities take in. For example, the University of Washington received $1 billion in grants last year, while Johns Hopkins got $1.4 billion in federal money alone.
Philip Morris, based in Richmond, is a likely source for Virginia Commonwealth in its hunt for dollars from a finite number of corporations. Among tobacco companies, Philip Morris is the leader in investing in academic research. And for Virginia Commonwealth, expanding ties with its neighbor could produce other benefits like additional grants and support for other university functions.

About a dozen researchers and research ethicists from other universities were astonished at the restrictions in the contract, when they were told about it.

“When universities sign contracts with these covenants, they are basically giving up their ethos, compromising their values as a university,” said Sheldon Krimsky, a professor at Tufts University who is an expert on corporate influence on medical research. “There should be no debate about having a sponsor with control over the publishing of results.”

Stanton A. Glantz, a professor at the University of California, San Francisco, School of Medicine who has lobbied for banning tobacco money on campuses, said, “University administrators who are desperate for money will basically do anything they have to for money.”

Although Dr. Macrina would not discuss many details of the research, Philip Morris officials were less reticent.

Rick Solana, the senior vice president for research and technology, said university scientists were studying how to identify early warning signs of pulmonary disease, and how to reduce nitrogen and phosphorus drained into rivers from processing tobacco leaves.

Dr. Solana also said the contract represented a new focus on developing tobacco products with reduced risks, a shift in strategy in underwriting university research that requires more confidentiality to protect the corporation’s intellectual property rights. And he said Philip Morris had similar arrangements with other universities — although he declined to say how many or which ones.

About 15 public health and medical schools no longer accept donations from the tobacco industry, and many major research universities continue to do so only if guaranteed independence to carry out the research and publish the results.

The business school at the University of Texas at Austin decided in December to stop accepting tobacco money. The University of California system tightened its oversight of tobacco-financed research last fall, after rejecting a proposal for a ban.

Virginia Commonwealth's president, Eugene P. Trani, declined to be interviewed. But Dr. Macrina defended the contract, saying it struck a reasonable balance between the university's need for openness and Philip
Morris’s need for confidentiality, even though it violated Virginia Commonwealth’s own rules.

“These restrictive clauses seek to protect the rights and interests of multiple parties in the agreement,” Dr. Macrina said, pointing out that Virginia Commonwealth scientists would be working with other researchers.

Virginia Commonwealth’s guidelines for industry-sponsored research state, “University faculty and students must be free to publish their results.” The guidelines also say the university must retain all patent and other intellectual property rights from sponsored research.

Under the agreement, though, Philip Morris alone decides whether the researchers can publish because the contract defines “without limitation all work product or other material created by V.C.U.” as proprietary information belonging to the company.

“We would have discussions, and there could well be agreements that could ultimately result in the publication of proprietary information,” Dr. Macrina said.

Dr. Solana agreed, saying that once the company determined that its competitive interests were protected, it could permit researchers to publish.

“We have to start out with is anyone’s intellectual property going to be compromised?” Dr. Solana said. “Once the intellectual property is protected, then it’s usually O.K. to publish.

“Something being proprietary does not mean something cannot be published. We try to be very supportive in the health area of work being published.”

The contract also includes a longer than usual time for Philip Morris to review any possible publications by the researchers for potential patent or other proprietary problems — 120 days, with the option to continue for 60 days more. Again, this violates university guidelines, which call for reviews of no more than 90 days.

“When you have multiple parties involved at the level of the sponsor, we’re willing to agree to more time than we usually would,” Dr. Macrina said.

Dr. Macrina also defended the requirement that the university decline comment and tell the company if asked about the agreement by news organizations and other third parties.

“Language like that occurs in agreements like this because the sponsor wants to be sure there are no slip-ups, that things will not be released inadvertently,” he said.

Dr. Solana said the prohibition was intended to prevent participants in the research, both at the university or at other companies, from using the relationship with Philip Morris to promote themselves.
At Virginia Commonwealth, few professors appeared to know about the contract; when told about it, a number of them said they were concerned about its secretiveness.

"It's a controversial area, and I personally prefer transparency," said Richard P. Wenzel, chairman of the department of internal medicine at the university's medical school, who had not heard of the contract before a reporter's call.

Dan Ream, the president of the Faculty Senate, said he, too, knew nothing about the contract.

"It hasn't come up as an issue of debate in the Faculty Senate at all," said Mr. Ream, who works in the university's library. "I'm highly committed to open access to information. That's one of the tenets of librarianship."

A tenured scientist at Virginia Commonwealth, who would not be interviewed for attribution because he said he feared retribution against his junior colleagues, called the contract's restrictions, especially the limitations on publication, "completely unacceptable in the research world."

For most of the decade, Philip Morris financed conventional research grants, using a scientific panel to select worthy research proposals from professors. The company granted independence to the professors whose work it sponsored and left them free to publish.

Even so, opponents of smoking opposed the grants, arguing that universities should not take money from tobacco companies because of the public health impact of smoking and what they viewed as the industry's misuse of scientific research.

Last fall, Philip Morris began phasing out this program to switch to developing new products, said Dr. Solana, the company vice president. Some of the new research will be conducted internally, he said, at a new company research center in Richmond, and some will be contracted out to universities and corporations case by case.

The restricted contract with Virginia Commonwealth, Dr. Solana said, was part of what he hopes will be a new and different relationship between the company and universities. But scientists said such restrictions — especially the constraints on publication and what university officials can say publicly — are contrary to the open discussion essential to university research.

"It's counter to the entire purpose and rationale of a university," said David Rosner, a professor of public health and history at Columbia University. "It's not a consulting company; it's not just another commercial firm."