THE DAILY CLIPS

June 30, 2009

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Two shot dead outside bar

Tuesday, June 30, 2009

An ECU student and another person were shot early today outside a bar on Fifth Street. Reports indicate both were killed.

The shooting happened around 2 a.m. between Reade and Contanche streets. Suspects are described as two black males, according to East Carolina University.

The first suspect is described as having light skin, being tall, and wearing a white T-shirt. The other suspect is described as being tall, wearing a white v-neck shirt and wearing a red hat.

The suspect vehicle is described as a white, late 1980 model BMW. They were seen traveling west away from campus.

Anyone with information concerning this case is urged to contact the Greenville Police Department at 329-4317 or 758-7777.

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Mary Easley to fight termination

The former first lady says in a letter to NCSU that she will appeal her firing.

BY ERIC FERRERI, Staff Writer

Former first lady Mary Easley's hiring left a trail of dethroned N.C. State officials, but she has notified the university that she doesn't plan to join them.

Easley indicated in a letter delivered to the university Monday that she will appeal her firing earlier this month. Her attorney, Marvin Schiller, declined to comment further.

In the letter, he wrote that Easley plans to file a formal grievance through NCSU related both to her termination and "with respect to any severance, notice or hearing which she may be due under NCSU's policies, regulations and rules."

NCSU did not offer Easley a severance package.

"Programs that Mrs. Easley was hired to administer or participate in are among those that are being eliminated or reduced -- specifically the Center for Public Safety Leadership and the Millennium Seminar Series," said James Woodward, who became NCSU's interim chancellor after James Oblinger resigned over the Easley issue earlier this month. "With this substantial loss of job responsibilities and on the advice of the N.C. State Board of Trustees, I terminated Mrs. Easley's contract. Mrs. Easley may, of course, pursue whatever grievance process or legal action she now deems appropriate."

Easley had come under pressure last year when she was given a five-year, $850,000 contract
to run a speakers series and create a public safety leadership center. But controversy then erupted amid disclosures about her job in The News & Observer's two-part series, "Executive Privilege." The newspaper's reporting showed that her job was pushed by her husband, former Gov. Mike Easley, and orchestrated at the highest levels of state government.

Though complimentary of Easley's abilities, NCSU and UNC system officials had urged her to resign from her post voluntarily, citing the distraction that her salary issue caused. In addition, Mike Easley is now the subject of a probe by federal investigators into several aspects of his time as governor, including a coastal land purchase in which he bought a lot at a favorable price and his family's use of vehicles from car dealers.

Hannah Gage, chairwoman of the UNC system's Board of Governors, which oversees all public universities including NCSU, declined to discuss the specifics of Easley's appeal.

"We have budget cuts and 215,000 students to educate, and our plate is too full to spend any more time wringing our hands over this story," she said.

Monday's appeal letter was Easley's second public indication that she plans to fight for her job. The first came during a late May news conference when Schiller, her attorney, announced that Easley would not voluntarily leave her NCSU post.

Easley attended that news conference but did not speak.

How it all began

Easley was first hired in May 2005 by Larry Nielsen, then the interim NCSU provost who was about to be replaced.

Though Nielsen wasn't at first a candidate for the permanent position, he got the job.

For months, officials said Nielsen alone hired Easley.

But McQueen Campbell, a longtime friend of the Easleys and chairman of the N.C. State Board of Trustees, told Bowles in May that he told Oblinger that Mary Easley would be available.

Campbell, a real-estate broker, businessman and private pilot, flew the governor in his plane often while Mike Easley was a candidate and at other times. He also flew two people for the speaker series that Mary Easley ran at NCSU.

Campbell got help from the Easley administration about the time the first lady's job was created.

The state permits for a real-estate deal that Campbell was involved in were approved in what Campbell said was nearly half the normal time; he credited political contacts he would not reveal. And the Division of Motor Vehicles set aside two investigations involving a vehicle inspection station Campbell owned.

Both Nielsen and Campbell have resigned their positions with the university over their roles in Mary Easley's hiring.

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Related Content

- Read the series about perks of Mike Easley's power.
College fends off bill collectors

The Associated Press

GREENSBORO - A small, private college in North Carolina is asking creditors to be patient as it tries to raise money to pay nearly $1 million in past-due bills.

Greensboro College, with 1,300 students, already has cut salaries 20 percent, and a week ago was told to pay an $8,000 electric bill or lose power, The News & Record of Greensboro reported.

Next, a sheriff's deputy brought a summons to small-claims court to the college telling officials to appear because of an overdue office supply bill of $1,245.

The 161-year-old liberal arts college also owes $136,889 for cafeteria service, $13,388 for trash collection, $50,276 to a bus company that transported athletes and a past-due city water bill of $6,500, the newspaper said.

A country club membership also is 90 days in arrears, the newspaper said.

The school's restructuring officer, Edward Sanz, said the college raised enough money for its June payroll and now needs enough to operate through the summer until students return in the fall.

He said the power bill episode was a misunderstanding.

Sanz' firm, Naviscent Group of Charlotte, was hired by the college board of trustees two months ago to reorganize its debt.

Sanz says the college is renegotiating its bank line of credit, but that large gifts from individuals and foundations have dried up because of the recession.

"It's a tough patch, period, but we're going to get through it," said Sanz. "All the colleges are getting slammed right now."

College President Craven Williams said anonymous faculty criticism of him in a Chronicle of Higher Education article and a letter circulated around campus was upsetting. Williams took a 20 percent cut to his $403,000 salary.

Williams has been president since 1993 and is the school's chief fundraiser and ambassador.

Sanz said the president's salary, a school-owned home with maid service and a BMW are necessary perks for entertaining would-be donors.

Greensboro College is borrowing against its endowment, the value of which fell from $19 million to $12 million.

"The college lives on contributions and endowments, but retiring a debt is a bit of a challenge," Sanz said.

"It's not like raising money for a building that you can put someone's name on. You can't
Michael Jackson’s Music Impacts the Career of an Artist in the East

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Text size: small | medium | large

By PARUL JOSHI
Reporter
Published: June 29, 2009

Carroll Dashiell is proof that the “King of Pop” truly ruled hearts and minds. Dashiell says, “I probably wouldn’t be doing the things that I’m doing or trying to do if Michael Jackson hadn’t been an influence.“

Michael Jackson is a big reason why Dashiell made a career out of playing and writing music.

Today he’s the Director of Jazz Studies at East Carolina University.
In the past he took his music on the road, playing for artists like Ray Charles.
Dashiell always dreamed of touring with Michael Jackson one day.
The two were connected by mutual friends.

He says, “There hasn’t been a decade that he was born that he hasn’t had some type of influence; with him setting the bar so high, that level of excellence, that precision.“

While Dashiell’s dreams of sharing the stage with Jackson are gone...Dashiell says: “Spiritually and artistically he will never die.“
And, he’ll keep playing to ensure Jackson’s music endures.
Dashiell has put on a “Tribute to Motown” Concert at ECU using a lot of Michael Jackson’s music for the past thirteen years. This year’s concert will be a tribute to Jackson.
Letter: Perdue's actions unfair to workers, taxpayers

Tuesday, June 30, 2009

In this hard economic time, it is important to retain the sense of what is fair and what is not in terms of money.

Gov. Beverly Perdue, you ignored June Atkinson, elected by voters to be superintendent of public instruction. In your unwillingness to deal with her you created duplicating positions, CEO of public school education, which overrides the functions of the elected official. You funded the salary of the newly created CEO position with taxpayers' money. Now the lawfully elected superintendent of education is suing the state. Again with taxpayers' money.

Perhaps when you created the position of CEO of public school education, you had your reasons. Did you care to explain them to the taxpayers? No, it was a total lack of transparency.

The salary of the newly created CEO of Public School Education Bill Harrison and the lawsuit of the lawfully elected Superintendent June Atkinson, both being paid with taxpayers' money, increased the size of the existing budget deficit.

What did you do? Cut the pay of the state workers. Not only that, you changed the wording in the contracts of all state employees, adding the statement that salaries are not guaranteed and the state has a right to impose furlough time. You preferred to keep the newly invented CEO position and cut the pay of the state workers.

These are just the facts, and nobody is above the facts. On the contrary, everybody is accountable, and you must set an example. Analyzing the situation, it seems that you, governor, with your actions contributed to the size of the budget deficit, then used your power to make somebody else pay — the state workers.

Your actions show a lack of transparency, a lack of fairness and a double standard. They are paving your way to the next election, and out of office.

VELISLAVA
KARAIKANOVA
Greenville

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MILESTONES

STUDENTS WIN SCOTTISH RITE AWARDS

Two East Carolina University students have received awards from North Carolina's Scottish Rite, which has had a 37-year partnership with ECU's Speech and Hearing Clinic.


McGowan is a Greenville native, a graduate of D.H. Conley High School and an undergraduate business management major at ECU. He is the son of Ellen Finch and Charles McGowan.

Daley was born in Tulsa, Okla., and moved to Raleigh about eight years ago. She also is an undergraduate business management major at ECU. She graduated from Broughton High School and is the daughter of Denise Daley.

Dr. William Brunk, a Raleigh-area orthodontist who serves as the Scottish Rite's Sovereign Grand Inspector General in North Carolina, congratulated the students on their awards. Patriotism toward country is one of the teachings of Scottish Rite, he said.

Sub.
Crystal Barry
FIRST PERSON

No Turtles: Faculty-Media Relations

Confronted by reporters, too many academics draw their heads and limbs inside a protective shell, and won't come out

By MICHAEL C. MUNGER

July 1, 2004, 5:15 a.m.: I'm driving into town for a 6:15 a.m. interview with Carol Costello of CNN Daybreak. That's early, but I need makeup, and we have to nail the interview within a brief satellite window.

Two broadcast technicians have been there since 5 a.m., setting up, working on lighting, and dialing in the satellite downlink. At 6:10 a.m., I am resplendent in powder, eyeliner, and hairspray, ready to inform the world about pretty much any topic, important or unimportant.

Then word comes through that Saddam Hussein might walk into a courtroom in Baghdad at any moment. The network has to be ready. So we put CNN on the studio monitor. The "story" bumping me is a loop of six still photos: Saddam Hussein with and without beard, talking to children, looking off into the distance, and then with and without shotgun. Finally, the camera cuts to a live guy in the courtroom. Except that the live guy doesn't have a live microphone. All we can hear is mumbling from the courtroom ambient mike, like someone talking in the next apartment. Now, it's 6:50 a.m., and the satellite slot has expired. Saddam himself didn't make it on television, and neither did I. It was going to be a long day for both of us.

Tips and pitfalls. We're faculty members, not game-show hosts. Why even try to do interviews, right?

Wrong. You need to try. There is no cheaper or more effective way for your institution, and your research, to have an impact.

Sure, CNN bumped me for two minutes of still photos, and a schmoo with no mike. But that kind of random disaster is rare. More often, faculty-media relations work pretty well — if your university can only avoid the dreaded "faculty turtle" syndrome.

Some academics believe that anyone who seeks out media coverage is "not serious," or else is relentlessly self-promotional. So junior faculty members are advised to ignore media requests, and they never get better at it. Other faculty members believe they are "not paid" to deal with the news media. Answering reporters' queries is casting pearls before swine, because reporters can't see just how significant your research contributions are. Releasing news tips and writing up summaries of your current work are just not "worth it," because there are never as many responses as the faculty members think they deserve.

So whether it's "I'm not good enough" or "I'm not paid enough," faculty members turn into turtles. They
draw their heads and limbs inside a protective shell and won't come out. If they do poke their heads out briefly, they embarrass themselves because they have no mental framework for media relations. It is not hard, really, compared with teaching. It is just different, different enough that turning into a turtle becomes a natural, permanent response.

It doesn't have to be that way. In the triad of research, teaching, and service, the task of dealing with the news media is both service and teaching, and it should be counted as such. Administrators have to reward, and honor, success in media relations: Saying "it's part of your job" will never work. Even the most outwardly focused campus news service will fail to bring faculty members out into the spotlight unless they are trained to deal with reporters and are rewarded for it.

For faculty members and administrators who are serious about building their media skills, here are five rules for curing the turtle syndrome and ensuring that you develop a positive relationship with reporters. Following these rules won't make you into a star; your research does that. What these rules will do is make the process of media relations more manageable, more predictable, and a lot more fun.

**Ignore the question.** Reporters ask bad questions. Fact is, they may not know enough about your subject to know what a good question even looks like. Faculty members often say after an interview, "But I never got to talk about what I really wanted to say!" Well, that means you misunderstood the whole process.

Questions are a way to get you, the faculty expert, to talk. Reporters can't guess what question you want to answer. So ignore the question. Many, many times, I have gotten a question, and I nod and then answer a completely unrelated question. I cover something I want to talk about, have prepared, and really know about. Surprisingly often, the reporter looks at the cameraman, they both nod, and say, "Thanks, that's all we need."

Keep it short, and animated, and give them your best 20 seconds, on your best point. Remember: They don't air the questions. And if the reporter really wants you to answer the question, she'll ask it again.

**Every answer stands on its own.** Academics develop arguments step by step. But an interviewer can't use, "As I already said," or "As we were talking about earlier." Take the facts of a question, reframe them into a statement, and give a short, complete, self-contained answer.

For example, if the reporter asks, "Should we get rid of the Electoral College?" it is not helpful to say, "No, I don't think so, for the reasons we already discussed." Make your answer stand on its own: "The Electoral College has three important functions. It protects smaller states, avoids the danger of nationwide recounts, and increases turnout by giving each state a local race to focus on."

**Watch the end chat.** Any good reporter is looking for good answers. But never forget that news is an entertainment business. After the interview is over, and the cameraman is taking some "chat" shots, "just to use for filler or voice-over," the microphone is still on.

And you are on the record.

It is appalling how often reporters use the last, flippant thing you said. After one interview about a governor's race in North Carolina, I mentioned that the Democratic candidate's television commercials appeared to be designed to prove that she was once a child and had later had a series of unfortunate haircuts. Guess which of my comments made the air that night?

**Silence is power: Gather yourself.** Unless the interview is live, producers need space to edit. And for a print interview, no one knows how long you thought before answering a question; the reporter may well be pleased if you credit the question by pausing.
Frame out the answer in your mind: conclusion, three reasons, and one counterargument that's wrong, and here's why. Then give the answer, without um's or loops. Good short answers are interview gold, and if it takes you five seconds of thought to shorten your answer by 10 seconds, the reporter will think it time well spent.

**Let the editor edit.** Faculty members often want to maintain control of their words, or their interviews, after the fact. But producers are looking for material that they can use, for their purposes. I am not talking about "Gotcha!" interviews, which are actually rare for academic experts. Reporters usually want to interview us for straight-up, "here's the expert" sort of reasons.

If what makes it on the air is different from what you wanted to say, then it is because what you wanted to say wasn't as interesting, or important, to the reporters as you thought. Don't be mad at them and don't question their motives. They are professionals who use your words for their reasons. Ask yourself, "How did I allow the producers to make that choice? Why did they not use what I thought was the best part of the interview?"

With just a little practice, and by following those rules, you can get the reporter and producer to use your best stuff — your best presentation of your work or your opinions as an expert. More important, you can teach more people in 10 minutes on television or radio than you will be able to speak to in an entire year in the classroom.

Don't go turtle. Your university needs you, and so does the world.

Michael C. Munger is chair of political science at Duke University, a position he has occupied since 2000. He has made hundreds of media appearances, some of them disastrous. Most recently, in 2008, he ran for governor of North Carolina as a Libertarian, participating in four debates televised statewide and giving dozens of radio, television, and print interviews.