THE DAILY CLIPS

September 19, 2008

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A. Louis Singleton

Mr. A. Louis Singleton, 78, passed away on Wednesday, Sept. 17, 2008. A memorial service will be held on Saturday at 11 a.m. at St. James United Methodist Church. A private burial will be held at a later date.

Mr. Singleton was a native of Beaufort County where he attended grammar school and after moving to Plymouth was a graduate of Plymouth High School. He received his B.S. degree in Social Studies from East Carolina University, and Law degree from the University of North Carolina at Chapel Hill. Mr. Singleton was a veteran of the Korean Conflict having served in the United States Army.

Mr. Singleton made his home in Greenville in 1961 where he practiced law at Gaylord and Singleton until his retirement in 1995. He was a member and past president of Pitt County Bar Association, member of the American Bar Association and past president of the Third Judicial District Bar.

Mr. Singleton was active in his community. He served as attorney for Greenville Utilities Commission, served as City Attorney, and was a member of the Greenville Planning Commission. He served 2 terms on the East Carolina University Board of Trustees and a term on the Pitt County Memorial Hospital Board of Trustees.

Mr. Singleton was a charter member of the Greenville Noon Rotary Club and a longtime member of St. James United Methodist Church, where he had taught Sunday School and chaired the Administrative Board.

Mr. Singleton was preceded in death by a son, Albert Louis "Bert" Singleton Jr. in 2007.

He is survived by his wife, Nancy Kesler Singleton; daughter, Sally S. Swanson and husband, Gary, of Charlotte; son, Ben Singleton and wife, Kelly, of Raleigh; daughter-in-law, Dawn Henderson Singleton; and grandchildren, Albert Louis Singleton III "Trey", Kesler Dale Singleton, Michael Swanson, Sarah Swanson, Elizabeth Singleton and Caroline Singleton; brothers, Lee Roy Singleton, of Raleigh, Paul Lester Singleton, of Fort Walton Beach, Fla., and Henry J. Singleton, of Philadelphia; and sister, Marie S. Warner, of Portland, Ore.

The family will receive friends immediately following the service in the fellowship hall.

In lieu of flowers memorial contributions may be made to: American Parkinson Disease Foundation, Parkinson Plaza, 135 Parkinson Ave., Staten Island, NY 10308-1425.

The family would like to extend their sincere appreciation to the staff at Sterling House for their care for Mr. Singleton.

Arrangements by Wilkerson Funeral Home and Crematory, Greenville.
Bereaved mother preaches tolerance

Judy Shepard's son, Matthew, was fatally attacked in 1998 because of his sexual orientation.

BY JOSH HUMPHRIES
The Daily Reflector

Judy Shepard, whose son, Matthew, was fatally attacked in 1998 because of his sexual orientation, brought a message of tolerance to students at East Carolina University on Thursday night.

"We just shouldn't use words to denigrate people," she said. "We need to make the decision that we don't want to be like that anymore."

Times are changing, she said, and a time will come when it won't make a difference who a person loves, or what color their skin is. But until that time comes, she is spreading a message of tolerance by making appearances all over the country to promote the work of the Matthew Shepard Foundation, which she founded with her husband, Dennis, after Matthew's death.

Shepard appeared at the Mendenhall Student Center's Hendrix Theatre as part of Hate Out week, an event sponsored by the ECU Ledonia Wright Cultural Center.

To open the talk, Shepard read from the victim-impact statement that she read to the jury during the sentencing hearing of Russell Arthur Henderson, who pleaded guilty to felony murder and kidnapping in connection

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Shepard

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with Matthew's death.

Aaron James McKinney was later convicted of felony murder and kidnapping. Henderson is currently serving two consecutive life sentences and McKinney is serving the same but without the possibility of parole.

"It is important to you that he (Matthew) be revealed to you as a loving, vibrant man," she read. "I love and miss him more than I can explain in this statement."

She went on to describe how she learned of Matthew's attack and condition while in Saudi Arabia and had to make a 25-hour trip 19 hours after getting the call to get to his bedside at the hospital in Wyoming.

"We found a motionless, unaware young man. We heard the machines helping him breathe," she read. "I wasn't sure this was even Matt. How could anyone feel so threatened by this tiny child?"

Matthew was 21 years old and a college student in Wyoming at the time of the attack. Two days later, he was dead.

"It was a kind of relief that Matt was no longer suffering, but our suffering had just begun," she read. "All of our hopes and dreams for Matt were taken away."

Shepard went on to say that acts like the attack on her son occur because America is SIC: silent, indifferent and complacent.

"We don't talk about who we are," she said. "We have to tell our stories. We have to let people know who we are."

Shepard said that people are not born knowing how to love or hate, but they learn it. She asked the audience to consider what they are saying when poking fun at minorities.

But the whole talk was not somber.

Shepard said she knew her son was gay, in the back of her mind, by the time he was 8 years old. He came out to her over the phone when he was 18.

The audience took a moment to break the spell of grief to laugh along with Shepard when she explained how she could have guessed her son's sexual orientation.

"I should have known when he was Dolly Parton three Halloweens in a row, and he just kept getting better at it," she joked.

Members of the audience left with a sense of duty to change things around them.

"It was inspiring beyond my expectations," said Tony Muccio, vice president of the Gay, Lesbian, Bisexual, and Transgender Student Union on campus and a senior.

Muccio said Shepard spreads a great message of hope.

"It is not a matter of if it's going to happen, but when it is going to happen," he said of a broader acceptance of gay and lesbian lifestyles.

Muccio said he was impressed with how open Shepard was and how much she really believes in the cause of gay rights.

Shepard said she is more angry about the state of society that allowed what happened to Matthew to happen.

"The two men that murdered Matt, do I blame them?" she asked. "Of course I do, but I blame society more."

For an ECU senior who goes by, simply, Moses, that was the most important piece of Shepard's presentation.

"When she really understood the people of who took her son from her, they were bad, but there was a socialization that happened," he said.

"There was a mindset that allowed them to do that to him. There is a bigger picture, which is society as a whole."

Josh Humphries can be reached at 329-9565 and jhumphries@coxnc.com.
Public Forum

Brody to host October health care forum

Recently there have been several references to the hotly debated issue of health care: Dr. Walter Pories in the Sept. 7 Daily Reflector and Paul Cook in the Sept. 12 Public Forum. Of great concern to many is the health insurance discussion. East Carolina University’s motto of “Severe” (To serve) manifests itself in many ways. This year the ECU chapter of the Honor Society of Phi Kappa Phi is sponsoring a health care forum with five distinguished authorities in the health care arena coming from around the country.

It will be held at the Brody School of Medicine Auditorium from 9 a.m. to 12:15 p.m. Oct. 7. Co-sponsors include Eastern AHEC, Pitt County Memorial Hospital, ECU Office of the Provost and Vice Chancellor for Academic and Student Affairs, the ECU Division of Research and Graduate Studies and the ECU Leadership Initiative.

Public health professor Dr. Chris Mansfield indicates that this is a timely event on a topic that is important to all of our community citizens and health professionals. The public is invited and encouraged to attend. For further information, contact the Eastern Area Health Education Center Web site.

RON NEWTON
forum committee chairman
Greenville
Reaction mixed to new parking regulations

New parking regulations for the Tar River Neighborhood near East Carolina University produced mixed reaction on the street on Thursday.

The city of Greenville is limiting parking on several streets between ECU’s main campus and the Tar River. Parking will be allowed on only one side of many new streets, and parking in some areas will be available only to residents who have permits.

Many ECU students park on the streets when attending class, competing for parking spaces with people who live in the area.

Students who park in the neighborhood and walk to class were upset by the news.

“We already have a shortage of parking, and the new regulations don’t provide adequate parking for students,” said Kevin Richardson, an ECU senior parking in the area. “It’s going to affect a lot of people who will have to walk quite a distance more. It’s inappropriate to charge students who can’t afford to pay for parking.”

Richardson and several others interviewed Thursday were not aware that new regulations had been approved. The Greenville City Council enacted them in August, and police have been giving out warning tickets since.

Parking will be allowed only on one side of streets that are 32-feet or less in width to allow for safer passage of emergency vehicles, according to the city. That means 11 new streets will no longer allow parking on both sides.

Signs indicating which streets are affected will be up in late October, according to the city. At that time, police will issue tickets and tow cars if necessary.

Some residents in the area were pleased on Thursday. They believe spots will be easier to find if they have a permit, and cars will be able to pass easier in the neighborhood.

“It’s good. There was no way you could get two cars by on Woodlawn,” said property owner Daniel Overby. “This area is like a parking lot for ECU, but no one picks up the trash that’s left in the street. Now, when a street sweeper comes, it can actually get to the trash.”

Parking on several streets will be restricted by permit from 8 a.m. to 5 p.m. Monday through Friday, according to the city. Changes also are coming to the two-hour parking zones in this area, which will become parking by residential permit only.

A map illustrating the restrictions is available on reflector.com.

Renters and homeowners living in the affected areas will be able to purchase up to three parking permits per household. Affected streets will have signs posted designating these special parking zones by mid to late October.

Permits are $5 each and can be purchased from Public Works with the following documentation:

- Owners: Proof of residency that lists their address such as current driver’s license, automobile registration, current tax bill, current utility, cable TV or telephone bill.
- Tenants: Lease with all parties showing length of term for the lease, renters or boarders agreements, written verification from college showing official, at-school residency location.

Public Works offices are open Monday–Friday from 8 a.m. to 5 p.m. at 1500 Beatty St. Anyone with questions may contact the engineering division at 329-4467.

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PARKING

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ECU needles NCSU

The Daily Reflector

East Carolina won the first blood-drive challenge with N.C. State by more than 120 pints, officials announced Thursday.

Hundreds of donors waited in line Wednesday at the Murphy Center to help ECU collect 222 pints of blood for the challenge in advance of Saturday’s game with the Wolfpack.

Donors in Raleigh gave 93 pints on Tuesday. Both schools will receive trophies for their efforts, but ECU’s will hold a large replica of a blood droplet to signify the school’s victory.

The big winner was the American Red Cross Blood Services, which provides blood to area hospitals, recipients of the donated blood and

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platelets, officials said.

"East Carolina did an outstanding job yesterday," said Donna Sword, manager of donor recruitment for eastern Carolina. "And hopefully they will do the same at the game."

Students, faculty and supporters came to the Murphy Center in spurts throughout the morning Wednesday, but by 4 p.m. at least 230 people had signed up and the waiting room was full.

The local effort needed about 300 people to fulfill its 255-pint goal.

Donors received "I Bleed Purple and Gold" T-shirts and could win two tickets to Saturday’s game, an autographed football or a goodie bag from a raffle.

Both schools will receive trophies that look copper hands made to hold the large blood droplet replica.

A presentation is planned for ECU at the home game against Houston on Sept. 27, Family Weekend.
East Carolina-N.C. State rivalry becomes ‘clash of equals’

BY TOM MARINE
The Daily Reflector

As the Pirates prepare for Saturday’s battle with the Wolfpack at Carter-Finley Stadium, some local football fans took time to reflect on the history of the rivalry and its effect on eastern North Carolina.

Although the series between East Carolina University and North Carolina State University officially began in 1970, Henry Hinton said the rivalry didn’t truly start until 1971, when ECU won, 31-15.

Hinton, a 1975 ECU graduate and president and founder of Hinton Media Group, said he has attended nearly every football game between the two universities.

“I don’t think you could call it a rivalry back then,” Hinton said. “But playing teams like N.C. State from the ACC was significant to our growth.”

Hinton said the game is huge for bragging rights in the region and plays a large role in recruiting and fundraising.

In a bizarre way, he said, the rivalry also has been good for N.C. State because, as neighbor See RIVALRY, A9

WHAT’S IN A NAME?

Football traditions need a name, and blogger Dave Singleton has issued the call. Here are some Reflector.com users’ suggestions for naming the ECU/NCSU game. Go online and add yours!

- The Barbecue Brawl (or Bowl)
- War on 264
- Purple and Red Clash between the Hashes
- The Divorce Bowl, as one house-divided wife suggested

MORE ONLINE

Tell us what you think the N.C. State-ECU series should be called and check out our Purple and Gold video with this story on the reflector.com home page.
RIVALRY

Continued from A1

boring universities, they tend to push each other.

"The way the rivalry has manifested itself is that there was a time when ACC schools were doing everything they could to keep ECU from getting to the level it has reached," Hinton said. "The rivalry is no longer about keeping ECU from getting to this level. It's about both programs staying on a national level."

Don Edwards, president and owner of University Book Exchange, said he grew up beside the old football stadium and would sneak into the games as a child in the 1960s.

Edwards said he has seen the rivalry grow to the point that, no matter how the teams are playing, the game will always be played in front of a capacity crowd.

"The change in the rivalry is that now it is a clash of equals," Edwards said. "It's kind of like we have a lot more to lose this year than they do. That would never have happened 30 years ago."

In addition to bragging rights, Edwards said, everyone should recognize the importance of the rivalry as it relates to the quality of life in Greenville and the economic development in this part of the state. He compared the local economic impact of the ECU football team with the influence professional teams have on their cities.

"ECU probably means more to Greenville than the New York Yankees mean to New York City," he said.

Both Edwards and Hinton recalled the 1992 Peach Bowl as their favorite memory of the rivalry — the Pirates scored 20 unanswered points in the fourth quarter to beat the Wolfpack, 37-34.

"I think the rivalry was about as intense years ago as it is right now," said Jeff Charles, the voice of the Pirates. "The difference now is that there is more media exposure. We just talk about it more."

Charles said the rivalry was just as important to the fans during the 1970s as it is now to the fans in 2008. Similarly, he said as the universities and cities have grown over the years, more have become involved.

"There's a lot more interest in it now," Charles said.

Troy Dreyfus, co-founder and owner of Pirate Radio 1250 and 930, said he is glad both universities are still playing each other.

"It's good for both schools and for the state of North Carolina," said Dreyfus, whose first experience with ECU football was the infamous 1987 game, when Pirate fans stormed the field after their victory. "Over the years, NC State has looked down on ECU. You can debate who has better academics, but there is no debating who has the better football team, because that is decided on the field."

Hinton said this weekend's game represents new territory for ECU, as it generally plays as the hunter, not the hunted.

It will be the fifth time in its eight meetings with NC State since the 1992 Peach Bowl that ECU has been favored to win.

"It will be a war," Hinton said. "It always is."

Contact Tom Marine at tmarine@coxnc.com and 329-9567.
Our Views

New position
East Carolina prepares for rivalry

When East Carolina University released the school's 2008 football schedule, most Pirate fans immediately circled Saturday's game against N.C. State University. Games between the two have the feel of a sibling rivalry, with each refusing to accept defeat in a test of wills.

While the Wolfpack may traditionally enjoy a higher profile thanks to its membership in the Atlantic Coast Conference, the Pirates will travel to Raleigh boasting a national ranking and an unblemished record. And while East Carolina fans desperately want to best their in-state rival, they also have the most to lose should fortune favor their opponents.

Eastern North Carolina is buzzing with excitement following the Pirates' narrow and improbable victory on Saturday over Tulane University in New Orleans. That win followed two season-opening wins over highly regarded Virginia Tech and West Virginia, landing East Carolina with a 3-0 record and a No. 15 national ranking.

With N.C. State looming on Saturday, however, those numbers go out the window. East Carolina may be the favorite in this game, but they were also expected to beat the Wolfpack a year ago. N.C. State, a six-point underdog, left Greenville with a 34-20 upset win, humbling the Pirates in front of their fans in Dowdy-Ficklen Stadium.

The two teams have engaged in spirited and exciting contests before. Pirates fans will never forget the dream season that led to a Peach Bowl bid in 1992 and a jubilant 37-34 win over State. Likewise, the Pack faithful will forever relish a narrow win in 1997 that led to fans tearing down the goalposts. The 25-game series has been lively, and Saturday promises to be memorable as well.

However, East Carolina, which usually enters these games as the underdog, will march into Carter-Finley Stadium as the favorite. And their fans — thousands of which expect to make the trip west — will arrive with a new attitude, since East Carolina is the team earning national acclaim.

Ultimately, the real winner in this case is the state of North Carolina, which sees two of its largest public universities enjoying the spotlight of a national television audience for a game with widespread implications. Such attention raises the profile of these institutions, which was a leading reason driving the legislative push to see more in-state teams play one another.

East Carolina should expect a hard-fought football game in a hostile atmosphere on Saturday, but if successful, the Purple and Gold faithful can lay claim to the title of the state's best team and take another step forward in a potential season to remember.
State auditor investigates unauthorized campus of N.C. Central University

The university and the UNC system are also looking into the satellite, which was ineligible for federal financial aid money

BY ERIC FERRERI
STAFF WRITER

DURHAM - The state Auditor's Office is looking into the unauthorized N.C. Central University satellite campus that operated in suburban Atlanta for four years before being shut down this summer.

The investigation comes with the UNC system's blessing.

"We are coordinating with the university system on an investigation into NCCU's unauthorized Atlanta campus at the University system's request," said Les Merritt, the state auditor, in an e-mail response to a question from The News & Observer.

In taking a hard look at the details of the unauthorized campus, Merritt will have some company. NCCU and UNC system officials have worked for months to iron out all the wrinkles left by the unapproved venture. The satellite was housed at New Birth Missionary Baptist Church, a megachurch in Lithonia, Ga., whose pastor is Eddie Long, an NCCU trustee.

Last week, UNC system President Erskine Bowles said he expects the university will have to repay federal financial aid money that NCCU received from the Department of Education and distributed to students in the New Birth program.

The program was not recognized by the the Southern Association of Colleges and Schools, NCCU's accrediting agency, and thus was not eligible for federal financial aid money. The total tab has not been made public.

In briefing the UNC system's governing board on the still-unfolding saga last week, Bowles mentioned that he has kept Merritt's office abreast of his investigation. He has pledged to be fully transparent once his office sorts through the details.

The New Birth program was never approved by NCCU trustees or by the UNC system's board, and the origins of the program are still unclear. Its discovery set off a scramble this summer as officials looked for similar gaffes at other public university campuses.

Bowles said last week that his office has examined about 400 other off-site degree programs offered by UNC system campuses and has turned up a few small issues but nothing even "remotely comparable."

The New Birth campus offered undergraduate degrees in criminal justice, business administration and hospitality and tourism, and 25 students graduated. There is still some question whether their degrees have the same value as those of regular NCCU students.

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UNC-CH assures workers

Chancellor tells housekeepers that none will be forced to work weekends

BY MATT DEES
STAFF WRITER

CHAPEL HILL — Weekend work won’t be required of UNC-Chapel Hill residence hall housekeepers, a revelation that stole some of the thunder from a protest Thursday.

Bullhorn- and banner-bearing students stormed South Building, decrying a proposal they thought would force current housekeepers to clean dorm bathrooms on Saturdays and Sundays for no extra pay.

Chancellor Holden Thorp emerged to meet the group of about two dozen students and housekeepers and then met privately with each group’s leaders.

He assured them that employees who didn’t want to work weekends would not have to.

The university would hire people willing to work weekends, he said.

Domenic Powell, a member of Student Action with Workers, said the chancellor “definitely” addressed a major concern.

Earlier in the day, he and other protesters said forcing weekend work would unduly burden housekeepers, as many are single mothers who ride buses to work.

Weekend shifts would mean added child care costs and limited transportation options, and the university thus far hasn’t offered any concessions to address those needs.

The university wants dorm bathrooms cleaned seven days a week.

Letting them go uncleaned from Friday morning to Monday morning is unsanitary and a growing concern for residence hall directors, said Carolyn Elfland, associate vice chancellor for campus services.

That particularly goes for the large, communal bathrooms in the older dorms, she said.

But Pam Breeden, 52, a housekeeper for four years, said during a rally she doesn’t think weekend cleanings are necessary, and many of the student protesters agreed.

She urged students to continue to work with them as they lobby the university for better pay and working conditions.

“We appreciate the students helping us with all of our concerns,” she said through a megaphone provided by the protesters.

A committee of university officials and housekeepers has met eight times and plans to recommend an action plan to Elfland on Oct. 15.

Residence hall directors would like to see weekend work begin as soon as possible, no later than the start of next fiscal year. As a stop-gap measure before new hires come aboard, willing current housekeepers could be offered weekend shifts with overtime pay, Elfland said.

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Pack gets credit for ECU rivalry

It's just one person's opinion, but the best football rivalry in this state will resume in Carter-Finley Stadium at noon Saturday when East Carolina and N.C. State get after each other for the 26th time.

As traditional rivalries go, it's still an infant. The winner doesn't get to stake claim to an oak bucket dating to Teddy Roosevelt's administration (or earlier), or a victory bell mounted on a funky little wagon, or anything else that equates to tangible evidence of an important outcome. It's not even a conference game, probably never will be.

But State-ECU is big, has been almost from the start, and whether Pirate fans admit it or not, most of the credit for the fun goes to the Wolfpack.

That's because State gave ECU a chance to prove itself in football when most other ACC members would not.

Granted, nothing more complex than a marriage of financial convenience hatched the series that began in 1970. State had recently built Carter Stadium and was anxious to pay off its construction debt as quickly as possible. ECU was the perfect cheap date — close by, affordable, deep in fans and willing to play in Raleigh at a moment's notice.

What's more, ECU didn't so much as ask State to make the ride to Greenville for many years.

"They want our fans in town spending money and a game they see as an easy win," former ECU coach Sonny Randle said. "We want a chance to show folks we can play with ACC teams. It's a swap off."

As expected, State, en route to a modest 3-7-1 record, won the first game with ease 23-6.

But a year later, with everyone expecting a similar outcome, Randle's team won 31-15. That

Wolfpack team (3-8) wasn't very good, either. But it didn't matter to ECU fans. A road win over an ACC team had been recorded, and the future seemed to hold endless possibilities.

And by that time, which was long before big television money, State was hooked on the gate income.

When State won a laugh, 57-8, to open the 1973 season, tickets were impossible to find. So were motel rooms in the Triangle. A good game had become such good business that North Carolina saw reason to join the feeding frenzy.

A few weeks after the staggering loss at State, Randle's team went to Carolina and lost 28-27 in front of yet another full house.

By the mid-1970s, the Pirates were referred to by ACC schools as the regional "meal ticket." Their fans arrived in droves, provided a huge local economic infusion and still were in no position to demand return games.

"They may hate us, but they need us," then-ECU coach Pat Dye said.

In exchange for the commerce, the Pirates won enough of those games to establish themselves as a legitimate Division I-A program. The final turning point came in 1991, when ECU defeated State in a memorable Peach Bowl game that set an attendance record, virtually saved the Peach Bowl from financial ruin and ended the 11-1 Pirates at No. 9 in the final Associated Press poll.

None of that could have happened without State's willingness to participate in what both sides fully understood was a no-win predicament for the Wolfpack. State needed the money, and ECU needed the opportunity. But State just as easily could have said "no" to that first gamble in 1970 and gone elsewhere for a non-league game. In retrospect, the easy Wolfpack win that day probably was the best thing that ever happened to ECU football.

Had the Pirates pulled off what would have been perceived as an embarrassing upset, there might have never been a 1971 meeting much less the games beyond.

The impact of those early State ECU games on regional football interest was immeasurable. That's why the game in Carter Finley Stadium on Saturday will be among the most emotionaplayed anywhere in the nation.

It's rivalry for the sheer sake of rivalry. And sure, State fans probably would prefer a win over North Carolina to a win over ECU. But that's not the lone measure of a true rivalry. Many State fans still can stomach a loss to Carolina much easier than a loss to the Pirates.

But it has also reached the point that it works the other way, too. There will be a lot of ECU fans who find a way to score a ticket tomorrow. Ask them about a big win, and they'll likely say Virginia Tech or West Virginia. But ask them which game they do not, under any circumstances, care to lose, and that response would be State.

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For a Global Generation, Public Health Is a Hot Field

By David Brown
Washington Post Staff Writer
Friday, September 19, 2008; A01

Courses in epidemiology, public health and global health -- three subjects that were not offered by most colleges a generation ago -- are hot classes on campuses these days.

They are drawing undergraduates to lecture halls in record numbers, prompting a scramble by colleges to hire faculty and import ready-made courses. Schools that have taught the subjects for years have expanded their offerings in response to surging demand.

At Johns Hopkins, which has offered an undergraduate major in "public health studies" since 1976, there were 159 students studying the field 10 years ago; this year, there are 311 majors. At the College of William and Mary, a freshman seminar called "Emerging Diseases" is so popular that it is offered in two sections each semester. "It fills up instantly," said Beverly Sher, the immunologist who teaches it.

"We see exponential growth going on in the interest in these subjects," said Richard Riegelman, an epidemiologist and chief voice of the Educated Citizen and Public Health Initiative, which was put together two years ago by several higher education organizations and advocates undergraduate study of public health.

That group argues that the subject is essential knowledge in the flattened, crowded and worried world of the 21st century.

A recent survey by the Association of American Colleges and Universities found that 137 of its 837 members, or 16 percent, now offer majors or minors in public health. (The number offering single courses is unknown.) Nearly two-thirds of the schools in that group require students majoring in the subject to undertake fieldwork or research.

For the past two years, the association has offered summer workshops for colleges that want to add public health to the curriculum or expand their offerings. Representatives of 63 schools have attended.

"Today's students want to contribute, to empower individuals and communities to take charge of their own health," said Ruth Gaare Bernheim, who teaches health policy at the University of Virginia. "I think they also intuitively realize that the world is their community and that the gains of the 21st century will be in global public health."

Several years ago, students at the University of Virginia started a Global Public Health Society, which sponsors various activities and service projects. Two years ago, the school began offering a global public health minor.

Many forces have converged to make these subjects competitive for students' attention. For starters, global health is a huge growth industry.

The President's Emergency Plan for AIDS Relief has spent about $15 billion in the past five years, and funding is being
nearly tripled for the next five. Bill Gates and Warren Buffett are channeling billions into public health initiatives. Malaria eradication -- which failed in the 1950s and 60s -- is again on the table. 

Furthermore, the headlines are full of global health news. Today's freshmen experienced the SARS (severe acute respiratory syndrome) and bird flu scares in their adolescent and high school years, and they have lived their entire lives in the shadow of AIDS. 

"It would not have happened without AIDS," said Thomas Coates, head of the global health program at the University of California at Los Angeles, describing the new interest in public health. 

AIDS is a dramatic example of how whole populations, not just individuals, can be at increased risk for disease -- a key epidemiological concept. The emergence in the mid-1990s of life-extending treatment, which is only now being brought to Africa and Asia, where most AIDS patients live, provides a lesson in equity -- the principle that underlies public health. 

"It took something like HIV/AIDS -- because it is so lethal and now that it is so treatable -- to capture our attention and make us realize that there were such inequities in the world," Coates said. 

But the benefits of studying public health go considerably beyond understanding infectious disease. 

The concepts introduced in basic epidemiology courses include causation and correlation, absolute risk and relative risk, biological plausibility and statistical uncertainty. Nearly all health stories in the news -- from the possible hazards of bisphenol A in plastics and the theory that vaccines cause autism, to racial disparities in health care and missteps in the investigation of tainted peppers -- are better understood with grounding in that discipline. 

Other forces driving interest in public health include the Internet's ability to put students in touch with far-flung people and institutions, and the expectation at many colleges that students will study or work abroad. 

Observers also credit a flowering of social consciousness in today's students. While the causes of their parents' generation were fueled by protest and relied heavily on symbolic victories, the interest in public health reflects this generation's more communitarian and practical outlook. 

"There is a very idealistic aspect to this -- the idea that I am living in this world, and it could be a better place," Riegelman said. "This is a student-driven movement. The drive is not just intellectual, it is passionate as well." 

Kelly Gebo, an infectious-diseases physician who directs the public health major at Johns Hopkins, said that in the past, college students who wanted to do something about global health were limited to collecting money, sending it to UNICEF and hoping for the best. 

"Now they can get on a plane, get off in Cape Town and help out in a clinic," she said. "They aren't happy with just collecting pennies. They want to do stuff."

Joanna Stephens fits that description well. 

A fifth-year senior at William and Mary, Stephens, 21, spent two spring vacations helping deliver medicines to a charity in Ghana. The team of 16 students -- she led one of the trips -- raised money during the year to pay for the drugs. The receiving clinic was run by Ghanaian health workers. "We were not dropping out of the sky with American doctors," she said. 

The project was one of 16 international service trips open to William and Mary students. Others went to Belize, 

http://www.washingtonpost.com/wp-dyn/content/article/2008/09/18/AR2008091804145_pf.html 9/19/2008
Nicaragua and the Dominican Republic.

Last winter, Stephens, whose home is in Fairfax Station, struck out on her own. She found a community development organization in Gvozd, Croatia, and asked by e-mail whether it took interns. A woman in charge said she could come.

Stephens rented a room, cooked her own meals and got a Croatian tutor. She put together a hygiene course for young children and helped around the office. She spent Christmas and the winter term there and hopes to return.

"It was an amazing experience. The people were so welcoming," she said last summer while working in the District at the Elizabeth Glaser Pediatric AIDS Foundation. But, she added, "It is important to make sure that the work you're doing is actually needed."

Stephens's parents are immigrants from South Africa, so she has a personal interest in that country. In the summer of 2007, she got a $3,000 grant to live in Johannesburg and research the relationship between public health and apartheid. On the side, she did her own epidemiological study.

She spent two days a week at an HIV clinic surveying patients about the use of traditional remedies. She asked how many had heard of, and were following, recommendations by the country's controversial health minister to take garlic and beet root. Her paper was published and won a college award.

Although her major is international relations, Stephens has also completed pre-med requirements and is applying to medical school. She realizes that public health may not have the cachet there that she and her friends see in it.

"Surgical procedures are perceived by our society as glamorous. Vaccination programs are not seen as glamorous," she said.

But that doesn't bother her a bit.
When to shred: Purging data saves money, cuts legal risk

E-discovery ranges from $1 million to $3 million per terabyte of data

Mary Brandel

September 18, 2008 (Computerworld) A funny thing happened on East Carolina University's journey to creating a data-retention strategy. As part of a compliance project launched one and a half years ago, Brent Zimmer, systems specialist at the university, was working with attorneys and archivists to determine which data was most important to keep and for how long. But it soon became clear that it was just as important to identify which data should be thrown away.

Zimmer was aware of the importance of being able to quickly produce required information during litigation, "but the thing we never thought about was keeping data too long," he says. The risk is keeping data that you wouldn't otherwise be required to produce, but as long as it's discoverable, it could be used as evidence against you.

Like many organizations, East Carolina had its share of data to purge. "We never made anyone throw away anything unless they ran out of space on their quota," Zimmer says. Some users, he says, had e-mail dating back to 1996.

East Carolina is not unusual; many organizations hang on to more data than they need, for much longer than they should, according to John Merryman, services director at GlassHouse Technologies Inc., a storage services provider in Framingham, Mass. One reason is fear. "Companies are really sensitive because there's a perceived underhandedness to purging data," he says. "People might wonder, 'Why aren't you keeping all your records?'"

Another is the low cost of storage. Organizations have historically preferred to buy more disks than spend time and resources sorting through what they do and don't need. "Many people would prefer to throw technology at the problem than address it at a business level by making changes in policies and processes," says Kevin Beaver, founder of Principle Logic LLC in Acworth, Ga.

But thanks to e-discovery risk and burgeoning data volumes -- 20% to 50% compound annual growth rate for some companies -- the tide is starting to turn, according to Merryman. The average cost companies incur for electronic data discovery ranges from $1 million to $3 million per terabyte of data, according to Glasshouse. While you need to pay attention to retaining data, at the same time, "all indications are that you need to be keeping less," Merryman says.
A recent report from Gartner Inc. concurs. It states that the current explosion of data is outpacing the decline in storage prices, even before the resource costs for maintaining data are taken into account. Estimating that the average employee might generate 10GB per year, at a cost of $5 per gigabyte to back it up, Gartner says a 5,000-worker company would face annual costs of $1.25 million for five years of storage.

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Gartner Inc.

And considering that many companies maintain multiple copies of data, thanks to test data, operational data and disaster recovery copies, not to mention backups, "there's an explosion of data in most companies," Merryman says.

Aside from the costs, keeping all those records indefinitely is a gold mine for attorneys looking for evidence, he adds.

Getting policy straight

The "2007 Litigation Trends Survey Findings" report (download PDF) by Fulbright & Jaworski LLP, which had a base of 253 U.S. and 50 U.K. corporate counsels, described the following findings:

- The number of lawsuits filed against companies appears to be down from last year, returning to levels similar to 2005. However, suits with $20 million or more at stake are on the rise. All of the respondents from small and midsize companies reported at least one lawsuit of that magnitude in the past year. Twenty percent of the largest companies surveyed had 21 to 50 lawsuits of that size.
- Almost 40% of the largest companies surveyed spent $5 million or more annually on litigation, excluding settlements and awards.
- In the records-retention area, 31% of all the companies in the survey now log or retain instant messages, and 40% retain voice mail.

One way to address this problem is to set retention policies that reduce exposure to legal problems. But don't try to boil the ocean, Merryman advises. Instead, create policies from the application or business level down, rather than looking across the whole data landscape and letting policy bubble up. Also, create black-and-white rules that are easy to deal with.

For instance, roll all data types -- such as e-mail, application and file data -- into 10 to 30 categories of big-picture policies rather than hundreds of granular ones. "You need broader rules like 'Accounting data needs to be retained six years,' not 'This annual report needs to be retained for five years,'" he says.

According to research from Enterprise Strategy Group Inc. in Milford, Mass., the average required retention period for files, e-mails and databases is on the rise. Most companies retain data for four to 10 years, says Brian Babineau, a senior analyst at ESG.

East Carolina University started with the low-hanging fruit, setting retention and purging policies for e-mail, medical records and security video. It archived that data on a new system based on Symantec Corp.'s Enterprise Vault storage management software and EMC Corp.'s Centera content-addressed storage (CAS) array. E-mails from the chancellor or dean are saved for seven years, Zimmer says, while faculty and staff e-mail gets purged after three years.

Meanwhile, security video is archived for 30 days -- a good thing, since university police collect a terabyte per day. Patient records from the medical school need to be kept for 20 years after the patient is deceased, but East Carolina now uses EMC Rainfinity to take that data off primary storage and archive it to the Centera device so it's out of the backup environment.

Beyond that, the job will get more difficult, Zimmer acknowledges. "There's a lot of other stuff that we don't know the retention [requirements] for, so that will be more tricky," he says.

The key to reducing data volumes, Gartner says, is a process called "content valuation," which involves examining factors such as authorship authority, usage patterns, nature of content and business purpose. According to Gartner, there are many ways to approach content valuation, including electronic records management, content management, enterprise search to identify what's a record and what's not, legal preservation software and policy management.

Archiving on the rise
Partly because of increased data retention activity, companies are increasingly implementing disk-based archiving tiers in their storage architectures. This is a better place to retain data than tape backup systems, Babineau says, because the data is indexed, searchable and stored in single-instance format, all of which makes it easier to find what you need during e-discovery.

According to Robert Stevenson, managing director of storage research at The InfoPro Inc. in New York, archiving tiers have seen a 54% annual growth rate among users surveyed vs. 20% for Tier 1 monolithic storage and 40% growth for Tier 2 modular storage. Tier 1 tends to include high-performance storage platforms, with integrated capabilities for replication, disaster recovery and minimum downtime, he says. Tier 2 includes modular systems with lower cache and disk capabilities, lower cost per terabyte and an emphasis on ease of use, Stevenson adds.

And in the past three years, e-mail archiving has grown, with 48% of survey respondents saying they use it today vs. 39% two and a half years ago. Database archiving is also up, with 36% using it vs. 21% two and a half years ago.

At East Carolina, Zimmer has reduced primary storage costs by 40% to 50% by moving data to the Centera devices.

Another reason for archiving growth is that companies are relying less on backup tapes for retention and more on disk-based storage. "Discovery is a difficult task, and if you have multiple copies in the backup environment, it's extremely expensive to retrieve, index, search and take it through the preparation process of culling and narrowing down results," Merryman says. "It can turn discovery into a multimillion-dollar project."

Zimmer says that before East Carolina used a Centera disk array, the university relied on tape backups for data retention. But since backups collect data in daily snapshots, he says, there was always the potential for data to be missing. For instance, if the relevant information wasn't on the server the day the snapshot was taken, a user wouldn't be able to produce it. And even if the data could be found on tape, he says, the cost would be extremely high to restore it, especially if you needed to go back a year or more.

"You could potentially be working on gathering that information for a week or two, just to get to a certain piece of e-mail to restore to tape for the test lab to extract," he says. In fact, while researching the return on investment of Enterprise Vault, Zimmer estimated that it would take 80 man-hours to recover all the e-mail generated by one employee for one year if it had to be restored from every monthly backup tape. With the archive system, it takes just 15 to 20 minutes, and the employee is guaranteed to get every piece of e-mail, he says.

The urge to purge

The seemingly simplest way to reduce data volumes is to delete the data you don't need. But this is much more easily said than done. The fact is, according to Merryman, outside of e-mail, the status quo is to do nothing. "Most legacy applications have never purged data, and new applications are rarely designed to accommodate purging," he says.

"If you look at legacy data outside the application world, a lot of people have no idea what it is, but they're scared of getting rid of it.

John Merryman, services director at Glasshouse Technologies Inc.

Not to mention, he says, deleting production data is complicated. In addition, the issues associated with legal, compliance and operational risks are often ambiguous, and few organizations have a process to accommodate a web of requirements for data retention.

"If you look at legacy data outside the application world, a lot of people have no idea what it is, but they're scared of getting rid of it," he says. At one large bank in New York, Merryman says, he ran across hundreds of file extensions that no one knew about, as well as data inaccessible by currently maintained applications or interfaces.

The important thing is to start setting purging policies now rather than trying to apply them to old data. "If you address high-risk, high-volume applications and databases, you'll address 90% of the risk," he says. "If you target all 700 applications in your environment, you'll never get it done."

In fact, in a tiered storage environment, Merryman says, the business case is much better when you purge data rather than simply archiving it on lower cost disk. "The cost of perpetually managing and refreshing huge amounts of data that's never been culled or purged is extremely high," he says. "So if you come up with a strategy to tier 70% of your data to cheap storage, and then you factor in the cost of managing, backing up
and protecting it for disaster recovery, it's expensive."

**Have your say**

**How long does your company hold onto data?**

Unfortunately, he says, most companies that develop tiering strategies figure they'll purge at some time in the future. "But that's the problem with purge," he says. "It's always 'later,' like cleaning out the basement."

Another difficulty with purging is the lack of a guarantee that you've deleted all instances of the data set. You might think you deleted all your old e-mail, but it may be stored on tape from two years ago, so it still exists. "Some companies figure if you can't delete it consistently, don't delete it at all because it's probably somewhere that no one knows about," Babineau says.

Still, he says, "if you invest in technology that helps you retain data, why not invest in technology that helps expire data when you don't need it anymore?"

For instance, all archiving systems have a "delete" function, Merryman says, but no single product can purge data across all data types, such as messaging, unstructured and structured data. A fairly mature base of e-mail archiving is available from the likes of Symantec, Computer Associates International and EMC, as well as smaller companies such as Mimosa and Zantaz. File archiving systems vary widely, from EMC (Legato's hierarchical storage management product) to enterprise search vendors such as Kazeon and Abrevity. And in the database world, archiving vendors include OuterBay and PeopleSoft.

Merryman's advice: First identify vendors with proven technologies, and then look at emerging vendors. Second, he says, see if the vendors support or plan to support SNIA Archiving Standards being developed by the 100-Year Archive Task Force. "This body of standards is young," he says, "but it's the only industrywide effort to standardize archiving methods."