THE DAILY CLIPS

September 21, 2010

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
East Carolina student run over by car in Blacksburg

Monday, September 20, 2010; 10:41 PM | by Liana Bayne, associate news editor

A Virginia Tech student drove over an East Carolina University student Friday night in the Maple Ridge apartment complex.

A Blacksburg Police Department press release said Morgan Smith, who had just completed a right turn from Red Maple Drive onto Autumn Splendor Way, drove over Kaitlin Thorpe, who was lying in the road.

According to the release, Smith said he did not see Thorpe in the road. Witnesses at the scene said Thorpe had fallen in the road prior to the vehicle driving over her.

According to Blacksburg Police, alcohol was not a factor in Smith’s driving, but may have been a factor in Thorpe’s fall prior to the accident.

Thorpe is being treated at Montgomery Regional Hospital for several serious but non-life threatening injuries.

Find this article at: http://www.collegiatetimes.com/stories/15856/east-carolina-student-run-over-by-car-in-blacksburg

Topics: police
What a pill: FDA gives thumbs down to new weight loss drug

BY Rosemary Black
DAILY NEWS STAFF WRITER
Saturday, September 18th 2010, 4:00 AM

This is the third time in a year that an obesity drug didn’t get approval from the panel. Members of the panel were concerned about high rates of both memory loss and depression in patients who tried out the new pill, according to The Associated Press.

The pill, made by Arena Pharmaceuticals, is thought to work by stimulating a serotonin receptor in the brain; the receptor has been associated with changes in feelings of satiety and feeding behavior, according to Arena, Dr. Edward W. Gregg, a panel member, said the drug was “promising” although “not quite there yet,” said WebMD.

Just this week, the same panel, the FDA Endocrinologic and Metabolic Drugs Advisory Committee, voted 8 to 8 about whether Meridia, a weight loss drug made by Abbott, should stay on the market. It was banned earlier this year by European regulators.

In the U.S., where nearly 35% of the people are obese, there would be a potentially lucrative market for a weight-loss drug. But a magic pill isn’t about to come on the market. "There is no magic bullet, no ultimately successful weight loss pill," says Vanderbilt University endocrinologist Dr. Kevin Niswender, who specializes in the treatment of obesity. "And ultimately, I don't think that there ever will be."

In order to be effective, he says, an oral medication would need to be used in conjunction with other treatments such as nutrition and fitness counseling and with therapy to treat depression. "Medications may have a role in jump-starting weight loss but obesity is a chronic disease and you can't stay on medicine for your life," Niswender said.

Bariatric surgery is not an option for the majority of people. There is currently no effective obesity drug on the market," said Dr. Walter Pories, professor of

surgery at East Carolina University in Greenville, N. C. "And only 0.4% of the American public has access to bariatric surgery."

When and if a medication to lose weight hits the market, it's still not going to be a panacea.

"Everything has side effects," Niswender says. "And when a person stops taking a drug, the weight goes up."
**Community**

**Coffee party to meet**

The Coffee Party will meet at 7 p.m. at the Tipsy Teapot. Frederick Niswander, the dean of East Carolina University’s College of Business, will speak. For more information, contact Ray Sobel at ramar50@yahoo.com.

**Kids’ Stuff**

**Science festival**

A free science festival will be held from 5-8 p.m. Friday at the East Carolina University Heart Institute. The festival will include more than two dozen interactive exhibits that will give participants a chance to explore forensics, archaeological artifacts, electrolysis and a groundwater model. Participants will also get to interact with snakes, test their memory skills and make biodiesel.

Sponsors include Go-science, and the Center for Science, Mathematics and Technology Education at East Carolina University. Register online at www.Go-Science.org/SciFest.
SPONSORS

WASHINGTON DAILY NEWS

Published: Tuesday, September 21, 2010 2:27 AM EDT

Commentary by BRIAN HAINES, Sports Writer

GREENVILLE — After starting out the season right off the bat with two Conference USA games, and then having to play the first road game of the year against an angry Virginia Tech team, East Carolina’s bye week could not have come at a better time.

Expectations for the two-time defending Conference USA champions were curbed at the start of the season as the Pirates (2-1, 2-0) went through too many changes in the offseason to gauge just how good they could be before they stepped on the field for their opener against Tulsa.

The departure of former head coach Skip Holtz allowed for East Carolina to bring in first-year head coach Ruffin McNeill, along with first-year coordinators Lincoln Riley and Brian Mitchell.

The changes on both sides of the ball were extreme. The Pirates would go from a conservative approach on offense to the exact opposite under the direction of Riley, a Mike Leach disciple. Defensively, the transition was just as drastic as the unit abandoned the zone schemes that made the ECU defense one of the best in the conference in favor of a more aggressive man defense.

Coming into the season with an entirely new coaching staff, whose philosophies were polar opposites of their predecessors, not to mention having to field a team with six new starters on offense and nine on defense, the 2010 season could have easily gotten off to an ugly start.

Instead, thanks to a Hail Mary pass against Tulsa and a quick start against Memphis, the Ruffin McNeill era has kicked off a 2-1 start, with both of those 0 wins coming against conference opponents.

The Pirates suffered their first loss of the season on Saturday when it fell 49-27 to Virginia Tech, but it was a loss the team can take some pride in.

Three weeks ago the Hokies were ranked 10th in the nation and favored to win the ACC championship as well as make a run at a national title. Their roster features at least four players that will likely be selected in the first three rounds of the NFL draft whenever they enter. With all that being said, the rebuilding Pirates held a 27-21 lead in the third quarter of that loss.

Losing they way the Pirates did has its advantages. Of course a win would have been better, but now the team can stew a little bit in the fact that they came close to beating a team that, despite not currently being ranked, is still one of the most talented in the country. It’s an encouraging defeat that should provide added motivation during the bye week. It also indicates that the potential for this team to be good this year is there, as opposed to if ECU would have gotten blown out for four quarters.

Having a bye week now is perfect, it gives the players a chance to heal and the coaches a chance to tweak some things before they head into the toughest three-game stretch in their schedule as the Pirates will face UNC on the road and then travel to Southern Miss before coming home to host N.C. State.

That slate will speak volumes about where this Pirates’ team really is and what it can be this year. If
they can at least go 1-3 in that stretch, preferably with the one win being against C-USA East foe Southern Miss, while playing competitively against the ACC, in-state opponents, it will be a very positive sign.

If that scenario were to occur, East Carolina would be 3-3 overall with a perfect 3-0 Conference USA record midway through the season; which just about any fan would have signed up for at the start of the year.

In the second half of their schedule, the Pirates host Marshall, play at UCF, host Navy, play at UAB and at Rice, before ending the regular season at home against SMU.

Of those games Conference USA games, ECU would likely be favored in all with the exception of the UCF game and possibly the SMU contest. If the Pirates could win at least one of those games, it would be reasonable to expect the team could go 2-1 against the trio of Marshall, UAB and Rice, which would leave the Pirates with a 6-2 Conference USA record and in the mix to play in their third straight C-USA championship game.
Editorial - UNCW's accomplishments have been decades in the making

Published: Thursday, September 16, 2010 at 3:30 a.m.

Thank goodness Chancellor Rosemary DePaolo explained her poor choice of words in a speech last week to the UNC Board of Governors. No doubt reaction to her use of the term "mediocre" – ouch! – while attempting to describe the university's progress over the past seven years caused her plenty of heartburn.

The comment understandably upset some people who know that UNCW was no second-rate school when DePaolo became chancellor. It didn't help that shortly before that, she noted that UNC President Erskine Bowles told her during a visit five years ago that the campus looked "scruffy."

Both characterizations blunted DePaolo’s intended message, that the University of North Carolina Wilmington has come a long way and is poised to meet new challenges. Her initial attempt to clarify was through a letter to StarNews in which she suggested that the reporter got it wrong. He didn’t. She has since added context that wasn’t evident at the board meeting, and she clearly understands that UNCW’s reputation is the product of collective, decades-long effort.

The university has come a long way since its humble beginnings in a building across from New Hanover High School in 1947. Each generation of faculty, staff, administrators and students laid the building blocks that strengthened the institution and its mission.

By the time DePaolo took the reins in 2003, UNCW already was turning heads, making national lists as one of the top regional universities in the South. The average SAT score for incoming freshmen was rising, a reflection both of popularity and increased emphasis on academics.

Its renowned marine science program was nurtured by the late William Wagoner, who was at the helm when Wilmington College became a state university under the UNC umbrella. The university made great leaps under the leadership of Jim Leutze, its chancellor for 13 years and DePaolo’s immediate predecessor.

Leutze helped take UNCW to a new level, emphasizing overseeing efforts that raised academic standards, expanded and created programs, increased the university’s visibility and brought in endowment money. The school added its first Ph.D. program, in marine biology, in 2002, after strong objections from the University of North Carolina and N.C. State University.

North Carolina voters contributed, too, by approving $3.4 billion in bonds for higher education construction in 1993 and 2000. The latter bond issue allotted more than $100 million for construction and renovations at UNCW.

Under DePaolo the university has maintained and enhanced its emphasis on physical and academic growth, with added attention to promoting faculty research. That’s an especially formidable challenge in lean budget times.

It is a credit to her and to those who came before that UNCW has not yet reached its full potential – because its leaders have not been content to rest on past successes.

Copyright © 2010 StarNewsOnline.com — All rights reserved. Restricted use only.
College Grads Expand Lead in Job Security

By CONOR DOUGHERTY

GARY, Ind.—Fifteen years after high school, the working lives of Tremell Sinclair and Phyllis Sellars have evolved very differently, largely because of a single decision.

Ms. Sellars went to college; Mr. Sinclair didn’t.

That decision has always shaped their economic prospects, but never more so than during the recent recession: Ms. Sellars kept her white-collar job, recently landing a pay raise, while Mr. Sinclair was laid off from his forklift driving job last year and only just found a new one—at a 46% lower salary.

The classmates illustrate a divide between the fortunes of Americans with college degrees and those without. It’s not only that the college educated earn more, but that they are far more likely to keep their jobs when times get tough.

By some measures, recession has exacerbated the divide. The unemployment rate for workers 25-and-older with a bachelor’s degree or higher was 4.6% in August, for example, compared with 10.3% for those with just a high-school diploma. That’s a 5.7-percentage-point gap, compared with a gap of only 2.6 percentage points in December 2007 when the recession began.

Laid-off college graduates are also finding work faster. Their median duration of unemployment was 18.4 weeks as of August, compared with 27.5 weeks for high-school grads. Three years ago, that figure was roughly the same for both groups—9.5 weeks and 9.6, respectively. And among the worst-off 25-and-older workers, the 5.2 million who have been out of work six months or more, only 19% are those who graduated from college, even though that group makes up a third of the work force.

Yet because college is increasingly expensive and doesn’t guarantee a good job at a good wage, skepticism about the value of college is rising, even as the government pours more money into helping people get degrees. As part of the health-care legislation passed in March, Congress approved a student-loan overhaul that replaces private lenders with the federal
Department of Education and redirects some $60 billion to community colleges and programs such as Pell Grants, which are college loans for the needy.

To economists who look at the numbers, college is a necessary, even if not sufficient, ticket to the middle class. "We are experiencing a period of shared misery, where workers at all education levels are struggling, including those with a college degree," says Lawrence Mishel, president of the Economic Policy Institute, a left-leaning Washington think tank. Still, he says, "It is certainly evident that those with college educations are faring much better than those with less education."

Not that a diploma is the slam-dunk it once was. It no longer guarantees a wage that rises faster than inflation. And while people with four-year college degrees make, on average, 64% more than those with only high-school degrees, that wage premium hasn't climbed much since 2001, after rising sharply for two decades.

Meantime, the unemployment rate for people with a college degree or higher, though lower than others', is the highest it has been since comparable data begin in 1979, according to an analysis of Labor Department data by the Economic Policy Institute. Even in the early 1980s recession, when national unemployment hit 10.8%, the rate for people with college degree or higher never eclipsed 3.9%.

College tuition has also grown faster than the rate of inflation for more than two decades, including a 6% increase in 2009— a period when overall prices fell. Some 64% of Americans thought college was a good investment in July, down from 79% a year earlier, according to a telephone poll of 3,000 individuals conducted in July for Country Financial, a Bloomington, Ill., financial-services company.

In Gary, many still see college as a ticket out of town. The predominantly African-American city sits on the tip of Lake Michigan, just outside Chicago. The city was named for a founder of United States Steel Corp., Elbert Gary, and steel remains the biggest private industry. But over the decades, Gary has hemorrhaged manufacturing jobs.

At a recent reunion picnic for West Side High's class of 1995, the school's orange-and-blue colors were everywhere, coloring tablecloths, balloons and even the shoelaces of Shantel Douglass, the reunion's primary organizer. The recession has hit almost everyone, she says, which is why she made it a "recession friendly" weekend. Instead of in a restaurant or hall, she held the picnic on the worn playing fields behind the school. The school let them gather there for free.

Ms. Sellars, 33, says she still feels tightly connected to her alma mater. Raised by a single mother, she says the industrial decline she saw growing up made her determined to get an education. She studied hard and gravitated toward friends also bound for college. Mr. Sinclair was part of her high school group of friends and on occasion she has gone to dinner with him on visits to Gary.

Lately, though, she says, the two haven't spoken as frequently, in part because she is so busy at work. "I'm busy and have a high-stress job," she says.

After West Side, Ms. Sellars majored in sociology at Indiana University. After graduation she went to work at Covance Inc., which is based in Princeton, N.J., but has facilities in Indianapolis. Her first job with the company, which runs clinical-drug trials, was editing company manuals.

Ms. Sellars worked her way up through progressively better jobs. In January was promoted to supervisor in a division that receives samples sent in for processing. She bought a condominium in 2004, and shares
responsible for overseeing 52 employees.

"I knew if I didn’t go to college, I wouldn’t have had a chance," she says.

Mr. Sinclair, 34, says he thought about going to college, too. But his mother couldn't afford to send him. Instead, he got a $12-per-hour job operating heavy equipment after he graduated. Over the years he worked his way up through a series of blue-collar jobs, topping out at $24 per hour driving a forklift.

But then last summer, just before his high-school class began planning its 15-year reunion, he got laid off. He spent a year seeking work as a heavy-equipment operator, and also in retail stores. He says he got a callback from Menards, but didn’t pursue it after he learned that job paid less than his unemployment checks.

Mr. Sinclair says he recently found another forklift job. But it doesn’t start until October and pays only $13 an hour, about as much as he was making just after he graduated.

To keep costs low during his unemployment, he cut out cable television and restaurant meals. Instead of paying for the reunion barbeque, Mr. Sinclair set up a backyard grill in the parking lot, where he cooked chicken wings he'd brought from home in a plastic bag sealed tight with marinade. "It’s rough," he said as he turned the wings over with tongs.

Workers like Mr. Sinclair were losing ground relative to their college-educated counterparts long before the recession. Workers with a college degree or more saw inflation-adjusted hourly earnings grow 20%, on average, between 1979 and 2007, while those with graduate and professional degrees saw a 31% rise, according to an analysis of government data by David Autor, an economist at the Massachusetts Institute of Technology. Earnings for workers with a high-school diploma fell over that period.

That actually understates the case, Prof. Autor adds, because degree-holders generally have jobs with better health-care and retirement benefits.

Despite this, the recession has sharpened a longstanding debate about the value of a college degree. For Brandon Fleming, another 1995 West Side graduate, the burden of college debt loads, coupled with stagnant wages, has made him question whether it was worth getting his diploma.

He attended Kentucky State University and today is a compliance analyst at an insurance company in Indianapolis. He makes just under $40,000 a year, almost as much as he had in loans for college and an MBA degree. "I wouldn’t tell someone not to go to college," he said as he ate his reunion lunch behind his old high school. "But they have to go in with the proper expectations, and I didn’t understand that.”

His classmate, Rick "Big Rick" Castillo, went to a technical college but dropped out after a year to work at a local steel mill. Now he makes $58,000 annually, enough to afford things like the shiny Ninja motorcycle he rode to the reunion. "It's one of the better jobs in the area," he says.

Today, with unemployment at 9.6% and 15 million people looking for work, employers are receiving a flood of resumes from college-educated workers who might not have applied for jobs that require less education when times were better. That's another obstacle to applicants with less education.

Ms. Sellars has seen this up close. The employees she oversees aren't required to have college degrees, though some do. Recently, the company has seen a spike in applications from candidates with bachelor's degrees, says Deborah Tanner, a senior vice president at Covance.

"We have probably hired more degreeed people [in Ms. Sellars' unit] that we had in the past," says Ms. Tanner. "What the recession has done is broadened the talent pool.”
The New York Times

September 21, 2010

Value of College Degree Is Growing, Study Says

By TAMAR LEWIN

Despite rising tuition and student-loan debt levels, the long-term payoff from earning a college degree is growing, according to a report to be issued Tuesday by the College Board.

Workers with a college degree earned much more and were much less likely to be unemployed than those with only a high school diploma, according to the report, “Education Pays: the Benefits of Higher Education for Individuals and Society.”

According to the report, the median earnings of full-time workers with bachelor’s degrees were $55,700 in 2008 — $21,900 more than those of workers who finished only high school.

And the pay premium for those with bachelor’s degrees has grown substantially in recent years. Among those ages 25 to 34, women with college degrees earned 79 percent more than those with high school diplomas, and men, 74 percent more. A decade ago, women with college degrees had a 60 percent pay premium and men 54 percent.

The report found that after about 11 years of work, college graduates’ higher earnings compensated for four years out of the labor force and for student loans, at 6.8 percent interest, to cover the average tuition and fees at a public four-year university.

Even during the recession, a degree offered protection from unemployment. The 2009 unemployment rate of college graduates 25 and older was 4.6 percent, compared with 9.7 percent for high school graduates.

“Consistently over time, unemployment rates are about half for college graduates,” said Sandy Baum, an author of the report. “And jobs began recovering for college graduates about a year and half ago. While it’s easy to find a college grad who’s unemployed, you’re statistically much less likely to be in that circumstance if you have a higher level of education.”

The debate over whether college is worthwhile has grown more spirited as tuition spirals higher, faster than inflation.
“For reasons that are not entirely clear, more people are questioning whether it’s necessary to go to college,” Ms. Baum said.

Among economists, though, even those who emphasize alternative approaches to skill development agree that for most people, a college degree pays off.

“In general, college is a good investment, but there is great variability in outcomes,” said Robert Lerman, an economics professor at American University. “A significant minority of college graduates don’t earn as much as those with less education. And all is not lost if you don’t go to college. There are other routes to improving your earnings, for example, credentials that demonstrate mastery of an occupational skill like plumbing.”

The report, first issued in 2004 and updated in 2007, also described social benefits: those with a bachelor’s degree, it said, are more likely to volunteer, vote, exercise and have health insurance and pensions. They are also less likely to smoke, be obese or have low-birth-weight babies. It did not assert that a college education, by itself, was responsible for all those differences.

“Correlation is not the same as causation,” Ms. Baum said. “But that said, the people who have done careful statistical analyses, controlling for demographic characteristics like income and family background, have overwhelmingly concluded that there’s some causation here, that some things that happen to you in college, for example, would make you more likely to adopt healthier behavior.”
Today's debate: College sports

When student-athletes cheat, corrupt adults escape blame

Our view:
Reggie Bush case highlights lack of enforcement against sleazy agents.

Anyone who felt even a twinge of sympathy for Reggie Bush last week, when he gave back the Heisman Trophy he won in 2005 as college football’s best player, would do well to browse through the NCAA report that details how Bush got into trouble.

The June report, which followed a four-year investigation, paints a deeply unflattering portrait of a gifted college athlete who apparently thought the rules didn’t apply to him.

While Bush attended the University of Southern California, he and his parents allegedly took hundreds of thousands of dollars in illegal gifts — a $750,000 house his parents lived in for a while rent-free, a car, cash, trips, and on and on. If Bush hadn’t returned his trophy, the Heisman folks would have demanded it.

The Bush case reflects poorly on just about every person and institution involved, and it points to a hole in enforcement wide enough for even the most plodding fullback to rush through.

When the dirty laundry unfolded, USC’s football program and its current players got hit the hardest, losing many of the scholarships for top recruits and the right to appear in bowl games this year and next. Bush and his coach, Pete Carroll, escaped more lightly. Bush has a $26 million contract to play running back for the New Orleans Saints, and Carroll, who ran a loose ship at USC, jumped to the NFL’s Seattle Seahawks.

Perhaps most galling is what has happened to the three men who allegedly corrupted Bush in the first place — just about nothing.

This points out a wider problem in a broken system. Elite college players who can expect huge paydays when they enter the NFL, the NBA or Major League Baseball are like catnip to would-be agents, marketers and shady characters who can make millions by getting their hooks in early.

Schools are supposed to warn their players about the rules and then watch over them the way USC apparently did not. But even the strictest college can’t watch players 24/7, monitor their cellphone calls or police the contacts players have with friends who secretly work for agents. The NCAA is reasonably aggressive about ferreting out this behavior and punishing athletes. This year, for example, it has suspended star college players from games for infractions such as selling a jersey for $1,000 to a man working for a sports agent.

But the hammer ought to be dropped just as harshly on the greedy adults who take advantage of college kids. That’s just not happening. Although laws in 42 states govern relations between agents and college athletes, a review by the Associated Press found that in more than half of the states, no agent has been penalized. The Federal Trade Commission, which got federal jurisdiction over such misbehavior in a 2004 law, has also taken no enforcement action.

Critics, such as the author of the opposing view below, argue it’s time to forget about enforcement and just pay college athletes directly. That’s defeatism.

College athletes are already being paid — many with full scholarships worth as much as $50,000 a year at some schools. The answer isn’t to turn them into mercenaries. It’s to ensure that the great majority who don’t go on to lucrative pro careers emerge with academic degrees that can help them succeed in post-collegiate life. And that the unscrupulous adults who prey on the stars are punished as severely as the athletes and their schools.

In '05: Reggie Bush with the Heisman, which he's forfeiting.
Drop the pretense

Opposing view:
Corrupt college system exploits athletes. They should be paid.

By Dave Meggyesy

The question of whether colleges should pay their revenue-producing athletes — football and basketball players at the NCAA's top 120 college programs — is a no-brainer.

The amazing reality is that these athletes, the hired help whose performance generates hundreds of millions for these top programs, don't get paid. Who wouldn't want a business where the cost of your product is virtually zero? The performance of college athletes is the product!

Yet, as a marketing ploy, the NCAA defines college-revenue athletes as "student-athletes" and the games as contests among amateurs, creating a huge distortion. In these "big time" college programs, even the term "athlete-student" would be a stretch; athlete-employee is more accurate, young men and recently young women who work year-round at jobs and don't get paid.

Over the past 60 years, several state workers' compensation boards have processed claims brought by athletes on college athletic scholarships or their heirs after the players were injured or died while playing for their schools. The boards recognized the athletic scholarship for what it is — an employment contract. As these awards went through appeals — more accurately, the political process — all of the decisions were overruled. California went on to pass a law designating athletes on scholarships as non-employees.

Top college athletic programs recognize the value of talent: They don't flinch at paying football coaches millions, plus perks that can double their salaries. Seventy coaches earn at least $1 million annually. Oklahoma football coach Bob Stoops is paid $4.1 million, plus 45 hours of private jet plane use.

When Reggie Bush played for the University of Southern California, who was more crucial to the team's success — Bush and his stellar teammates or head coach Pete Carroll? More important, who got paid what?

The notion perpetuated by USA TODAY, that many college players will have multi-million dollar paydays once they reach the NFL or NBA, is a gross distortion. Of the draft-eligible players from the 120 top programs, more than 92% never see an NFL contract.

The sordid reality of big-time college revenue sports isn't about corrupt agents; it's about a corrupt system that exploits and makes billions off the performance of our country's finest athletes.

Dave Meggyesy, a former NFL linebacker and executive with the NFL Players Association, is the author of Out of Their League.
Utilities Tend to Hire More Interns Full-Time

When looking for an internship, a job at a utility, architecture or construction firm may be more likely to turn into a full-time gig.

Employers in the utility industry, on average, said 65% of their entry-level hires had been undergraduate interns at their company, according to a Wall Street Journal study.

At architecture and construction firms, about half of entry-level hires were undergraduate interns, on average.
### Getting a Foot in the Door

Average percentage of entry-level hires that had been undergraduate interns at the same company, by industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage of Hires</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurance (17)</td>
<td>50%</td>
</tr>
<tr>
<td>Media (17)</td>
<td>40%</td>
</tr>
<tr>
<td>Nonprofit (23)</td>
<td>30%</td>
</tr>
<tr>
<td>Retail (25)</td>
<td>20%</td>
</tr>
<tr>
<td>Energy (27)</td>
<td>10%</td>
</tr>
<tr>
<td>Finance (42)</td>
<td>5%</td>
</tr>
<tr>
<td>Government (14)</td>
<td>5%</td>
</tr>
<tr>
<td>Transportation (14)</td>
<td>5%</td>
</tr>
<tr>
<td>Consumer goods (26)</td>
<td>5%</td>
</tr>
<tr>
<td>Engineering (15)</td>
<td>5%</td>
</tr>
<tr>
<td>Manufacturing (6)</td>
<td>5%</td>
</tr>
<tr>
<td>Consulting (21)</td>
<td>5%</td>
</tr>
<tr>
<td>Health care (46)</td>
<td>5%</td>
</tr>
<tr>
<td>Information technology (52)</td>
<td>5%</td>
</tr>
<tr>
<td>Aerospace (13)</td>
<td>5%</td>
</tr>
<tr>
<td>Marketing/Advertising/PR (15)</td>
<td>5%</td>
</tr>
<tr>
<td>Architecture/Construction (17)</td>
<td>5%</td>
</tr>
<tr>
<td>Utilities (20)</td>
<td>5%</td>
</tr>
</tbody>
</table>

Note: The industries listed are a sample; some industries with low response rates were excluded. Source: Wall Street Journal survey.

The study surveyed 479 companies, nonprofits and government agencies that recruit new college graduates.

Recruiters said utilities, architecture and construction firms have lots of jobs, such as engineers and construction project managers, that require years of training and technical expertise. So companies like to train employees from a young age, often using their intern pools as a starting point.

Turner Construction Co., a construction management, services and general contractor firm based in New York, hired 233 people into entry-level jobs in the U.S. between September 2009 and August 2010, says Katie Igoe, national recruiting manager at Turner. Eighty-four of them had been interns during that same time period, she says.

Among former interns, the "retention rate is a lot higher than those who have not interned with us, and they are stronger performers," Ms. Igoe added.

Nonprofits said only 22% of their entry-level hires had been undergraduate interns at their organization. They don't often have the money to run big internship programs, and so tend not to use them as a major source of hires.

### Paths to Professions

**WSJ College Rankings: Recruiters' Top 25 Picks**

Some organizations also prefer interns that have already graduated from college, lowering their undergraduate intern hiring rates. At Brother's Brother Foundation, a Pittsburgh-based international charity that provides books and medical supplies to over 140 countries, interns are mostly recent college graduates who have experience overseas.

Transportation firms—including auto makers and airlines—said only 26% of entry-level hires had been interns. Some in the industry said internship experience alone isn't enough to win a full-time job, even at the entry level. Instead they sometimes prefer to hire those who have already graduated and had some post-grad experience.

The bad economy has also led some hard-hit firms to cut or shrink internship programs.

—Alexandra Cheney