THE DAILY CLIPS

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252-328-6481
Robert Monk, III, and his sister, Piper Monk Booher are thanked by Rep. Marian McLawhorn for the gift their family gave to the ECU Family Medicine Center during an opening celebration for the facility Friday afternoon. (Rhett Butler/The Daily Reflector)

**ECU celebrates new health facilities**

“This place is the very embodiment of the genetic code that created the uniqueness of the Brody School of Medicine at ECU.”

*Dr. Paul Cunningham*

dean, ECU’s Brody School of Medicine

By K.j. Williams
The Daily Reflector
Saturday, September 24, 2011

The new 112,383-square-foot building housing East Carolina University’s Family Medicine Center and Robert T. Monk Sr. Geriatric Center got its ceremonial welcome Friday at a ribbon-cutting event.

The centers opened to patients in July, ahead of the celebration.

Dr. Kenneth Steinweg, professor and chairman of the Department of Family Medicine, said the “modern, cutting-edge facility” would improve patient care and training for residents.

“Quality access continuum care in caring have taken us to this moment today,” Steinweg said.

The new Family Medicine building replaced four separate facilities totaling just 32,000 square feet. At those four previous sites, there were more than 52,000 patient visits annually, double their capacity.
Steinweg said in 2008 there was some concern about the project due to the economic climate.

It came to fruition despite its prioritization behind the new School of Dental Medicine, which recently accepted its first class of students. The school’s Ross Hall is under construction and expected to be ready next year.

Dr. Paul Cunningham, dean of ECU’s Brody School of Medicine, called the family medicine facility the “emotional center” of Brody.

“This place is the very embodiment of the genetic code that created the uniqueness of the Brody School of Medicine at ECU,” he said.

Calling it the “house of family medicine,” Cunningham said, “May this place be a home for the ‘healing muse’ and a place of comfort and hope for patients and their families for generations to come.”

ECU Chancellor Steve Ballard joined the other speakers in thanking the project’s supporters in the General Assembly, including Reps. Edith Warren, D-Pitt, and Marian McLawhorn, D-Pitt.

He noted that the Journal of Internal Medicine has ranked Brody second in the nation for its family practice and physicians, and ranked it seventh for its medical mission.

Cunningham said the doctors trained at Brody could be called “country doctors,” referring to the mission to serve rural areas.

Steinweg said that Brody will continue to address the physician shortage.

“We stand ready to roll up our sleeves and get this job done,” he said. Together, the two centers have nearly doubled the number of exam rooms.

The Family Medicine Center includes a 110-seat auditorium. Services include medical procedures, minor surgery, sports medicine and urgent care clinical areas. It also has a laboratory, a pharmacy, physical therapy and radiology services.

The geriatric center will have a family counseling room and on-site services, including laboratory, pharmacy and radiology.
After the ceremony, Robert Monk III said his late grandparents, Robert and Frances Monk Sr., became interested in contributing to geriatric care after he became ill.

“Geriatric care just became a passion,” he said. “They got older and wanted to help improve care for senior citizens. This is a great way that they could give back.”

Contact K.J. Williams at kwilliams@reflector.com or 252-329-9588.
Former N.C. governor Jim Hunt pledges to help the East Carolina football team get a bid to the Big East conference.

**ECU gets aid in hunt for Big East bid**  
*By Jackie Drake*  
The Daily Reflector  
Saturday, September 24, 2011

Former North Carolina Gov. Jim Hunt paid East Carolina University a visit Friday to throw his support behind a Big East Conference bid.

Hunt made a surprise appearance at the ECU Board of Trustees meeting with a partner from the Raleigh law firm where he has worked since his governorship.

“We came to talk with Terry Holland about ECU’s application to the Big East,” said Hunt, governor between 1977-85 and 1993-2001. “We have been asked to help with that and we will in any way we can.”

A spokeswoman said after the meeting that Hunt has not been engaged by East Carolina University. Hunt is expected to reach an agreement with the ECU Educational Foundation, according to Mary Schulken, director of public affairs.

Details were not immediately available Friday from Hunt or the foundation, popularly known as the Pirate Club, the private fundraising organization for ECU’s division I athletics programs.
The trustees held their regular quarterly meeting Friday, two days after East Carolina University applied to the Big East athletic conference for membership.

Director of Athletics Terry Holland confirmed on Wednesday that East Carolina was trying to move from Conference-USA.

Membership in the Big East would put East Carolina’s football program in a conference with an automatic bid to a championship bowl game.

Two Big East schools, the University of Pittsburgh and Syracuse University, are leaving to join the Atlantic Coast Conference.

“We understand the importance of this matter to the university, the community and the state,” Hunt said. “It’s all very uncertain right now, but we will pursue every avenue we can find to be of assistance in this matter.”

ECU’s reach now extends beyond the boundaries of the region, Hunt said.

“Your graduates are all over everywhere — which is one of the reasons why the Big East would be lucky to have East Carolina.”

Hunt has been a member of the law firm of Womble Carlyle Sandridge & Rice, PLLC since 2001.

Contact Jackie Drake at jdrake@reflector.com or 252-329-9567.
Over 240 students are enrolled in Dr. Dutta's chemistry class, a general requirement course at ECU. (Rhett Butler)

**ECU enrollment down slightly**

By Jackie Drake

The Daily Reflector

Sunday, September 25, 2011

Overall enrollment for East Carolina University is down slightly this fall from last year, but an increasing number of returning students are remaining enrolled, according to preliminary numbers.

There are 27,367 students enrolled for fall 2011, compared to 27,783 last year, according to an enrollment update presented at the Board of Trustees meeting Friday morning. The data needs to be analyzed and approved by the University of North Carolina system.

“We did see an overall reduction of about 1.5 percent,” said John Fletcher, associate provost for enrollment services. “I’m confident that recent trends in our economy have contributed to our decrease in enrollment.”

A high of 81.3 percent of students returned to classes this year following their freshman year.
“Our retention rate is up slightly from last year, it’s the highest ever,” Fletcher said.

Class sizes are larger with enrollment still about 27,000 and fewer professors to go around. The university lost more than 200 positions during this year’s budget cuts. General requirement courses especially are getting bigger, surpassing the capacity of most rooms on campus. There are only 19 classrooms with more than 90 seats.

“We have some significant challenges with physical space,” said Rick Niswander, vice chancellor for finance and administration, during the trustees facility committee meeting Thursday.

The largest enrollment decrease this year was in graduate students, dropping to 5,446 from 5,812.

“I understand that around the country graduate enrollment has seen a decrease,” Fletcher said.

The freshman class is smaller as well, with 3,850 students, compared to 4,210 last year. While fewer freshmen are enrolled, the university received the highest number of applications in the past 10 years with more than 15,400.

The average SAT score for the freshmen class is 1057, also the highest in the past 10 years. The state average is 1001.

“We’re really excited, the freshmen class looks very strong academically,” Fletcher said.

The slight decrease in enrollment due to the economy is cause for neither alarm nor complacency, according to Fletcher.

“I believe the economy will be one factor that shapes future enrollment, so as the economy improves enrollments in some areas should improve,” Fletcher said. “ECU will seek to enroll undergraduate, graduate and professional students in ways that best serve the citizens of North Carolina with the resources we have available.”

Contact Jackie Drake at jdrake@reflector.com or 252-329-9567.
University reaccreditation under way

“We look at everything; we want to make sure everything is working.”

Belle Wheelan
president, Southern Association of Colleges and Schools

By Jackie Drake
The Daily Reflector
Sunday, September 25, 2011

Reaccreditation for East Carolina University is well under way, according to local and regional higher education officials.

The university is due in 2013 to renew its accredited status with the Southern Association of Colleges and Schools, which peer regulates its member institutions for quality and effectiveness.

“We look at everything; we want to make sure everything is working,” Belle Wheelan, president of SACS, told university faculty and staff at an assessment day event at the East Carolina Heart Institute on Friday.

Accreditation is a voluntary process that involves an internal report prepared by the university, an outside evaluation by SACS, as well as a site visit. There is no cost to the institution other than time in preparation and travel expenses for the visitors, traditionally staff from other out-of-state universities within SACS who volunteer their time. Reaccreditation is done every 10 years for universities. The SACS also accredits school systems every five years.
“While regional accreditation is essential to the maintenance of our reputation and access to federal grants, the process associated with it offers us the opportunity to improve as an institution,” Chancellor Steve Ballard states on the ECU Accreditation website.

ECU administrators have asked each unit to evaluate itself according to the principles of accreditation. The extensive process already has more than 250 ECU faculty members involved, according to David Weismiller, associate provost for Institutional Planning, Assessment and Research.

“You all are further ahead than many other institutions,” Wheelan said. “This is your process, I merely manage it. It’s about faculty involvement.”

Accreditation means that an institution has a purpose appropriate to higher education and has resources, programs and services sufficient to accomplish and sustain that purpose. The process involves all departments and schools and covers admissions, administration, curriculum, libraries, services, facilities, extra-curricular activities and more.

“Everything is relevant to student success,” Wheelan said.

Accreditation provides an assessment of an institution’s effectiveness in the fulfillment of its mission, its compliance with the requirements of its accrediting association, and its continuing efforts to enhance the quality of student learning and its programs and resources. It also stimulates evaluation and improvement and provides continuing accountability to the public.

“While there are many issues that can arise in any regional or professional accreditation, I am confident that the outcome of our reaffirmation will be positive,” Ballard writes. “The process is an opportunity to revitalize our efforts at innovating and assessing our approaches to teaching, research, scholarship and service — enriching our students and intellectual community even further.”

Contact Jackie Drake at jdrake@reflector.com or 252-329-9567.
Tutoring success drives expansion
Sunday, September 25, 2011
ECU Notes

High demand and success have driven student tutoring at East Carolina University to branch out, taking its services to a residence hall on College Hill.

“We decided to expand on to College Hill to continue our partnership with the residence halls in providing academic support programming to our students,” said Elizabeth Coghill, director of the Pirate Tutoring Center.

It’s an effort to reach out to students, she said. An expansion of the PTC began operating in Jones Residence Hall this summer and will continue throughout the academic year.

Officials decided on the move after seeing demand for student tutoring skyrocket in the three years since the tutoring center began. In the 2010-11
year, tutoring appointments increased 32 percent and the center served more than 5,000 students. Growing class sizes due to budget cuts means students increasingly are in need of one-on-one attention, Coghill said. Fewer sections of courses are available, which means academic success in available courses is critical.

Students receive tutoring, individual needs assessments and GPA calculations from the Pirate Tutoring Center for free. Staff members all have a minimum of a master’s degree in different discipline areas. State funds pay staff salaries at the center, which is a part of the Division of Academic Affairs.

**Students helping students**
Yet the center’s growth and success rests on the work of an unusual number of volunteers — a fact which sets ECU apart, Coghill said.

“In the 2010-11 academic year, tutors’ service equaled $73,188 in donated hours to the students of ECU,” Coghill said. “This volunteerism is unlike any other university in the UNC system.”

The volunteers who provide these tutoring services are students themselves. As the numbers seeking help increased, so did tutors, made up of undergraduate and graduate students. More than 300 students volunteered in the previous academic year.

“The PTC helps all students in every kind of learning style,” said junior Elise Gaines, a nursing major and second year tutee at the PTC.

After transferring to ECU from UNCC during the summer of 2009 and receiving help from the tutoring center over that summer for organic chemistry, Lindsay Fulcher of New Bern decided she wanted to join the tutoring crew.

“Now as a tutor, my favorite thing is to use my creativity to help my tutees make sense of complicated and frustrating concepts,” the biology and chemistry major said.

Most tutees are freshman, Coghill said, and these volunteers are changing the freshman year experience.
“If it wasn’t for the Pirate Tutoring Center tutoring me in biology and math, my freshman year at ECU would have been very different. They not only helped me with my academics, but the tutors and tutees became some of my friends,” core health student Caitlyn Gray said.

Walk-in tutoring is available at night three times a week at Joyner Library and students have taken full advantage of these services. “There are lines from the security desk to the Pirate Tutoring desk some nights,” Coghill said.

**Success with advanced students**
Numbers during the summer were as high as numbers for the spring semester, Coghill said, which is a first for the tutoring center.

About 78 percent of these summer students receiving tutoring services were juniors or seniors. The classes they were seeking help for, therefore, were not foundation classes, but classes that were imperative to their majors and barriers to graduation.

“I received tutoring for my organic chemistry courses that I had to take not only for my BS in biology and my BA in chemistry, but to apply to medical school as well,” Fulcher said.

Coghill especially is pleased with the center’s accomplishments improving physics students’ success.

“Students who came into the center for tutoring two to three times a week improved their grade in physics, a class that has a high failing rate,” she said.

**O.T. students teach backpack safety**
If a group of Pitt County seventh-graders had their way, eliminating heavy backpacks would be simple.

Get rid of the usually thick science and math books. Make lighter books, or use e-readers for most subjects.

Since traditional textbooks are still the norm, educating students about how much their bags weigh and how to load them was the goal of an ECU-sponsored backpack safety event on Sept. 14 at Christ Covenant School in Winterville.
Led by assistant professor Denise Donica and 25 ECU occupational therapy graduate students, the event was a precursor to National School Backpack Awareness Day, which was held on Sept. 21.

The day educates parents, students, teachers and administrators about the health effects heavy or improperly worn backpacks can have on children.

Aching backs and shoulders, tingling arms, weakened muscles and stooped postures are symptoms of wearing a backpack that weighs too much, according to the American Occupational Therapy Association.

As second- through eighth-graders arrived at school, they stepped on the scales. Their book bag was weighed separately, and ECU occupational therapy students calculated the percentage of student-to-backpack weight.

The association recommends that a child’s backpack weigh no more than 15 percent of his or her body weight. For a student weighing 100 pounds, the loaded bag should not weigh more than 15 pounds.

Out of 155 students, 48 were over the 15 percent body weight but the majority of those had rolling backpacks, which is one of the recommended strategies to improve safety when extra weight must be carried between home and school, Donica said.

None of the second-graders had bags over the threshold, but each of the other grades did with two to 15 students per class over the recommendation.

National statistics show that 55 percent of students carry a backpack that is too heavy. Christ Covenant was well below that average at 31 percent. “Overall, I think that is pretty good,” Donica said.

Seventh-grader Hannah Morgan and her friends stood outside humanities teacher Buck Holler’s class, watching the scale with each book bag. Her own bag weighed less than she thought: 8 pounds. “I thought it weighed more,” she said.

The heaviest was a bag weighing 30 pounds, said ECU occupational therapy student Katie Apple of Durham.
Apple and ECU students Meredith Burke of Greensboro and Alison Bailey of Clayton demonstrated for Holler’s class the best way to prepare a backpack by loading heavy items closest to the back and arranging books and materials so they won’t slide around.

Bailey also showed the proper way to wear a backpack, using both straps to distribute weight evenly. Chest straps or waist belts should be worn, too.

Wearing a pack slung over one shoulder can cause a child to lean to one side, curving the spine and causing discomfort.

“It can cause back problems if you don’t wear it the right way,” Burke told the class. And, students can hand carry a book or other item if a backpack is too heavy or tightly packed.

“It is important for parents to recognize the weight of the backpack so that they can encourage children in proper wear of the backpack and proper packing,” Donica said. “If parents are aware of proper strategies to help their children, they can advocate for safer techniques for their children.”

**Monetary policy is focus symposium**
The Department of Economics at ECU will host an undergraduate scholarship fundraiser and public symposium on “Monetary Policy and the Economy” on Oct. 3.

The day begins with a luncheon at noon at the Greenville Country Club, 216 Country Club Drive. During the luncheon, participants will hear frank and open discussions on the financial markets and the evolving role of the Federal Reserve. Featured speakers will include economists in the academic and public sectors.

Dr. Randall Parker, ECU professor of economics, will discuss “Why are we Here?” Dr. Jim Butkiewicz, economics professor at the University of Delaware, will present “The Fed: Then and Now.” Dr. James Fackler, economics professor at the University of Kentucky, will review “Current Fed Actions: Monetary Policy or Fiscal Policy?”

Robert Carpenter, economics professor at the University of Maryland and economist for the Federal Reserve of Richmond, will answer the question
“Can the Eurozone Survive?” Finally, Dr. Robert Hetzel, senior economist at the Federal Reserve of Richmond, will conclude with “The Way Forward after the Great Recession: Increased Intervention by Central Banks in Markets or a Limitation of Central Bank Powers to Increase Market Discipline?”

At 3 p.m. Hetzel also will lead a technical research seminar in the ECU Department of Economics’ seminar room, Brewster B-104, on the ECU campus.

To conclude the daylong symposium, a free, public forum with presentations and roundtable discussions will be held at 7 p.m. in Hendrix Theatre, on the ECU campus.

Tickets for the scholarship fundraising luncheon at the Greenville Country Club are $50 and may be purchased through the Department of Economics.

Checks should be made payable to The ECU Foundation and mailed to Dr. Randall Parker, ECU Dept. of Economics, Brewster A-422, Greenville, N.C. 27858.

For additional information, contact Parker at 328-6755 or parkerr@ecu.edu.

**Upcoming Events:**

Oct. 4: “Stage Door” by Edna Ferber and George S. Kaufman, presented by The ECU School of Theatre and Dance, McGinnis Theater. Call 328-6829 for tickets.

See www.ecu.edu/cs-ecu/calendar.cfm for times, places and more information on these events and other ECU upcoming activities.
Rhett Butler - AP
East Carolina's Justin Hardy tries to put the ball across the goal line on his way to a touchdown as a UAB defender attempts to tackle him on Saturday in Greenville.

**Pirates get stop, victory**

BY BRIAN HAINES - Correspondent

GREENVILLE The rise of the Pirates defense continued as the unit came up with a game-clinching stop on fourth down with a little over two minutes left in the game to preserve East Carolina's 28-23 victory over the University of Alabama at Birmingham in the Pirates' Conference USA opener on Saturday.

The win is the first of the year for the Pirates (1-2, 1-0), who had to lean on their defense to rescue them after the offense tied the school record with seven turnovers.

"I told them last week to just win, and if it was pretty fine," ECU coach Ruffin McNeill said. "But, I'll take an ugly win just as quick as the next person."

Led by linebackers Jeremy Grove (15 tackles) and Daniel Drake (12 tackles), the ECU defense tallied three sacks and one interception as it held UAB (0-3, 0-2) to 283 passing yards and 117 yards of rushing.

Of the three sacks, two kept starting quarterback Bryan Ellis (22-32, 177 yards) down on the ground for an extended period of time, with the last one
forcing him to leave the game on a stretcher with 1:04 to go in the third quarter.

The biggest play of the day came by Drake, whose coverage on UAB running back Pat Shed (15 carries for 59 yards; 11 receptions for 62 yards and a touchdown), forced him to drop the would-be go-ahead touchdown.

On their final possession of the game, the Blazers faced a fourth-and-eight situation from the Pirates' 18-yard line, trailing 28-23.

McNeill took a timeout to warn his defense that UAB would look to pass the ball to Shed out of the backfield.

McNeill proved to be right, and Drake was ready. Despite a fantastic effort by Shed, he was unable to come down with Jonathan Perry's pass as Drake was draped all over him.

"(McNeill) told me I had the running back on wheel route, and basically it was the perfect call," Drake said.

East Carolina also got a big lift from running back Reggie Bullock, as the junior-college transfer ran 24 times for 169 yards and scored his first touchdown as a Pirate.

That score allowed ECU to recapture the lead, putting them ahead 21-17 with 8:43 left in the third. Bullock's output was the most by a running back during the McNeill era, and the offense needed every bit of it as it fumbled four times (Michael Bowman, Danny Webster, Joe Womack, and Michael Dobson).

Pirates quarterback Dominique Davis also had an up-and-down day as he completed 35 of his 42 pass attempts for 361 yards and three touchdowns, but was also intercepted three times.

One of those interceptions was returned 35 yards by Jamie Bender for a score.

Wide receiver Lance Lewis was also a big factor as he caught eight passes for 69 yards and two touchdowns.
The give and take was almost too much for the East Carolina football team to take in its tight 28-23 victory over UAB on Saturday.

The ECU offense gave away the football seven times, but the Pirate defense not only managed to keep the team in the game, but also stole four turnovers of its own against the Blazers.

“We talk about answering the bell, and when it’s our time to come onto the field we’re expected to get the ball back,” said senior corner and veteran starter Emanuel Davis, who made six tackles, one for lost yardage. “Even if they’re in the red zone and our backs are against the wall, we just tell ourselves, ‘They don’t have to score, they don’t have to get anything and what they get is what we let them get.’”

The ECU performance was far from perfect, but head coach Ruffin McNeill hopes the Pirates will relish in their survival.

“I’m proud of my team to be able to do that,” McNeill said of the Pirates’ winning despite their seven miscues, and lauding the announced crowd of 50,023 for making it hard for the Blazers to communicate and run plays. “A lot of teams would not be able to withstand or have the competitive edge to do that. I know we didn’t put a very pretty product out there, but (the crowd) helped us pull this one out.”

McNeill said he didn’t think most of the miscues — which included three interceptions by senior quarterback Dominique Davis and four fumbles by four different Pirate players — were due to a lack of focus.

In fact, the head coach and starting passer both noted after the game they felt like they could build from the experience, and that the three fumbles by
receivers Danny Webster, Joe Womack and Michael Bowman all happened while players tried to get additional yards after catches.

“Our offense has not been stopped by any team that we’ve played,” McNeill said of the Pirates, who saw turnovers doom them against South Carolina and a sluggish effort against Virginia Tech keep them largely out of rhythm. “We’ve stopped ourselves offensively.”

On the other side of the ball, the Pirate defense withstood the negative effects of those turnovers despite the Blazers scoring 14 of their 23 points off those miscues, including an interception after a Davis pass deflected into the hands of UAB safety Jamie Bender and was returned 35 yards for a score.

The ECU defense drew inspiration from the adversity.

“We talked about it through the week that whenever the offense has a turnover, we need to come out there and make a play and get them back on the field,” said redshirt freshman nose guard Terry Williams, who forced a fumble and was in on two tackles for lost yards. “It’s a big game for us, our first win of the season.”

Contact Nathan Summers at nsummers@reflector.com or 252-329-9595.
Summers: ECU home games now magnified
Monday, September 26, 2011

The Big East is watching, and not in a casual way anymore.

The conference which East Carolina sports fans, coaches, administrators and athletes have long thought to be a perfect home for the Pirates is thinking about ECU, undoubtedly trying to picture what the Pirates might look like as a new member of its family.

The Big East, one of the NCAA’s six leagues aligned with the highly-coveted Bowl Championship Series in football, lost two of its mainstay programs to the Atlantic Coast Conference last week and is once again scrambling to maintain any true football identity.

The Pirates are on the short list to replace them. The university made sure its interest in the Big East was reciprocated, and now ECU is in the waiting room, hoping its name is called.

In the meantime, the weekly football auditions for ECU are live ones, especially those inside Dowdy-Ficklen Stadium. They are immediate, not long term.

The ECU athletic program’s burgeoning success over the last seven years has had many principals, and all have played a role in ECU’s rise both in Conference USA and the Mid-Atlantic region.

The landmark upsets, the bowl games, the conference championships and the dozens of sellouts have gotten the Pirates this far, but the here and now has never been more important.

Last Saturday’s annual Conference USA clash with UAB, hardly a banner game on the average ECU schedule during the tenure of director of athletics Terry Holland, was suddenly big on all fronts, not merely because of its winning outcome for ECU, either.
In the dark days of the early 2000s, the tense, 28-23 ECU win would have been something worthy of a parade, but it’s no longer lucrative just to win against the underdogs of C-USA because the Big East is watching.

As fate would have it, and perhaps fate is watching over the Pirates more than ever before, the most appropriate ECU adversary imaginable will take the stage when the University of North Carolina comes to Greenville this Saturday night.

Despite the announced sellout against the Blazers and the usual deafening home crowd, empty seats were in plain view in the upper reaches of Dowdy-Ficklen Stadium against UAB, as they often are for C-USA games. With the ACC’s Tar Heels in town, however, there won’t be a seat available, and the stadium will most certainly offer an atmosphere rivaling its own lofty standards.

If the Pirates’ on-field performance can match what’s happening around them, ECU should be even tougher to ignore. At 1-2, however, the Pirates have yet to serve up their best football product this season, and there’s no time like the present.

Rumor has it the Big East wants the military academies first — Army, Navy or even Air Force all the way in Colorado — but there is no proof they want the Big East, meaning C-USA powers ECU and UCF are very much in the running to replace Syracuse and Pittsburgh.

With no timetable for what happens next in conference expansion, the Pirates have no alternative but to simply continue winning like they have been. Beating UNC might mean nothing in the hunt for a C-USA title, but in an era of potential major change for ECU, C-USA might not matter much longer anyway.

The Pirates have the audience and the chance they’ve wanted. Until the Big East has filled its vacancies, every Saturday is Championship Saturday for ECU, as in Bowl Championship Series Saturday.

Contact Nathan Summers at nsummers@reflector.com or 252-329-9595.

EAST CAROLINA Football
For half a century, East Carolina University has held the S. Rudolph Alexander Performing Arts Series.

The series began in 1962 when Rudy Alexander scheduled four performances in the student center. Since then, the series has offered more than 360 performances, drawing more than a half-million patrons.

The 50th-anniversary year includes one-night performances by singer Natalie Cole, entertainer Ben Vereen and trumpeter Chris Botti, just to name a few.

“We wanted to make a big splash,” said Michael Crane, interim associate dean of research, marketing and outreach at the College of Fine Arts and Communication.

“I’d say it’s different, more on the pop end of the spectrum than previous years. The idea is to surprise and delight,” he said.
SRAPAS features professional attractions from the fields of music, dance and theater. This season opens with a free concert by the United States Marine Corps Band on Oct. 3.

In the style of the band’s 17th director, John Philip Sousa, Marine Band Director Col. Michael J. Colburn has chosen a diverse program, from traditional band repertoire and marches to instrumental solos. The concert will highlight cornet soloist Gunnery Sgt. Brian Turnmire playing Herbert L. Clarke’s “The Southern Cross” and mezzo-soprano Staff Sgt. Sara Dell’Omo singing “Seguidilla” from the popular opera “Carmen” by Georges Bizet.

The concert will also include music by Sousa, Sergei Rachmaninoff and Adam Gorb and will conclude with a salute to the armed forces of the United States, featuring all of the military service songs.

Established by an Act of Congress in 1798, the Marine Band is America’s oldest professional musical organization and has performed for every U.S. President since John Adams. Its primary mission is unique — to provide music for the President of the United States and the Commandant of the United States Marine Corps. Now in its third century, the Marine Band continues a tradition of excellence that earned the title “The President’s Own” from President Thomas Jefferson.

Marine Band musicians appear at the White House more than 300 times each year. Additionally, the band participates in more than 500 public and official performances annually. Each fall, the Marine Band tours a region of the United States, a century-old tradition initiated by Sousa.

Tickets are limited to four per request. Ticket holders must be seated by 7:45 p.m. The general public will be seated at 7:46 p.m.

Here are other performances in the series:

**Oct. 25: David Dorfman Dance: ‘Prophets of Funk’**
8 p.m.; Wright Auditorium
6:30 p.m. Dinner & Discussion

David Dorfman Dance has performed extensively in New York City and throughout North and South America, Europe and most recently in St. Petersburg and Krasnoyarsk, Russia and Bytom and Cracow, Poland.
In “Prophets of Funk,” David Dorfman Dance and Sly and the Family Stone find common purpose in the prophetic possibilities of music and dance that invite everyday people to find ardent in the muck and mess — the funk — of life. “Prophets of Funk” mixes theater and dance in full-bodied, emotional and exuberant movement, driven by the popular — and populist — funk music of Sly and The Family Stone. This new work by David Dorfman Dance reminds us in the face of the funk of life, there are hopes and aspirations that reside in all of us.

While in residence, Dorfman will direct extensive activities in the community. He’ll set an original work for ECU dance majors, who will open this performance.

Nov. 4: An evening with Ben Vereen
8 p.m.; Wright Auditorium
Ben Vereen is an American actor, dancer and singer who has appeared in numerous Broadway shows.
His first love and passion is and always will be the stage. “The theater was my first training ground,” Vereen said. “It taught me discipline, dedication and appreciation of hard work and values that will stay with me a lifetime. The stage sharpens the creative instrument and encourages you to go deeper inside and try new things.”

Nov. 5: The Green Grass Cloggers: Celebrating 40 years
8 p.m.; Wright Auditorium
Inspired by traditional mountain-style clogging teams and influenced by older flatfoot and buck dancers, students from East Carolina University founded the Green Grass Cloggers in 1971. The team was a sensation, with an original, eclectic style. The radical stylistic departure from the traditions of North Carolina team clogging quickly won the group two World Champion Clogger titles.

Fast-forward 40 years, and the Green Grass Cloggers, based in Asheville and Greenville, will hold a high-energy full-footwork reunion performance with Molasses Creek and the Freight Hoppers in Wright Auditorium.

With choreography based on four-couple Western square dance figures, the short, energetic routines are consciously designed for audience appeal. While the group’s footwork is synchronized, as in precision clogging, their
free-spirited performances include head-high kicks and other unconventional steps. Their innovation secured them a Mountain Heritage Award in 2008.

**Dec. 2: The Preservation Hall Jazz Band**
**8 p.m.; Wright Auditorium**
**6:30 p.m. Dinner & Discussion**
The Preservation Hall Jazz Band derives its name from Preservation Hall, the venerable music venue located in the heart of New Orleans’ French Quarter. The band, founded in 1961 by Allan and Sandra Jaffe, has traveled worldwide on a mission to nurture and perpetuate the art form of New Orleans jazz. Whether performing at Carnegie Hall or Lincoln Center, for British royalty or the King of Thailand, their music embodies a joyful, timeless spirit. Current director is Ben Jaffe, the son of the founders.

**Jan. 20: New York Voices**
**8 p.m.; Wright Auditorium**
**6:30 p.m. Dinner & Discussion**
New York Voices is the Grammy Award-winning vocal ensemble renowned for excellence in jazz and the art of group singing. The group’s interests are rooted in jazz, but often Brazilian, R&B, classical and pop influences can be heard in its performances.

New York Voices has performed with influential artists including Ray Brown, Bobby McFerrin, Nancy Wilson, the Count Basie Orchestra, George Benson, Jon Hendricks, Annie Ross, the Boston Pops, the Metropole Orchestra and Paquito D’Rivera. All About Jazz LA describes the group as “a sumptuous collection of vocal harmonic heaven — the vocals are a Whitman’s Sampler of various flavors and tastes, richer than a dark chocolate bon bon.”

**Feb. 9: Chris Botti**
**8 p.m.; Wright Auditorium**
Trumpeter Chris Botti was named one of 50 Most Beautiful People by People Magazine, but it’s the beauty of his artistry that will captivate in Wright Auditorium. Since the release of his 2004 critically acclaimed album “When I Fall In Love,” Botti has become the largest-selling American jazz instrumental artist. His success has crossed over to audiences usually reserved for pop music and his ongoing association with PBS has led to four No. 1 jazz albums, as well as multiple Gold, Platinum and Grammy Awards.
Over the past 30 years, he has recorded and performed with Frank Sinatra, Sting, Josh Groban, Michael Buble, Paul Simon, Joni Mitchell, John Mayer, Andrea Bocelli, Joshua Bell and Aerosmith’s Steven Tyler. Hitting the road for more than 250 days per year, Botti and his band have performed with many of the finest symphonies and at some of the world’s most prestigious venues, including performances at the World Series and Nobel Peace Prize Ceremony.

March 15: Ballet Memphis  
8 p.m.; Wright Auditorium  
6:30 p.m. Dinner & Discussion  
The Ballet Memphis has redefined the artistic impact of mid-size ballet companies in the United States. The SRAPAS program includes the National Dance Project-funded “S’epanouir” by Jane Comfort, a work about community and strength set to music by Whitney Houston’s saxaphonist Kirk Whalum; Trey McIntyre’s “In Dreams,” a passionate journey set to six of Roy Orbison’s most popular songs; Steven McMahon’s “Being Here With Other People,” a work about finding joy and living presently, set to Mozart’s Concerto in D Major for Violin and Orchestra, Op. 61; and “Curtain of Green” by Julia Adam, an abstract retelling of lost love based on the short story by Eudora Welty set to two Phillip Glass etudes for piano.

March 16: The Jack Quartet  
7:30 p.m.; A.J. Fletcher Recital Hall  
The Jack Quartet is focused on the commissioning and performance of new works, leading them to work closely with composers, so it’s no surprise that the quartet’s SRAPAS performance is cosponsored by the NewMusic@ECU Festival and supported by the National Endowment for the Arts. The program, which is subject to change, is slated to include Julia Wolfe’s “Dig Deep,” Iannis Xenakis’ “Tetras,” selections from Bach’s “The Art of the Fugue,” and the North Carolina premiere of a new work by Jason Eckardt, commissioned for the quartet by Chamber Music America.

April 12: Natalie Cole  
8 p.m.; Wright Auditorium  
Before she captured 1975’s Best New Artist Grammy, Natalie Cole appealed to fans and critics alike with her versatility as an R&B, pop and jazz singer of the first order. Her canon includes such No. 1 hits as “This Will Be (An Everlasting Love),” “Inseparable,” “Our Love,” “I’ve Got Love On My Mind,” “Pink Cadillac” and “Miss You Like Crazy.” The eight-time
Grammy winner continues to astonish with her vocal dexterity and her intimate, knowing way with a lyric and melody.

For ticket information, visit www.ecuarts.com or call 328-4788 or 800-ECU-ARTS.
New frozen yogurt chains have opened all over Greenville, allowing customers to create their own dish, choosing yogurt flavor and toppings, as well as priced by weight. Friday, Sept. 23, 2011. (Aileen Devlin/The Daily Reflector)

**Frozen treat businesses flock to area**

“It is somewhat unique that they all seem to be popping at the same time, but if it’s a demand that’s something that people are turning to instead of ice cream then there’s no reason not to do it.”

*Jim Kleckley*

director, Bureau of Business Research at ECU

By K.j. Williams
The Daily Reflector
Sunday, September 25, 2011

Frozen yogurt, or “fro-yo” for short, is a fast-growing national business sector that’s recently taken off in Greenville.

It’s not just a large number of flavors and toppings that’s bringing in the business, local store owners said. It’s also the fact that it’s available low-fat, sugar-free and it can be made for the lactose-intolerant.

Five self-serve frozen yogurt shops have opened this year in the area, joining the granddaddy of them for this market that’s less than two years old — the full-service predecessor, Local Yogurt or Lo-Yo. The Greenville store opened at 2205-C Arlington Blvd. in April 2010.

The cold treat has proven adaptable to a cash-strapped economy, some local store owners said. Four of the stores are mom-and-pop operations, Tutti Frutti Frozen Yogurt is part of an international franchise chain that bills itself as the largest in the world.
In Greenville, Jeffrey Shingleton, a co-owner of Brrrberry Frozen Yogurt Bar — which opened last month at 3040 Evans St. — said the stores are popular nationally. He’s just riding that trend.

It’s not just an affordable indulgence for customers; it’s an affordable business to start.

“I do think this is a better alternative than some other start-up businesses,” Shingleton said, calling it a popular concept. “[It’s] just the business model of being able to create your own desert and your own concoction.”

In July, a Brrrberry opened in Jacksonville, and another one is planned for Wilmington.

**Plenty of competition**
Peppermints Frozen Yogurt, the first self-service frozen yogurt shop in Greenville, is owned by Shawn and Tracy House.

He said they closed their struggling furniture store and decided to try their hand at selling frozen yogurt after visiting one of the businesses in Washington, D.C., last year. It opened at 3701 Charles Blvd. in mid-March.

A second location opened at 316-B 10th St. across from East Carolina University in July.

“It’s been very exciting until now,” House said, adding that Peppermints’ success had brought them competition, saturating the market. “We had a plan of opening four locations here in Greenville.”

Those plans have since been scrapped due to the opening of the other stores.

“We’ll definitely have the two,” House said.

Instead of a Greenville expansion, the couple is considering possible locations elsewhere where there are fewer of the businesses.

“The start-up cost for this type of business isn’t as great as others,” House said. “When we first opened up, we were doing record numbers as far as our vendors were concerned.”
Jim Kleckley, economist and director of the Bureau of Business Research at ECU, said there have been other instances when a fad resulted in an outbreak of a type of specialty business. He named coffee shops as an example.

“It is somewhat unique that they all seem to be popping at the same time, but if it’s a demand that’s something that people are turning to instead of ice cream then there’s no reason not to do it,” he said.

“We could actually have more open up,” Kleckley said. “It goes back to where your location is and how much traffic do you have.”

Supply-and-demand will determine the success of the frozen yogurt stores here, he said.

**Trend starts**
Pinkberry Frozen Yogurt kicked off the craze in the Los Angeles area in 2005, serving up a fat-free tart desert — reinventing the old model that fell out of favor after peaking in the 1980s, according to the company’s website.

That full-serve model was followed by another California company. Tutti Frutti Frozen Yogurt opened its first self-serve shop in 2007, said Jay Kim, the company’s founder, in a CNBC interview last year. Last September, it had about 250 locations worldwide.

Kim attributed the company’s skyrocketing growth to an affordable product that allowed the customer to custom-make it to his or her tastes.

He said the popularity of frozen yogurt decades ago was eclipsed by ice cream. Today’s frozen yogurt is reaching health-conscious consumers, he said.

A Tutti Frutti location opened in Greenville this month. Co-owner Dennis Wipper of Chapel Hill said they are licensees of the company.

“We like the long-term prospects of it because it’s a healthy food,” he said. “We felt the world is kind of moving that way.”
He said he’s pleased with the business they’ve had, but doesn’t think there’s room for more in this market.

“But I think the ones that are here will find their niche and grow,” Wipper said.

Wipper said he doesn’t expect business to fall off significantly with the coming cooler temperatures.

“The health aspects of it, I think, will help it keep going,” he said.

Wipper said there are plans to open another store outside of North Carolina.

At Loreta’s Frozen Yogurt, owner Mike Weeks said the store he’s named after his mother, Loreta Anderson, is doing well since it opened last month at 736 S.W. Greenville Blvd.

His mother and other family members live on the West Coast, where he said the business took off, starting in Los Angeles.

“They’re popping up all over the country now,” he said.

He said the fast expansion of some of these businesses started out as mom-and-pop operations.

“It was something I was interested in doing and I thought I could make it successful,” he said. “I saw other models and I tweaked them. And we’ll see if I have a better mouse trap.”

Weeks, who owns several businesses in Washington, N.C., said he may open more of the shops outside of Greenville.

“Once we get a little further down the road with this one, I would like to look at other locations,” he said.

In Winterville, Yummy Yogurt opened in July at 760 W. Fire Tower Road. Donnie Daniels and his wife, Ashley, are co-owners with her parents. He said they began making plans for a store about a year ago.
“It looked like it was a good business,” Daniels said. “It’s a very healthy alternative to traditional ice cream shops.”

Daniels said the number of stores in Greenville won’t affect his business.

“I think Greenville is growing and the Winterville market is growing,” he said.

Contact K.J. Williams at kwilliams@reflector.com or 252-329-9588.
Dr. Lillian Kizer Boyd, a physician specializing in general internal medicine and geriatrics, has joined the Brody School of Medicine at East Carolina University and its group medical practice, ECU Physicians.

Boyd joined ECU as a clinical assistant professor of medicine. She has a medical degree from Mercer University School of Medicine in Macon, Ga., and completed residency training in internal medicine and a fellowship in geriatrics at the University of Virginia in Charlottesville, Va.

Boyd’s clinical interests are geriatrics and continuum of care. She sees patients at local nursing homes.
Editorial

Services cut, tuition up in a system that's supposed to be mostly free

State lawmakers can spin it any way they like, but the this year's budget cuts to our public universities will have significant and likely lasting effects.

Throughout the University of North Carolina system, 3,000 people lost their jobs – that's 3,000 more people who no longer had a salary from which they paid taxes, home mortgages and covered their bills. Another 1,500 vacant jobs were eliminated, leaving more work for the employees who remain.

Meanwhile, students at our flagship school, UNC-Chapel Hill, are living with the results of an $80.7 million budget cut: fewer classes, larger classes, skimpier maintenance and the double-whammy prospect of higher tuition coupled with less money for financial aid.

Although the dollar amount represents only 3.4 percent of the total budget, the effects are significant. According to a report by Raleigh TV station WRAL, 500 classes were cut, representing 16,000 seats.

The university administration, seeking to prevent further bleeding, is considering yet another tuition increase, even as financial aid becomes less available. Students and their families, many of them also struggling as a result of an anemic economy, are being forced to pick up a greater share of what had been a constitutionally mandated state expense. As we've noted here before, the state constitution prescribes that public university education
in North Carolina “as far as practicable, be extended to the people of the State free of expense.”

Right here in Wilmington, UNCW's budget was cut by $16.6 million, or almost 16 percent. While administrators have worked over the past few years to keep budget cuts from hurting academics, a reduction that large can't help but have a broad impact.

There are 258 fewer classes at UNCW, even as enrollment has grown slightly. That means larger classes for most students, and some will have difficulty getting the courses they need to graduate on time. And it is a good bet that students will see yet another tuition increase in the coming year.

Comparatively speaking our state universities are still a bargain, but higher tuition will price some students out of the market, especially if financial aid does not grow proportionally with student costs.

Our universities, like our public schools, are a major factor in the economic growth North Carolina has enjoyed over the years. Even during this economic slump, our state continues to rank near the top of lists measuring good business climate. But over time, crippling our higher education system will hurt our state's ability to compete for jobs.

That is a price North Carolinians should not be willing to pay.
Student debt load will get heavier

BY LANA DOUGLAS - Staff Writer

CHAPEL HILL Jacob Pinto had a full ride to UNC-Chapel Hill, until he lost his scholarships and grants this year because his parents made more money and the state cut funding to UNC-CH.

"I was planning on traveling after I graduated," Pinto said Friday. "I was going to be debt free, no worries, but now I've got to make sure that debt is gone before I go anywhere."

State grant funding was cut 20 percent this year, Shirley Ort, associate provost and director of scholarships and student aid, told the UNC-CH board of trustees this week. In the future, more students will need to borrow money, and they will need to borrow more than they have in previous years, she said.

UNC-CH prevented the cuts from affecting most students by using about $4 million from a reserve fund to offset them, according to Ort.

However, with the elimination of federal summer Pell grants in 2012 and possible changes in how the state distributes grant funding next year, UNC-CH could lose a total of $8.4 million in grants next year.
Pinto, a psychology major, considers himself lucky. With his parents' help and working during school and after he graduates, he is confident he can pay off his student loan within a few months.

"In other circumstances, I would have had to drop out and I wouldn't have gotten my diploma after three years," he said.

While Ort expects the number of students that have to borrow to rise from 31 percent of graduating seniors to about 40 percent in the coming years, UNC-CH students currently have one of the lowest amounts of debt when compared with students at peer institutions.

The 31 percent of May 2010 graduating seniors at UNC-CH borrowed an average of about $16,000.

The 46 percent of students at the University of Michigan at Ann Arbor borrowed almost $28,000. The 63 percent of students at the University of Minnesota borrowed a little more than $27,500.

If UNC-CH raises tuition, some of that money could go toward student aid, but that isn't something Ort is counting on.

An increase in private funding could help make up some of the lost grant money, but it's likely that more students will still have to get loans, Ort said.

For Natalia Perez, a freshman at UNC-CH who is currently receiving $15,000 in grants, it's worrisome to think about UNC-CH raising tuition or having to take out student loans if she loses some grants next year.

"I don't want to have to worry about paying back money after I graduate. I want to it to be paid off year-by-year," she said.

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Kelsey Reeves, a soccer player at Leesville Road High School, hyper-extended her right knee and is now recovering from anterior cruciate ligament (ACL) surgery.

**UNC researchers learning how to prevent ACL injuries**

BY TIM STEVENS - Staff Writer

Kelsey Reeves knew lots of girls soccer players who had torn their anterior cruciate ligament. But she didn't think she had injured her own ACL as she lay on the ground in pain during a Leesville Road High game last spring. There was no contact, just one misstep.

"I had never been injured," she said. "Even after I was hurt, I didn't think it could be an ACL."

But Reeves' injury was typical of most ACL injuries. About 70 to 80 percent of ACL injuries come without any contact to the knee and females are much more likely to injure their ACL than males, according to Darin Padua, an associate professor and director of the Sports Medicine Research Laboratory at the University of North Carolina in Chapel Hill.

An ACL injury may be associated with big hits in football, but females are about eight times more likely to have an ACL tear. The injury is most common in girls soccer, girls volleyball and girls basketball.

The most recent numbers from the Centers for Disease Control and Prevention showed that in 2006, there were 46,000 females 19 and younger who had experienced a sprain or tear of the ACL. More than 30,000 required
Injuries to the anterior cruciate ligament are especially dreaded by athletes. The ligament is one of four that helps connect the shin with the thigh and stabilizes the knee. The ligament, if torn, can be repaired, usually by taking a tendon from the hamstring or patella, but the rehabilitation process may take a year and is painful.

Some athletes recover almost completely, but for others, an ACL tear can end their competitive careers. After an ACL tear, an athlete is about eight times more likely to have another injury, either to the injured knee or the healthy one.

"It was much more than devastating. I still can't believe it happened to me," said Reeves, who plans to continue playing soccer.

But recent research indicates that non-contact ACL injuries can be significantly reduced by identifying athletes who are most susceptible to knee ligament injury and training them to move in a different way.

"We think we can dramatically reduce the number of ACL injuries," Padua said.

The key to understanding the non-contact injuries, the high reinjury rate and why females are more susceptible than males, Padua believes, is understanding the way people jump, run and move.

"It does matter how you move," he said.

Padua and his team at UNC have developed a series of exercises that may dramatically reduce the number of non-contact ACL injuries. The Capital Area Soccer League began using his team's Performance Enhancement and Kinetic Control system (www.unc.edu/depts/exercise/peak) this fall with about 600 female youth players. The girls involved in the CASL program are expected to be evaluated during the next few years to see if the program is effective.

The boys teams are expected to use PEAK in the spring.

**Figuring it out**

The PEAK program was developed after a five-year study at the U.S. Military, Naval and Air Force academies that included a test to help identify athletes who are at the greatest risk of a non-contact ACL injury.
In the study, the largest of its kind ever conducted, every incoming student was videoed jumping off a block and springing upward. Later, if a student had a non-contact ACL injury, the initial test results were reviewed. Researchers identified similar characteristics in body movement while landing and leaping among many of the injured students.

Additional research at UNC indicates uncontrolled hip motion predisposes an athlete for a non-contact ACL tear, and the academy study and others found that girls are more likely to move in a way that could cause the injury.

"What we have found is that injuring your ACL is less about structure, than about the way we move," Padua said. "It is not so much about genetics or bad luck as it is about the way our bodies perform."

Improper movement applies stresses to the knee. Padua compares the stress to slightly bending a metal coat hanger repeatedly. Eventually, the hanger will break.

"The injury can be repaired, but if we don't address what caused the tear, poor body movement, then it will tear again. We need to correct the movement pattern to prevent the injury," Padua said.

**Prevention is key**

No exercise program probably would have prevented former Broughton soccer player Lexi Miller's right ACL tear. She was blocking a pass during a workout at East Carolina, then she fractured her femur, tore her ACL and tore her meniscus all at once.

But ACL injuries like her previous injury to her left knee might be prevented in the future. That injury didn't involve a direct hit to the knee.

"I was running and it just happened," Miller said.

Correcting the way athletes move involves changing neuro-muscular control. Exercises have been developed to teach athletes a better way to jump, land, and run. The younger the athlete, the easier to correct mechanical flaws. But even among teenagers, if the exercises are used consistently for about nine months studies indicate that athletes can be taught a safer way to move and with an improved athletic performance because they are moving more efficiently.

**Putting it into practice**

The PEAK system involves a series of exercises that can be used instead of the traditional warm-up exercises at the start of practice.
"Coaches do not want to interfere with practice and skill development, but when we tell coaches that we believe we have a 10 to 15-minute workout that can to be used as a warm-up instead of jumping jacks, etcetera, and can reduce injuries, coaches are open," Padua said.

"These are exercises to correct movement patterns that are consistent with ACL injuries."

Padua said prevention is a key. "Most people are born with a perfect ACL," he said. "You can't improve on perfection regardless of how well you recover."

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**Anterior cruciate ligament injuries**

The anterior cruciate ligament is one of four ligaments that connect the femur (thigh bone) with the tibia (shinbone).

Female athletes are up to eight times more likely to have an ACL injury than a male.

Any athlete that has one ACL injury is about eight times more likely to have a second one either on the previously injured leg or the other leg.

There are an estimated 80,000 ACL injuries in the United States each year.
Students Battle a Dallas Cowboys Unit Over College Apparel

By STEVEN GREENHOUSE

The Dallas Cowboys have a new merchandising arm that recently jumped into the business of producing college-logo apparel for leading universities, but the Cowboys subsidiary has already encountered a stubborn opponent — student groups that contend it is using overseas sweatshops.

At Ohio State, many students and professors are pressing the university’s administration not to sign a proposed multimillion-dollar deal with the Cowboys’ affiliate, Silver Star Merchandising. And at the University of Southern California, students returning to campus this fall are voicing outrage that their school signed an ambitious 10-year licensing deal with the Cowboys last May while keeping the negotiations secret from the students.

Natalie Yoon, president of the United Students Against Sweatshops chapter at Ohio State, said: “This proposed licensing deal is very problematic given the Dallas Cowboys’ labor history. Just skimming the surface, we found the
Cowboys produced merchandise at four factories that have egregious sweatshop violations.”

That anti-sweatshop group, with more than 150 college chapters nationwide, said Silver Star Merchandising had used one factory in El Salvador that, according to monitoring groups, threatened union supporters, had drinking water that was contaminated and illegally forced employees to work huge amounts of overtime. The group cited a second El Salvador plant that factory monitors said had spied on union supporters and put them in worse jobs at lower pay.

United Students Against Sweatshops also said that Silver Star had manufacturing done at an Indonesian factory that suddenly closed, its owners fleeing, without paying $3 million in legally required severance pay owed to its 2,800 employees.

The Cowboys’ Silver Star Merchandising subsidiary acknowledges that it, like many other American apparel companies, has used some factories that had problems, but it said it was trying to improve conditions at those facilities.

“We are very serious about our social compliance responsibilities,” said Bill Priakos, Silver Star’s chief operating officer. “We have a very aggressive code of conduct for all factories representing our brand.”

In 1996, the Cowboys became the first football team to insist on handling its merchandise rights in-house. Jerry Jones, the team’s owner, sought to extend the team’s retail expertise last year by founding Silver Star, which says it is seeking to produce and distribute college-logo apparel for a limited number of prominent universities, starting with U.S.C. and Ohio State. His son Jerry Jones Jr. is Silver Star’s president.

The anti-sweatshop groups have tussled in recent years with Nike, Gap, Russell Athletic and other companies, pushing them to improve poor conditions at some of the factories they use. Now these groups have made Silver Star their newest target, arguing that it, as the new kid on the block, has not done its human rights homework and has an especially bad track record in using factories with violations.

Rick Van Brimmer, Ohio State’s director of trademark and licensing services, said his university would not consider a licensing deal with a company that did not take workers’ rights and codes of conduct seriously.

“Whether we are talking about prospective licensees or existing licensees,” he said, “we are committed to an aggressive and meaningful corporate social
responsibility program.” He said this meant engaging with “companies that share those goals” and were willing to work on corrective measures.

Both Silver Star and Mr. Van Brimmer said their philosophy was not to walk away from a bad factory, but to press the factory to make needed changes.

Julia Wang, a U.S.C. sophomore who is a co-president of the school’s Student Coalition Against Labor Exploitation, said students were angry that they learned of their school’s Cowboys deal only through news reports.

“We asked how they managed to sign a deal with the Cowboys without any student input when there are all these widely known cases of sweatshop abuse in some of the factories they use,” Ms. Wang said. “We asked, ‘What are you going to do about it?’ and again and again all we’ve gotten are wishy-washy answers. We’re looking for improved policies and action.”

U.S.C. officials defended Silver Star, maintaining that it, like the school’s other apparel licensees, was intent on working with universities and factory owners to ensure that the factories complied with codes of conduct. U.S.C. officials declined to discuss the scope or value of the contract, although they said total sales of U.S.C.-themed merchandise exceeded $20 million a year.

Matthew Curran, U.S.C.’s director of trademark, licensing and social responsibility, said the school required all licensees to comply with a strict code of conduct that barred factories from violating labor laws and having abusive conditions. Mr. Curran said that his university’s agreement with the Cowboys would enable U.S.C. to consolidate more of its marketing and distribution with a small group of companies.

“We believe this will give us and other parties involved an enhanced ability to track, monitor and to ideally have greater influence on those factories,” he said.

When the PT Kizone factory in Indonesia closed without paying $3 million in severance, Nike, one of the factory’s major customers, said it and one of its middlemen would put up $1.5 million toward severance. Teresa Cheng, international campaigns coordinator with United Students Against Sweatshops, complained that Silver Star had been very reluctant to help pay for severance.

“We went to the Cowboys and asked them to tell us the name of one factory they used that complied with Ohio State’s code of conduct, and they couldn’t name a single factory,” Ms. Cheng said.
Mr. Curran of U.S.C. defended Silver Star, saying it stopped doing business with PT Kizone before the factory closed — an assertion the student group contests. Mr. Curran said Silver Star was not contractually or legally responsible to help pay severance, but it “has been in contact” with “other stakeholders in an effort to find a resolution.”

As for the two El Salvador factories, Mr. Priakos of Silver Star said his company represented less than 5 percent of their production. He said a monitoring group was working with the factories to ensure that the factories came into compliance with the law and codes of conduct.

Ms. Yoon, mentioning a November 2010 e-mail by Mr. Van Brimmer, Ohio State’s licensing director, said the university had an unfair, telescoped selection process that unduly favored Silver Star. In that e-mail, Mr. Van Brimmer told Silver Star: “I may be forced into looking at ‘bids’ simply because we are a state agency. But don’t fear that process.”

Mr. Van Brimmer said the process was transparent, thorough, competitive and fair, adding, “No one was promised anything, and to classify it as a ‘charade’ is blatantly untrue, unfair and disrespectful,” to all those involved in the process.