THE DAILY CLIPS

October 21, 2011

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

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Yammer Trumps Facebook for Some Graduate Students

From networking to collaborative problem solving, Yammer is revolutionizing classrooms.

By Menachem Wecker

October 24, 2011

Although the enterprise social networking company Yammer isn't nearly as prominent a campus fixture as Facebook and Twitter, it's becoming increasingly hard to ignore—particularly for graduate students. Yammer claims it has more than 3 million users, including employees at more than 80 percent of Fortune 500 companies, and has reportedly raised $57 million in financing.

According to CEO David Sacks, 1,692 of the more than 100,000 organizations using Yammer are in the educational industry. Sacks estimates the overwhelming majority of those educational organizations are colleges and universities, since organizations form Yammer networks around common E-mail domains (the part after the "@" symbol) and high schools rarely issue E-mail addresses to students.

Since its founding in 2008, Yammer has been adamant that its networks remain closed. Only users with an osu.edu E-mail address can access the Ohio State University network, for example, similar to how Facebook operated before it opened registration to the general public.

"Yammer's whole mission is to be an internal social network," Sacks says. "We are ... pursuing a direction that Facebook decided not to go."

[Read about five social media tools for college students.]

Not only has Yammer distinguished itself from Facebook, but its internal and communal nature has helped revolutionize classroom teaching, according to Todd Watkins, assistant dean for dental education and informatics at East Carolina University's School of Dental Medicine.

Yammer is unique, Watkins says, because it allows schools to expand problem-based learning (PBL) opportunities, where students look up answers to questions and share information with the group, rather than
memorizing lectures. It's what he calls the "brass ring" for teaching problem-solving skills to health professionals.

But swapping the efficient faculty-student ratio of a lecture for a curriculum that requires students to answer hoards of questions is difficult to scale, which is where Yammer comes in. East Carolina dental professors use the tool to grade students' posts and broadcast items for students to look up during class. "Yammer accidentally created the ultimate PBL tool," Watkins says.

"The [first year graduate students] in our school have already worked on more cases and problems than in all other U.S. dental schools combined," Watkins says. "Yammer has allowed us to go from 50 cases over four years to literally thousands."

As observed through a temporary account that Watkins set up for U.S. News, East Carolina students, professors, and administrators exchanged about 100 Yammer messages an hour. Students multi-tasked by participating in a classroom discussion with their peers and professor, who were in the room, and Yammering with professors and deans, who weren't in the lecture but still joined the conversation remotely.

Susan Gautsch, director of E-learning at Pepperdine University's George L. Graziadio School of Business and Management, says a "trickle up strategy"—in which she encouraged students to join Yammer, and then faculty members had to join, too—helped get more than 2,000 Pepperdine users on Yammer, where they exchange between 100 and 200 daily messages.

"It's a self-populating knowledge base," she says of Yammer. "Facebook is becoming that now, but up until very recently if you posted something on Facebook—good luck finding it a couple of weeks later, much less somebody else finding it."

Eugene Miller, an M.B.A. student at Pepperdine, says Yammer is a great tool for breaking down barriers that exist in brick-and-mortar classrooms. "I was able to have a great debate with one of my accounting professors [on Yammer] that probably would have never happened otherwise," he says.

When she learned during her admissions interview that she'd have to use Yammer at East Carolina, dental student Hanna Zombek was initially skeptical. She had been told the site was like Twitter, but her opinion quickly changed after she started Yammering and saw how intuitive the
layout was—and when she realized how focused the conversation could be when it was just her dental class sharing information.

"This is not a Twitter application at all," she says. "This is something I can get into ... It's definitely user friendly for this type of learning environment."

Both Zombek and fellow dental student Kelly Walsh say Yammer seems to be more relevant for graduate students than undergraduates. Walsh, who didn't realize Yammer was being used in other schools, says undergraduate classes are often too large to sustain Yammer breakout sessions.

Zombek agrees, but with a caveat. "Our topics are so specifically targeted towards what we are studying that it would be difficult for it to be implemented for an undergraduate course discussing pre-dental stuff," she says, "but I feel like it is a tool that if explained properly ... anybody can thrive in."

Undergraduates at Ohio State haven't flocked to Yammer, according to Ted Hattemer, senior director of university marketing communications. Other university members have, however; since joining Yammer in 2008, Ohio State has more than 1,100 users, 43 groups, and more than 6,500 messages posted, Hattemer says.

"The vast majority of users on the platform are staff, with faculty and students making up a smaller proportion," he says. "Student involvement has been minimal to date, but we plan on promoting Yammer to students in the coming months."

Hattemer adds: "Yammer has a lot of potential to supplement online coursework and professor-student and student-student collaboration."
East Carolina University students looking to expand their horizons abroad now have a home away from home with a piece of pirate territory in Italy.

This year the ECU Italy Intensives study abroad program has a year-round home in facilities reserved in the village of Certaldo in northern Italy. The Board of Trustees gave its blessing by affirming a resolution last month to help the program gain even more permanence.

“We have our own school over here in Italy,” ECU professor and program coordinator Linda Darty said. “This is a really unique program within the UNC system, allowing students year-round opportunities to earn credits through their home university while studying and living in another country.”

ECU Italy Intensives started as a three-week summer arts program in 2008 under the College of Fine Arts and Communication in collaboration with La Meridiana School of Ceramics. Now the program offers summer, spring and fall semesters covering a wide range of subjects like history, art history, writing, architecture and more. It is open to any student enrolled at ECU.

“Many universities have exchange programs, but very few universities take their own students to their own facility in another country,” Darty said.
“That’s what’s very special about this program.”

Situated in the heart of the picturesque Tuscany region, Certaldo is a small medieval town between Florence and Siena. The program has its own classrooms and furnished apartments in a historic building. The town offers the facilities at a low cost to ECU since they are used year-round instead of just during the tourist season.

“The mayor and council have welcomed us here; the students have been embraced by this community,” Darty said.

The town held a celebration at the beginning of the semester to honor the students’ arrival.

“The welcome night was way more than I could have imagined to expect,” Jonathan Valle, a senior animation major, said. “I actually felt as though I was part of Certaldo. It was amazing and I am surely falling in love with this small medieval town.”

Students who study abroad often go on their own or as part of a large group contending with groups from other universities in popular cities full of tourists. The ECU Italy Intensives program is the only study-abroad program in Certaldo, so students have a core of familiar faces with many opportunities to interact with Italian citizens and culture.

“We all live and work together; it’s a lot more attractive to students,” especially those who may not have traveled much before, Darty said. Last year, four students flew on airplane for the first time in their lives, she added.

“I love being abroad in a small town,” senior John Burger, a double sculpture and philosophy major, said. “The people are so nice, and it helps us learn the language with so many natural speakers about.”

All classes are taught in English by ECU professors, with some visiting lecturers from Italy. Credits transfer with no trouble since the courses are in the ECU catalog, according to Darty. Students visit various cities, including Rome and Florence, and see landmarks, like the Vatican, the Pantheon and the Coliseum.
“This has been one of the most amazing experiences in my life,” junior studio art major Angelica Villafane said. “I feel humbled, eager to learn and see new things.”

The cost of the program is less than out-of-state tuition and covers just about everything except the trans-Atlantic flight, including all transportation within Italy, lodging, insurance, meals, excursions, museum entrance fees and more.

“It’s the best value of any study abroad program I’ve ever seen,” Darty said.

The program helps ECU attract some of the best students who look for such opportunities when selecting colleges, Darty said. Educational, cultural, social, residential and recreational opportunities in Italy offer students the skills not only to compete, but also to lead in a global economy.

“We recognize that today, more than ever, the world demands that our future leaders have life experiences that help them understand other countries and cultures and how we are linked together,” Darty said. “This program has changed our students’ lives and their perspective on the world.”

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Retired doctor drops appeal to home lab
By Kathryn Kennedy
The Daily Reflector
Monday, October 24, 2011

An appeal of a Greenville Board of Adjustment decision denying a retired doctor’s plan to establish a medical research lab in a Memorial Drive residence was dropped earlier this month.

Dr. Farid Ahmed asked the board twice this year for a permit to operate a home occupation consulting and biological test lab at 2905 S. Memorial Drive. After the second refusal, he appealed the decision to the Pitt County Superior Court.

City Attorney Bill Little confirmed Friday the case was voluntarily dismissed.

Attorney Phil Dixon represented Ahmed at the second board hearing and filed the appeal. He said Friday it would have cost his client more money to take the case through court proceedings than to rent a small lab space at another location.

Though a judge could have overturned the board’s ruling, Dixon said it would have been more likely returned to the board for yet another hearing.

Many members of the neighborhoods surrounding the residence were opposed to Ahmed’s request. A motion to intervene in the appeal process filed by attorney Jim Hopf on their behalf included nearly 50 residents.

Dixon said the concerned parties were unwilling to meet with him or Ahmed about the issue. They were concerned the lab’s creation of hazardous waste — no matter how small the amount — could have a negative affect on their property values.

“No matter what we tell them, they’re always going to have that concern,” Dixon said, calling it “a very emotional issue.”
Ahmed, who worked for the Brody School of Medicine at East Carolina University and Duke University, accepts part-time consulting work that involves the dilution and examination of stool and blood samples in a lab setting. He describes his method as a cheaper and safer alternative to a colonoscopy. If his tests uncover the presence of irregular cells, additional measures can be taken by the patient.

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ECU Middle School Innovators Academy graduate James Darden presents his creation at the close of the June 2011 academy. Darden created the Guru, a cleaning robot for public spaces.

**Innovators Academy takes top national honors**
Sunday, October 23, 2011

An East Carolina University program that teaches innovation and creative thinking to Pitt County middle schoolers took top honors in a nationwide competition in Indianapolis.

The ECU Middle School Innovators Academy won first place for excellence in talent development in the University Economic Development Association’s 2011 Awards of Excellence competition. Presenting at the competition were Wayne Godwin, director of ECU’s Innovation Design Lab, and Ted Morris, associate vice chancellor for ECU’s Office of Engagement, Innovation and Economic Development, which conducts the academy.

Godwin said the other two finalists, Mississippi State and Virginia Tech, had excellent programs.

“We are pleased that ECU is ranked as the top program … in such a tough national competition. We must give credit to our middle school students who have a passion for innovation,” he said.

Morris credited ECU and its “significant commitment to fostering a culture of innovation and entrepreneurship across North Carolina,” he said.
The academy provides after-school and on-campus summer workshops for selected 6th graders who are paired with ECU art and design faculty and students. Academy participants develop creative ideas from initial concept to reality using state-of-the-art equipment in ECU’s Innovation Design Lab.

Pitt County art teacher Debbie Huggins worked with students from Hope Middle School at the two-week academy this summer. She said the academy is “a practical application of 21st Century skills, which require students to create, innovate, communicate, collaborate and critically think.”

Huggins said the students are naturally creative, but they need guidance to show how to put their ideas into action. In the academy, she said, the students have access to both the guidance and the technology to make their ideas come alive.

At the close of the summer academy, students formally presented their ideas, which ranged from baby bottles to devices that protect garbage cans from predators. James Darden created the Guru, a cleaning robot for public spaces that collects discarded recyclable materials with a rotating claw, then vacuums and mops the area.

Creating the Guru was “lots of fun,” Darden said.

“We learned different ways of thinking up new ideas and how to make them work. People sat down with us and showed us how to take our ideas and make them real,” Darden said.

Other student projects included an inexpensive cold-gel catcher’s mitt to prevent heat exhaustion during baseball games, an insulated double-sided baby bottle that keeps two separate liquids hot or cold, and a high capacity automated pet feeder that uses an RFID tracking system so only a tagged pet can receive food.

The academy developed as a collaboration between ECU and the College of Design at N.C. State University. A parallel summer academy takes place at the Centennial Campus Middle School in Raleigh.

For additional information about the award or the academy, contact Ruthann Cage, director of Industry and Economic Development, at cager@ecu.edu or visit http://www.ecu.edu/oeied.
Health communication leader to speak

Gary Kreps, an innovator in health communication and visiting scholar at the ECU School of Communication, will speak about the importance of scholarship in the growing field in a public lecture on Wednesday.

Kreps is a distinguished professor, director of the Center for Health and Risk Communication and chair of the communication department at George Mason University in Virginia.

Kreps’ lecture, “Communication and the Continuum of Care: A Mandate for Health Communication Scholarship,” will begin at 6:30 p.m. at the East Carolina Heart Institute at ECU, 115 Heart Drive on the ECU Health Sciences Campus. The School of Communication is presenting Kreps’ lecture in conjunction with the Department of Public Health at the Brody School of Medicine at ECU.

Kreps has been working in health communication since the 1970s. Health communication includes doctors discussing care with patients, governments advising the public on health issues and societies working to ensure that diverse populations learn about how to stay healthy.

“Increasingly, my own work is focusing on reducing health disparities for vulnerable and at-risk populations both domestically and internationally,” said Kreps, whose research projects have earned external grant awards totaling more than $31 million.

In addition to his lecture, Kreps will meet with several School of Communication and Department of Health Education and Promotion classes during his visit.

Kreps’ visit helps the School of Communication mark the fifth anniversary of the master’s degree in communication with an
emphasis in health. A reception will be held at the heart institute following the lecture.

For more information about the lecture or Kreps’ visit, call Chuck Twardy at 328-4227 or email him at twardyc@ecu.edu.

**ECU Army ROTC run planned for Nov. 12**

The ECU Army ROTC “Pirate Battalion” will hold its fourth annual Patriot Run on Nov. 12 to benefit the Fort Bragg Survivor Outreach Services program and the Captain David “Jp” Thompson Scholarship Fund at ECU.

All proceeds will go to Fort Bragg Survivor Outreach Services, which provides support for surviving wives, husbands, parents and children when their family member in the military is killed in action, and to the scholarship fund.

The annual run will begin at 8:30 a.m. on Nov. 4 at the Brook Valley Country Club clubhouse; walk-up registration will be held as well. The five-mile course winds through the Brook Valley neighborhood. A one-mile fun run for kids also is planned.

At the first three Patriot Runs, more than 600 participants along with sponsoring businesses raised more than $23,000 for Fort Bragg charities that benefit military families and Wounded Warrior projects. This year, race organizers are hoping for 350 runners.

Registration fees are $20 for online advanced registration and $25 on race day. T-shirts will be available for the first 300 registrants. Also, participants can make a donation to run in honor of someone and that soldier’s name will be posted on the Patriot Run’s website.

The Patriot Run organizers also plan to have a booth with information on SOS at the Nov. 5 football game against Southern Mississippi, which has been designated as Military Appreciation Day.

For additional information on sponsorship opportunities or to register for the race, visit http://patriotrun.com/home. For more information on Fort Bragg’s Survivor Outreach Services, visit www.fortbraggmwr.com/acs/sos.php.
Upcoming events:

- **Today:** Pink Ribbon Race, noon, Metrics at 1240 Sugg Parkway; benefits breast cancer services at the Leo W. Jenkins Cancer Center. Registration is available at the event.

- **Tuesday:** Murder Mystery Dinner Theatre “A Country Fried Caper,” 6:30 p.m., Mendenhall Student Center Great Rooms. Dinner included. Tickets are $15 for the public, $10 for students and are available through ECU Central Ticket Office at 328-4788.

- **Tuesday:** David Dorfman Dance: Prophets of Funk, 8 p.m., Wright Auditorium. Performance will mix theater and dance with the popular funk music of Sly and the Family Stone. Ticketed event. Contact ECU Central Ticket office at 328-4788.

- **Friday:** ECU Business Health Care Symposium, 8:30 a.m. to noon, East Carolina Heart Institute at ECU, sponsored by the ECU Colleges of Business and Allied Health Sciences. For more information, visit www.ecu.edu/businessofhealthcare/.

See www.ecu.edu/cs-ecu/calendar.cfm for times, places and more information on these events and other ECU upcoming activities.
Sudesh Kataria

Dr. Sudesh Kataria, 70, of Greenville and Raleigh, passed away at home on Oct. 16, 2011. At the time of her death, she was surrounded by her loving family in Brier Creek Country Club, Raleigh.

Sudesh was Professor Emeritus at the Brody School of Medicine, Greenville. Over her lifetime, she became a leading authority on Developmental-Behavioral Pediatrics, a Professor of Pediatrics, and an author of numerous peer-reviewed articles. She was also served on various N.C. Governor appointed commissions relating to underserved children's health issues. Sudesh was born on Aug. 15, 1941, in Lahore, India, a region which is now Pakistan. She was the daughter of the late Mehar Chand Bhatia and Kesar Devi Bhatia. Her family moved to Jalandhar, Punjab Province, India, during the Partition period. Growing up in Jalandhar, she and her four sisters struggled to rebuild their lives from nothing, as they had been left refugees. Sudesh would recount harrowing tales of Partition, a brutal period in India's history. Sudesh remained knowledgeable about the world, and throughout her life, she maintained a passion for current events and business. Growing up, she would share a newspaper with the tenants of her family's housing complex, eagerly waiting for her turn to read the paper.

Sudesh excelled in high school, rising to debate champion, and was the top student in her class from Grade 1 through 10. After she graduated from Government Girls High School Jalandhar, her parents moved the family to Chandigarh, India, and they began planning to arrange her marriage to a young man, as was typical for young women in India. However, Sudesh had other plans for her life - she wanted to become a physician. In 1960s India, pursuing a medical degree was still considered a man's path, and very few women in her culture were encouraged to pursue it. Nevertheless, she applied and was accepted to Amritsar Medical College. Her father resisted this, feeling that it would be too difficult to "marry her off" if she became "too educated." Medical education was also a cost the family could not afford. As a result, her father sent her off to become a teacher, like her oldest sister, and she enrolled in a physics program.
Those who knew Sudesh knew her as a vibrant, strong-minded, and passionate individual: She believed that "where there was a will, there was a way." Without a word to her family, Sudesh reapplied to medical schools and applied for a scholarship. She was again admitted, and she chose Lady Harding Medical School in New Delhi, India, and this time received a merit-based tuition scholarship from the Punjab Government to pay for medical school. Lady Harding was for women only, and she thought this would convince her conservative parents to give her a chance. Her family finally agreed, and Sudesh was overjoyed. She packed her bags and happily set off to pursue her career. Medical school was a dream come true for Sudesh. She loved the intellectual pursuit and made great friends. She decided to become a pediatrician, as she loved children and their limitless potential.

In her first year of Residency, she met her husband, Yash Pal Kataria. He was a physician completing his fellowship in the United Kingdom, a graduate of Amritsar Medical College. On one of his trips from London to his hometown of Moga, India, he stopped in New Delhi to drop off a sweater his roommate had sent for his cousin (Sudesh). It was love at first sight. "She had me at hello," he often used to tell their friends. Sudesh, surprised to be visited by her cousin's medical school roommate, graciously made him a cup of tea, and they talked. One cup of tea turned into many cups of tea. Over a short period of time, they decided to marry. Yash often told family and friends that when you are ready to marry, and you are with one hundred people in a room, "there might be only one that stands out to you - and if so, you are lucky. I was lucky to find Sudesh. She was not only a beautiful woman, she was my intellectual partner and friend." Sudesh and Yash married Dec. 9, 1967, in India. They honeymooned at the Taj Mahal and then headed off to London, where they both began the next phase of their medical training.

They then arrived in America in 1969, as many Indian physicians did, filling the gap of highly skilled physicians, scientists and engineers in the U.S. Her first stop in America was Chicago, Ill., where she continued her residency at Mount Sinai Hospital, Chicago. In Chicago, she gave birth to her first child, Anjali Rani Kataria. When her daughter was only six weeks old, Sudesh and Yash moved to Columbus, Ohio. Sudesh finished her residency and fellowship at Children's Hospital, Columbus, Ohio; she struggled to balance new motherhood with a demanding work schedule. Seven years later, in 1978, she gave birth to her second child, Neil Kumar Kataria. When he was only three months old, Sudesh and Yash moved to Greenville, the home of
East Carolina University and a brand new medical school. Sudesh and Yash were excited and entrepreneurial. They decided they would like to help build the curriculum and program at the new medical school - now called the Brody School of Medicine. Sudesh and Yash were part of a pioneering group of founding physicians - she in pediatrics, and he in pulmonary/critical care.

Over the next thirty years, Sudesh developed a tremendous career in Pediatrics, focusing on Autism Spectrum Disorders, Learning Behavior, Sleep and Attention Deficit Disorders in children. She was a highly regarded pediatrician and respected clinical instructor at the ECU School of Medicine; a trailblazer in the field of Developmental-Behavioral Pediatrics; and a leader in serving the children of Eastern North Carolina. In 1992, Sudesh was appointed by N.C. Gov. James G. Martin to serve on the N.C. State Interagency Coordinating Council for Handicapped Children. She also served on a legislative commission for children with special health needs. In 1998 she received her Master's in Health Administration (MHA) from UNC-Chapel Hill and began expanding her focus to pediatric public health issues.

She assumed many leadership roles in a number of medical professional associations, including the American Medical Women's Association (AMWA), where she served as State Director in 1992. Sudesh was an active member of the North Carolina Pediatric Society and served as Secretary of the N.C. Pediatric Society in 1993-1995. She chaired and co-chaired committees on Children with Disabilities and Access to Special Care, 1989-1998.

Sudesh loved the North Carolina and South Carolina coasts, and her entire family often vacationed at Atlantic Beach and Myrtle Beach. She loved the Blue Ridge Mountains and the changing of seasons: Summer to Fall, Winter to Spring. Sudesh's illness was unexpected, a terrible shock to all her knew her. She passed away within six weeks of becoming ill, with little to no warning.

Sudesh is survived by her husband, Dr. Yash Pal Kataria, Professor Emeritus of Internal Medicine (Pulmonology) at Brody School of Medicine; Anjali Kataria (daughter), married to Vinay Bhargava, and their two children Pallavi Rani Bhargava and Arjun Raj Bhargava, all of Chevy Chase, Md.; Neil Kataria (son), married to Lynn Venugopalan, and their two children, Shaan Kataria and Dev Kataria, all of Arlington, Va.; and by four sisters,
three half-brothers, and their families living in America, Canada and India.

Hindu Funeral Services were held Saturday Oct. 22, 2011, at Brown Wynne Funeral Home, followed by Cremation Services. Her wish was to have her ashes spread across the Atlantic Ocean.

Anjali Kataria (daughter), Neil Kataria (son), Kiran Kataria (niece), and Pallavi Bhargava (granddaughter) spoke at the Memorial Service paying tribute to her life and spirit. Close to two hundred people attended, participating in the Hindu chanting of "Hey Ram" and "Gayatri Mantra" during the cremation service. Dear friends John Holter (piano), Jon Shaw (vocal) and Nancy Shaw (violin) performed a musical tribute. The services concluded with a light reception celebrating her life and the vibrant spirit of life around.

The Sudesh Kataria Memorial Trust Fund has been established and will help support programs such as The North Carolina Indian American Physicians (NCIAP) Charitable Medical Clinic for North Carolina. In August 2011, just before getting sick, Sudesh was looking forward to spending time volunteering at the new NCIAP nonprofit medical center for the uninsured.

Sudesh dedicated her life to helping the underserved children and families of Eastern North Carolina and this fund will help to continue that effort.

Donations can be made online at www.nciap.org or a check can be sent to NCIAP Medical Care, Suite 200, 5720 Creedmoor Road, Raleigh, NC 27612, in memory of Sudesh Kataria. Questions about the trust fund can be sent to katariay@ecu.edu. A Memorial Video and Online Guest Register are available at www.BrownWynneRaleigh.com.

*Published in The Daily Reflector on October 23, 2011*
An East Carolina University student was robbed of his wallet by three men about 1:10 a.m. Saturday near Eight and Cotanche streets.

No weapons were involved, according to the ECU Police Department. The incident is under investigation by the Greenville Police Department, ECU Lieutenant Curtis Hayes said Saturday.

The suspects ran away in the direction of downtown. The three were described as black men. One was wearing a gray sweatshirt or pullover-type jacket, and one was described as having dreadlocks and wearing blue jeans and brown boots. No description was provided for the third suspect.

Information on the robbery can be given anonymously to Pitt-Greenville CrimeStoppers at 758-7777. The Greenville police can be contacted at 329-4315.

ECU police advised students, staff and faculty to avoid walking alone at night and to stay in well-lighted areas.
Recognition

Diane Rodriguez, an East Carolina University education professor, was selected as one of four winners of the “Orgulla de Nuestra Comunidad” (Pride of Our Community) awards presented in honor of Hispanic Heritage Month. She will be recognized at a ceremony this month.

Rodriguez has worked as a high school and university teacher, a teacher educator, mentor to individuals with special needs and a mentor to Latinos.

Her work with Hispanics led to an invitation to join the White House Initiative on Educational Excellence for Hispanics. She participated in the National Education Summit and Call to Action in Washington, D.C. The initiative focused on preparing Latino students for college, careers and productive lives.
This year, Rodriguez was honored at ECU with a Women of Distinction Award.

The Pride of Our Community campaign was sponsored by R.A. Jeffreys and Univision, a media company serving Hispanic America.
ANAPOLIS, Md.
Shortly after 7 on Saturday night, Navy-Marine Corps Memorial Stadium fell eerily silent.

When head referee Ken Antee shuffled into position facing the home grandstand and thumbed on his microphone, all 34,612 onlookers hushed in unison, each one making sure Antee’s decision would be audible on what until then had been a boisterous night inside the United States Naval Academy’s football stadium.

The review of a potential game-winning Navy touchdown play — which occurred with 38 seconds left in the fourth quarter and with visiting East Carolina leading 38-35 — was complete.

Antee announced the officials’ decision to the crowd, which very quickly abandoned its unified silence with a thunder of boos through most of the stadium and delighted shrieks from the ECU contingent. Backup Navy quarterback Trey Miller’s pass to Matt Aiken near the goal line — which would have made it 41-38 Midshipmen pending an extra point — was ruled incomplete because even though Aiken had hauled in the pass and broken the plane of the end zone with a dive, the ball bounced free from his grasp when it touched the ground.

Not long after, the game too slipped away from the Midshipmen.

Kicker Jon Teague saw his game-tying field goal attempt glance off the right goal post as time expired, spelling the fifth straight defeat for the Mids and dampening the mood for the home team and its homecoming crowd.

The Pirates (3-4) and their fans, on the other hand, let loose in celebration. After observing one part of the Annapolis postgame tradition of gathering in front of the throng of Midshipmen for the playing of “Navy Blue and Gold,” the ECU players migrated en masse across the field to their own large band of supporters. In keeping with the other half of the tradition, and illustrating
perfectly the character of the Naval Academy, the Mids’ players followed them.
As they strode across the gridiron, the joy of a second straight win, a first-ever victory over Navy and a possible season turnaround after a tough start seemed just then to fully hit ECU’s players.

Cornerback Leonard Paulk, trimmed in pink gear in honor of Breast Cancer Awareness Month, grabbed the giant foam sword from the hands of ECU’s PeeDee mascot and led a charge toward the Pirate fans.

Once the teams had gathered in front of the ECU section, junior cornerback, special teams stalwart and emotional cog Rahkeem Morgan climbed onto the railing in front of the ECU band and, with his teammates behind him and the Navy team behind them, acted as band leader, directing the playing of the Pirates’ alma mater.

Both the controversial late call in the end zone and the rousing postgame proceedings shared something in common. Both were illustrations of a remarkable turn of events for the Pirates in a mere matter of weeks.

Five games remain in the regular season for ECU and the team which fumbled away its confidence early in the season now stands to dictate its own style, tempo and personality the rest of the way, and in a Conference USA which is up for grabs in the East Division.

In fact, the Pirates and Nov. 5 opponent Southern Miss are the only teams in the division with anything going right. The Golden Eagles and ECU are both sitting at 2-1 in C-USA, with defending league champ UCF joining both Memphis and UAB with just a single conference win each. Marshall, ECU’s last opponent, stands at 2-2 in league play.

The Pirates’ personality was flowing on the field during the game and adjacent to it after the game on Saturday in Annapolis, and celebrations like the one led by Morgan have a way of becoming a habit for teams able to continue adding to each week’s successes.

With the halfway point now in the rearview mirror, there is no obvious fatal flaw in ECU like there was last season. After seven games in 2010, the Pirates had two more wins than they do now, but they only had one victory
left in them the rest of the season as a porous defense was exposed more and more each weekend.
All signs at the moment point to a team with balance and newfound confidence, and likely one with more wins ahead of it.

The controversial call that followed the unplanned silence in the game’s final minute went the way such calls usually go — in the favor of the team playing the best football.

Contact Nathan Summers at nsummers@reflector.com or 252-329-9595.
Davis' big day rescues Pirates

BY TODD KARPOVICH - Correspondent

ANNAPOLIS, Md. East Carolina quarterback Dominique Davis kept Navy off balance for much of Saturday's nonconference matchup with a record-setting performance and then orchestrated a fourth-quarter scoring drive that pulled his team back after squandering a double-digit lead.

Navy's Jon Teague attempted a 42-yard field goal in the closing seconds but the ball hit the right upright and the Pirates escaped with a 38-35 victory before an announced 34,612 for homecoming at Navy-Marine Corps Memorial Stadium.

East Carolina also snapped a seven-game nonconference road losing streak.

Navy had scored 14 consecutive points in the fourth quarter and led by four, but Davis led a 15-play, 77-yard drive, capped by a 3-yard run by Reggie Bullock, to jump back ahead with 2:14 left in the game. The Midshipmen then challenged a 37-yard incomplete pass from backup quarterback Trey Miller to Matt Aiken in the endzone that was upheld by replay.

Davis completed 26 consecutive passes, breaking the record of 23 set by Tennessee's Tee Martin in 1998 and California's Aaron Rogers in 2004. Dating back to the previous game against Memphis, Davis completed 36
consecutive passes, also breaking an NCAA record of 26 set by Rogers that year. After the game, he was hoping he might hear from the Packers' quarterback for breaking the record.

"I hope he calls me and tells me congratulations," Davis said. "Aaron Rogers is one of my favorite quarterbacks. He's just like a guy like me, coming from a junior college to D-I. It's an honor. I was just trying to be a leader."

Navy (2-5) beat East Carolina, 76-35, last season in Greenville. The defense played well for much of Saturday's rematch before allowing a couple of big plays late.

The Pirates (3-5) led by 10 early in the fourth quarter on consecutive touchdown runs by Bullock. Navy then scored 14 consecutive points on touchdown passes of 59 and 37 yards by Miller. Bullock, who had 104 yards on 26 carries, scored his third and game-winning touchdown in the final minutes.

"My satisfaction was seeing those faces after the game, all the coaches and players," Pirates coach Ruffin McNeill said. "We showed a lot of courage tonight, in my opinion. The guys just stepped up and kept fighting."

East Carolina kept Navy to 420 yards after allowing 521 yards in the last meeting. Davis wound up completing 40 of 45 passes for 372 yards with two touchdowns and no turnovers. The Pirates racked up 504 total yards. Midshipmen quarterback Kriss Proctor injured his left arm in the second quarter and did not return.

Davis then threw a 10-yard touchdown pass to Michael Bowman and Michael Barbour kicked a 35-yard field as time expired for a 17-7 lead at the half. Davis did not throw an incomplete pass until 14:32 left in third quarter.
Public school

Some public university officials in North Carolina seem automatically to react to requests for public records as if media representatives (including The News & Observer) were seeking information to which they, and the public they represent, were not entitled. Toward the goal of keeping such records secret, those officials have gone to great lengths of rationalization and great expense of hiring outside counsel.

That's the case in the continuing fight over records pertaining to the football program at UNC-Chapel Hill and the firing of Coach Butch Davis. A lawsuit in which The N&O and other members of a media coalition are seeking documents pertaining to an NCAA investigation of the program has brought to light one disturbing attitude on the part of UNC officials.

As associate athletic director, Amy Herman, has testified that she has been advised, apparently by legal counsel, to avoid creating public documents. In other words: Don't write anything down because it would become a public record. Herman also said that the university is having outside counsel handle legal documents related to the investigation. That would make it more difficult for the public to get access to the documents, since those private outside lawyers are not university employees.

This game is disturbing on many counts. Look at all the trouble this public university, supported by tax dollars, is going to to shield documents from public scrutiny. That, of course, only creates curiosity and suspicion on the part of the people: What are they trying to hide? Why? Have university officials done something they don't want us to know about?

The university too often acts as if media requests were an invasion of privacy. This is preposterous. No one is suggesting that UNC system President Tom Ross should wear a wire, for example, when he has a private, one-on-one conversation with UNC-CH Chancellor Holden Thorp.

But advising employees on how to avoid creating public records displays a real aversion to doing the public's business in the open, however uncomfortable that required openness may be for officials on occasion. It sends the wrong message to public employees as to their responsibilities,
and the message is in effect coming from higher up the ladder, where leaders should set an example of openness, not one of telling people how to avoid it.

And there is a serious concern here for university officials that lawyers dealing in the fine points of a specific controversy or case may not be concerned about. A public university that tries to avoid public disclosure may win a legal confrontation here and there, but in the process it creates a mighty suspicion of a coverup. That in itself does damage to an institution and the people who lead it.
Running up scores, and tuition

BY DONALD ALEXANDER AND WILLIAM KERN

KALAMAZOO, Mich. The world of universities was roiled recently by breaking news. University presidents scrambled to react, instantly kicking into crisis mode to manage public opinion as word of the rupture spread.

We're not talking about the new U.S. News & World Report undergraduate rankings. We're referring, of course, to news that Pittsburgh and Syracuse are headed to the Atlantic Coast Conference.

The league switch dominated the news, even cracking the front page of The Washington Post. While the ins and outs of big time collegiate athletics were discussed, few ever stopped to ask one little question: What does this mean for those attending (and those paying for them to attend) the schools involved?

Parents who have children in college may be surprised to learn the tuition and fees they pay fund more than just the normal academic expenses. They're also subsidizing the athletic departments. The better the department - and the better the conference in which the school plays - the larger the subsidy.

Using data for a wide sample of universities participating in intercollegiate athletics, we found evidence that athletic success on the gridiron or the basketball court raised the tuition and fees that universities charge to their students.

For example, each additional football win raised in-state tuition by $28 and out-of-state tuition by $54. Similarly, each additional basketball win raised tuition by $7 for in-state students and $16 for out-of-state students.
So, students attending a school with a football team that won 10 games the previous season would likely see in-state tuition increase by $280 and out-of-state tuition increase by $540, even if nothing else changed. A winning basketball program, say one with 20 victories, would raise tuition by comparable amounts.

In addition, students attending schools affiliated with the so-called BCS conferences (e.g., the ACC, Big Ten, Southeastern Conference, etc.) pay an additional premium that is likely attributable to the conference's athletic prowess rather than the academic rigor of the university. While the impact of athletic success on tuition and fees is small when compared to the total dollars spent every semester, it's not trivial in a time of tightened budgets.

Why might this take place when university administrators claim they are doing their best to hold the line on tuition and fee increases?

It appears that many of the larger universities - which have high-profile football and basketball teams, and which are affiliated with the high-profile conferences - are able to raise tuition and fees as result of the success their teams achieve.

We believe this success differentiates those universities from their less successful competitors and, consequently, increases the demand for admission relative to those less fortunate universities. University decision makers faced with this increased demand (not to mention the constant pressure to find new revenue sources to fund their successful and expensive athletic programs) now have the opportunity to raise tuition and fees to ration the demand for the limited number of students they can support.

Will officials acknowledge that this happens at their university? Surely not, because tuition increases are often scrutinized by state legislators and cash-strapped parents. However, these same university officials will often claim that tuition and fee increases are necessary to support the academic experience they provide to their students.

They also recognize, but generally do not discuss, that the increase in tuition and fees provides a subsidy to support the athletic programs, which gives the university community a sense of pride when their teams play on television, appear in bowl games and participate in March Madness.

The bottom line? Students who want a college education, but who also want the experience of the big time football game on Saturday afternoon or the opportunity to cheer their favorite basketball team during the winter months, will coax their parents to pay the annual increase.

Who knew that school pride, like everything else, came with a price tag?

Donald Alexander and William Kern are professors of economics at Western Michigan University.
East Carolina's Adhem Elsawi atypical football journey led him to Bible Belt despite his Muslim faith

By Sammy Batten, Staff writer

GREENVILLE - Adhem Elsawi is passionate about two things imbedded in Southern culture - college football and religion.

But neither Elsawi's path to major college football nor his religious beliefs are typically Southern.

Elsawi started his college career at Campbell University, a non-scholarship program that competes in the NCAA's Football Championship Subdivision. But believing he was capable of playing at a higher level, Elsawi transferred to East Carolina University, becoming an unlikely starter at left guard.

Elsawi, 20, is also a Muslim playing football in the Bible belt.

"Obviously, it was in God's plan for me to end up here," said Elsawi, whose journey in faith and football began in Saratoga Springs, N.Y.
The first steps
The upstate New York city known for horse racing and natural mineral springs is where Elsawi's father, Montasser, settled after moving to the United States from Egypt at age 19. The former bodybuilder met and married a native New Yorker, Elsawi's mother, Valerie.

Together, they raised a family of seven children - four boys and three girls. The eldest, Adhem, inherited his parent's height. Montasser stands 6-foot-2 and Valerie 5-11. Adhem is 6-5, 319 pounds.

That size made Adhem a natural for football.

"Adhem was always a big kid, much bigger than others," Saratoga Springs High School football coach Terry Jones said. "He can block out the sun compared to kids who usually come from this area. What happens, though, sometimes when guys are big and young is their coordination isn't there yet.

"But Adhem worked tremendously hard to become a good football player. He'd work on his own in the gym to improve his footwork and he was always in the weight room."

Elsawi started three seasons on the offensive line for the Saratoga Springs varsity, earning first-team Large School All-Area honors as a senior in 2008.

It was soon after joining the Saratoga Springs varsity that Elsawi dealt with the first of the conflicts he'd face between the sport he loves and the religion to which he is devoted.

The Islamic observance of Ramadan often falls just before or during football season. During this month, Muslims are supposed to refrain from eating and drinking between sunrise and sunset.

"Starting in the sixth grade, I had been able to fast for the entire 30 days," Elsawi said. "But in the 10th grade, when I started getting into high school football, I realized I couldn't fast and play football.

"One of the things in the Islamic faith is that God understands your circumstances. For me, I treat football as my job right now. I love this game and I'm blessed to have this chance to play it. I'm giving it my all and I'm trying to take it as far as I can go. That means I've got to have 100 percent focus.

"So there are some things where it (faith and football) conflicts. But for the time being, I'm doing my best to balance both."

'He fell into our lap'
Because he was an outstanding student, Elsawi was recruited by a number of Ivy League football programs. But he received no interest from major colleges.
"My dream was to play at the Division I level," Elsawi said, "but I wasn't recruited so it wasn't an option at the time."

It was when he was researching other options that he discovered Campbell University on the Internet. The school, located in tiny Buies Creek in Harnett County, is a Baptist-affiliated school. That didn't deter Elsawi.

"It just seemed like a place where I could get a chance to prove myself on the football field and get a quality education," said Elsawi. He contacted Campbell coach Dale Steele.

"We didn't really recruit him. He sort of fell into our lap," Steele said. "He called us. We knew when he got here that he was a special athlete."

Elsawi appeared in nine games and started six for the Camels as a freshman. He was also selected to the conference academic honor roll.

But after finishing spring practice at Campbell, Elsawi headed home to Saratoga Springs for the summer feeling the need for a new challenge.

"It was a personal thing," he said. "There's a team, but at the same time I've got to look out for myself as well. And deep down I just knew I could play Division I football."

Elsawi's father informed the Campbell coaches about his intentions to transfer to East Carolina, where he'd try to make the football team as a walk on. The Elsawis contacted ECU head coach Ruffin McNeill, who previously worked with Steele when both were assistants for the Pirates in 1992.

McNeill promptly called Steele to find out about Elsawi.

"He (Steele) told me he really felt, talent-wise, Adhem might be out of his league there," McNeill said. "Dale felt like he could help us, and he was exactly right. Adhem has done a great job and has earned a scholarship."

'BIG MUS' ON THE LINE

Elsawi sat out the 2010 season at ECU due to NCAA transfer rules. But by preseason camp this season he had asserted himself as a starter and a popular member of the football team.

Sophomore offensive guard Will Simmons is from Ahoskie, where he never had any contact with Muslims. But Simmons, like the other Pirates, has become fond of Elsawi, who they refer to as "Big Mus."

"He's such a great guy," Simmons said. "If you need something, you can always go talk to him. Anything you need, he's willing to help you.

"Our entire offensive line is a close group. We sit together in meetings, we play video games together and we eat together. His religion doesn't change nothing at all."
Well, almost nothing.

Muslims are forbidden to eat pork, a handicap in barbecue-loving eastern North Carolina. The Pirates try hard to provide an alternative for Elsawi.

Only once has that been a problem, according to ECU's director of football administration, Cary Godette.

"We ran into a situation earlier this year when we had a Sunday meal catered," Godette said. "Because he can't eat pork, we had chicken and barbecue brought in.

"Well, Adhem had to go to the training room for some treatment and was the last guy to come in (to eat). The people who had pre-made the plates ran out of chicken, so they mixed the chicken and barbecue. When he (Elsawi) came in, the chicken was sitting on top of the barbecue, so he couldn't eat it.

"I felt bad because Adhem is a big old guy who eats plenty when he sits down. But he handled it like he does everything else. He just smiled and dealt with it."

Elsawi is constantly asked about his faith by teammates and students alike. He never pushes his beliefs, but gladly answers questions.

"I'm very proud of who I am," Elsawi said. "I feel like if somebody asks me about it, there's no reason why I can't talk to them and answer their questions without being opinionated or without trying to say they're wrong and I'm right.

One question he's regularly asked is about praying five times a day, a tenet of Islam. His answer is that his classwork and other obligations don't allow him to do it.

"Honestly, that's something I'm seeking to do later on down the road when I have more control over my life and there are less variables involved," he said. "I'm going to continue to develop my relationship with God and my religion."

Elsawi, a biology major who hopes to attend medical school, is currently focused on rehab. He started the first five games of the season before hurting his knee. He is expected back in action in the near future, possibly as soon as next Saturday's home game against Tulane.

And although he's not typically Southern, Adhem Elsawi feels he's found a home.

"The fact I was able to come to college in the South has helped me develop," Elsawi said. "It was a blessing for me to find Buies Creek because until I made it there I didn't know about East Carolina. So everything has a reason and everything has a purpose. This has all been a blessing."

Staff writer Sammy Batten can be reached at battens@fayobserver.com or 486-3534.
Courtney Melvin leaves East Carolina
By: Bob Bonner

Courtney Melvin has withdrawn from East Carolina University where she would have been a freshman on the basketball team this season.

Melvin's departure comes after she was charged this summer on two counts of filing a false police report after telling officers she was assaulted on her way to a morning workout on campus.

She later told police the incident never happened.

Melvin is scheduled to appear in Pitt County court December fifth.

According to East Carolina Sports Information Director Tom McClellan, Melvin was not dismissed from either the institution or the women's basketball program and she could re-enroll in January and restore her active status on the team.

Melvin is currently enrolled at Bladen Community College.

While at East Bladen high school she led the Eagles to the state championship game in three of her four years. She set a school record with 2,502 career points, and in May, she was honored as the N.C. High School Athletic Association's female athlete of the year.
Davis was known as a winner, and his hiring helped drive a $70 million expansion of Kenan Stadium.

**Davis, UNC aimed high, but scandal took school low**

BY DAN KANE, ANNE BLYTHE AND KEN TYSIAC - dkan@newsobserver.com

The mess that will bring UNC-Chapel Hill's football program before the NCAA's sanctions committee Friday went public with a tweet from a star athlete who couldn't wait for an NFL contract to enjoy the good life.

But it started five years ago with a quiet campaign to replace an earnest but unsuccessful coach with another who had been a winner at a college football powerhouse.

The architects of Carolina's plan thought Butch Davis would bring top recruits, more money for a long-planned expansion of Kenan Stadium, ACC championships and perhaps even a shot at a national title. They also thought Davis could do it without sullying Carolina's reputation as one of the nation's elite public universities.

But Davis increased the emphasis on preparing for games outside of practice. Cynthia Reynolds, the former academic coordinator for the football team, says the players faced so much pressure that they found it hard to focus on coursework.
One tutor gave players too much assistance, but problems stretched beyond study hall. Davis had hired John Blake, an assistant coach and top recruiter who had an undisclosed financial relationship with a prominent agent. Before long, players took thousands of dollars in trips, jewelry and other perks from agents and their go-betweens.

This summer, Davis was fired. Athletic Director Dick Baddour is retiring earlier than planned. Several top players previously were banned from the team. An academic department chairman who seemed too eager to help athletes resigned his post.

UNC officials have already agreed to toss away the wins, give up scholarships and pay a $50,000 fine. But they hope the NCAA will allow the school to continue competing in bowl games; the NCAA could impose further sanctions in the coming months.

Records and interviews with key people during Carolina's rise and fall show what can happen when universities reach for success in football. It is the most lucrative sport in college athletics, thanks to lavish TV contracts, high-priced corporate suites and merchandise sales to fan bases that extend well beyond alumni and students. The money supports sports that don't generate as much revenue.

Many of those most closely involved aren't talking. But university leaders insist they weren't trying to turn Carolina into a football factory such as Texas or Alabama. They say they would have been happy with winning seasons.

"I take tremendous exception to the notion that in having Butch Davis here meant the institution was going to loosen its academic standards," Baddour said. "That is simply not the case."

Davis has previously said he learned the value of education after a knee injury ended his college football career.

"In every single individual time that I have spoken with students and spoken with parents the number one thing that I have requested for them is that although the NFL is a glorious dream ... the most important single thing you can do is get a college education," Davis told the UNC board of trustees in November.

**Seeking Davis early**

But the way UNC landed Davis shows how serious it was about being more than a basketball powerhouse.

In the fall of 2006, several mediocre football seasons prompted then-Chancellor James Moeser, Baddour and three trustees to hop on a plane to Fort Lauderdale
to meet with Davis, a former college and NFL coach who had the kind of success that would make everyone take notice.

Davis wanted to get back into coaching, and because he was between gridiron jobs, Baddour and the group could talk to him. They wanted to settle on a coach before the end of the season, when more schools might also be in the hunt.

For nearly half a day, the men interviewed Davis.

They spent a lot of time on what Davis had done to help turn around the University of Miami, which was hit with major NCAA sanctions stemming from his predecessor's tenure. Undeterred, Davis took the team to an 8-3 record that first year. Four seasons later, Davis' team went 11-1 and ranked second in the final coaches' poll. And the team did not get into trouble with the NCAA.

That record appealed to Moeser, who came to Carolina from the University of Nebraska, another school with a rich football history. He had made it known his first six months on the Chapel Hill campus that he wanted excellence in academics and sports.

In that initial interview with Davis, Moeser, Baddour and the trustees asked him about the role of the classroom in college sports. They asked him about his philosophies on recruiting, managing and putting a staff together.

Davis asked how much independence he would have in assembling his staff. He did not ask about any academic waivers or exceptions for talented players who had not performed well in the classroom.

Nor did he ask to see the athletics facilities at UNC.

"He said he didn't need to," Baddour recalled.

Moeser, trustees and others left that meeting thinking they had the coach they needed. They didn't strike a deal, but both sides agreed to stop their respective searches.

Baddour met with Davis again in a Chicago hotel after UNC played Notre Dame. Nine days later, on Nov. 13, 2006, Baddour announced Davis would replace John Bunting as head coach. Davis would make $1.86 million a year, roughly double Bunting's salary.

"One of the main reasons Butch was hired," said Roger Perry, then a UNC trustee, "was he came back after all the problems at Miami and he helped clean it up."

**Hiring an old friend**
But Davis was also known as a winner, and his signing helped push through a $70 million expansion of Kenan Stadium that added 3,000 more seats, 20 corporate suites and a top-of-the-line academic support center for athletes. He wooed donors such as discount retailer Art Pope and rent-to-own king Charlie Loudermilk to kick in millions of dollars toward the expansion by linking the academic preparation of football players with success on the field.

One of Davis' first hires was a crack recruiter, John Blake. The two men had known each other for more than 30 years, when Blake played for Davis, then a high school coach.

They had both worked as assistant coaches for the Dallas Cowboys, and Blake had moved on to the head coaching job at the University of Oklahoma. It was the pinnacle of his career, but it was short-lived. The university sent him packing after three straight losing seasons.

Blake had two assistant jobs, at Mississippi State and Nebraska, where he bolstered his reputation as a recruiter. At Carolina, his hot streak continued. To many experts' surprise, he landed one of the nation's top prospects, Marvin Austin, a defensive lineman from Washington, D.C. Austin had been expected to sign with Tennessee.

Austin had a larger-than-life personality to go with his 6-foot-3, 295-pound frame. Austin told USA Today he connected with Blake's spirituality. "He quoted Bible verses, spoke about how to invest money and knew I'd learn a lot about life and football," Austin said. "We have a father-son relationship."

'Enough is not enough'

By the end of the 2009 season, Davis was on the verge of fulfilling the ambitions of the university leaders who snapped him up. Austin and four other defensive standouts were returning, despite indications all would be draft picks had they opted to go pro, and Blake was continuing to bring in top recruits. Carolina looked like a legitimate contender to win the ACC.

But amid that success were signs the football program was struggling to meet the university's academic standards.

Cynthia Reynolds, the former academic coordinator, never heard Davis say academics weren't important. And he wanted his players in the academic support center, which was for athletes only, to spend two hours a night on classwork. But Davis was adamant, and publicly so, about the need for his players to spend every available hour watching game films and studying their playbooks.

Here's what he told tarheelblue.com, Carolina's official website, in 2007:
"Preparation isn't just solely confined to the 1 hour 55 minutes that we go on the practice field from 3:30 to 5:30 in the afternoon. It's studying notes, it's watching tapes, it's taking the DVDs back to your room and (watch them) when you've got some spare time at night right before you go to bed. There is just a whole mentality and whole culture that young kids have to learn that. They think they're preparing enough. Enough is not enough. When you think that you've done enough, you've probably only done half enough."

Davis said in a statement Friday the staff "stopped the practice of regular distribution of DVDs in 2007."

Deunta Williams, a defensive back who had to sit out four games because of a rules infraction, confirmed he was spending plenty of hours beyond the normal practice time preparing for games. To him, the additional time in the weight room or watching game films was the difference between being a good college football player and an NFL draft pick.

The academic staff worked to keep the players on track to receive degrees and their grades up. The NCAA requires a minimum 2.0 grade point average for athletes to compete, and they must show progress toward a degree.

The average SAT scores for the recruits Davis brought in were slightly higher than Bunting's. But the team's academic profile suffered during Davis' tenure.

Over those four years, an average of eight students made the annual ACC honor roll, which requires a 3.0 grade point average. During the previous five years under Bunting, a Carolina graduate, the average was 17 students.

Reynolds, 57, was let go by the athletic department last year. She contended in an unsuccessful legal complaint it was age discrimination; the university says she made mistakes that threatened some athletes' eligibility.

Reynolds said it was typical to find and recommend classes advisers thought athletes could pass. If an athlete cast an eye toward a degree program that conflicted with the heavy athletic load, advisers warned them they could be risking their eligibility. They were often guided to disciplines that seemed a good fit for their abilities. Communications was one such degree program, exercise and sports science another.

The advisers also knew which professors were more inclined to work with athletes. Reynolds said one was Julius Nyang'oro, chairman of the African and Afro-American Studies Department. She said Nyang'oro did not give the athletes an easy ride. Rather, he sought guarantees from advisers that the athletes would be matched with tutors committed to helping them.

One tutor who seemed up to the challenge was Jennifer Wiley, an undergraduate student majoring in education. She was bright, energetic and
attractive. Football players sought her out for help in their studies. In 2008, she was one of four athletic tutors who won the center's top honor for outstanding work. She also had another side job: tutoring Davis' teenage son.

**Improper help**

With another football season and academic year behind him, Austin hopped on his Twitter account and tapped out a short message. Austin was a regular "tweeter" on the relatively new social network, which limits postings to 140 characters or fewer.

The message, at 3:07 a.m., May 18, 2010, said: "I live in club LIV so I get the tenant rate. bottles comin (sic) like its (sic) a giveaway."

That posting mirrors a lyric from a song by a popular hip hop artist, Rick Ross. But Austin had indeed been partying in southern Florida, on a sports agent's tab. Within weeks, NCAA investigators were in Chapel Hill to talk to Austin and wide receiver Greg Little, who also had received gifts from agents.

The ensuing investigation by the NCAA, along with additional probing by the media and fans of rival N.C. State, produced a series of tarnishing revelations that hit the university at its core.

Blake, the recruiter and assistant coach, was receiving money from a sports agent, Gary Wichard, and an archived page from Wichard's website showed Blake had been listed as a vice president. Blake's lawyers say the money represented gifts or loans to pay for Blake's son's private school tuition. Wichard died of cancer this year.

The NCAA alleges Blake was serving as a partner with Wichard, attempting to steer players toward his firm. Football players deny this, but Williams said he was aware Blake and Wichard were longtime friends. Meanwhile, other sports agents and businessmen seeking to capitalize on the NFL futures of star football players were found to have given them free trips, jewelry and other perks.

Wiley, the tutor, had been let go from the academic support center in July 2009 because she had gotten too close to players. But she continued to help them, prompting a letter the following September from the university telling her to stop. Baddour later admitted to NCAA officials that players had not been warned to stay away from her. As late as August 2010, Wiley paid $1,789 of Little's parking tickets at UNC.

Despite the raised flags, university athletics compliance officials did not search her emails until the NCAA investigation began. They found emails showing Wiley had prepared the footnotes and bibliography for a paper that football player Michael McAdoo had been assigned for a Swahili language class. That...
was impermissible help under NCAA rules, and the school notified the association.

**Touting reforms**

But university officials never looked closely at the paper, or the class, which was taught by Nyang'oro. If they had, they would have found the paper was largely plagiarized. NCSU fans discovered it after McAdoo made it public in an attempt to return to the team.

University officials also might have questioned why McAdoo was assigned an end-of-term paper in English for an intermediate class on speaking and writing in Swahili. Syllabi from two other professors who taught the Swahili class show the assignments and exams were geared toward building language skills.

Nyang'oro has yet to produce a syllabus for the summer class. University records show he is not a regular teacher of the language, though he hails from Tanzania, where Swahili is widely spoken.

On Friday, UNC officials will tell the NCAA's infractions committee all the things the university is doing to clean up the athletics program: scaling back on undergraduate tutors; restarting a faculty advisory council on athletics; requiring new athletic hires to disclose more about their pasts.

Thorp will represent the university before the NCAA on Friday. He says UNC is fixing its problems, and he is confident the NCAA will produce reforms that can rein in the misconduct. He is serving on an NCAA committee that is recommending higher admission standards.

"It's clear that public universities need intercollegiate athletics to raise awareness of their university and to build enthusiasm and get people back to campus," Thorp said. "And those are things that Carolina needs in order to succeed on all of our objectives. We need to succeed in football because it's critical to the success of the 28 sports programs."

Kane: 919-829-4861
Butch Davis, when he was football coach at UNC, pledged to provide a record of business calls he made on his personal cellphone.

"Anything that has anything to do with UNC and business, those will be completely open for public record," he said July 21. Six days later, he was fired.

Now Davis doesn't want to turn over the records. This week, his lawyer fought efforts by The News & Observer and other media outlets to force him to release the documents.

Public employees cannot dodge the state public records law by using personal cellphones or personal email accounts. That Davis is no longer coach is irrelevant to whether a log of his work calls is public record.

The law doesn't grant a do-over when public employees change jobs. If it was public record July 21, it's public record today.

The media outlets have sought Davis' phone records in covering the NCAA's investigation of UNC. The probe of academic fraud and impermissible benefits resulted in 14 players missing at least one game and seven players missing the entire 2010 season.

UNC has been accused of nine major violations. The NCAA has not levied a penalty.

After a court ruling in a lawsuit filed by the media coalition, UNC released phone records for land-line numbers in Davis' office and a monthly summary of a university cellphone issued to him. The records indicated no calls associated with Davis' university cellphone.

But a different cellphone used by Davis showed up on call logs for former UNC associate head football coach John Blake, indicating Davis conducted university business on that phone.

Our pursuit of phone records has been an important part of the revelations about the UNC football program.
Phone records showed Blake, who was forced to resign, was in frequent communication with sports agent Gary Wichard. Their relationship was a major part of the troubles at UNC.

Blake's lawyers said he took money from Wichard to pay for Blake's son's school tuition.

Phone records also showed Blake placed calls to Wichard within minutes of calls to the family of prized 2010 draft prospect Ndamukong Suh of Nebraska. Blake denied trying to steer players to Wichard, who has since died, or to other agents.

In its Notice of Allegations, the NCAA requested UNC provide information about these phone contacts.

The phone records are an important part of this investigation. By not releasing the records after he said he would, Davis creates suspicion that there is something he does not want to be public.

Former player Marvin Austin in July threatened to "spill the beans." Davis, on the same day he promised to release the phone records, said, "Marvin knows that I am completely ethical and that I always do the right thing."

Sunday's front section will be wrapped by a four-page bank ad. Inside you'll find the same Sunday news section as usual.

Drescher: 919-829-4515 or jdrescher@newsobserver.com. On Twitter @john_drescher
HILLSBOROUGH A Chapel Hill man suspected in a rape reported on UNC-Chapel Hill's campus is being held in the Orange County Jail.

Jade E. Rofot was arrested Oct. 14 at his Durham workplace and transported to Orange County.

His bail is set at $2.5 million, said UNC-CH Department of Public Safety spokesman Randy Young.

Rofot, 29, is charged with two counts of second-degree rape, two counts of second-degree sexual offense and two counts of sexual battery.

Second-degree rape means no weapon was used but that the act was committed against the will of someone who is mentally disabled, incapacitated or physically helpless, according to state statutes.

The incident happened Oct. 13, Young said.

On Oct. 17, Rofot was appointed a public defender by Superior Court Judge Beverly Scarlett, according to the Orange County clerk's office.

According court records, Rofot also was charged with misdemeanor assault on a female in Durham County in February.

He pleaded guilty and was ordered to pay a $100 fine and undergo a substance abuse and mental health evaluation.

Rofot's next court appearance in Orange County is Nov. 7.

Staff writer Mark Schultz and news researcher David Raynor contributed to this report.

Ferral: 919-932-8746
UNC public relations senior Paris Flowe, center, tells freshmen Darnell Watts, left, and Chris Dewberry about American Eagle Outfitters' "Drop Your Jeans" recycling event. She's a part of a team of brand ambassadors who blend traditional marketing with Facebook efforts.

**Work, fun blur for Web-savvy students**

By Tori Stilwell - tstilwell@newsobserver.com

When Duke sophomore Christian Drappi sees someone using a Square credit card reader, he pulls out his phone, snaps a picture and uploads it to Twitter.

"It just kind of spreads like wildfire through retweeting," said Drappi, who is a campus brand representative for Square. Started by Twitter founder Jack Dorsey, the company makes miniature credit card readers for smartphones and offers competitive swipe rates.

Companies are increasingly using college campus brand ambassadors to spread the word about their products. These representatives often rely on word-of-mouth tools like social media to publicize the company and any promotional events they host.
Though the brand ambassador is no stranger to the college marketing scene, social media is changing how these representatives interact with their peers and how effectively their message is communicated.

Companies like Red Bull, Microsoft, Verizon and Twitter all have ambassadors on Triangle campuses dedicated to spreading good news about the brand.

Square has a large presence on the West Coast but is trying to expand its grasp eastward. One way it can do this is through campus representatives, said Adam Bassett, who runs the SquareU program.

Campus ambassadors approach students groups, local merchants and other prospective users to demonstrate how the card reader works and its advantages over traditional machines, Bassett said.

The gig - technically an internship - pays $600 per semester, with bonuses based on the number of customers students sign up.

Drappi, a math and physics double major from New Jersey, said he was encouraged by Square to use Twitter to help publicize the product. His UNC counterpart, Jane Hall, also uses Twitter to announce meetings she has with campus groups, using the hashtag #SquareU to collate the tweets.

"It's a lot easier to do through a student than from someone in San Francisco," said Hall, a junior majoring in advertising who wanted the internship to help build her resume.

Cord Silverstein, executive vice president of interactive communications at the Raleigh advertising agency Capstrat, said social media has made it easier than ever for college students to share opinions on a product with their peers. Companies who take advantage of this have a significant edge in reaching the student market segment, he said.

"The ones who are winning are winning because they are supplying their brand ambassadors with great content, and this content is being shared in a way that engages with college students, that speaks to them in the world they live in," Silverstein said.

"Someone's peer, someone they respect like a student or a professor, these people are having much greater impact and influence on what college students think, like and don't like because they trust their opinions."

Kimberly Summers, a junior from Charlotte, works with American Eagle Outfitters' campus ambassador program at UNC-Chapel Hill. There she runs
the group's Facebook profile, "AE Student Union," which has more than 1,200 people who "Like" the page.

The group's most recent promotion was the "Drop Your Jeans" event, which offered students a chance to donate their denim in return for a branded tumbler, a store coupon and an opportunity to win a $50 American Eagle gift card.

"A lot of people heard about it through the Facebook page," Summers said. "We can see the impressions, how many people actually saw it, so we know how much influence we have. It's really great."

Cathy McCarthy, who heads the campus ambassador program for American Eagle, said the company has brand representatives at 48 schools in 31 states and Washington, D.C. The ambassador program at UNC is the only one in North Carolina.

When looking at ambassador applications, McCarthy said the company looks for outgoing students who are social-media savvy. For the retailer, whose clothing targets college students, the ambassador program is an ideal fit.

Summers uses the group's Facebook page to interact with UNC students about the retailer's products.

One post, soliciting "Likes" for a photo of sunglasses to be distributed before a Saturday football game, garnered more than 114 responses. Summer said she also posts photos of the group's events and people who attended them.

"When we get a picture of someone, they may make it their profile picture," Summers said. "They're usually holding some branded material from American Eagle. They're promoting the brand, and they don't even know it."

Heidi Hennik-Kaminski, a marketing and advertising assistant professor at UNC's School of Journalism and Mass Communication, said the peer-to-peer referrals brand representatives provide can be invaluable for companies that target students.

"Most college students in that age demographic end up trusting each other more than recommendations coming from corporations," she said.

Despite this, Hennik-Kaminski said companies need to be cautious about saturating the target market and inundating students with social media promotions, a symptom often called "Groupon fatigue," because some customers of the online deal service grew annoyed at receiving daily email offers, many of which they had no interest in.
"The question becomes, 'How do you break through the clutter?' Because everyone's trying to break through that space," Hennik-Kaminski said.

"Three years ago, four years ago, brand ambassadors on campus were a novel idea. Now companies have them everywhere. There's only so much mindshare to capture."

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Life Stories: Sechriest was always a newsman at heart

BY ELIZABETH SHESTAK - CORRESPONDENT

There was a time when it seemed most journalists in North Carolina knew exactly how to spell "Sechriest." That, and the name "Nikita Krushchev" were on a spelling test Stuart Sechriest gave his news-editing students early in their studies in the journalism program at UNC-Chapel Hill.

Sechriest taught would-be reporters the ins and outs of news gathering, copy editing and deadlines for 34 years, from 1946 until his retirement in 1977, helping many of them long after they earned their degrees.

He died Oct. 13 at 97, and three of four of his pallbearers were former students.

His classroom was made to be as realistic a newsroom experience as he could make it.

Early on, Sechriest convinced the school to invest in wire-copy machines, and he had his students learn how to edit stories coming off the radio-
powered wires from The Associated Press, back when you had to manually convert words printed in all caps to traditional styles and formats for the newspaper.

"One of the things I liked that he did most was when we got into a makeup class, editing and page makeups, it was the World Series and we started a baseball pool in class," said Roland Taylor, 82, one of Sechriest's first students.

Sechriest promoted journalism as a craft, not just a hobby, and made sure it was far more hands on than academic.

"Do you have lectures on 'Jeez, look at this pretty headline?' I don't think so. We worked every day," Taylor said.

Sechriest was one of the few faculty members without an advanced degree. He earned his bachelor's degree from UNC in education, but decided to try newspapers upon graduation because the pay was better, said his daughter Mary Sechriest.

He fell in love with it.

**A hands-on teacher**

Sechriest started out at the Greensboro Daily News, and would continue to work there summers during his teaching career. He also worked at The (Durham) Herald-Sun on the copy desk during his summers "off," and both his daughters remember having to tiptoe around the house so he could sleep in after working until 2 a.m.

Before he went into teaching, he enlisted in the U.S. Air Force during World War II and was lucky to never be sent overseas, Mary Sechriest said. His job was to fly gliders - quiet planes used to drop paratroopers over enemy lines, and then crash-landed. He never expected to survive the war.

He met his wife of 52 years, Virginia, when she was a student of his. He refused to grant her permission for his courses so he could ask her out. They raised their two daughters in Chapel Hill - a far different place than the farm where he grew up in Davidson County.

Born Feb. 5, 1914, he was the youngest of nine children, and all of them sought higher education, the older children paying for the next one's tuition.

He was an avid gardener, and would take his daughters to the N.C. Arboretum, making sailboats out of matchbooks to float down rivulets. He was as hands on with his daughters as he was in the classroom.
"He would have done anything for his girls," said his youngest daughter, Elizabeth Sechriest Cornella of Boone. "And he had no doubt his girls could do anything they wanted to do."

**News connections**

Living to 97 meant Sechriest experienced a lot of historic transitions, daughter Mary Sechriest said. He was private about many things, but it was always clear where he stood when it came to segregation and the Vietnam War draft - he was against both.

His longevity also afforded him the opportunity to spend many years with his three grandchildren.

"He was a fabulous grandfather," Cornella said, noting he would take her children to the planetarium and on other adventures.

He also could have walked into any newsroom in the state, big or small, and likely known at least one person. The odds are, he would have helped a few of them get their jobs.

"I never lost contact with Stu," Taylor said. Sechriest helped him get his first job in Spartanburg, S.C.

Later, as an editor, he called in other favors. "When I needed a reporter he'd dig me up one," Taylor said.

When asked if Sechriest was an educator or a reporter in his heart of hearts, many responded without hesitation.

"He was a solid newspaper man who taught," Taylor said.

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