THE DAILY CLIPS

December 13, 2005

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

The Greenville Daily Reflector
The Raleigh News & Observer
The New York Times
The Wall Street Journal
USA Today
The Charlotte Observer
The Fayetteville Observer
The Greensboro News & Record
Newsweek
U.S. News & World Report
Business Week
Time

East Carolina University News Bureau
E-mail to durhamj@mail.ecu.edu  Web site at http://www.news.ecu.edu
252-328-6481  FAX: 252-328-6300
Termination of ECU soccer unacceptable

The termination of East Carolina’s men’s soccer team and the reasons listed for doing it are unacceptable to me as an alumnus.

In the midst of all these coaching buyouts and million-dollar stadium projects they have the audacity to tell the team and its fans that they cannot sustain operation?

One of the things they repeatedly talk of is this squad’s poor record on the field. What they don’t talk about is why or how this has happened. Does anyone else in Greenville and the surrounding area actually believe that a soccer team could only have one winning record in 41 years due to bad luck or because eastern North Carolina isn’t a soccer hotbed?

I think we all know the more plausible answer is that they most likely never had the support from the university necessary to field a competitive and winning team.

This would include more adequate facilities, upgraded equipment and, more importantly, a top-notch coaching staff that can competitively recruit, as well as develop the talent that we have here.

KEVIN MATHEWS
Greenville
Career moves

News about people who have been named or promoted to positions and news about business activities in North Carolina should be sent to Business News Desk, The News & Observer, 215 S. McDowell St., Raleigh, N.C. 27601 or e-mail arue@newsobserver.com

N.C. Biotechnology Center hires new leader

John D. Chaffee will head the N.C. Biotechnology Center's Eastern Regional Center in Greenville starting Jan. 3.

Chaffee, 53, has worked with the Pitt County Development Commission for more than 22 years. He will retire as the commission's executive director at the end of December to become the first director of the biotech center's newest outreach office. In his new job, Chaffee will work with East Carolina University, community colleges, companies and economic developers to build a community of biotech companies in the region.

The Greenville office is the third that the Research Triangle Park-based biotech center has opened in the past two years to foster the biotech industry statewide. The other offices are in the Piedmont Triad Research Park in Winston-Salem and the Enka campus of Asheville-Buncombe Technical Community College in Candler. An office in Wilmington is in the works, and an office will be opened near Charlotte next year.
LATEST NEWS

Business Pulse Survey: Does the controversy surrounding the state lottery bother you? Click here to vote

December 9, 2005

UNC study: More women entering pediatrics

A University of North Carolina at Chapel Hill study published in the journal Pediatrics says that more women are entering pediatricians, and they are more likely than ever to enter subspecialties such as behavioral medicine or neurodevelopment.

"This shows that women are breaking into the glass ceiling in more areas," said Dr. Michelle Mayer, research associate at UNC's Cecil G. Sheps Center for Health Services Research. "Pediatrics appears to be a field with great opportunities for women."

Nine of the pediatric subspecialties studied in the project show a clear increase in the number of board-certified women among younger pediatricians than among older ones, according to Mayer, who is also a faculty member at UNC's School of Public Health.

Cardiology, critical care medicine, gastroenterology, pulmonary and sports medicine remain male-dominated subspecialties, Mayer said.

The study, which was based on information provided by the American Board of Pediatrics, also shows an overall increase in the number of women who want to enter pediatrics. Sixty-three percent of pediatricians seeking U.S. certification were women in 2003.

Among the 17 pediatric subspecialties reviewed as part of the study, female doctors dominated adolescent medicine and developmental medicine, along with behavioral medicine and neurodevelopment. More than 70 percent of practitioners surveyed were women in those fields.

Support for the study came from the U.S. Agency for Healthcare Research and Quality.

© 2005 American City Business Journals Inc.
The long road to recruitment

College partnership helps state educate, hire new teachers

Raleigh — Karen Smith must have wondered if she would ever finish school.

The 45-year-old teaching assistant at Moss Hill Elementary School in Kinston had been taking courses here and there at East Carolina University over the years. But the constraints of a full-time job and her three kids complicated the journey to a bachelor’s degree.

“I just couldn’t give up my job,” Smith said. “I was going at night and during the summertime. I could only get one class per semester. I just couldn’t take time away from my children.”

Thanks to a new program that lets students earn a four-year education degree through 18 community colleges in eastern North Carolina, Smith will pick up her diploma Dec. 16.

She and the 15 other graduates of Wachovia Partnership Eastern Coastal Consortium represent a crop of teachers who will help narrow — if only by a little — the 11,000 new teachers North Carolina public schools must hire annually. Many will remain in the state’s eastern counties.

“I am a permanent resident. I’ve had the same address for 25 years,” Smith said. “It’s home.”

The difficulty in hiring new teachers has received lots of attention this year from the General Assembly, Gov. Mike Easley and educators.

Although plans for higher pay and looser licensing standards should help superintendents hire teachers, education leaders say more ideas such as the consortium are needed to solve the problem.

“We do have a long road toward teacher recruitment and retention,” said Rep. Becky Carney, a Mecklenburg County Democrat who was a primary co-sponsor of a teacher licensing bill this year.

Easley unveiled a plan in October to raise teachers’ salaries to the national average by 2008. The state budget included millions of dollars more for teaching scholarships, professional development programs and statewide surveys on working conditions for teachers.

The State Board of Education has altered its teacher licensing rules three times this year to satisfy the concerns of district superintendents and legislators worried about stringent requirements to receive an N.C. teaching license.

The latest change came last week, based on the recommendations of a special committee formed after Easley vetoed a licensing bill that he said would lower standards for N.C. teachers. The changes should make it more attractive for teachers with less than three years’ experience to get a permanent license in North Carolina.

“Our local people indicate that being able to recruit teachers from out of state will help them meet the teacher shortages they are facing,” June Atkinson, state superintendent of public instruction, said.

About one-third of the teachers hired annually are new graduates of the state’s colleges and universities, a third are out-of-state teachers, and the rest are people changing careers.

A state Department of Public Instruction report found local school districts still had 971 vacant teaching positions as of October, a 4 percent increase compared with the same time last year. Permanent substitutes often are hired in these classrooms until licensed teachers can be found.

Local school districts are setting up exhibits at education job fairs in northern states and offering signing bonuses and supplement pay to attract more teachers. In Lenoir County, school officials offer recruits a free month of utilities or no required deposits.

“Anything we can do to get people who want to be a part of helping our future, the children of tomorrow, is great,” said Terry Cline, associate superintendent of Lenoir County Schools.
In Desire to Grow, Colleges in South Battle With Roots

BY ALAN FINDER
SEWANEE, Tenn. — The flags from Southern states disappeared from the chapel. The ceremonial baton dedicated to a Confederate general who helped found the Ku Klux Klan vanished. The very name of the University of the South was tweaked, becoming Sewanee: The University of the South, with decided emphasis on Sewanee.

It all seemed eminently sensible to university administrators looking to appeal beyond the privileged white children of the South, who have long been the university’s base, and become a more national, selective and racially diverse university.

But the changes have sparked a passionate debate among alumni, many of whom view them as a betrayal of their history.

Some traditionalists say they fear that the name of the university’s guest house, Reb’s Rest, will be next to go and that a monument donated by the United Daughters of the Confederacy commemorating Edmund Kirby-Smith, a Confederate general who taught at the university for nearly 20 years, will be removed.

“I think they ought to leave it the way it is,” said Dr. David W. Aiken, an alum and an orthopedic surgeon in Metairie, La. “I wouldn’t be for changing anything. I think they’re doing quite well. What is the purpose of making it a more national school? Do I want kids from California, New York coming there? Not really.”

Across the country, colleges are trying to reposition themselves to attract more high-quality students and raise their national profiles. But perhaps nowhere is this more challenging than in the South, where university officials often find themselves struggling to temper Confederate imagery without alienating alumni and donors determined to uphold their heritage.

“The issue that all of us face is that alumni love to have the institution frozen in amber,” said George Seel, the chancellor of Vanderbilt University in Nashville. “The truth of the matter is that for an institution to survive, it has to grow, to look at the world as it is rather than how they want it to be.”

Variations of this debate are playing out on many Southern campuses. Vanderbilt removed the word “Confederate” from the name of Confederate Memorial Hall, a dormitory, but reinstated it after losing a lawsuit in May. At Louisiana State University, students marched several times last month to protest the display of Confederate battle flags in the university’s purple and gold colors during tailgating before football games.

The University of North Carolina decided late last year to phase out an award for women after a graduate student discovered that Cornelia Phillips Spencer, for whom the award was named, had opposed efforts to admit black students during Reconstruction.

And at the University of Texas, officials had considered moving statues of Confederate leaders from a prominent site. While that plan is on hold, students raised money to create sculptures honoring Barbara Jordan and Cesar Chavez.

Sewanee, as the University of the South has been known for decades, is no exception. Some of its alumni argue that in their zeal to make the university less regional, administrators are dishonoring cherished symbols.

“They are trying to bury the founding fathers and the founding men who taught there and who had a definite part to play in the Civil War, having been generals and engineers,” said Prescott N. Dunbar, an alumnus from New Orleans. “It’s a silly sort of reverse thing to attract students, to keep this quiet now.”

Sewanee administrators, board members and other alumni say they are not forsaking the past, but are merely trying to distinguish between symbols that are an organic part of the university’s history and those that are not.

For example, they say, the silver and walnut ceremonial baton, known as a mace, was created in 1964 as a gift from a woman in Florida whose brother attended the university; it was dedicated to Nathan Bedford Forrest, a Confederate general who helped found the Ku Klux Klan and had no connection with the university.

By contrast, the administrators say, no one wants to do away with the name of the guest house or the Kirby-Smith memorial or the Confederate battle flags and seals in the stained-glass windows of All-Saints’ Chapel.

They say that for the university to prosper in a highly competitive market, it needs to reach out to a broader range of students; only 58 percent of the 1,400 undergraduate students are black. 2 percent are Hispanic and 2 percent are Asian-American. To do that, they say, Sewanee needs to draw in students, not provoke them.

“The Sewanee I know and love has a lot more to do with Trollope than it does with the Lost Cause,” said Jon Meacham, an alumnus who jokingly described the university as “a strange combination of ‘Brideshead Revisited’ and ‘Deliverance.’”

“Do you do away with the history of the place in order to make it appealing to a new generation?” said Mr. Meacham, who is managing editor of Newsweek magazine and a member of Sewanee’s governing board. “No. It would be impossible to do.”

He added: “In particular cases, if something is found to be offensive, is found to be troubling or upsetting, not only to potential students but to people who are part of the heart and soul of the place, then I think one is obliged to take a stand.”

A small liberal arts university with a striking campus of sandstone buildings on the Cumberland Plateau in southeastern Tennessee, Sewanee (pronounced suh-WAH-nee) was founded by Episcopalian bishops just before the Civil War and began classes in 1868.

Still owned by 28 Episcopal dioceses in the Southeast, it is a genteel place with a tradition of academic excellence, particularly in disciplines like English and religion. It is home to the Sewanee Review, a prestigious literary quarterly. For decades, all men wore ties and coats to class, and some still do. Members of the honor society, called the Order of Gownsman, used to wear their academic gowns routinely to class. Some still do, occasionally.

Some alumni chafed as these traditions were relaxed, and many became alarmed as objects they held dear were removed to the archives or disappeared altogether. First, university officials removed the state flags from the nave of All Saints’ Chapel in the mid-1990’s, saying that it would improve the acoustics. Some of the flags contained Confederate imagery.

Then, in 1997, the mace, which was carried by the president of the Order of Gownsman at academic processes, vanished. Gerald L. Smith, a professor of religion, said he had bro-
That set off a fierce debate over the unofficial logo that the university has been using for at least a decade on stationery, business cards, campus maps, and now its Web site: "Sewanee: the University of the South. Often the word "Sewanee" is in large type, with the rest of the name in small type underneath."

Many students said they were attracted to Sewanee because of its traditions, but many also endorsed the idea of recruiting a broader range of students.

"I think a lot of people are scared that if we branch out too far we are going to lose what made the school so attractive," said Townsend Zeigler, the editor of the school newspaper. "I don't necessarily agree with that."

Joel Cunningham, the vice chancellor and president, said his goals include making admissions more selective and recruiting a more diverse student body. Sewanee now admits about two-thirds of applicants, and Dr. Cunningham said he would like to increase the applicant pool so that 40 percent to 50 percent were admitted. He said those ambitions need not conflict with respect for Sewanee's heritage.

"The fact is that we are in the South, and we benefit from the literary tradition, the warmth, the friendliness," Dr. Cunningham said. "Do we have to recognize that there are those who might have other connotations and that we have to draw them in to better understand the place? Yes."

[REMEMBER THE NEEDIEST!]

Some alumni were also angered by a report commissioned by the university last year by a marketing firm from Chicago that said that the word "South" often had negative connotations for students around the country; the weaker the connection between the South and the university's name, the better, the consultants said.
Gimme an Rx! Cheerleaders Pep Up Drug Sales

By STEPHANIE SAUL

As an ambitious college student, Cassie Napier had all the right moves — flips, tumbles, an ever-flashing America’s sweetheart smile — to prepare for her job after graduation. She became a drug saleswoman.

Ms. Napier, 28, was a star cheerleader on the national-champion University of Kentucky squad, which has been a springboard for many careers in pharmaceuticals. She now parries doctors’ offices selling the antacid Prevacid for TAP Pharmaceuticals.

Ms. Napier says the skills she honed performing for thousands of fans helped land her job. “I would think, essentially, that cheerleaders make good sales people,” she said.

Anyone who has seen the parade of sales representatives through a doctor’s waiting room has probably noticed that they are frequently female and invariably good looking. Less recognized is the fact that a good many are recruited from the cheerleading ranks.

Known for their toned bodies, post-age-stamp skirts and persuasive enthusiasm, cheerleaders have many qualities the drug industry looks for in its sales force. Some keep their pompons active, like Onya, a sculptured former college cheerleader. On Sundays she works the sidelines for the Washington Redskins. But weekdays find her urging gynecologists to prescribe a treatment for vaginal yeast infection.

Some industry critics view wholesome sexy drug representatives as a variation on the seductive inducements like dinners, golf outings and speaking fees that pharmaceutical companies have dangled to sway doctors to their brands.

But now that federal crackdowns and the industry’s self-policing have curtailed those gifts, simple one-on-one human rapport, with all its potentially uncomfortable consequences, has become more important. And in a crowded field of 90,000 drug representatives, where individual clients wield vast prescription-writing influence over patients’ medication, who better than cheerleaders to sway the hearts of the nation’s doctors, still mostly men.

“There’s a saying that you’ll never meet an ugly drug rep,” said Dr. Thomas Carli of the University of Michigan. He led efforts to limit access to the representatives who once trampled hospital hallways. But Dr. Carli, who notes that even male drug representatives are athletic and handsome, predicts that the drug industry, whose image has suffered from safety problems and aggressive marketing tactics, will soon come to realize that “the days of this sexual marketing are really quite limited.”

But many cheerleaders, and their proponents, say they bring attributes besides good looks to the job — so much so that their success has led to a recruiting pipeline that fuels the country’s pharmaceutical sales force. T. Lynn Williamson, Ms. Napier’s cheering adviser at Kentucky, says he regularly gets calls from recruiters looking for talent, mainly from pharmaceutical companies. They want to see who’s graduating, he said.

“Don’t ask what the major is,” Mr. Williamson said. Proven cheerleading skills suffice. “Exaggerated motions, exaggerated smiles, exaggerated enthusiasm — they learn those things, and they can get people to do what they want.”

Approximately two dozen Kentucky cheerleaders, mostly women but a few men, have become drug reps in recent years.

While there are no statistics on how many drug representatives are former or current cheerleaders, demand for them led to the formation of an employment firm, Spirited Sales Leaders, in Memphis. It maintains a database of thousands of potential candidates.

“The cheerleaders now are the top people in universities; these are really capable and high-profile people,” said Gregory C. Webb, who is also a principal in a company that runs cheerleading camps and employs former cheerleaders. He started Spirited Sales Leaders about 18 months ago because so many cheerleaders were going into drug sales. He said he knew several hundred former cheerleaders who had become drug representatives.

“There’s a lot of sizzle in it,” said Mr. Webb. “I’ve had people who are going right out, maybe they’ve been out of school for a year, and get a car and make up to $50,000, $60,000 with bonuses, if they do well.” Compensation sometimes goes well into six figures.

The ranks include women like Cristin Duren, a former University of Alabama cheerleader. Ms. Duren, 24, recently took a leave from First Horizon Pharmaceuticals to fulfill her duties as the reigning Miss Florida U.S.A. and prepare for next year’s Miss U.S.A. pageant.

Onya, the Redskins cheerleader (who asked that her last name be withheld, citing team policy), has her picture on the team’s Web site in her official bikini-like uniform and also reclining in an actual bikini. Onya, 27, who declined to identify the company she works for, is but one of several drug representatives who have cheered for the Redskins, according to a spokeswoman for the team, Melanie Treanor. Many doctors say they privately joke about the appearance of saleswomen who come to their offices. Currently making the e-mail rounds is an anonymous parody of an X-rated “diary” of a cheerleader-turned-drug-saleswoman.

“Saw Dr. Johnson recently,” one entry reads. “After the ‘episode’ which occurred at our last dinner, I have purposely stayed away from him. The restraining order still remains.”

Federal law bans employment discrimination based on factors like race and gender, but it omits appearance from the list.

“Generally, discriminating in favor of attractive people is not against the law in the United States,” said James J. McDonald Jr., a lawyer with Fisher & Phillips. But that might be changing, he said, citing a recent ruling by the California Supreme Court, which agreed to hear an employment lawsuit brought by a former L’Oreal manager who ignored a supervisor’s order to fire a cosmetics saleswoman and hire someone more attractive.
But pharmaceutical companies deny that sex appeal has any bearing on hiring. "Obviously, people hired for the work have to be extroverts, a good conversationalist, a pleasant person to talk to; but that has nothing to do with looks, it's the personality," said Lamberto Andreotti, the president of worldwide pharmaceuticals for Bristol-Myers Squibb.

But Dr. Carli, at the University of Michigan, said that seduction appeared to be a deliberate industry strategy. And with research showing that pharmaceutical sales representatives influence prescribing habits, the industry sales methods are drawing criticism.

Dr. Dan Foster, a West Virginia surgeon and lawmaker who said he was reacting to the attractive but sometimes ill-informed drug representatives who came to his office, introduced a bill to require them to have science degrees. Dr. Foster's legislation was not adopted, but it helped inspire a new state regulation to require disclosure of minimum hiring requirements.

Ms. Napier, the former Kentucky cheerleader, said she was so concerned about the cute-but-dumb stereotype when she got her job that she worked diligently to learn about her product, Pertacid.

"It's no secret that the women, and the people in general, hired in this industry are attractive people," she said. "But there so much more to it."

Still, women have an advantage with male doctors, according to Jamie Reidy, a drug representative who was fired by Eli Lilly this year after writing a book lampooning the industry, "Hard Sell: The Evolution of a Viagra Salesman."

In an interview, Mr. Reidy remembered a sales call with the "all-time most attractive, coolest woman in the history of drug reps." At first, he said, the doctor "gave ten reasons not to use one of our drugs." But, Mr. Reidy added: "She gave a little hair toss and a tug on his sleeve and said, 'Come on, doctor, I need the scrips.' He said, 'O.K., how do I dose that thing? I could never reach out and touch a female physician that way.'"

Stories abound about doctors who mistook a sales pitch as an invitation to more. A doctor in Washington pleaded guilty to assault last year and gave up his license after forcibly kissing a saleswoman on the lips.

One informal survey, conducted by a urologist in Pittsburgh, Dr. James McCague, found that 12 of 13 medical saleswomen said they had been sexually harassed by physicians. Dr. McCague published his findings in the trade magazine Medical Economics under the title "Why Was That Doctor Naked in His Office?"

Penny Ramsey Otwell, who cheered for the University of Maryland and now sells for Wyeth in the Dallas area, says she has managed to avoid such encounters.

"We have a few of those doctors in our territory," said Ms. Otwell, 30, who was a contestant on the CBS television show "Survivor." "They'll get called on by representatives who can handle that kind of talk, ones that can tolerate it and don't think anything about it."

But there have been accusations that a pharmaceutical company en-}

---

'There's a saying that you'll never meet an ugly drug rep.'

---

couraged using sex to make drug sales. In a federal lawsuit against Novartis, one saleswoman said she had been encouraged to exploit a personal relationship with a doctor to increase sales in her Montgomery, Ala., territory. In court papers responding to the lawsuit, Novartis denied the accusation. The company has also said it is committed to hiring and promoting women.

For her part, Ms. Napier, the TAP Pharmaceutical saleswoman, says it is partly her local celebrity that gives her a professional edge. On the University of Kentucky cheering squad, Ms. Napier stood out for her long dark hair and tiny physique that landed her atop human pyramids.

"If I have a customer who is a real big U.K. fan, we'll have stories to tell each other," Ms. Napier said. "If they can remember me as the cheerleader — she has Pertacid — it just allows you do to so many things."
Is a Free Tuition in Music Worthwhile?

An Argument For

By ANTHONY TOMMASINI

The news that anonymous donors had promised the Yale School of Music $100 million came too late for Stephanie Teply, a violinist who graduated from the school with a master of music degree in 2003. The gift, announced this month, will enable the school to offer free tuition to all students starting next year.

Ms. Teply, like almost half of the school’s current roster of 211 students, had to take out sizable loans to finance her musical education. This year, tuition at the school costs $23,750. Ms. Teply, 27, who earned her bachelor’s degree from Vanderbilt University, has accumulated more than $60,000 in student loans, most of it for Yale.

This fall she started working as a violinist in the San Antonio Symphony. “It’s a great first job, and I feel lucky to have it,” she said recently by telephone. Yet for a 25-week contract she earns less than $24,000. “It will be a struggle, I know,” she added. Still, she said she was delighted that her alma mater had received this extraordinary gift, one of the largest ever given to a music school.

“I think it’s fantastic,” Ms. Teply said. “And my degree will be worth more, because the school will be all the more competitive.”

I think it’s fantastic, too, not just as a critic who wants classical music to prosper, but as a proud Yale. After graduating from the college as a music major, I completed a master’s degree at the music school before heading to Boston University for my doctorate. I know firsthand what a struggle it is for students and their families to finance dreams of a life in music.

At major universities, candidates for Ph.D.’s in all fields routinely receive full fellowships. These are considered prestige programs. Why should an aspiring professor of musicology be subsidized while an aspiring violinist must take out loans?

Though I live with a doctor, I get tired of hearing people go on about the arduous road medical students tread to their chosen profession: years of training, boot-camp internships, mounds of debt. Yes, yes. But at the end of that road, a definite reward awaits. Compare this with the slog faced by young musicians, who pursue advanced degrees with no guarantee that their schooling will lead to a paying position.

Yet no sooner had the gift to the school of music been announced than The Yale Daily News published a series of articles in which students questioned whether so much money for music was warranted at a time of great need around the world, including the parts of northern Pakistan and Kashmir recently devastated by a major earthquake. The donors “could have given $20 million to the school of music,” one student was quoted as saying, “and still helped a lot of students with their tuition while giving $80 million to other causes.”

It’s hard to respond to these compassionate concerns without resorting to trite answers about the humanizing impact of art. Still, how many of us associate transforming moments of our lives with transforming artistic experiences? Nothing in my youth was more overwhelming than hearing Leontyne Price as Aida at the Metropolitan Opera when I was 15, or hearing Stravinsky conduct his “Symphony of Psalms” with the New York Philharmonic just before I headed off to college.

Those raising ethical questions about the gift to the Yale School of Music should first put the dollar amount in perspective. Private and corporate donors in America have to compensate for the government’s negligible support of the fine arts. In 2004, the National Endowment for the Arts gave out grants totaling just over $100 million. In France, in recent years, the state subsidy for the Paris Opera alone has averaged roughly the same amount.

That the Yale School of Music must contend at all with the charge of elitism is doubly discouraging, since it has long been committed to fostering music as part of an education in the humanities.

“We train the whole student here,” Thomas C. Duffy, the acting dean of the school, said recently by telephone. Over the years he has worked closely with “Yale’s other Tom Duffy,” as he called him, Dr. Thomas P. Duffy of the medical school, who directs the program for humanities in medicine. Together they have collaborated on a special series, “Music and the Brain,” offering medical and musical lectures that explored cognition, perception and the arts and included live performances.

In addition, Yale provides abundant musical resources for the larger New Haven community. In my day there were student concerts almost nightly, frequent recitals by renowned faculty members like the harpsichordist Ralph Kirkpatrick and the violinist Walter Trampler and regular chamber and orchestral programs — all of them free. Listeners could attend opera productions for less than the cost of a movie. I saw my first "Cosi Fan Tutte" at Yale, with a splendid cast singing the work in a witty English translation, conducted vibrantly by the composer Yehudi Wyner.

During the 1970’s, a contentious time for contemporary music, collegial relations mostly prevailed between performers and composers at Yale. It became a tradition, for example, for pianists to include a new work by a student composer on a degree recital.

Since hearing of the gift, I’ve been thinking about students who overlapped my six years at Yale and went on to significant careers: among them the clarinetist Richard Stolzman, the cellist Ralph Kirkpatrick, the composer Alvin Singleton and Joseph W. Polisi, then a bassoonist, today the president of the Juilliard School.

But I’ve also been thinking of colleagues who found, you might say, more holistic ways to affect the field, like my friend William Westney, who is both a professor and artist in residence at Texas Tech University. A winner of the Geneva International Competition, Bill is a formidable pianist. I still remember exhilarating...
performances of Ravel's "Gaspard de la Nuit," Barber's Piano Sonata and other daunting works he gave at Yale. Having earned his way through Queens College accompanying pop singers at parties and receptions, he thrived amid Yale's all-embracing philosophy.

"It was important to me that music not just be this niche spectator sport, to show that you can play the piano louder or faster," he said in a recent phone conversation, "but that it was something of deeply humanistic importance."

Over the years he has developed a sacred-cow-skewering approach to teaching — the un-master class, he calls it — which he expounds on in a 2003 book, "The Perfect Wrong Note: Learning to Trust Your Musical Self." Drawing on movement, dance and singing techniques, Bill encourages classical instrumentalists, who tend to be physically uptight, to rediscover their own instinctive connections to music-making.

He may not be touring the world. But talk about reaching out: he is scheduled to give the keynote address at a convention of luxury kitchen and bathroom designers in Miami. "They wanted someone to speak about creativity and problem solving," he said. "I said I'd be delighted to do it if they had a grand piano onstage so that I could make my points with music as well."

It was Bill Westney who put me in contact with Ms. Teply, the girlfriend of his son Ben, a cellist with the Austin Symphony, an orchestra that pays him roughly $9,000 per year. Ms. Teply was pained to hear that the gift to Yale has come in for criticism. "Has anyone said that Hollywood should also stop making movies because of needs in the world?" she asked. How many moronic action flicks have cost more than $100 million?

Ms. Teply has no answer to this ethical quandary. All she knows is that she feels privileged to be a musician, despite the hardships. In May she will complete her a Doctor of Musical Arts degree at the University of Texas at Austin, and there will be no more tuition bills to pay. But if she is going to be competitive in future auditions, she must "seriously upgrade her instrument," she said. A proper violin would cost at least $50,000, she added.

Yet Ms. Teply is not complaining. "I love what I do," she said. "To sit there and play the violin for my work is worth not making much money. And the audiences are always so enthusiastic after our concerts. What I'm doing really affects people."
Foreign Student Enrollment Drops

By ALAN FINDER

The number of foreign students enrolled in American universities declined slightly in the 2004-5 academic year, according to a survey to be released today, suggesting that a more significant drop that took place in the aftermath of the terrorist attacks in 2001 might be abating.

About 563,000 students from foreign countries were studying in undergraduate and graduate programs at American universities, a decline of 1 percent from the previous academic year, according to an annual survey by the Institute of International Education that was financed by the State Department.

A survey released by the organization last year showed that foreign student enrollment had declined by 2.4 percent in the 2003-4 academic year, the first decrease in foreign students in three decades.

A related survey released last week by the Council of Graduate Schools showed that the number of international students entering American graduate schools increased 1 percent this year. The report was based on a survey of a sample of graduate institutions.

University officials have offered several reasons for the drop in foreign students after 2001, including difficulties students have experienced in obtaining visas, especially in scientific and technical fields, and the increased cost of tuition. There has also been more competition from universities in Britain, Australia and New Zealand, as well as a significant expansion in the capacity of universities in India and China.

India, with more than 80,000 students, and China, with more than 62,000, send the largest number of students to American universities, the Institute of International Education survey found. Many students from South Korea, Japan, Canada and Taiwan are also enrolled here.

A growing number of American students are studying abroad, the institute also reported. The number increased 9.6 percent in the 2003-4 academic year, the institute found, after growing by 8.5 percent the previous year. More than 191,000 Americans are studying for academic credit in international universities, with notable increases in China and India.

Foreign students in the United States spend about $13.3 billion in tuition, living expenses and related costs. In many schools they account for the majority of graduate students in science and engineering.
College Leaders' Earnings Top $1 Million

By MICHAEL JANOFSKY

WASHINGTON, Nov. 13 — Donald E. Ross turned Lynn University, once a nearly bankrupt two-year Catholic school for women in Boca Raton, Fla., into a thriving four-year liberal arts college. Now, as Mr. Ross nears retirement after 34 years as president, it is apparent how much the board of trustees appreciates his work.

Mr. Ross ranked first in total compensation among the nation’s private university presidents for the 2003-4 academic year with a package worth $3,042,315, according to the latest annual survey of executive compensation by The Chronicle of Higher Education. Data from 2003-4 is the most recent available for private institutions. The results are to be released publicly on Monday.

For the first time, the survey reported leaders of private universities earning $1 million in a single year. The four others identified were Audrey K. Doberstein, formerly of Wilmington College in Delaware ($1,570,873); E. Gordon Gee of Vanderbilt University ($1,326,786); John R. Silber of Boston University ($1,253,352); and John N. McCordell Jr., formerly of Middlebury College in Vermont ($1,213,141).

Overall, the survey said, nine presidents of private universities earned more than $900,000 each, compared with none the year before, and 50 presidents of private universities earned at least $500,000 each, a 19 percent increase over the previous year.

The upward spiral serves as the latest reminder that effective college presidents are a hot commodity and that college boards are going to unusual lengths to recruit and retain them even as tuitions soar and Congress and the Internal Revenue Service examine the finances of nonprofit institutions. The I.R.S. is looking at the rise in compensation for executives working for nonprofit institutions and is in the process of auditing about 2,000 of them, some of them university officials.

Universities defended the payment packages as crucial to their success, and Raymond D. Cotton, a lawyer who specializes in contract negotiations for college presidents, said high compensation for those at the top reflected a growing demand for a shrinking population of qualified people.

The job of running a large university is growing in complexity, Mr. Cotton said, and the problems are even more demanding at public universities, where the president has to raise money from donors as well as from the state legislature.

Further, a number of well-known and highly paid presidents have retired in recent years, putting pressure on their schools to find comparable replacements.

"There's an imbalance in the supply and demand in the marketplace," Mr. Cotton said. "There is a growing demand for people who can do the job well but a diminished supply because of baby boomer retirements. What all universities are trying to do is find a successor who has been a pay milestone is reached for private institutions.

someplace else as president."

Pressures notwithstanding, critics of the trend say lofty compensation packages have spawned a new ultra class within academia that grows steadily disconnected from the masses and undermines public confidence.

"We've created a cadre of hired guns whose economic interests are totally divorced from students and faculty," said Patrick M. Callan, president of the National Center for Public Policy and Higher Education, a nonprofit group based in San Jose, Calif. "It creates a real problem for leadership, and does nothing to help higher education."

Presidents of public universities generally earn much less than their private counterparts. But the survey also showed a jump in the number of public university presidents earning more than $500,000, 23 for the current academic year, from 17 in 2003-4. The latest group is led by Mary Sue Coleman of the University of Michigan ($724,604), Mark G. Yudof of the University of Texas ($693,877) and Carl V. Patton of Georgia State University ($688,406).

David P. Roselle, president of the University of Delaware, was included on the list as ranking second, but his total compensation of $720,522 is based on the 2004-5 academic year.

For the first time, The Chronicle extended its survey of pay and benefits to include colleges that specialize in one field, and the top 10 presidents all made more than $500,000 for the 2003-4 academic year. Two cleared $1 million: Samuel H. Weese ($1,725,376), former president of the American College in Pennsylvania, which focuses almost exclusively on financial services; and Paula S. Wallace ($1,068,726) of the Savannah College of Art and Design.

The Chronicle's survey reflected responses from 589 private institutions, 139 public schools and 118 specialty schools.

Concerned that Mr. Ross's compensation package would draw criticism, Lynn University's board chairwoman, Christine E. Lynn, whose family has been a major benefactor, wrote to students, faculty and donors last week to say that $4.5 million of the total represented accrued retirement benefits, based on Mr. Ross's years of service.

Other universities portrayed the high compensation as an effort to stay competitive. Julie Peterson, a spokeswoman for the University of Michigan, said Ms. Coleman was wooed from the University of Iowa in 2002 with a package that included an annual base salary of $475,000 but also deferred pay of $500,000 as a retention bonus and $375,000 in additional base pay if she stayed at Michigan for five years.

Mr. Yudof, who is in his third year leading the University of Texas system, is limited by statute to a base salary of $70,231, according to the survey. But Michael Warden, a system spokesman, said Texas remained competitive by paying him an additional $615,000 through two major endowments.

Some pay packages and spending practices of university presidents have become controversial in recent years. At American University, a private institution of 10,000 students in Washington, Benjamin Ladner, its president, recently resigned amid accusations that he spent large amounts of university money for his personal use. The board gave Mr. Ladner a $3.7 million severance package.