

## ECSU RECEIVES \$200,000 FOR MAYNARD OUTREACH PROJECT

### Public Relations Report

Elizabeth City State University (ECSU) announced today a new initiative in its School of Education and Psychology to address the unprecedented shortage of teachers in North Carolina, particularly minority males.

The new Maynard Outreach Project is the result of a partnership between James H. and Connie Maynard and Elizabeth City State University. The Maynards' commitment of \$200,000 is intended to provide administrative and student support over a two-year period 2002 and 2003. Mr. Maynard became interested in the project after establishing the Maynard Scholars Program with the ECSU School of Education and Psychology two years ago. The Scholars program supports students already enrolled in ECSU while the new Maynard Outreach Program will identify high school and transfer students with an interest in the teaching profession. Elizabeth City State University will provide its share of funding as well, including scholarships and other student services.

"The project will provide scholarships and student support for approximately 60 students (30 each year) for that two-year period. A four-week summer skills workshop will also be included to help prepare students for success as they enter ECSU," according to Dr. Claudie Mackey, professor in ECSU's School of Education and Psychology and the project director.

"With an expected shortage of some

80,000 teachers in the next ten years, what we are doing is very important. This project helps to keep that notion of diversity in our schools," Mackey said. "Males and particularly minority males are rarely seen in the classroom. If we are able to send certified and qualified teachers back to these northeastern North Carolina schools, then the project will have been a great service to all North Carolina."

Dr. Charles Cherry, Dean, School of Education and Psychology, said, "The program will be carried out in partnership with the region's 23 Local Education Areas (LEAs)."

The Maynards who are natives of eastern North Carolina have a special interest in this region of the state. In a letter sent to ECSU Chancellor Mickey L. Burnim, Mr. Maynard said, "As you know, I believe returning some of our very talented students to eastern North Carolina public schools as teachers deserves our highest commitment."

Chancellor Burnim stated, "Elizabeth City State University was founded over 110 years ago as a teacher education college. We are grateful that James and Connie Maynard share our vision and commitment to fulfilling our historic mission."

Elizabeth City State University is seeking additional sources of funding to strengthen the program. North Carolina, like many other states, is searching for effective ways to fill the gap between retiring teachers and those entering the profession.

## WEB-BASED COURSE TEACHES PUBLIC RELATIONS JOB SKILLS

PORTLAND, Ore.—(BUSINESS WIRE via COLLEGIATE PRESSWIRE)— College students who'd like to pursue a career in public relations now have help. The PR Academy ([www.learnpr.com](http://www.learnpr.com)) offers a web-based public relations career course specifically for college students and recent grads who'd like assistance in securing their first job.

"Employers are looking for more than a college degree," said James Buchanan, co-founder of The PR Academy. "They're also looking for experience. Our course teaches the practical 'how-to' of public relations and offers job tips, strategies and a self-directed internship program that can lead them to their first job."

PR Essentials: Career Launcher is a 12-lesson, self-paced course that presents a thorough complement of public relations skills, strategies and tools in a user-friendly manner. Students read through the lessons, apply them in real-world situations, and then send assignments to their instructors by e-mail.

"Even a student with no prior knowledge of public relations should

have no problem grasping the concepts," said Yvonne Buchanan, co-founder. "We combine practical application with real-life examples and case histories to illustrate key points."

Enrollment in PR Essentials is \$197 and includes a textbook and a CD with more than 20 templates and samples of public relations documents. A public relations certificate of completion is available to course graduates.

The PR Academy ([www.learnpr.com](http://www.learnpr.com)) is a Web-based professional development institution that provides public relations instruction and career skills to students, freelancers and career changers. Course instructors are veterans in the public relations field. The PR Academy is wholly owned by Real-World PR ([www.realworldpr.com](http://www.realworldpr.com)). Source: The PR Academy Contact: Yvonne Buchanan <http://www.learnpr.com> Learn PR 800/359-7060 [thepracademy@thepracademy.com](mailto:thepracademy@thepracademy.com)

## SPEAK YOUR MIND

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Students on the campus of Elizabeth City State University have the monthly opportunity to come out and share or just listen to poetry at Jazz Café. Jazz Café is held in the back of the University Center the second to the last Wednesday of each month. The Jazz Café has been a part of student activities ever since 1998, and is now under the leadership of Fred Walston, a senior majoring in Music Industry Studies.

"I feel that the Jazz Café has definitely meet my expectations for success," Walston said.

Walston, key to the advertisement for the Jazz Café, said that the best advertisement for the Jazz Café is by word of mouth. Walston, an avid poet, read several of his own pieces. He encourages students to come to Jazz Café to share their poetry in a quiet and entertaining surrounding.

As about 40 students gathered in

the University Center on a Wednesday night, small white lights illuminated the room, incense burned, and Sade's mellow voice filled the atmosphere. Several students from the audience approached the microphone and recited their poetry. Many recited poetry that addressed many issues including romance, self-esteem, and emotions in the aftermath of September 11. When the audience was impressed with a particular piece, they snapped their fingers as the reader's words were met with approval. Most of the poetry was thought stimulating and well written.

Carian Gray, a freshmen majoring in English and Drama, read several pieces including, "Who am I to judge?"

"I attended Jazz Café once when it was held at the Viking Den, and ever since then I have loved it," said Gray. "I like the environment, I like the people, it's interesting to see what ECSU students have to say," she said.



Chancellor Mickey L. Burnim, Dr. Linda Hayden, and Dr. Albert Walker. Hayden is congratulated for raising a grand total of \$8.5 million in grants that will benefit Elizabeth City State University. Hayden and other faculty and staff members were recognized during the fourth annual awards banquet organized by the Office of Sponsored Programs, Contracts & Grants. See the full story at [www.ecsu.edu](http://www.ecsu.edu) under headlines.

## ATLANTIC RECORDING ARTISTS MAKE A PIT STOP AT ECSU

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Recording artists from Atlantic Records, Nappy Roots, went on a promotional tour throughout different areas of the U.S. to promote their newly released album, *Chicken, Watermelons, and Grits*. One of the places on their agenda was Elizabeth City State University.

The group has been nationally televised programs such as *BET's 106 and Park* as well as *Rated Next*. They have also been getting major airplay on some of the areas top radio stations such as *103 Jamz*, *92.1 the beat*, *Hot 102*, and ECSU's on *Jazzy 89.9 FM*.

Nappy Roots is a group of six men by the names of Skinny Deville, B. Stille, Ron Clutch, Big V, R Prophet, and Scales.

While Nappy Roots were at ECSU, they appeared on the *Subdivi-*

*sion*, which is a hip-hop show on 89.9 FM. Nappy Roots was interviewed by, the hosts of Subdivision, DJ Manifest and Don P.

While the group was at the campus radio station, they made themselves comfortably at home. They were exceptionally friendly and laid back.

"It was like hanging out with old buddies that I haven't seen in years. The interview was more comfortable than business," said Don P.

Nappy Roots is a Bowling Green, Kentucky based group, where they first started rapping together in 1995 at Western Kentucky University. The group started out selling Nappy Roots T-shirts across the WKU campus, which became to be a fast selling item on campus. They went on to ET's Music record shop in Bowling Green, which had a production studio inside the store. From there they became a hot-selling rap group in the

Kentucky area with their first album "Country Fried Cess," which started selling in the masses right off the shelves. The album was so hot in the lower Kentucky area that one day someone from Atlantic Records came to see what the commotion was all about. They saw what they liked and later that year they were signed to Atlantic Records.

Their latest single is called "Awnaw," which members Big V, Scales, and Skinny Deville gave different meanings of the word, during their interview at 89.9 FM.

"One example that would make you say 'Awnaw' is if your Grandmother stomped her foot on the ground," said Big V, "and another example is if you found an eviction notice on your door when you paid the rent on time, that's an 'Awnaw.'"

The Nappy Roots represent the common man who may not be able to afford a \$40,000 watch or wear a 50-

inch chain. In a song entitled "peanuts" one of their lyrics says "Ain't about thuggin'/it ain't about hustlin'/its about seeing your kids go without struggling."

This line basically sums up what the Nappy Roots are basically all about.

"Although we're not against those who 'bling-bling' it's not apart of the Nappy Roots style to be simple," one of the members said.

### Answers to Women History Month Quiz

1. Lauryn Hill
2. Princess Peach
3. Hillary Clinton
4. Maya Angelou