ANCHOR INTRO
IMPROVING THE LIVES OF THOSE WHO LIVE IN RURAL COMMUNITIES THROUGH BIG DATA.

VO
Rural Prosperity Initiative – East Carolina University
Courtesy - ECU

THAT’S JUST ONE OF THE TOOLS THAT EAST CAROLINA UNIVERSITY WILL BE USING TO UPLIFT NORTH CAROLINA’S RURAL AREAS... THROUGH THE UNIVERSITY’S “RURAL PROSPERITY INITIATIVE.” THOSE AT THE UNIVERSITY SAY THERE IS A DISPARITY BETWEEN RURAL AREAS AND THE CITIES AND THEY WANT TO CHANGE THAT.
UNIVERSITY OFFICIALS SAY THEY ARE DEVELOPING UNIQUE AND INNOVATIVE WAYS IN WHICH STUDENTS... FACULTY MEMBERS... AND COMMUNITY PARTNERS CAN WORK TOGETHER TO MAKE RURAL AREAS PROSPEROUS.

SOT (14 sec)
Dr. Cecil P. Staton – We’re going to be looking at data and doing more research but our real goal is to take that and practically apply it in the communities of eastern North Carolina and the rural areas of our state so that we can really make a difference in health care, in education and economic development.

VO CONT
WHILE ECU’S PLANS ARE TO HELP RURAL NORTH CAROLINIANS... CHANCELLOR CECIL STATON FEELS WITH SUCCESS... OTHERS ACROSS THE COUNTRY WILL LOOK TO ECU’S INITIATIVE AS A MODEL FOR THEIR OWN.