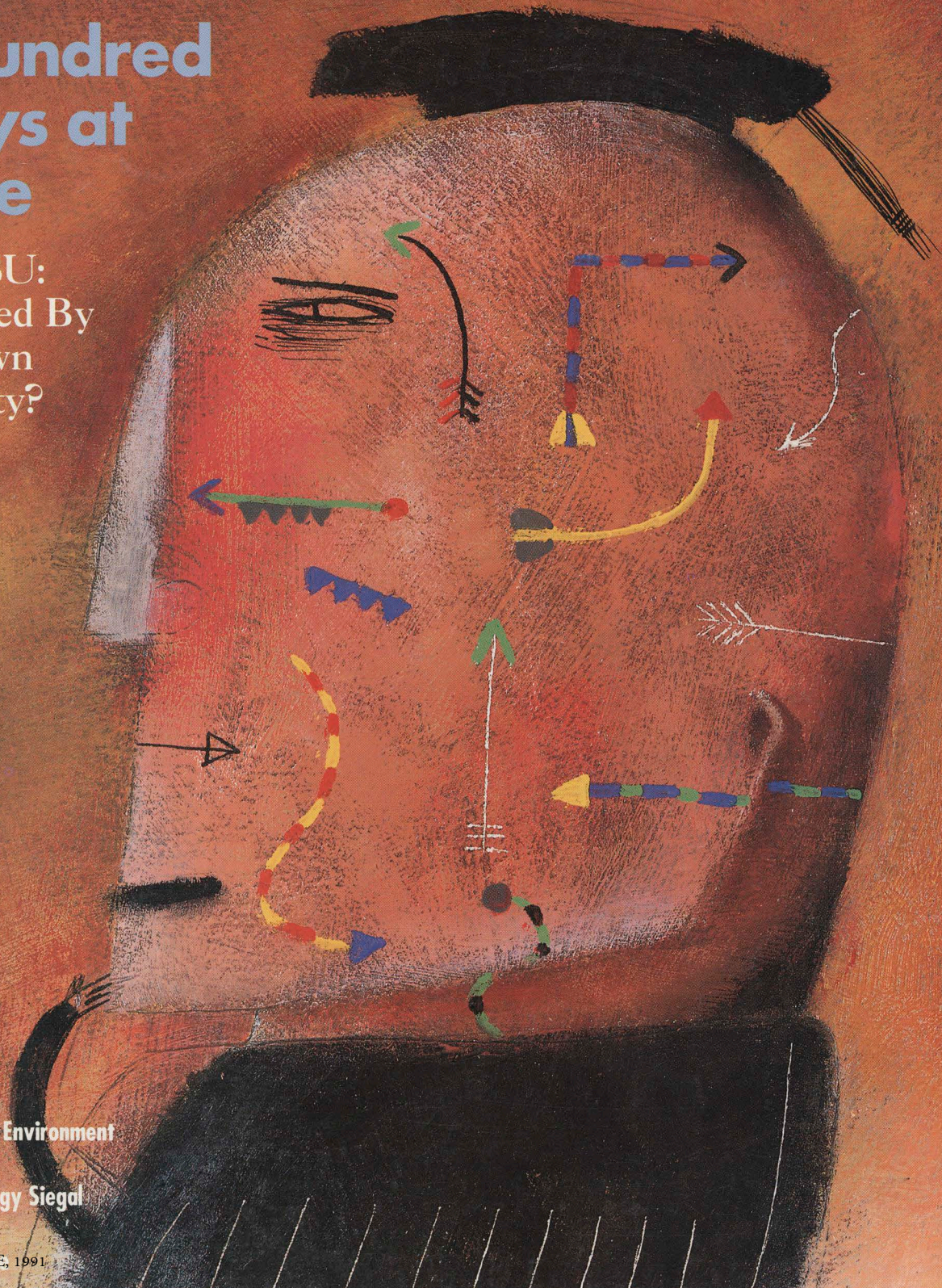


SYRACUSE

UNIVERSITY MAGAZINE

A Hundred Ways at Once

PC at SU:
Confused By
Our Own
Diversity?



• Working the Environment

• Publicist Peggy Siegal



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C O N T E N T S



F E A T U R E S



WRITE WHATEVER YOU WANT

If you want your new movie to be a sensation, (A) make it good, and
(B) make sure Peggy Siegal handles publicity.

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By Renée Gearhart Levy

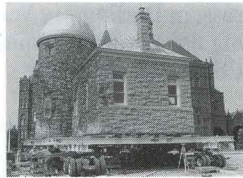
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The best gets better, as SU's Maxwell School of Citizenship and Public Affairs plans a
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SYRACUSE UNIVERSITY MAGAZINE

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Syracuse University Magazine is published by Syracuse University and is distributed free of charge to alumni, friends, and faculty and staff members. Requests for subscriptions, changes of address, advertising inquiries, and other communications should be sent to *Syracuse University Magazine*, 820 Comstock Avenue, Room 308, Syracuse, New York 13244-5040. Our telephone number is (315) 443-4171. Fax: (315) 443-5425. E-Mail: MAGAZINE@SU.AIS.BITNET.

Other phone numbers of interest to alumni are listed below. In all cases, the area code is 315.

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Alumni Relations	443-3514
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Carrier Dome Tickets	443-2121
Continuing Education/ University College	443-4165
Development Office	443-2865
Orange Pack	443-1419
Parents Office	443-1200
Summer Sessions	443-4181
Switchboard, ESF	470-6500
Switchboard, Main	443-1870
Transcript Office	443-2187

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Our New Leaf

You asked for it and you got it.

This issue of *Syracuse University Magazine* contains 10 short articles about women and men working on behalf of the environment. This issue is also the first printed on recycled paper—our own modest initiative to help save the planet.

We had not intended that coincidence, but it shouldn't be too surprising. True to its name, the environment (as a social issue) is everywhere. Its ascension in the American zeitgeist has been dazzlingly swift. People who told you five years ago that the environment is a lost cause now turn over empty Wisk containers to check for recyclability. They read up on compost bins. They reject products in wasteful packaging. They write their Senators. Oh, and they nag magazine editors who are slow to adopt recycled paper. (Those are the ones I know best.)

Accordingly, I won't brag about our decision to go recycled. It's an effect of consumers who demanded a better option—the readers of this and thousands of other magazines. The nation's paper-making and printing industries have responded more quickly than I ever thought possible—partly because they're ethical and partly because they want to stay in business. Recycled paper is significantly better and cheaper than it was even a year ago, making my decision an easy one.

Incidentally, I should point out that in this issue only the "guts," not the cover, are on recycled stock. That's roughly 90 percent of the magazine. When we find the right cover stock, we'll finish the job. Meanwhile, for the most avid environmentalists among you, here are the specs on 50-pound Pentair Recycle Gloss, produced by Niagara of Wisconsin Paper. As required by EPA recycling classification, it contains at least 50-percent reclaimed materials, including no less than 30-percent de-inked fiber. A third or more of the de-inked fiber is "post-consumer" (the stuff you send to your local recycling center). The rest is printers' waste.

Lane Press, in Burlington, Vermont, prints *Syracuse University Magazine*. Lane has its own, long list of waste-minimization and reclamation initiatives. If you'd like to hear about them, let me know.

There are a few other changes that begin with this issue. The department headings have been redesigned, just to keep things fresh. That work was done by free-lance designer Colleen Kiefer. In addition, we have enlarged the type and restylized the captions, to answer those of you who complained that the magazine is difficult to read. I hope these are adequate improvements.

And this issue marks some staff changes—something we hadn't had for a long time. Since 1987, when I became editor, the same four individuals had been at the heart of the magazine's staff. Two of them, Associate Editor Mary Ellen Mengucci and Art Director Chris Purcell, have left since our last issue (greener pastures, you know). During four years of great staff constancy, we heard so many nice things about the improvement of the magazine, both its content and its design. Now you know where at least 50 percent of that credit landed. Mary Ellen, whose by-line appeared in 18 straight issues, and Chris, whose style has been our visual signature, are difficult to replace.

But try we must. Our new writer is Andrea C. Marsh, a 1987 Syracuse alumnus (magazine journalism and geography), who begins her own multiple-issue by-line run now. A new art director should be in place by the time we appear again. In the meantime, life goes on, even for a few more trees.

DANA L. COOKE
EDITOR



IN BASKET

The Nays Have It

With stomach-churning horror I read the blurb on the June 1991 cover: "Running the world is serious business. DC!" Since when has the world's largest debtor nation, the United States, started to run the whole show? . . .

And if the boastful cover was an allusion to America's victory in the Gulf war, whoever wrote it should be the copywriter for Schwartzkopf's memoirs.

LYLE DEIXLER '88
BROOKLYN, NEW YORK

In view of the inefficiency, general mismanagement, and corruption in Washington, it reflects no credit on the alumni from Maxwell. Quite the contrary.

It seems to me the University should take a hard look at Maxwell and attempt to find out what went wrong, and try to learn just what sorts of ideologies it is indoctrinating the students with. . . .

JOHN F. ARMSTRONG '50
SAN DIEGO

The article, "Along the Potomac—Senate Chambers," reported with pride on SU degree holders in the U.S. Senate, among them New York's Senator Alphonse D'Amato. . . . Unfortunately, Senator D'Amato is also known as the subject of a Senate Ethics Committee investigation, as well as the subject of a recent *60 Minutes* report detailing the committee charges. . . .

FAYE DIAMOND BERMAN '41
ROCHESTER, NEW YORK

At the time of our deadlines, the Senate investigation of Senator D'Amato was open and difficult to incorporate in our story. It has since closed. While noting some questionable ethical implications in the use of Senator D'Amato's office by a sibling, the committee otherwise fully dismissed all formal charges against the senator.

In regard to "Should Have Been There," commenting on journalistic coverage of the Gulf war in the June 1991 issue: Mel Elfin's comments reveal a mind either invincibly naïve or co-opted. The point, well made by Ted Koppel and David French, is not that the Gulf would have required a different journalistic technique from Vietnam, but that the press corps tamely acceded to giving up journalistic technique entirely and parroting official handouts



from the military. . . .

The failure of the press currently to dig out governmental lies and disinformation . . . is more dangerous to American freedom than anything Saddam Hussein could ever have imagined.

ROBERT V. LANCASTER '74
HAMILTON, NEW YORK

Affirmative Action?

I was genuinely shocked to read the article on Howard Johnson ["No Solo Heroes," June 1991] and his efforts.

I am delighted to see that the University has achieved such financial independence as to be able to hire people for no expressed purpose other than to fulfill some notion of quotas. As a parent, when our child was young, we referred to this as busy work.

ROBERT B. HAEMMERLEIN '75
NASHVILLE, TENNESSEE

How disgusting to learn that Syracuse now has a Commissar for Affirmative Action whose duty it is to hire based on race even when "no specific openings exist." Black racism is as ugly and divisive as white racism, and no one who is hired under such circumstances should take pride in his or her appointment.

R. BRUCE SKEWES '61
OAK RIDGE, NEW JERSEY

In an otherwise interesting and informative article ["In the Army Now," June 1991], William Loren Katz repeatedly uses the term *overrepresented* in referring to the percentage of Americans of color who are in our modern volunteer military. While I am relatively sure that Mr. Katz did not mean to paternalistic-

ally patronize the outstanding contribution that these brave people have made, he yet again presents them as victims—and I'm sure that they are as tired of that as I am!

. . . Black Americans have served their country with valor and excellence even when we were specifically excluded from full participation in our armed services. This has *never* stopped us from defending and serving what we see as the possibilities of this great nation.

NORMAN E. GAINES JR. G'82
HARTSDALE, NEW YORK

Leaning to the Left

I've had enough of your glitzy, liberal publication! Your biased recent article about that degenerate "artist" Mapplethorpe ["Strange Summer," March 1991] and his filthy perverted exhibition was the last straw.

ROBERT G. COOPER '76
BRANDON, MISSISSIPPI

David Ross's philosophy [as director of Boston's ICA, Ross had hosted the Mapplethorpe show] is Establishment Bashing 101, and his approach is as unoriginal as it is deceptive.

My so-far-unchallenged contention is that there are *two* First Amendments, the real First and the phony First. The real First involves vigorous and even acrimonious exchange of ideas and opinions that the founders were so in love with. The phony First involves Mapplethorpe and all those things that had no place in the America of the founding fathers, and, indeed, in the Constitution, as written.

What the people do not yet generally realize is that certain leaders of the left, using all the David Rosses to do their bidding, are using that phony First as a smokescreen to hide their attack on the genuine First.

CARLETON H. ("MAX") FREEDMAN '65
BROOKLYN, NEW YORK

In the interest of SU's commitment to pure freedom of artistic expression, how about you, Ross, and your sons posing nude for photos in the next edition of *Syracuse University Magazine*?

No doubt, *Syracuse University Magazine* could use Dark Age, Irish-Catholic alumni, like me, as foils for juicy quotes to make a story out of it.

JOHN F. CADIGAN JR. G'76
LACKAWANNA, NEW YORK