

et al.: Front Matter

SYRACUSE

University Magazine
March 1989
Vol. 5, No. 3

dick clark

America's oldest living teenager is also its youngest-looking, multi-media, million-dollar entertainment mogul.



Dozens of Syracusans on your screens and behind the scenes

Jay McInerney Remembers Ray Carver ♦ Lessons in the Tragedy of Flight 103

Published by SURFACE, 1989

From the big bang to the future of the Universe and anything interesting in between... that's SMITHSONIAN magazine.

You're invited to join in Smithsonian's exploration of the human adventure.

When you open the covers of SMITHSONIAN magazine be prepared to be entertained. And be ready to have your life enriched. Because no other magazine offers SMITHSONIAN's delightful variety and wealth of ideas.

SMITHSONIAN looks into fascinating, little-known corners of history. It illuminates the arts. It stimulates and intrigues with stories covering nature, science invention people other civilizations and cultures. Here's just a sampling from recent issues of SMITHSONIAN:

Did you know about the bizarre, brutal riot that was sparked by the rivalry of two actors?

Did Rodin purloin the ideas of his pupil, the beautiful Camille Claudel?

Can animals actually think — what do the scientists say now?

Did the politicians even in ancient Rome bamboozle the voters?

Is it too rash to say we're close to a cure for poison-ivy reactions?

Has the mystery of the Arctic's most tragic expedition finally been solved?

Shakespeare portrayed Richard III as one of history's vilest villains — was the Bard wrong?

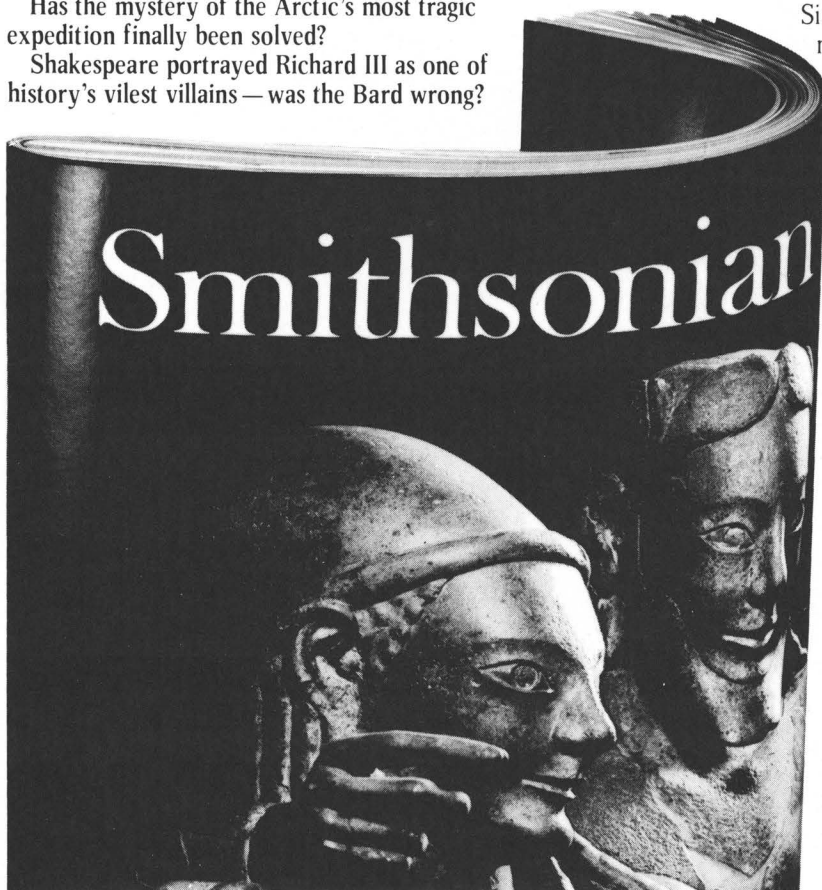
High fashion, hard work, wheeling and dealing — just what goes on in New York's Garment District?

You and your whole family will enjoy SMITHSONIAN magazine with its exciting, vividly written articles and beautiful illustrations. And what a superb gift idea it makes; perfect for any occasion, appreciated every month of the year.

Subscribe to SMITHSONIAN and you'll receive more than a great magazine. You automatically become a National Associate Member. As a member, you're eligible for discounts on so many beautiful and interesting products that are the outgrowth of the Smithsonian Institution's work in the arts, history, science and nature — art reproductions, jewelry, crafts, books and records available at the Smithsonian Museum shops and through our mail catalogs. There are domestic and foreign travel benefits too, plus seminars you can attend, and a great deal more.

Join today — return the coupon below.

Don't wait. Share in the exciting Smithsonian experience. Simply fill in the coupon and mail it today for twelve months of beautiful SMITHSONIAN Magazine and all the benefits of associate membership.



Smithsonian	1SYAP/83BE3
Suite 1549 228 East 45th Street New York, N.Y. 10017	
Please enroll me as a Member of the Smithsonian National Associates, and enter my subscription for the next year (12 issues) of SMITHSONIAN.	
Bill me the annual dues of \$20.	
Name _____ <small>(please print)</small>	
Address _____	
City _____ State _____ Zip _____	
Member Benefits	
• SMITHSONIAN magazine — 12 issues	
• Travel Program — Domestic and Foreign	
• Book and Gift Discounts	
• Reception desk at Smithsonian Institution in Washington, DC	
Limited time offer	Foreign: add \$13 for postage. (Payment with order in U.S. funds.)

Smithsonian.
Join in the human adventure.

CONTENTS



EDITOR
Dana L. Cooke

ART DIRECTOR
Christopher O. Purcell

ASSOCIATE EDITORS
Mary Ellen Mengucci,
Renée Gearhart Levy

PRODUCTION MANAGER
Melanie Stopyra

ASSISTANT EDITOR
George Lowery

POETRY EDITOR
Mary Demetrick

EDITORIAL ASSISTANTS
Myrei Edwards, Jessica Shearer

SU PHOTO CENTER
David Broda, Bill Gandino,
Richard "Buzz" Pitzeruse, Steve Sartori

TYPOGRAPHY
Thomas & James Studio, Inc.

In This Issue devoted specially to Hollywood, we invoke Woody Allen. A relationship, he said in *Annie Hall*, is like a shark. It has to keep moving. If it doesn't keep moving, it dies.

We won't let that happen to our relationship with you. With this issue, we have redesigned much of the magazine, despite some readers' praise of its neatness and logic. We think our new design is contemporary, more sophisticated, and more consistent with reader expectations.

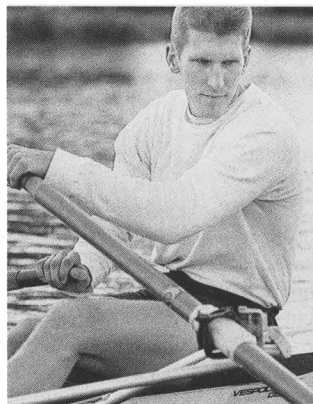
And with this issue we introduce paid advertising. As a *Syracuse University Magazine* reader, you are part of an influential group, and advertisers—both on campus and off—have long expressed a desire to reach you. At the same time, revenue from those ads should allow us to grow further.

Traditionally, redesigns and inaugural ad programs prompt short-term reader disapproval. But it is necessary, when the time is right, to make such changes. Otherwise, one day you go to your mailbox expecting to find *Syracuse University Magazine*, and find that what you have on your hands is a dead shark.

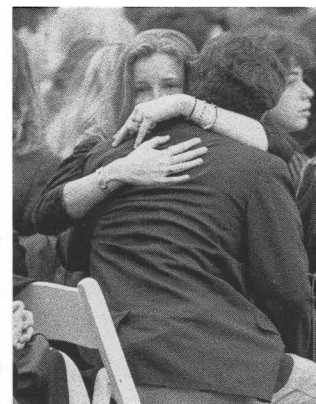
—Dana L. Cooke



Page 16



Page 24



Page 40

F E A T U R E S

- 10 **STILL BOPPIN'.** As he nears the age of 60, perhaps Dick Clark no longer qualifies as America's oldest living teenager. But, as this portrait of his multifaceted media empire demonstrates, he still has the energy of ten teenagers. *By DANA L. COOKE*
- 16 **THE GUBER TOUCH.** If Midas were a Tinseltown mogul, he'd be Peter Guber, who, with partner Jon Peters, produces an astonishing number of the biggest hits on the big screen. Everything he touches turns to box office gold. *By DEBORAH CHRISTENSEN*
- 21 **SU "VARIETY."** To round out our special focus on Hollywood, we've posed the following hypothetical: Imagine that *all* the entertainment news in Glitzville were made by SU alumni. Wouldn't *Variety* make great reading?! *By MARY ELLEN MENGUCCI, RENÉE GEARHART LEVY, AND GEORGE LOWERY*
- 24 **ABOUT A BOAT.** Crew is one of the last pure sports, whose demands on the human spirit are unsullied by money or ego. Three alumni, members of the same SU team and now all coaches in the Northeast, help describe the lore and lure of rowing. *By MATTHEW BEACH*
- 34 **PUT YOURSELF IN MY SHOES.** To memorialize the passing of Raymond Carver, we publish here one of his great short stories, with an appreciation by one of the many writers Carver touched. *REMINISCENCE By JAY MCINERNEY*

D E P A R T M E N T S

- 2 **"IN" BASKET.** Readers write about Conan Owen, left-wing leanings, and *Syracuse University Magazine* itself.
- 4 **ON OUR SHORTLIST.** In keeping with our Hollywood emphasis, we present nine Syracusans of special note in the Industry.
- 40 **UNIVERSITY PLACE.** While no amount of time will replace the lives lost, the death of 35 SU students in Pan Am Flight 103 served to remind us of our own blessings—the value of life, and the community of Syracuse University.
- 48 **GRAB BAG.** Poetry of imminent small footsteps and University writing classes long, long ago. *By LYN LIFSHIN.*

ON THE COVER. Los Angeles photographer Norman Seeff provides an alternate image of Dick Clark—not the smiling paragon of teen tunes, but a distinguished patriarch of American television.

Syracuse University Magazine is published quarterly by Syracuse University and distributed free of charge to alumni, friends, faculty, staff, and parents of current students. Requests for subscriptions, changes of address, advertising inquiries, and other communications should be sent to *Syracuse University Magazine*, 820 Comstock Avenue, Room 210, Syracuse, New York 13244-5040. Our telephone number is (315) 443-4171.

Views and opinions expressed in *Syracuse University Magazine* are those of the authors and do not necessarily represent those of the editors or the University.

© 1989 Syracuse University