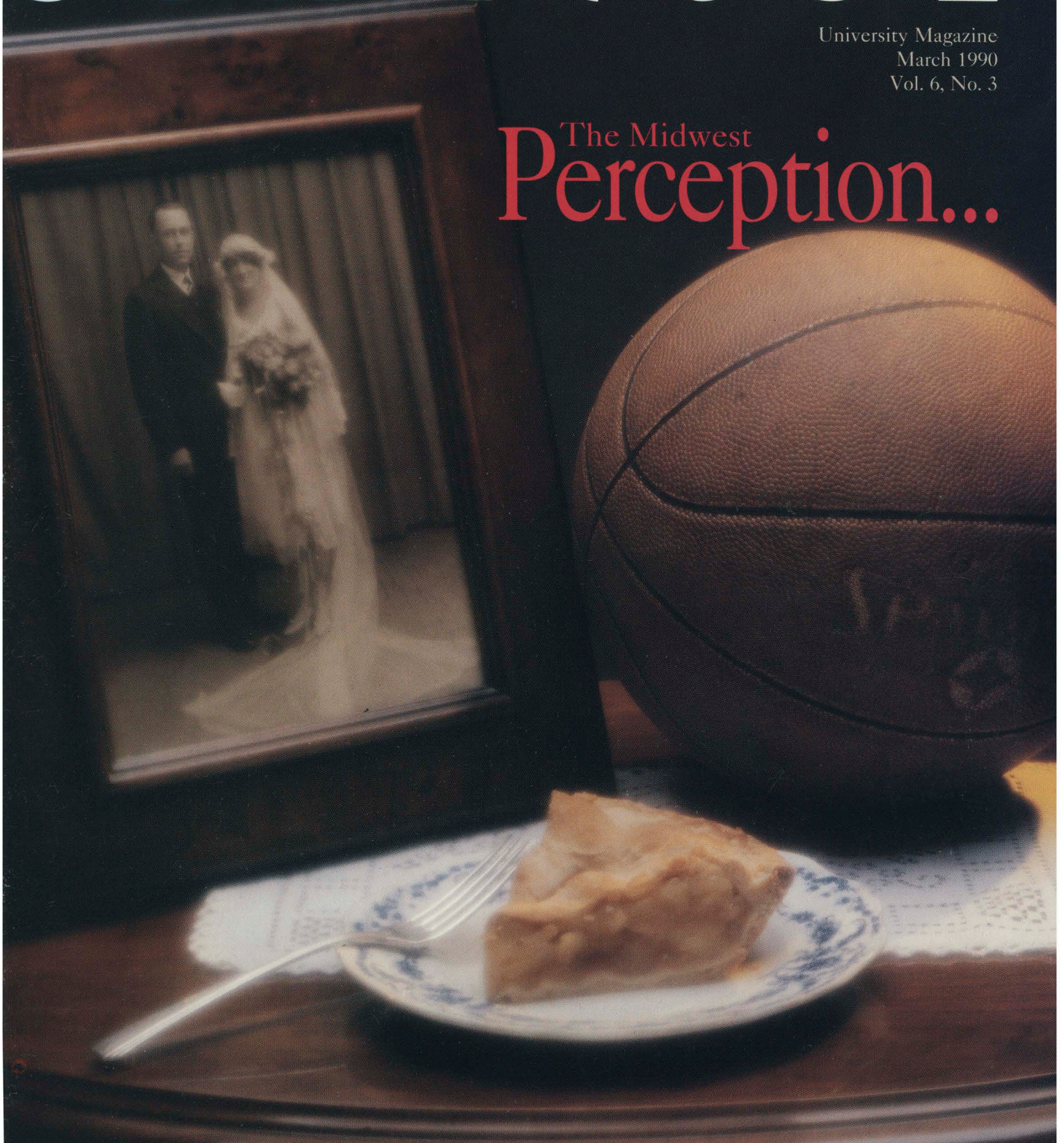


et al.: Front Matter

# SYRACUSE

University Magazine  
March 1990  
Vol. 6, No. 3

The Midwest  
**Perception...**



Sports Agents Talk ♦ Information Management ♦ Acquaintance Rape

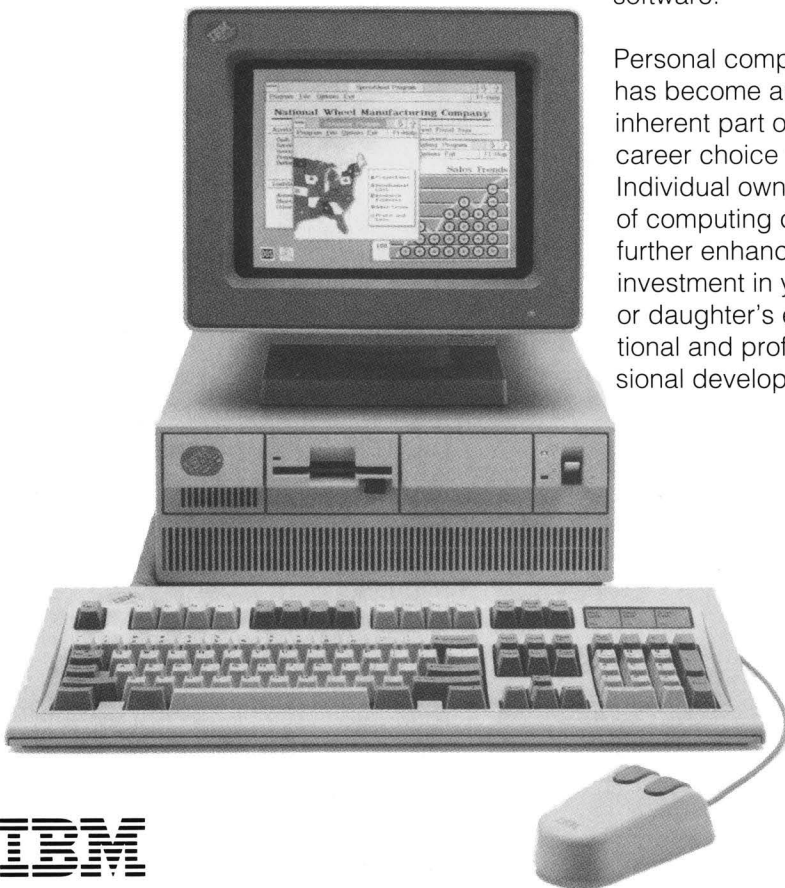
# A message to Syracuse Parents

Syracuse University has consistently encouraged the use of computing by its students, faculty, and staff for educational, research, and personal productivity uses. Although no program at Syracuse requires students to own a computer, students that do enjoy clear benefits. These benefits relate directly to having easy access to word processing capabilities, spell checkers, spreadsheets, programming languages, and educational software.

Personal computing has become an inherent part of any career choice today. Individual ownership of computing can further enhance the investment in your son or daughter's educational and professional development.

**IBM has a special educational purchase program with Syracuse University**, which allows students to purchase the current generation of IBM PS/2's at substantial discounts. A wide variety of software is also available.

To find out more or to place an order, please call the IBM Information Desk on campus in Hinds Hall at (315) 471-2490. NYNEX is the IBM authorized dealer that will assist you with your order. Orders can be placed over the telephone and charged to a credit card. A certified check will also be accepted.



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► **In This Issue** we discover just how nice nice people can be. We go to the Midwest.

Most preconceptions about the Midwest are untrue; for example, the region is culturally rich, despite coastal assumptions to the contrary. But one stereotype we're standing behind: These are among the most accommodating and pleasant souls you will ever encounter. Call us bigots.

Getting photos to accompany a profile is a trying process that brings out the worst in people. But for this article? Just ask, and *they'll* find the photographer, shoot to your specs, develop and ship 'em out. A photographer who had mistakenly shot black-and-white scheduled a second session and reshot it in color—of his own initiative, at no charge.

If you've never worked on a magazine, that might be difficult to appreciate. But if you've ever lost a wallet in St. Louis and seen it return intact, asked for directions in Cincinnati and instead gotten a ride to the door, or shared a table in a busy Milwaukee diner at the invitation of its occupant, then you know what we're talking about.

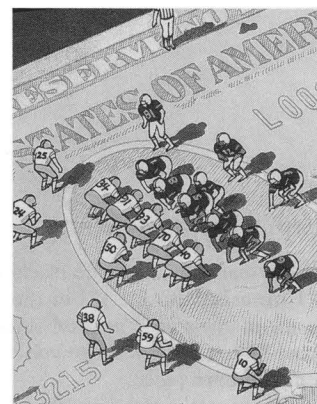
—Dana L. Cooke



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F E A T U R E S

**10 • MINDING OUR P's & Q's.** One of the greatest challenges facing American business is to not only cope with, but take advantage of the information explosion. That much everyone knows. But it's not going to happen until American universities start producing young professionals adequately trained in information management—something that just isn't happening.

By CAROL NORTH SCHMUCKLER

**16 • THE MIDWEST.** We turn our spotlight on America's breadbasket—all those rolling wheatfields out somewhere west of Pittsburgh—and find some of the brightest, cheeriest, and most progressive cities in America. Hmmm. It seems that in the Midwest they do the same exciting things other folks do (only *they* clean up after themselves). By MARY ELLEN MENGUCCI AND RENÉE GEARHART LEVY

**32 • ILLEGAL PROCEDURE.** Increasingly, when you think sports agents, you think greed and corruption. But according to the agents, fault lies in the system. There are too few controls placed on a process by which 22-year-old millionaires-to-be choose the strangers who negotiate their destinies (while, of course, taking a significant piece of the action). By TIM WENDEL

D E P A R T M E N T S

- 2 • "IN" BASKET.** In their letters to the editor, readers echo the growing sensitivity to racial issues evidenced in our December 1989 article "Unfinished Business."
- 4 • ON OUR SHORT LIST.** They're calling Aaron Sorkin a Broadway brat, but don't let his age mislead you. Like most phenoms, the young playwright worked years for his overnight success.
- 40 • UNIVERSITY PLACE.** The fall semester began on a disturbing note, as, in separate incidents, six SU students were raped; five of those times, the victim knew her attacker. Seizing opportunity from adversity, the University has instituted a program of rape education, awareness, and prevention.
- 48 • GRAB BAG.** Death separates a teacher and his student. POETRY BY ALLEN HOEY

**ON THE COVER.** With University photographer Steve Sartori, we worked to capture quintessential symbols of Midwestern life: the driveway-beaten basketball, Gramma and Grampa on their wedding day, and, yes, Mom's apple pie. But we're kidding. The Midwest is sparkling, vital cities, and people getting things done. For that perspective on the region, see our wrap-up starting on page 16.

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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.

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