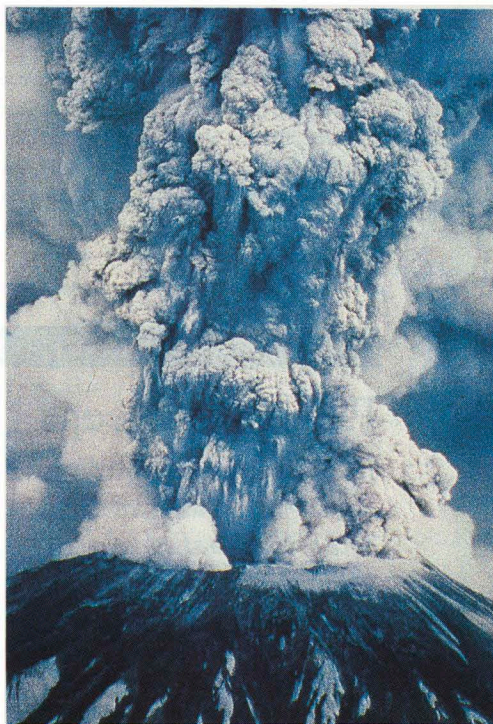




ILLUSTRATION BY BURTON MORRIS

DECADES COME, DECADES GO EXIT THE EIGHTIES

*They began with a boom.
Now they're up in smoke.*



POOF! They're gone. It's over. Ten years of your life right out the window. Did you think it would be different—that somehow there would be more?

At their onset the Eighties seemed a decade of gnarly portents. Would this decade see the moral decay of Western Civilization carried to its logical conclusion? Would technology and politics join hands to deliver at last an Orwellian nightmare? Or would the renewed vigor and focus of a generation disgusted with its own cynicism lift America out of the doldrums and into a shining era of unimagined human accomplishment and promise?

Well, as it turned out, we did a few things right, screwed a few things up, and now the decade is ending.

Nonetheless, these were ten years of our lives, and so in the following pages we assemble them for parting scrutiny. We briefly review

the events of the decade, and then ask a handful of authorities to summarize progress within their own fields of endeavor. Perhaps their comments, mixed freely and left to simmer a few moments, will help us to appreciate the difference ten years can make.

To begin, we invite you back to January 1, 1980: The president of the United States is named Jimmy. The legend of Ronald Reagan is as yet a mere glimmer in the retired actor-governor's own eye. The Soviet invasion of Afghanistan is five days old. Topping the TV slate are *M*A*S*H* and *WKRP*. Playing at your local Cine 6: *Kramer vs. Kramer*, *10*, and *Star Trek* (number one). Muhammad Ali has retired (again) and Alfred Hitchcock, at age 80, is knighted by the Queen. Disco has died. Fashion adopts the "Annie Hall look." And all over America, people are turning their calendars to 1980. . . .

1980

April 12. The U.S. Olympic Committee votes to **BOYCOTT** the summer games in Moscow. World Cup wrestler Gene Mills '81 misses out on his chance to compete.

May 18. Volcano **MT. ST. HELENS** erupts in Washington State with a blast 500 times more powerful than the atomic bomb dropped on Hiroshima. Twenty-five people are killed; losses total nearly \$3 billion.

▶▶ **Sept. 20.** A capacity crowd of 50,564 watches the Syracuse Orangemen defeat Miami University of Ohio at the grand opening of the **CARRIER DOME**. Joe Morris '80 rushes for 170 yards, plus 130 on kick returns.

Nov. 4. **RONALD REAGAN**, former governor of California and former president of the Screen Actors Guild, defeats Jimmy Carter to become the 40th president of the United States.

▶▶ **Nov. 13.** SU opens the **JOHN D. ARCHBOLD THEATER** to house both the drama department and productions of Syracuse Stage.

Nov. 21. Millions of TV viewers tune into the season premiere of **DALLAS** to see who shot J.R.

Dec. 4. Rock and roll fans mourn ex-Beatle **JOHN LENNON**, who is fatally shot by a former mental patient in New York City.

Dome Dominance

It's hard to imagine Syracuse University without a Carrier Dome, but that was the situation before 1980. The Dome opened its doors that fall, and SU has never been quite the same.

By all accounts, the Carrier Dome has put both Syracuse University and the City of Syracuse 'on the map,' so to speak. The Dome has been the site of events ranging from big-name concerts (the Rolling Stones and U2, for example) to the National Sports Festival and the Billy Graham Crusade. SU has also hosted the Empire State Games six times since building the Dome.

Most importantly, the Dome has played host to the

SU basketball, football, and lacrosse teams, who have all risen to eminence during the last nine years. Prized athletic recruits choose SU merely for the opportunity to play beneath the teflon top. Orange hysteria has never been higher.

Such affection has made season tickets a little harder to come by. Preferred seating can now be willed from one generation to the next. There have even been cases in the last

few years where possession of seats has gone to divorce court. Now that's dedication Orange-style.—*RENÉE GEARHART LEVY*



PROFESSIONAL SPORTS

Playing for Keeps

It was a rough-and-tumble decade for the ideal that was once professional athletics.

Money is at the root of the evils plaguing sports in the Eighties, according to **Sean McDonough '84**, play-by-play announcer for the Boston Red Sox on Beantown's WSBK-TV.

"Within the last 15 years or so we've really seen a boom in the kind of dollars we're talking about in sports, both professionally and collegiately," says McDonough. The result: college recruiting scandals perpetuated by highly paid coaches pressured to win at all costs, and rampant drug abuse among professional players making more money than they know what to do with.

"There've been scandals throughout sports history," says McDonough, "but I think there's more of them and I think the biggest reason is the increase in money we've seen during the Eighties."

Veteran sports observer **Bob Herzog '72**, sports features editor at *Newsday*, concurs. "Twenty, thirty years ago there

wasn't much difference between what a journalist made and what a ball player made. I can tell you there's a big difference now."

There's also a difference in sports journalism, says Herzog. "Woodward and Bernstein had a great impact on the business," he says. "The whole trend toward investigative reporting that started in the Seventies has spilled over into sports."

With no lack of material. "The cheating that goes on in college sports is an abomination," says Herzog. "It's also news, and we don't shy away from it anymore."

Despite the highly publicized scandals, Herzog believes athletes are as much admired by youngsters as ever, both for their athletic abilities and the salaries that prowess commands. Veteran CBS sportscaster **Dick Stockton '64** agrees.

"Fans appreciate and idolize the skills of athletes," says Stockton. "Sporting events, as always, are an escape for people. News concerning individual transgressions, regardless of the degree, don't have a lasting effect." —*RENÉE GEARHART LEVY*



1981

Jan. 20. Minutes after Reagan is sworn in as president, 52 **AMERICAN HOSTAGES** held in Iran for 444 days are flown to freedom in exchange for \$8 million in frozen assets.

▶▶ **April 10-12.** During a weekend of events commemorating the 50th anniversary of **HENDRICKS CHAPEL**, Rev. Richard L. Phillips is welcomed as the Chapel's new dean.

▶▶ **May 9.** Dozens of graduating students don red armbands or leave the Carrier Dome floor in protest as **ALEXANDER HAIG**, then Secretary of State, delivers the keynote address at SU's 127th Commencement.

July 7. Arizona judge **SANDRA DAY O'CONNOR** becomes the first woman nominated to serve on the U.S. Supreme Court.

July 27. Millions around the world view the **ROYAL WEDDING** of Charles, Prince of Wales, to Lady Diana Spencer. In the United States, anticipation is high over the nuptials of Luke and Laura on ABC's daytime soap *General Hospital*.

Aug. 3. Federal **AIR TRAFFIC CONTROLLERS** begin an illegal strike after rejecting the government's final offer on a new contract. Most are fired within several days.

▶▶ **Sept. 16.** In one of the more memorable **CAMPUS DEBATES** in SU history, Daniel Ellsberg and G. Gordon Liddy square off on the topic "National Security vs. The People: Crimes Committed for America."

▶▶ **Nov. 27-28.** The **ROLLING STONES** present two sold-out concerts in the Carrier Dome—still among the most talked-about of Dome musical events.

WALL STREET

Q: *What personality most typifies the Eighties?*

"Jesse Jackson. He represents both the decade's characteristic of 'floating toward the middle' and the growing minority presence and power in our society."

—Donna Shalala G'70, chancellor, University of Wisconsin-Madison

"Ivan Boesky. It was definitely the decade where the person with the most toys thought they won."

—Patrice Adcroft '76, editor, *Omni Magazine*

"James Watt, because he, in effect, said 'let everything go,' and we did. The ecology, and the general quality of life."

—John Gwaltney, retired SU professor, anthropology

"Andy Warhol. His narcissism was a reflection of the times, as was his being famous for being famous, as opposed to being famous for his accomplishments."

—Ken Auletta G'77, political columnist, *New York Daily News*

"Ronald Reagan! As president of the United States he advanced ideological programs that have had earth-shaking effects on our foreign relations. Also his domestic policies changed the U.S. political landscape, for better or worse."

—John T. Connor '36, former U.S. Secretary of Commerce

Money!

In the Eighties, pennies fell from heaven onto America's high finance districts.

In the beginning, there were the Boeskys and Milkens, with their "greed is healthy" bravado and their multi-million-dollar salaries, admired by fresh-faced 25-year-olds in \$700 suits pulling down six figures.

This was the allure of the securities industry. Men and women flocked to careers as brokers and traders. So many that, between 1980 and 1983, the securities industry was responsible for a 200-percent increase in private employment in New York City.

New words were added to the American vocabulary: arbitrage, futures, junk bonds. And then others: insider trad-

ing, securities fraud.

The tides began to turn. Ivan Boesky was busted for capitalizing on illegally obtained inside information, Michael Milken charged with securities law violations. Both were nabbed by the same man, Gary Lynch '71, enforcement director of the Securities and Exchange Commission.

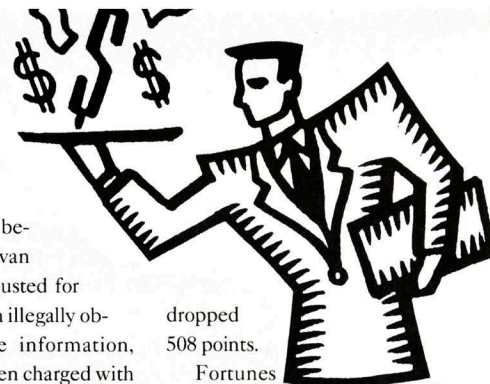
"Crimes were being committed during conversations between two people," Lynch has said. "The nature of the game changed." The SEC's success, and the ensuing paranoia on the street, has made an impact. "I can't tell you that it doesn't happen anymore," says Lynch, "but I doubt that it's happening to the extent it was."

Scandals haven't been the only thing to tarnish Wall Street's luster. Undoubtedly the most devastating event was the crash—October 19, 1987—when the Dow Jones

dropped 508 points.

Fortunes vanished in thin air, but not everyone was ruined. One crash survivor was Bill Brodsky '65, CEO of the Chicago Mercantile Exchange. While the Merc—who's business is primarily in financial futures—was accused of having a negative effect on the stock market during the crash, government studies have shown that index arbitrage had a stabilizing effect. "Financially, we did very well," says Brodsky. "Our systems worked very, very well."

Prior to October 19, full-membership seats on the exchange sold for \$480,000. On October 26, the price was down to \$385,000. The last one sold in March 1989 for \$500,000.—MARY ELLEN MENGUCCI



SERVICE INDUSTRIES

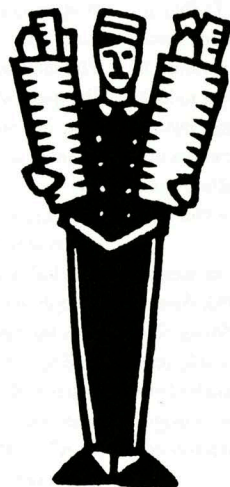
The Personal Touch

As more women entered the working world in the Eighties, fewer families had someone home during the day to take care of household matters—banking, shopping, home maintenance, and childcare, to name a few. Consequently, more people began hiring services to handle these matters and the number of personal service shops in this country skyrocketed.

In the last four years alone, more than 186,500 service businesses have started, according to Dun & Bradstreet. The majority of these firms—which specialize in everything from renewing passports and grocery shopping to balancing checkbooks and organizing children's parties—started during or after 1985. What's more, owners of these service shops often attribute their existence to a new realization on the part of

many working women that trying to "do it all" doesn't make sense.

Andrea Brown Berlent '69 is among the thousands of people to jump aboard the personal services bandwagon. More than two years ago she launched her own personal shopping business. Berlent, once a buyer for Lord & Tay-



lor, now takes women to the garment district in New York City and helps them find special-occasion formal wear or entire wardrobes at wholesale prices.

"It works out for everyone," says Berlent. "My clients save time and money and gain access to designers and design houses that would otherwise be unavailable to them. I, on the other hand, can accept as much or as little business as I want and make a percentage of my client's purchases."

Since the number of professional or managerial women in this country keeps increasing (up 50 percent since 1981) the personal services boom is expected to continue well into the 1990s, too. And why not? Women, it seems, are learning that effective managers delegate their work—both at the office and at home.—MARY ELLEN MENGUCCI

CHUCK AND DI

The Royal Nups

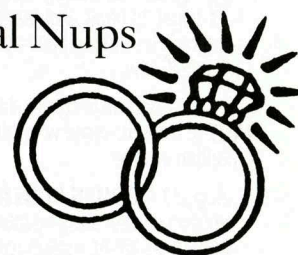
Interest in England's royal family reached an all-time high in the Eighties when the courtship of Prince Charles and Lady Diana Spencer captured the attention of well-wishers around the world.

America's infatuation with the royal couple probably stems from the fact that no such family exists in the states, says Phil Gurin '81, who co-wrote *The Royal Romance of Charles and Diana*, a two-hour CBS movie that aired in 1982.

"At the time, we were able to sell the movie because it was a Cinderella story," he says. "It was a fairy tale romance, supposedly. We actually made sure the movie lived up to that American expectation."

To complete the script, Gurin says he and the other writers first collected every book and clipping they could find about the royal family. The final product traced the prince's personal history prior to his romance with Diana, then detailed the courtship, and concluded with 22 minutes of footage from the wedding ceremony.

The royal couple was so popular at that time that ABC aired a special about Charles and Diana during the same weekend as the CBS movie.—MARY ELLEN MENGUCCI



1982

►► **March 3.** University and Sheraton officials complete plans for construction of the **UNIVERSITY INN** & Conference Center on University Place. The building opens in January 1985.

►► **May 7.** Answering at last the 70-year-old dream for a student center at SU, alumna and trustee Renée Schine Crown '50 announces a \$2.5-million gift toward such a structure. Later, Crown adds \$500,000 to her gift for the **SCHINE STUDENT CENTER**.

June 30. Despite a 10-year struggle by the National Organization for Women, launched by former national organization president Karen DeCrow '72, the **EQUAL RIGHTS AMENDMENT** fails to be ratified.

July. After a legal face-off with Pete Rozelle and the National Football League, Al Davis '50, managing general partner of the **OAKLAND RAIDERS**, moves his team to Los Angeles.

Oct. 8. The Polish government outlaws **SOLIDARITY** and all other existing labor unions.

Nov. 13. Thousands of Vietnam veterans, their families, and the families of those lost in the war flock to Washington for the emotional dedication of the **VIETNAM MEMORIAL**.

Dec. 2. Retired dentist Barney Clark becomes the first recipient of a permanent **ARTIFICIAL HEART**, the Jarvik-7. The heart's inventor, Dr. Robert Jarvik '68, serves on the surgical team.

1983

►► **March 22.** The University officially dedicates its new Crouse-Hinds School of **MANAGEMENT BUILDING**.

►► **June 1.** University radio station **WAER** completes its switch to news-and-jazz programming. Later in the year, the station becomes affiliated with National Public Radio.

June 18. Sally Ride becomes the first **WOMAN ASTRO-NAUT** to travel in space when the shuttle Challenger makes its maiden voyage.

Aug. 30. A **SOUTH KOREAN 747** bound for Seoul is shot down after straying into Soviet airspace. All 269 aboard are killed, including 61 Americans.

►► **Sept. 23-25.** SU sponsors the first edition of **COMING BACK TOGETHER**, a ground-breaking alumni reunion specifically for minorities.

Oct. 23. A suicide terrorist bombs Marine headquarters in **BEIRUT**, killing U.S. servicemen.

Oct. 25. American medical students are airlifted from **GRENADA** when U.S. troops and Caribbean allies invade the island nation.

►► **Nov. 28.** For the first time ever, SU students register in Steele Hall by computer, retiring forever the infamous tradition of "manual" **COURSE REGISTRATION** in Archbold Gymnasium.

December. **CABBAGE PATCH KIDS**, a line of munchkin-faced dolls licensed by Atlanta businessman Roger Schlaifer '67, capture the hearts of children worldwide. Christmas shortages cause stampeding shoppers and department store frenzies.

Square Feet

It's still true in the Eighties: to find Syracuse University from any spot in the city, scan the skyline for cranes. The decade will go down as one of the most ambitious for campus construction.

Everyone benefited, beginning with the academic units themselves. The School of Management received a new home on South Crouse in early 1983. Huntington Hall was fully renovated to better house the School of Education; similarly, Slocum was spruced up for Architecture and the College of Human Development. The Center for Science and Technology provided new digs for Computer and Information Science, Information Studies, electrical and computer engineering, and

much of the chemistry department. A variety of studio arts programs moved to the brand new Comstock Art Building. The Law School gained the Barclay Library.

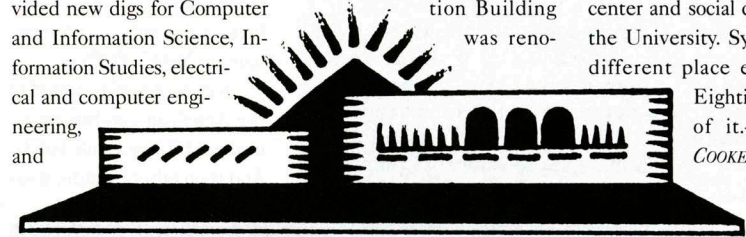
Athletic programs gained, for one thing, the most famous collegiate stadium in the country: the Carrier Dome. But a substantial addition to Manley Field House also improved training facilities and administrative space.

The list goes on and on. Shaw Dormitory grew a new wing. Hendricks Chapel received a substantial face-lift. The Alibrandi Catholic Center opened. The Administration Building was reno-

vated and renamed to honor former Chancellor **William P. Tolley**. And there was the Schine Center.

When it opened in 1984, the Hildegard and J. Myer Schine Student Center, at the corner of University Avenue and University Place, was ballyhooed as the most profound addition to campus facilities since the chapel, and it has lived up to these expectations. Containing the bookstore, Goldstein Auditorium, student organization offices and student services, a cafeteria and the Panasci Lounge, the Schine Center has quickly emerged as the student nerve center and social crossroad of the University. Syracuse is a different place exiting the

Eighties because of it.—**DANA L. COOKE**



FITNESS BOOM

Pump You Up

Over 10 short years, we've dropped a lot of beer bellies.

One of the healthiest trends to emerge during the Eighties was America's interest in fitness. In a few short years, aerobics, walking, weight lifting, swimming, running, and other activities became routine parts of many Americans' lives.

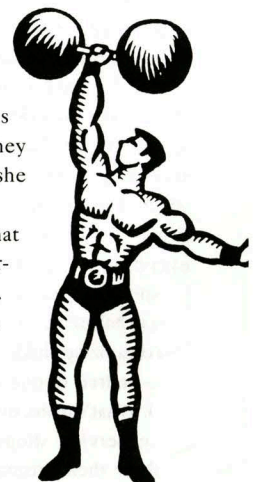
Brian Moss '79 knows firsthand about the fitness craze. Moss is the owner of Better Bodies gym, the largest weight lifting facility in New York City. He says health reasons motivate a lot of people to work out, but vanity is equally influential. "Who doesn't want to look better?" he asks. "More people began investing time in their bodies, and this created a rippling effect. You don't want to pollute your body once it begins looking good so you start eating better and feeling better."

Moss's gym, which specializes in weight training for women, opened in 1982. As the sport entered the mainstream, Moss also formed a modeling agency for male and female bodybuilders. And in 1986, Moss branched out further, to open the first full-service management group for top competitive bodybuilders. "I absolutely caught a wave," he says.

Bonnie August '68 has been riding that same wave. She is the president and head designer of a fitness apparel firm based in New York City. Her Bonnie August collection, which includes leotards, leggings, tee shirts, bodysuits, and more, is distributed nationally.

Before creating her own line, August was the director of women's design at Danskin. "Needless to say," she says, "most of my designs were worn by dancers." But by 1984 the market for fitness products had grown so much that she left Danskin to open her own apparel firm. "People think of fitness as a regular part of their lives now, not something they do just in their 20s" she says.

August believes that fitness activities will further influence apparel. "People are doing more cross-training and multiple sports. You have to have clothing that goes from one to the other." —**MARY ELLEN MENGUCCI**



Down and Out

While the rich got richer, the world's under-developed nations sunk deeper into a hole.

While some Third World countries have gained financial independence during the last decade, the majority are still struggling, according to the experts studying them.

"They're poorer than they ever were," says Mildred Leet, who, with her husband **Glen Leet G'31**, runs the Trickle Up Program, a plan that helps the poorest members of society start small businesses. "Third World debt is one of the contributing factors," she says. "Not enough programs were designed for the participation of the people. Not enough attention was paid to reaching the poorest of the poor."

"All the African countries are in very bad shape," says Maxwell School professor **Bill Coplin**, author with **Michael O'Leary** of an annual forecast of the business climate in Third World nations. "They depend on single commodities and those prices have been weak throughout the Eighties."

Despite the preponderance of poverty, Coplin says some of the Third World countries have become industrialized: South Korea, Taiwan, Brazil, Singapore, many of the Asian countries. These countries, referred to as NICs (Newly Industrialized Countries), have developed their economies sufficiently to support an industrial system, export, and develop a middle class—"really become developed like the United States and western Europe."

According to the Leets, those countries did a superior job of involving their own people. Grass roots projects in



South Korea began in the 1950s, with people cleaning out the ditches and increasing rice production. "It's one of the few countries where the rural areas doing well resulted in the urban areas doing very well," says Leet.

But being industrialized isn't the be-all and end-all, says Coplin. Both NICs and Third World countries face other severe problems, ranging from population control to corruption and political unrest. "The outlook is not good," says Coplin. —**RENÉE GEARHART LEVY**

Q: What was the most significant event of the Eighties?

"Glasnost. Perestroika. Who could have dreamed that such changes could take place. The movement toward democracy is also seen in the People's Republic of China, which is even more surprising. It is clear that all our ideas about the Evil Empire must change."

—**Karen DeCrow G'72**, former president, National Organization for Women

"The emergence of a glimmer of political pluralism in Poland, the Soviet Union, and now China. Both Lech Walesa and Mikhail Gorbachev are historic figures."

—**Bob McClure**, associate dean, Maxwell School

"It could have been the election of Ronald Reagan, which precipitated such a reversal in domestic programs and a new era of American jingoism. One might also point to the explosion of the space shuttle Challenger, as it represents a dramatic shattering of our blind faith in technology and science."

—**Donna Shalala G'70**, chancellor, University of Wisconsin-Madison

"Chernobyl and/or secret uranium waste dumping in Oregon. The acceptance of the idea that it's okay to destroy the world as long as you've got a plan to fix it."

—**Patricia Volk '64**, author, *The Yellow Banana, White Light, All It Takes*.

Headlines at Bedtime

You know it's important if you saw it on Ted.

In the same way Edward R. Murrow emerged as *the* newsmen of the 1940s and 1950s, **Ted Koppel '60** has fast become the news icon of the Eighties.

Koppel, host of ABC's *Nightline*—a late-night, live interview news show born during the Iran hostage crisis—is now famous for breaking stories at night that influence media coverage the following day.

Since the show's launch, Koppel, who has been with ABC News for 25 years, has held revealing interviews with such personalities as Jim and Tammy Bakker, Yasir Arafat, Robert McFarlane, Ferdinand Marcos, Corazon Aquino, and Muammar Kaddafi. More often than not, Koppel serves as referee when the topics heat up.

Although it is no secret that the popular newsmen has been considering other career options (including a State Department job), it looks like he will be with *Nightline* into the Nineties. In May, Koppel renewed his contract with ABC for three more years. —**MARY ELLEN MENGUCCI**



MUSIC TELEVISION

We Wanted It, We Got It



We wanted more."

When it was launched in August 1981, MTV was carried on 300 cable outlets (free of charge to operators), reaching some 2.5 million homes. Eight years later, MTV is a basic cable service, found in nearly 50 million homes in the U.S. It is also broadcast in Europe, Australia, and Japan.

Its high-octane style has transcended all media, particularly commercials, television shows, and motion pictures. "It used to be stories had to be told in a logical sequence and were very linear," says **Steven Leeds G'73**, director of special projects/talent relations at MTV. "MTV made it okay to take things out of sequence and juxtapose unrelated items and let the viewer figure out the connection."

Another result: *USA Today*. "To me, that's MTV newspaper," says Leeds. "It's a perfect combination of the baby boomers who grew up reading *My Weekly Reader*, consolidated with the MTV mentality: the bright colors, the hi-tech nature of it." —**RENÉE GEARHART LEVY**

In 1981, the year of its debut, MTV was named *Fortune*'s 'Product of the Year.' Music Television had yet to make a dime—and wouldn't for several years—but the service had made an impression. Kids had caught a glimpse of their music and sounds alone just weren't going to satisfy. They wanted their MTV.

"We're a generation that grew up with rock and roll music and television, two of the strongest forces in the American culture," says **John Sykes '77**, a founder of the 24-hour music-video station. "This was an opportunity to merge those forces into one entertainment form."

Sykes, who now runs a Manhattan-based entertainment management company, believes MTV was an evolutionary, rather than revolutionary, concept. "Our parents grew up with nothing, so when they had three networks they were satisfied," he says. "We grew up with three networks and rock and roll.

SPACE TRAVEL

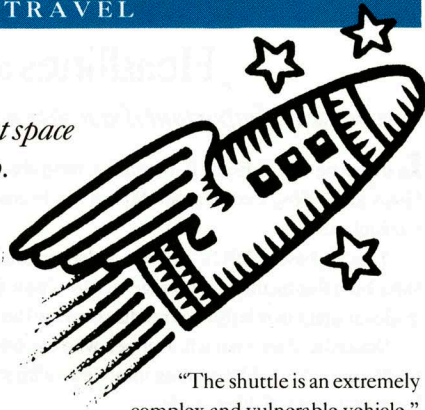
Boldly Going

The space shuttle made us blasé about space travel. Then the space shuttle blew up.

At one point, people everywhere stopped everything to huddle around television sets and watch space launches. No more. While still not exactly ordinary, the sight of astronauts blasting off into space has become a commonplace part of our lives.

In the past decade, Americans came to feel a real connection with space. With the advent of a reusable space shuttle, able to bring home all it takes up, attention was focused on the experiments within the capsules (rather than the machines themselves) that stretched the boundaries of scientific knowledge. Perhaps that was one of the reasons why the *Challenger* disaster in 1986 was so shocking. In addition to the tragic loss of life, we somehow felt that an almost routine event in our lives had suddenly betrayed us.

In the 29 manned space missions since 1980, 116 people have flown on the shuttle, some more than once. Astronaut **Story Musgrave '58** was one of those, having made two journeys above the earth, with his next flight on *Discovery* scheduled for November. Musgrave performed the first shuttle spacewalk during the maiden voyage of *Challenger* in 1983; on his 1985 flight he operated an astronomical observatory.



"The shuttle is an extremely complex and vulnerable vehicle," Musgrave says. "Those two go together. It's taken an immense engineering effort to work things out, but we're pretty much on track now."

While shuttle missions will continue in the Nineties at the dizzying rate of 10 to 14 a year, the next significant milestone will be the establishment of a permanent orbiting space station. Made up of four modules, each 55 feet long and 14 feet in diameter, the various parts of the station are currently being manufactured and will be carried into space for assembly there, starting in 1995.

Musgrave looks forward to manned interplanetary missions, although he feels that won't happen until the next century. "What matters is whether we have the will to do it," says Musgrave. "It depends on how fast people bite the bullet, make decisions, and move out."

—CAROL NORTH SCHMUCKLER

Q: *What was the most unfortunate event or personality of the Eighties?*

"The AIDS epidemic and its personal, social, economic, and medical consequences. The tolls in our society at all levels have been enormous and will undoubtedly be more severe with the passage of time."

—Morton Janklow '50, attorney and literary agent

"The continuing Mid East conflicts, characterized by bitterness, cruelty, and racial discrimination."

—John T. Connor '36, retired chairman, Schrodgers Inc.; former U.S. Secretary of Commerce

"The advent of crack."

—Ken Auletta G'77, political columnist, *New York Daily News*

"The general environmental deterioration—global warming or greenhouse effect, the threat to the ozone layer, the worldwide atmospheric perils of deforestation in the Amazon and elsewhere, and the dangers of acid rain, toxic waste, and smog."

—George Babikian '53, president, Arco Petroleum Products

"Pan Am Flight 103. The bombing was not only significant from an SU perspective, but really pinpoints the problems of airline safety. The situation was handled most inefficiently and was totally unnecessary."

—Nancy Harvey Steorts '59, management consultant; former chairman, U.S. Consumer Product Safety Commission.

INTERNATIONAL TERRORISM

Desperate Acts

In the Eighties, innocent people became tools of the profoundly guilty.

Hardly a day passed in the last decade without a major news report about a terrorist act somewhere in the world. The Iran hostage crisis, the hijacking of the Italian cruise ship *Achille Lauro*, and the recent bombing of Pan Am Flight 103 are but a few of the terrorist assaults that have made news in recent years.

And the reason we've heard so much about terrorism in the Eighties is that terrorism has escalated to an international problem, says **John Martin '59**, chief of internal security for the U.S. Department of Justice. "When a bomb goes off or an individual is taken hostage or

is no longer a problem for an individual or a single country," he says. "It's a problem for the international community."

One of the ways the Justice Department has attempted to combat international terrorism has been

through mutual assistance agreements with foreign countries.

According to Martin, these agreements enable countries to better exchange evidence whenever a terrorist assault

occurs and promote extradition of the criminals.

To alert the public to potential terrorist acts, U.S. Senator **Alfonse D'Amato '59** recently introduced legislation that would require the disclosure of credible security threats against international commercial aviation. It comes in the wake of the Flight 103

tragedy that took the lives of so many Syracusans.

D'Amato calls it "absolutely unconscionable" that information regarding a serious

terrorist threat was selectively provided to government officials and withheld from the passengers and crew of Flight 103. "This double standard is totally unacceptable and must never be repeated," he says.

During the past decade, says D'Amato, "we have endured 867 deaths and 174 injuries resulting from 21 explosions aboard commercial aircraft. The FAA has tried to deal with this worsening problem by tightening up passenger and cargo screening on international flights, but it hasn't been enough."

Martin, although optimistic about new enforcement measures such as that proposed by D'Amato, says, "As long as there are political problems, people will try to solve them or bring attention to them through acts of terrorism. . . . Now it's a question of whether the governments of the free world can stay ahead of it. And that remains to be seen." —MARY ELLEN MENCUCI



Roll the Tape!

It was in the Eighties that people learned they didn't have to leave their homes to see Hollywood's best. VCR sales and video rentals exploded. Nine years ago, when the business really began, there were about 1,000 video stores, while today there are 26,000. The current market penetration of VCRs is 55 percent, and experts predict it will go to 70 percent in two years.

Of course there have been changes. While the video market hasn't yet peaked, there's clearly been a slowdown—but nothing could continue at the early rate of expansion. The newest trend is a stronger market for video sales.

That's the way Cy Leslie '45 sees it, and he's in a position to know. Leslie was a pioneer in the home video business when he was president of MGM/UA Entertainment

Group. Now he is chairman of the Leslie Group, which has diversified investments in entertainment.

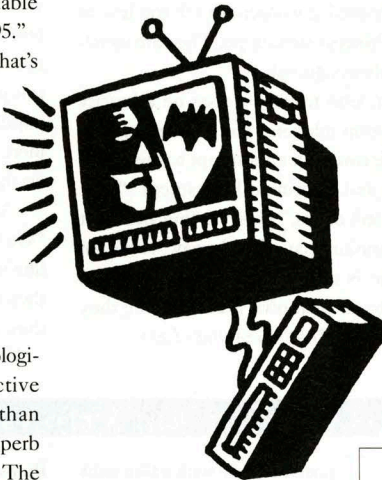
"Sales of videos have been particularly strong in the past few years," Leslie says. "Sales have climbed from a relatively insignificant position to 30 percent of the volume. Clearly people have a desire to build their own libraries at today's affordable prices of \$14.95 and \$19.95."

Leslie also foretells what's going to be hot in the next decade. He feels the laser disc is the industry's most important new development, with HDTV (high definition television) still five to 10 years away from the consumer.

"The laser is a technologically superior reproductive device, much better than VHS, he says. It has a superb picture and fine sound. The

important marketing factor is that the compact disc player, which is an important component in the record business, has been integrated into a combined compact disc/laser disc player. By this Christmas you'll see big campaigns for these machines, and the price will drop to under \$600. That will spur the sales of software."

—CAROL NORTH SCHMUCKLER



CLUB MEMBERSHIP

"Male Only" No More

Although some were reluctant or downright opposed to it, many private men's clubs began admitting women during the last decade.

Cities such as New York—which recently

adopted a human-rights ordinance that bans discrimination in many male clubs—fueled the efforts nationwide. And a May 1987 Supreme Court ruling, which declared states may force Rotary International to admit women, added to the campaign.

The changes in club policies are indicative of the times, says Miriam Loewy Friend '47. Friend, the president of a personnel agency, was one of the first three women to be inducted into the Yonkers Rotary Club in August 1987, ending its male-only policy.

"Women have achieved so much in the business world," she says, "that it got to the point where it didn't make sense to leave them out." What's more, says Friend, many service clubs have been having trouble finding qualified members. "And it didn't make much sense to keep people out just because of their gender."

Although many women have not been so lucky, Friend says she and the other female members in her club were received warmly. Now, out of the approximately 100 Yonkers Rotary Club members, 12 are women. —MARY ELLEN MENGUCCI



1984

Jan. 7. Following a court ruling two years earlier, AT&T breaks up its 22 **BELL SYSTEM** companies, leaving telephone consumers with the confusion of choosing their own long distance carriers.

►► Jan. 21. Orangeman Dwayne "Pearl" Washington makes his famous half-court, **BUZZER-BEATING SHOT** to defeat Boston College in basketball.

►► Feb. 7. SU is designated as the site for a state-supported Center for Technology in Computer Applications and Software Engineering, known as the **CASE CENTER**.

August. Debut novelist Jay McInerney '86 captures the shallowness of the Manhattan club scene in his best-selling **BRIGHT LIGHTS, BIG CITY**.

Sept. 20. Bill Cosby returns to prime time, quickly establishing the **HUXTABLES** as America's favorite TV family.

►► Sept. 29. The unheralded Syracuse Orangemen, still three years short of a return to national prominence, shock the sports world by upsetting top-ranked **NEBRASKA** in football.

Oct. 16. Bishop **DESMOND TUTU** of South Africa is awarded the Nobel Peace Prize for his efforts fighting apartheid.

Dec. 3. Toxic fumes from a Union Carbide plant leak into the city of **BHOPAL, INDIA**, killing more than 2,000 people and injuring 50,000 others.

1985

►► Jan. 30. **WJPZ**, the country's only student-owned and operated FM radio station, hits the Syracuse airwaves.

July 13. British rocker Bob Geldof organizes a 16-hour concert held on two continents to benefit Ethiopian famine victims. Roughly 40 million Americans—1.6 billion worldwide—tune in to **LIVE AID** and contribute \$92 million to the cause.

May 5. Jewish leaders express outrage when Reagan visits the **KOLMESHOEHE CEMETERY** at Bitberg, West Germany, the final resting place of 49 SS officers.

May 13. Philadelphia police bomb headquarters of the radical group **MOVE**, causing a fire that burns more than two city blocks, leaving 300 homeless.

October. Provocative advertisements for **OBSESSION** perfume, orchestrated by Calvin Klein Cosmetics president Robin Burns '74, raise eyebrows and fragrance sales.

►► October 18. Alumni and students convene during Homecoming for the dedication of the \$15.6-million **SCHINE STUDENT CENTER**. Also this semester, the University rededicates Hendricks Chapel and the Tolley Administration Building.

Dec. 12. Mandating a balanced federal budget by 1991, the **GRAMM-RUDMAN** deficit reduction act, authored by senators Phil Gramm and Warren Rudman '52, becomes law.

Class Conscious

The student population on college campuses has changed in the last 10 years in many ways that colleges had hoped for. Minority enrollment is up. The proportion of women—particularly career-oriented women—is high. Unfortunately, those demographic changes have introduced new tensions to campus.

“This is a generation that was not raised in the midst of the civil rights movement or any strong student movement where civil rights and change were the dominant theme,” says SU sociologist Gary Spencer. “Competition on campuses is high. There are a lot of ethnic tensions, a lot of gender tensions, a lot of inter-group tensions.”

Not since the era of school integration have so many racial incidents plagued college campuses. At the University of Massachusetts, black students were beaten by a mob of whites in the hysteria following the 1986 World Series. Controversy swirling around the conservative *Dartmouth Review* continues one year after staff members were suspended from Dartmouth for harassing a black faculty member. At colleges



with high Jewish enrollment, a phenomenon dubbed “JAP baiting” emerged.

The phenomenon, which generally takes the form of graffiti or verbal abuse, is most commonly aimed at women who fit the Jewish American Princess stereotype. They are usually, but not always, Jewish.

Spencer, who teaches classes on ethnicity and inter-group relations, has lectured on JAP baiting nationwide in an attempt to raise consciousness and eliminate harassment. “The stereotype still exists,” he says, “but the most visible dimensions have faded away. . . . It’s not that anyone is telling students not to do it. They realize on their own it’s something they shouldn’t do.” —RENÉE GEARHART LEVY

Big Bargains on the Idiot Box

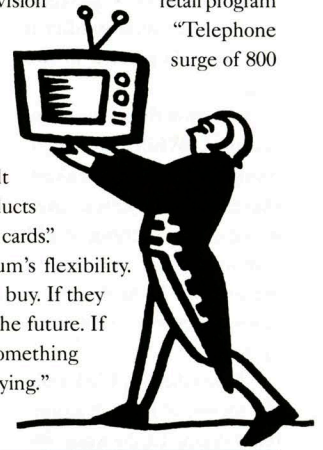
The advent of shopping malls may have changed the way America purchased merchandise in the late 1970s, but it was cable television that changed this country’s shopping habits in the Eighties.

Home Shopping Network (HSN) led the way when it got off the ground in 1982. Co-founded by Lowell Paxson '56, the shopping program, which caters to bargain-hungry viewers, was an instant hit. Sales grew from less than \$1 million during its first year of operation to \$730 million in 1988. And with HSN’s overnight success came numerous copy-cat television retailers—all vying for a large stake in today’s \$1.2 billion home shopping market.

The time was right for a television retail program in the Eighties, says Paxson. “Telephone surge of 800 systems were deregulated, a number services came into the picture, touchtone telephones became more popular, and people simply felt more comfortable ordering products via the phone, using their credit cards.”

Another plus is the medium’s flexibility. “We only sell what our viewers buy. If they like it, we’ll keep selling it in the future. If they don’t, we replace it with something they are more receptive to buying.”

—MARY ELLEN MENGUCCI



U.S.-SOVIET RELATIONS

Gettin’ to Know Gorbys

The Ruskies opened their doors to American visitors and collaborators.

When Mikhail Gorbachev became the Soviet leader in 1985, an international buzzword was born: *glasnost*. Although the term originally defined a new openness for the media in the Soviet Union, it soon encompassed

far more, including a more relaxed relationship between the U.S.S.R. and other countries.

Since 1985, hundreds of Americans have taken advantage of *glasnost* by visiting the Soviet Union or participating in exchanges with Soviet citizens. Toby Moffett '66 and Arthur J. Pulos are among the numerous Syracuseans to have done so.

In 1987, Moffett, an anchorman for WVIT-TV in Connecticut, traveled to the Soviet Union and became the first American journalist to broadcast his own uncensored reports on the Soviet Union’s prime-time news report. Veteran Soviet journalist Seetlana Starodomskeya

provided him with a film crew to prepare his reports, which were then translated into Russian and aired nightly to 200 million people for a week.

After Moffett returned to the States, he invited Starodomskeya to his station. “She became a real celebrity here,” he says. “Her English is good and she’s very charming.”

According to Moffett, Gorbachev is the single most important player in initiating such exchanges. “It was bound to happen,” he says, “because the tension between the two countries is so absurd and the basis for it has long since evaporated.” The best part of the exchanges—whether they are between journalists, businessmen, sports figures, or educators—is that they create relationships between people that cannot be undone, says Moffett. “And this people-to-people diplomacy is more powerful than anyone ever imagined.”

The Eighties spirit of *glasnost* proved helpful for Arthur

Pulos, too. Pulos, a prominent member of the industrial design profession and the former head of the industrial design department at SU, recently played an instrumental role in promoting an agreement between the Industrial Designers Society of America (IDSA) and the Society of Soviet Designers. The historic accord, signed in 1987, promotes collaboration and exchanges between members of the two societies.

Pulos points out, however, that Syracuse University and IDSA has had a special relationship with industrial designers in the Soviet Union for years. “*Glasnost*,” he says, “did not show up a year or so ago, out of nowhere. But rather, it was set in motion more than two decades ago when I and others pioneered contracts with our colleagues in the Soviet Union.” *Glasnost*, he says, provided a nourishing environ-

ment that enabled these kinds of relationships to flourish.

For their cooperative efforts, Pulos and Soviet designer Yuri Soloviev were two of three prominent industrial designers to receive the first awards at the 1988 international WORLDESIGN Congress in New York City, attended by representatives from 32 countries. —MARY ELLEN MENGUCCI



THE WRITERS STRIKE

The Mighty Pen

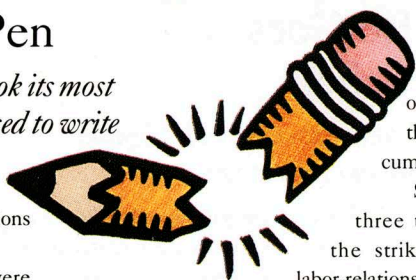
In the Eighties, labor took its most dramatic stance: it refused to write next season's sitcoms.

Labor and management relations nationwide were strained in the Eighties. Many unions were weakened or failed to achieve their stated goals. But there was at least one notable success for labor: the entertainment writers strike of 1988.

Producers of films and television were crippled by a 154-day strike by members of the Writers Guild of America, the longest in its history. The 1988-89 television season, which would have begun in late September and early October, was pushed back to mid-November. Some shows did not appear until January 1989. Theatrical films, which have a longer production cycle, were less obviously affected, but the strike's impact shook the entire industry.

Charles Slocum '80, director of industry analysis for the Writers Guild, provided ammunition needed to counter proposals put forth by the production companies and studios.

The central issue of the 1988 strike was the producers' attempt to reduce residual payments to writers of one-hour television shows when they are rerun on local stations. "We did not like the formula by which they were proposing to reduce the residuals, so we came up with our



own proposal, which I authored, in terms of the nature of the formula," Slocum says.

Slocum believes three trends affected the strike: the volatile labor-relations environment of the Eighties, technological innovations such as in-home electronics, and the increasing privatization of entertainment outlets worldwide.

At the time of the strike, which ran from March 7 to August 7, Laurence Caso '72 was vice president of daytime programming for CBS. While the issues of the strike did not pertain directly to daytime, soap opera writers nevertheless honored the strike.

"It was a very emotional time, and I happened to be in a position where I was listening to both sides, and saw points on both sides. I walked away from the whole six-month period just kind of drained and numb and extremely grateful it was over," Caso says.

Caso left CBS in September and is now executive producer of the soap *As the World Turns*. "I think everyone in the industry was profoundly affected by this strike. I for one would definitely never want to see another strike happen, and I truly believe there will be serious attempts on both sides to avoid future strikes."

—GEORGE LOWERY

SU IN THE 80S

Honor Roll

The Eighties were to be a disastrous decade for universities such as Syracuse. The declining pool of college-aged students was to undermine admissions efforts and trigger a downward spiral of academic programming.

In truth, for reasons still not clear to all, the opposite happened to Syracuse. During the past decade, the number of prospective students interested in attending SU rose dramatically. Opting to maintain steady enrollment, the University became choosier, admitting a smaller percentage of the larger pool of candidates. The natural result was a rising academic profile for SU freshmen. The average combined SAT of last

fall's admitted class, for example, was 1150—the highest at SU since the mid-Sixties, and more than 200 point above the national average.

SAT scores, though one piece of evidence, do not tell the complete story. There are broader indications. Enrollment in the All-University Honors Program began to climb in this decade—a sign of students predisposed to academic ambition and experimentation. The reestablishment of two academic honoraries and creation of the student group Undergraduates for a Better Education also betray the concern and self-motivation of the Eighties undergraduate. The naming of SU's first Rhodes Scholar,

Elliott Portnoy, was symbolic.

At the midpoint of this decade, Chancellor Melvin A. Eggers announced his plan to build upon on the University's rising academic fortunes: the Campaign for Syracuse. The first SU fundraiser directly focused on initiatives in instruction and research, the campaign has already produced faculty chairs in modern letters, political philosophy, engineering, and Jewish studies, among others; and a number of other scholarships, program funds, and facilities. The success to date of the campaign is added evidence of the University's academic growth. —DANA L. COOKE

1986

Jan 28. Space shuttle **CHALLENGER** explodes after takeoff at Cape Canaveral, killing seven crew members, including Christa McAuliffe, NASA's "Teacher in Space."

Feb. 26. Philippine president **FERDINAND MARCOS** and his wife Imelda flee the country after ruling for 20 years. Marcos is succeeded by Corazon Aquino, widow of his former political rival.

►► May 9. Chancellor Melvin A. Eggers announces plans to commit a \$3.25 million fund given by alumna and trustee Dorthea Ilgen Shaffer '33 to a new **ART BUILDING** on campus.

July 4. The **STATUE OF LIBERTY** celebrates its 100th birthday looking next to new, thanks to extensive restoration efforts headed by Richard Hayden '60 of Swanke Hayden Connell Architects.

►► Sept. 1. SU receives a \$3,716,400 grant from the W.K. Kellogg Foundation for the establishment of a new on-line **ADULT EDUCATION DATABASE**. This library will employ state-of-the-art optical-disk storage media.

Oct. 12. Reagan and Gorbachev hold a two-day arms control summit in **REYKJAVIK**, Iceland. Despite great promise, the world leaders remain deadlocked.

Nov. 6. A secret government initiative is revealed to send arms to Iran in exchange for hostages, with funds diverted to the Nicaraguan contras. Reagan denies any knowledge of or involvement in "**CONTRA-GATE**."

1987

March 20. The experimental drug AZT is approved by the Food and Drug Administration for use in treating **AIDS** patients.

►► March 30. The SU Orangemen and Indiana Hoosiers play one of the greatest finals in the history of the **NCAA CHAMPIONSHIP TOURNAMENT**. Indiana wins 74-73 on Keith Smart's jumper with four seconds remaining.

March 31. A New Jersey father is awarded custody of "**BABY M**" in a landmark surrogate-mother case.

June 16. Under the defense of Barry Slotnick and Mark Baker '69, **BERNHARD GOETZ** is acquitted of shooting four youths on a New York City subway.

Sept. 17. The "We the People 200th Celebration," commemorating the 200th year of the **U.S. CONSTITUTION**, unfolds in Philadelphia. Events, coordinated by project manager Eugena Callwood '78, include tributes by the U.S. House, Senate, and Supreme Court.

Oct. 19. The Dow Jones plunges 508 points in a single day. The crash, dubbed "**BLACK MONDAY**", is the worst in history.

►► Nov. 9. Controversial religious leader **LOUIS FARRAKHAN** speaks in the Schine Center's Goldstein Auditorium. Though representatives of the local Jewish community protest, no clashes or violence materialize.

►► Nov. 13. At a gala campus celebration, SU formally announces the **CAMPAIGN FOR SYRACUSE**, a five-year effort to raise \$100 million for academic programs, professorships, and facilities.

1988

►► Jan. 1. Syracuse and Auburn universities play to a 16-16 tie in the **SUGAR BOWL**, following the football Orangemen's first undefeated season since 1959.

►► Jan. 27. Errant fireplace sparks ignite the main lodge roof, and SU's **MINNOWBROOK** Conference Center, one of the last great Adirondack Camps, burns to the ground. Reconstruction plans are announced almost immediately. Reopening is expected by summer 1989.

June-Aug. Summer brings sweltering heat and widespread **DROUGHT**. Scientists blame pollution for the global warming trend dubbed "the greenhouse effect."

Sept. 13-18. **HURRICANE GILBERT** wreaks havoc through the Caribbean and Southern coast of the United States, causing \$10 billion in damage and leaving many homeless.

Nov. 4. **GEORGE BUSH** turns the title vice president over to U.S. Senator Dan Quayle when he's elected 41st president of the nation.

►► Dec. 21. Thirty-five Syracuse University students returning from a semester at SU's London Centre perish in the bombing of Pan Am **FLIGHT 103**. Chancellor Eggers terms it "the saddest day of my life."

1989

►► Jan. 18. As the campus reconvenes for the spring semester, a community-wide **MEMORIAL CEREMONY** is held for the victims of Flight 103. The somber event is carried live by CNN.

►► March 2. SU's new \$59-million, 200,000-square-foot Center for **SCIENCE AND TECHNOLOGY** is formally opened. The building will house virtually all SU programs in computer science and applications.

March 22. Eternal teenager Dick Clark '51 retires from **AMERICAN BANDSTAND** after 33 years, turning the show over to 26-year-old David Hirsch.

March 24. An **EXXON TANKER** ship transporting millions of gallons of crude oil crashes into the rocky Alaskan coast, spilling its cargo and causing possibly the worst environmental disaster on record.

April 9. With the threat of the Roe vs. Wade decision being repealed by the Supreme Court, 300,000 **ABORTION** rights activists march on Washington to support a woman's legal right to make decisions about her own body.

April 12. Sixties radical **ABBIE HOFFMAN**, best known as one of the Chicago Seven defendants, dies at age 52 from an overdose of barbituates.

►► May 29. SU defeats Johns Hopkins to win its second consecutive national **LACROSSE CHAMPIONSHIP**.

June 4. Pro-democracy protests in **CHINA** erupt with violence and Martial Law is declared as thousands of students are killed by soldiers.

Eighties timeline compiled by Renée Gearhart Levy and Dana L. Cooke

Higher Ed Goes Back to School

Universities found new roles in the Eighties. The future holds more of the same.

One of the most noticeable trends to occur in higher education during the last decade—particularly at research institutions—was a new emphasis on science and technology. Universities across the country began allotting more space, additional personnel, and larger budgets to heighten research in technological fields. Collaboration between universities and industry became commonplace, as society scrambled to transfer research theories into applied industrial processes.

This emphasis on science and technology, says Chancellor Melvin A. Eggers, is partly the result of another phenomenon that developed during the Eighties: the relative decline in power and economic status of the United

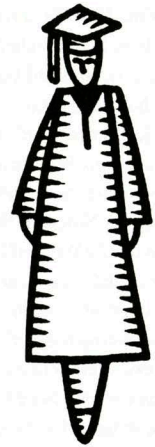
States compared to the rest of world. "As a way of stemming our losses in industry overseas," he says, "society began encouraging universities to take a larger role in transferring scientific and technological knowledge more rapidly to industry here."

Initially, says Eggers, this collaboration created some tension in higher education. For many educators, it heightened ongoing concern about the status of the liberal arts and humanities and it raised questions about the appropriate role of a university. "We used to think of universities as wanting to be separate from government and corporations for fear of being dominated by them," says Eggers. "Now we have to learn a whole new way of life, of getting along and

being partners. It's a matter of learning to work with industry and all of the rights, privileges, and responsibilities that go along with it."

In the Nineties, Eggers believes that universities will form more partnerships with government and industry, but in fields beyond science and technology. "We're on the path to involving universities in society's concerns to a far greater extent than ever before," he says, "particularly in the human service areas."

—MARY ELLEN MENGUCCI



THE ENVIRONMENT

Out of Whack

We've learned that all our pollution problems are linked, with the future of the planet at stake.

During the last decade, America has awakened to the realities of pollution. After years of intentionally and accidentally contaminating our air, land, and water, we've seen the effects in the 1980s. Cancer deaths have been linked to toxic drinking-water contaminated by chemical wastes dumped on the land. Masses of wildlife have been exterminated through oil spills in our waterways. Beaches have been infected by medical wastes washing ashore.

"Basically, it's something that's been ignored because it didn't cause acute problems right away and all of a sudden it's become a serious issue," says John Brogard '62, an environmental engineer with the U.S. Environmental Protection Agency (EPA).

"People are beginning to experience ill effects and are wondering where it's coming from."

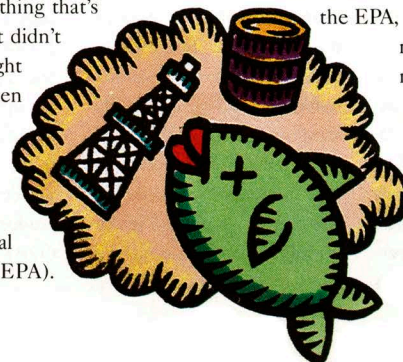
Brogard says the pollution problems experienced during the Eighties are for the most part the result of years of careless or uninformed disposal. He believes things are changing for the better now, as does Stephen Field G'80, a civil engineer at the Louisiana State University Hazardous Waste Research Center.

He says the nation needs to adopt waste minimization procedures that eliminate the generation of wastes. While such alterations are generally expensive, cost is becoming less of a concern. "We're paying the price of dumping tons of chemicals on the land just because we wanted to wear a pair of sneakers," he says.

Field was part of an advisory committee to the EPA, formed to make clean-up recommendations on the recent Alaskan oil spill.

The residual impact of the spill verges on the catastrophic, he says. "The big effects are yet to be felt."

—RENÉE GEARHART LEVY



Plague of the Eighties

A disease that wasn't even known in 1980 has become the most ominous health threat of this century.

Nearly every American citizen, in one way or another, has been affected by the AIDS epidemic in this country. More than 1 million people have become infected with the HIV virus since the first AIDS cases were reported to the Centers for Disease Control in 1981, of which 100,000 Americans have developed AIDS. Beyond the infected are millions of relatives, friends, and colleagues of AIDS victims, learning to deal with the disease, too. Health-care workers, legal experts, insurance agencies, and public policy-makers, mean-

while, continue to struggle with the moral and legal issues that further complicate this disease.

The severity of the AIDS epidemic is marked not only by the number of individuals affected by the disease, but by the massive increases in funding for AIDS research during the last eight years. At the Centers for Disease Control (CDC) alone, the budget for AIDS research jumped from \$2 million in 1981 to \$382 million in 1989.

What is encouraging, says CDC epidemiologist Ruthanne Marcus '81, is that so-



ciety's attitude about AIDS is beginning to change. "There was a lot of denial early on," she says. "People felt AIDS couldn't affect them or anyone they knew. But there's really been some maturing. People are beginning to realize that this is not just a disease that affects gay men or I.V. drug users—that it is a widespread phenomenon."

Michael Signorile '82, a

member of the AIDS Coalition to Unleash Power (ACT-UP) in New York City, believes society would have responded sooner to the disease if the first victims had been Boy Scouts or grandmothers. "When a couple of Legionnaires contracted a disease in Philadelphia, it received front-page coverage immediately. The entire medical establishment jumped to solve the problem. No one even started writing about AIDS victims until there were 400 deaths," he says.

ACT-UP believes that the government has neglected

AIDS-related issues. The group, comprising 40 chapters across the country, stages demonstrations to educate the public about the disease and to promote action to combat the epidemic.

One of the most frustrating aspects of AIDS, according to Marcus, is that the medical field knows enough now to stop the epidemic because it understands how the disease is transmitted. "It just takes a lot of education and behavioral change, which, of course, is one of the most difficult things to do." —MARY ELLEN MENGUCCI

TALK SHOW BOOM

Blah, Blah, Blah

Talk on radio and television has exploded in the past 10 years. People are calling in, sounding off, and revealing all. Why this willingness to air the most intimate details of one's private life?

The reasons are both economic and social, according to Neil Myers '76 of NBC's Talknet. His nationally distributed, early evening call-in show has the second largest radio audience in its time slot.

"When music moved to FM, there was a huge vacuum in AM programming," Myers explains. "Talk radio grew out of sports and news, and with the technological advances of satellites we could broadcast a network show with toll-free numbers for calling in. It spread like wildfire into empty AM bands."

Sociologically, Myers points to changes in the nuclear family. "With women working, the tradition of conversation around the dinner

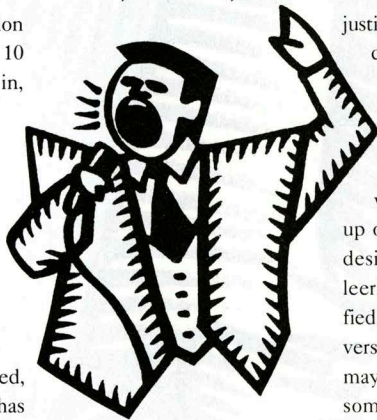


table was shattered. People missed discussing problems and airing daily events. Talk radio became the technological back fence. A lot of alienated people were able to lock in, listen to other's stories, and relate them to problems they were having."

Another practitioner of the talk phenomenon is sportscaster Bob Costas '74, who hosts a late-night television interview show on NBC, *Later With Bob Costas*.

"Talk makes economic sense for post-midnight viewing," says Costas. "You can't

justify prime-time production costs at 1:30 a.m. Also, my show is geared to people's state of mind at that hour. It's a low-key program for viewers who are in bed or curled up on the couch. There's no desire to sensationalize, no leering curiosity to be satisfied. It's just a nice little conversation on a modest set that may reveal something about someone. I don't think it would work if it were on the air earlier."

Costas's goal is to provide some new insight into his guests. "I don't break stories or confront guests. Others do that better. I wouldn't ask Richard Nixon why he said what when. But I might ask what people say to him as he walks down the street now, and how he feels about that. What I want to do is get to the human story, and I think I can do that better than most people." —CAROL NORTH SCHMUCKLER

Q: *If the 20s roared, and the 60s protested, how will the Eighties be remembered?*

"The return to moderation—in politics, nutrition, exercise, sex, and family."

—David R. Newstadt '51,
retired CEO, Sun-Diamond Growers of California

"Complacent and self-blinded in an extraordinary degree."

—Hayden Carruth,
poet and faculty member,
SU Creative Writing Program

"As a selfish decade. Yuppie goals as national goals, even among the not young and not urban. A decade when the voters of the United States went to the polls and voted against their own best interests. No dictator needed here..."

—Karen DeCrow G'72,
attorney;

former president, National Organization for Women

"The Eighties whimpered, and will be remembered for its malign neglect of the poor, the sick, the elderly—indeed, for all the disadvantaged."

—John Gwaltney,
retired professor, anthropology

"If all goes well, the Eighties will turn out to be the decade in which personal greed began to recede, giving way to a richer sense of personal accomplishment."

—Samuel Gorovitz,
dean, College of Arts and Sciences.

"With the greenhouse effect, AIDS epidemic, ocean dumping, terrorism, Exxon oil spill, Communist murderers, earthquakes, and Zsa Zsa being hauled off to prison, the Eighties will be remembered as "a fun time was had by all."

—Richard Kirshenbaum '83
Kirshenbaum & Bond Advertising