



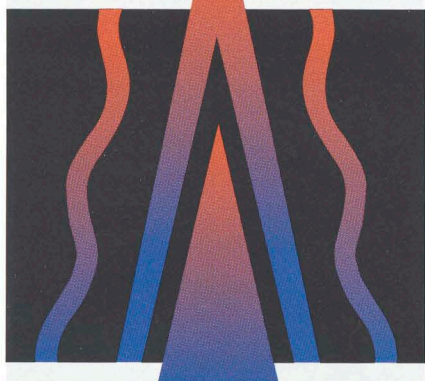
COMMITMENT TO LEARNING

Giving and Receiving

Some recent highlights of the University's \$300 million campaign

SYRACUSE UNIVERSITY

COMMITMENT



TO LEARNING

C A M P A I G N

A BROADER BASE

On June 6, Irma Ginsberg Kalish '45, a graduate of The College of Arts and Sciences and the S.I. Newhouse School of Public Communications, served as master of ceremonies at the annual luncheon recognizing members of the Chancellor's Council, Society of Fellows, and Founders Society.

The Chancellor's Council, now in its 10th year, recognizes those who give at least \$100,000 to the University during their lifetime. Approximately 275 strong, the group gained 32 new members this year.

The Society of Fellows, a 12-year-old distinction, is composed of nearly 1,000

donors who have given at least \$2,000 during the previous fiscal year (recent graduates must give at least \$500 to become members). This group increased by 91 members this year.

The Founders Society, now in its seventh year, includes approximately 600 people who have made provisions for SU through their wills, life-income gifts, gift annuities, charitable trusts, or gifts of life insurance. Approximately 20 new members joined this year.

For the campaign, and for the University's future financial security, these numbers represent a dedicated and growing base of support.

NEW GIFTS FOR NEWHOUSE

The S.I. Newhouse School of Public Communications received several gifts and grants to support programs:

- In August, the school's Military Motion Media Studies Program and Military Photojournalism Program brought in a class of 30 U.S. Air Force, Marine Corps, and Navy noncommissioned and petty officers—the result of a \$4 million, five-year award from the Department of Defense's Defense Supply Service to provide advanced training in both film/video production and photojournalism. Dow Smith, SU professor of broadcast journalism, is the military programs' contract manager for Newhouse.

- Three gifts arrived to support the Center for the Study of Popular Television, directed by Robert J. Thompson. A professor of television-radio-film, Thompson is a widely published and authoritative critic and historian of American television.

Former network television president Fred Silverman '58 contributed a generous amount; a \$25,000 gift from Irma Ginsberg Kalish '45 will help support an artist-in-residence component of the center; and \$300,000, over three years, from the Steven H. and Alida Brill Scheuer Foundation will help build an oral history and archive documenting the development and growth of the television industry.

- A three-year, \$227,400 grant to the Transactional Records Access Clearinghouse (TRAC) came from the John S. and James L. Knight Foundation. The foundation is dedicated to furthering its founders' ideals of service to the community, to the highest standards of journalistic excellence, and to the defense of a free press. The purpose of TRAC is to provide the American people—and institutions of oversight such as Congress, news organizations, public interest groups, businesses, scholars, and lawyers—with comprehensive information about the activities of federal enforcement and regulatory agencies and the communities in which these activities take place. It is a joint center of Newhouse and the School of Management. TRAC has offices in Syracuse and Washington, D.C.



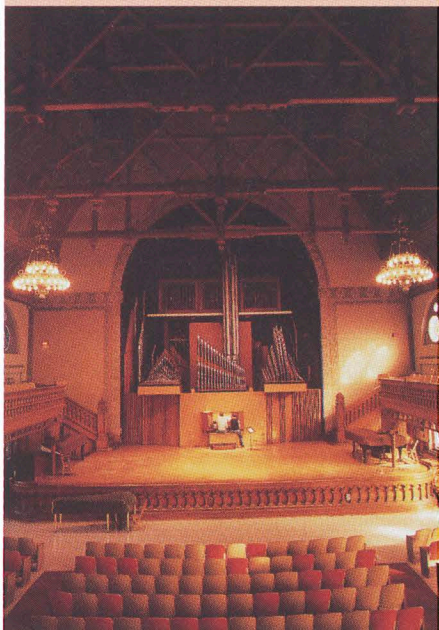
HAVE A SEAT

The math is simple. Crouse College Auditorium holds 754 seats. Each \$500 donation toward the auditorium renovation will result in the donor's name being affixed to the back of a new chair. A full house will net \$377,000 for this University-wide priority of the Commitment to Learning campaign.

"We've had conversations with alumni who come back to visit," says College of Visual and Performing Arts Dean Donald Lantzy, who is overseeing the project, "and Crouse College Auditorium is one of the important places they remember. For people from all the schools and colleges, it represents something enduring to them at the University."

Completed in 1889, the auditorium was last renovated in 1963, when tile flooring was installed and the wooden seats were replaced with the current gold and red chairs. "We intend to try to restore the auditorium to its original appearance," Lantzy says. "We'll install new seats, remove the tiles, restore the wood, and maybe give some attention to the condition of the stage."

STEVE SARTORI



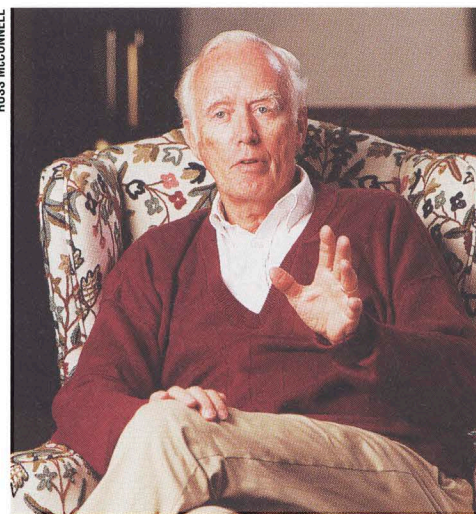
Campaign contributions will help support renovation work in Crouse College Auditorium.

HONORING KETCHAM'S LEGACY

This past spring, Ralph Ketcham, Maxwell Professor of Citizenship and Public Affairs, entered the ranks of professor emeritus. To celebrate his distinguished 46-year career, a reunion of colleagues and former students will take place Saturday, October 25.

The Maxwell School hopes that the focus on Ketcham—who educated students in the departments and programs of political science, history, public affairs, and American studies—will also help increase financial support for the Ralph Ketcham Endowed Fellowship Fund. Established in 1991 with a \$25,000 pledge from one of Ketcham's students, Robert A. Udick G'94, the endowment will be applied to scholarships for graduate students who demonstrate academic merit and financial need, and show the same spirit of academic excellence Ketcham has shown throughout his career.

RUSS MCCONNELL



Professor Emeritus Ralph Ketcham will be the center of attention during an October reunion at the Maxwell School of Citizenship and Public Affairs.

In 1987, the Council for Advancement and Support of Education named Ketcham as its Professor of the Year.

The fund is a \$250,000 campaign priority of the Maxwell School. To date, \$105,000 in support of this initiative has come from 28 donors, including Ralph and Julia Ketcham's own gift.

TEACH THE STUDENTS WELL

This fall marks the second year for a fresh initiative in the School of Social Work: substance abuse seminars supported by the George P. and Josephine Walsh Zurenda Drug and Alcohol Education and Research Fund. The fund was created by G.P. Zurenda, a 1991 graduate of the school.

"If you look at the populations served by social workers," says social work Professor Paul Caldwell, who oversees the fund, "you'll often find substance abuse as a concurrent issue. Social workers are often not well prepared by their schooling or experience to identify and assess these problems, or to engage people in considering change around these issues."

Caldwell says the program's first year started "modestly," offering six lunchtime seminars that fit the schedule of first-year master's degree students. This year, the program will expand its scope, offering seminars and providing staff training for local agencies, making efforts to integrate alcohol and drug education into the social work curriculum, and cosponsoring a full-day conference on heroin, methadone, and managed care with Crouse Health.

GE FUND CONTINUES ITS SUPPORT OF SU

The GE Fund has approved a \$375,000 grant to the School of Management to support the Advancing Learning Excellence project. The school will receive \$125,000 annually toward the project, which brings new methods of instruction to courses in entrepreneurship and emerging enterprises.

Previously, the GE Fund gave major gifts of \$110,000 per year, over six years, to the Graduate School's Faculty for the Future program, which is designed to increase the representation of women and members of traditionally underrepresented ethnic groups on science and engineering faculties. The first student to complete that program graduated this past summer.

To receive a free copy of Commitments, Syracuse University's newsletter about the Commitment to Learning campaign, please write or call Cheri Johnson at 820 Comstock Avenue, Room 100, Syracuse, NY 13244-5040. Telephone: 315-445-2865. Those interested in making a gift should contact Sid Micek, vice president for development and director of the campaign, at the same address and phone number.