



IN BASKET

TUNING IN

Interactive television is not something to "Tune in Tomorrow," as you suggest in your September issue. It is available today in San Francisco in the form of US West CityKey, an interactive travel guide available through the television systems of three San Francisco hotels. Users can look up information about San Francisco simply by pressing buttons on a remote control. It was launched in April 1993 after two years of research and development. Ron Clarke, class of '73, and I were founding members of the CityKey team, and we led the design and development effort.

JAMES H. ALEXANDER '76
HIGHLANDS RANCH, COLORADO

I'd like to support Ken Auletta's suspicions that network television could be left disabled by home entertainment. This past prime time season, the three networks on average combined to provide advertisers 52 percent of available viewers. There are virtually the same amount of TV sets in use now as there were prior to the introduction of cable. Before cable, the three networks combined to deliver advertisers more than 90 percent of available viewers. Simply stated, the decline of the networks' share of audience is attributable to one thing only: viewer choice.

WILLIAM M. STERNBERG '77
NEW YORK CITY

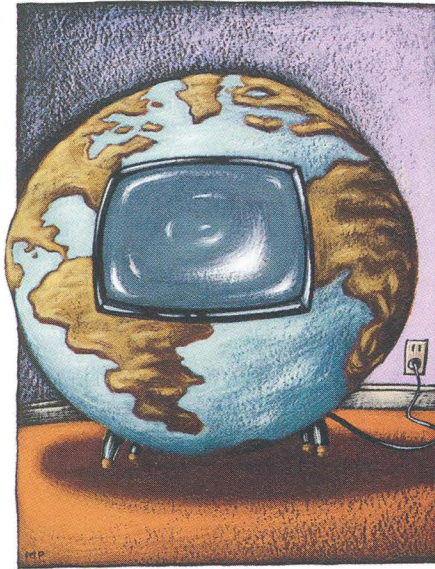
KILL THE QUEEN

It is too bad your September issue chose to lionize Robin Burns as some kind of success story and role model for young women in the business world. By her work, she participates in exploiting women's insecurities about their own sexuality, appearance, and the natural aging process. I say to all women: Throw away your cosmetics and stop wasting your hard-earned money on the phony promises of an industry only out for your cash.

NANCY CHAPPELLIER '88
LAS CRUCES, NEW MEXICO

MAKING THE GRADES

The Syracuse University Academic Improvement Program featured in your September issue is the most deplorable departure from standards of



MICHAEL PRINZO

academic excellence at Syracuse I have ever read about. Dean Horace Smith, its creator, draws no conclusion from his own acknowledgment that no other university in the nation has such a program. It is one thing to offer counseling and help to students during their freshman year. But if students are so immature and irresponsible, they do not deserve to occupy a space at Syracuse, and the University degrades itself and whatever reputation it hopes to have by coddling lazy, juvenile party animals.

ELLIOT J. STAILER '60
NEW YORK CITY

The story on SU's Academic Improvement Program is the best thing about the September issue. It shows what the University is doing to work with its most important resource—its students. I was in that category once, back in '61. I have come a long way since.

THE REV. DR. JAMES A. CORL '65
LOS ANGELES

CORRECTIONAL STUDIES

I am especially pleased to have read about the SU program at Auburn Correctional Facility. Society can only benefit from having inmates receive an education because very often it was the lack of an education that led to their incarceration. Furthermore, about 95 percent of all inmates return to society after having served their sentences. A college education not only increases the possibility that they will find employment upon release, but it also decreases

the possibility that they will return to jail, where it costs close to \$25,000 to keep them for a year. I congratulate Syracuse for having such a valuable program.

PHILIPPE MAGLOIRE '85
PENDLETON, OREGON

NOT SO BAD

As reluctant as I am to disagree with Amy friends Charlie Richter and Ellen Baker Baltz, or with your writer, thankfully the situation concerning live theater in America is not as dire as indicated in your recent comments in On Our Short List, September 1993.

While the number of large, nonprofit theaters has indeed declined, the number of smaller, regional theaters has expanded dramatically.

JERRY W. LAPIDUS '71
NEW YORK CITY

THE OLD DAYS

Jason Squire's piece about WAER in Building 16 evoked a great bit of nostalgia. He captured the essence perfectly, but neglected to mention one other activity that blossomed in that wonderful old prefab: romance.

BOB VIVIAN '57
CHICO, CALIFORNIA

Under Footnotes, Cosmo's is described as having served the SU community since 1963. I recall there being a sit-down restaurant called The Cosmo on the northeast corner of Marshall Street and University Avenue while I was a student from 1959 to 1961. Is the current one a new venture?

PETER J. ABELL '62
BRATTLEBORO VERMONT

EDITOR'S NOTE: The current Cosmo's restaurant adopted its name from its former neighbor, The Cosmopolitan, after the latter closed down. The popular eatery has been serving the SU community since 1959 and has been at its current location since 1963.

Editor's Note: Syracuse University Magazine welcomes letters from readers. Address letters to Syracuse University Magazine, 820 Comstock Avenue, Room 508, Syracuse, New York, 13244-5040. Letters are subject to editing for style and space limitations.