



HANGING IT UP

Student curators put African-American culture on display.

When Kheli Willetts and Redell Hearn talk about art, they are talking about putting history on display.

"In the black community there isn't a separation between art and culture," says Willetts, who found few examples of either when visiting museums as a child. "If I did, it was always labeled primitive or folk art or something less than the title of 'fine.'"

Willetts and Hearn are professional curators and graduate students in SU's museum studies program. They founded their own company, Three Down Productions, and organize shows promoting black art and culture.

"Three Down means peace," says Hearn, shaping a peace sign with her hand, three fingers pointing to the ground. "All of the exhibitions we do make a statement, most of the time very subtly and in a peaceful sort of way."

Both women received their undergraduate degrees from Syracuse University and were introduced to each other by Herb Williams, assistant professor of African American Studies and director of the Community Folk Art Gallery. Williams, who knew both women as students and volunteers at the gallery, says they shared similar insights, making the two a natural match.

Willetts and Hearn agree. "Things just clicked," says Hearn. "It was as if we'd known each other for years," Willetts continues, finishing her friend's sentence.



Redell Hearn and Kheli Willetts, graduate students in museum studies, are partners in a successful curating firm, Three Down Productions. They've opened nearly a show a month in the last year.

They tumbled into their careers as curators last spring, after hearing that illustrator Elton Fax, a 1932 SU graduate, was to receive an honorary doctorate during the 1993 Commencement. Willetts and Hearn proposed doing a retrospective of his work on campus.

"We asked to do the exhibition, then ran out of the building," says Willetts. "We were so excited to do a show for someone we knew as a great artist."

It was their first year in the master's program, and juggling the exhibition with exams was overwhelming. But their talents complemented one another: Hearn collected the works and

EMILE F. WANSTEKER

Willetts did the display. The show opened the night of their last exam.

Since then, Three Down Productions has opened a new exhibition nearly every month.

"A lot of people seek us out because there's never really been an outlet for the black voice," says Willetts about curating. "There are not many blacks in the field."

Recently, Willetts and Hearn were summoned to San Jose State University to produce a retrospective exhibition of Akinsanya Kambon, a Long Beach, California, artist who runs the Pan-African Art School for inner-city children.

"The fact we took him seriously as a black artist meant a lot to him," says Hearn. "His larger-than-life images of suffering and pain are symbols of resistance that contextualized a whole era of enslavement."

"The Art of Struggle" exhibition was so convincing that it became the theme for San Jose State University's African-Awareness Month. "It wasn't like we were putting on a black exhibition for black people at a black college," says Hearn, who gave the keynote address at the opening ceremony. "We created an exhibition of someone who was so powerful that the students had to react."

"I'd rather have it be engaging and something hard to look at," says Willetts. "That way people walk away with a dose of reality." —KERRY RYAN

GETTING SERIOUS

It's 3 o'clock on a Thursday afternoon and several students are camped out in the Newhouse computer lab tossing ideas around for an issue of *Seriously* magazine.

Ridie Lazar, a graphic designer, suggests the winner should get a weekend in Trenton, Maine, with Josh Ulm, a design team leader. Ulm smirks. Professor Larry Mason suggests the loser should get two weekends in Trenton with Ulm.

Each spring semester, a staff predominantly made up of senior communications students creates two issues of *Seriously*. It is too costly to actually print the magazine, so the layouts are posted in the Newhouse I lobby for students and professors to view.

Seriously magazine is a class, taught by Newhouse associate professors Mason and Joan Deppa, and William Glavin, chair of the magazine department. Deppa started it five years ago.

"We wanted the students to decide what it was going to be like," she says. She set out with the intention of a funny, serious, and visual magazine. "The rest is history," she says.

The magazine changes with each class's personality, says Kara Fitzsimmons, a veteran *Seriously* class member. Each spring the students try to outdo the previous issues. "The only thing that stays the same is the name," she says.

The class is divided into three teams. The editorial team is in charge of writing and editing, the design team handles the format of the magazine and the layout of the articles, and the advertising team creates advertisements. For each issue, new teams and team leaders are assigned. Students choose which team they want to be on. The professors assign the leaders.

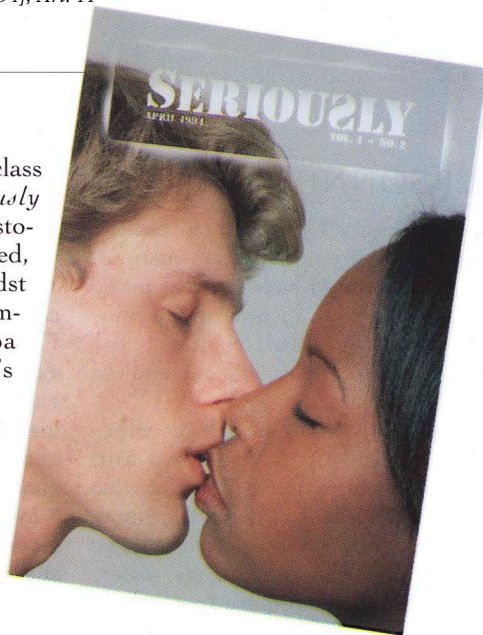
Seriously is edited for the students and their contemporaries, says Glavin. It's an enormous amount of work on everyone's part, he says, but the class is a rich learning experience.

Some students say that experience is equivalent to an internship. Right down to deadline, the staff takes a professional attitude toward their work. "There are potential nightmares," says co-editor Kathy Haines, "but everything always turns out all right."

It's 4:02 p.m. The three-hour class is officially over. Still, *Seriously* staffers are working hard to get stories written, advertisements created, and everything into design. Amidst a discussion about Haines' upcoming Moroccan rug story, Deppa looks up, smiles, and says, "It's chaotic, but that's okay."

—JODIE MCCUNE

The April 1994 issue of *Seriously* featured articles on interracial relationships, spring break trips, fat-free food, and humor in the workplace, and an AIDS-awareness advertising campaign featuring semi-nude models.



SPOT POLL

- **Summer Daze.** Months of bitter temperatures, gale-force winds, and record snowfall can wear on Syracuse residents. When the sun starts shining during the first days of spring, habitants of Salt City come out of hibernation. We wanted to know how faculty, students, and staff spend those sultry summer days, so we asked them: "What's the best thing about Syracuse in the summer?"
- ◆ **Margrethe Frankle**, graduate student, anthropology: "It's more relaxed. I can spend more time with friends—something I can't do during the school year. We just hang out on porches."
 - ◆ **Gregg Graff**, athletic trainer, sports medicine: "I travel during July, but fish Oneida Lake and the Finger Lakes while I'm here."
 - ◆ **Toril Starmer**, senior, Newhouse (Fayetteville native/Dad teaches at SU): "The nicest time in Syracuse is late summer, just edging into fall. There are lots of good parks and waterfalls around. Green Lakes is good for a picnic, but not great for swimming."
 - ◆ **Sue Shane**, administrative assistant, Division of International Programs Abroad: "I enjoy the reprieve. I live just southwest of Otisco Lake, the sixth, unknown Finger Lake, and I enjoy reading outside without being assaulted by the cold."
 - ◆ **Sherri Taylor**, graphics instructor, Newhouse: "Definitely the weather—it's payoff for the winter. Green Lakes State Park is great in the summer. It's very scenic, in the middle of the wilderness, and you can have a picnic, hike, or do just about any kind of outdoor sport. I also travel to Ithaca, to Buttermilk Falls. In the years of heavy snowfall and rain, the falls are beautiful."
 - ◆ **Josh Kaplan**, senior, Arts and Sciences (Syracuse native, lives blocks from campus): "It's boring. There's nothing to do. The best thing about Syracuse in the summer is that you don't have to be here."

—WENDY SIMARD

PERSONNEL FITNESS

No more. I just can't press my body up into another push-up. And now I have to do as many sit-ups as possible in how many minutes? Ugh! My fault, I guess, for falling out of shape during the endless Syracuse winter.

Next thing I know, I have electrodes hooked up to my chest and stomach to check my cardiovascular endurance while I ride a stationary bicycle for nine minutes. Every three minutes, Tim Rickabaugh, my tester, checks my blood pressure to see how it's holding up under physical duress.

This militaristic regimen is all part of a "body check" designed to assess my strengths and weaknesses, and eventually to put me on my way to better fitness. I'm doing it through Healthworks, the University's health and fitness program for faculty and staff.

"Our goal," says Lindsey Reider, who runs the program with Rickabaugh, "is to provide facilities and instruction to enhance members' fitness and health." Located in the basement of Archbold Gymnasium, Healthworks houses free weights, Universal machines, Stairmasters, rowing machines, treadmills, stationary bicycles, and relaxation and flexibility rooms. The staff also provides stress management and dietary programs.

Their selling point, says Rickabaugh, is the fact that their space is exclusive. Only those faculty and staff members who join the program can use the gym facilities, which means no waiting for equipment. In addition, the program's experienced staff is always on hand to offer advice, pointers, or just an extra push.

After I've huffed and puffed, stretched and gripped, a computer analysis of my exam shoots out of the printer and it's all there in black and white. I sit down (please give me a glass of water) and face the verdict. Now I need to come up with appropriate goals for weight loss, strength gain, and increased overall fitness.

Rickabaugh and Reider, both doctoral candidates in the exercise science and science teaching program, create a weekly workout plan for me.

"Prescribing exercise is an art," says

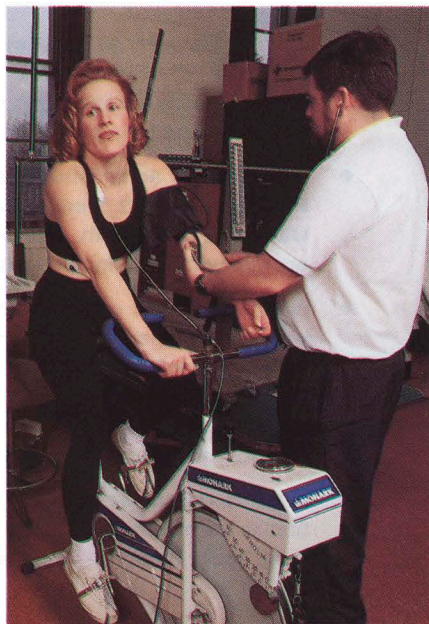
Reider. "We take individual needs and wants into account to devise a plan that will point people in the direction necessary to accomplish their goals."

They decide to put me on a general conditioning program—it turns out I'm not in quite as bad shape as I expected. Three times a week, I should have 40 to 60 minutes of aerobic exercise on the rowing, Stairmaster, cycling, or treadmill machines. Rickabaugh and Reider suggest I complete 8 to 12 exercises to increase my overall strength—including (oh no) lots of stomach crunches.

They also stress the importance of consistent stretching, which, says Reider, "is the most common use-it-or-lose-it aspect of fitness, since it has so much to do with soreness and injuries.

"We offer technical advice and supervision," he says. And encouragement—something they feel is very important. To keep people enthusiastic, Reider and Rickabaugh started a team-building program, dividing members up into teams to compete for prizes and create camaraderie.

That's a scary thought. Other people are actually going to rely on me to ride harder, sit-up faster, and do more push-ups. Guess I'll head over to the gym. —ANDREA C. MARSH



Andrea gets put through paces as part of a "body check" by Healthworks, the faculty and staff fitness program. It turns out she wasn't in as bad shape as she'd thought.

GREAT SCOT

Ambrose Martos knew exactly what he was going to wear to the luncheon: navy blazer, white shirt, grey pants, and one of his Scottish plaid ties.

"My wedding outfit," he calls it.

But it was the lack of a proper overcoat that was really getting to him.

Sure, he was nervous enough about the luncheon itself. He would be dining with the scholarship committee of the St. Andrew's Society and five other finalists for a St. Andrew's Scholarship at New York City's swanky Union League Club.

But he had prepared well. He'd talked with Newhouse School Dean David Rubin about questions that might come up and about how to conduct himself in a group interview. He'd talked with Hendricks Chapel Dean Richard Phillips about etiquette and felt confident he'd choose the correct fork. He'd already decided to decline politely if offered a cocktail.

But the coat thing was really getting to him.

"I have this Army-surplus overcoat," says the senior magazine journalism and political science major. "It's nice, but it looks like Columbo."

Unfortunately, he hadn't even thought about a coat until the afternoon before he was to fly to Manhattan.

First he tried Rubin. "We're about the same height," says Martos.

Yes, the dean had an overcoat Martos could borrow, but he'd have to drive out to the dean's house in Fayetteville that night to get it. Unfortunately, he had to work at Hendricks Chapel until 10 p.m. By 9, an early spring snowstorm was in full force.

He started asking around the office. Tom Wolfe, the Protestant chaplain, said he had a coat Martos could borrow, and he lived nearby.

"It was cashmere," says Martos. "Gorgeous. I couldn't believe he was letting me wear it."

Due to the storm, Martos barely got out of Syracuse at all. One of the other finalists actually missed the luncheon.

"Two scholarships. Five finalists. I figured the odds were pretty good," says Martos.

Things were going smoothly. At the

suggestion of Ron Javers, one of his magazine professors, Martos had arrived early and ducked into the bathroom "to make sure nothing was showing." There he was delighted to find a complimentary shoe shine machine.

"You picked black or brown polish. I thought it would be good luck," says Martos.

He didn't interrupt during lunch. He ate his fish without mishap. He had thoughtful answers to the questions he was asked. "I told them about my Scottish heritage, how my mom always pointed out anything she saw relating to the Forbes clan as we were growing up. I also told them about my connection—as an SU student, because of the Flight 103 tragedy—to Lockerbie."

Still, Martos was worried his true personality hadn't had a chance to shine. Then he was asked about his plans if he didn't get the scholarship, which pays for one year of study in Scotland.

He told them he'd applied for a public relations position with Oscar Mayer. "I said I wanted to drive a 12-foot hot dog around the United States," he says. Failing that, he'd concentrate on his juggling business: He and a partner are comedic jugglers who perform at fairs and carnivals.

"I couldn't tell if they knew I was serious or if they just thought I was weird," Martos says.

But as the luncheon was breaking up, Martos was issued a challenge. "You're not getting out of here until I see you juggle," said Bonnie from Harvard, another finalist.

Armed with three lemons from the bar, Martos sprang into action. "I just did some basic stuff. I kept up a good banter. Told them about how my partner stands on my shoulders and juggles fire and machetes. Then I dropped one. My partner and I drop all the time, so we have lines to cover it. I pointed to the door and said 'Look, Mary, Queen of Scots.' They all looked, then laughed."

The luncheon broke up. Martos headed for the men's room for another quick shoe shine before retrieving his coat from the club's first-floor coat check ("No one from the committee ever saw it. I could've worn a plastic bag.") and was on his way.

A week later, over spring vacation,

Martos received the message: He'd been awarded one of the St. Andrew's Society's \$12,000 scholarships. He plans to spend next year studying international relations at the University of Edinburgh.

"I juggled three lemons for three minutes for \$12,000," says Martos. "So for a very brief period of time, I was making \$240,000 an hour. I'll never go back to minimum wage again." —RENEE GEARHART LEVY

As a St. Andrew's Scholar, Ambrose Martos, who graduated in May, will travel to Scotland in August to spend the year studying international relations at the University of Edinburgh.

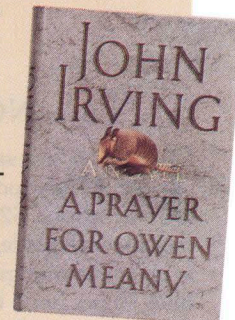


BILL GANDINO

ARMCHAIR READING

What faculty and staff were reading this spring:

- ◆ Pablo Delora, Spanish instructor, visiting researcher, *A Pale View of Hills*, by Kazuo Ishiguro: "I'm almost 50 pages into it, and it's wonderful—a quick read, very engaging and poetic. It's by the author of *Remains of the Day*. This book is a must for literature students."
- ◆ Kathleen VanVechten, director of nursing, Health Services, *A Prayer for Owen Meany*, by John Irving: "My brother picked this book up and highly recommended it. It's hard to get into. I'm trusting my brother's judgment and hoping it will get better."
- ◆ Michael Eisenberg, professor of information studies, *Earth*, by David Brin: "I read sci-fi because it relates to what I do in information studies. *Earth* is a book that deals with future-related topics, such as the Internet, physics, ecology, conductivity, and networking. It is a straightforward speculation on alternative futures—in their world, for example, there's not supposed to be any privacy. I also love westerns. I have a complete Louis L'Amour collection."
- ◆ Margaret Griffin, assistant professor of architecture, *Eileen Gray*, by Peter Adam: "It deals with the first woman architect to build anything in the modernist period in the 1920s. The author chronicles Eileen Gray's career path, moving from her decorating space as an interior designer to modeling space as an architect. Anyone interested in women's studies would find her life intriguing."



FOOT NOTES

➤ *Did you know . . .*

- ◆ that the process of moving books into the newly constructed E.S. Bird Library, which began on August 3, 1972, took 'round-the-clock workers one month to complete?
- ◆ that rules for female summer students under age 23, as published on June 5, 1932, stated they must live in approved housing and were not allowed out after 10 p.m. without permission?
- ◆ that despite all the snow Syracuse annually receives, March 15, 1993, was the first day SU classes had been cancelled in 123 years? The decision was prompted by 45 inches of snow in two days.

➤ **Feeding Frenzy.** Feeding Syracuse University's many students is a mass-quantity job. During the 1993 fall semester, SU's Office of Food Services went through 342 cases of Lucky Charms cereal, 2,686,200 slices of cheese, 73,890 pounds of french fries, 81,660 pounds of Ragu spaghetti sauce, 38,760 bottles of Snapple Ice Tea, and 5,900 pounds of chocolate chips. Between Schine Dining, Goldstein Dining, Kimmel Food Court, and the five residential dining centers, some 12,745 meals are served every day during the academic year.



TAKING STOCK

I played the stock market once, in Mr. Kirkwood's 10th-grade class. I lost about \$200 in faux funds, a measure of pride, and my interest in ever again plunging into the world of blue chips, pork bellies, and whatever constitutes insider trading.

Maybe it's time to reconsider.

I say this after visiting with David Schapiro, a typical-looking Syracuse University freshman with a not-so-typical return on some recent investments. In two months last fall, Schapiro reaped a Wall Street windfall of \$239,731. He did this by studying market swings, devouring three newspapers a day (*USA Today*, *The New York Times*, *The Wall Street Journal*), questioning brokers and professors, telephoning businesses nationwide, and, ultimately, riding the stock of small companies I'd never heard of, like

Colonial Data and Polyphase.

Too bad for Schapiro that his winnings were no more real than my dispiriting loss long ago. Nonetheless, Schapiro did pocket a \$2,000 award for finishing sixth among approximately 9,000 contestants nationwide who participated in the Sixth Annual AT&T Collegiate Investment Challenge.

The contest welcomes participants for a fee of \$39.95 and supplies them with an account that includes \$500,000 in cash assets and \$500,000 in margin from which to borrow. Would-be brokers also get an investment package that contains a stock market primer, a glossary of stock terms, and a list of the 8,000-some stocks listed on the major domestic exchanges.

"We encourage participants who know nothing about the market to become involved because of the educational value," says Randy Parkman,

promotions director for Replica Corporation, which manages the competition.

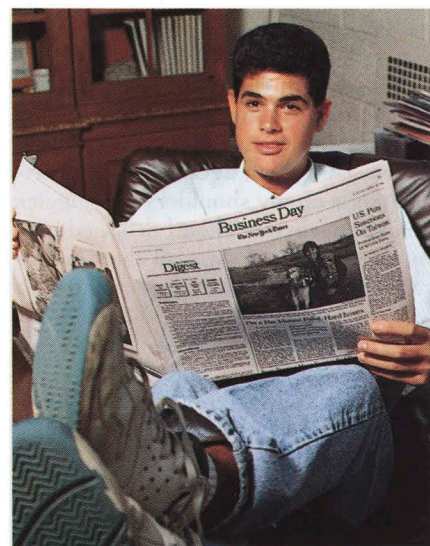
"What we offer students is the opportunity to become as involved in the market as a Wall Street broker with only one difference—there's no real stress because there's no real money. You can't lose your shirt. We offer contestants up-to-the-minute direct quotes from Wall Street. They receive their information at the same time and perform the same duties as a real broker. They make all the decisions on what to buy or sell."

Schapiro, a consumer studies major who launched his own baseball card company in the sixth grade, decided to rest his fortunes on smaller companies because, he says, "they have a better chance to move. The larger companies, the blue chips like IBM and Coke, are great long-term investments. But I needed good short-term investments."

As I suspected, Schapiro is no stock novice. His father is a private investor in Manhattan. Dad's office was a great place to play junior broker, and that's what Schapiro often did during visits, when he'd read company reports and stock news.

"I want to work on Wall Street and be a private investor for a large corporation," says Schapiro. "I can't see learning everything I need from Syracuse University. You need to learn some things on your own."

My check's in the mail. —BOB HILL



In two months, David Schapiro reaped a \$239,731 stock investment profit. Unfortunately, the money wasn't real.

EMILE F. WAMSTERKER

RUSS KENDALL



"When it is really cold and dark, the northern lights come. If you look up in the sky you can see them stretching far into the distance, like ribbons moving and flickering, glowing green and red." (From *Eskimo Boy*, by Russ Kendall.)

PHOTO AEROBICS

Russ Kendall is in his mid-30s, looks like he's in his mid-20s, and has the energy of someone in his mid-teens. He's a professional photographer, full-time graduate student, and teaching assistant. On this particular day he's schooling nine undergraduates in the photo lab in the basement of Newhouse I.

The topic of the day concerns depth of field, and because four students are still fuzzy on the photographic technique, Kendall grabs his coat, camera, and tripod for a trip outside.

He has been known to do whatever is necessary to get his point across, including rolling around on the floor and flapping his arms and legs. He doesn't do anything quite so gymnastic today, although he does become animated when only two students can answer the current events bonus questions on his weekly quiz: What's the capital of the country in which the Winter Olympics were held? (Oslo, Norway) and What does NATO stand for? (North Atlantic Treaty Organization).

"These are journalism students," says Kendall. "They need to have a better appreciation of what's going on in the world."

Later Kendall takes a moment to pass along his photographic philosophy to one rather reserved student. "I believe in full-contact photography. Done correctly, photography is an aerobic exercise. You can't be quiet, sit in a corner, and take good photos. My tip to you, to any photographer, is that people skills are more important than photo skills. If you're a jerk, you aren't going to get good shots. If people like you, then they'll let you inside their lives and you can get the kind of shots that make a difference."

Kendall has been doing just that since 1982, when he graduated from Boston University. In the intervening years, he's worked for five newspapers and published four children's picture books through Scholastic, a New York City-based publisher. He lived with Eskimos for a year for one book and spent three months in a small Russian village for another.

"Russ's photography is fabulous," says Dianne Hess, Kendall's editor at Scholastic. "He really gets into a situation and learns what people are all about. He can get to the essence of people and their culture and finds things that are interesting and quirky."

"Too often children's books are stereotypical and shallow," says Kendall. "It's like publishers are say-

ing, 'It's just for kids.' During my research of Eskimos, every book I found had a picture of a smiling Eskimo standing next to an igloo. Well, Eskimos have never lived in igloos."

Kendall came to SU last fall after his most recent employer, the *Anchorage Times*, folded. He's on course to earn his master's degree in photojournalism by next spring. "I'm not here so much for the degree itself as for the exposure to new technology," he says. "I'm really interested in multimedia, in creating interactive children's books on compact disc."

When Kendall leaves, he'll be missed. "Russ's photography is certainly highly professional, and we're not used to having graduate assistants with quite as much experience," says David Sutherland, an associate professor of photography in the Newhouse School. "Russ has this great curiosity about everything in life, and he can go many places from here."

—BOB HILL

T

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of freedom
never faltered,
even though
it stuttered.

Winston Churchill was perhaps the most stirring, eloquent speaker of this century. He also stuttered.

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