

From Our Readers continued from inside front cover

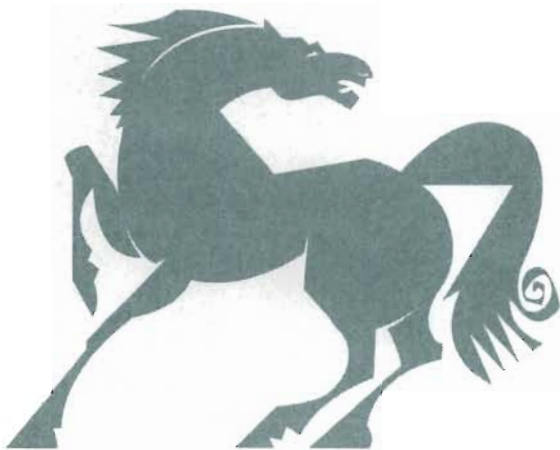
similar concerns:

"Received the [first issue of the magazine] today, and it looks nice, but what the heck is going on here? Whatever happened to the notion that state-supported schools were just that? The cost of this magazine represents money that should go for education. I resent this expenditure on color photos and shiny paper! I attended Cal State Poly College [sic] 1964-67 and received some wonderful educational experiences for about \$25/quarter. What a deal! Now it's Cal Poly State University, big salaries, fancy magazines, annual alumni fund drives, and all. What a joke! Contribute? You must be kidding. Just get back to education instead of image-engineering and things will be OK." — **David Kernberger (IA '67)**

Editor's response:

We moved from a tabloid to a magazine to improve the quality of the publication, compete more successfully against commercial magazines for our readers' attention, and reflect Cal Poly's status as an innovative, top-notch public institution. The cost of the magazine is the same as that of the old tabloid version, with funding coming from the Cal Poly Foundation and private donations.

Unfortunately, like most state institutions, Cal Poly is no longer state-supported, just state-assisted, with state monies meeting fewer needs every year. Gifts from individuals and corporations are necessary to help maintain and develop Cal Poly's educational edge in technical, science, and business/liberal arts training. CP



Cal Poly magazine

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Please mail letters to the editor to "From Our Readers," *Cal Poly Magazine*, Heron Hall, Room 204, Cal Poly, San Luis Obispo, CA 93407 (phone 805/756-7109; fax 805/756-6533). Submit written "Class Notes" items to the same address or via e-mail at dp146@oasis.calpoly.edu.

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