



State Press

ARIZONA STATE UNIVERSITY



TEMPE, ARIZONA



SUMMER SESSION

July 29, 1960

No. 6

ASU-TV Channel On Way

Formal application for an educational TV channel at ASU was made to the Federal Communications Commission yesterday.

Channel 8 will be licensed to the Board of Regents and operated and maintained by the ASU Bureau of Broadcasting, according to Mr. Richard H. Bell, director of the bureau.

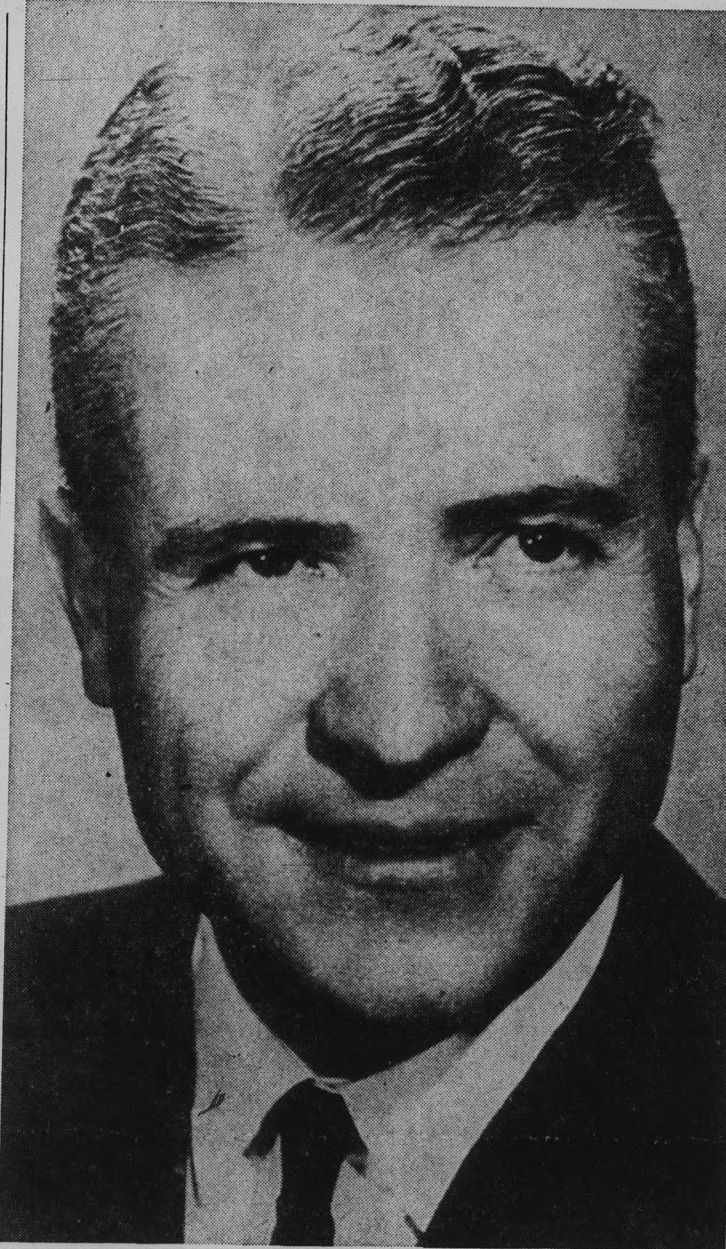
When the application is acted upon, it is anticipated that the construction permit for the new television station will be granted by the FCC within the next 30 days, Mr. Bell said.

With the construction permit, the bureau engineers will begin converting the present KVAR transmitter for broadcast on Channel 8.

KVAR, which announced its plans to move to high power last spring, plans to sell their present transmitter and contribute their tower and antenna to the ASU channel with the completion of their new additions. The new facilities are now nearing completion.

According to present plans, Channel 8 will go on the air the first day of classes, Sept. 13. The station will broadcast from 4 p.m. to 9 p.m., Monday

(Continued on Page 2)



Dr. G. Homer Durham
New ASU President

New President

Durham Sets Fall Arrival

Newly-appointed ASU President G. Homer Durham will assume his new duties sometime between September and December.

The appointment of the nationally known political science and the present vice president of the University of Utah was announced Tuesday by W. R. Mathews, president of the Board of Regents.

Mr. Mathews said Dr. Durham was the final choice of a regent's selection committee which "had worked very carefully over the past months, examining the records of more than 80 possible candidates."

Dr. Durham is 49 and a native of Iron County, Utah.

He has been vice president of the University of Utah since February 1953. Before that he

was director of the school's institute of government and head of the department of political science.

He received a bachelor of arts degree in history and political science from the University of California at Los Angeles in 1939.

Active nationally and in the West as a governmental scholar, he has just concluded a term as president of the American Society for Public Administration.

Dr. Durham was also the principal founder and first president of the Western Political Science Association.

He has been a member of the board of editors of the Public Administration Review and was publisher of the Western Political Quarterly from 1946-1953.

Dr. Durham has also served as a member of the U.S. National Commission for UNESCO, under appointment from the late John Foster Dulles, representing the American Political Science Association.

He is a member of the language development advisory committee of the National Defense Education Act of 1958.

As a member of the Western Interstate Commission for Higher Education, Dr. Durham has become familiar with Arizona and ASU.

His first visit to the ASU campus was in 1952, en route to meetings of the Western Political Science Association in Tucson. In March 1954, he addressed the ASU chapter of the American Association of University Professors and also spoke to the faculty assembly.

He is married to the former Eudora Widstoe, of Salt Lake City. Her father was once president of Utah State Agricultural College.

They have three children, Mrs. John M. Peters, of Baltimore; Doralee, 21, a senior at the University of Utah, and George, 15, their son.

"My wife and I," Dr. Durham said following his appointment, "feel that we have been presented with a challenging opportunity second to none in the United States today. We are enthusiastic with the prospects. We realize much painstaking labor and devotion have been invested in the institution."

Until Dr. Durham's arrival, Dr. H. D. Richardson will continue as acting president of ASU.

Durham Interview Obtained

"Mrs. Durham, my family and I look forward with great anticipation to our new work at Arizona State," Dr. G. Homer Durham said during a radio interview Wednesday evening.

"I think we understand the problems of balanced and dynamic growth throughout the West and it will be a great pleasure to serve the people of Arizona in the large, growing Phoenix metropolitan area where Tempe and Arizona State are located."

Dr. Durham was preparing to speak at the University of Kansas, Lawrence, Kansas, when KOY newscaster Jack West reached him by telephone.

"I want to express appreciation to the Board of Regents for the confidence expressed in me," Dr. Durham stated, "and pledge to them, the faculty at

(Continued on Page 2)

John Pettley

U.S.A. Served Up A La Carte By Humorist

A la carte will be the feature of the house Tuesday night when British humorist John Pettley serves up "U.S.A. A La Carte" in the MU Ballroom at 8.

Mr. Pettley's humorous survey of the American scene ranges over social, political and domestic fields.

A world traveller with an

impressive academic and scholastic background, he is currently making tours throughout the United States presenting his unique and refreshing programs.

Mr. Pettley was born in London, England and first came to this country in 1946. He was sent here by the J. Arthur Rank movie organization to study the

applications of meteorology to film production at California Institute of Technology.

After receiving his master's degree there, he returned to England, but came back in 1948 to join the aculty of the Webb School in Clarent, California. He is living in Clarent with his American wife and their two children.

Nine Men Have Led AS Growth

Beginning with Hiram Bradford Farmer who headed the Tempe Normal school staff from 1886-1888, nine men have lead the administration of the school which became Arizona State University.

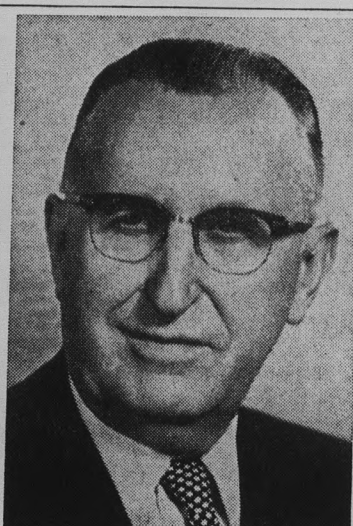
Since 1900 three men have guided the growth of the school, Dr. Arthur John Matthews, president for 30 years, Dr. Ralph W. Swetman, who had three year turbulent depression administration, and Dr. Grady Gammage, whose 27 year administration ushered a growth explosion that culminated in a university.



Dr. Arthur J. Matthews, president from 1900 to 1933, saw Tempe Normal School become Tempe State Teachers College and finally Arizona State Teachers College the year before his retirement.



Dr. Ralph W. Swetman, president from 1930 to 1933, spent a turbulent three years in the office which resulted in a highly organized but demoralized school.



Dr. Grady Gammage, president from 1933 to 1959 saw the attendance rise from 875 to 10,000 and guided this growth to Arizona State College and finally to Arizona State University.

A tradition of growth — A commitment to quality.

State Press

EDITOR-IN-CHIEF

ANNE LARocca

Official campus newspaper of Arizona State University. Published each Wednesday and Friday throughout the school year, excepting holidays, and entered as second class matter in the Post Office at Tempe, Arizona, under the Acts of March 3, 1879, and August 24, 1912. Subscription price, \$3.00 per school year. Member: Arizona Newspapers Association, Associated Collegiate Press, and Rocky Mountain Intercollegiate Press Association.

Guest Editorial

Self-Made Barrier?



It is regretful to see that bilingualism is rapidly disappearing from our Southwest. The Southwest, long considered a bilingual area, should remain a vivid example of the satisfaction that is derived from direct contact with the moral, intellectual and spiritual values of two cultures and two languages.

To gain fluent mastery of two tongues is a considerable achievement worthy of more recognition than it has been accorded. It is a goal that can be achieved only through the most intensive study and diligence.

Such a versatility cannot be accomplished by the language student in the space of a year or two, regardless of the intensiveness of application; anymore than a similar versatility can be attained in the same brief period of time by a student of physics, chemistry, engineering or history.

The ability to communicate intelligently in one language is, in itself, a main concern judging from the many courses offered in freshman English, and the often too-low achievement of American students in that area. It should not be difficult therefore to realize that the task of preparing to communicate in two idioms is a formidable one.

If one were to count all the institutions, all the organizations, all the special schools and all the secondary schools that offer courses in foreign languages, the number would be astronomical. Yet, we seem to have been categorized, as Mez Robb, syndicated columnist said last week, as a nation of "linguistic barbarians."

Isn't it evident that one and two year attempts to learn a language merely give a foundation of it, but not a bilingual versatility? Mastery of a second language should number among the goals of most ambitious, intelligent university students, regardless of their field of concentration.

Particularly here in the Southwest, where the advantages of true bilingualism are so immediately apparent, students should anticipate at least a four year language study program.

—Dr. Quino E. Martinez
Associate Professor of Spanish



TELEVISION . . . will bring this room to life this fall as a classroom to hundreds who will view Channel 8's telecourses and as a stage for educational and cultural programs that will reach homes throughout Maricopa County.

More About Channel 8

Four Telecourses Offered

(Continued From Page 1)
through Friday with a slight variance in daily schedule to accommodate the planned telecourses. It will provide a strong Class A signal for all of Maricopa County and beyond, Mr. Bell told.

Programming will include four telecourses this fall. They will be listed in the schedule of classes and may be taken for university credit by regularly enrolled ASU and extension students. The fall television courses will include Elementary Spanish (SP 101), Physical Universe (PL 110), Sociology (SP 101), and Audi-Visual Education (BE 522).

The channel will also carry other live educational programs utilizing university and community resources.

Special film series from the National Educational Television Center will also be aired on Channel 8. These will include educational and cultural programs for all age groups from pre-school to adults, Mr. Bell commented.

Tempe, the students and all who are concerned with the prosperity of Arizona State my Upon obtaining a license, Channel 8 will become affiliated with the NETC in New

More About Interview

Durham Pledges Efforts To ASU

(Continued From Page 1)
best efforts to continuing the fine work done by Grady Gam-mage and deserving the support of the people of Arizona."

"Much labor and devotion," he acknowledged, "has been extended in building Arizona State together with the other institutions of the state of Arizona."

In connection with the other institutions, he commented, "We've enjoyed a personal friendship with Dr. Harvill of the University of Arizona. He

is the current chairman of Western Interstate Commission for Higher Education." Dr. Durham has represented Utah on that commission for five years.

When asked about his arrival date in Tempe, he said, "This is still an open question. I've got to make some terminal arrangements with the University of Utah. I'm studying those now (with the president) and we're hoping it will be very soon in the interest of both institutions."

York, which has been established as a programming service network for educational television stations. It operates in much the same way as the major networks serve commercial stations, Mr. Bell said.

The key positions on Channel 8 will be held by Mr. Bell, station manager and program director; Sheldon P. Siegel, production manager, in charge of television production; Lynn E. Dryer, chief engineer, and Mrs. Sarah Burke, office manager.

Two new staff members have been added to the Channel 8 staff. They are Phillip Rock, formerly a producer at KVAR, who will serve on the TV production staff as a producer-director; and Jack Daniels, formerly of WOSU-TV in Columbus Ohio, who will serve in an engineering capacity.

Radio-Television majors and other interested students, Mr. Bell said, will be given every opportunity to work in various production and engineering functions on the new channel.

ASU pioneered in the development of educational television in the state when it produced the state's first telecourse for college credit in 1955. Also listed among its firsts

were: the state's first in-school television programs in 1954-55, the state's first telecourse carried by more than one station in 1957, and the state's first daily telecourse, Spanish 101, 102-TV in 1959.

At the present time there are 47 educational television stations on-the-air from coast-to-coast in the major metropolitan areas of the United States.

Trip To Play Set Tonight

A theatre party is featured tonight by the Memorial Union as well as the weekly movie, bridge game and bridge lessons.

Theatre party:

The Phoenix Little Theater's production of "I Remember Mama" will be the destination of tonight's theatre party. Specially priced tickets will admit the group from ASU, and both tickets and transportation arrangements are available at the information desk.

Movie:

An aerial drama will be shown tonight at 7:30 in Cosner Auditorium. Ralph Richardson and Ann Todd star in "Breaking the Sound Barrier," the story of an aircraft manufacturer and his quest to produce a plane that can travel faster than the speed of sound.

Star Gazing:

Star gazing is acceptable when its through a telescope. Dr. Frank Yale, associate professor of Physical Sciences, will preside at the telescopic viewing of the moon and its craters, Jupiter and its moons, and Saturn and its rings. He will also identify and give descriptions of the constellations and bright stars.

"Gazing" will begin at 8:30 Wednesday evening in the new Sun Devil stadium.