

Council threatens to stop band's guest seating

By JANE SIMS

Recruiting for the University's marching band will take a nose-dive if the ASASU Executive Council carries out its threat to revoke two rows of nonstudent seating behind the band on the 30-yard line, band director William H. Hill said yesterday.

Questioning the council's sudden concern for the complimentary seating for guests of band members, a University policy for 22 years, Hill claims the band wasn't consulted until a week after the council voted to withdraw the nonstudent seating two weeks ago.

Executive council members voted Monday to reconsider their decision to revoke the band's seating when Hill informed them the Phoenix Jaycees were scheduled to sit in the complimentary section and re-

ceive a plaque for donating to the band scholarship fund.

"After this week's game, we'll take a closer look at why the band is given two rows of complimentary seating when we have hundreds of students in the end zone," said Tom Holmes, activities vice president. "When nonstudents are sitting in the student section we want to know what they are doing there and who they are."

Hill maintains the additional seating is used for prospective band members, visiting directors, alumni, scholarship contributors and band faculty prominent guests, but regulates seats to distribute for guests.

"My primary concern is the recruiting program for prospective band members; this is one of our main forces. If this seating is taken away it will

definitely damage our program seriously," Hill said.

A week after the original decision, ASASU President Bill Oldham was to represent the 165-member band in its plea to the executive council, asserts Hill. However, he said Oldham appeared against the complimentary seating measure when the council heard the band's defense.

At this week's council meeting, Linda Yarbrough, ASASU first vice president asked the council to reconsider its decision and grant the band the complimentary seating. She and several other council members questioned the council's right to

decide on the matter.

"Athletic director Clyde Smith said he washed his hands of the matter when the band's seating was brought before the athletic board," she said. "But why are we the ones who have to vote on this matter if we don't give out the free tickets?"

Several council members indicated Monday they would approve seating for recruits and prominent guests, but regulations would be set for complimentary seating by the band. They doubted whether band faculty members should be allowed to seat their wives and families in the complimentary section when other families of Univer-

sity faculty have to pay for seating.

"Complimentary seating for band faculty families is an established policy at most universities. We spend just as much time as the football team does getting ready for the games. Now I feel our importance in athletic events is definitely being questioned," Hill stated.

Earlier this year, he continued, the band was moved from the 50 to the 30-yard line without being consulted. Although two additional rows were added to the band's seating area, Hill said 13 rows for seating band members was "minimum."

Student destroys sign; attacks SDS member

By GEORGE THORNE

A student was attacked yesterday for defending a sign he helped erect on the Mall reading, "Are you bombing with us Jesus."

Chad Smith, a member of Students for a Democratic Society, engaged in a brief discussion with another student, Everett Lee Lynch, and was then hit in the face by Lynch, who said later, "I lost my temper."

Recounting the incident, Smith said, "This guy (Lynch) came along and said he didn't like the sign. A friend of mine said to him, 'If you don't like the sign, then let's discuss it.'"

"I told him," Smith continued, "we do have a right to put this sign up, because this is a democracy."

"Then he started calling us Communists," Smith said. "I told him he was being ridiculous, and he started to walk away."

After an additional exchange of name calling, Smith said, Lynch turned around, came back and tore the sign down."

When Lynch tore the sign down, Smith said, "I also lost my temper. I shouted at him and said only a punk would do something like that."

Smith said he started talking to Lynch, telling him, "For someone who condemns destruction in the cities in this country and Communists using force — that's all I got to say, then I saw stars."

"I saw he was going to hit me, and I stood there and let him hit me; I did not defend myself," Smith said.

In a telephone interview Lynch, a political science major, admitted to being the aggressor and said, "I became very irrational, and it was a stupid thing to do."

"I was walking down the mall, saw the sign, didn't like it and asked about it," Lynch added. "When I first went there, I remained very calm, but they weren't very cooperative with me."

Lynch said, "I started to walk away, but they started calling me names, and I got mad. I went back, tore the sign down, and then I hit the guy."

Lynch mentioned that he had spent much time thinking how he

(Continued on page 3)

All quiet: Dow prepares for protest but has yet to find any

By BURT KENNEDY

Dow Chemical Co. representatives completed their second day of recruitment with almost no sign of expected demonstrations

Expecting protestors, Dow had prepared a folder stating their position on the manufacture of napalm which their public relations department sends to each campus before their recruiters arrive.

Richard L. Hansen and Glenn Van Dossen, Dow recruiters on campus, said their thoughts followed the lines of Herbert D. Doan, president of Dow, as expressed in the Dow handout.

The Dow policy statement says in part, "Regardless of the economic unimportance of napalm to Dow, we intend to continue making it because we feel that so long as the United States is sending men to

war it is unthinkable that we would not supply the materials they need."

One person who opposes the war but has decided not to demonstrate against Dow said, "There are more important things to be considered than Dow. In protesting napalm we don't have to wait for the Dow recruiters to appear on campus."

Students for a Democratic Society (SDS) had a leaflet which criticized Dow for some of its actions during World War II and pointed out that Dow was investigated by Congress for its actions during that time. However, no concerted effort was made to distribute these leaflets.

Gary Hobson, chairman of the University Committee to End the War in Vietnam, said late arrival of literature which opposed Dow hindered any large scale distribution of the material.

state press

Vol. 51, No. 24

Wednesday, October 30, 1968

Tempe, Arizona

Durham claims end near for military training issue

By EDYTHE EDGAR

Predicted passage of voluntary ROTC, repercussions of coed housing measures as well as the efficacy of block stadium seating were among issues discussed by President Durham at a Monday afternoon press conference.

"Voluntary ROTC will be passed at the Nov. 30 Board of Regents' meeting and will go into effect in '69," said the president.

He added that last year's voting down of the measure primarily resulted from interpreting its untimely relation to increased Vietnam conflicts and mentioned that the measure still needs provisions for accreditation without penalty.

Discussing the present stadium seating system, the president said, "I think block seat-

ing is behind the times. We need to adopt the Big Ten system."

"It's fair," he said, "and it works."

Favoring proposed coed housing, the president pointed out the need for public information on the often misinterpreted subject.

"The public needs to realize that facilities will include a common dining hall and recreation areas," he said, "with separate housing wings."

The president added that a student's behavior pattern is established at home before he or

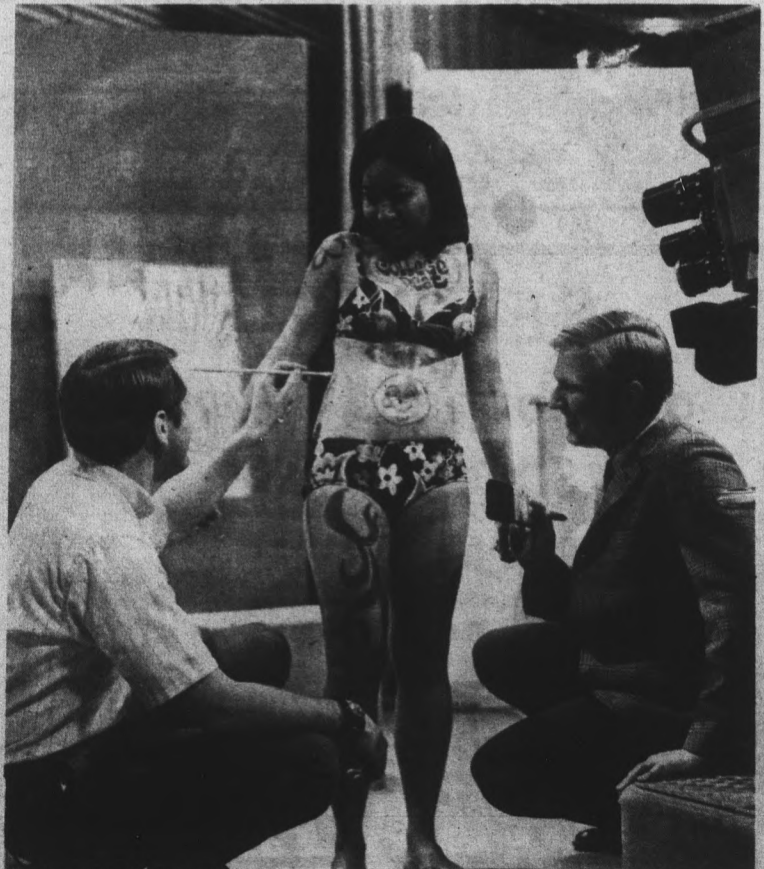
she enters the University and that parents should not expect the University to apply rules not taught in the home.

He also mentioned that in several instances across the country, an improved morale and better cultural standard resulted from coed housing situations.

Speaking of what he called the inappropriateness of a proposed MU name change, the president emphasized alumni, staff and faculty interest in the Union.

"It was conceived, planned

(Continued on page 5)



DIG IT? — Rick Kersten, owner of "The Company," a Tempe Shop, can. He's painting a psychedelic happening on coed Ellen Mar, as Jim Spehar, host of "College Beat" looks on. The show was aired on Channel 8 last Friday.

MU plans 'Halloween Happening'

Once a year on the last day of October, ghosts and goblins have a holiday. Not to be left out of the "spirit" of things, the University campus community annually contributes to the celebration of Halloween.

Decorations in the traditional black and orange of the season have been going up in the MU and the MU program committee has scheduled a "Hal-

loween Happening" for the University.

The "Halloween Happening" will be tonight, so it will not interfere with the normal activities of Halloween.

Purpose of the party, to be 7:30 - 10:30 p.m., is to "give those who are too big to trick-or-treat a way to have fun," said Mary Ellen Geary, committee member.

Chairman Cathy Cartwright said this party is just one of the many MU events planned for students by students.

The evening's events will include apple bobbing, pumpkin carving, popcorn popping, free refreshments and two special showings of the horror movie, "The Mummy's Curse."

The movie will be shown at 7:45 and 9:10 p.m., but the other activities will go on all evening.

Other members of the committee are Pat Pfister, Patti Randall, Pamela Morey, Debbie Uimer and Dave McIntyre.

Most of the dorms have also scheduled a party for evening meals on the 30th or 31st, and those eating in the MU will find specially prepared dishes, plus a band with go-go girls to spark festivities Thursday evening.

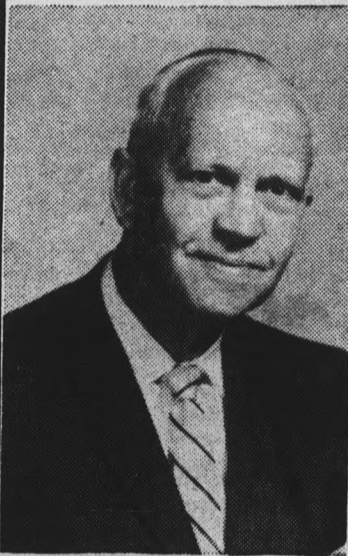


PREPARING FOR HALLOWEEN — The goblin totem pole goes up as members of the MU program committee prepare the MU for a "Halloween Happening" tonight, 7:30-10:30. Everyone's invited to join in the "spirit" of things and bob for an apple, carve a pumpkin or just watch the special showing of a horror film.

STATE PRESS is published by Arizona State University as the official campus newspaper every Tuesday through Friday during the school year, except holidays and examination periods, and is entered as second class matter at Tempe, Arizona, 85281.

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CALENDAR

All meeting notices should be submitted three days prior to the date of publication to assure their appearance in the calendar.

Today

A seminar will be presented by the geology department on the applications of the scanning electron microscope with guest speaker Dr. A. R. Loeblich in AG 150 at 3:40 p.m.

"Firearms and Freedom," a filmstrip answer to the gun control advocates, will be shown in the small dining room of the College Inn at 7:30 p.m.

A round-table discussion of "George Wallace — His Third Party Impact" with speaker Dr. John White, chairman of the political science department, is scheduled for 3:45 p.m. in MU 211, sponsored by the faculty-student relations board.

The business administration council will have a faculty-student coffee at 9 a.m. in the student lounge, College of Business.

Circle K service club meeting in Manzanita dining hall at 5 p.m.

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Mall skirmish arises

(Continued from page 1) could "help the campus against the likes of groups like SDS."

He said he read where "groups like SDS were Communist-inspired. I didn't want to see them taking over the campus and disrupting other students. They never present the United States' point of view."

Concerning the actual skirmish,

Lynch claimed he was sorry for hitting Smith but added, "I felt like hitting him 50 times, but I only hit him once."

After the fight was over, Smith said he definitely would not press charges against Lynch.

"I don't want to make trouble for him, I want to convince him that he was wrong to use force against me, and I can't do that with anything other than ideas."

"We're dealing with human minds, not bodies," Smith said, "and we shall overcome."

However, once the turmoil was over, the sign was once again raised behind the anti-war tables on the Mall.

A woman, who later identified herself as Mrs. Elnora Moody, saw the sign and very quietly walked up and tore it down again.

Mrs. Moody, who is a student and wife of Dr. Grant Moody, professor of animal science, said, "I think it's obvious why I did it, I saw the sign, didn't think it should be there, so I ripped it down."

Wallace speaker

Dr. John P. White, chairman of the political science department, will speak on "George Wallace — Power" tomorrow in MU211 at 3:45 p.m. The lecture is sponsored by the Faculty-Student Relations Board.

Fund goal lags

With 63 per cent of the goal for the United Fund reached, the University still lags \$6,586.40. Contributions to the quota set at \$17,600 include donations by 425 students.

Former chairman to address group

A Phoenix attorney and past state chairman of the Arizona Young Republican League will speak to Young Republicans tonight at 8 in SS 108.

David West will address the group, which is scheduling final activities before the Tuesday election.

Board members picked

President Durham has selected 15 more students to serve on University committees.

Richard Fore has been appointed to the athletic board and Patricia Anderson to the university appeals board.

Members of the campus traffic advisory committee are Dennis Cornelius, William Kingston, Kathleen Lyding and Jeffrey Miller.

Joan Coates and Barbara Walker will serve on the placement committee, and Jack Wheatley will serve on the cam-

pus traffic advisory committee. The general education council will include L. Dennis Cole, Mary Lamberts and Terrel Smith.

Senates to give visual program

A special visual presentation on campus planning will be made before a joint meeting of the faculty and student senates and the staff committee in the Great Hall of the Law Building today at 3:30 p.m.

John R. Ellingson, director of planning and construction; vice president Gilbert Cady; Philip C. Williams, A.I.A., partner in Caudill, Rowlett and Scott; Joseph W. Griffin, associate from that firm; and Dean Richard G. Landini, of the Litchfield Park campus will be present.

HHH supporters to carry candles

The Student Coalition for Humphrey - Muskie will meet this afternoon at 3:30 in SS 101 to discuss plans for a candlelight march down Central Avenue in Phoenix Sunday.

Mike Geraghty, who co-chairs the group with Preston Parker, said the coalition will join a nationwide march in support of Humphrey.

Students will meet at 7 p.m. Sunday at Democratic Headquarters, 3625 N. Central.

They have also tentatively scheduled a "get-out-the-vote" drive Saturday and erection of a booth supporting their candidates at the Arizona State Fair.

Plans for the final three activities before the election Tuesday will be discussed at the meeting.

Chairman elected

Dr. John Bell, assistant professor of secondary education, was unanimously elected chairman of the MU Advisory Board of 1968 at the Advisory board meeting last Friday night.

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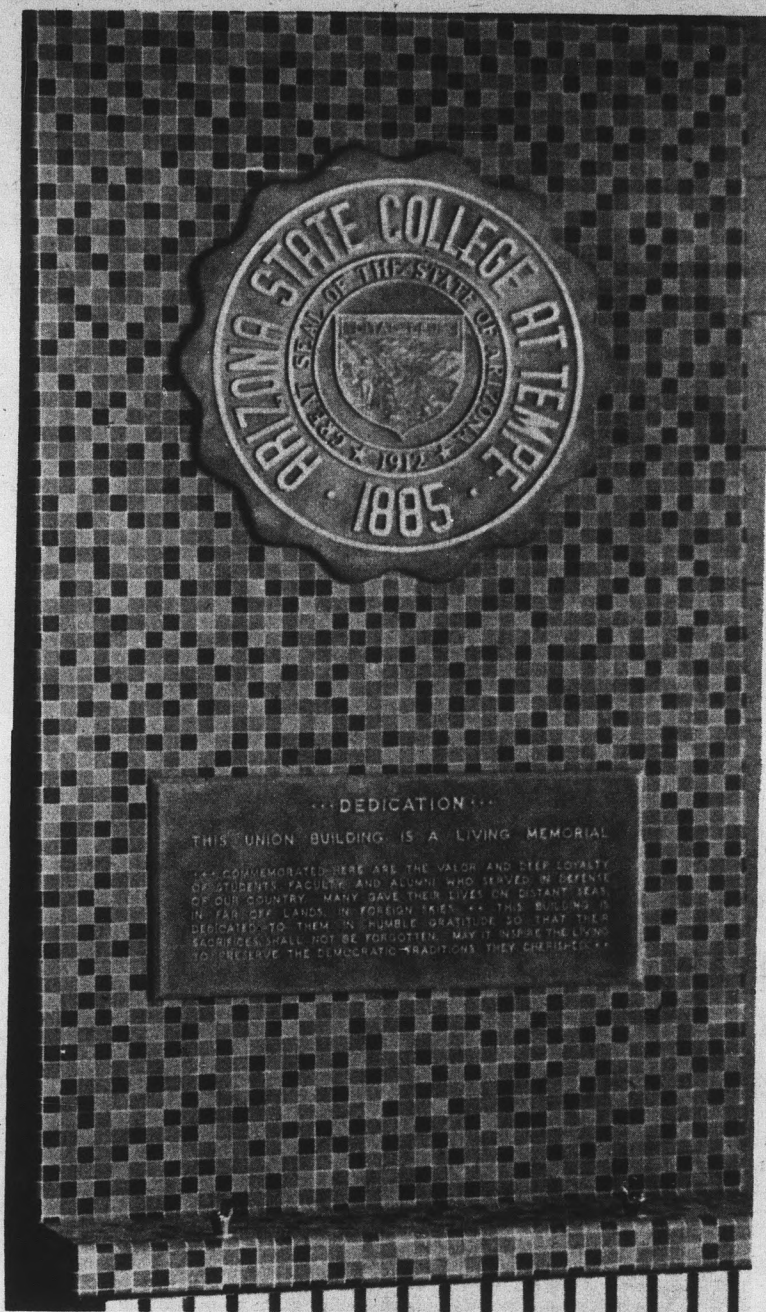
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The plaque on the MU drinking fountain states the purpose of the building's name.

Photo by Tom Wheeler

Where to, MU?

The executive council of Associated Students has passed a resolution to exercise more student control over the Memorial Union and, as a symbol of such action, to change its name to the New Student Union.

The contention of these ASASU officials is that the MU doesn't serve the students well enough. When innovations of recent years, such as lunch hour Pop-Up programs and film festivals, are taken into account, this argument seems exaggerated.

Though it is true that students do not compose a majority of the MU Advisory Board, they have more members than the other groups represented — faculty, staff and alumni.

And let's not forget that those other groups do have a stake in the operation of the MU. Contributions from these groups and citizens around the state paid for the building and the alumni contributed fees to it when students.

If the union were controlled by a Student Union Board, it might result in more concerted direction of union activities and easier access for students to budget figures.

On the other hand, these goals might be accomplished through present structures. That is, people unsatisfied with MU programs could attempt to interest MU officials in new ideas. The Pop-Up idea, for example, which is aimed at commuters, didn't just appear like magic; someone conceived it and won approval for it.

Perhaps what is really disturbing about the executive council proposal is the bad footing on which it begins. As "a symbol of protest" against past policies, the council said, the MU's name should be changed.

If changes in policy by a new student-controlled board were as short-sighted as the name change idea, it is doubtful that any real improvement would be made.

Student government officials have long bemoaned the lack of tradition on campus. Yet to facilitate their assertion of student power over the union, these same officials are willing to throw away one of the small traditions in existence here.

The MU, as shown on the water fountain plaque pictured on this page, was dedicated to University alumni who fought in World War II and Korea "so that their sacrifices shall not be forgotten."

To discard such a noble purpose in an effort to increase "student control of their personal lives," as the council puts it, would be unwise. If the executive council must exercise its authority, let it choose a more trivial symbol to attack.

White man's burden

At last Friday's performance of Les Danseurs Africains, the national ensemble of Mali, the women were not permitted to perform as usual — that is, bare-breasted.

Grady Gammage officials took advantage of an option in their contract with the dancers to require the women to wear halter tops, which, according to the Arizona Republic's music critic, "destroyed the freedom and animal pleasure of jerking, foot-stamping expression."

It seems the officials were advised that some state legislators would consider a bare-breasted performance in a class with topless go-go dancing.

The very fact that it was feared "somebody" would equate artists representing their native culture with bar-room entertainers says something about the status of "culture" in Arizona.

Or do some Arizonans still think they must uphold the white man's burden by keeping "heathen savages" properly clothed in public?

Letters to the editor

Halters halt hers

Editor:

According to the stage manager of Les Danseurs Africains, who appeared at Gammage Auditorium last Friday, the only places on the troupe's American tour requiring halters for the female dancers were Arizona State University and high schools and grammar schools in Cleveland and El Paso.

Is it possible that those who resent such arbitrary censorship might have an opportunity to protest? Perhaps a meeting might be held one day this week during recess.

Prof. John F. Knowlton
Foreign Language Department

FBI photographers

Editor:

The recent silent anti-Vietnam war vigil before Hayden Library was disturbed by a high-powered camera (Japanese, no doubt) affixed before the eye of an FBI or CIA agent. While we were not introduced formally, he did take enough of an interest to snap my photo from two or three angles. I really should have asked him for a few prints so I could have sent them to my parents and even a few friends in Vietnam (although one of my best friends wouldn't find too much use for it now, as he was a Marine killed only a few weeks ago).

I believe free speech and the ability to freely assemble must be in fact truly free. The oiled FBI cameraman and his partner, who talked with Duffy's finest during the vigil, constituted a threat to many people. It was like saying that we were some kind of enemies out in the noonday sun ready to tear down the United States. While I disagree with U. S. policy I am surely not going to burn my U. S. Savings Bonds. But if these people are afraid of our impact on this government, may I suggest these gentlemen take photos of Sen. J. William Fulbright (chairman of the Senate Foreign Relations Committee), Sen. Wayne Morse, Sen. Eugene McCarthy and other representatives of the people who have considerably more influence than our small group in changing American foreign policy.

If someone is interested enough to have these fellows come onto our free campus, why don't these people just attend one of our Thursday night meetings in the MU. We will be happy to explain our position, vis-a-vis the war, but then that would be expecting the government to engage in an interchange of ideas with the people, and we have seen how loath this administration is to anything as practical as that. As long as our great University is dedicated to allowing students the "ability to seek answers to the fundamental questions of the broadest concern," I believe that we have no place for a fairly obvious threat by an arm of the government. If we can't guarantee responsible free thought on this campus, then we should strike those words from the objectives of the University.

It would be interesting to note if these people take photos of persons who sign up at military recruiting tables. I believe these people might have a far greater capacity for killing once they are acquired by the military. Or if these photographers are worrying about the possibility of violence being expressed on campus, may I suggest a visit to the football team. I am sure they will display more violence in one night than I could muster in a lifetime.

This action of photographically cataloguing persons is unwarranted, and does become a threat to people who prefer not to become a face in a photo collection of the FBI. The University must analyze the continued presence of these activities on our free campus, where the interchange of ideas should be preminent.

Richard C. Wesell

The 5th Column

Editor's Note: The Fifth Column is devoted to satirical attack on University problems, myths and life. As such, it is an attempt to subvert the pomposity which sometimes surrounds an academic community. In keeping with its title, The Fifth Column will always appear, in whole or in part, in the fifth column of the State Press.

Once upon a spring semester, there was a happy little college in the desert where everyone believed in academic freedom.

The instructors believed in it so firmly that they even tried to exercise it.

One professor wrote a series of articles for the school paper expounding on the immorality and stupidity of a troublesome war in a far-off land. It was so far off that nobody had even heard of it before the war.

Some students were aghast that the paper would print any seditious, unpatriotic utterances against the noble war. A few even wrote letters of complaint. But no one challenged the right of the professor to speak his mind.

A few weeks later, in an effort to provide editorial balance, the paper asked a professor with a generally opposite point of view to write a similar series of articles.

The first article was an interesting if scathing attack on the "establishment" of the national government. It was also the last article.

Nobody challenged the professor's right to speak his mind. On the other hand, many of his colleagues thought it a grievous offense that he had done so.

They began circulating a petition denying any connection with the article and condemning its contents. Evidently the offending professor had foreseen a tolerant, open-minded reaction like this, because he had asked to remain anonymous.

Well, when the petition reached him, the professor obviously couldn't sign it. He asked the newspaper to withdraw the other articles. Perhaps he feared a lynching party if he were discovered.

Their professional integrity and political biases unbesmirched, the many angry instructors calmed down and returned to their mundane duties.

And if threatened by outside critics, they once more sang the praises of academic freedom for professors.

Freedom for those who agree with them, that is. DA

ROTC issue discussed

(Continued from Page 1) and organized as a community project — a campus and community center — and it serves the whole University community," he said.

Durham appealed to alumni sensitivities when he pointed out the original war memorial purpose of the Union building. He also mentioned the 6,000 students who are family heads and could not make use of the Union in a strictly defined "student" manner.

Concerning planned MU renovation, Dr. Durham said that construction plans will proceed in January, even though final purchase of the Sands Motel has not been made.

"We have standby arrangements in dorms if the Sands is not available," he said.

The president also mentioned possible mobile refreshment stands similar to those used at the University of California at Los Angeles.

Speaking of the Martin Luther King scholarship fund, established last spring after the civil rights leader's assassination, the president said it is growing through the efforts of

Marines perform on campus today

First Lt. Jack Kline will conduct the U.S. Marine Band during its afternoon concert at 1:30 p.m. today in Gammage Auditorium.

William Jones will serve as concert moderator during the matinee performance as well as the 8:15 program tonight.

The afternoon program will open with John Phillip Sousa's "The Stars and Stripes Forever," after which the band will perform the final movement of Vittorio Giannini's "Symphony No. 3."

Cornet, marimba and baritone solos are included on the evening program. Lt. Col. Albert Schoepper will conduct the band.

community-conscious faculty and staff.

So far, \$595 in voluntary donations has been received from faculty and staff members since the scholarship was originated. A goal of \$20,000 has been set by students for donations toward the King fund.

Planned faculty and staff donations are voluntary one per cent deductions from May 31 salary checks that will, if the plan succeeds, become "an annual commitment," said Durham.

Scholarships will be awarded annually to underprivileged students of high scholastic standing. Most recipients will be Negroes, Dr. Durham said.

Exhibit features building photos

A photography exhibit opening today at the College of Architecture in Payne Training School features a 75-piece show of 12 internationally known architectural photographers.

The color and black-and-white photographs illustrate current trends in building throughout the country as interpreted by some of the most illustrious names in architecture today.

Exhibitors include prize-winning western photographer Morely Baer, California, 1966 American Institute of Architects Gold Medal Winner. The exhibit will end Dec. 6.

MU Pop-up to include two sea frontier films

The MU Pop-up films today include "The Deep Frontier" and "Conquering the Sea."

The showings of the films are at 11:30-12:30 p.m. and 12:30-1:30 p.m.

"The Deep Frontier" is a modern voyage to the bottom of the sea which explores the ocean floor in the Deep Diver, a diving-bell-cum-submarine.

The divers inspect several underwater devices that are bringing us closer to future utilization of the ocean's resources.

"Conquering the Sea" suggests that in the 21st century, man may make the

underwater seven-tenths of his world far more productive than his land portion. The film studies several projects to develop the sea's huge potential.

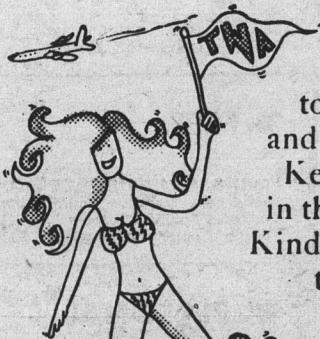
Rain schedule set

The rainy-day schedule for Air Force ROTC will divide the wing into two units.

All freshmen will report to Cosner Auditorium, and all sophomores, regardless of position or group, will report to OBA 203.

Orange markers will be placed on the drill field to indicate the rainy-day schedule is in effect.

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Financial benefit only recovery to parents in death of children

Sororities receive AWS voting right

By ED TAYLOR

Most parents wouldn't find the death of their young child a pleasant experience. But the law could find something good; it would be a financial benefit to the parents.

Even this hard reality would not be a total benefit if the wrongful death of the child is involved, said Dr. Willard H. Pedrick, dean of the law school, in a speech on "Recovery for Death of a Child and Unborn Child."

Dean Pedrick made these statements at an Institute on

Wrongful Death last Saturday in Armstrong Hall.

Dean Pedrick said the wrongful death of an unborn child is an even more controversial legal question. The court cases have been divided about 50-50 as to whether any recovery can be gained at all.

He had his own opinions on this subject, and he used an actual case to make his point.

The plaintiff bought an electric cooler which was installed by the defendant. Later, the plaintiff got a mild electric shock from a water spigot after which he called the repairman to check the cooler. He never came.

One night the plaintiff's wife, who was seven months pregnant, stepped into the shower and received a severe shock. Besides injuries to herself, her child was born one month later stillborn.

She could gain damages for her own injuries, but could she gain recovery for the death of her unborn child?

In arguing the case for the

plaintiff, Dean Pedrick said that Arizona law for many years limited recovery to pecuniary cases, that is, cases in which the plaintiff could definitely state how much money was lost.

In a 1956 court case this was reversed in Arizona, and recovery was included for the loss of companionship and comfort.

However, Dean Pedrick added another point: can there be a loss of companionship if the child was never born?

"Some courts have said the child must be born alive before the parents can gain recovery. Others have said it is not necessary. It is an artificial dividing line," he said.

In Dean Pedrick's opinion the loss of companionship is not involved in this case.

"We are talking about the anguish of the parents. Recovery for the wrongful death of an unborn child in my view is impossible, because there is no way of translating anguish into money," he added.

Each of the 12 campus sororities was granted an official voting representative in AWS last week.

Formerly, all sorority women had one vote in the form of an overall Panhellenic representative.

According to AWS president Liz Lim, the new procedure recognizes each sorority as a separate organization entitled to the same representation in AWS granted to honoraries or dorms.

Proponents of the measure said the new system would improve communication between AWS and sorority women.

The change, which essentially affects PV Main residents, also gives independents in that dorm a separate representative. Panhellenic's vote was eliminated.

Fetter breakfast

Phrateres and Veterans Club are inviting all independents to a breakfast at 6:30 tomorrow morning in the MU cafeteria.

Cost of the breakfast is a Saga meal ticket or 90 cents.

The breakfast is being sponsored in support of the independent homecoming queen candidate, Joey Fetter.

Novelist to speak at AEA assembly

Jesse Stuart, prize-winning novelist, poet and short-story writer, will be the principal speaker at the Arizona Education Association's 77th annual convention Friday and Saturday on campus.

Approximately 8,000 teachers and school administrators from all parts of the state are expected to attend what is traditionally the largest convention sponsored by any Arizona organization, for which University classes will be dismissed.

Classified

For classified advertising submit ad in person to the State Press, Old BA 302, two days in advance of publication, from 8:00 a.m. to 3:30 p.m., call 961-3657. Rate: 5c per word, 75c minimum.

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HEY, Psychology type people! Attending Friday's Psi Chi bash will be highly reinforcing. Be there!

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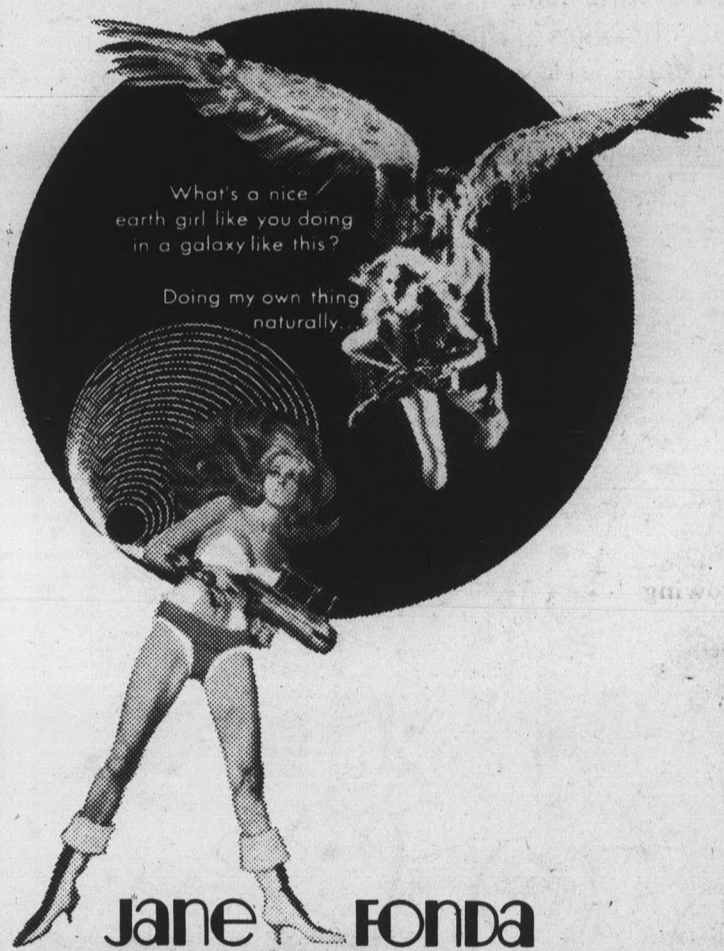
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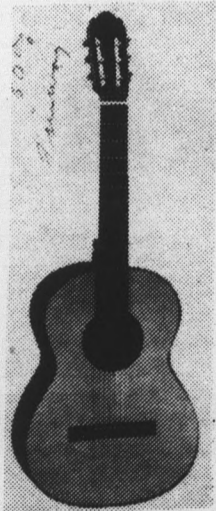
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Public relations integrated into athletics

By LARRY NELSON

"Hit the strong points you have and hope" is the motto of Nordy Jensen, the University's sports information director. Or, to be more accurate, chief public relations man for the sports program.

Jensen's main job is to make the University, and on a broader scale, the Western Athletic Conference, look good to other regions of the country.

"I provide information for all media services who want anything," he explained.

Football commands a majority of Jensen's attention. "Football is the money sport," he said.

"It's my job to drum up interest and get more people to the game. This helps get the money needed to finance the other sports," he added.

For an away game, Jensen's job begins early in the week of the game. He outlined the procedure he will follow for the Sun Devils game with Brigham Young University on Nov. 16.

"I'll leave on Wednesday for Salt Lake. First, I'll go to the Deseret News and Salt Lake Tribune, leaving pictures and information," he said.

The wire services will be his next stop, followed by the television stations.

"I've been on as many as three TV shows within 45 minutes," Jensen noted. At the TV stations he narrates film clips of the Sun Devils in action.

From Salt Lake, Jensen moves on to Provo, the site of the game, where he visits the Provo Herald.

"The key is to leave something different at each stop. This way, the people won't be reading the same thing twice," he explained.

After football season, Jensen's

interests turn to basketball, which carries into March. Spring is the busiest part of the year, he said, as far as the number of sports is concerned.

"I depend a lot on the coaches in the spring," he added, pointing out that his staff consists of a grand total of two — a secretary and a student assistant.

It was as a student assistant that Jensen received training for his job. "I was a student assistant here from my freshman year until I graduated in 1964," he recalled.

Jensen, 26, came here after graduating from Casa Grande High School, where he had played baseball.

After graduating here in 1964, he moved to San Jose State, working as sports information director until the job opened here last May, when Dick Mullins resigned to go with the Phoenix Suns.

Jensen is married, has an eight-month old son and says his job is nearly a 12-month task.

As for a vacation, he said, "I try in June to just get away. We like to visit relatives in Colorado or Wyoming — this gives me a chance to ignore sports for awhile."

He does not get much of a chance to ignore sports, though, as his University position beckons in mid-summer.

"The compilation of the promotional booklet for the football team takes about one and a half months. The summer is also the time for lining up my work crew and updating historical information," he explained.

August is also the time the promotion of All-America candidates begins. "This includes writing letters to the pre-season team selectors, getting favorable quotes from opposing players and coaches and spending

many hours on the phone," Jensen said.

Despite the long hours and tediousness of his job, Jensen is extremely happy with it. "There's a personal satisfaction

in getting good publicity for the team and the area," he said.

"ASU is a good place to stay. We have a sound athletic program — one of the better ones around," he added.

Jensen gave a slight hint of higher ambitions when he mentioned that WAC Commissioner

Wiles-Hallock and pro football's commissioner, Pete Rozelle, both started as SIDs.



Photo by Hal Key

JENSEN UNDER FIRE — Nordy Jensen, sports information director, fields questions from Dr. Joe Milner's reporting class this week. Jensen was an assistant SID while a student at the University until he graduated in 1964.

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Sports Short

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