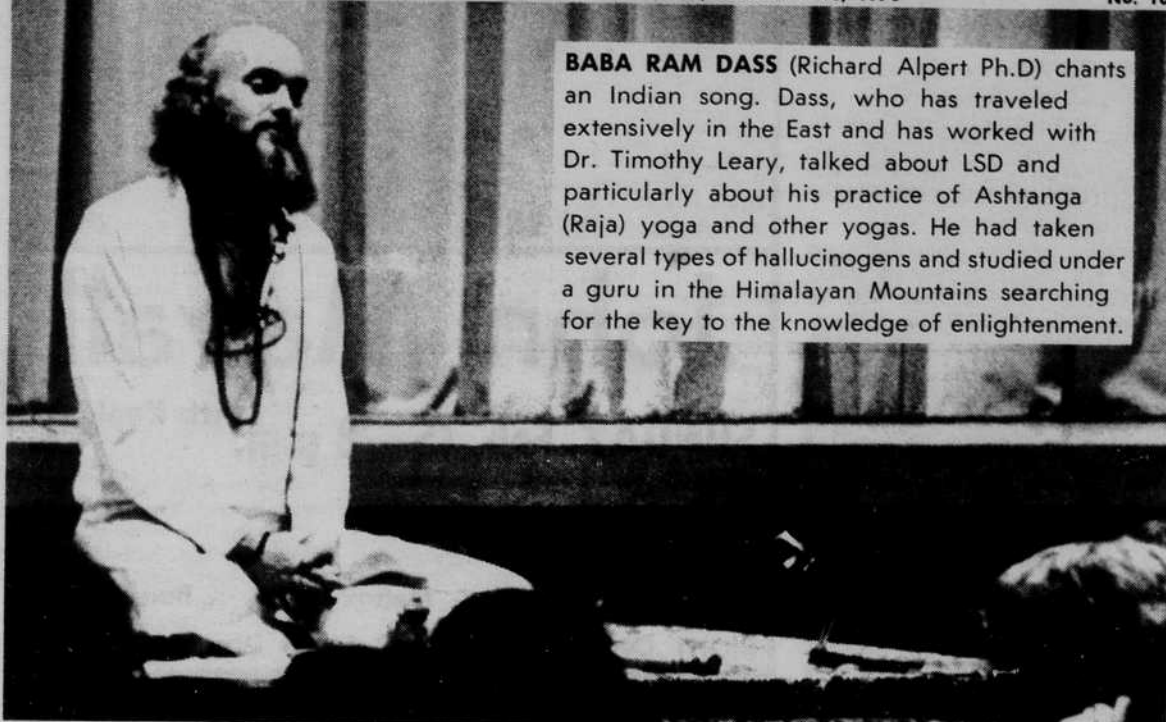


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BABA RAM DASS (Richard Alpert Ph.D) chants an Indian song. Dass, who has traveled extensively in the East and has worked with Dr. Timothy Leary, talked about LSD and particularly about his practice of Ashtanga (Raja) yoga and other yogas. He had taken several types of hallucinogens and studied under a guru in the Himalayan Mountains searching for the key to the knowledge of enlightenment.

Photo by Rand Dennis

St. Valentine's Day and Friday the 13th fall dreadfully close to each other this year and a little too much thinking about the matter can lead to some interesting spirals of thought.

According to some musty volumes in the library, this "holiday for lovers" evolved out of two separate traditions. The Christian tradition stretches back to the martyrdom of St. Valentine on February 14, 270 A.D. when he was executed for refusing to renounce his faith. His execution occurred during the Roman festival of Lupercalia which was held to insure the fertility of people, flocks and fields. During the feast, young people would traditionally draw names from an urn to determine the identity of their true love.

When the Christians took over control of the calendar, they incorporated the now too-familiar pattern of substituting religious holidays for pagan festivals, and St. Valentine's Day replaced the orgy.

Most of us have grown up celebrating St. Valentine's Day in the green-backed tradition of American capitalism with the resulting instinct to buy our way out of the situation. However, this tradition may be soon subject to alteration, along with the accompanying roles of men and women.

For a further examination of this subject, turn to page eight and discover another all new Emerald Wallposter.

ODE to sell by bulk rate

The Student Publications Board Thursday unanimously approved the financial section of a proposed plan which would reorganize the Emerald's relationship with the University.

The reorganization plan, prepared by Associate Director of University Relations Herb Penny, was sent to the Publications Board last week so that it could make recommendations to University President Robert Clark.

Several professional organizations have endorsed financial and legal independence of student publications from their universities. A study completed last December for the University of California also recommended fiscal independence.

During the two-hour meeting Thursday, the board approved moving from subsidies to a system of bulk rate subscriptions for students, faculty and staff.

Discussion of the proposed financial reorganization centered around whether or not the Emerald would be threatened by editorial control under the subscription plan.

Emerald Editor Paul Brainerd told the board there would be less of a threat under the new system than there is now with the ASUO approving a line-item budget.

Brainerd told the group of the successes of other college newspapers under similar bulk rate systems. He explained the proposed method encouraged long-range financial planning.

The approved plan calls for the Emerald to negotiate bulk rate subscription contracts with both the ASUO and the University to provide copies of the Emerald for free distribution on the campus. The subscription rate would be based on a fixed amount per employee or student each year. Currently subsidies and payments for faculty-staff copies amount to about 30 per cent of the Emerald's total budget.

Discussion of the proper membership of a new governing body provided in the reorganization plan centered on the addition of student and faculty members.

Brainerd stressed the proposed board was a "working board" and should remain small and have members directly concerned with the successful month-to-month operation of the paper.

The current board is composed of the Emerald editor, five ASUO appointees and six faculty members. The proposed board would include one faculty member from the School of Journalism, the School of Law and the School of Business Administration; a member appointed by the University president; a representative of the ASUO; the Emerald editor, business manager, managing editor and an at-large member elected by the paper's staff.

Spence Alpert, student member, made two motions to increase the number of ASUO appointments and both were defeated by tie votes. A motion by Alpert to add one faculty member at-large was accepted by a 4-2 vote.

Consideration of other sections of the proposal was delayed until next Thursday as only six of the board's 12 members were present.

The reorganization proposal must be approved by University President Robert Clark, the ASUO president and the Emerald editor before it can become effective.

Head of 'Survive?' class says

Personal effort needed to end pollution

Aiming to instill personal desires to curb environmental pollution, University professor of sociology John MacGregor plans to distribute his expansive overview on pollution to anyone who's interested.

For starters, a showing of MacGregor's multi-media socio-ecological presentation, "Where are you at?" is tentatively scheduled in McArthur Court for Feb. 27, and copies of the written text will soon be made available to the public.

More than 2,000 members of the "Can Man Survive?" SEARCH class gave overwhelming approval to MacGregor's initial presentation Feb. 2 — his commentary along with slides and tapes. It hasn't been offered since, but the great volume of repeat performance requests has encouraged MacGregor to seek a larger audience. "Where are you at?" was created by MacGregor and local media designer Bruce Bittle, who operates five slide projectors on a 40-by-60-foot screen during the commentary while MacGregor narrates and plays tapes.

A desire to show "personal concern people could identify with" prompted MacGregor to set about producing a multi-media ecological message, which he noted is closely linked with a number of "complex, inter-related social problems leading

to a basic personal alienation in Western culture."

"This (presentation) is more than a look at pollution," he continued. "It deals with the estrangement of the individual through himself, others, and the total environment."

Eager to reach as many persons as possible with this ecological overview, MacGregor notes that efforts are being made to send "Where are you at?" to audiences beyond the Eugene area. Several suggestions regarding this were made by the media-public communications action group of "Can Man Survive?" Monday night.

These included a call for presentations at various Oregon public schools and during the April 22 environment teach-ins at Portland State and Oregon State universities, filming live scenes to go along with the audio delivery in order to create a television program; a video-tape of the presentation to include a transposed picture of MacGregor on the screen along with the present slide projector shots, and a widespread distribution of MacGregor's text.

At present, though, no decisions have been made on what—if any—steps will be taken to send the presentation beyond the Eugene area.

The MacGregor-Bittle production is broken down into ten main



JOHN MacGREGOR

areas. They appear in this order:

- alienation
- overpopulation
- quantity of environmental resources
- quality of environmental resources
- distribution of resources
- person-to-person alienation
- impersonal relationships creating bureaucracy
- alienation contributing to hostility (depicted through riots and the Vietnam war)
- national goals and purpose
- individual commitments in attacking depersonalization and environmental pollution.

In his discourse, MacGregor traces the source of modern western alienation to Aristotle's dichotomous line of thinking which he considers to be a still-prevalent "black and white" concept of good and bad.

What has resulted from this dichotomous thinking, says MacGregor, is a number of pressures on the individual to be something that is contrary to his nature. He claims this has fostered unnatural competition and alienation between people, a theme revealed often in the presentation.

The audial presentation, which includes MacGregor's unaccompanied rendition of satirist Tom Lehrer's "The Pollution Song," gains support for its message through the simultaneous slides. They depict everything from polluted water to crass commercialism and waste to impersonal sex.

Also, Bittle flashes many slides on the screen which don't directly relate to MacGregor's text, designed to heighten the viewer's involvement.

"Most of the visual slides weren't commented on," Bittle said, "because we want the viewer to make his own connections between the slides and what Mac is saying."

MacGregor stresses the importance of an inter-related overview of socio-ecological problems

for anyone wanting to attack environmental issues.

"My main challenge is to point out that technology alone isn't the answer to eliminating pollution. The real answer lies in a moral revolution, which has got to be initiated by the individual.

"You can't attack pollution problems piecemeal. When you do, often times new problem are created.

"I'm not opposed to people who want to seek technological solutions to specific issues," added MacGregor in clarifying his position, "but I think they have to have an awareness of what the specific effect will be in relation to society and the entire environment."

Copies of MacGregor's "Where are you at?" text will be available "perhaps by next week," he said. The text will be given out in the newly-established ecology projects coordinating center, located in the old Oregon office on the EMU mezzanine.

The new coordinating center will have information on file pertaining to all campus ecology movements. It will be the official headquarters of the "Nature's Conspiracy" conservation movement; "Time-Out For Survival," a group organizing University activities for the week of the national environment teach-in April 22, and SEARCH-funded ecology programs.