The Homecoming Parade down University Drive, scheduled for 10 a.m., Oct. 31, features dozens of gala floats and entries from student clubs and organizations.

**ASU gears up for a ‘Devilish’ Homecoming Oct. 25-31**

By Sarah Auffret

Governor Jan Brewer will be the grand marshal for the Homecoming Parade at Arizona State University in Tempe on Oct. 31. The festive Block Party begins at 9 a.m. and the parade at 10 a.m., on University Drive, so grab your pitchforks and prepare for a devilishly good time.

The parade starts at Myrtle Avenue and moves east to McClure, with Sparky and the Sun Devil Marching Band joining dozens of gala floats and entries from student clubs and organizations.

The Block Party will take place just south of the University Club on Tylee Mall, winding north over the Alumni Lawn and across the street into the Palo Verde residence hall area. University Drive will be blocked off from 9 a.m. until 12:30 p.m., when the party ends.

Kickoff for the football game between the ASU Sun Devils and the California Golden Bears will be at 12:30 p.m., in Sun Devil Stadium.

This year’s Block Party features more than 30 tents with activities and treats for children, plus demonstrations and exhibits for everyone.

There will be face painting, clown, balloon animals, prize wheels, free crayons and candy. Food and ASU gear will be for sale, also. Patients are encouraged to bring their children to trick-or-treat.

ASU Native American alumni will have cultural performances, student art, crafts for children, games, and tacos and fry bread for sale. Campus MovieFest, free student films, will screen at the Student Recreation Center tennis court, in buildings, and 7:30 p.m., Gammage Auditorium, discount admission for students.

Children and their parents can get an enjoyable introduction to the exciting research at the Biodesign Institute, with activities that include making necklace from strawberry DNA and creating nylon polymers in a safe and slimy-fun experiment. ASU Libraries will have a guest appearance by "Ayk a Librarian" chicklet, and an assortment of historical ASU yearbooks for the older crowd.

ASU Native American alumni will have cultural performances, student art, crafts for children, and tacos and fry bread for sale. ASU Athletics will offer inflatable bouncy animals, prize wheels, free crayons and candy.

Food and ASU gear will be for sale, also. Patrons are encouraged to bring their children to trick-or-treat.

ASU’s longest-standing traditions that dates back to 1917. Gather at 5th Street and College to carry lanterns to the summit, enjoying music and fireworks.

Oct. 31 – Block Party, 9 a.m., from Old Main's alumni lawn north to Palo Verde Main, featuring 30 tents with demonstrations, exhibits and activities, plus a Challenges Mall.

Oct. 31 – Homecoming Parade, 10 a.m., University Drive from Myrtle to McClure Avenues, with Sparky, Sun Devil Marching Band and Spirit Squad.

**Initiative challenges ASU community to engage in global issues**

By Barby Grant

Not all of the Homecoming festivities this year will have a devilish theme. ASU’s future as a New American University and the pressing challenges it intends to tackle will be the focus of activities on Cady Mall during the Homecoming Block Party Oct. 31.

ASU faculty and staff are urged to explore the Challenges Before Us area, sponsored by the ASU Foundation.

“The Challenges experience will feature interactive displays and a series of viewing videos. The goal is to introduce the public to a new way of thinking about what ASU does, why it is so important and ways to become involved in the initiative.”

“The challenges are expressed in eight major questions facing the world today: How do we create a sustainable way of life? How can we educate in a rapidly changing world? These are some of the questions that help capture important concepts that the university and the community share.

The eight global challenges, and a set of some 100 more immediate ones, represent the combined expertise and potential of ASU faculty, staff, students and programs. They emerged from nearly two years of study and consultation. Deans and program directors, for example, singled out 600 specific teaching or research activities that addressed problems of local, national or global importance.

In addition, the challenges include immediate goals, such as teaching critical thinking, accelerating breakthroughs in basic science and linking the arts to social and personal well-being, that will serve as foundational knowledge for making progress on a number of other major challenges as well.

(See BLOCK PARTY on page H2)
Block Party to feature ‘Challenges’ on Cady Mall

(Continued from page 1)

“Arizona State University faculty and students are expected to engage in research, exploration and scholarship that is impactful,” says Quentin Wheeler, ASU’s vice president and the dean of the College of Liberal Arts and Sciences. “Impact may involve a new theory or method that changes how colleagues around the world conduct their research. Or it may solve a problem facing society locally, regionally or globally. We want people to see more clearly the connection between issues they care about deeply and the exciting, often complex work that ASU students, faculty and alumni are doing.”

A preview of the challenges project has been available since last fall when a Web site was launched online, regionally or globally. We want people to see more clearly the connection between issues they care about deeply and the exciting, often complex work that ASU students, faculty and alumni are doing. A preview of the challenges project has been available since last fall when a Web site was launched.

Liberal Arts and Sciences brings bits and pieces of labs and classrooms to Homecoming Block Party

By By Carol Hughes

Repatriates, “Lucy,” meteorite “meteorwrongs,” physics experiments and Jiu-Jitsu demonstrations are among the activities planned for this year’s Homecoming Block Party by academic units and research centers in the College of Liberal Arts and Sciences.

The college is ASU’s home for Earth and space exploration, speech and hearing science, and research in the life sciences. That means space-themed interactive activities, ear plugs and snakes will be at the college’s Homecoming site, located in the gateway area between Old Main and the Piper Writers House during the Oct. 31 Block Party.

This year’s location is unfarmed and members of the ASU community and the public are welcome to interact with Liberal Arts and Sciences students, faculty members, alumni and staff, and participate in scores of hands-on family activities.

The college is ASU’s hub for English and creative writing, international languages and cultures, and film and media studies. The humanities will celebrate Homecoming with a children’s story time, giant crossword puzzle and calligraphy practice, in addition to popcorn and movie trivia questions.

In the social sciences, the college is where students ponder human evolution and social change, delve into the complexities of social and family dynamics, and design geospatial modeling and urban plans. Among activities in the social sciences will be a sustainability guessing game and a computer-based activity to calculate your carbon footprint.

Back in natural sciences, students will be keeping with the Halloween theme at this year’s Homecoming – the student affiliates of the American Chemical Society from the department of chemistry and biochemistry will serve up a multi-colored (food dependent) witches broth here. This will be complemented by a hands-on demonstration of the science of slime, which will show off the variety found in toy stores and a different and much drier one used on many movie sets. The students also will be making “elephant’s toothpaste,” which is made by the iodide-catalyzed degradation of hydrogen peroxide. To top off everything off, they will demonstrate various states of change with the help of liquid nitrogen.

Also planned, by the psychology department, are activities and assessments of mental health and wellness, including body mass index, blood pressure and a demonstration on how psychology and robots work together for stroke therapy.

Block Party goers can try their hand at math puzzles from the college’s new School of Mathematical and Statistical Sciences. And cadets from the university’s Army and Air Force ROTC units will have information about aerospace studies and military science.

There will be lots of activities for children and carnival-type food, including snow cones and cotton candy,” says Rebecca Allerhite, the college’s director of special events. “We hope students, faculty and staff from other colleges and schools stop by to check out the many displays and demonstrations.

Hughes, with the College of Liberal Arts and Sciences, can be reached at (480) 965-6375 or carol.hughes@asu.edu.

Journalism alumni invited to tour new building

By By Julie Newberg

Arizona State University’s journalism program has experienced an amazing evolution during the past 25 years. Technology changed the way that students work – from the dens of the typewriter to the advent of video display terminals. Laptop computers, e-mail and the Internet are modern-day tools of the trade.

What hasn’t changed are the basic tenets of journalism. As the Walter Cronkite School of Journalism and Mass Communication celebrates its 25th anniversary, the school continues to teach professional journalism ethics while expanding its offerings to embrace the multimedia age.

Highlights throughout the years have been many. One of the biggest was becoming the school after Walter Cronkite, the CBS news anchor who was an essential member of Americans’ household. He taught here.

“The landing of the Cronkite name – thanks to Tom Chauncey – in 1983 was, of course, huge,” says Doug Anderson, executive director and Cronkite and asked him to help the school.

“Iguess that’s a great measure of the quality of a journalism program,” says Christopher Callahan, the dean of the Cronkite School.

Landing the sixth $1.5 million Knight Chair in the country today. Over the next three to five years, we’ll take the Cronkite School to the top school in the country by focusing on the future and traditional journalism values,” Callahan says.

Cronkite alumni in downtown Phoenix are welcome to take a tour of the new Cronkite School downtown. Sign up for a tour at 9 a.m., 1 or 4:30 p.m., Nov. 14. For more information visit the Web site www.asu.edu/firstlook/ or jnewberg@asu.edu.
West campus conducts weeklong ‘Devilish’ celebration

By Stephen Des Georges

What do flag football and hot wings have in common with a hypnotist? How is an academic expo featuring faculty linked with a Devilish Haunted Ball or a movie on the Fletcher Library Lawn a big-top carnival? Each is a popular piece of Arizona State University’s 2009 “Devilish Homecoming” celebration at the West Campus, Oct. 26-30. The weeklong festivities culminate Oct. 31, in Tempe, with the Sun Devils playing on the University of California Golden Bears on Frank Kush Field at Sun Devil Stadium.

Homecoming and Open House events at the West Campus are free, and additional information is available at www.homecoming.asu.edu or visiting the Web site www.west.asu.edu/publicaffairs/homecomingevents.jpg.

The highlight of the five-day schedule at the West Campus is the Oct. 28 Open House that is open to the public and includes a full day of events, displays, tours and more, beginning with an Academic Expo from 10 a.m. to 4 p.m. The final event on the Open House schedule is Movies on the Lawn, starring the spook flick “Poltergeist,” beginning at 9 p.m.

The weeklong festivities begin for students Oct. 26, with Fear the Funk games at 3 p.m., on the Fletcher Lawn, and a hypnotist session at 7 p.m., in La Sala in the University Center Building (UCB). Included in the funk games are a pumpkin pie eating contest, pumpkin relays, three-legged races, tug-of-war, a water balloon toss and more. A deejay will spin, and prizes will be awarded to game winners.

On Oct. 27, around Flag Football tailgate and Tournament is featured, including a hot wing eating contest. The action takes place on the Las Casas Lawn, beginning with a grill-style barbecue at 5:30 p.m., tournament at 7 p.m. and the wing eating competition at approximately 8 p.m. Participants will receive event T-shirts, while tournament and wing winners will earn championship T-shirts. Team entry information is available by calling (602) 543-8524 or visiting the Web site http://west.asu.edu/fitness/carnivals.htm. In addition to the expo – featuring an inside look at faculty research, projects and works-in-progress – and Movies on the Lawn, the Oct. 28 Open House calendar of events features Devils Decorate West, a giant display area from 2 to 5 p.m., in the Center University Library, highlighting colleges, programs, clubs and services; Sparky’s Challenge, 2 p.m., Oct. 25, at University Park, 1002 W. Van Buren St. Students will compete in the fourth annual Homecoming block party, parade and game, 9 a.m., Oct. 27, at the Student Union. This year, the event, sponsored by PAWP, will include free food, pumpkin decorating, prizes and games, as well as the annual “kiss the pig” contest.

For those who bleed maroon and gold, the “devilish” Homecoming spirit rocks events at Polytechnic

By Karl Stallcop

ASU Polytechnic is rocking Homecoming this year with its biggest celebration yet. Students from all the ASU campuses are welcome to attend the festivities, which will include a festival, Taste of East Valley and a concert by local band Anthony Zoya.

The celebrations start Oct. 26, with a Homecoming theme for the weekly Kickback sponsored by the Programming and Activities Board Polytechnic (PAWP). Students will be able to enjoy the kickback with friends and family, rain or shine, while they get ready for the week ahead.

The annual Polytechnic Homecoming Fest will take place from 11:30 a.m. to 1:30 p.m., Oct. 27, at the Student Union. This year, the event, sponsored by PAWP, will include free food, pumpkin decorating, prizes and games, as well as the annual “kiss the pig” contest.

For more information, contact Ashley Glatting, the ASASUP vice president and chair of the Student Union, at (602) 543-8200 or asasuphomecoming@gmail.com.

Downtown landscape shines in maroon, gold

By Marshall Terrill

ASU’s Downtown Phoenix campus will be showing its heart of maroon and gold as it prepares for Homecoming 2009. Banners, pom-poms, bonnets and footballs will fill out the downtown landscape for a week of “Devilish” homecoming traditions and celebrations that reflect ASU pride.

“Homecoming Weekends are a great opportunity for everyone to show their Sun Devil pride,” says Cassandra Aiska, the director of the Department of Student Engagement. “The variety of events and activities provides many opportunities for everyone to show their Sun Devil pride.”

“We all look forward to this time in the year, where ASU pride runs rampant across all of Phoenix.”

Scheduled activities for Homecoming week include:

• Sparky’s Challenge, 2 p.m., Oct. 25, at University Park, 1002 W. Van Buren St. Students will compete in the fourth annual Homecoming block party, parade and game, 9 a.m., Oct. 27, at the Student Union. This year, the event, sponsored by PAWP, will include free food, pumpkin decorating, prizes and games, as well as the annual “kiss the pig” contest.

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By Kari Stallcop

This year’s Homecoming will be featured. Last year more than 100 revelers attended the Homecoming blood drive from 10 a.m. to 4 p.m., Oct. 28, in Cooley Ballroom A at the Student Union.

On Oct. 29, Homecoming swings into high gear with an Open House for prospective students and their families. Visitors will be able to tour the campus and learn about ongoing research and programs at Poly, as well as financial aid, admissions and housing.

Following the Open House, several East Valley restaurants are joining in the festivities. Food vendors will be setting up from 6 to 8 p.m., in Lot 60 near the Technology Center. Participating restaurants include Babu’s Fresh Mexican Grill, Chick-Fil-A, Texas Road House, Rhino Caffe, Resi- ter Police Family Restaurant, Jamba Juice and others.

Thursday’s main event, made possible by the student activity fee, is the concert with headline act Are Authority Zero starting at 7:30 p.m. Seven Car Utep will open at 6 p.m. A valid ASU student ID is required for admission to the concert, and students are asked to bring one guest.

“This event is incredibly important to the student leaders here,” says Ashley Glatting, the ASASUP vice president and chair of the Student Union, at (602) 543-8200. “This is an event that the ASASUP has put on for years and we are so excited and we want to host an exciting event to show our Sun Devil and Poly spirit.

The concert will be held on the Poly Parade grounds. Students are encouraged to bring their own blankets or portable chairs.

Homecoming events continue Oct. 30, with the Boo Bash, a Halloween party hosted by Williams Campus Housing. The Boo Bash will take place from 6 p.m. to 9 p.m., in the Student Union Annex. Students will be able to enjoy food, Halloween activities, a haunted house and games.

“We think that this week of activities is a really big step for the Polytechnic campus,” says Derek Uyuyukin, the director of PAWP. “We want people to see that great things are happening here.”

Stallcop can be reached at kari.stallcop@asu.edu.