DATE	Stories and Cutlines	Locals	Reg. Dai.	Reg. Wee.	50 M's	Reg. Rad.	x-list	Adj. Co.	Hometown	Explanations
1-12-18-78	Davis scholarship	/	/							Mags-3
2-12-18-78	Cutline-ChemEngrGrant									4 specials
3-12-18-78	Optacon instruction	/						/		
4-12-18-78	PSA-Stress Conference									local radio
5-12-18-78	Law graduation									
6-12-19-78	Faculty awards	/								
7-12-19-78	Mass Comm Week Schedule	/	/		/				1 /	12-to Dan
8-12-19-78	Realtors scholarships	/							6 /	
9-12-19-78	Museum hours for YMPS	/						/		
10-12-19-78	Tech employee awards									
11-12-20-78	Engineering Education	/								10 specials
12-12-20-78	Bennett appointment	/								Amarillo
13-12-20-78	Saline water in production	/	/							Ag list, Corpus
14-12-20-78	PSA-Engr. Course									
15-12-20-78	Hometowner-D. Caffey								/	3 specials
16-12-20-78	Seminar for Mature Student / shortened	/						/		
17-12-20-78	Tech employee awards	/								
18-12-20-78	Credit Crunch Conference	/	/	/						10 extra
19-12-21-78	Snyder Memorial	/						/		11 specials / 12 Dr. K.
20-12-21-78	Engr. "Activity Scheduling"	/	/							
21-12-21-78	TV Educational Programs	/						/		
22-12-22-78	PSA-Engr Cont Ed									

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CONTACT: Becky Patterson

LUBBOCK--A scholarship endowment to honor Dr. J. William Davis, professor of political science emeritus and long active in Texas Tech athletics and National Collegiate Athletic Association activities, is being established at the university.

Davis served as chairperson of the Political Science Department and many years as member and chairperson of the Texas Tech Athletic Council. His membership dates from 1948 until 1971.

The Texas Tech chapter of Pi Sigma Alpha, a political science honorary, is coordinating the effort. Davis will shape guidelines for administering the scholarship.

Davis served on the faculty of the Political Science Department from 1938 until 1944 and was chairperson from 1944 until his retirement in 1974. He is widely known for his expertise in state government and constitutional law and served on two constitutional revision committees. He is author of "There Shall Also Be a Lieutenant Governor" and several other publications related to state government.

Davis was recognized by resolution in the Texas Legislature in 1971 and received two special awards from the Lubbock County Bar Association. The professor also served as a member, consultant and chairman of the City Charter Commission.

He has a special interest in athletics and served on the

-more-

Texas Tech Athletic Council from 1948 until 1971. He was a member of the governing board and vice-president and president of the Southwest Athletic Conference.

Davis was influential in obtaining Texas Tech's membership in the conference. He also is known as the author of the letter-of-intent for athletic recruiting, now in use by the NCAA.

Persons wishing to contribute to the fund are urged to contact the Development Office of Texas Tech, (806) 742-2128, or the Political Science Department, (806) 742-3121, for further information. Contributions should be addressed to the J. William Davis Scholarship Fund, Development Office, Texas Tech University.

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1-12-18-78

cutline----------

GRANT FOR CHEMICAL ENGINEERING--Celanese Chemical Corporation, a traditional supporter of the Department of Chemical Engineering at Texas Tech, presents $3,000 in unrestricted funds to university officials. Representatives Ladin Moore, left, operations superintendent at the Bay City plant, and Jack McCavit, right, process engineering group leader at the Pampa plant, visited with Dr. Raffi M. Turrian, chairperson of the department, to make the presentation. (Tech Photo)

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CONTACT: Paula Lowe

LUBBOCK--Texas Tech University is one of several institutions in the nation providing instruction on the optical-to-tactile converter (Optacon) which gives blind students capability to read printed materials.

By moving a miniature camera across a line of print with one hand while the index finger of the other hand feels the vibrating tactile images produced by Optacon electronics, the blind person can read printed material without the aid of a sighted person.

Instructor Donna Pritchett said learning the Optacon method of reading is no easy task. Part of the difficulty lies in the confusion created by the different kinds of printed typeface. It also is much easier for a student to learn shapes of stationary printed letters than those in motion. Once learned, the students practice to attain speed, Pritchett said.

Because of the Braille reading system and the tape recorder, the need for learning the Optacon is usually not realized until a person is in the work force. In many cases, ability to read print becomes essential when the first job is acquired, she said.

Persons having ability to use the Optacon consider it invaluable, Pritchett said. Not only does it enable them to perform their job, but it also gives them opportunity to read personal

-more-

letters and balance a checkbook on their own, she pointed out.

Because the Optacon converts any printed information into identical tactile information, it can be used to read any language, mathematical symbols, graphic drawings, computer output, cathode ray tube displays, visual displays of electronic calculators and typed copy. The reading aid has opened doors into career fields never before considered for blind persons.

Two blind students at Texas Tech are participating in the course which is available at no charge. Non-students may learn the operation of the reading aid for a fee.

The course can be stretched throughout an entire college career or concentrated into a two-week time span. Persons from outside the Lubbock area taking the two-week course may arrange to live in a Texas Tech dormitory. Pritchett can be contacted at 742-2254, Texas Tech Library, Center for the Visually Handicapped, for additional information.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Jan. 16, 1979)

HOW TO DEAL WITH STRESS AND HOW TO BECOME MORE ASSERTIVE WHEN DEALING WITH PEOPLE WILL BE TWO OF SEVERAL TOPICS FOR PARTICIPANTS IN A LEADERSHIP CONFERENCE AT TEXAS TECH UNIVERSITY. THE CONFERENCE, DESIGNED TO PROMOTE AN INDIVIDUAL'S PERSONAL GROWTH AND LEADERSHIP ABILITIES, WILL DEAL WITH TOPICS SUCH AS MOTIVATION, LISTENING SKILLS, PUBLICITY AND PLANNING. THE CONFERENCE WILL BE HELD JANUARY 20TH FROM 9 A.M. TO 5 P.M. AT THE UNIVERSITY. REGISTRATION IS $3.50 AND INCLUDES LUNCH. FOR INFORMATION CONTACT THE OFFICE OF STUDENT LIFE AT 742-2192.

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4-12-18-78

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CONTACT: Dan Tarpley

LUBBOCK--The hooding ceremony for December 1978 graduates of the Texas Tech School of Law will be conducted at 6 p.m., Friday (Dec. 22), in the Forum. Law School administrators estimated approximately 35 students will complete requirements for graduation.

U.S. Representative-elect Kent Hance of Lubbock will deliver the address, according to Law Dean Frank W. Elliott.

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CONTACT: Dan Tarpley

LUBBOCK--Dr. Billy I. Ross, chairperson of the Mass Communications Department at Texas Tech University, today announced recipients of three faculty innovation awards in the department.

The top award of $100 was presented to Ronald D. Geskey, advertising lecturer, for a class project for a soft drink advertising campaign.

Second place award of $75 was presented to Dr. Harmon L. Morgan, journalism professor, for designing a teaching method to improve language skills for journalism students.

Prof. Ronald L. Hughes of the telecommunications faculty received the third place award of $50 for use of videotape in teaching advanced telecommunications students.

The awards were underwritten by the late L. U. Kaiser of Houston, direct mail advertising executive. Kaiser was inducted into the Mass Communications Department's Hall of Fame in 1976.

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CONTACT: Paula Lowe

LUBBOCK--Texas Tech University's Mass Communications Week Feb. 19-23 will feature a full program of nationally known speakers representing press, radio, television, advertising agencies and public relations firms.

A full complement of students and faculty have invited and obtained commitments from professionals in the areas of advertising, photography, editing and publishing and public relations, according to Dr. Billy I. Ross, chairperson of the Mass Communications Department.

Paula S. Lowe of Arlington is chairperson of the Mass Communications Week general committee. Other committee chairpersons are: Mark K. Clardy of Lovington, N. M., finance; Mary L. Sailor of White Deer, printing and services; Becky G. Patterson of Lamesa and Kim D. Cobb of San Antonio, publicity; Joe M. Wilson of Arlington, transportation; Melissa A. Locke of Slaton, invitations; and Linda S. Wooten of Borger and Heinrich H. Steiner of Germany, Thomas Jefferson Award Banquet.

Each day of Mass Communications Week is devoted to a specific area of the department. Students in charge of coordinating events for each day are: Liane Jones of Brady, Public Relations Day; Ann Savage of Richards and Karla K. Sexton of Amarillo,

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Journalism Day; Mark A. Branton of Dallas, Advertising Day; and Richard C. Qualls of Roswell, N.M., and Helen Lukers of Lufkin, Telecommunications Day.

Speakers, representing the different areas of the mass communications field, discuss various aspects of their jobs to acquaint students with the realities in the profession. Most of the week's speakers have been confirmed.

Monday, Public Relations Day, speakers are Linda Walker Buck, account executive, Tracy-Locke Advertising and Public Relations, Dallas; Sam Petock, vice president of communications, Rockwell International; and William L. Hill, creative director, Bloom Advertising Agency, Dallas.

Tuesday, Journalism Day, speakers are Glen Guzzo, reporter, "Fort Worth Star-Telegram," and John N. Bailey, executive director, International Association of Business Communicators, San Francisco. A panel of Texas Tech mass communications graduates will discuss with students different aspects of their jobs. They are Rusty Jones, newsman, KMCC television, Lubbock; Mary Lou Kromer, public relations, Rockwell International; Donny Richards, press secretary for U.S. Congressman Kent Hance; and Roy McQueen, editor, "Snyder Daily News."

Wednesday, Photography Day, speaker is Bob Dodson, NBC correspondent, Dallas.

Thursday, Advertising Day, speaker is Chuck Shemely, vice president, marketing, Keebler Co., Chicago. Luncheon speaker is James Healy Jr., vice president, National Advertising Bureau, Chicago.

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mass comm week/add two

Friday, Telecommunications Day, speakers are Ed Giles, media specialist, Emory University Medical School, Atlanta, and Charles Jones, radio development, Cosmos Broadcasting, Columbia, S.C.

The week is highlighted by the presentation of the Thomas Jefferson Award on Feb. 23 at the Thomas Jefferson Award Banquet. One of two national awards given by Texas Tech, it is presented to a national figure who has made a substantial contribution in the area of the First Amendment rights of freedom of the press.

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CONTACT: Dan Tarpley

LUBBOCK--The Lubbock Board of Realtors and the board's Women's Council presented scholarships to four Texas Tech University students at a luncheon this week.

Recipient of the $300 scholarship from the Board of Realtors was Paul W. Kelly, senior finance student, son of Mr. and Mrs. Paul B. Kelly, 1963-B Denton, Abilene. Women's Council $250 scholarships were presented to Cynthia S. Allen, senior business administration student, daughter of Mrs. Sue Allen, 3501 91st St., Lubbock; Willis B. Pierce, senior finance student, son of Mr. and Mrs. Fred Owen of Route 1, Clifton; and Alfred Allen Benson, son of Mrs. John H. Benson, 4700 Sierra Vista Drive, El Paso.

All four students indicated an interest in real estate and related areas.

The presentations were made by Darryl Berry, president of the Lubbock Board of Realtors, and Dr. Karl L. Guntermann, professor of finance in the College of Business Administration.

8-12-19-78 -30-

cutline----------

REAL ESTATE SCHOLARSHIP RECIPIENTS--Four Texas Tech University business administration majors this week were presented scholarships by the Lubbock Board of Realtors and the board's Women's Council. Presentations were made by Dr. Karl L. Guntermann, left, finance professor, to Cynthia S. Allen, of Lubbock, business administration major, Alfred Allen Benson, center, of El Paso, marketing major, Paul W. Kelly, second from right, of Abilene, finance major, and Willis B. Pierce, Clifton, senior finance major. (Tech Photo)

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LUBBOCKITE WINS SCHOLARSHIP--Texas Tech University finance Prof. Karl L. Guntermann presents Cynthia S. Allen, senior business administration major, with a $250 scholarship from the Women's Council of the Lubbock Board of Realtors. She is the daughter of Mrs. Sue Allen of 3501 91st St., Lubbock. The scholarship was one of four presented by the board and the women's group at the board's luncheon this week. (Tech Photo)

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8-12-19-78

cutline--------

REALTORS PRESENT SCHOLARSHIPS--Darryl Berry, right, president of the Lubbock Board of Realtors, and Dr. Karl L. Guntermann, left, finance professor at Texas Tech University, present scholarships to four Texas Tech students at a recent luncheon. Recipients, from left, are Cynthia S. Allen, senior finance major from Lubbock; Alfred Allen Benson, senior marketing major from El Paso; Paul W. Kelly, senior finance major from Abilene, and Willis B. "Bill" Pierce, senior finance major from Clifton. Kelly received a $300 scholarship from the Board of Realtors. The other three were presented $250 scholarships from the board's Women's Council. (Tech Photo)

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ABILENE STUDENT WINS SCHOLARSHIP--Texas Tech University finance Prof. Karl L. Guntermann, left, presents Paul W. Kelly, Abilene, senior finance major in the College of Business Administration, with a $300 scholarship from the Lubbock Board of Realtors. Kelly is the son of Mr. and Mrs. Paul B. Kelly, 1963-B Denton. The scholarship was one of four presented by the board and the women's council of the board at a luncheon this week. (Tech Photo)

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8-12-19-78

cutline---------

CLIFTON STUDENT WINS SCHOLARSHIP--Texas Tech University finance Prof. Karl L. Guntermann, left, presents Willis B. "Bill" Pierce, senior finance student in the College of Business Administration, with a $250 scholarship from the Women's Council of the Lubbock Board of Realtors. Pierce is the son of Mr. and Mrs. Fred Owen of Route 1, Clifton. The scholarship was one of four presented by the board and the women's group of the board at a luncheon this week. (Tech Photo)

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cutline--------

EL PASO STUDENT WINS SCHOLARSHIP--Texas Tech University finance Prof. Karl L. Guntermann, left, presents Alfred Allen Benson, El Paso, senior marketing major in the College of Business Administration, with a $250 scholarship from the Women's Council of the Lubbock Board of Realtors. Benson is the son of Mrs. John H. Benson of 4700 Sierra Vista Drive, El Paso. The scholarship was one of four presented by the board and the women's group at the board's luncheon this week. (Tech Photo)

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CONTACT: B. Zeeck

LUBBOCK--The Museum of Texas Tech University will close this year only for Christmas Eve and Christmas and for New Year's Eve and New Year's Day.

And for its holiday hours special Moody Planetarium shows will be offered. The story of the Christmas star is depicted in the planetarium show. "For unto us . . ." to be shown at 3 p.m. daily on Dec. 26-30. The Museum will be open from 1 to 5 p.m. on those days.

"A Kid's Christmas" exhibit will remain on display until Jan. 2. It will be followed by an exhibit on "William Shakespeare and His Time," opening in conjunction with the 1978 Texas Tech University Comparative Literature Symposium, Jan. 24-26. The Shakespeare exhibit will include materials in a traveling show offered by the Folger Shakespeare Library in Washington, D.C., and other materials from the Texas Tech Library.

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Remainder of locals
Riggy Nordarff -
El Paso Nsprs
File

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CONTACT: Jane Brandenberger

FOR IMMEDIATE RELEASE

LUBBOCK--Eight Texas Tech University and School of Medicine employees received awards for outstanding service today (Dec. 19).

President Cecil Mackey presented awards to Toby Avila, Rita Chrane (Crane) and Richard Fischenich (Fihsh-nihk) of the Medical School and Xantippe (Zan-tip) Stafford, Meredith J. Walker, Mattie Jo Stroud and Mary Crittendon of the University staff. Dr. Reagan H. Gibbs of the Medical School received the first Vice President's Award for outstanding service.

Nominations were submitted from each employee and supervisor of the University and Medical School to the various vice presidents. Each vice president reviewed these nominations and made recommendations to four award selection committees, composed of peer representatives. This committee made final recommendations to President Mackey.

Avila, audio visual technician at the El Paso Regional Academic Health Center, was commended for "exemplary friendly and cooperative efforts in accomplishing needed tasks" and for "going beyond the level of his job requirements to be of help to faculty and staff alike." A Tech employee since May 1977, he studied

-more-

advertising art and photography at Crozier Technical School in Dallas and art at Southern Methodist University.

Educational program assistant in the Office of Continuing Medical Education, Ms. Chrane was cited for dedication evidenced by hard work, organization and planning of continuing education programs, willing cooperation and maintenance of a high level of professionalism. A Medical School employee since 1975, she holds bachelor and master of business administration degrees from West Texas State University.

Fischenich, chief of Biomedical Electronics, was cited for his efforts to reduce maintenance costs, development of systems and procedures and dedication to his profession. He has continued personal development, Dr. Mackey noted, through coursework in engineering, business administration and manufacturers' technical training programs.

Director of Student Health Services, Dr. Gibbs joined Texas Tech in 1974. A graduate of The University of Texas Medical Branch at Galveston, he is certified by the American Academy of Pediatrics. He was commended for his implementation of high standards of performance, quality of communications with the student community and his overall concern with and interest in university students.

Ms. Stafford, a secretary in the Department of Mass Communications, was originally employed in 1967 as administrative assistant in the School of Business Administration. Since 1971 she has worked with Mass Communications during its most dynamic growth period, Dr. Mackey pointed out, as the department has grown

from less than 200 majors to almost 1,000. Her responsibilities include coordination of all clerical and secretarial services.

Walker has been a maintenance mechanic in Residence Hall Operations since 1957. President Mackey commented that during his long tenure Walker has made many friends among the students and has impressed other staff with his knowledge and ability. "The residents make many requests, from removing lost contact lenses from the drain to replacing overhead lights. These daily problems are taken care of by the cheerful and dependable Mr. Walker," Mackey said.

Serving as Centrex supervisor since 1974, Ms. Stroud oversees all three shifts of telephone operators, who staff the Centrex system 24 hours per day. "This dedicated service has won for Ms. Stroud a special place in the hearts of her employees and the University community," the Tech president said.

Ms. Crittendon, programmer project leader in Tech's Information Systems, joined the University in '73. A primary responsibility is the programming and maintenance of the payroll system. Fellow workers commended her willingness to work 10 hours per day and on weekends when necessary and always without complaint. "She works in a small office at the very end of the hall but touches every person employed at Tech through his or her salary checks," Dr. Mackey noted.

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CONTACT: Dan Tarpley

LUBBOCK--Texas Tech University's Continuing Engineering Education division will present courses in Borger and Amarillo during the spring semester for practicing engineers interested in obtaining master's degrees.

Two courses will be offered on the Frank Phillips College campus in Borger and two in Amarillo at a site which has not been announced.

Registration for the courses is scheduled for 6 p.m., Jan. 3, in the Reddy Room of the Southwestern Public Service Company, Sixth and Tyler, Amarillo, and Room 12, Administration Building, Frank Phillips College in Borger. There will be no late registration.

The courses in Borger are "Decision Theory and Management Science" (IE 5321) and "Classical Thermodynamics" (ME 5321). Courses in Amarillo are "Digital Systems" (EE 5321) and "Selected Topics in Advanced Statistics" (IE 5318).

The courses will be taught at 6 p.m. on Tuesdays, with the first sessions scheduled Jan. 16.

"The off-campus program enables engineers to earn master's degrees with 36 semester hours of course work plus a comprehensive oral examiniation," said Jo King, director of Continuing Engineering Education at Texas Tech. "No thesis is required. All the work

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can be completed off campus, enabling the engineer to remain on the job and at home."

Up to nine years are allowed for completing the program. Credit for graduate course work completed in residence at another accredited graduate school may be accepted for as much as half of the 36-semester-hour requirement.

Fifty engineers have earned Master of Engineering Degrees through the program, King said.

Registration fee is $66.50 for resident students and $136.50 for non-residents. Expenses for the professor are prorated among enrollees. Participants will be billed for their prorated shares.

The program was initiated in 1966 to comply with requests from professional engineers employed in area industries. Personnel from 17 companies and members of two professional societies have participated.

Additional information may be obtained from Jo King, Continuing Engineering Education, College of Engineering, Texas Tech University, Lubbock 79409, or be telephoning (806) 742-3429.

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CONTACT: B. Zeeck

LUBBOCK--Dr. J. Wayland Bennett, associate dean of the Texas Tech University College of Agricultural Sciences, has been elected to a three-year term on the board of directors of the Federal Reserve Bank of Dallas.

Bennett is associate dean for industry relations and a professor of agricultural economics.

He has served as a consultant to the U.S. Feed Grains Council in its market development work in West Africa, Egypt and Europe. He was selected by Gov. John Connally as one of a four-member team to visit and report the potential effects of the developing agricultural policy of the European Common Market on Texas agricultural products. He organized the Bankers Agricultural Credit Conference and still serves as its program coordinator.

Active in community affairs ,Bennett has served on the board of directors of the Lubbock Area Workshop for the Blind and as chairman of the Agriculture Committee of the Lubbock Chamber of Commerce.

Bennett was elected by banks in a group whose members have capital and surplus of $1 million and more but less than $6 million. He succeeds Thomas W. Herrick, Cattle and Investments, Amarillo.

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CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--Cotton production in the Southern High Plains may continue even after the Ogallala aquifer dries up, if a cheaper source of energy can be developed to pump the highly saline water from the Santa Rosa formation.

The Santa Rosa lies beneath the Ogallala and although its water is considered highly saline for irrigation, it can still be used for growing cotton, according to a Texas Tech University doctoral student in plant and soil science.

Travis Miller, who recently completed requirements for the Ph.D. degree, investigated the possibility of using saline water for cotton, sorghum, potatoes, and pinto beans.

"Results of my work indicate that if a cheaper source of energy can be found, it may be feasible to use the irrigation water from the Santa Rosa for continued cotton production in a well drained soil," Miller said.

Estimates are that the non-rechargable Ogallala in the South Plains may have no water left by the year 2010.

Miller used water with 7,200 salt parts per million (ppm) for his study. Salt contents of the Santa Rosa range from 1,000 ppm to 10,000 ppm, depending upon location, while sea water has

-more-

about 34,000 ppm.

Sorghum, potatoes, and pinto beans did not perform well under the saline conditions.

"Salinity prevents the germination or sorghum seed. Pinto beans, however, will germinate but the plant will die after growing to a height of three to four inches, while the potato plant will grow to its normal size without any tuber production," Miller explained.

The plants are expected to perform better, however, if natural precipitation occurs prior to the growing season and leaches the salt from the soil.

Miller's work was supervised by Dr. Richard E. Zartman of the Department of Plant and Soil Science. Other Texas Tech faculty who aided Miller were Drs. Frank M. Hons, Norman W. Hopper, J. R. Goodin and Russel D. Pettit.

Zartman said that three levels of irrigation quantity and two levels of water quality were used for the study. The three levels of irrigation quantity were excess, optimal and dryland (no irrigation); while the two levels of quality were city water and sewage effluent after it was run through evaporative coolers at Southwestern Public Service, a utility company in Lubbock.

The water from the utility company contained five times the amount of salt as the city water.

Miller has accepted a position with the Texas Agricultural Experiment Station at Weslaco to work with farmers in the Rio Grande Valley.

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He received the bachelor's degree from Texas A&I University and the master's from Texas Tech. His mother, Mrs. Christine L. Miller, lives at Robstown.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Jan. 4, 1979)

FOR IMMEDIATE RELEASE

PRACTICING ENGINEERS INTERESTED IN OBTAINING MASTER'S DEGREES THROUGH OFF-CAMPUS STUDY CAN CHOOSE FROM SEVERAL COURSE OFFERINGS DURING THE SPRING SEMESTER. TWO COURSES WILL BE TAUGHT ON THE FRANK PHILLIPS COLLEGE IN BORGER AND TWO IN AMARILLO. COURSES IN EQUILIBRIUM SYSTEMS, THERMODYNAMICS, DIGITAL SYSTEMS AND ADVANCED STATISTICS WILL BE OFFERED. REGISTRATION DEADLINE IS JANUARY 3RD. FOR ADDITIONAL INFORMATION CONTACT THE CONTINUING ENGINEERING EDUCATION DIVISION, TEXAS TECH UNIVERSITY, LUBBOCK 79409, OR CALL (806) 742-3429.

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CONTACT: Dan Tarpley

(Note to Abilene Reporter-News: Caffey said you have a photo of him in your morgue.)

LUBBOCK--David Caffey, director of Student Activities at Midland College and son of Mrs. Wiley L. Caffey of 941 Grand Avenue, Abilene, received the Doctor of Education degree at Texas Tech University at the conclusion of the fall semester this month (December).

Dr. Caffey has been a member of the faculty and staff at Midland College since September of this year. He teaches one government course in addition to directing student activities.

He received the master's degree at Texas Tech in 1973 and the bachelor's degree from The University of Texas at Austin in 1970.

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CONTACT: B. Zeeck

PLEASE HOLD FOR RELEASE BETWEEN DEC. 26-31

LUBBOCK--The mature student, 25 years old or older, will be offered five special programs beginning in January at Texas Tech University.

The programs include orientation for the new or returning student, special registration, preparation for taking the Graduate Record Examination (GRE), a study skills seminar and an introduction to the Tech Library.

To register for any of the special programs, students and prospective students are invited to call Jo Ann Morris, director of Program for Mature Students in the Office of Student Life, room 163 in the west wing of the Administration Building. The phone number is 742-2192.

The orientation session, from 7 to 9 p.m. on Jan. 2, will take place in Building X-15, a temporary structure across from the Municipal Auditorium parking lot. There is no need to register for orientation, Morris said.

Representatives from the Office of Student Life, Admissions Office and the Counseling Center will discuss how to enroll, fulfill requirements and schedule study time. They also will answer questions of students enrolling for the first time or

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returning to university classrooms after an absence of months or years.

A special registration for part-time students enrolling in evening classes will take place from noon to 8 p.m., Jan. 3-5, and from 8 a.m. to noon, Jan, 6, in X-15.

For mature students entering for the first time or returning for their first semester, this registration may be used for day as well as night classes. Morris suggested that students complete admission papers and consult with advisers before registration. Information on how to do this will be made available at the Jan. 2 orientation session.

She said a representative from the Program of Services for Mature Students will be present 2-8 p.m., Jan. 3-4, and from 8 a.m. to noon, Saturday, Jan. 6, to assist with mature student registration.

Persons who want to improve note-taking, test-taking and time-scheduling techniques can take a six-hour seminar of concentrated training in 10 study skills. The no-cost seminar will meet from 3 to 4:30 p.m., Jan. 22, 24 and 29, in room 216, West Hall.

A lecture on "A Look at the Library and How To Use It" and a tour of the Tech Library will begin at 7 p.m., Jan. 23, to assist students in locating information. Library resources and services will be discussed, including special assistance available to graduate students researching theses and dissertations.

Persons taking the GRE on April 28 can benefit from a preparation seminar devoted to verbal and mathematical skills

tested by the GRE. Helpful test-taking techniques also will be discussed during the seminar, from 7 to 9 p.m. on eight Tuesdays beginning Feb. 20 and on eight Wednesdays beginning Feb. 21.

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FOR IMMEDIATE RELEASE

LUBBOCK--Eight Texas Tech University and School of Medicine employees received awards for outstanding service Tuesday (Dec. 19).

President Cecil Mackey presented awards to Toby Avila, Rita Chrane (Crane) and Richard Fischenich (Fihsh-nihk) of the Medical School and Xantippe (Zan-tip) Stafford, Meredith J. Walker, Mattie Jo Stroud and Mary Crittendon of the University staff. Dr. Reagan H. Gibbs of the Medical School received the first Vice President's Award for outstanding service.

Avila, audio visual technician at the El Paso Regional Academic Health Center, was commended for "exemplary friendly and cooperative efforts in accomplishing needed tasks" and for "going beyond the level of his job requirements to be of help to faculty and staff alike."

Educational program assistant in the Office of Continuing Medical Education, Chrane was cited for dedication evidenced by hard work, organization and planning of continuing education programs, willing cooperation and maintenance of a high level of professionalism.

Fischenich, chief of Biomedical Electronics, was cited for his efforts to reduce maintenance costs, development of systems

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and procedures and dedication to his profession.

Director of Student Health Services, Dr. Gibbs was commended for his implementation of high standards of performance, quality of communications with the student community and his overall concern with and interest in university students.

Stafford has served as secretary in the Department of Mass Communications during its most dynamic growth period.

Walker has been a maintenance methanic in Residence Hall Operations since 1957 and has made many friends among the students and has impressed other staff with his knowledge and ability.

Serving as Centrex supervisor since 1974, Stroud oversees all three shifts of telephone operators, who staff the Centrex system 24 hours per day.

Crittendon, programmer project leader in Tech's Information Systems, was commended for her willingness to work 10 hours per day and on weekends when necessary and always without complaint.

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ATTN: Agricultural Editors

SUGGESTED RELEASE DATE: Between Dec. 26 and 31.

LUBBOCK--"The Credit Crunch" is the title of a conference to be offered on Jan. 19-20 by the Texas Tech University College of Agricultural Sciences and School of Law.

The conference will deal with the effect on agribusiness of rising interest rates, credit shortages and the Texas usury law. Crop and livestock producers and agribusiness representatives from the West Texas-eastern New Mexico area are expected to attend.

Coordinator for the course is Dr. T. Richard Owens of the agricultural economics faculty.

"To plan for the future, producers and others in agribusiness have to recognize," Owens said, "the impact of high and rising interest rates and the shortage of loanable funds on various agribusiness sectors, the commercial banking industry and institutional and federal loan agencies.

"In the conference we expect to explore the magnitude of the problem and place the problem in the perspective of the various agribusiness sectors, commercial banks, institutional lenders and federal loan agencies."

He said the conference also will examine possible political and legal solutions, particularly with respect to the impact of the

-more-

Texas usury law.

"This is to be a borrowers' conference," Owens said, "with a program planned to give them the maximum benefit for their 1979 credit planning."

The conference will take place at The Museum of Texas Tech University, 4th and Indiana, Lubbock. Pre-registration materials may be obtained by writing Dr. Owens, Department of Agricultural Economics, Texas Tech University, Lubbock, Texas, 79409.

Topics for the conference include, for Friday: the magnitude of the credit problem, probable trends in interest rates and the supply of loanable funds in 1979; status of the usury law in Texas and proposed actions with respect to repeal or amendment, the prospects and problems from a legislative and executive point of view;

Credit agencies and the credit shortage with prospects and problems for the farmer, rancher and agribusiness firms; the commercial banking industry and the credit shortage; real estate loans and the credit shortage from the viewpoint of an institutional lender; and the probable impact of current interest rates and the credit shortage on the livestock industry, grains and cotton production.

Saturday morning sessions will deal with incorporating the agricultural business, procedures and management problems encountered in incorporation as a suggested solution to the usury law in Texas, and tax implications of incorporation.

The conference will be offered the public through the Texas Tech University Division of Continuing Education.

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LUBBOCK--Presentation of a $110,000 check to Texas Tech University President Cecil Mackey has made it possible for construction to begin shortly after Jan. 1 for the Robert L. Snyder Memorial Drive, portico and parking area at the Ranching Heritage Center.

The Center, a 12-acre outdoor exhibit of The Museum of Texas Tech University, was dedicated July 2, 1976, and, while most of the exhibit has been completed, there has never been an adequate parking area.

The late Robert L. "Bob" Snyder was director of the Ranching Heritage Association during the preparation for the formal dedication. Memorial gifts given after his sudden death on Oct. 1, 1977, became the foundation for a campaign to raise additional funds for the paving project, one that had a priority set by Snyder himself before his death.

Snyder was well known for his service to the West Texas Museum Association, Lubbock Chamber of Commerce, Better Business Bureau, United Way, Lubbock County American Red Cross, Guadalupe Neighborhood Center, Red Raider Club, Texas Tech Foundation and other civic organizations. He was a television executive for much of his business life and also was a rancher.

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snyder donation/add one

Tom B. Simmons Jr. served as chairperson for the memorial project. Mrs. Patti Pyle was campaign chairperson.

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~~CUTLINES....AJ~~

ROBERT L. SNYDER MEMORIAL CAMPAIGN -- Mrs. Patti Pyle, second from left, hands a check for $110,000 to Texas Tech University President Cecil Mackey. The gift makes it possible to begin construction soon after Jan. 1 on the Robert L. Snyder Memorial Drive, a portico and parking area at the Ranching Heritage Center of The Museum of Texas Tech University. Pyle was campaign chairperson. Tom B. Simmons Jr., left, chaired the memorial committee. Jim Humphreys, right, manager of the Pitchfork Ranch, is chairman of the Ranching Heritage Association Board of Overseers. Members of the association served on the campaign for the drive which will honor the late "Bob" Snyder, former director of the association and well-known civic leader.

(TECH PHOTO)

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CONTACT: Dan Tarpley

LUBBOCK--Texas Tech University's Division of Continuing Engineering Education will offer an accelerated course in "Activity Scheduling" (IE 5308) on weekends during the spring semester.

Engineers who complete the course will receive three semester hours of graduate credit toward a master's degree. Course sessions will be held from 6-9 p.m. on Fridays and 9 a.m.-12 noon on Saturdays from Feb. 9 through April 21, with exception of three weekends in March.

The course will cover descriptions of scheduling problems, theory of sequencing, scheduling procedures, resource constrained network scheduling and application of research results, according to L. Jo King, director of Continuing Engineering Education. The textbook will be "Introduction to Sequencing Scheduling" by Kenneth R. Baker.

Registration must be completed through the Continuing Engineering Education division offices by Feb. 2, 1979. The classes will be conducted in Engineering Center, Room 104.

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CONTACT: Gail Molsbee

LUBBOCK--For students who enjoy watching television for effective learning, Texas Tech University will offer four courses for credit by way of television during the spring 1979 semester.

Texas Tech's KTXT-TV, Channel 5, will offer programs supporting courses in English, "Selected Plays of Shakespeare I," "Family Relations on Parenting," general psychology, and theatre arts, the latter an introduction to theatre in cinema.

Three hours of resident credit will be given for English 435 taught by Dr. James W. Culp. Class attendance is mandatory at 9 a.m. on Tuesdays and Thursdays. An orientation meeting will be on Jan. 11 at 9 a.m. in the English Building, Room 206.

Six plays will be in the series "Great Performances" airing every other Wednesday beginning Feb. 14, 7 p.m. They also will be broadcast every other Saturday beginning Feb. 17 at 10:30 a.m.

Family Relations 2324 will be taught by Dr. Jeanette D. Coufal. The course is offered to Lubbock residents and extension students. Students will attend class at 7 p.m. on Tuesdays in Home Economics Building, Room 124. An orientation meeting will be on Tuesday, Jan. 16, at 7 p.m. in Home Economics Building, Room 124.

The principal television program for this course will be "Footsteps". "Look at Me" and "Parenthood: A Learning Experience"

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also will be used. Programs will be shown and repeated on two 30-minute segments a week.

Dr. Charles G. Halcomb will teach Psychology 130 to resident and extension students. Orientation meetings will be Jan. 11 at 1:30 p.m. in Business Adminstration Building, Room 202, and 5:30 p.m. in Psychology Building, Room 4. Programming will be at 1:30 p.m. and rebroadcast at 5:30 p.m. each day of the week. There also will be daily discussion sessions at 1:30 p.m. in the orientation rooms.

Theatre Arts 234 will be taught by Mary Anne Mitchell for resident and extension students. Residents will attend lecture at 1:30 p.m. on Tuesdays and a weekly discussion session.

Orientation for residents will be Jan. 16 at 1:30 p.m. in Holden Hall, Room 150. Extension students will meet in the Green Room of the University Theatre at 7 p.m.

Programming will be divided into two parts: the weekly 30-minute lecture entitled "Cinematic Eye" and a weekly 1-2 hour film from the "Janus" collection of classic European films.

Resident students will register on Jan. 9-10 with other conventional courses. Extension students and part-time resident students may register on Jan. 3-5 and 8, 12 noon-8 p.m., and Jan. 6, 8 a.m.-12 noon in Building X-15.

Registration will continue from 8 a.m.-5 p.m. in Building X-15 until orientation meetings begin for each course. For more information call 742-2351.

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CONTACT: Gail Molsbee

ATTN: Public Service Announcers

TEXAS TECH UNIVERSITY'S CONTINUIND ENGINEERING EDUCATION DIVISION WILL OFFER GRADUATE COURSES DURING THE SPRING SEMESTER IN BORGER AND AMARILLO. BORGER COURSES WILL BE "DECISION THEORY AND MANAGEMENT SCIENCE" AND "CLASSICAL THERMODYNAMICS." IN AMARILLO "DIGITAL SYSTEMS" AND "SELECTED TOPICS IN ADVANCED STATISTICS" WILL BE OFFERED. REGISTRATION WILL BE JAN. 3 AND CLASSES WILL MEET TUESDAYS AT 6 P.M. FOR MORE INFORMATION CALL (806) 742-3429.

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