

Feb. 14-18, 1977

Date	Stories and Cutlines						Explanation
		Locals	Reg. Dist	Reg. Week	50 M's	Hometowns	
1-2-14-77	Birds - Museum Lecture	✓					Adjacent Counties
2-2-14-77	Ancient Textiles	✓	✓			✓	
3-2-14-77	Ed. Advisory - Liz Carpenter	✓	✓	✓			Regional Radio + TV
4-2-14-77	2 PSA's - Summer Study in Australia					✓	Local TV
5-2-14-77	5 PSA's Red Ribbon Applications						KTXT only
6-2-14-77	Board of Regents	✓					
7-2-14-77	Alex P. Nagy - NASA	✓				✓	
8-2-14-77	Rylander Bird Lecture PSA						Local Radio + TV
9-2-15-77	Niger Cereal Project	✓	✓	✓			Ag Dist
10-2-15-77	Rosa Guerrero - dance workshop	✓					Adj. Counties
11-2-15-77	Poster Design	✓				✓	
12-2-15-77	Telecommunications Day						AJ + UD
13-2-16-77	Engineering Awareness Week	✓					Adj. Counties
14-2-16-77	5 Park + Rec. Cutlines					✓	
15-2-16-77	Mass Comm - Adv. Day	✓					
16-2-16-77	Judith Klinger recital	✓					Adj. Counties
17-2-16-77	Tech Choir Concert	✓					Adj. Counties
18-2-16-77	Dads' Assoc. Awards	✓	✓			✓	
19-2-16-77	Telecommunications Day						AJ - UD

Feb. 14-18, 1977

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Date	Stories and Cutlines	Locals	Reg. Daily	Reg. Week	50 M's	Hometowns	Selected	Explanation
21-2-17-77	2 Cutlines - Future Journalist						<input checked="" type="checkbox"/>	
22-2-16-77	Topping Out		<input checked="" type="checkbox"/>					
23-2-17-77	Cluber Hill - Mass Comm		<input checked="" type="checkbox"/>					
24-2-17-77	Jerry Anderson Recital	<input checked="" type="checkbox"/>						
25-2-17-77	William Colby Speech	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
26-2-17-77	Follows Colby Recital	<input checked="" type="checkbox"/>						Adj. Courtier
27-2-17-77	Electronic Keyboard Instruction	<input checked="" type="checkbox"/>						
28-2-17-77	Liz Carpenter	<input checked="" type="checkbox"/>						
29-2-17-77	Revolving Dance Co.	<input checked="" type="checkbox"/>						
30-2-17-77	Plant Identification Team	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	Artist
31-2-17-77	William Colby PSA							Local TV & Radio
32-2-17-77	Choir Concert Beyer							" " "
33-2-17-77	IQ Award Advance							
33-2-18-77	Gene Hancock						<input checked="" type="checkbox"/>	Musicist
34-2-18-77	Soviet-American Relations	<input checked="" type="checkbox"/>						
35-2-18-77	Community Press		<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	
36-2-18-77	Engineering Awareness Week							Radio Plus, local TV & Radio
37-2-18-77	"Challenge of the Universe"							" "
38-2-18-77	Judith Klinger							" "

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: B. Zeeck

LUBBOCK -- Why does a bird sing and how does he learn to do it?

Dr. M. Kent Rylander, an ornithologist on the biological sciences faculty at Texas Tech University, says that birds first make babbling sounds which are developed eventually into coherent song patterns.

"They learn to sing in something like the way children learn to speak," he said.

Rylander will discuss the natural history and behavior of birds, including their songs, at 2 p.m., Feb. 20, in one of a series of Sunday programs for adults at The Museum of Texas Tech University. The public is invited and there is no charge.

Rylander's lecture will include slides, film and recordings of bird songs. The emphasis will be on the birds of the Llano Estacado, birds commonly seen on the plains.

"Although the lecture might help some people identify birds, that is not the primary purpose of the lecture," Rylander said. "I'll deal principally with the biology and natural history of common birds so that people will understand more about their behavior."

The Feb. 27 program in the series will be a lecture on the "Prehistory of Cotton in the New World" by Dr. M. Elizabeth King. The series was developed by museum science students at The Museum of Texas Tech University, 4th and Indiana, Lubbock.

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CONTACT: B. Zeeck

LUBBOCK -- When archeologists dig among North American Indian ruins, one of the rarest of all discoveries is a piece of cloth.

Prehistoric textiles disintegrate easily, and that is one of the reasons the Spiro textile collection at the Smithsonian Institution is one of the largest and most complete of its kind.

The Spiro collection came from an ancient ceremonial site discovered in the early 1930s in LeFlore County, Okla. Scientists believe the textiles were constructed shortly before Columbus discovered America. Analysis and care of the collection is important to a greater understanding of early cultures.

Dr. M. Elizabeth King, curator of anthropology at The Museum of Texas Tech University, has specialized in a study of ancient textiles. Now the National Science Foundation has awarded a \$22,268 grant to enable her to study the Spiro collection.

While the textiles must remain at the Smithsonian because of their fragile condition, King will direct the study with Joan Gardner, who will be working in Washington, D.C.

As they determine what fibers the Indians used, what dyes colored the textiles and how fibers were put together to form pieces of cloth, the researchers expect also to discover a great deal about how the aborigines lived.

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One of the most painstaking tasks in the research will be the unfolding of at least eight matted bundles of cloth, requiring about 400 hours, King said.

"It should be noted," she commented, "that some of the bundles should contain nearly complete kilt-skirts or capes and represent the largest pieces of prehistoric textiles in North America outside the Southwest. They are of priceless value."

She said many of the textiles are made of feathers, probably turkey feathers.

The study is expected to help researchers learn how the Indians used their environment and compare the textiles with other ancient pieces.

In addition to studying the textiles, the grant will cover the preservation requirements for the collection so that items may be viewed and studied in the future.

Dr. King said the textile fragments are so dry and brittle now that even slight pressure can break the material. To study the textiles, they must be moistened. By applying special solutions some pliability can be restored.

The current phase of the research is expected to take about one year.

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EDITOR'S ADVISORY

You are invited to attend a 30-minute news conference for Liz Carpenter, beginning at 6:30 p.m. in the Lubbock Room of the Texas Tech University Center Friday, Feb. 18.

The news conference will precede the Thomas Jefferson Award Banquet of Mass Communications Week. Ms. Carpenter will accept the 1977 Thomas Jefferson Award on behalf of Connecticut Gov. Ella T. Grasso who, because of a previous commitment, will not be able to attend.

The award is presented annually to honor a public official who defends and protects the freedom of the news media to inform the public.

You may recall that Liz Carpenter began her career as a reporter in Washington, worked for United Press International, helped run a Washington news bureau with her late husband, served as executive assistant to Vice President Lyndon B. Johnson, and served as press secretary and staff director for Lady Bird Johnson during the Johnson Administration. She is the author of the best-seller "Ruffles and Flourishes." She is co-chairperson of ERAmerica.

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CONTACT: Worth Wren

ATTN.: Public Service and Program Directors

(Please use with slide of Texas Tech Administration Building between now and March 24. Thanks loads.)

10 seconds

VIDEO

AUDIO

SLIDE #1.....

LEARN GERMAN THROUGH SUMMER STUDY IN
VIENNA, AUSTRIA, FROM JUNE SEVENTEENTH
THROUGH JULY THIRTIETH. APPLICATION
DEADLINE IS MARCH TWENTY-FOURTH. CALL
742-3282 OR 742-3667 AT TEXAS TECH UNIVERSITY.

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4-2-14-77

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CONTACT: Worth Wren

ATTN.: Public Service Director

(Please use a slide of the Red Raider, if you have one. If you don't, call me at 2-2136 and I'll get you one. Thanks.)

10 seconds

VIDEO

SLIDE #1.....

AUDIO

APPLICATIONS ARE BEING TAKEN FOR 1977-78 RED
RAIDER DUTIES. APPLICATION FORMS AND
INFORMATION ARE AVAILABLE IN THE ANIMAL
SCIENCE DEPARTMENT. DEADLINE IS FEBRUARY
TWENTY-EIGHTH.

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5-2-14-77

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CONTACT: Worth Wren

ATTN.: Public Service Director

30 seconds

IT'S TIME TO CHOOSE ANOTHER RED RAIDER. APPLICATIONS ARE NOW BEING TAKEN FOR THE 1977-78 RED RAIDER, WHO, AS YOU KNOW, RIDES THAT BEAUTIFUL BLACK QUARTER HORSE AT FOOTBALL GAMES, RODEO PARADES AND OTHER EVENTS THROUGHOUT THE YEAR. THE RED RAIDER MASCOT MUST BE A JUNIOR OR SENIOR WHO WILL NOT BE GRADUATED BEFORE MAY, 1978; HAS A MINIMUL OVERALL GRADEPOINT AVERAGE OF 2.25; IS AN ACCOMPLISHED HORSE-PERSON; AND HAS MARKED LEADERSHIP, PERSONALITY AND MORAL QUALITIES. APPLICATION DEADLINE IS FEBRUARY TWENTY-EIGHTH AND SHOULD BE MADE THROUGH THE ANIMAL SCIENCE DEPARTMENT.

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5-2-14-77

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Locals

Contact: Jane Brandenberger

FOR IMMEDIATE RELEASE

The Board of Regents of Texas Tech University will consider a housing policy amendment allowing sophomores to live off campus at the board session Friday (Feb. 18).

Convening at 8:30 that morning, the Board will go into executive session from 8:35-9:10, according to the agenda.

University matters will be considered from 9:10-11:15. Action items scheduled also include consideration of continuation of certain faculty members after age 65 and designation of specified administrative personnel for purposes of security clearance in cases dealing with classified materials.

The Board will also consider general policies to govern granting of tuition scholarships, approval of a schematic design and authority to receive bids on the Agricultural Pavilion, initiation of planning for residence halls renovation, approval of schematic design and bids receipt for renovation of the older section of the University Center, and naming of the Food Science-Home Economics Building.

Action items for the School of Medicine (TTUSM) will be considered from 11:15 a.m.-12:30 p.m. These include medical service agreements with Texas Instruments Inc., Lubbock, and with Iowa Beef Processors, Inc., Amarillo, for industrial medicine programs, affiliation agreements with the Texas Department of Mental Health and Mental Retardation, El Paso, for psychiatry programs, with St. Margaret's Center for Children, Inc., El Paso, and with the El Paso Guidance Center, Inc., for medical education programs. A contract amendment to resolve problems with Medicare-Medicaid billings with the El Paso County Hospital District will also be discussed.

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In campus and building discussions pertaining to TTUSM the Board will consider authorization to increase construction projects costs on Phase 1A of the Medical School Building from \$36,000,000 to \$36,500,000 and to initiate landscaping and installation of a sprinkler system on the new building's grounds. Employment of a construction manager for completion of the basement and fifth floor is also on the agenda.

The Board will also discuss appointments of four new members and reappointment of eight members to the Medical School Foundation for three-year terms.

Texas Tech News

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CONTACT: Dan Tarpley

LUBBOCK--A top NASA public affairs official told Texas Tech mass communications students and other Mass Communications Week participants his agency's news operation "is a very straight-forward one."

Alex P. Nagy, deputy assistant administrator for Public Affairs, NASA Headquarters, Washington, D. C., emphasized that NASA policy was such that when an editor gets a news release from his agency, "he knows that's what it is."

He assured his audience that his agency's public affairs office is "not in the business of image-making, public relations, publicity, propaganda or flackery. We can't buy advertising, or radio or TV time. NASA Public Affairs people do not make speeches except to an audience like this; rarely to a general audience. We don't monitor interviews. We don't provide refreshments, or free trips from place to place; nor do we leak stories or give preference to a favored few reporters. The periodicals, institutions, and individuals on our mailing lists have asked to be placed there."

Nagy said agency policies and operations have earned high marks for credibility with an intelligent, perceptive, persistent, critical, and sometimes cynical mass media.

The opening speaker for Monday, Public Relations Day, was Eugene Farkas, director of the Information Division, Agricultural Research Service, United State Department of Agriculture.

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"The public has so much information dumped on it for absorption that you have to get their attention before you can deliver your message," he said.

Farkas presented several short films publicizing important advances and discoveries by agricultural researchers. He cited recent advances including logs for fireplaces made of peanut hulls and a wax bi-product of manufacturing.

Final speaker, also from Washington, D. C., was Judi Hampton, director, Consumer Affairs, Mobil Oil Corporation.

Tuesday will be Journalism Day sponsored by the Society of Professional Journalists, Sigma Delta Chi and Women in Communications, Inc.

Speakers include Harvey Jacobs, editor, Indianapolis News; William E. Branen, president of National Newspaper Association and publisher of the Burlington (Wisconsin) Standard-Press; and Georgie Anne Geyer, Los Angeles Times Syndicate columnist.

Geyer will speak at a joint luncheon in the University Center with the Lubbock Press Club and Women in Communications, Inc.

Cutline-----

COMMUNICATIONS TALK--Two Washington, D. C., public affairs officials, Eugene Farkas, center, director, Information Division, Agriculture Research Service, USDA, and Alex P. Nagy, right, deputy assistant administrator, Public Affairs, NASA, visit with Texas Tech mass communications senior Mark Haller of Tucumcari, N. M. The three got together on opening day of Mass Communications Week at Texas Tech. Haller is a public relations major and is the son of Mr. and Mrs. Jack E. Haller of P. O. Box 1312, Tucumcari. (Tech Photo)

A-J, U-D, Abilene

STUDENT VISITS WITH PROS--Two Public Relations Day speakers on the opening day of Mass Communications Week at Texas Tech University, Eugene Farkas, center, director, Information Division, Agriculture Research Service, USDA, and Alex P. Nagy, deputy assistant administrator, Public Affairs, NASA, discuss their professional duties with mass communications student Dawn Ogletree. Miss Ogletree, daughter of Mr. and Mrs. H. E. Ogletree of 3818 Ligustrum, Abilene, is a public relations-journalism senior ~~major~~ at Texas Tech and a member of the Public Relations Student Society of America. (Tech Photo)

West Texas Times, Canyon, Amarillo, Farmers Branch

Cutlines-----

PROFESSIONAL COMMUNICATIONS TALK--Judi Hampton, left, director, Consumer Affairs, Mobil Oil Corporation, Washington, D. C., talks consumer affairs with Texas Tech mass communications students Janna Bleiker, center, of Canyon, and Carrie Clark of Farmers Branch during opening day ceremonies for Mass Communications Week at Texas Tech University. Miss ~~Bleiker~~ Bleiker is the daughter of Mr. and Mrs. Bill Bleiker of No. ⁸ Bramblewood, Canyon, and Miss Clark the daughter of Mr. and Mrs. Howard Clark of 14131 Tanglewood, Farmers Branch. Both young women are senior advertising-public relations majors at Texas Tech. (Tech Photo)

Tucumcari, U-D, A-J and to our files

Cutlines-----

COMMUNICATIONS TALK--Two Washington, D. C., public affairs
officials, Eugene ^{center,} Farkas, director, Information Division,
Agriculture Research Service, USDA, and Alex P. Nagy, right,
deputy assistant administrator, Public Affairs, NASA, visit
with Texas Tech mass communications senior Mark Haller of
Tucumcari, N. M. The three got ^{to} together on opening day of
Mass Communications Week at Texas Tech. Haller is a public
relations major and is the son of Mr. and Mrs. *Jack E.*
Haller of P. O. Box 1312, Tucumcari. (Tech Photo)

CUTLINE.....

NIGERIEN WOMEN POUNDING MILLET AND PEANUTS--- A typical village scene in Niger shows women pounding millet for food and peanuts for extraction of oil. Texas Tech University has suggested the introduction of mechanized operations for pounding to free women from the time consuming task. That will allow them to devote more time for improving the rural indogo-dye industries that can generate additional income. (Nigerien Ministry of Information Photo)

9-2-15-77

JTB

Texas Tech News

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CONTACT: Prabhu Ponkshe

LUBBOCK -- Acceptance of American technology and a wait-and-watch attitude are going to be key factors in the success of the Niger Cereals Project (NCP), aimed at increasing sorghum and millet production in the African nation.

This is the opinion of Dr. Richard Vengroff of the political science faculty at Texas Tech University, who just returned from a CID-sponsored visit to Niger. The purpose of the visit was to evaluate NCP's progress and examine the government's attitude towards it.

A multi-agency effort, NCP involves the Consortium for International Development (CID) and the Agency for International Development (AID). Texas Tech is a member university in CID and was selected as the lead institution to aid in technical assistance to the government of Niger.

Sorghum and millet are considered staple foods in the average Nigerien diet. Vengroff was in Niger from Jan. 13 to Feb. 2.

"The government of Niger and the local farmers are slowly beginning to accept American technology. Some parts of the project are now being accepted by Nigerien officials. Research is one of them," Vengroff said.

The political science professor also emphasized that the project was aimed at achieving long-term results, "and it will be at least five years before Nigeriens can see the benefits."

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The cereals project was initiated in July 1976. The International Center for Arid and Semi-Arid Land Studies, (ICASALS) at Texas Tech, is actively involved in the project.

Calvin H. Raulerson, executive director of ICASALS, is project coordinator, although Texas Tech's College of Agricultural Sciences has the overall responsibility. ICASALS representatives and other faculty members from Texas Tech are concerned with research aspects of production, multiplication and marketing of sorghum and millet seeds, and dissemination of information through extension services.

Raulerson, Dr. William F. Bennett, associate dean of the College of Agricultural Sciences at Texas Tech, and Dr. John Fisher, University of Arizona, evaluated research progress and facilities during a five-day visit to Niger during December.

The visit was sponsored by CID. Bennett and his colleagues prepared and submitted an evaluation report to CID following their return.

"Our report has identified specific problem areas, research needs and manpower requirements that are essential to the success of the project," Bennett said.

The report was presented to Nigerien officials from the Ministry of Rural Development in Niamey, the capital city.

Bennett has suggested the introduction of diesel mills for pounding millet for food and peanuts for oil.

Traditionally women are involved in pounding millet and peanuts. If that operation is mechanized, the time available to women can then be used for improving the rural indigo-dye industries. The dye industries can bring additional income to the villages," he said.

NCAP/add 2

The resident CID team in Niger is composed of five researchers from Texas Tech and one team leader, Dr. James Williams, University of Arizona. The five Texas Tech researchers are: Dr. Cyril Brown and Dr. Clark Harvey, agronomists; Dr. William Hall, seed production specialist; Dr. Eugene Foerster, agricultural engineer; and Mr. Cao Quan, cooperative and credit specialist.

The resident team is involved in training Nigerien officials in an effort to minimize external assistance for future aspects of the project.

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9-2-15-77

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CONTACT: Kay Hord

LUBBOCK -- Rosa Ramirez Guerrero of El Paso will teach a folk dance workshop at Texas Tech University Feb. 24-25.

Ms. Guerrero is a teacher in El Paso and is completing a degree in bilingual education. She has previously taught modern dance and worked with Head Start. She has conducted workshops throughout Texas and is publishing a book on dance.

The workshop is sponsored by the Texas Tech International Affairs Council and departments of Classical and Romance Languages, Germanic and Slavic Languages, Music, and Health, Physical Education and Recreation.

On Thursday, classes will be held: 9 a.m., women's gym dance studio; 10 a.m., women's gym dance studio; 12:30 p.m., for dance majors, women's gym dance studio; and 3:30 p.m., the film "Tapestry," women's gym dance studio.

"Tapestry" is a blend of music and dance and was filmed before a live audience.

Friday classes: 9:30 a.m., women's gym dance studio; 10:30 a.m., women's gym dance studio; and 3:30 p.m., multi-cultural dance performance, University Center Theatre.

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CONTACT: Kay Hord

LUBBOCK -- An outdoor poster, designed by Texas Tech University advertising student Rudolph Werner for KTEZ-FM, will soon be seen throughout Lubbock.

KTEZ contacted the Texas Tech advertising department about a design competition for an outdoor poster to be used in an advertising campaign. Approximately 50 designs were submitted by members of the "Creative Advertising Strategy" class.

A panel at KTEZ and a professional, local advertising artist chose the winning entry.

"Werner's poster was picked for its simplicity, ease of communication and excellent graphic work," said Art Christensen, general manager of KTEZ.

The poster was built around the logo "relax with KTEZ." A similar design will be used in KTEZ's television advertising.

As a result of the competition and winning poster, KTEZ contributed \$200 to the Aid to Advertising Education fund. Money from the fund is used to defray costs for students' trips to advertising seminars and programs. Werner will also receive a meal at a Lubbock restaurant.

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poster design/add 1

Werner, from Cologne, Germany, is attending Texas Tech as part of a work-study program for young German business men, sponsored and conducted by the Carl Duisberg Society. From June 1976-Dec. 1976, he was employed by Bozell & Jacobs International Advertising Agency in New York.

In Germany, Werner earned a BA in advertising and worked in an advertising agency for three years as assistant account executive and account executive.

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11-2-15-77

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CONTACT: B. Zeeck

LUBBOCK -- The Texas Tech University Engineering Student Council will observe Engineering Awareness Week Feb. 20-26 with a two-day program of exhibits and lectures in the University Center.

Richard Hannan, chairman of the program, said events are designed to let the public know "what engineering is doing now and how engineering is changing for the future."

The Engineering Student Council is an organization of elected representatives from each of the departments within the College of Engineering.

Hannan said that students from each departments will prepare the displays to be shown in the courtyard of the University Center. On Wednesday exhibits will represent the departments of Civil, Electrical, Chemical, and Agricultural Engineering and Engineering Physics and Engineering Technology.

Thursday exhibits will show the work going on in mechanical, petroleum, industrial and textile engineering and architecture.

Lectures will deal with solar energy, the production of synthetic gas from feedlot manure, engineering for tornadoes and extreme winds, and the role of engineers in society.

All Lectures will be in the Ballroom of the University Center.

Gary P. Moe, graduate student and teaching assistant in electrical engineering, will discuss the Crosbyton Solar Energy Project, now in the design stages. This project, which has gained nationwide attention,

engineers/add 1

could serve as a prototype for future energy systems for small cities. His lecture will be at 11 a.m., Wednesday, Feb. 23.

Speaking at 1 p.m., Wednesday, will be Dr. James R. McDonald of the civil engineering faculty. He will discuss the work of the Institute for Disaster Research which has been concerned with engineering for tornadoes and extreme wind design for approximately seven years. The institute has gained national recognition for its work.

Three lectures on "Industrial Engineers -- Productivity People" will begin at 11 a.m., Thursday, Feb. 24. Dr. Richard A. Dudek, chairperson of the Department of Industrial Engineering, will outline the role of the industrial engineer. Dr. Milton L. Smith will discuss the cotton systems research he has led. And Dr. Jerry D. Ramsey, in discussing biotechnology, will illustrate his lecture with reports on studies in motorcycle safety and human lifting problems and solutions. These will be slide lectures.

The final lecture in the series, at 1 p.m., Thursday, will be that of Dr. William J. Huffman of the chemical engineering faculty.

He will report progress on research designed to explore the feasibility of obtaining synthetic gas as a new source of energy from feedlot manure.

Cutlines-----Dallas

PARK AND RECREATION TRAINING -- Gary King, right, of (3516 Merrell Road) Dallas gets pointers from James D. Bell, a McLean, Va., land planner, at the recent 22nd annual Southwest Park and Recreation Training Institute at Lake Texoma. They were among 450 who participated in the institute. King, a park administration major, is president of PARK, the Texas Tech student Park and Recreation Club. The institute, conducted each year by the Texas Tech University Department of Park Administration and Landscape Architecture, is sponsored by the National Recreation & Park Association, the Oklahoma Tourism & Recreation Department and the Southwest Park & Recreation Training Institute.

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cutlines.....AJL-UD

PARK AND RECREATION TRAINING -- Among the 450 students and professional persons participating in the recent 22nd annual Southwest Park and Recreation Training Institute at Lake Texoma were, left, Mary Hardy, 2823 23rd St., Lubbock, graduate student in park administration at Texas Tech, park administration Prof. J. W. Kitchen, and Craig A. Naler, superintendent of land development of the Kansas City, Mo., Parks and Recreation Department.

ck
JB

Cutlines-----Amarillo, Beaumont

PARK AND RECREATION TRAINING -- Linda Daum of Amarillo gets pointers from Henry Englebrecht Jr., director of Parks and Recreation in Beaumont. Both were among the 450 persons participating in the recent 22nd annual Southwest Park and Recreation Training Institute at Lake Texoma. Ms. Daum is the daughter of Edwin L. Daum, 2711 Sunlite, Amarillo. She is majoring in agricultural communications at Texas Tech University. The university's Department of Park Administration and Landscape Architecture each year conducts the meeting for the institute and co-sponsors, the National Recreation & Park Association and the Oklahoma Tourism & Recreation Department.

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14-2-16-77

Cutlines-----Bonham, Richardson

PARK AND RECREATION TRAINING -- Scott Dorough of Bonham, a park administration major at Texas Tech University, gets some professional pointers from Dave Loughridge, director of the Richardson, Tex., Park and Recreation Department. Both were among the 450 participants at the recent 22nd annual Southwest Park and Recreation Training Institute at Lake Texoma. Dorough is the son of Robert E. Dorough, Bonham. The Texas Tech University Department of Park Administration and Landscape Architecture each year conducts the meeting for the Institute and co-sponsors, the National Recreation & Park Association and the Oklahoma Tourism & Recreation Department.

14-2-16-77

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CONTACT: Dan Tarpley

LUBBOCK-- The Lubbock advertising fraternity will join Texas Tech University's Mass Communications Department Thursday (Feb. 17) in paying tribute to former advertising executive J. Culver Hill.

The former director of advertising and public relations for Hemphill-Wells Department Stores will be inducted into the Mass Communications Hall of Fame at a noon luncheon in the University Center Ballroom. Bill E. Collins, president of Hemphill-Wells, Inc., will conduct the induction ceremonies. Collins is a member and former chairman of the Texas Tech Board of Regents.

Members of the Lubbock Advertising Federation, advertising students and faculty, along with other participants in Mass Communications Week, will attend the luncheon.

Luncheon speakers will be Howard Davis, account supervisor; Dick Thomas, creative director; and Greg Wood, research, all with Tracy-Locke Co., Inc., Advertising and Public Relations, Dallas.

The three agency representatives will present "Doritos: A Success Story" at 9:10 a.m., Thursday, and a film about the agency at 10:10 to highlight morning activities for Advertising Day. They will conduct concurrent seminars in the afternoon.

Hill, a graduate of Texas Tech, began work at Hemphill-Wells in 1925 at the age of 14 as a delivery boy.

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Advertising programs under Hill's directorship was rated many times among the top 10 in the United States and Canada by "Retail Ad News." The store's advertising also has been recognized for excellence by several other publications, including those of the National Advertising Executives Association and the Texas Newspaper Advertising Association.

Hill was one of the founding members and one of the first presidents of the Lubbock Advertising Federation. The campus chapter of Alpha Delta Sigma, national advertising society, was named the J. Culver Hill Chapter in appreciation for his contributions to advertising education at Texas Tech.

Friday is Film and Photo Day. The week's observance concludes with the annual Thomas Jefferson Award Dinner at 7 p.m., Friday. The award will be presented to Gov. Ella T. Grasso of Connecticut. It will be accepted by Texas journalist Liz Carpenter, former press secretary to Mrs. Lyndon B. Johnson, for the Connecticut governor who had a prior commitment in her home state.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: B. Zeeck

LUBBOCK -- Judith Klinger, who has won Lubbock audiences with such performances as the lead in the opera, "Madame Butterfly," and as Micaela in "Carmen," will present a recital at 8:15 p.m., Saturday, Feb. 26, in the Recital Hall at Texas Tech University.

For the faculty recital Prof. Klinger has chosen music made popular from the 16th to the 20th centuries.

The program will include: "Fain Would I Change That Note," Tobias Hume; "Oft Have I Signed," Thomas Campion; "My Thread is Spun," arranged by Peter Warlock; "Oh! Had I Jubal's Lyre" from "Joshua," George Frederick Handel; "El Vita," Joaquin Nin; "Triste" from "Five Popular Argentine Songs," Alberto Ginastera; "Del cabello mas sutil," Fernando Obradors; "Tu pupila es azul," Joaquin Turina; "Ausgewahlte Lieder," Johannes Brahms; "Let Beauty Awake" from "Songs of Travel," Ralph Vaughan Williams; and "Wild Swans," John Duke.

Lora Deahl, pianist, and Darryl Knapp, harpsichordist, will accompany Ms. Klinger. All are members of the faculty of Texas Tech's Department of Music.

Ms. Klinger numbers more than 20 operatic roles in her repertoire, and she has performed "Madame Butterfly" with the Laguna Lyric Opera in California as well as in Lubbock. She has performed with the Lubbock Symphony on Pops Nite, toured California in concert appearances periodically and has made one tour of Mexico under the auspices of the U.S. Department of State.

Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Good, "easy listening" music covering a broad span of musical history will be provided Lubbock area listeners Sunday, Feb. 20, when the Tech Choir presents its tour concert at 3 p.m. in the Texas Tech University Recital Hall.

Prof. Gene Kenney directs the choir, which has just completed a successful 1977 tour of the state.

A highlight of the program will be two works by William Walton, the English composer who is this year celebrating his 75th birthday. The choir will sing Walton's "Missa Brevis" and "Cantico del Sole."

The concert is representative of choral literature and includes works by Johannes Brahms, Heinrich Schutz, Frank Martin and Julio Perceval as well as Walton.

The Tech Choir has 45 auditioned members from all disciplines of the university, including both undergraduate and graduate students. It is one of several choral organizations at the university.

On its recent tour the choir performed before the Feb. 11 annual Texas Choral Directors meeting held in conjunction with the Texas Music Educators Association conference in San Antonio.

Texas Tech News

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CONTACT: Kay Hord

LUBBOCK -- Six students and two professors will be recognized at the Texas Tech University Dads Association Mid-Winter Trustees Meeting Feb. 19.

The two professors to be honored are Dr. Richard A. Bartsch, associate professor of chemistry, and Dr. Henry A. Wright, professor of range and wildlife management.

Bartsch was chosen as the full time professor who, having served no more than four years on the Texas Tech staff, has demonstrated excellence in teaching. Seventeen faculty members were nominated for the award.

Wright is the first recipient of the Dads Association award for the full time professor who, during the preceding calendar year, published distinguished research results. Twelve faculty members were nominated.

For the fourth year one student from each of the academic colleges was chosen for distinguishing himself during the preceding year in scholarship and citizen-leadership.

Outstanding Students for 1976 are Joe Bennett Green, College of Agricultural Sciences; Julie A. Martin, College of Arts and Sciences, Paul Crosnoe, College of Business Administration, Carol Hart, College of Education, Joe Cowan, College of Engineering, and Brenda Taylor, College of Home Economics.

-more-

dads association awards/add 1

Green, the son of Mr. and Mrs. John W. Green of Lubbock, is an agricultural education junior. He is a member of the Freshman Council, Texas Tech Senate and is area first vice-president of Future Farmers of America, chairperson of the Agricultural Recruiting Program, president of the agriculture honorary and treasurer for the Student Agricultural Council. Green was also named to "Who's Who Among American Colleges and Universities."

Martin, daughter of Mr. and Mrs. C. David Martin of Houston, is a general studies senior. She is a member of Mortar Board, the political science honorary, President's Hostesses, and Who's Who Selection Committee. She was named to "Who's Who in American Colleges and Universities" and has served as president of the Texas Student Association, president of the Texas Tech Student Senate, vice-president for the Texas Student Association.

Crosnoe, daughter of Mr. and Mrs. Ted F. Crosnoe of Pasadena, was graduated December, 1976, with a BBA in marketing. While at Texas Tech, she served as president of the American Marketing Association, secretary of the American Marketing Association, internal vice-president of Business Administration Council and section editor of the 1974-'75 Texas Tech annual. She was also named to "Who's Who Among American Colleges and Universities."

Hart, daughter of Mr. and Mrs. Bobby Hart of Childress, is an elementary education senior. She is a co-ed recruiter, member of the Junior Council, President's Hostesses, Alpha Lambda Delta, Fashion Board and Angel Flight. She was also chosen as the 1975-'76 Miss Texas Tech.

dads association awards/add 2

Cowan, son of Mr. and Mrs. Coleman L. Cowan of Lubbock, is an electrical engineering senior. He was recently honored as one of five seniors having a perfect 4.0 grade point average. He has served as vice president, pledge trainer and secretary of Eta Kappa Nu, participated in the Undergraduate Research Program and received a \$500 ARCS Scholarship award.

Taylor, daughter of Mrs. Frances Taylor of Kerrick, is a Home Economics education and food and nutrition senior. She is a member of Phi Upsilon Omicron, American Home Economics Association and the Vocational Homemaking Teachers Association of Texas. She has been on the Dean's list six semesters.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-4136

ATTN.: NEWS EDITORS

Contact: Worth Wren

LUBBOCK--Telecommunications Day at Texas Tech University Wednesday (Feb. 16) proved that three television industry representatives can talk for three hours without once mentioning what program ratings are producing the most advertising dollars.

The speakers pictured the TV world outside the three major commercial networks as one of a growing use of industrial TV, a poised-for-takeoff cable television boom and an improving public television system using satellite distribution of programming.

The day marked the third set of profession-oriented sessions during the annual Mass Communications Week at Texas Tech.

Al Bond, manager of Media Center Production for Texas Instruments, Inc., of Dallas; Don Williams, vice president and general manager of Trans Video Corp. of El Cajon, Calif.; and Daniel R. Wells, senior vice president for Engineering and Operations of the Public Broadcasting System in Washington, D.C., were the morning speakers. They formed a panel for the afternoon program.

Wells, the third speaker, said Lubbock's KTXT-TV public television station would be among the first in the nation to get satellite distributed programming by late 1978.

Wells said the \$50 million nationwide project would interconnect 165 ground stations by satellite, provide more programming freedom (transmitting or receiving) for individual stations, lower transmission costs by eliminating telephone wire use, increase diversity of program sources and choices and improve technical quality of programs.

--more--

Stressing that cable television's (CATV) long rocky development road has not ended, the second speaker, Williams, said "intensive pressures" from "excessive governmental regulation," competitors, the economy and technological changes have delayed the industry's growth. Williams' company is a division of Cox Cable Communications, Inc., which provides cable service to Lubbock.

CATV is a heterogeneous industry 70 per cent of which is controlled by 40 companies, unlike the telephone industry dominated by one company, Williams said.

"Cable television provides a discretionary need," he said. "The industry has been mandated by the FCC (Federal Communications Commission) and Congress as an integral part of the telecommunications industry."

Williams acknowledged the need for cable television to be more creative with locally originated programming but said that regulation pressures had stifled such creativity.

"Everybody's got a different way of saying what they're doing," Bond told the audience of about 200.

Texas Instruments' way, he said, is using--and pioneering--non-broadcast TV to train employes and transmit corporate information, in T.I.'s case, among offices and plants employing about 67,000 people in 26 countries and 12 ships at sea.

Outlining industrial TV growth, ~~_____~~ Bond told students there are many career opportunities in corporate TV if they're willing to start at the bottom, in most companies, with a little black and white camera and probably no production facilities. Yet, other companies ^{including T.I.} are even making their own commercials, he said.

Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Deadline for enrolling in the Texas Tech University 1977 Summer in Austria, for special study in the German language, is March 24.

Eight students already have registered for two courses to earn six hours of credit. Available are a course in Viennese and Austrian life, one in intermediate or advanced spoken German, or for students already fluent in German an independent research project in Austrian or German literature.

In addition, students will tour historical and cultural sites in the Vienna area and take one excursion to Prague, Czechoslovakia.

Enrollment is not limited to Texas Tech students, but two semesters of German language study are required.

Applications and additional information are available by calling Program Director Thomas Bacon or Group Leader Meredith McClain, 742-3282, or writing either in care of the Department of Germanic and Slavic Languages, Box 4579, Texas Tech University, Lubbock, Tex. 79409.

The Office of International Programs at Texas Tech is coordinating the program.

Locals

Texas Tech News

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CONTACT: Gail Molsbee

LUBBOCK--Although final touches are needed on the Texas Tech University Home Economics Phase II construction, a "topping out" ceremony was held Feb. 17 to symbolize achievement of its total height.

Dr. Donald S. Longworth, dean of the College of Home Economics, opened the informal outdoor ceremony with introductions and Kristie L. Atwood, Texas Tech junior, commented on the meaning of the ceremony.

She said such ceremonies may have originated in Spain or Germany where houses are finished with "topping out" ceremonies.

Before the tree was raised, Longworth asked on-lookers "to kiss or touch or what ever else you do to a tree" to bring good luck to the project.

The building project was authorized in March, 1974, and begun in March, 1976. Longworth said its completion is expected by Dec. 30.

Texas Tech News

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CONTACT: Dan Tarpley

FOR RELEASE AT NOON, FEB. 17

LUBBOCK -- J. Culver Hill, longtime Lubbock advertising executive and supporter of advertising education at Texas Tech University, was inducted into the Mass Communications Hall of Fame at noon Thursday (Feb. 17).

Bill E. Collins, president of Hemphill-Wells, Inc., and former chairman of the Texas Tech Board of Regents, presided over the formal induction ceremonies at a luncheon in the University Center Ballroom. Hill recently retired as director of advertising and public relations for Hemphill-Wells Department Stores, a firm for which he had worked since 1925. He began with the company as a delivery boy at the age of 14.

The induction program was a highlight of Advertising Day, a part of Mass Communications Week at Texas Tech.

Luncheon speakers were three representatives from Tracy-Locke Co., Inc., advertising and public relations firm in Dallas: Howard Davis, account supervisor; Dick Thomas, creative director; and Greg Wood, research. The three also presented morning programs and conducted concurrent seminars in the afternoon.

The week's activities conclude with Film and Photo Day Friday and the fifth annual Thomas Jefferson Award Dinner at 7 p.m., Friday.

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mass comm advertising day/add 1

The award will be presented to Gov. Ella T. Grasso, governor of Connecticut. It will be accepted for the Connecticut governor by Liz Carpenter, Texas journalist who formerly served as press secretary to Mrs. Lyndon B. Johnson.

The award is presented to a public official who has shown outstanding support of the right of the public to be informed through news media.

The award dinner is sponsored by Texas Tech, the Texas Daily Newspaper Association, Texas Association of Broadcasters, Texas Press Association, and the Mass Communications Advisory Committee. Coordinating campus groups include Mass Communications Graduate Society and Kappa Tau Alpha.

The spring meeting of the Mass Communications Advisory Committee will be convened at 9 a.m., Saturday.

Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK -- Works from Schumann, Beethoven and Brahms will be performed by Jerry Anderson at a piano recital Tuesday (Feb. 22), 8:15 p.m., in the Texas Tech University Recital Hall.

Anderson is a graduate teaching assistant in piano in the Texas Tech Department of Music. He is studying for the master's degree.

The recital includes "Fantasy Pieces," op. 73 for clarinet and piano by Robert Schumann; "Sonata," op. 102, #1 in C major by Ludwig van Beethoven; and "Quartet #3" in C minor, op. 60 by Johannes Brahms.

Performing with Anderson will be Steve Hughes, clarinet; Karen Blalack, cello; Barbara Barber, violin; and Leslie Blackburn, viola.

The pianist has been a soloist with the Texas Tech Symphony Orchestra and is a student of Judith Burganger, who is Texas Tech's Browning Artist in Residence.

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24-2-17-77

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Gail Molsbee

LUBBOCK -- Former director of the Central Intelligence Agency (CIA) William E. Colby will speak at Texas Tech University, 8:15 p.m., Feb. 24, in the University Center Theatre.

While CIA director, Colby was challenged to maintain the agency's effectiveness at a time when it was facing accusations of alleged illegal covert activities.

In an effort to counteract mistrust of the CIA, Colby began to chip away at the agency's preoccupation with secrecy by even allowing journalists into the secret headquarters in Langley, Va.

Involved in the CIA from the outbreak of the Korean War, Colby served as executive director-controller and deputy director of Operations before his appointment as director.

He was also an advisor to the pacification program in South Vietnam, where he remained until his recent retirement.

Cost of tickets is \$1 for Texas Tech students and \$2 for the general public. His speech, "The New Intelligence," will be followed by a question-answer period.

-30-

25-2-17-77

Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK -- Dr. Arthur G. Follows will present a cello recital Friday (Feb. 25), 8:15 p.m., in the Texas Tech University Recital Hall.

The program will include "Sonata" in A major, op. 69 by Ludwig van Beethoven; "Suite No. 2" in D minor by Johann Sebastian Bach; "Sonatina" by Zoltan Kodaly; and "Sonate" (1915) by Claude Debussy.

Follows teaches cello, music literature and music theory at Texas Tech.

Performing with Follows will be Mary Pendleton, piano, a graduate of Texas Tech.

There is no charge.

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26-2-17-77

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Nita Gilger

LUBBOCK -- Elementary and high school music teachers can receive instruction in the use of electronic keyboards, earphones and overhead projectors for group learning in a Wurlitzer Piano Workshop at Texas Tech University Feb. 26.

The workshop, 9 a.m.-noon and 1-3 p.m. in the Texas Tech Recital Hall, is free to the public. It is being held under the auspices of the Department of Music

Dr. Lawrence Rast will conduct the workshop. He is coordinator of group piano instruction, piano pedagogy and music education studies at Northern Illinois University.

The sessions will emphasize classroom teaching methods and modern techniques for music instruction in which Rast specializes.

He has been a lecturer at state and national conventions on innovations in keyboard instruction and is a special consultant to several public and private school music programs.

He is also author of "Keyboard Magic," a course of 32 audiovisual lessons, three textbooks and several teachers manuals.

Rast has served for many years on the Music Educators National Conference Committee for Keyboard Instruction in the Schools and on the Group Piano Instruction Committee for the Music Teacher's National Association. He is education consultant to the Wurlitzer Company.

More information about the workshop may be obtained from Prof. Georgette E. Gettel of the Texas Tech music faculty at (806) 742-2296

or 795-0734.

27-2-17-77

Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK -- Eight dances, ranging from a serious solo to a humorous group performance, will be presented by Kristina Gintautiene and the Revolving Dance Company, March 5, 8:15 p.m., at the Texas Tech University Theatre.

The performance will include 20 Texas Tech dance students who were taught for the performance by Gintautiene.

Gintautiene performs folk, ballet and modern dances. She has participated in more than 100 programs as lead dancer, choreographer and originator of concert material.

The dancer has performed with the Lithuanian Opera which toured Chicago, New York, Detroit, Cleveland and other cities. She also has performed several times on Chicago television.

Gintautiene taught at the University of Wisconsin, Yankee Ridge School in Urbana, Ill., and New York University.

Tickets for the Texas Tech performance are available at the University Theatre ticketbooth at \$2.50 for adults and \$1.50 for students. Tickets also may be purchased at the door the night of the concert:

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29-2-17-77

Texas Tech News

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CONTACT: Prabhu Ponkshe

LUBBOCK -- Texas Tech University has done it again!

For the second consecutive year and the ninth time in 14 years, the university's Range Plant Identification Team won top prizes at the annual meeting of the International Society for Range Management this week at Portland, Ore.

In the individual contest, two Texas Tech seniors, John Galbraith, San Antonio, and Russ Lasater, Lubbock, tied for first place with 996 points out of 1,000. John Wimberley, also a senior from Lubbock, came in second with 995 points. The fourth team member, Weldon Sears, senior from Snyder, scored 983 points and came in sixth.

The Texas Tech team won the first prize with 2,987 total points. Texas A&M University, College Station, was second with 2,944 points and Brigham Young University, Provo, Utah, was third with 2,920 points.

Other Texas Tech team representatives who served as alternates were: Boone Kauffman, junior from Midland; MarLynn Sewell, senior from El Paso; and Jack Spears, senior from Big Spring.

Eighteen universities from all over the U.S., Canada and Mexico, represented by 79 students, took part in the contest.

Dr. Russel D. Pettit, of the range and wildlife management faculty at Texas Tech, coached the team.

Pettit attributed the team's success to the collection of range plants housed at Texas Tech.

range plant team/add 1

"We have more than 5,000 different range plants in the university's collection. They have been collected over many years and preserved by the Range and Wildlife Management Department," Pettit said.

Each team member has to identify 100 plants. Members are given 55 seconds to complete the identification which includes genus, species, whether the plant is perennial or annual, and native or introduced.

Texas Tech's team began preparing for the contest in November. Last year the team came in first with 2,953 points. It first entered the competition in 1964 and has won nine first place awards, including this year's. The team took second place in three contests and third place once.

Cutlines-----

TEXAS TECH' WINNING TEAM -- Texas Tech University's range plant identification team won the first prize this year at the contest held during the International Society for Range Management's annual meeting in Portland Ore. Team members sitting from left to right are: John Galbraith, senior from San Antonio; MarLynn Sewell, senior from El Paso; and Jack Spears, senior from Big Spring. Left to right standing are: Russ Lasater, senior from Lubbock; Boone Kauffman, junior from Midland; John Wimberley, senior from Littlefield; Weldon Sears, senior from Snyder; and coach, Dr. Russel D. Pettit, of the range and wildlife management faculty at Texas Tech. This is the ninth year Texas Tech has won first place. (Tech Photo)

3-2-17-77

TexasTech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Worth Wren

ATTN.: PUBLIC SERVICE AND NEWS DIRECTORS

(Please use this as a PSA prior to or on Feb. 24. News directors may be interested in trying to line up an interview with William Colby. For information concerning Colby's itinerary, call Mary Beth Boring in Cultural Events at 742-3611.)

THE FORMER DIRECTOR OF THE CENTRAL INTELLIGENCE AGENCY, WILLIAM E. COLBY, COMES TO TEXAS TECH UNIVERSITY'S CENTER THEATRE THURSDAY, FEBRUARY TWENTY-FOURTH (24th). THE VETERAN, RETIRED CIA EMPLOYEE WILL SPEAK ON "THE NEW INTELLIGENCE" AT EIGHT-FIFTEEN P.M. TICKETS ARE ONE DOLLAR FOR TECH STUDENTS WITH I-D AND TWO DOLLARS FOR THE GENERAL PUBLIC. COLBY ALSO WILL BE SPEAKING TO VARIOUS CLASSES ON CAMPUS THURSDAY, AND A QUESTION-AND-ANSWER PERIOD IS PLANNED THURSDAY NIGHT. FOR MORE INFORMATION, CALL 742-3611.

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31-2-17-77

Texas Tech News

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CONTACT: Worth Wren

ATTN.: Program, News and Public Service Directors

COME HEAR THE CHOIR SING "EASY LISTENING" MUSIC FROM A BROAD SPAN OF MUSICAL HISTORY. THE MUSIC WILL BE PRESENTED BY THE TEXAS TECH UNIVERSITY CHOIR SUNDAY, FEBRUARY TWENTIETH (20th), AT THREE P.M. IN THE UNIVERSITY RECITAL HALL. PROGRAM HIGHLIGHT WILL BE TWO WORKS BY WILLIAM WALTON, THE ENGLISH COMPOSER, "MISSA BREVIS" AND "CANTICO DEL SOLE."

-30-

32-2-17-77

cutlines.....

ARTIST CONGRATULATED -- Gerre Hancock, who played the dedicatory concert for the Holtkamp organ at Texas Tech University, is congratulated by the donor, Mrs. Tommye A. Moss, right, at a reception following the event. With them is President Cecil Mackey of Texas Tech. Mrs. Mackey, who is a musician, stands behind the organist. Hancock is the organist and choir master at St. Thomas Church in New York. (TECH PHOTO)

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Kay Hord

LUBBOCK--A panel discussion on Soviet-American relations will be held at 7 p.m., Wednesday (Feb. 23) in room 77 of Holden Hall, Texas Tech University.

The discussion will be preceded by the film, "The Price of Peace and Freedom."

Members of the panel will be: Dr. Charles E. Butler, assistant professor of economics; Dr. John H. Burnett, associate professor of political science; Dr. Idris R. Traylor, Jr., associate professor of history; and Major Joe Hickox, who served as assistant U.S. Air Force attache in Moscow for two years.

Moderating the discussion will be Dr. W.T. Zyla, professor of Germanic and Slavic languages.

The panel and film are being sponsored by the National Slavic Honorary Society, "Dobro Slovo" and the Texas Tech Slavic club, "Slovo." The meeting is open to the public.

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Dan Tarpley

LUBBOCK -- William E. Branen, immediate past president of the National Newspaper Association and publisher of the "Burlington (Wisconsin) Standard-Press" spoke as "the evangelist for the community press" during Mass Communications Week at Texas Tech University.

"And I'm here to report that never has our station been more secure, our fortress so well-manned and our reserves so well stocked."

Branen spoke to students, professional journalists and educators attending Journalism Day activities during Mass Communications Week.

He described the community press as a powerful magnet to draw young men and women into its ranks and "I hope you wear the right medals to be drawn into this exciting orbit so you can spin your web of success in a field that has made many persons independently wealthy and has brought enjoyment to millions of readers all over this great land."

In only eight years there have been more changes in the newspaper industry than from the time the "Chinese gentleman made his clay type in a rice paddy to man's walk on the moon," he said.

"Ten years ago many weeklies and some dailies set their headline streamers in wood type. Today some headlines are set with a laser beam."

-more-

community press/add 1

Ten years ago most newspapers were setting body type on electric typesetters at an average of 15 lines per minute. Now body type can be set at 240 lines per minute and very soon it may be five to 10 times that speed, Branen said.

It has been the community press that has brought this about. The smaller presses were the only ones in a position to accept this new technology without breaking their financial back.

In citing recent changes, the Wisconsin publisher said the editor left the back shop, washed his hands, even had his fingernails manicured, and he put creative girls in charge of his so-called backshop. Ad men and women found it easy to give rural America creative ads and the mets were stuck with their millions of investment. They had to amortize before they could do anything about it.

"As long as we keep people inquisitive, as long as we keep people intrigued about themselves and their neighbors, as long as people are interested in their kids, as long as we report what the people want and don't try to copy our big city cousins, small town press will continue to succeed," Branen said. "But if we take up some of the techniques of the mets or the larger dailies, we will have similar problems as in the past and decay will occur. We must realize what the merchant wants and needs and we must realize the type of coverage we should give."

-more-

community press/add 2

page of country correspondents. He is speaking of some of the threats he speculated, "Maybe cable printed newspapers in the home? It's a possibility! Some publishers in smaller towns are being complacent about this. I feel some of them are. They're not paying attention to cable and what it's going to mean in the future. If they are as complacent again as they were with these shoppers when they emerged, they'll have another era of struggle, of low income, probably not ink-stained hands again, but maybe they'll have to moonlight to make a living and keep their small town paper going.

"Will they allow cable to take over the community life, as they allowed those circulars and penny savers to grab a threshold? We hope not. On the whole, I see small town America and the community press thriving and surviving. It's going to have to wear a different coat. It's going to look different. It's going to gradually forget the personals and socials and instead present women's and family pages -- pages alive with pictures and general interest.

"It's going to cope with television and with the other media and other interests of its readers through short, snappy stories. It's going to forget about a continuous type of coverage such as Watergate, reapportionment, redistricting, the general dry political stuff, and instead present short, snappy articles that bring about reader response."

Branen said the community press needs to encourage more and more readers to become a part of their newspapers through guest letters, guest editorials, guest pictures, anything that will get people interested in their paper.

"We still see many weeklies and small dailies with page after page of country correspondence," he said. "A lot of college professors, a lot of people in the newspaper field have told newspapers that that is the lifeblood of their newspaper. And I'm beginning to think they're wrong.

"When we at Burlington abandoned our social page (Mrs. Jones had dinner with Mr. Smith and Jane Schmidt went to Milwaukee shopping on Thursday), we increased our circulation. We have had hundreds of people tell us, 'We buy your paper because it's not loaded with all that trivia.'

"And what do we have in our paper instead? We have Little League, we have the women's clubs, we have Rotary Club, we have everything that's little in the minds of those living in Des Moines, Chicago or Milwaukee, but to our small town people, it's big stuff."

CONTACT: Dan Tarpley

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-more-

community press/add 1

Ten years ago most newspapers were setting body type on electric typesetters at an average of 15 lines per minute. Now body type can be set at 240 lines per minute and very soon it may be five to 10 times that speed, Branen said.

It has been the community press that has brought this about. The smaller presses were the only ones in a position to accept this new technology without breaking their financial back.

In citing recent changes, the Wisconsin publisher said the editor left the back shop, washed his hands, even had his fingernails manicured, and he put creative girls in charge of his so-called backshop. Ad men and women found it easy to give rural America creative ads and the mets were stuck with their millions of investment. **They had to amortize before they could do anything about it.**

"As long as we keep people inquisitive, as long as we keep people intrigued about themselves and their neighbors, as long as people are interested in their kids, as long as we report what the people want and don't try to copy our big city cousins, small town press will continue to succeed," Branen said. **"But if we take up some of the techniques of the mets or the larger dailies, we will have similar problems as in the past and decay will occur. We must realize what the merchant wants and needs and we must realize the type of coverage we should give."**

In speaking of some of the threats he speculated, "Maybe cable printed newspapers in the home? It's a possibility! Some publishers in smaller towns are being complacent about this. I feel some of them are. They're not paying attention to cable and what it's going to mean in the future. If they are as complacent again as they were with these shoppers when they emerged, they'll have another era of struggle, of low income, probably not ink-stained hands again, but maybe they'll have to moonlight to make a living and keep their small town paper going.

"Will they allow cable to take over the community life, as they allowed those circulars and penny savers to grab a threshold? We hope not. On the whole, I see small town America and the community press thriving and surviving. It's going to have to wear a different coat. It's going to look different. It's going to gradually forget the personals and socials and instead present women's and family pages -- pages alive with pictures and general interest.

"It's going to cope with television and with the other media and other interests of its readers through short, snappy stories. It's going to forget about a continuous type of coverage such as Watergate, reapportionment, redistricting, the general dry political stuff, and instead present short, snappy articles that bring about reader response."

Branen said the community press needs to encourage more and more readers to become a part of their newspapers through guest letters, guest editorials, guest pictures, anything that will get people interested in their paper.

"We still see many weeklies and small dailies with page after page of country correspondence," he said. "A lot of college professors, a lot of people in the newspaper field have told newspapers that that is the lifeblood of their newspaper. And I'm beginning to think they're wrong.

"When we at Burlington abandoned our social page (Mrs. Jones had dinner with Mr. Smith and Jane Schmidt went to Milwaukee shopping on Thursday), we increased our circulation. We have had hundreds of people tell us, 'We buy your paper because it's not loaded with all that trivia.'

"And what do we have in our paper instead? We have Little League, we have the women's clubs, we have Rotary Club, we have everything that's little in the minds of those living in Des Moines, Chicago or Milwaukee, but to our small town people, it's big stuff."

Texas Tech News

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ATTN.: NEWS DIRECTORS

CONTACT: Worth Wren

ENGINEERING AWARENESS WEEK WILL BRING EXHIBITS AND LECTURES TO THE TEXAS TECH UNIVERSITY CENTER WEDNESDAY AND THURSDAY NEXT WEEK.

THE PROGRAM AND DISPLAYS ARE DESIGNED TO TELL THE PUBLIC "WHAT ENGINEERING IS DOING NOW AND HOW ENGINEERING IS CHANGING FOR THE FUTURE," ACCORDING TO RICHARD HANNAN, CHAIRMAN OF THE ENGINEERING STUDENT COUNCIL, SPONSOR OF THE PROGRAM.

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SLIDE #1.....

COME WITH THE MOODY PLANETARIUM ON A JOURNEY THROUGH THE UNIVERSE MARCH FIFTH THROUGH MAY FIRST. "CHALLENGE OF THE UNIVERSE," THREE P.M., SATURDAYS AND SUNDAYS, AT THE MUSEUM OF TEXAS TECH UNIVERSITY.

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JUDITH KLINGER, WHO WON LUBBOCK AUDIENCES WITH PERFORMANCES IN "MADAME BUTTERFLY" AND "CARMEN," WILL BE SINGING POPULAR MUSIC FROM THE SIXTEENTH TO THE TWENTIETH CENTURIES DURING AN EIGHT-FIFTEEN P.M. RECITAL SATURDAY, FEBRUARY TWENTY-SIXTH (26th), IN RECITAL HALL AT TEXAS TECH UNIVERSITY. LORA DEAHL, PIANIST, AND DARRYL KNAPP, HARPSICHORDIST, WILL ACCOMPANY MS. KLINGER. ALL ARE MEMBERS OF THE TEXAS TECH MUSIC FACULTY.

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CONTACT: Worth Wren

ROSA RAMIREZ GUERRERO OF EL PASO WILL TEACH FOLK DANCING AT A TWO-DAY WORKSHOP AT TEXAS TECH UNIVERSITY FEBRUARY TWENTY-FOURTH THROUGH TWENTY-FIFTH.

THE THURSDAY CLASSES WILL BEGIN AT NINE A.M., TEN A.M., AND THREE-THIRTY P.M., IN THE WOMEN'S GYM DANCE STUDIO. FRIDAY CLASSES ARE AT NINE-THIRTY A.M. AND TEN-THIRTY A.M. IN THE STUDIO. A THREE-THIRTY P.M. MULTI-CULTURAL DANCE PERFORMANCE WILL BE IN THE UNIVERSITY CENTER THEATRE.

MS. GUERRERO HAS CONDUCTED DANCE WORKSHOPS THROUGHOUT TEXAS AND IS PUBLISHING A BOOK ON DANCE.

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35 Seconds

THE TEXAS TECH UNIVERSITY DADS ASSOCIATION WILL HONOR SIX STUDENTS AND TWO PROFESSORS AT ITS MID-WINTER TRUSTEES MEETING, SATURDAY ON CAMPUS.

DR. RICHARD A. BARTSCH, ASSOCIATE PROFESSOR OF CHEMISTRY, WAS CHOSEN THE FULL TIME PROFESSOR SERVING NO MORE THAN FOUR YEARS AND DEMONSTRATING TEACHING EXCELLENCE. SEVENTEEN FACULTY MEMBERS WERE NOMINATED.

DR. HENRY A. WRIGHT OF RANGE AND WILDLIFE MANAGEMENT WAS NAMED THE FULL TIME PROFESSOR WHO PUBLISHED THE MOST DISTINGUISHED RESEARCH RESULTS DURING THE PRECEDING CALENDAR YEAR. TWELVE FACULTY MEMBERS WERE NOMINATED.

ONE STUDENT FROM EACH OF THE SIX ACADEMIC COLLEGES HAS BEEN CHOSEN FOR SCHOLARSHIP AND CITIZENSHIP EXCELLENCE.

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40-2-18-77

CUTLINE-----

EXCELLENCE AWARD--Horace Tyree (left), supervisor of custodial service, is presented an award for excellence in custodial training and service by Clifford R. Yoder, (center), vice president for auxiliary activities, and Richard G. Richards (right), manager of housing services.

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CONTACT: Nita Gilger

LUBBOCK -- An excellence award has been earned by custodial employees at Texas Tech University, according to Supervisor Horace Tyree.

The Southwest Association of Colleges and Universities Housing Association (SWACUHA) presents the award annually. Every year a different topic is assigned to the 54 member institutions of SWACUHA for competition.

Topic for the 1975-76 activity, "Custodial Training and Service," included information on training, safety, bathroom cleaning, carpets and upholstery, hard floors, summer clean-up, absenteeism, turnover, and summer conferences.

Texas Tech custodial employees compiled a book of photographs, work forms and information sheets to fulfill content requirements.

Tyree said the competition has created pride and has promoted better cleaning methods among Texas Tech employees. The project has also caused awareness of absenteeism and other problems which has led to workable solutions, he added.

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CONTACT: Kay Hord

LUBBOCK -- Dr. Per-Olov Lowdin, a member of the Nobel Committee in physics, will speak at Texas Tech University Monday, Tuesday and Wednesday (Feb. 21-23) as the second in a Distinguished Speaker Series sponsored by the Texas Tech Physics Department.

Monday Lowdin will discuss "The Trace Algebra -- a Unified Scheme of Classical Mechanics, Thermodynamics, Quantum Statistics and Quantum Mechanics" at 4 p.m., Science Building, room 57; and "Some Current Models of Carcinogenesis" at 7:30 p.m., Science Building, room 57.

Tuesday's topics will be: "Derivation of Special Relativity Without Reference to the Phenomenon of Lights," 10:30 a.m., Science Building, room 120; and "Derivation of Wave Mechanics from Relativity Without Reference to the Quantum Action," 4 p.m., Science Building, room 60.

Wednesday, Lowdin will speak on "Partitioning Technique and Perturbation Theory," 9-10 a.m., room 24, Science Building. This lecture will be of interest to specialists only.

Lowdin is professor and head of the Department of Quantum Chemistry, Uppsala University, Uppsala, Sweden. He is also a graduate research professor of chemistry and physics, University of Florida, Gainesville.

-more-

Lowdin/add 1

He is editor-in-chief of the "International Journal of Quantum Chemistry and Advances in Quantum Chemistry" and founder of the Uppsala Quantum Chemistry Group and of the Florida Quantum Theory Project. He is also president of the International Academy of Molecular Quantum Science in Menton, France, and "Doctor Honoris Causa" of the faculty of sciences, University of Gent, Belgium.

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CONTACT: B. Zeeck

LUBBOCK -- Classes in basic weaving, being taught at The Museum of Texas Tech University, have proved so popular that instead of a three-class series, it has been extended to five sessions.

As soon as the January and Feb. 5 classes were filled, a fourth was added Feb. 19. Now a fifth, Feb. 26, has been scheduled. Anyone interested in registering for this class should call the instructor, Tommie Jan Pearson, at her home, 763-9160.

Classes last from 9 a.m. to 5 p.m. at The Museum. Classes are limited to approximately 12 persons. A \$15 fee covers all that a student needs except a table fork to be used as a tool, and the student's lunch.

Ms. Pearson shows and sells her work nationally.

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CONTACT: B. Zeeck

LUBBOCK -- Dr. M. Elizabeth King, who coordinates the museum science academic program at Texas Tech University, has been named to a national Museum Studies Committee to determine accreditation standards for museum training programs.

The committee has been constituted by the American Association of Museums. In making the announcement of the committee selection, AAM President Joseph V. Noble explained that "a major problem facing the museum field has been the proliferation of museum training programs which have evolved without guidelines or standards."

Texas Tech University has a unique program leading to the master's degree in museum science. Enrolled are 60 students in a highly selective procedure required because of the high number of applicants.

"Although there are many aspects of museum training which can be studied, including courses for paraprofessionals, workshop programs and individual study," Noble said, "the first priority is clearly the accreditation of museum training courses given by degree granting institutions on a college or university level."

He said that panel discussions at six regional conferences of the AAM last fall resulted in unanimous support for the belief that a college or university with an accredited program should either have its own museum or be affiliated with a nearby museum.

-more-

museum accreditation/add 1

"In addition, the major parts of the training must be given by professionals who have actually worked in museums," Noble said.

He made it clear that his comments were based on results of the AAM panel discussions.

Chairman of the Museum Studies Committee is Jane R. Glaser, program manager for the office of Museum Programs at the Smithsonian Institution.

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CONTACT: Dan Tarpley

LUBBOCK -- Fifty-seven years of Ballinger history is being preserved at Texas Tech University.

The Southwest Collection on the Texas Tech campus in Lubbock has microfilmed past issues of the "Ballinger Ledger" and its predecessors.

A regional archives, the Southwest Collection is a center for research devoted to perpetuating the heritage of the American Southwest. In addition to newspapers, the repository houses books, periodicals, tape recorded interviews, maps, photographs, and personal and business papers from throughout the region.

Because of rapid deterioration of newsprint the Southwest Collection is filming newspapers from throughout West Texas in an effort to preserve histories of the communities they serve. The repository now holds more than 400 Texas newspaper titles, including 66 microfilmed collections.

Loaned for copying by Francis and Richard Perry, the Ballinger papers range in date from 1901 to 1958 and include the "Banner-Leader," "Daily Ledger," "Semi-Weekly Ledger" and the "Ledger."

The "Daily Ledger," published every day except Sunday, served Ballinger from 1913 to 1931, and the "Semi-Weekly Ledger," issued on Tuesdays and Fridays, was published from 1931 to 1934.

-more-

Other papers currently being filmed include those from Mason, Ozona, Marfa, Presidio, Sonora and Haskell.

Available for research and scholarly use by students, faculty, and interested citizens, the newspapers will serve to document the history of Ballinger and the surrounding area. Included are accounts of births, deaths, major events and human interest stories. A 1901 issue contained the following description of Ballinger and the surrounding area:

"Runnels County is one of the best in the west. It is as yet not thickly settled but it is settling more rapidly than one who has not been over the county lately would imagine. As a rule, these settlers are paying for their lands in cash and are thrifty, intelligent and honest people. Every county in Texas nearly has one or more representatives here. Runnels County soil is rich black hog wallow land, adapted to the growth of all kinds of fruits and produce; cotton yields well here, as does also corn, wheat oats, sorghum, milo maize, etc. The county is well watered, several large creeks and a river furnishing enough for every purpose. Land sells on the average at \$6.00 per acre on terms one third cash, balance in one and two years. The best improved land sells at a higher price, of course. The climate here is superb, and its equal can scarcely be found anywhere. There are a number of small towns in the county, settled by as good a class of people as Texas can furnish. To him who desires to come west, Texas has no better than this."

CONTACT: Dan Tarpley

LUBBOCK--The fifth annual Thomas Jefferson Award will be presented to Connecticut Gov. Ella T. Grasso Friday night (Feb. 18) to conclude Mass Communications Week at Texas Tech University.

The presentation will be made by Jack L. Butler, editor-vice president of the Fort Worth Star-Telegram and chairman of the Texas Tech Mass Communications Advisory Committee. It will be accepted by Texas journalist Liz Carpenter for Gov. Grasso who has been prevented from coming to Texas Tech for the ceremony by a prior commitment.

Publisher Thomas B. Steely of the ~~Paris~~ Lamar County Echo, Paris, will preside. He is past president of the Texas Press Association.

The Thomas Jefferson Award honors public officials who defend and protect the freedom of the news media to inform the public.

The 7 p.m. dinner will be in the Texas Tech University Center Ballroom. Sponsors of the national award are the Texas Press Association, the Texas Daily Newspaper Association, the Texas Association of Broadcasters and Texas Tech University and the Mass Communications Advisory Committee. Coordinating campus groups are the Mass Communications Graduate Society and Kappa Tau Alpha.

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Thomas Jefferson Award banquet / add 1

The presentation banquet is held jointly by the Department of Mass Communications and the winter meeting of the West Texas Press Association.

Friday's ^Eactivities will be devoted to ~~film~~ film and photo discussions, presentations and exhibits.

Ed Woods of Dallas, president and chief systems design engineer for Pran Productions since 1973, will make a multi-media presentation at 10:30 a.m. and 2 p.m. All the day's activities will be in Mass Communications East, Room 101.

FILM ~~Film~~ and Photo Day is sponsored by photog^Rraphy students and faculty.

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4-2-14-77

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