

June 15-19

DATE	Stories and Cutlines	Locals	Reg. Daili	Reg. Weekl	50 M's	Reg. Radio	X-List	Adj. Count	Hometown:	PSA's	Explanations
1-6-15-81	Outline - 110°								/		Cheryl - Amarillo
2-6-15-81	Outline - OK								/		Cheryl - Ore.
3-6-15-81	Outline - OK								/		Cheryl - waso, Amarillo, Midland
4-6-15-81	Outline - 110°								/		Cheryl - Chris, Corpus, Midland
5-6-15-81	Outline - OK								/		Cheryl - Toria Ak
6-6-16-81	Watt Matthews										Bee - not sent out!
7-6-16-81	baseball	/	/		/						Preston + sp. list
8-6-16-81	energy course	/	/					/			Cheryl
9-6-16-81	experts roster - storms										Preston
10-6-17-81	Ranching program - NGSA	/	/	/							Preston
11-6-17-81	Advertising competition	/							/		Dunbar
12-6-18-81	Registration totals	/	/	/							Preston
13-6-19-81	School workshop	/	/								Cheryl - Belton, Mesquite, Corpus Christi Dallas Lewisville Canyon, Course *
14-6-22-81	Angus Cattle										Locals, Reg Radio, 24 50 M's Luncas Sp. Ag list - AS-US, Dr. Robert Long
	cutlines for travel written Tom										

* Copy to Dr. Fallon

cutline-----

FLOWERS AND KISSES--The Curry men shower affection on "Lizzie Curry," played by Cathy Crist of Corpus Christi, as they attempt to lighten their worries about the lack of suitors for her and the lack of rain in "110 In The Shade" opening June 26 at the Lubbock Civic Center Theater. "Lizzie's" father "H.C. Curry," is played by Weldon George, and brothers "Jimmy," left, and "Noah," right, by Tommy Halpain and Ray Green, all of Lubbock. The Lubbock summer repertory production will be at 8:15 p.m. June 26-27. (TECH PHOTO)

cutline-----

OK! WILL--"Will Parker," played by Mark St. Amant of Portland, Ore., has finally won his sweetheart "Ado Annie," the judge's daughter, played by Kimberly Murchison of Lubbock, in "Oklahoma!" opening June 19 in Lubbock. The Rodgers and Hammerstein musical will be performed at 8:15 p.m. June 19-20 and July 3-4 as part of the Lubbock summer repertory theater. (TECH PHOTO)

-30-

2-6-15-81

outline-----

IT'LL BE GRAND--The women focus on the splendor of riding to town in a surry with fringe on top as "Curly" tries to win a date with "Laurey" in Oklahoma!" opening June 19 in the Lubbock Civic Center. "Aunt Eller," left, played by Sara Nell Summers of Waco, chaperones. "Curly" is played by Michael Morgan of Lubbock and "Laurey" by Carrie Cole of Iowa Park. The Lubbock summer repertory production will be at 8:15 p.m. June 19-20 and July 3-4. (TECH PHOTO)

cutline-----

WITH RAIN-FILLED EYES--"Starbuck," right, played by Greg Burch of Clovis, professes to be a rainmaker and convinces "Lizzie," played by Cathy Crist of Corpus Christi, he's something in "110 In The Shade" which opens June 26 at the Lubbock Civic Center. "Lizzie's" brothers, "Noah," left, played by Ray Green, and "Jimmy," right, played by Tommy Haplain both of Lubbock, keep a close watch on the shyster and their sister. The musical, based on "The Rainmaker" by N. Richard Nash, will be performed at 8:15 p.m. June 26 and 27 as part of the Lubbock summer repertory theater. (TECH PHOTO)

cutline-----

A REAL SURRY?--"Curly," right, tries to win a date with "Laurey," center, to the "box social" by telling her tall tales of a surry with the fringe on top as "Aunt Eller" chaperones in "Oklahoma!" The Lubbock summer repertory production of the Rodgers and Hammerstein musical will be presented at 8:15 p.m. June 19-20 and July 3-4 in the Lubbock Civic Center. "Laurey" is played by Carrie Cole of Iowa Park. "Aunt Eller" is played by Sara Nell Summers of Waco and "Curly" is played by Michael Morgan of Lubbock.

CONTACT: Preston Lewis

LUBBOCK--Whether or not Major League baseball strikes out for the 1981 season, it is still a big hit with the American public, said sports historian Harry A. Jebsen.

"Baseball is an American tradition," said Dr. Jebsen of the Texas Tech University history faculty. "America is a very traditional society and baseball is baseball is baseball."

As it developed over the years, baseball came to stand for or reflect the mood of the country, said Jebsen, who teaches courses on sports history.

"The idea became prevalent, whether it is true or not, that baseball is democratic, highly individualistic and emphasized the competitive nature of American society. There developed the mythology that it was one of the more open parts of society and that concept of upward mobility is something America has prided itself on."

Even the labor problem which threatens the 1981 baseball season is a good example of the close corollary between American life and baseball.

"During the 1960s the country became more concerned with individual rights," Jebsen said. "Certainly since the '60s we have seen more emphasis on the protection of the individual's life, property and pursuit of happiness."

Many baseball players believed their right to the pursuit of happiness or to property, whether it be a strong right arm or 20/20 eyes, had been violated by baseball law. Under the reserve clause, players had no career options within professional baseball. Those decisions were made by the owners. In the 1970s, several players, following the country's legalistic trend, took baseball to court to increase their individual rights, Jebsen said.

"Until then baseball had almost the strongest form of protection any business had ever had. In 1922 the Supreme Court ruled baseball was a sport, not a business, and was immune from anti-trust laws. Baseball owners became convinced the protection they had would never be taken away."

Since 1890 every professional baseball player had been affected by the reserve clause, first instituted in 1879. It was not until society changed and new attitudes evolved in the country that the baseball system was effectively challenged.

Even though changes were made in baseball law through the legal system, owners still have control over where a player must play the first six years of his career. Only after the sixth year in the majors can the player declare himself a free agent and seek a better deal and a new playing home, if he likes.

The issue in the baseball dispute today is whether or not owners who lose a player through free agency should be compensated by receiving a player from the team the free agent signed with. If that provision becomes law, players argue that their gains through free agency will be diminished.

"Baseball and its method of government have changed in the last few years at the expense of the owners," Jebson said. "Now the owners want something back."

There was a time in baseball history when the players ruled the game, Jebson said. In 1872-76 professional baseball was run by the National Association of Professional Baseball Players. Anarchy reigned, through, with players jumping from team to team and massive scheduling problems. After that experiment failed, baseball began to assume its present structure.

Baseball, which had appealed primarily to the middle and upper classes in its early years, really took off in the Roaring '20s and began to attract a greater number from the working class, Jebson said. Just as American society became more flamboyant, so did baseball with a new style of play which emphasized the long ball or home run.

From that decade to present, just making the major leagues has been a dream for most American youth, said Jebson, who sees no change in that or in baseball's popularity, whatever its difficulties.

"People have for years been coming up with prognostications that baseball is going to die because it is too slow or it is not suited to an urban society," Jebson said. "But each year attendance gets better and that's not the way to kill a sport."

Texas Tech News

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

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LUBBOCK--The third annual energy short course offered by the Texas Tech University Department of Family Management, Housing and Consumer Science will be July 13-31.

Featured speakers include Wayne Nichols, an independent contractor and developer of a passive solar energy village in Santa Fe, and Dr. Ray Stirling, director of the Underground Space Center at the University of Minnesota.

The three-week course will meet 9 a.m. to noon each weekday. The class may be audited or taken for graduate credit. Persons interested in the course may contact Glenn Hill, P.O. Box 4170, Texas Tech, Lubbock, or call (806) 742-3153.

Night sessions presented by Nichols and Stirling will be open to the public. Nichols will discuss passive solar energy at 7:30 p.m. July 22 (Wednesday) in Room 169 of the Home Economics Building. Stirling will talk about earth-sheltered housing at 7:30 p.m. July 27 (Monday) in Room 169.

Lubbock attorney Kenneth Hobbs will discuss energy laws and Dallas architect Frank Moreland will deal with energy efficient community planning during the course.

Other topics and speakers will include national and world views on energy, Dr. Cora F. McKown, chairperson of the Family Management, Housing and Consumer Science Department; conservation and active solar energy, Dr. Jerry R. Dunn of the mechanical engineering faculty; and electricity as a future source of energy, Dr. Marion O. Hagler, director of the Center for Energy Research.

energy course/add one

Kay S. Hutmacher of the park administration and landscape architecture faculty will discuss energy efficient site planning, and Walter L. Calvert of the architecture faculty will discuss passive solar energy.

Representatives of major energy-related utilities will present a panel discussion on their future energy sources and problems, and governmental officials will discuss the government's role.

A field trip will include solar projects, solar and earth-sheltered homes and wind-generation locations.

The energy course is partially funded by the Texas Tech Center for Energy Research.

Texas Tech University

EXPERTS ROSTER

Subject: Severe Storms, Tornadoes, Hurricanes, Wind Damage.

Wind damage is second only to flood and storm surge in the annual cost to the United States. High winds, tornadoes and hurricanes contribute each year to destruction into the millions of dollars. With the beginning of hurricane season along coastal areas and the continuation of tornado season through the middle United States, the country in coming months will face high risks from severe storms.

During this period public and media interest in severe storms, their cause and their aftermaths picks up. Several professors at Texas Tech University during the past decade have researched these weather phenomena and are available to assist media representatives both before and after a storm suddenly becomes news.

Through the Institute for Disaster Research at Texas Tech, scientists have studied wind phenomena, wind and tornado damage, wind engineering and construction, the causes and mechanics of severe storms and several related areas.

Listed below with their office and home phone numbers and their areas of expertise are scientists willing to answer your questions.

DR. JOSEPH E. MINOR, Director, Institute for Disaster Research.

Office: (806) 742-3476. Home: (806) 799-2730.

- *Overall effects of winds on structures.
- *Glass strengths and resistance to wind.
- *Use of glass sheathing in high-rise buildings.
- *Misconceptions about wind damage in tornadoes.
- *Tornado windspeeds.
- *Effects of hurricanes on civil works.

DR. JAMES R. MCDONALD, Professor, Civil Engineering Department.

Office: (806) 742-3476. Home: (806) 792-8757.

- *Design and effects of wind on public buildings, particularly schools and hospitals.
- *Vulnerability of mobile homes to winds.
- *Tornado windspeeds.
- *Tornado-generated missiles and their effects.
- *Tornado prediction, detection and assessment of risks.

DR. RICHARD E. PETERSON, Professor, Atmospheric Science.

Office: (806) 742-3418. Home: (806) 797-5697.

*Causes and mechanics of severe storms, particularly tornadoes.

*Tornado myths.

*Tornado windspeeds.

*Meteorology of hurricanes.

*Dust storms.

*Tornado chasing.

DR. KISHOR C. MEHTA, Professor, Civil Engineering Department.

Office: (806) 742-3476. Home: (806) 799-5814.

*Building design standards for wind loads.

*Design of nuclear power plants to withstand high winds.

*Tornado windspeeds.

*Overall effects of wind on structures.

DR. ERNST W. KIESLING, Chairman, Civil Engineering Department.

Office: (806) 742-3472. Home: (806) 799-5928.

*Wind-resistant housing design.

*Tornado shelters for homes and schools.

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Texas Tech News

CONTACT: Preston Lewis

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LUBBOCK--The 1981 National Golden Spur Award weekend in Lubbock Sept. 18-19 will bring together livestock leaders from throughout the nation and more than 1,000 others to participate in the good times--a Prairie Party and the annual Ranch Day at the Ranching Heritage Center.

Major livestock industry organizations, with others, support the activities, including a producers' Livestock and Money Symposium, the prestigious National Golden Spur Award, the Prairie Party which follows it and Ranch Day on the grounds of the unique center.

The main event will be the presentation of the 1981 National Golden Spur Award to Watt Reynolds Matthews. The award, made annually to an individual who has brought distinction to the ranching and livestock industry, will be made at the National Golden Spur Award and Prairie Party Sept. 18. Television celebrity Bob Eubanks will participate in the program.

Other events will include the 1981 Livestock and Money Symposium Sept. 18 and Ranch Day Sept. 19 at the Ranching Heritage Center of The Museum of Texas Tech University. The symposium, a financial forum for livestock producers, will examine the impact of a new national policy on the livestock industry.

Ranch Day will include exhibits and activities common in the early days of ranching. Also scheduled for Ranch Day is the dedication of the historic 6666 Ranch barn, the latest addition to the Ranching Heritage Center, an outdoor exhibit depicting the early history of American ranching through a score of authentically restored ranching structures.

-more-

ranching program/add one

All weekend events are open to the public. Tickets are available through the Ranching Heritage Association at The Museum, Fourth and Indiana, Lubbock, (806) 742-2498.

Master of ceremonies for the National Golden Spur Award and Prairie Party will be television gameshow host Eubanks. Best known as host of the syndicated show "The Newlywed Game," Eubanks is a rodeo enthusiast and an avid steer roper.

The first public showing of a specially commissioned slide show on the history of ranching will be given at the Prairie Party. Written by western novelist Elmer Kelton, the show will trace American ranching from the days of the open range to the feedlots of today.

Narrated by Rex Allen, the slide show will include photos of early ranching from the Southwest Collection, a regional archive at Texas Tech, and scenes of the Ranching Heritage Center. The slide show is being produced by Bill Benson of Western Productions in Vernon. The slide show also will be shown on Lubbock public television station KTXT during September.

In addition to the slide show, live musical entertainment will be provided during the evening. Dinner will be served during the program and a dance will follow the Golden Spur presentation and entertainment. Tickets cost \$20 per person.

Matthews will be the fourth recipient of the National Golden Spur Award. Previous recipients have been Fred H. Dressler of Carson Valley, Nev., Jay Taylor of Amarillo and the late Albert K. Mitchell of Tequesquite, N.M.

ranching program/add two

Matthews manages for his family the Lambshead Ranch and the J.A. Matthews Cattle Co. at Albany. He is internationally known for his work in historic preservation. Since 1958 he has been president of the famous Fort Griffin Fandangle, an outdoor musical held at Albany the last two weekends of June to commemorate early Shackelford County history.

The award, a gilded OK spur encased in a crystal presentation piece created especially for the occasion by Steuben Glass, is given by the American National Cowbells, the American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas and Southwestern Cattle Raisers and the Texas Sheep and Goat Raisers associations.

Those organizations and the Texas Tech College of Agricultural Sciences sponsor the Livestock and Money Symposium, which will begin activities Sept. 18. Financial and agricultural authorities will participate in the program. Also featured will be the President's Panel, composed of the presidents of the sponsoring livestock organizations, to discuss issues of concern to the livestock industry.

Ranch Day on Sept. 19 will include the 6666 Ranch Barn dedication, an outdoor meal and demonstrations of arts and crafts important to ranch life a century ago. Ranch Day is sponsored by the Ranching Heritage Association which conducts its annual business meeting that day.

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CONTACT: Duncan McDowell

LUBBOCK--A team of Texas Tech University advertising students finished fifth in a national competition sponsored by the American Advertising Federation (AAF) at its annual convention in Washington, D.C., June 6-10.

Team members were Cynthia A. Bell of 7328 La Manga, Dallas; Philip B. Hand of Route 1, Friona; Robert D. Martin of 3314 Gramercy, Amarillo; Mark D. Matthys of 409 Gladiola, San Antonio; and Douglas K. Toussaint of 1612 Serenade, Richardson. Hand and Matthys, advertising majors, and Martin, a marketing major, received their bachelor's degrees in May. Bell and Toussaint are senior advertising majors.

The Texas Tech team qualified for the national contest by winning a regional competition involving universities in Texas, Arkansas and Oklahoma. The Texas Tech team was one of 15 regional winners. In the national finals Texas Tech finished fifth behind Michigan State University, University of South Carolina, Arizona State University and Southeastern Louisiana University.

The National Student Advertising Competition required each team to develop a marketing and advertising plan for a major national advertiser, which presented a case problem for students to solve. The student teams prepared a comprehensive plan and a 30-minute audio-visual presentation that were judged by executives of the advertiser and its advertising agency.

Twenty-three Texas Tech advertising students helped to develop the team's plan. Faculty sponsor was James L. Marra of Texas Tech's Mass Communications Department.

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LUBBOCK--Summer enrollment for the first term at Texas Tech University has set a record high, surpassing by more than 200 students the previous record set in the summer of 1973.

A total of 8,536 students enrolled for first term summer classes this year. That is 203 more than the previous record of 8,333 set in the first summer term of 1973.

The 1981 total is up 316 from the 8,220 enrollment recorded a year ago. All undergraduate colleges reported increased enrollments, said Dr. Gene W. Medley, director of admissions and records.

The 1981 and 1980 enrollments for each college or school are: Agricultural Sciences, 353, 352; Arts and Sciences, 2,301, 2,230; Business Administration, 1,480, 1,422; Education, 548, 542; Engineering, 1,096, 985; Home Economics, 550, 528; Law, 213, 151; and Graduate, 1,995, 2,010.

Texas Tech's first summer term began June 1 and will end July 11. The second summer term will run July 13 through Aug. 22.

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CONTACT: Cheryl Duke

LUBBOCK--Persons who work with children with language disorders may find practical help in a new book by Texas Tech University Professor Ellyn V. Lucas.

Intended as a reference work for persons in clinical practice, the book, "Semantic and Pragmatic Language Disorders: Assessment and Remediation," is scheduled for use as a textbook in several states, including Pennsylvania, New York, Ohio, Illinois, Washington and Texas.

Dr. Lucas, director of clinical services at the Texas Tech Speech and Hearing Clinic, said children with language disorders do not develop language in a systematic and sequential order.

Her book is designed for parents, clinicians and educators who need practical techniques and procedures to help these children overcome their language problems.

"I suggest throughout the book that communication should be the ultimate goal in any language therapy for language-disordered children," she said.

Published in November, the book reached the publishers' expectation of 1,100 copies in sales in the first month and a half, Lucas said.

Lucas, who came to Texas Tech in 1980, has been a clinical supervisor at the University of Illinois and the University of Georgia. She earned her doctorate in speech and language pathology at the University of Georgia. She previously taught at Washington State University.