

DATE	Stories and Cutlines	Locals (75)	Reg. Dailies (25)	Reg. Weeklies (37) (A) (B)	50 M's (16)	Reg. Radio (26)	X-List (15)	Adj. Counties	Hometowners	PSA's	Ag list	Ag boxes (16)	MISC. (#)	CONTACT	REMARKS
1-12-5-83	Isler	✓	✓		✓									B	Education List
2-12-5-83	Pet Eng Installment from Sun Co.													Preston	
3-12-5-83	Caption Sun List													Preston	
4-12-5-83	Who's Who													Teri	
5-12-6-83	Petroleum Building													Preston	
6-12-6-83	Carillon recital	✓					✓							Debbie	
7-12-6-83	Museum Lecture	✓					✓							Cheryl	
8-12-6-83	Chattanooga	✓	✓		✓									Cheryl	
9-12-6-83	Dedication - Caption													Preston	
10-12-6-83	Ribbons AWAY - Caption													Preston	
11-12-6-83	Dedication - Caption													Preston	
12-12-6-83	Industry Leader - Caption													Preston	
13-12-6-83	Past + Present Caption													Preston	
14-12-7-83	Champion	✓	✓		✓									Cheryl	
15-12-7-83	Weather	✓	✓	✓	✓									B	
16-12-8-83	Who's Who													Teri	
17-12-8-83	Law Hometowners													Teri	
18-12-8-83	Sowell	✓	✓											B	
19-12-8-83	Hunt Editor	✓												Cliff	

Texas Tech News

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

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1-12-5-83

LUBBOCK--Teacher education may have to become a five-year program meeting strict standards "for a very complex and demanding profession," Texas Tech University Education Dean Richard E. Ishler said Monday (Dec. 5).

Ishler also called for state support for more internships for school administrator trainees, to help prepare them for their most important role -- that of leadership and reforming of schools."

The dean said that the basic skills competency tests being instituted for students in the colleges of education "probably should be required of all university students."

And he noted that leadership by public school administrators is to some extent hampered because "most communities do not support bold and innovative leadership by principals and superintendents."

Ishler became dean of the Texas Tech College of Education Sept. 1. He has been invited by U.S. Education Secretary Terrel H. Bell to participate Dec. 6-8 in the Department of Education's National Forum on Excellence in Education to be held in Indianapolis.

Ishler pointed out that about 18 major reports on public education have been recently published, most of them decrying the state of the public schools. Among them have been "A Nation at Risk" by the national Commission on Excellence in Education and another highly publicized report by the Carnegie Foundation for the Advancement of Teaching.

Ishler has been an elementary school teacher and principal and has long been concerned with teacher education. He is immediate past president of the Teacher Education Council of State Colleges and Universities; a member of the Governmental Relations Commission, American Association of Colleges for Teacher Education; a widely known editor of professional journals; and consultant to colleges and universities developing competency-based teacher education.

In Texas, he said, he believes many programs have inadequate support and all programs short-change students preparing to be teachers in one form or another.

"Only 18 semester hours in education is required for secondary certification and only 30 semester hours for elementary-level certification, including, in each case, six semester hours of student teaching," he pointed out.

Even though Texas Tech secondary teachers earning the bachelor of science degree in education are required to take 24 semester hours in education, Ishler finds this inadequate.

"No other profession requires so little professional preparation, even though few will deny that teaching is a very complex and demanding profession," he said.

Either state or national standards, "which we strongly support," he said, require students to include in their preparation multicultural education, mainstreaming of special education students, career education and teaching of reading in addition to curriculum management, teaching methods, tests and measurement, classroom management educational psychology and such courses as psychology, history or philosophy.

Because the demands are so great, Ishler said that teacher education "may have to become a five-year program, with increased emphasis on combining a strong campus-based, theoretically-based program with expanded experiences in a variety of school settings.

"Furthermore," he said, "a beginning teacher needs much support and supervision from the employing school district as well as from a teacher education institution."

The dean called also for incentives to attract bright students.

"Incentives should include such things as a truly professional work setting, higher salaries, career ladders and scholarships."

Ishler said that if more persons can be attracted to the profession, particularly in the fields of science and mathematics, emergency certificates could be eliminated by 1985.

Five percent of the teachers employed in Texas are not fully certified, he explained, and 50 percent of those hired in 1981-82 nationally to teach mathematics and science were not fully certified.

"Texas Education Agency accreditation standards for teacher education programs should be more rigorously applied and enforced," Ishler said, "and the standards should be comparable to generally accepted national standards for teacher education.

"For the training of teachers and school administrators," Ishler said, "many institutions of higher education in Texas are too small or too inadequately supported to provide good preparation. To insure good preparation," he said, "accreditation standards should be strictly enforced, and there should be more state support for adequate internships for administrator trainees and beginning teachers."

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2-12-5-83

LUBBOCK--A check for \$25,000 has been presented to the Texas Tech University Petroleum Engineering Department as the fourth installment in a \$150,000 commitment from the Sun Co.

The total contribution will be used to endow a professorship in petroleum engineering, according to department Chairman Robert E. Carlile.

Sun Co. officials making the presentation were Michael W. Wagley, college relations representative, Dallas; L.E. Tarrant Jr., production engineer, Sun Gas Division, Dallas; and Jay Callarman, reservoir engineer, Midland, all with the Sun Exploration and Production Co.

Carlile said industry contributions like Sun's help higher education compete with the private sector in attracting and keeping quality engineers as teachers.

The Sun commitment was initiated in 1980 with a \$50,000 contribution to the university and has continued each year since with a \$25,000 gift. A final installment is planned next year. The gift was made on behalf of all companies under the Sun corporate umbrella, but particularly Sun Exploration and Production Co. of Dallas.

CONTACT: Preston Lewis

5-12-6-83

LUBBOCK--A joint effort of private industry and public education has been credited with securing a new Petroleum Engineering Building at Texas Tech University.

One man who straddles both sectors -- Midland oilman and Texas Tech Board of Regents Chairman B.J. Pevehouse -- cut the ribbon which formally opened the \$4 million building (Nov. 17).

Pevehouse, president of Adobe Oil & Gas Corp., singled out the Petroleum Engineering Department's industrial advisory committee as "the people really responsible for this."

Texas Tech President Lauro F. Cavazos called the dedication "a great day in Texas Tech history" and a reaffirmation of the university's commitment to addressing the nation's energy needs.

The two-story expansion encompasses 61,350 square feet of space. The instructional area for petroleum engineering includes four classrooms, nine teaching laboratories, research facilities and 12 faculty offices. A 7,388-square-foot demonstration laboratory is available for displaying mobile oilfield equipment.

In dedication remarks university Development Vice President John R. Bradford, the university's dean of engineering for 27 years, said people in the oil and gas industry had helped shape Texas Tech's petroleum engineering program and sustain it through the economic ups and downs of the petroleum economy.

Dan G. Moriarty, chairman of the department's industrial advisory committee, noted the significance of the department's location in the Permian Basin and said the industry would continue to rely on Texas Tech for the engineers and technology to tap that resource.

President and chief executive officer of Leamco Services Inc., Moriarty said the new building will offer the facilities to provide increased engineering expertise and technology required as the search for oil and gas becomes more difficult in the future.

Petroleum Engineering Department Chairman Robert E. Carlile said, "Because of our proximity to the Permian Basin, these facilities will benefit our students, the industry and ultimately the public."

Carlile said the department has a 1983 fall enrollment of 457 undergraduates, with 80 percent of them coming from the Permian Basin and its surrounding area. Upon graduation, about 60 percent of the students take their initial jobs in the Permian Basin, which is home to 11,000 or 21 percent of the 52,000 registered members of the International Society of Petroleum Engineers.

Architect for the new building was the late Richard Colley. Lee Lewis, general contractor of Lubbock, was awarded the \$3.1 million contract for the expansion. An additional \$900,000 in architectural and administrative fees brought the cost to \$4 million. A \$450,000 renovation of the original Petroleum Engineering Building began in November.

Reviewing the history of petroleum engineering at Texas Tech, Bradford said the first class was offered in 1938 through the Geology Department. In 1947 an urgent need for men trained in the field prompted West Texas oil industry leaders to work for an enlarged and separate Petroleum Engineering Department by appointing an advisory committee with George P. Livermore as chairman.

"As a result of the work of Mr. Livermore and the Petroleum Advisory Committee, the school year 1947-48 marked the establishment of a Department of Petroleum Engineering," Bradford said.

The committee then helped raise \$25,000 for the first Petroleum Engineering Building which was occupied in 1949 and an equal amount to add a second story to the building in 1953, Bradford said.

Such support has continued through the present, Bradford said in singling out Pevehouse for his support leading up to the facilities. At a dinner after the dedication, Pevehouse was presented an original painting by Houston oilfield artist Al Richardson in appreciation for his work.

That industry support helped sustain the department in the 1960s when the industry was in the doldrums and the department very near folding, Bradford said.

"In 1965 Shell Oil Co. hired the entire graduating class in petroleum engineering -- all one of them!" he said. "The lowpoint in enrollment came the following year, 1966, when only 26 students were enrolled."

Thanks to intensive recruiting efforts by West Texas and Eastern New Mexico Chapters of the Society of Petroleum Engineers, enrollments gradually increased after that, he said.

"The struggles of the department in the early years read like a current episode of 'Dallas' or 'Dynasty'," Bradford said.

"But the ups-and-downs were taken in stride and the department has grown in stature as the years passed."

The department will continue to depend on industry, interim Engineering Dean Jimmy H. Smith said as it moves into a \$1.8 million fund-raising campaign to provide supplemental equipment for the building's new laboratories and classrooms.

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6-12-6-83

LUBBOCK--A Christmas Day carillon recital will be performed on the Texas Tech University campus for people wanting to end the holiday on a musical note.

Music Professor Judson Maynard and students Lee Andrews, Gladys Maynard, Sherry Pipkin and Bob Wyatt will present the program beginning at 6 p.m. Dec. 25 around the Texas Tech Administration Building.

During the free concert, spectators can listen best in the area of Memorial Circle surrounded by buildings outlined in holiday lights.

The program will include "Carol of the Bells" and four nativity carols from the carillon Book of Theodoor de Sany.

"O Little Town of Bethlehem," "Introit for Christmas Eve," "Silent Night" and "Les Pas de Suisses" will also be performed.

Songs included in the second half of the performance will include "O Come All Ye Faithful," "Las Campanas de Belen," "Joy to the World," "Paraphrase on 'Resonet in Laudibus'," "Away in a Manger" and "Novena for Christmas Eve."

The last two numbers to be played are "The First Noel" and "Deck the Halls."

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7-12-6-83

LUBBOCK--The art of Crete, Mycenae and the legendary City of Atlantis will be discussed in a lecture at 11 a.m. Tuesday (Dec. 13) at The Museum of Texas Tech University.

Art Professor Nancy Reed will lecture and show slides on the architecture of the Greek islands of Crete and Mycenae and on mainland Greece. Other slides will show paintings and frescoes found on the island of Saturini and lending credence to the existence of an advanced artistic civilization in the lost city of Atlantis.

She said archeologists believe the island may be the place of the origin of the myth of Atlantis.

Reed will touch on the myth of Atlantis while presenting recent archeological finds on the island of Saturini.

"The fabulous, well-preserved frescoes on this island are unlike any found elsewhere in Greece," she said. "Within the last 10 years, artists and archeologists have begun to reassess the meanings of these art scenes."

The lecture is part of the fall series of Art Seminars, sponsored by the Women's Council of the West Texas Museum Association. Admission is \$3.

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8-12-6-83

LUBBOCK--Clues to the mystery of sudden dinosaur extinction will be sought in Antarctica this month and next by an American expedition led by Dr. Sankar Chatterjee of Texas Tech University.

The research team will study the transitional Cretaceous geologic age, an era in which a group of prehistoric reptiles suddenly became extinct. During the following geologic age mammalian forms first appeared.

Chatterjee said these different animal fossils are clearly distinctive in the geologic layers of Seymour Island in Antarctica. The team will study fossils of both groups for reasons behind the sudden extinction.

He said one theory sets forth their destruction by meteorites. Layers of an unusual element, Iridium, have been unearthed in Italy and France which support this theory, Chatterjee said.

"Scientists believe this element can come only from outer space," Chatterjee said.

His Antarctic team will be collecting some samples to test for Iridium in the geologic layers on Seymour island.

The team includes Texas Tech museum science students Bryan J. Small and Mike Nickell and researchers from Ohio State University and the University of California. The expedition, Dec. 8 through Jan. 20, is sponsored by the National Science Foundation.

Any fish and reptile fossils collected will go to Texas Tech University and any fossils of mammals will go to the University of California.

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In other research on Seymour and surrounding small islands, the team will investigate further bone beds excavated in Antarctica last year.

"We hope to find evidence of a pterosaur or flying reptile yet to be discovered there," Chatterjee said.

He said the same kinds of fossils found in the area have been unearthed in Kansas and the Dakotas where they are always accompanied by fossils of these flying reptiles.

Biologists on the team will collect Antarctic animal specimens to become part of a permanent exhibit at The Museum of Texas Tech on Antarctica and the history of Antarctic research.

Chatterjee, principal investigator of the project, is curator of paleontology for The Museum of Texas Tech and a faculty member in museum science and geosciences.

His research is focused on Antarctica during the Antarctic summers (December through January) and, during the U.S. summer, in the Dockum Rocks, one of the richest paleontological sites for the Triassic Period of 200 million years ago, located near Post, Texas.

Small, a graduate student from Orange, is an intern researcher for the Antarctic trip. Nickell is project artist and photographer. He is from Colorado Springs, Colo.

caption-----

9-12-6-83

DEDICATION--Texas Tech University's new \$4 million Petroleum Engineering Building was officially dedicated with the cutting of the ceremonial ribbon by B.J. Pevehouse, chairman of the Texas Tech Board of Regents and president of Adobe Oil and Gas Corp. in Midland. Participants in the dedication included, from left, Petroleum Engineering Department Chairman Robert E. Carlile; Midland oilman Dan G. Moriarty, chairman of the department's industrial advisory committee; Texas Tech Development Vice President John R. Bradford; Texas Tech President Lauro F. Cavazos; and Pevehouse. (TECH PHOTO)

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10-12-6-83

RIBBONS AWAY--At the dedication of a \$4 million Petroleum Engineering Building at Texas Tech University, Board of Regents Chairman B.J. Pevehouse cuts the ceremonial ribbon. Joining in the celebration are, from left, Texas Tech President Lauro F. Cavazos, Pevehouse and Interim Engineering Dean Jimmy H. Smith. Pevehouse is president of Adobe Oil & Gas Corp. of Midland. (TECH PHOTO)

caption-----

11-12-6-83

DEDICATION--More than 500 people attended the dedication of the new Petroleum Engineering Building at Texas Tech University Nov. 17. Ceremonies were conducted in the demonstration laboratory of the \$4 million expansion. (TECH PHOTO)

caption-----

12-12-6-83

INDUSTRY LEADER--Leamco Services Inc. President and Chief Executive Officer Dan G. Moriarty of Midland offers the petroleum industry response during the dedication of a \$4 million expansion of Petroleum Engineering Department facilities at Texas Tech University. Moriarty is chairman of the department's industrial advisory committee. (TECH PHOTO)

caption-----

13-12-6-83

PAST AND PRESENT--Former chairmen of Texas Tech University's Petroleum Engineering Department were recognized at a dinner following dedication of the university's expanded \$4 million petroleum engineering facility. Department Chairman Robert E. Carlile, from left, recognizes former chairman Herald W. Winkler. Both men have been in the Society of Petroleum Engineering for more than a quarter century. (TECH PHOTO)

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14-12-7-83

ATTENTION: Education Editors

LUBBOCK--Despite recent criticism of athletics as detracting from the classroom, one nationally recognized educator believes the classroom can benefit from the use of a few practice field techniques.

The constant feedback, both of praise and criticism, and immediate correction common to athletics could help improve academics, according to Texas Tech University education Professor John R. Champlin.

"On the athletic field a coach presents something, immediately asks his students to use what is taught and then evaluates it and provides feedback," Champlin said. "Together, coach and students sophisticate the procedure."

Champlin, a longtime New York educator who gained national attention in the 1970s for his innovative school program in Johnson City, N.Y., said it often takes two or more weeks before students in the classroom are tested over materials. In this period between introduction and testing, students may fail to grasp the material or may practice it incorrectly without the teacher realizing their error.

"Constant feedback, timely correctives and necessary praise, all too infrequent in most of our classrooms, should be part of the learning process," Champlin said.

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The coach-team relationship is another valuable part of athletics applicable to the classroom. Even though students get chewed out by their coach, they know he cares. Champlin said students also need to know a teacher cares about their success, their learning and their self-concepts.

Some parts of athletics, like competition, do not belong in the academic classroom, the educator said. However, competition, being the ultimate personal challenge, should be learned somewhere, he indicated.

An academic program, based on the chance for success for each individual, continuous learning and a better learning environment, including improved teacher-student relationships is what Champlin initiated as superintendent in Johnson City.

He said that program was based on mastery learning, an educational theory of the 1960s which regarded time, not ability, as the most critical factor to learning.

"Time enhances a youngster's aptitude or ability to learn," he said. "Like some of the athletic concepts, the time idea is contrary to our present school system where we are so management-oriented and scheduled into blocks of time. The one-third who can learn under any circumstance do so and the rest fall further and further behind."

He said research shows that 90-95 percent of students can learn what needs to be learned with mastery learning techniques while only about 30 percent of students fully learn under the most common, traditional school systems.

"In Johnson City, once students realized they could be successful at learning, they were motivated to learn," Champlin said.

"Amazingly, most of the discipline problems disappeared."

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15-12-7-83

LUBBOCK--It was Mark Twain who said that the weather "is always doing something...always attending strictly to business; always getting up new designs and trying them on people to see how they will go."

He declared that in a New England spring he counted 136 different kinds of weather inside of 24 hours.

Texans might have called that a pittance of a spring. Only 136 different kinds of weather? But Texans now have a clear explanation of how it all comes about.

"Blue Northers to Sea Breezes, Texas Weather and Climate" is a brief book of fewer than 100 fact-filled pages written by meteorologist Donald R. Haragan and published this month by Hendrick-Long Publishing Co., Dallas.

Haragan is associate dean of the Texas Tech University College of Arts and Sciences and chairperson of Atmospheric Sciences.

His well-illustrated book explains the text in easy-to-understand line drawings, and explanations are clarified by example -- for instance, how to convert Fahrenheit temperatures to Celsius or Kelvin scales.

Haragan has brief, straight-to-the-point explanations of what causes changes in weather.

"The secret to better weather forecasts," he said, "is better understanding of atmospheric behavior. The book presents an up-to-date synopsis of the science of meteorology and the physical laws upon which it is based."

Written as an introductory text in meteorology, the language makes the subject clear to any English reader. Of tornadoes, for instance, Haragan's advice is sensible.

"When seeking shelter from a tornado," he writes, "common sense is a good guide. It's safer to be inside than outside, preferably in a basement." He adds detailed instructions on safety, including the point that "since most deaths are caused by flying debris, it is best to stay where you are rather than risk a frantic dash to an outdoor shelter."

After explaining the air around us, atmospheric measurements and weather-producing systems, he turns to Texas. Of Texas weather, the author said the variability reflects both the size of the state and its mid-latitude location. He illustrates the state's 10 climatic regions.

"A variety of storm events contribute to Texas weather patterns," he wrote. "Abrupt lifting of air masses along fronts and the lifting due to general convergence in low pressure areas may occur during both warm and cold seasons.

"During spring and summer this often results in thunderstorms, hail and, in the most severe cases, tornadoes. Warm lows entering the state from the south and southwest may develop into tropical storms and occasionally into hurricanes with heavy rain and damaging winds." Haragan devotes a chapter to fronts and frontal weather, to thunderstorms, tornadoes, hurricanes and dust storms -- all familiar to Texans.

As for blue northers, there is an explanation.

"Particularly severe cold outbreaks, often accompanied by dark clouds and occasional precipitation, are referred to as 'blue northers.'"

For anyone interested in what lies behind a weather forecast, "Blue Northers to Sea Breezes" can make learning easy.

CONTACT: Terri Lloyd

16-12-8-83

LUBBOCK--Fifty-one students from Texas Tech University have been selected to "Who's Who Among Students in American Universities and Colleges."

These students were chosen from among all the junior, senior, graduate, law and medical students at Texas Tech and the Texas Tech Health Sciences Center.

In order to be selected, nominees were required to present evidence of outstanding achievement in each of the three areas -- scholarship, leadership and service -- while students at Texas Tech. Selections were made by a representative committee of faculty, staff and students.

The 1983-84 honorees and parents from

CONTACT: B. Zeeck

18-12-8-83

LUBBOCK--Dr. Virginia M. Sowell, associate professor of special education at Texas Tech University and former president of the Faculty Senate, has been named assistant vice president for academic affairs, effective Jan. 1.

Academic Affairs Vice President John R. Darling made the announcement. He said Sowell succeeds Dr. Leonard J. Brownlee, Jr., who resigned to pursue other professional opportunities. He will teach full time in the College of Education during the 1984 spring semester.

As assistant vice president Sowell will have particular responsibilities in the development of academic programs and student relations in addition to dealing with a variety of special projects.

"Dr. Sowell was chosen from among 17 very fine nominees," Darling said. "I commend the chairman of the search committee, Dean William B. Conroy of the College of Arts and Sciences, and those working with him for their special effort.

"The Office of Academic Affairs wanted an assistant vice president who knows the university well, one who could represent the best interests of faculty and students while serving in administration, and an individual who has gained the widespread respect of colleagues.

"I feel that in the selection of Dr. Sowell we achieved each of these goals."

Sowell, who has taught at the elementary and secondary level as well as at Texas Tech and San Antonio College, is noted for her research in special education. Her special research interest is in the training of teachers of the visually handicapped. A program developed by her has attracted students from throughout Texas and has been recognized by colleagues as one of the best in the nation.

Funding for her research since she joined the Texas Tech faculty in 1976 has totaled almost one-half million dollars, and she is the author or co-author of 15 scholarly publications.

Sowell is president-elect and a director of the South-Central Region of the Association for Educators of the Visually Handicapped; member of the Board of Governors of the 55,000-member National Council for Exceptional Children and treasurer of the Texas Council of that organization; and a member of the board of the Texas Chapter, American Association of Workers for the Blind.

She is past president and director of the Texas Council for Learning Disabilities and a past president of the Texas Division for Children with Learning Disorders.

She is a member of the Board of Directors for the Texas School for the Blind in Austin, the Lubbock Lighthouse for the Blind, and of Developmental Education, Birth through Two (DEBT).

For the past three years Sowell has chaired the Graduate Programs Policy Committee of the College of Education. She also serves on the Undergraduate Programs Policy Committee.

In addition to service on numerous university committees, she is consultant to Snyder and Lubbock independent school districts and for programs regarding the visually handicapped in three regional Education Service Centers.

In letters of support for her nomination to the new post, Sowell was cited by colleagues for communication and administrative skills. In addition she was praised for her teaching.

Former students, one faculty member wrote, have attributed to Dr. Sowell "much of their own motivation, inspiration and success."

Sowell earned the bachelor's degree in English at Sam Houston State University, the master of arts degree in education at Trinity University, and her doctor of philosophy degree in special education at the University of Texas-Austin.

She began her career as a teacher of high school English in San Antonio and later taught in elementary special education programs in that city. She taught education and reading courses in San Antonio College.

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CONTACT: Clifford Cain

19-12-8-83

LUBBOCK--A Texas Tech University marketing professor, who has written extensively for professional journals, has been named editor of the American Marketing Association's Journal of Marketing.

Horn Professor Shelby D. Hunt will assume the post July 1, 1984, and will serve as editor for three years. He will succeed William H. Cunningham, dean, School of Business, University of Texas at Austin.

Hunt's first issue will be the winter 1985 publication to be published in January 1985.

He was selected from among 18 nominees and four finalists. His appointment was approved in September by the association's board of directors.

"I am honored because it is most prestigious for any academician to be named editor of one of the most prominent journals in your field," he said. "At the same time, the amount of work required is extraordinary because I will be reviewing 400 to 500 manuscripts a year and almost no manuscript is accepted without several revisions."

During his three-year term, Hunt will remain at Texas Tech and edit the journal. Texas Tech will receive a stipend for editorial expenses which will provide for a full-time secretary, an office, a doctoral student and possibly a second student.

Hunt said he does not plan any radical editorial policy changes, but he will ask for readers' comments about improving the journal during his tenure.

In his position statement to the association, Hunt said the journal should insist on high-quality manuscripts that further marketing knowledge and practice.

"Articles are meant to be read, not deciphered," he said. "To insist that all manuscripts make a contribution to knowledge does not mean that they should be so jargonized as to be unreadable by the journal's readership."

Hunt has been a professor in Texas Tech's Marketing Area since 1980.

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CONTACT: Clifford Cain

20-12-8-83

LUBBOCK--An 81-page booklet on the future of water, energy and natural resources in West Texas is available to the public from the International Center for Arid and Semi-Arid Land Studies (ICASALS) at Texas Tech University.

"West Texas Natural Resources: Economic Perspectives for the Future" is available through the International Center for \$3 per copy. The booklet is available in the ICASALS office, Room 103 Holden Hall. It may be purchased by writing ICASALS, P.O. Box 4620, Texas Tech University, Lubbock, Texas 79409, or by calling (806) 742-2218.

The proceedings of an April conference includes reports on "The Texas 2000 Report" by Victor L. Arnold, director of the Bureau of Business Research, University of Texas at Austin; "West Texas Land Resources: Beyond 2000," Texas Tech Horn Professor Harold E. Dregne, Plant and Soil Science Department; "The West Texas Economy: Tommorrow," Texas Tech economics Professor Robert L. Rouse; "West Texas Water Resources: Beyond 2000," Robert M. Sweazy, director of the Texas Tech Water Resources Center; "West Texas Oil and Gas Reserves: Beyond 2000," Thomas J. Tibbitts of Midland, regulatory affairs manager, Midcontinent Production Division, Exxon Co., USA; and "Public Policy, Technology Development, and the High Plains Economy," Milton L. Holloway of Austin, former executive director, Texas Energy and Natural Resources Advisory Council.

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ICASALS PROCEEDINGS/ADD ONE

The booklet was edited by ICASALS Director Idris R. Traylor Jr. and Deputy Director Joe R. Goodin and published by the center.

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Texas Tech News

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21-12-8-83

LUBBOCK--This year's national economic outlook is generally bright and will mean a green Christmas for retailers despite a surge in unemployment in Lubbock and other cities, according to a Texas Tech University professor.

"In the past few years, we have had double-digit inflation and high unemployment," said Dr. Danny N. Bellenger, Texas Tech Marketing Area coordinator. "Now, unemployment is generally down and inflation is under control, so sales will reflect the customers' pent up demand. The sales are a reflection of the general recovery of the economy.

"A brighter economic outlook generates optimism that things are improving and will get better on a national level," he said.

But for the local economy, "Lubbock was not helped by plant cutbacks and layoffs, but it was not crippled, either," he said. "The national trend has been going in the opposite direction with unemployment down which will help Christmas retail sales considerably.

"The layoffs will hurt sales locally to some degree, but there will not likely be a drastic downturn," he said.

Likewise, the dismal cotton crop on the South Plains could dampen sales in this region.

He noted that those people who were laid off may go ahead and spend whatever they can for Christmas anyway because of a "compensating mentality" that even if they don't have a job, they'll have a good Christmas, particularly for their kids.

"This is particularly true if they have savings built up or are receiving some compensation from the company," he said.

In individual cases, "some families may be in dire straits because of the layoffs, but in many cases the heads of households were not affected, so the family's main source of income was not taken away," he said. "In some cases, the layoffs removed a family's second income rather than the main income source."

Bellenger said the layoffs and the bad cotton crop affect local economies, but they will be counterbalanced by the resurging general economy and a brighter outlook overall.

"We have a fairly diversified economy, which will compensate for the dampened outlook in some sectors," he said.

Despite problems in some sectors of the economy on the South Plains, Christmas retail sales are predicted to be the greenest in several years.

He said Christmas sales on a national level should do well this year, with all stores having boosts in their annual overall retail reports. "Retailers are really excited about the sales potential for this season," he said.

"Christmas sales are important to all stores, but this season is critical to some," he said. "Even food stores benefit a small amount from the season from purchases for holiday meals and parties."

Bellenger noted that some stores, such as catalog showrooms, see as much as 30 percent of their annual sales coming from Christmas shoppers. These stores tend to have a sizable percentage of their market share in watches, calculators and other small gift items.

He said many stores order merchandise months in advance, anticipating the Christmas rush. "If they don't make it over Christmas, it'll make a significant dent in their annual sales and result in discounts and special sales," Bellenger said.

Christmas sales also are helped by charging purchases on credit cards which spreads out the payments over a lengthy period of time, he said.

"The offering and accepting of credit are important variables in impulse buying, particularly this time of year," he said. "People will go on a shopping trip and end up buying things that were not necessarily planned for.

"A surprisingly large percentage of merchandise is bought on impulse so that is an important part of the retailer's marketing strategy," he said.

He said the holiday season is a fun time for customers who shop for recreation rather than just to buy. "The recreational shopper finds the Christmas season an exciting time because of the decorations and the pleasure found in seeing the store displays at the malls," he said.

CONTACT: Clifford Cain

22-12-8-83

(MEDIA ALERT: At 10 a.m. Friday (Dec. 9), the organizing committee of the Texas Tech Celebrity Tennis Tournament has planned a photo session in the Board of Regents Room to accept a check for \$7,000 from Brake King. This will be the first check presentation from a business to sponsor a court at the spring tournament. Scheduled to attend the session are organizing committee members Charley Pope and Gwen Stafford, Texas Tech President Lauro F. Cavazos and a representative of Brake King.)

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(The Tennis Tournament Publicity Committee asks that announcement of this presentation be held until 10 p.m. Saturday for broadcast release and Sunday a.m. for print release.)

Story leads for the week
of Dec. 11-17, 1983
24-12-9-83

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Radio & Television New Service

NEWS DIRECTOR'S NOTE: This will be the last "tip sheet" for 1983. UN&P appreciates your coverage of Texas Tech events during the year and we look forward to working with you again in '84. The weekly story ideas will resume January 20 with the return of students and faculty to classes. Happy Holidays!)

GREEN CHRISTMAS--Cash flow in area retail firms will make for a green Christmas this season, says Texas Tech marketing Proessor Danny N. Bellenger. Despite area unemployment and lay-offs by Lubbock firms, spending on the High Plains is good. Bellenger says some shoppers are compensating for job losses with Christmas spending. Contact Dr. Bellenger, 742-3439.

TOUGHER TEACHER TRAINING--One way to improve the nation's school systems is to impose stricter standards for the nation's teachers. Education Dean Richard E. Ishler says increasing teacher education programs to five years and strengthening internships for beginning teachers and administrators may help. Ishler also feels better working situations and higher wages might attract brighter students to colleges of education. Contact Dr. Ishler, 742-2377.

ALL SYSTEMS 'GO'--Since October, 1958, when Sputnik shook the world, space scientists have been concentrating their energies on exploring the universe. In celebration of 25 years of American space exploration, the Moody Planetarium will have a special show beginning Jan. 4, on NASA, tracing space history from 1958 to the present and checking the future. Contact Ron Johnston, planetarium coordinator, 742-2441.

BIG BROTHER IN 1984--When George Orwell wrote "Nineteen Eighty-Four" in 1949, he shocked British and American readers with new concepts of "Big Brother" watching over society as well as pills in all shapes and forms for every possible purpose. Has technology brought us to 1984? As the new year approaches, Dr. Leon Higdon, Horn professor of English and a specialist in modern British literature, looks at "Nineteen Eighty-Four" as a document of the times, rather than science fiction. Contact Dr. Higdon, 742-2527.

For assistance in developing these and other story ideas, contact Christy Bingham/Rosemary West, UN&P, 742-2136.

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25-12-9-83

LUBBOCK--A miniconference on mathematical-engineering systems theory is planned for Monday and Tuesday (Dec. 12-13) in the Bullen Room of the Texas Tech University Electrical Engineering Building.

Sponsored by Texas Tech's Departments of Mathematics and Electrical Engineering, the workshop will begin at 9 a.m. each day.

The programs will include professors from Harvard University, University of California at Davis, Scientific Systems Inc., and the Royal Institute of Technology at Stockholm, Sweden.

Texas Tech professors speaking will include Dr. Roger W. Barnard, Dr. Louis R. Hunt and Dr. William H. Gustafson, all of the Mathematics Department; and Dr. Renjeng Su and Dr. Erol Emre, both of the Electrical Engineering Department.

Hunt said the miniconference is preparation for the three-day 22nd annual Institute for Electrical and Electronics Engineers Conference on Control and Decision in San Antonio.

Texas Tech's miniconference is open to the public at no charge.

The workshop's main organizer was Dr. Clyde F. Martin of the Mathematics Department. For more information about the sessions, contact either Hunt or Martin at (806) 742-2566.