

DATE	Stories and Cutlines	(75) Locals	(25) Reg. Dailies	(37) A Reg. Weeklies	(15) 50 M's	(26) Reg. Radio	(15) X-List	Adj. Counties	Hometowners	PSA's	Ag list	(16) Ag boxes	MISC. (#)	CONTACT	REMARKS
1-2-20-84	Machiavellianism	✓	✓	✓	✓									Cliff	special list ⑤
2-2-20-84	Hispanic Seminar													Cliff	Advertising Age
3-2-20-84	Media Alert	✓												Cheryl	
4-2-20-84	Public Relation Day	✓	✓											Cliff/ Preston	
5-2-20-84	Cooperative Service - Caprio													B	
6-2-20-84	Health Insurance ^{Caprio} Counciling													B	
7-2-21-84	German Play	✓						✓						Cheryl	Special List
8-2-21-84	Percher Awards	✓												Preston	
9-2-21-84	Robotics													Preston	WEST TEXAS BUSINESS
10-2-21-84	An Enduring People - Caprio													Cheryl	Regional Daily
11-2-21-84	Sorghum Control	✓	✓	✓							✓			Cliff	Ag list
12-2-21-84	Merfleur de la Tests - Caprio													Cliff	
13-2-21-84	Yagui Ethnic	✓												Cheryl	special list
14-2-21-84	Fiefichas Caprio													Cheryl	SAN ANTONIO, ^{Dryden} ^{Hawai}
15-2-21-84	A Friendly Dinner - Caprio													Cheryl	UD - Big Spring, ^{Kerrin} ^{Stacy}
16-2-21-84	The Firebugs - Caprio													Cheryl	AG
17-2-21-84	University Day	✓												PJ	
18-2-21-84	Telecommunication Day	✓												PJ/CC	
19-2-22-84	Media Alert - Packwood													Preston	

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20-2-22-84	Planetarium Show	✓						✓						Dennis	
21-2-22-84	Home Economics Assoc	✓												Cheryl	Crosbyton
22-2-22-84	Journalism Day	✓	✓											Preston	
23-2-22-84	Robot - Caption													Preston	
24-2-22-84	Newsmen - Caption													"	
25-2-22-84	DIRECTOR - Caption													"	
26-2-23-84	Tip Sheet													Christy Dube	
27-2-23-84	Mass Communication Adversity													Preston	
28-2-23-84	Timothy L. Small Lecture						✓							Dennis	
29-2-23-84	Misconceptions	✓	✓		✓									Cliff	Everywhere!
30-2-23-84	Advertising Day													Cliff Preston	
31-2-23-84	Dallasite Honored - Caption													Cheryl	
32-2-23-84	Outstanding Student - Caption													Cheryl	
33-2-23-84	Home Economic Alumnae - Caption													Cheryl	
34-2-24-84	Law Renew Banquet	✓												Preston	
35-2-24-84	Conoco donation	✓												Cliff	
36-2-24-84	Conoco Tips													Cliff	
37-2-24-84	TJ AWARD	✓												Preston	
38-2-24-84	Outstanding Alumna - Caption													Cheryl	AMARILLO

CONTACT: Clifford Cain

1-2-20-84

LUBBOCK--The stereotype of the devious, plaid-jacketed, cigar-smoking salesman who will sell anything any way possible is wrong, according to a Texas Tech University marketing professor.

Dr. Shelby D. Hunt said, "Contrary to what many people believe, persons engaged in marketing are no more Machiavellian than other people."

Machiavellianism is the philosophy applied to a person who employs aggressive, manipulative, exploitative and devious means to achieve personal or organizational objectives, he said.

The term comes from the name of the 16th century Florentine writer, Niccolo Machiavelli, who wrote "The Prince" in 1513 and "Discourses on the First Ten Books of Titus Living" in 1531. Interpretations from his two famous works resulted in the behavioral label "Machiavellian" becoming a negative epithet.

In the past, many people equated salesmen or marketers with the stereotype because they seemed to be concerned more with results -- the selling of a product -- than with how the goals were accomplished. Thus, they were believed Machiavellian in their personal or business pursuits, he said.

Hunt, who holds the chaired position of Horn Professor in marketing, researched the subject with Texas Tech marketing Professor Lawrence B. Chonko. The survey involved 1,076 professional members of the American Marketing Association.

-more-

"Contrary to what some might expect, marketers who are considered high in the Machiavellianism personality trait do not do any better in marketing than those who are 'low Machs' or those who do not seem to be Machiavellian at all," Hunt said.

He said the survey also showed that salesmen who are highly Machiavellian are less happy in their jobs. Hunt speculated that "high Machs" perhaps are always dissatisfied no matter what the job because of their high expectations and strong drive for a goal.

Marketers or salesmen often are referred to as being unethical when their activities are discussed, he said.

"We found they hold the same values as others in society," Hunt said. "Marketers have a stereotype image that is wrong."

In comparison with other demographic groups and workers surveyed over the past 15 years, salesmen or marketing practitioners actually may be less Machiavellian than many people previously surveyed, such as purchasing managers, students, or community college teachers.

Hunt does not expect to change feelings toward salesmen, but "we hope to change the stereotype and hope that people will not perpetuate the image.

"We're saying that marketers are not much different from others in society, so a student learning of this research might think marketing isn't a bad occupation to go into," he said.

Texas Tech News

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CONTACT: Clifford Cain

2-2-20-84

Especially written for Advertising Age

LUBBOCK--Texas Tech University's College of Business Administration will offer marketers ideas for avoiding "Hispanic market myopia" with its 1984 Hispanic Consumer Behavior Seminar April 27 at the Lubbock Hilton Inn, 505 Ave. Q, Lubbock,

Sponsored by the college and the Lubbock chapter of the American Marketing Association, the one-day seminar will offer professionals an overview of the Hispanic consumer, examine implications to reach the market effectively, and present findings about Hispanic consumer behavior.

This is the college's second seminar on the Hispanic market. It is coordinated by marketing Professor Bert Valencia through Texas Tech's Center for Professional Development.

"The Hispanic market in the continental United States consists of at least 15 million consumers with a purchasing power of more than \$70 billion," Valencia said.

"It is a fast growing market, with the population growing 60 percent and household incomes increasing 15 percent during the 1970s," he said. "Despite the importance of the Hispanic market, businesses have yet to effectively tap its full potential."

Featured speakers will include Ed Fernandez, chief of Ethnic and Spanish Statistics Branch, Population Division, U.S. Bureau of the Census, who will discuss "Hispanic Consumer Demographics." Fernandez has been with the Census Bureau since 1966 and is a leading census expert on Spanish origin persons in the U.S.

Texas Tech marketing Professor Robert E. Wilkes, a recognized consumer behaviorist, will speak on "Hispanic Consumer Behavior: Myths and Truths."

Antonio Guernica, a leading advertising and research consultant on the Hispanic market, will discuss "Hispanic Media Behavior." Guernica is a former executive vice president of the National Association of Spanish Broadcasters and research director of SIN National Television Network.

Dale Dauten, founder and president of the Hispanic research firm of Research Resources, will examine "Researching the Hispanic Consumer: Quantitatively and Qualitatively." He is a former vice president for a custom research firm and former research manager for Armour-Dial Co. and Amerco.

Valencia, a leading Hispanic marketing scholar, will speak on "Hispanic Consumer Behavior: Synopsis and Implications."

Frank Solis, manager for Special Markets, Adolph Coors Co., will explain "How Coors Markets to Hispanics." His talk will include media reach and grassroots programs.

Valencia said the seminar will help participants learn about Hispanic media and shopping behavior, interpret research data from the 1980 census and state and local resources, and conduct quantitative and qualitative research with Hispanics.

The seminar is for people involved in marketing and for middle- and upper-level managers of consumer product or service companies, advertising agencies and market research suppliers to companies interested in the Hispanic market.

The \$195 registration fee includes instruction materials, refreshments, a luncheon and a copy of Guernica's book, "Reaching the Hispanic Market Effectively."

Hotel accommodations may be made with the La Quinta Inn-Civic Center, where a block of rooms has been reserved. The inn is across the street from the Hilton. Reservations should be made by calling the motel at (806) 763-9441.

To register for the seminar contact the Center for Professional Development, College of Business Administration, P.O. Box 4550, Texas Tech University, Lubbock, Texas 79409, (806) 742-3170.

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3-2-20-84

(MEDIA ALERT: There will be a 2 p.m. news conference Tuesday (Feb. 21) in Room 111, Texas Tech Home Economics Building, with Jan Barboglio of Barboglio Fashions of Dallas. She and her sister, Cristina, have been selected as guest designers for the summer 1984 Dallas and Chicago apparel markets. At Texas Tech, Barboglio will speak and present a fashion show of the new line from Barboglio, "Big Bend" fashions, at 7:30 p.m. Tuesday in Room 169, Home Economics Building, as part of Home Economics Awareness Week. Models will include Texas Tech students working with Kim Dawson agency models and choreographer. The media is invited to cover the show. The Texas Tech University Police ask that media representatives park on Broadway Street next to the Home Economics Building for the news conference.)

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4-2-20-84

LUBBOCK--Accomplishing AT&T's government-ordered divestiture rivaled taking apart in flight a passenger airplane without losing any of the pieces or affecting service.

That's the analogy used by Dale Johnson, one of the Southwestern Bell employees faced with explaining the massive change to AT&T's employees, stockholders and customers. Johnson, Dallas district staff manager for news and employee information, discussed some of the divestiture's public relations frustrations and challenges as he kicked off Texas Tech's annual Mass Communications Week with a Public Relations Day address Monday (Feb. 20).

A.N. Vela II, manager of public affairs, Esso Inter-America, also spoke on the importance to international corporations of basing company decisions and policies on social and political factors in addition to economic considerations.

"The public relations department's role in the divestiture was to explain -- to put in perspective for the public, employees and stockholders -- what was taking place," Johnson said. "We got very familiar last year with crisis communications while also trying to explain a record \$1.7 billion rate request, a strike by Communications Workers of America and the hurricane that hit Houston, Galveston and much of South Texas."

Johnson said several programs were instituted to explain the divestiture, including an investor relations group which laid the groundwork for dealing with a new set of stockholders created by the breakup and met with stock analysts and business editors.

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To reach the public, Southwestern Bell relied heavily on news media relations and news releases to tell how the split would affect everyone.

"There were times we had to tell someone in the news media we didn't know the answers to their questions because the divestiture was ongoing with something new everyday," he said. "We sometimes were tempted to say this wasn't our idea and for everyone to go talk to the other guys.

"But you go with good sense and not emotions when dealing with a problem like this," he said. "Sometimes, you can go with your gut reaction, but you can't lean on gut reaction all the time."

He said the company set up community relations programs to speak to clubs, civic groups and town hall meetings. Also, Southwestern Bell relied on advertising.

"We were alerting everyone about what was going to happen, so we made use of any vehicle we could that we thought was a legitimate vehicle to reach people," Johnson said.

He said the information age has rapidly overtaken the world. He noted that it took the people of the world hundreds of years to develop an agricultural society, 200 years to move into the industrial age and only a comparatively few years to shift to the information age. Johnson said only 17 percent of the nation's populace worked in information or telecommunications-related fields in 1950. Now the number is at 60 percent and will rise to 90 percent by the end of the century, he said.

"We've gone from a product-oriented society to a service or capital-oriented society in just two decades," he said. "Since 1960, our knowledge has increased every six years."

Vela said the need for corporate public relations and public affairs in the international sector has become essential to businesses operating on a global scale. With Esso Inter-America, Exxon's overseas operations, Vela directs the corporation's external affairs in the Caribbean and Latin America.

In an era when the world has been made smaller by modern communications and travel and has grown more internationally interdependent, business decisions must be based on "more than dollars and cents and the bottom line," he said.

Taking into account the political and social ramifications of business policy can be just as important to the corporate well-being as considering the economic impact, he said.

Issue analysis by corporations can prevent decisions seen as solid by the accounting department, for example, from turning out wrong for the corporation. On paper, the decision to close a refinery and lay off 5,000 workers may seem simple to the accountant.

"The issue analyst may see that decision as a spark to bring down a government or a spark that will affect an entire industry within that country and possibly lead to nationalization," Vela said.

Mass Communications Week will continue with Telecommunications Day on Tuesday (Feb. 21). Scheduled speakers are Shirley Ward, account executive, Arbitron Ratings Co., at 9:35 a.m. and Jay Speegle, owner and general manager of KPUR, Amarillo. A 1:35 p.m. pannel will feature Eddie Aldrete, assistant director for broadcast services, Texas Farm Bureau; Pam Hardin of KCRS radio in Midland; and Ron Roberts, weatherman for KLBK-TV, Lubbock. All sessions will meet in Room 101, Mass Communications.

caption-----

5-2-20-84

COOPERATIVE SERVICE--The Lubbock, Texas, chapter of the Retired Senior Volunteer Program is offering a popular health insurance counseling program for senior citizens, in consultation with the Better Business Bureau of the South Plains. Clients Mr. and Mrs. William Lang, left, arrive with Jeri Rieken, RSVP director, center, to consult with Nat Kizer, retired insurance broker, regarding their needs to supplement Medicare. Right is Nan Campbell, director of operations for the BBB. No insurance is sold or recommended through the RSVP program, but policies are interpreted so that clients can better compare their match to needs. RSVP in Lubbock is sponsored by the Texas Tech University College of Home Economics. (TECH PHOTO)

caption-----

6-2-20-84

HEALTH INSURANCE COUNSELING--Nat Kizer, left, retired insurance broker, has initiated a Retired Senior Volunteer Program effort to counsel older citizens in regard to health insurance coverage. The RSVP program originated in consultation with the Better Business Bureau of the South Plains in Texas. Kizer, counseling Mr. and Mrs. William Lang, helps them choose the best supplements to Medicare for their needs. The service provides information and helps clients make comparisons, but no insurance is sold or recommended. RSVP in Lubbock is sponsored by the Texas Tech University College of Home Economics. (TECH PHOTO)

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7-2-21-84

(EDITOR'S NOTE: See additional story for players from your area.)

LUBBOCK--The popular Max Frisch play "The Firebugs" will be performed in German at Texas Tech University March 1-3 and 5 by students studying the German language.

The 1984 German play will be the last directed by Professor Theodor W. Alexander who started the annual tradition when he joined the German language faculty at Texas Tech in 1947. Alexander will retire in August.

The play will begin at 8 p.m. in the Qualia Room of the Foreign Language Building. Admission is \$2. The audience will receive an English synopsis of the play. The play will also be performed at 4 p.m. March 24 at Angelo State University as part of the Texas Association of German Students annual meeting.

"The Firebugs" was performed for the first time in Zurich in 1958 and has since been performed worldwide in both English and German. It was presented as a Texas Tech German play in 1968 and 1974 and performed in English at the Texas Tech University Theatre in 1964.

Fires, firemen and arsonists are central to the play which deals with two of Frisch's favorite themes -- that man will not learn by experience and that pretense can be deadly. The playwright presents three ways in which truth can be disguised -- joking, sentimentality, and most successfully by using truth itself because no one believes it.

In its opening speech, the chorus of firemen warns that not all fires are caused by fate, but some by human mischief.

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The main character Biedermann, played by graduate student Grady Simmons of Lubbock, frets about the recent fires which have plagued his city. His thoughts are interrupted by a muscular stranger Schmitz (graduate student Bill Harris of Lubbock) who appears at his door seeking food, drink and a place to sleep.

As the play unfolds, Schmitz reveals tidbits of information about himself. He worked for a circus until the whole thing burned. His father, a charcoal-burner, reared him in extreme poverty. Before allowing Schmitz to stay in the attic, Biedermann makes him promise he is not an arsonist.

Later Schmitz, without Biedermann's permission, offers lodging to a friend Eisenring (played by junior Robert Franklin Mayne Jr. of Lubbock). The friend is a former waiter for a restaurant which burned.

Biedermann's wife Babette (sophomore Susan Cortes of Kerrville) fears the strangers and urges her husband to call a policeman, (senior Len Dippel of Temple). Babette then calls the Doctor of Philosophy (senior Daryl Gras) who wants to reform the world by destroying its criminal citizens.

Other main characters include the maid, Anna, (graduate student Kerre Seright of Big Spring), and the widow Knechtling, (junior Amanda Bean of Corpus Christi).

Other students make up the male and female choruses of firemen, commenting on each advance of the plot.

The playwright Frisch leaves a solution to his play's central problem to the viewer.

Dr. Thomas I. Bacon, Texas Tech German professor and a former student of Dr. Alexander's, serves as co-director of the German play as he has usually done since returning to teach at Texas Tech in 1975.

New sets for the 1984 production were designed by Professor Beatrice Alexander of the Department of Classical and Romance Languages. She will also retire in August.

The annual plays have grown from one performance in 1947, drawing a crowd of about 80, to an average of three performances a year, attracting 400-500 people.

Alexander said the play is an excellent language teaching tool. He and other professors note the rapid progress students make in oral language training as play rehearsals progress throughout the spring semester.

"In retirement, I will miss the students, my classes and especially, the German play; it grows on you," Alexander said. "But I am glad it will be in good hands under the direction of Dr. Bacon who plans to continue the annual event."

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CONTACT: Preston Lewis

8-2-21-84

LUBBOCK--Dorothy Rylander of Lubbock, Texas Commerce Bank and Waddington Advertising Agency have been named the first recipients of KTXN-TV's "PeeBee Awards."

The awards are being instituted this year during Festival '84 to recognize individuals and organizations who have given meritorious service and support of public broadcasting on the South Plains.

Karen Payne, KTXN-TV director of development, announced the awards and said they will be presented March 9 during the 7:30 p.m. program break on Channel 5. Festival '84, Channel 5's annual fund-raising campaign, will run March 3-18 to meet a \$165,000 on-air goal.

Awards will be presented in individual, corporate/business and advertising/public relations categories based on overall merit, length of service, financial support and contributions in other areas, Payne said.

Rylander will receive the PeeBee in the individual category. Payne said Rylander, a Channel 5 contributor since 1976, has been "a tireless and energetic volunteer who has assisted cheerfully with the many tasks related to Festival and daily operations at KTXN-TV." Rylander was cited for being an invaluable recruiter of new contributors or members for Channel 5.

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Texas Commerce Bank (TCB) is the first winner in the corporate/business category. Payne said TCB since 1979 has funded at various times three different Channel 5 series: The MacNeil/Lehrer Report, The Nightly Business Report and Wall Street Week. TCB also has contributed each year as a corporate member and provided telephone volunteers during Festival. TCB President Tommie Stevens, who has appeared several times on Channel 5 to help the station raise funds, will accept the award.

Waddington Advertising Agency is the advertising/public relations recipient. Payne said the agency was one of the first locally to encourage clients to contribute program underwriting grants to KTXT-TV. Waddington also has been a corporate member of Channel 5 for many years. Payne said the agency's efforts have helped KTXT-TV maintain its program quality and cultural and educational service to the South Plains.

Operated through the Continuing Education Division of Texas Tech University, Channel 5 is the South Plains' public broadcasting station. The PeeBee awards take their name from the first letters of "public broadcasting."

KTXT-TV is not affiliated with the student operated FM radio station with the same call letters.

CONTACT: Preston Lewis

9-2-21-84

Special to West Texas Business

The robots are coming!

But unlike the sinister mechanical progeny of science fiction, the real world robots come not to conquer but to serve humanity.

Not only people but also their systems of education, law, labor and insurance will be affected by robotics, says William M. Marcy, director of the new Center for Applied Research in Industrial Automation and Robotics at Texas Tech University.

The center was created last year to take advantage of Texas Tech's "surprising amount of capability" in the area and to help West Texas business and industry examine their options in robotics, Marcy said.

"Not only do we hope to raise the awareness of faculty at Texas Tech as a whole, but also the awareness of local and regional industries," he said.

Although facility design work is beyond the scope of the center, Marcy said the center can provide consultation to small businesses to acquaint them with cost and design alternatives for moving into robotics and automation.

The technological applications of industrial automation are most obvious in such fields as industrial engineering, mechanical engineering, electrical engineering and computer science, Marcy said, but the implications of increasing automation throughout our society are so great that few fields will be unaffected.

"This is an area which has a lot of interdisciplinary spillover," Marcy said. "Research in one area is often applicable in several places."

Marcy said industrial automation and robotics will likely receive in the 1980s the kind of increasing research attention that energy received in the 1970s.

"Texas and the Southwest will become prime candidates for high-technology re-tooling of manufacturing, resource recovery and materials handling methodologies," he said. "Increased productivity will be a major thrust of this research area."

The implications of robotics are so vast to our society that the center will also work with social scientists, in addition to engineers and scientists, to help deal with the societal challenges robotics will bring.

"Jobs are being done today that will never again be done by humans," Marcy said.

That outlook is not as bleak as it may sound at first. Although many blue-collar manufacturing jobs will be lost to automation, new jobs will evolve to perform service functions within the world of robotics.

"How many jobs that will be, whether a net positive outcome or a negative outcome, is hard to predict," Marcy said.

Society undergoes these transitions periodically, such as America's shift toward mechanized agriculture which began around the turn of the century.

But the transition toward automation of industry will be a more difficult shift than farm mechanization. The reason is time.

"Several generations were allowed for people to make the adjustment to mechanized farming," he said. "The father's job wasn't at stake, though maybe the son's was. With generations to adjust, the dislocations were not so noticeable."

Within this generation American industry will be forced to move into industrial automation if it is to remain competitive with foreign industry.

"The cost of labor is comparable between the U.S. and Japan," Marcy said, "but the cost of production is significantly lower in Japan. Labor costs will continue to rise everywhere, so the United States must lower its production costs through industrial automation to become more competitive."

Although the U.S. remains a world leader in its ability to innovate and develop new technologies, the nation is at least five years behind Japan and some Western European countries in automation.

For the most part, U.S. industry is geared to manufacture for inventory. A company must anticipate public demand for a product, then re-tool a plant to manufacture the goods which are mass produced. The problem with this system is that it creates too big an inventory, unless the market is judged precisely. Further, if the market is misjudged, the plant must be re-tooled to produce a different product.

With a flexible manufacturing system using automated machines, the re-tooling can be programmed into the system so different products can be made without a shutdown.

Adapting the manufacturing process to automation, though, may be easy compared to adjusting the social environment to the impact of robotics.

"About the time we solve the major engineering problems," Marcy said, "we will find out there are economic, social and psychological problems that have to be resolved before industrial automation and robotics can live up to their potential."

The difficulties will manifest themselves in several ways, Marcy said.

First, the relationship between unions and management will change as automation gives industry more clout in dealing with labor. Some companies may choose to go out of business rather than meet union demands and new companies may be formed using non-union labor and a high degree of automation.

Second, the nation's legislators will face difficult choices -- whether to slow down the rate of automation or to assure that certain numbers of jobs are available to handle displaced workers.

Third, the unemployment insurance structure will be strained to cover displaced workers. The scope of unemployment insurance may broaden to include benefits for training, retraining and vocational redirection.

Fourth, a re-evaluation of the nation's educational system will be in order with particular attention on continuing education. Adapting educational programs to mesh with job market opportunities will be more economical to society than expanding welfare rolls, he said.

"The students coming out of high school today will have to be retrained once and maybe twice during their careers," Marcy said. "What they do today may be only distantly related to what they will be doing 20 or 30 years from now."

To date American industry has been slow to move into industrial automation, though it will come out of necessity, if nothing else, Marcy said. Drawbacks have been that this nation's capital and tax structures are not as conducive to a changeover as they are in some countries, particularly Japan. Further, Marcy said, many U.S. companies are reluctant to be the first to move wholly into automation.

"Once industrial automation begins en masse," Marcy said, "the changes will be far-reaching."

caption-----

10-2-21-84

AN ENDURING PEOPLE--Photographs of Yaqui Indians, young and old, are part of a special exhibit on the Yaqui at The Museum of Texas Tech University. The exhibit also includes artifacts, masks, paintings and household furnishings of Indians who live in the states of Sonora, Mexico, and Arizona.

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11-2-21-84

ATTENTION: Agriculture Editors

LUBBOCK--A byproduct of the plastics industry may prove helpful to farmers and ranchers in suppressing sorghum growth which could lead to improved feed quality and cattle gain.

Texas Tech University Professor Arthur G. Matches said forage and pasture sorghums can "grow so fast that they'll be over the cattle's back, and the cattle will eat only the leaves and leave the stems."

The promising industrial byproduct is mefluidide, a complex herbicide that has been shown in previous tests to be an excellent growth retardant when used on turf and temperate forage grasses, he said.

It is a chemical plant growth regulator that delays maturity by suppressing stem elongation and development of the flowering top, said Matches, Thornton professor in plant and soil sciences.

He said the chemical is not toxic to humans or animals.

"If mefluidide were to turn out to be very effective, it could eliminate a lot of waste in animal grazing, produce better feed for silage and hay, and even be applied in PIK-like programs where delayed growth is desirable," he said.

"We want to delay growth with mefluidide so the plant will not be so stemmy and will be more useful to the cattle," he said, adding that tall growth leads to considerable waste of the sorghum.

He said laboratory tests have produced a higher quality of sorghum when it has been treated with mefluidide than when it is not treated.

"In the past few years, mefluidide has been found to suppress growth of forage grasses, such as tall fuscia, and produce higher amounts of sugars and lower fiber content which improves animal gain," he said. "But we really know little about how it will affect forage sorghums, a warm-season grass."

Matches, who started the research last year, expects to conclude all tests and chemical analyses next fall. The experiments have been conducted in two parts, involving more than 200 paired plots per season at the Texas Tech University Agricultural Sciences Field Laboratory-Lubbock County. The sorghum has two seasons and is harvested twice during the summer.

A second phase of the project, being conducted by animal science Professor Reed Richardson, is testing the quality of the sorghum after it has been treated and then ensiled.

"Tall growth means waste of two-thirds of the sorghum because the cattle cannot make good use of it," Matches said. "If our research shows mefluidide is effective as a growth regulator with sorghum, then farmers may be able to produce higher quality sorghum and forage resulting in higher animal performance.

"At some stage we want to put the cattle to grazing on the treated sorghum to see what the animals have to say about it."

Farmers and ranchers could use the chemical to treat sorghum to keep it from growing too much, so that a better sorghum forage may be available when fields are released for grazing in a government payment-in-kind type program.

"The plants may grow out of the effects of the mefluidide treatment, but any delay is worthwhile," he said.

He said the chemical may cause different plant responses on the dry High Plains than in humid areas where most of the previous research with the chemical has been conducted.

caption-----

12-2-21-84

MEFLUIDIDE TESTS--Texas Tech University plant and soil science Professor Arthur G. Matches is testing mefluidide, a plastics industry byproduct, in field plots and in the laboratory to determine if it is effective as a growth retardant for forage and pasture sorghums. The controlled growth could improve the quality of the plant and produce higher cattle performance.

(TECH PHOTO)

CONTACT: Cheryl Duke

13-2-21-84

LUBBOCK--"The Yaquis: An Enduring People," depicting the daily life of the Yaqui Indians of Sonora, Mexico, and southern Arizona, will open March 4 at The Museum of Texas Tech University.

Farm implements, furniture, household utensils, paintings and photographs will be displayed through June 24. Most items have been collected on several Texas Tech expeditions to Yaqui villages in Mexico since 1934. Others are on loan from Yaqui Indians in Tucson, Ariz.

The exhibit is presented in conjunction with "Year of the Yaqui," the annual International Center for Arid and Semi-Arid Land Studies symposium on Native Americans, April 25-27, at The Museum. An April expedition to the Yaqui lands, commemorating the first Texas Tech expedition in 1934, is also planned. The symposium will include reports and films from expeditions and talks by Yaquis and non-Yaquis.

The Yaqui history covers a long and tragic struggle for their land and their way of life, according to Dr. Jane Holden Kelley with the Department of Archeology, University of Calgary, Alberta, Canada.

The Museum exhibit will include information panels on Yaqui history, government and lifestyle, their relationship to the land, their religion and the Yaqui today, based on Kelley's research.

Kelley says the Yaquis' early relationship with Europeans who explored and settled in their area was friendly and peaceful. Then came periods of mounting frustration and violence as the Yaqui resisted slavery and defended their land.

During the Jesuit period from 1617-1767, according to Kelley, the Yaquis accepted the priests and their religion. One of the most important religious ceremonies for the Yaqui today is their "Fiesta de la Gloria" passion play, enacted during the last four days of Holy Week and ending at noon on Easter Sunday.

The exhibit includes some of the masks and gourds used by musicians and dancers, replicas and photographs of the Deer Dancer and other dancers who play a large role in the festival, and photographs of the pageant, players and church.

Other historical periods covered in the exhibit include 1768-1910 after the Jesuits left Mexico, and 1910-present when the Yaquis began to deal with the government of Mexico.

Objects exhibited from daily life include deerskin bags, wooden and leather handmade chairs, whisk brooms and a rawhide bed.

Yaqui agriculture is shown in the transition from a primitive farming era to modern times with large-scale commercial agricultural co-ops for farming, ranching and fishing.

Other panels discuss various aspects of the Yaqui religion, including native rituals and ceremonies as they blend with those influenced by the Jesuits.

The exhibit includes photographs of the 1934 expedition party, led by Dr. William Curry Holden, Texas Tech University professor of history emeritus. The Depression-era scientific trip was one of the earliest and most complete among the Yaquis, according to reports and papers produced from the trip.

The "Year of the Yaqui" including the exhibit, symposium and expedition, is sponsored by the International Center, Lubbock Cultural Affairs Council, The Museum of Texas Tech and the West Texas Museum Association.

Cooperation and assistance comes from the departments of Anthropology, Art, History and Museum Science; the Ethnic Studies Program; the offices of the dean of Arts and Sciences, vice president for Academic Affairs and vice president for Research and Graduate Studies; the Southwest Collection; and the University Center.

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14-2-21-84

FIREFIGHTERS--The chorus of firemen in the 1984 Texas Tech University German play, "The Firebugs," watch and listen for fires to extinguish before the town is destroyed. They warn that some fires are started by human mischief. The play opens March 1. Chorus members include on the front row, from left, Vera Peters, chorus director, of Dusseldorf, West Germany, and Amy Fuller of Austin; back row, from left, Laura Wimmer of San Antonio, Suzanne French of Richardson, and Kathryn Anthony of Bryan. (TECH PHOTO)

caption-----

15-2-21-84

A FRIENDLY DINNER--The well-to-do Biedermann and his wife Babette invite their suspicious house guests to a formal goose dinner to assure a friendship and prevent the guests from blowing up the Biedermann house in "The Firebugs," the 1984 German play opening March 1 at Texas Tech University. Characters are, from left, Babette (Susan Cortes of Kerrville), Eisenring (Robert Franklin Mayne Jr. of Lubbock), the maid (Kerre Seright of Coahoma), Schmitz (Bill Harris of Lubbock), and Biedermann (Grady Simmons of Lubbock). (TECH PHOTO)

caption-----

16-2-21-84

"THE FIREBUGS"--Suspicious overnight guests are confronted by their host about the appearance of gasoline barrels in the attic during the 1984 Texas Tech German play, "The Firebugs," opening March 1 in the Qualia Room of the Foreign Language Building. Characters are, from left, Schmitz (Bill Harris of Lubbock), Biedermann (Grady Simmons of Lubbock) and Eisenring (Robert Franklin Mayne Jr. of Lubbock). (TECH PHOTO)

Texas Tech News

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CONTACT: Preston Lewis

17-2-21-84

(MEDIA ADVISORY: For further information on University Day and its role in Texas Tech's student recruiting effort, contact New Student Relations Director John A. Edwards at 742-1480. To schedule interviews with Edwards on University Day, contact personnel at the registration table in the University Center Courtyard.)

LUBBOCK--Members of the Class of '88 will be looking Texas Tech University over on Friday (Feb. 24) when more than 2,000 students from throughout the country participate in University Day activities.

University Day gives high school and junior college students a taste of university life in general and a sampling of Texas Tech tailored around their own individual academic interests. Academic counseling, campus tours, discussions with professors and students and a swim and dance party are among the activities scheduled during the day.

John A. Edwards, director of new student relations, said University Day helps Texas Tech attract curious students from across the nation for an initial visit to the campus and convinces many of them to enroll as students.

"Last year we had visitors from as far away as New York and Iowa on University Day and this year have had inquiries ranging from Florida to Illinois," he said. "From the responses of the students who have participated, we know they enjoy it and that it helps ease some of their worries about university life."

Registration will begin at 8 a.m. in the University Center Courtyard with a welcome and general assembly following at 9 a.m. in the University Center Theater. All activities are free.

-more-

Texas Tech's six colleges, many academic departments, departmental clubs and student organizations will operate booths in the University Center through the day. Activities will conclude with a two-hour swim and dance party beginning at 8:30 p.m. in the Texas Tech Aquatic Center.

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CONTACT: Preston Lewis

18-2-21-84

LUBBOCK--As the most pervasive of the mass media, radio presents special challenges in identifying and quantifying its many audiences, an account executive with the Arbitron Ratings Co. told a Telecommunications Day audience Tuesday (Feb. 21) at Texas Tech University.

Shirley Ward, who works in agency advertiser sales for Arbitron in Dallas, and Jay Speegle, owner and general manager of KPUR in Amarillo, spoke during the second day of Mass Communications Week at the university.

Ward said in a week's time radio reaches 95 percent of the nation's population age 12 and older. And, it reaches them when they are involved in activities ranging from driving to work to lounging on the beach to doing household chores.

"The average person listens to 21 hours of radio a week," she said.

Determining how radio listeners divide their time among the numerous options available to them is the purpose of Arbitron, a radio research company. Arbitron findings are used to determine advertising rates stations can charge based on listenership.

Ward said Arbitron has refined a seven-day diary system in which radio listeners maintain a log of stations they listen to. The diaries, which are as portable as the radio, she said is the best method to keep up with a medium as personal and portable as the radio.

Wednesday will be Journalism Day with Donald D. Jones, the ombudsman or reader representative for both the Kansas City Star and the Kansas City Times, delivering the opening address at 9:35 a.m. Susan Miller, executive editor of the Champaign, Ill., News Gazette will speak at 10:35 a.m. Both speeches will be in the University Center Theater.

As an ombudsman, Jones job is to answer all complaints from readers. If action is necessary to assure the accuracy, fairness and balance of news coverage, Jones is empowered to see that editors take such action.

Miller has worked as a reporter, city editor and news-features editor for newspapers in California and Washington before taking her current position. In the 1983 Illinois Press Association's state newspaper contest, her paper won 17 awards, including nine first places, and received the sweepstakes trophy.

A 1:35 p.m. panel discussion in Room 101 Mass Communications will feature Wayne Roper, East Texas editor for the Tyler Courier-Times; Janet Warren of the Harte-Hanks Capital Bureau in Austin; and political public relations consultant Trudi Lewis.

Texas Tech News

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19-2-22-84

(MEDIA ALERT: A news conference for Oregon Sen. Bob Packwood, 1984 recipient of the Thomas Jefferson Award, will be conducted at 6:30 p.m. Friday in the University Center Anniversary Room. The news conference will precede the annual Thomas Jefferson Award Banquet. The award is presented annually to a public official who has supported the rights of the media to report and disseminate the news. For additional information, contact Preston Lewis, 742-2136.)

CONTACT: Dennis Ball

20-2-22-84

LUBBOCK--Stars can be people or animals or even dippers -- if you know where to look.

Interpreting what previous cultures have seen in the sky is the topic of a new show at the Moody Planetarium of The Museum of Texas Tech University.

"Stars for a Spring Evening" will explore the spring constellations during daily showings March 1 through April 29.

The show will be presented at 2:30 p.m. weekdays, 7:30 p.m. Thursdays and 2 and 3:30 p.m. Saturdays and Sundays. Admission is \$1 for adults and 50 cents for students.

The program locates the constellations for individuals and traces the mythology and scientific facts of such constellations as the "Big Dipper." In England for instance, the seven stars of the Big Dipper are known as "Charlie's Wagon," and in France as "The Plough." Some American Indians view the four stars in the cup of the Big Dipper as a bear and the three handle stars as hunters stalking the bear.

Facts and myths about other constellations -- "The Dragon," "Cassiopeia, the Queen," the "Little Dipper" and more -- are explored in the program. Some of the objects in the program may be near the edge of the known universe.

CONTACT: Cheryl Duke

21-2-22-84

LUBBOCK--Three Texas Tech University Home Economics professors have been elected officers in the Texas Home Economics Association.

Dr. Gail House, director of external relations for the College of Home Economics, has been elected vice president for public affairs for the state organization. She will chair the public affairs-communications committee and coordinate activities with similar chairpersons in other organizations.

House has also been elected one of two state delegates to represent THEA at the annual meeting of the American Home Economics Association in June in Anaheim, Calif.

Dr. Shelley Harp, clothing and textiles professor, has been elected chairperson for textiles, clothing and art, for the THEA, and Dr. Sue Couch, home economics education professor, has been elected chairperson of the Northwest District of THEA.

The officers will be inducted at the Feb. 23-25 THEA meeting in Dallas.

Fourteen Texas Tech home economics faculty will present papers at the state meeting. They include Dr. Valerie Chamberlain, Dr. Merrilyn N. Cummings, Dr. Pamela R. Cummings, Dr. Evelyn Davis, Dr. A.W. Gustafson, Dr. Cora McKown, Dr. Lynn Richards, Dr. Mary Tom Riley and Karen Rensberg.

Also, Dr. Janet M. Schrock, Dr. JoAnn Shroyer, Dr. Peggy Skinner, Dr. Connie Steele and Dr. Eleanor Woodson.

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CONTACT: P. Lewis/C. Cain

22-2-22-84

LUBBOCK--Errors and arrogance are undermining the public's opinion of the news media, said the reader representative for the Kansas City Star and Times Wednesday (Feb. 22).

Ombudsman Donald D. Jones said all too often journalists are self-congratulatory and view themselves as world savers.

"There's another opinion out there from the people who are their readers," Jones said during a Journalism Day address at Texas Tech University.

In the public's view, newspapers are "not unlike government bureaucracies and utility monopolies," Jones said, and newspapers are not improving their image when they print errors or allow their reporters and editors to turn arrogant.

Because journalism is a fast-paced, high-risk business, errors will inevitably appear, Jones said. Nonetheless, newspapers can take steps to correct the errors and to assure accuracy, fairness and balance in their coverage, he said.

Arrogance is an even more insidious threat to the media and it is undermining First Amendment protections.

"No good newspaper should tolerate arrogance," Jones said. "With arrogance a reporter becomes a maker of the news. While reporters need to be skeptical, hard-nosed and tough, they should never be arrogant."

"With our arrogance," Jones said, "we have erected the First Amendment as a barrier between us and the readers, an us-and-them situation."

This barrier further alienates the press from the public they are supposed to serve, as was shown by the general public approval of the government's action to bar reporters from covering the Grenada invasion, Jones said.

Though newspapers do not do as bad a job as many people and critics think they do, Jones said, they must continue to remind themselves that they serve the reader.

Susan H. Miller, executive editor of the Champaign, Ill., News-Gazette, reiterated many of Jones' comments during her Journalism Day presentation.

"The ban of journalists from Grenada and the public's support of the government's decision and the Supreme Court ruling that reporters cannot contact jurors after a trial are examples of the steady decline of the public trustworthiness in journalism," she said.

"Our misbehavior -- arrogance and rudeness -- and our mistakes do not bode well for the news media," she said.

The media's two biggest challenges, she said, are "educating the public about our role and what that role is, and examining our own behavior."

She cited a six-part investigative series by her daily newspaper of 50,000 circulation on nursing home regulation violations and lack of state enforcement as an example of the media's job to expose public officials not doing their job and at the same time serving citizens by informing them how to choose a nursing home.

"Our purpose is to serve the public by informing them what is occurring and giving them the information needed to enable them to make decisions on the issues at the time," Miller said.

"At the same time we have to decide what's fair, what's right and what we can do on deadline," she said.

"Journalists should take seriously the idea that journalism is a service profession," Miller said. "We should take seriously that journalists don't have all the answers and the profession needs not only critics but also dedicated members."

Highlight of Thursday's Mass Communications Week activities will be the Hall of Fame luncheon when Texas broadcaster Clint Formby will become the 13th member of the Texas Tech Mass Communications Hall of Fame. The luncheon will begin at 11:45 a.m. in the University Center Ballroom.

Formby, a former Texas Tech regent, is president and partner of radio stations KTEM/KPLE in Temple, KPAN AM/FM in Hereford, KLVT in Levelland, KSAM/KHUN in Huntsville and KMHT AM/FM in Marshall. He is active in the Associated Press Broadcasters Board, AP corporate board of directors, Broadcast Music Inc., National Association of Broadcasters, Texas Association of Broadcasters and the Broadcast Education Association in America.

Other Thursday activities during the World of Advertising Seminar will include speeches by Kenneth Goodman, advertising director for Universal Studios, at 9:05 a.m. and John Bissel, vice president of marketing, Strohs Brewery, at 10:35 a.m. in the University Center Theater.

A 1:35 p.m. panel discussion in Room 101 Mass Communications building will feature Leslie Shelton of Chicago's Leo Burnett Advertising Agency; Tom Tydeman of LeFevre Advertising Agency, Houston; and Steve Ward of Cresmer-Woodward-O'Mara and Ormsbee, Dallas newspaper representative.



23-2-22-84

caption-----

ROBOT--A gift to Texas Tech University from a West Texas manufacturing plant, this robot goes through a wide range of motions under instructions entered in its computer by William M. Marcy, an industrial engineering professor at Texas Tech. The two gift robots and computer systems will be used in the university's Center for Applied Research in Industrial Automation and Robotics.
(TECH PHOTO)



caption-----

24-2-22-84

NEWSMAKER--The big news in applying robots to manufacturing is not the robot but the computer, says William M. Marcy, director of the Center for Applied Research in Industrial Automation and Robotics at Texas Tech. As computer prices have gone down and their capabilities have gone up, automating manufacturing lines with robotics has become more economically attractive to a wider range of businesses. (TECH PHOTO)



25-2-22-84

caption-----

DIRECTOR--As head of the new Center for Applied Research in Industrial Automation and Robotics at Texas Tech University, William M. Marcy will include among his duties helping West Texas business and industry examine their options in robotics. (TECH PHOTO)

Story leads for the week of
Feb. 26th - March 3rd, 1984
26-2-23-84

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Radio & Television New Service

DREW PEARSON--The Dallas Cowboy Wide Receiver speaks in the Texas Tech UC Center Theater Monday, February 27 at 7:30 p.m. Contact his sponsors here, the Texas Tech Alcohol Advisory Board, 742-2192. Local media are invited to a 5 p.m. news conference at the airport.

THE PEE BEE'S--The first PeeBee awards will be presented during Texas Tech Television, Channel 5's annual fund raiser. A local bank official and a local advertising agency will be honored for support of public broadcasting on the South Plains. Contact Karen Payne at KTXT-TV, 742-2209.

FRENCH THEATER--A student production of the play "The Bald Soprano" followed by an English version of the film "The Maids" will highlight the 17th annual Comparative Literature Symposium Feb. 29 through March 2. Speakers include scholars from France, Canada and the United States. To arrange interviews, contact Patricia Hopkins, (806) 742-1565.

AND GERMAN, TOO--The Max Frisch play "The Firebugs" will be performed at Texas Tech by German students March 1-3 and 5 and will be the last production directed by retiring Professor Theodor Alexander. He started the annual tradition at Texas Tech in 1947. Contact the German Language Department, 742-3282.

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

CONTACT: Preston Lewis

27-2-23-84

LUBBOCK--Six new members have been named to the Texas Tech University Mass Communications Advisory Committee. Committee chairman Jack Berning, vice president and general manager of KTVT-TV, Fort Worth, made the announcement.

Newly named to the 25-member committee are: Don Nelson, publisher, Castro County News, Dimmitt; George Irish, publisher, Midland Reporter-Telegram; Doyce Elliot, president/general manager, KOSA-TV, Odessa; Ross Sanddal, Hughes Tool Division, Houston; Robert Ferguson, managing editor/features, Fort Worth Star-Telegram; and Jerry Schafer, senior vice president/director of marketing, Joske's, Dallas.

The advisory committee will meet at 8:30 a.m. Saturday (Feb. 25) in Room 105 Mass Communications Building. The advisory committee meets twice annually to review policies and goals of the Mass Communications Department. The committee is composed of professionals from the fields of journalism, telecommunications and advertising.

The meeting will be the concluding activity of Mass Communications Week. Also scheduled during Mass Communications Week is a 10 a.m. Friday meeting of the Texas Tech Mass Communications Foundation Committee chaired by Wayne Sellers of Palestine.

CONTACT: Dennis Ball

28-2-23-84

LUBBOCK--Dr. Timothy L. Smith, professor of history and director of the Program in American Religious History at Johns Hopkins University, will deliver a series of three free lectures Saturday (Feb. 25).

The lectures will run 10 a.m. to 4 p.m. at 2420 15th St. Lecture topics are: "Loving and Learning: The Growing Disjunction Between Intellect and Spiritual Sensitivity," "Righteousness and Peace: Facing the Awesome March Toward Nuclear Holocaust" and "A Reasonable Response to God: The Collapse of Personal Moral Discipline."

The lectures are sponsored by the Wesley Foundation Center for Advancing Learning and the Texas Tech University Department of Biblical Literature.

Smith's prize-winning study "Revivalism and Social Reform on the Eve of Civil War" revised views of American religious history. He also has written eight books and numerous articles on the history of religion, education and immigration in the United States.

Recently, Smith directed a team of scholars in a comprehensive study of "The American Evangelical Mosaic." He now is organizing a team to study the transfer of religious culture to the United States while completing a book on "The Bible in American Culture."

CONTACT: Clifford Cain

29-2-23-84

LUBBOCK--Marketing products for Hispanic and black consumers often has gone awry because of misconceptions about minority shopping and buying behavior.

Contrary to ideas that the minorities stayed with only certain brands or did not use trading stamps or discount coupons, the opposite has been found in these categories and others, according to a survey by two Texas Tech University marketing professors.

Dr. Bert Valencia said Hispanics and blacks make up about one-fourth of the U.S. population, with both groups spending about \$150 billion per year on consumer goods.

"This makes them a compellingly strong group to be reckoned with," he said.

Valencia worked with Dr. Robert E. Wilkes in a survey that included 232 whites, 153 blacks and 117 Hispanics from Lubbock. He identified whites as anyone who was not black or Hispanic.

"Some widely held beliefs about minority consumer behavior are only myths which lack empirical verification," Valencia said. "This is not surprising since many of the 'beliefs' started as hearsay and 'expert' intuition but became accepted through repetition.

"Because so and so says this is true about blacks or Hispanics, the misconceptions are perpetuated," he said. "We hope our research evidence from the survey settles these issues."

MISCONCEPTIONS/ADD ONE

In the research, the professors tested 11 areas concerning shopping and buying behavior and compared the findings for each group against the other. The areas included brand loyalty, national-brand orientation, private-brand proneness, bargaining, discount coupon usage, trading stamps usage, likelihood of impulse buying, shopping enjoyment, proneness to shop for specials, use of discount stores, and use of generic products.

Of the 11 perceptions studied, the research turned up contradictions in nine.

"Of particular interest in the study is the number of findings that are not consistent with previously available information and knowledge about these minority markets," Valencia said.

"Some popular 'theories' are pure speculation and have no solid basis to be really accepted," he said.

For example, the minorities -- contrary to previous research -- were found less brand loyal than whites, Valencia said. The research also found persons over age 55 generally were the most brand loyal, followed by persons under 35.

The Texas Tech research also showed whites, blacks and Hispanics did not care if they used just national brands or private store brands, he said. The professors' study disagreed with past research which had shown minorities were more likely to buy national brands and not to favor private brands.

"Neither private nor national brands are strongly preferred one over the other, indicating that this buying criterion is not as important as anticipated among minority consumers," he said.

The research found Hispanics and blacks more prone to bargain for the products they buy, with persons under age 35 more likely to bargain than older respondents.

In the past researchers believed minorities did not read newspapers and magazines as often as whites, so they would not use discount coupons as much. Also, some thought minorities would not use coupons because of the stigma they could not afford the product or were more concerned with the price than quality.

Valencia said his research revealed the opposite that whites, blacks and Hispanics were interested in using coupons because of a desire to save money.

Also, the research found blacks and Hispanics to be more interested in saving trading stamps than whites. Previously, researchers thought Hispanics were not interested in the stamps because they were equated with food stamps and because minorities tended to shop more at smaller grocery stores, he said.

In shopping enjoyment, the current research found Hispanics to be more apathetic about shopping than the other groups because of less self-confidence in shopping abilities and a feeling of alienation from the marketplace. Valencia said the age group that enjoyed shopping the least was consumers under age 35.

Valencia said the professors' data showed all three groups interested in specials, but the minorities were slightly more interested in shopping for specials than whites. Previously, researchers thought Hispanics were not interested in shopping for specials.

He said the data supported the hypothesis that blacks and Hispanics patronized discount stores more than whites. At the same time the research indicated that blacks and Hispanics spent higher amounts on generic grocery products than did whites.

MISCONCEPTIONS/ADD THREE

"Our research suggests that marketers be cautious in the future about accepting without question tenets about minorities," Valencia said. "The research probably will apply in some markets, but it should be tested elsewhere.

"We expect this experiment to change some people's minds and rethink the way we market to black and Hispanic consumers."

Texas Tech News

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CONTACT: Preston Lewis

30-2-23-84

(MEDIA ALERT: A news conference and photo opportunity for 1984 Thomas Jefferson Award recipient Bob Packwood will be conducted at 6:30 p.m. Friday in the University Center Anniversary Room. For additional information, contact Preston Lewis, 742-2136).

LUBBOCK--The 1984 Thomas Jefferson Award will be presented to Oregon Sen. Bob Packwood as the public official whose service has shown a continuing concern with guaranteeing freedom of the media to gather and disseminate the news.

Packwood will be recognized at the Thomas Jefferson Award banquet at 7 p.m. Friday in the Texas Tech University Center Ballroom. He is being honored for his efforts to secure for broadcasters the same freedom of expression accorded the print media by the First Amendment.

In accepting the award Packwood will speak on the national status of free expression. The Thomas Jefferson Award is sponsored annually by the Texas Association of Broadcasters (TAB), the Texas Press Association and Texas Tech University. TAB President William Moll will make the presentation.

The Thomas Jefferson banquet will conclude five days of Mass Communications Week at Texas Tech. Thursday's activities included the induction of Texas broadcaster Clint Formby into Texas Tech Mass Communications Hall of Fame.

Scheduled Friday on Photocommunications Day are speeches by Austin free-lance photographer David Stence at 9:35 a.m. and Ron Heflin of the Associated Press at 10:35 a.m. in Room 101 Mass Communications building.

-more-

Sen. Packwood chairs the Senate Commerce, Science and Transportation Committee which handles legislative proposals in several areas, including communications. In 1982 he proposed amending the First Amendment to extend to broadcasters the same freedom of expression from governmental restraint allowed the press. He followed the proposal last year with introduction in the Senate of the "Freedom of Expression Act" which would eliminate the fairness doctrine, equal time provisions and other government regulations affecting broadcast freedom of expression.

"Free expression, to be free, must be just that -- free," Packwood has said. "And it cannot be free when government assumes for itself, or is granted, the power to regulate it, in the name of technological necessity, or for any other reason....If there is truly to be a free marketplace of ideas -- and that is the only intent of the First Amendment -- there must be a free marketplace of communications."

During the Advertising Day activities, John Bissell, vice president of marketing, Strohs Brewery of Detroit, outlined the company's advertising programs and its strategy in introducing Stroh and Stroh Light beers in Texas.

Using slides and films of Stroh commercials, Bissell said Texas was an important part of the company's national expansion plans expected to be completed this year.

Because no two sales markets are alike, Bissell said, the company researched Texas and found it is a high per-capita beer consumption state with a varied population and a large number of transplanted residents.

ADVERTISING DAY/ADD TWO

Bissell said the advertising has included network television spots, concert and rodeo promotions, outdoor sign advertising and minority-oriented advertising.

The company's most popular and successful commercials have been those involving "Alex the Dog," which "proved to us and consumers that advertising can be funny and memorable without sacrificing product identity or much credibility," he said.

He said the light-hearted, humorous commercials have proven successful because of the positive attitude shown, beer-drinker identity with the situations, and a high awareness and recall of the products.

"Strohs's advertising campaigns have achieved some of the highest levels of consumer recall of the product compared to the bigger companies, Budweiser and Miller," he said.

caption-----

31-2-23-84

DALLASITE HONORED--The Texas Tech University College of Home Economics Feb. 22 named longtime Dallas banker Anna Belle Collins Collier an Outstanding Alumna. Deana Marable, a Texas Tech ex-student and Dallas retailer, pins a corsage on Mrs. Collier during a reception in her honor. Accepting her award, Collier said her home economics education prepared her for her first career as a journalist in Amarillo, her second career as a homemaker and her third career in banking. (TECH PHOTO)

caption-----

32-2-23-84

OUTSTANDING STUDENT--Texas Tech University senior Jule Haisler of Sanger, right, receives congratulations from friends Bethann Bell of Archer City and Bobbie Skaggs of Pampa, after being named 1984 Outstanding senior in the Texas Tech College of Home Economics. The award was presented at a Feb. 22 awards luncheon during Home Economics Awareness Week. Haisler is the daughter of Mr. and Mrs. J.B. Haisler of Route 2, Sanger. (TECH PHOTO)

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33-2-23-84

HOME ECONOMICS ALUMNA--Marguerite B. Snyder of Baird was presented an Outstanding Alumna award Feb. 22 by the Texas Tech University College of Home Economics. She and husband, James L. Snyder, left, visit with Dr. Steve Jorgensen, associate dean of the college. Mrs. Snyder's governmental service has included a position on the Texas Agricultural Stabilization and Conservation Committee and as a member of Gov. Mark White's Transitional Team. (TECH PHOTO)

CONTACT: Preston Lewis

34-2-24-84

LUBBOCK--The chief justice of the Texas Supreme Court will be the guest speaker at the annual Texas Tech University Law Review banquet March 24 at Lakeridge Country Club.

Activities will begin with a reception at 6:30 p.m. and the dinner at 7:30 p.m. The banquet is open to the public at \$17.50 per person. Reservation deadline is March 1.

Awards will be presented to Law Review staff members. Among the recipients, Matthew Hutchins, a 1982 Texas Tech Law School graduate, will receive the award for outstanding lead article in the Law Review.

Pope has been chief justice of the Texas Supreme Court since 1982. He has served at all levels of the judiciary for the past 36 years, longer than any person presently serving in any elected district or state office in Texas.

He is the author of almost 1,000 published opinions and 70 law review and other law-related articles. He received the Law Review Award of the Texas Bar Foundation in 1979, 1980 and 1981.

Pope holds a bachelor's degree from Abilene Christian University and a law degree from the University of Texas Law School, where he served two years on the editorial board of the Texas Law Review.

For more information on the banquet or to make reservations, call Carolyn J. Thomas, assistant dean, Texas Tech School of Law, at 742-3791.

CONTACT: Clifford Cain

35-2-24-84

LUBBOCK--Texas Tech University's departments of Mathematics and Geosciences each have received a \$4,000 donation from Conoco Inc.

Wes Rice, division director, Exploration Systems Division, North American Exploration, Conoco, Ponca City, Okla., presented the checks to Mathematics Department Chairman John T. White and geosciences Professor Deskin H. Shurbet, director of the Seismological Observatory.

White said this is the second year that Conoco has given a gift of \$4,000 to his department. The money is used to support the Center for Petroleum Mathematics and research by the students and faculty. Mathematics Professor Wayne T. Ford is director of the center.

Geosciences has been receiving donations from the oil company for about 10 years, Shurbet said. The contribution is used for the observatory and for departmental research and support of students majoring in geophysics, said geosciences Department Chairman Alonzo D. Jacka.

Rice is a 1961 graduate of Texas Tech with a bachelor's degree in mathematics and a master's degree in geosciences.

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36-2-24-84

CONOCO GIFTS--Conoco Inc. has contributed \$4,000 each to the departments of Mathematics and Geosciences at Texas Tech University. Participating in the recent check presentation are, from left, geosciences Professor Deskin H. Shurbet, geosciences Chairman Alonzo D. Jacka, Conoco representative Wes Rice, mathematics Chairman John T. White and mathematics Professor Wayne T. Ford.
(TECH PHOTO)

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37-2-24-84

FOR RELEASE AFTER 7 P.M. FRIDAY (FEB. 24)

LUBBOCK--First Amendment protections should be extended to the broadcast media because modern communication technology has blurred the traditional lines between print and broadcast, Oregon Sen. Bob Packwood said Friday in accepting the annual Thomas Jefferson Award.

"More and more," Packwood said, "it is going to be very difficult to distinguish print from broadcast."

Packwood said in today's world the media must be considered as a single group instead of arbitrarily divided over the manner -- print or broadcast -- in which they disseminate information.

"We should no longer distinguish between the media in terms of their Constitutional rights," Packwood said.

The Thomas Jefferson Award is presented annually to a public official who has worked to guarantee the freedom of the news media to gather and disseminate the news. It is sponsored by the Texas Association of Broadcasters (TAB), Texas Press Association and Texas Tech University.

In presenting the award, TAB President William Moll cited Packwood for a record reflecting concern over the media's First Amendment rights. Moll, president of broadcasting and entertainment for Harte-Hanks Communications Inc., also cited Packwood for introducing in the Senate last year the "Freedom of Expression Act" which would eliminate the fairness doctrine, equal time provisions and other government regulations affecting broadcast freedom of expression.

Packwood chairs the Senate Commerce, Science and Transportation Committee which handles legislative proposals in several fields, including communications.

Previous Thomas Jefferson Award recipients have been Sen. Sam J. Ervin Jr. of North Carolina, Gov. Edwin W. Edwards of Louisiana, Rep. Robert W. Kastenmeier of Wisconsin, Leon Jaworski of Texas, Gov. Ella Grasso of Connecticut, Sen. Hubert Humphrey of Minnesota, FCC Chairman Richard Wiley of Washington, Sen. Lawton Chiles of Florida, Gov. Bruce Babbitt of Arizona and FCC Chairman Mark S. Fowler of Washington.

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38-2-24-84

OUTSTANDING ALUMNA--Anna Belle Collins Collier, center, Dallas banker and former women's editor for the Amarillo Globe News, was honored Feb. 22 as an Outstanding Alumna of the Texas Tech University College of Home Economics. Collier accepts congratulations from Dr. Lauro F. Cavazos, left, Texas Tech president, and a gift from Texas Tech fashion design major Lisa Hoff of St. Louis, Mo. Accepting her award, Collier said her Texas Tech home economics education prepared her for her first career as a journalist, her second career as a homemaker and her third career in banking. (TECH PHOTO)

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39-2-24-84

HALL OF FAMER--Texas broadcaster Clint Formby of Herford has become the 13th member of the Texas Tech University Mass Communications Hall of Fame. Formby, from left, a 1949 Texas Tech graduate, was inducted by Wendell Mayes Jr., a fellow Texas Tech graduate and hall of fame member. A portrait of Formby will be displayed in Texas Tech's Mass Communications building. (TECH PHOTO)

Texas Tech News

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40-2-24-84

LUBBOCK--Texas broadcaster Clint Formby, upon his induction into the Texas Tech University Mass Communications Hall of Fame, underscored the need for proper professional training for young men and women who will move from higher education into the media.

Formby said new technologies are revolutionizing the manner in which the world will receive its news, information and entertainment.

"On the horizon, I feel, many changes are occurring and are about to occur," Formby said. "We are on the threshold of new opportunities if we but grasp them."

Not only the people who present information but also those who consume it need a better awareness of our communications processes. While acknowledging there is some credibility in the public doubt and outcry against the media, Formby said he hopes "we haven't overreacted as a society."

"Free expression is a two-way street sometimes," Formby said. "We must know how to use that right of expression and we also must know how to accept it."

Formby became the 13th member of the Texas Tech Mass Communications Hall of Fame in ceremonies Feb. 23 on campus. He was inducted by fellow Texas broadcaster and Texas Tech alumnus Wendell Mayes Jr. of Austin, himself a hall of fame member.

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Formby is president and partner of radio stations KPAN AM/FM in Hereford, KTEM/KPLE in Temple, KLVT in Levelland, KSAM/KHUN in Huntsville and KMHT AM/FM in Marshall.

He is president-elect of the Associated Press Broadcasters Board, representing 5,700 radio and television stations nationally. He serves as a member of the AP corporate board of directors. Formby also is on the board of directors for Broadcast Music Inc. (BMI), the largest music license company in the world.

Previously, Formby was on the radio board of directors for the National Association of Broadcasters. He is a past president of the Texas Association of Broadcasters and of the Broadcast Education Association in America.

A former Texas Tech regent, he is the only alumnus to have served as chairman of the Board of Regents, president of the Texas Tech Ex-Student Association and president of the Texas Tech Student Association.

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41-2-24-84

DALLASITE HONORED--The Texas Tech University College of Home Economics Feb. 22 awarded Dallasite Gerald G. Ramsey, retired director of food service at Southern Methodist University, an Outstanding Alumnus Award. Janet Miles of Arlington, a Texas Tech ex-student and representative for the National Association of Broadcasters, visits with Ramsey during a reception. Miles was a featured speaker during the university's Home Economics Awareness Week which was highlighted by alumni awards. (TECH PHOTO)

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42-2-24-84

MUSEUM CURATOR HONORED--Betty J. Mills, curator of costumes and textiles for The Museum of Texas Tech University, was named an Outstanding Alumna by the Texas Tech College of Home Economics Feb. 22. Mills receives congratulations from Texas Tech President Lauro F. Cavazos. Also pictured is Gerald Ramsey, right, of Dallas, also a 1984 Outstanding Home Economics Alumnus.
(TECH PHOTO)

43-2-24-84

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FASHION TRENDS--During a Feb. 21 reception in the home of Wesley and Maxine Blankenship of Lubbock, Carl Cox, from left, Jan Barboglio and Barbara Klindworth discuss Barboglio fashions. Barboglio was guest career speaker and presented a fashion show that evening at Texas Tech University as part of Home Economics Awareness Week. Cox of Dallas is executive director of the Natural Fiber and Food Protein Commission of Texas, underwriter for the show. Barboglio is co-owner of Barboglio Fashions of Dallas. Klindworth is with the Kim Dawson Agency which provided a choreographer and worked with Texas Tech models for the show.
(TECH PHOTO)