

Aug
27-31
1984

DATE	Stories and Cutlines	75 Locals	25 Reg. Dailies	37 A Reg. Weeklies	16 50 M's	26 Reg. Radio	15 X-List	Adj. Countie	Hometowners	PSA's	Ag list	16 Ag boxes	MISC. (#)	CONTACT	REMARKS
1-8-27-84	Office Automation	✓	✓		✓									Cliff	
2-8-27-84	Nelsons													Cheryl	Special to Accent West
3-8-27-84	Daycare	✓	✓		✓									Cheryl	
4-8-27-84	Lace													Cheryl	Bacon's List
5-8-27-84	Lacemaking - caption													Cheryl	
6-8-27-84	Lace, Lace, Lace - caption													"	
7-8-27-84	West Texas Music - caption													"	
8-8-27-84	Lace AntCaption													"	
9-8-28-84	Joy Decheans '84	✓												Preston	
10-8-28-84	Ranch Hosts	✓					✓							Cheryl	
11-8-28-84	Business Leaders													Cliff	
12-8-28-84	Test Hassel	✓	✓		✓									Cliff	
13-8-28-84	Alternative Urban Imps - caption													Cliff	
14-8-29-84	Mule Deer	✓	✓											Cliff	
15-8-29-84	Risky Processing	✓	✓		✓									Cliff	
16-8-30-84	PSA													Bill	
17-8-30-84	Lip Shut													CHRISTY BINK	

CONTACT: Clifford Cain

1-8-27-84

LUBBOCK--Employers will have secretaries for many years yet, but the line between manager and secretary will become less defined with greater use of computers, according to a Texas Tech University business professor.

Texas Tech information systems Professor James F. Courtney said computers will not cause the loss of a lot of jobs, but "the secretary may be in serious trouble if she or he can't update skills quickly and accept the new technology."

"Small inexpensive computers and user-oriented software are making it possible for managers or anyone to use the systems directly if they so choose," he said.

Equipment introduced over the years has been basically the same, but the sophistication of the equipment has changed dramatically.

"Most of the equipment in the past was designed to support primarily clerical functions," he said. "Computers now can support a wide variety of functions from preparing documents to mathematical modeling and managing data and text for everyone in the office."

He said the typewriter was one of the first office equipment advances, followed by the telephone and dictaphone. The computer, he said, has applications in all of communications, including voice input into the computer and electronic mail.

One of the main problems facing computer users is the training needed.

-more-

"The kinds and degrees of training are dramatically different than they have been in the past," Courtney said. "We're so entrenched with people that we'll still have the boss and secretary for a long time to come, regardless of the equipment introduced.

"You can easily provide video conferences, but you can't replace human contact and communication needed in the office and on the telephone, so you still need people," he said.

Courtney noted that the number of people trained in the new technology has increased and will continue to rise because business wants to foster the proper attitude about accepting the equipment.

"The fear of the unknown has been the problem in the past with computers," he said. "About the only people working with computers had been technicians, but we're moving from working with only technicians to everyone eventually working with a computer."

He said computer training is a more formal process because of explanation of the system and psychological conditioning.

Inputting material into the computer takes considerable time, so computers will not do away with secretaries, he said, because the work can be more efficiently done by someone who specializes in computer work.

"Rather than a manager taking the time to type something into a computer, he will have a really good secretary to edit and write a document because the computer can't fix everything," Courtney said.

The idea behind introducing computers is to decrease costs. "The investments in equipment is greater than it was in the past, but what you save in paper can pay for equipment and training," he said. "Businesses wouldn't be doing this if they didn't see a reduction in costs. We're being able to do things now that we couldn't before."

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SPECIAL TO ACCENT WEST MAGAZINE

CONTACT: Cheryl Duke

2-8-27-84

LUBBOCK--In the footsteps and musical notes of rock 'n' roll king Buddy Holly, some other Lubbockites -- The Nelsons -- are making a name for themselves in the world of rock music.

While Holly had the help of the Ed Sullivan and Arthur Murray Dance Party television shows, The Nelsons' success has been fostered by MTV, the television program which airs contemporary music videos.

The group is among several West Texas musicians -- Buddy Holly, Bob Wills, Waylon Jennings, Mac Davis, Roy Orbison, Don Williams, the Gatlin Brothers, the Maines Brothers and Stuart Hamblen, to name a few -- given tribute in a special exhibit on West Texas Music at The Museum of Texas Tech University, Sept. 1 through Oct. 7.

A section of the exhibit highlighting technological developments which have fostered the wide appeal of musicians includes tapes of The Nelsons' performance last spring in an MTV Basement Tapes competition finals in which they were named third in the nation. The section also has tapes of Holly, one of The Nelsons' musical models, making his first television appearances.

The group gives a lot of credit to Holly and to the West Texas and Lubbock environments for their music.

In a catalog, published to go along with the exhibit, The Nelsons say the area's openness, peacefulness and isolation mean a lot.

"Lubbock is totally open to anything, anything different. There's a change of artistic pace around here and a peacefulness," they said.

"Lubbock is sort of stuck off by itself, not being bothered by the rest of the world, so it's good for creativity. If something significant comes out of here, it'll be fresh. It'll usually be real original."

They said, "Living in Lubbock, none of us ever felt any restrictions as far as the kind of music or the way we wanted to do it is concerned because of people like Holly and even Joe Ely coming out and doing things that aren't quite what's expected."

Group members said the other musicians gave them courage to do it the way they want to do it.

Don Allison, lead singer for the group, says Buddy Holly is one of his heroes. Several of Holly's songs are played by The Nelsons including "Not Fade Away" which is on their album, but Allison said they are not trying to be Buddy Holly.

"It's just that he was a regular guy from Lubbock, Texas, and he did new and different things in music and we can too," Allison said.

Kevin Mackey, drummer, is the newest member of the group, getting his break by substituting for the former drummer and then taking over due to the other drummer's illness.

The other members of the group are Dennis Jones on bass guitar and John Sprott on guitar. Allison and Sprott write most of the group's music.

The original band members got their start at Texas Tech a couple of years ago. Allison has been with the group about a year and Mackey has been with them several months.

Allison said the MTV contest helped increase their popularity and their business. They have played throughout Texas, New Mexico and Oklahoma, toured the deep South and have been as far north as Nebraska. They will be performing on the West Coast soon. Recently, they opened for nationally known rock star Billy Idol in Lubbock, Beaumont and Biloxi, Miss.

Allison said the group sees big things ahead. They are with a production company, South Palm Productions out of San Francisco, and are working toward signing with a major record company.

He said video is an important opportunity in the music field today because it gives entertainers a chance to put more of their own interpretation into their songs.

"It is even better and more creative than a live performance," Allison said. "If it is used right, video can help enhance your song through drama. That is the way we try to use it."

Lubbock scenes, including a mansion at 19th and Canton and Monterey High School, were used in the group's winning video, "I Don't Mind," on MTV.

Even though they interpret through video, Allison says, the group's songs do not really have a message.

"Our main purpose is entertainment," Allison said. "I feel it is irresponsible to push your beliefs or your politics through your music. Probably the most serious things I've written about deal with something like rejection or getting some kind of bad treatment from someone."

Nelson said he feels flattered to be included in the exhibit of West Texas musicians at The Museum.

"My mom went to school with Buddy Holly, but that's all I really knew about him until I was in high school and started looking into his music and I really found something," Allison said.

"I think an exhibit like this is long overdue.

"All the music from this area has helped us so much and I think others need to know about. I think it is great that The Museum wants to pay tribute to it in a special way, and I hope it continues."

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CONTACT: Cheryl Duke

3-8-27-84

LUBBOCK--In between feedings, naps and diaper changes, babies from birth to two years of age, grow and change more than they will at any other stage of life.

For this reason, Texas Tech Professor Betty Wagner says providing child care for infants is one of the most demanding jobs around and good care for babies is the most difficult to find.

With more and more mothers returning to work when their babies are very young -- many six weeks of age -- there are more and more babies in child care, she said.

"Babies change from one day to the next," she said. "The person caring for them has to pay close attention to those changes and each baby's individual developmental needs."

At the same time, Wagner said, an infant care program can include babies from the helpless 6-week-old to 18-month-old infants who run, walk and talk.

"There is such a wide range of development among this group that care requires a thorough knowledge about development so activities appropriate to each stage can be provided."

Nevertheless, Wagner said new parents can be assured that babies can develop very well in child care facilities. Studies show infants in day-to-day care outside the home are still more attached to their parents than to other care givers. They start looking for the parent at the appropriate time of the day.

Also, she said babies benefit from contact with peers even at the earliest ages of life. Day care may give an only child something he cannot get anywhere else.

DAYCARE/ADD ONE

"Usually, babies adjust very well to day care, and children who have been in day care since infancy tend to be very outgoing and friendly," Wagner said. "It just has to be good day care."

She said health and safety are the most important features of good day care. The baby's basic needs for food, dry diapers and sleep have to be met, but then there is more to it.

Parents should not let their own convenience be the number one concern, Wagner said.

"They should look for a place that values exploration for all children," she said. "It may not be the neatest place, though it will be clean. The one where all the toys are picked up probably will not be it."

It should provide toys for all developmental levels, plenty of books for the 1-2-year old, grassy outdoor play spaces, nutritious snacks and simple, flexible schedules.

Workers should regard individual differences in babies and pay attention to developmental levels, keep some kind of notes for themselves and parents on each baby's day-to-day changes and achievements, talk to babies face to face, hold them on their laps for feeding and maintain a good relationship with parents.

The only way to find out about these things is to drop in unannounced, Wagner said. And you should receive a welcome greeting if you do so.

"See if the babies are happy," she said.

Wagner is an infant specialist and teaches in the child development program of the Texas Tech Department of Home and Family Life. She also works with the infant program in the Child Development Center and teaches college students what to do with babies.

DAYCARE/ADD TWO

Two things she says children of all ages need are some daily music and some time outdoors each day.

"Music piped in through the ceiling is not appropriate," she said. "Babies tune it out just as adults do."

She says homemade music -- strumming a guitar or beating out a rhythm -- is the first choice. A tape recorder playing music is also good, and so is a musical toy.

She said babies from birth should be allowed outdoors because outdoors is very soothing to them. A trip outside will usually calm a fussy baby.

"They need to be protected from too much sun, wind or dust, but they can be held, put in an infant seat or on a pallet in the shade until the baby tells you it is enough, by falling asleep or getting fussy."

Infant playgrounds are simple and can include a low, wide slide with nothing to fear at the other end, and a lot of free space.

"Babies do not need swings. Until he understands the principle of the pendulum -- between age 2 and 3 -- the baby will tend to walk in the path of a swing."

Other developmental activities good for infants include water play and sand play with sand substitutes.

"Babies should be able to get close to -- not necessarily in -- water, and feel it, pour it and splash it. They do the same thing with sand substitutes like corn meal -- safer than sand which contains microorganisms," Wagner said.

One thing lacking in many infant day care centers or programs is toys and props to support pretend play, Wagner said. Children begin pretend play even at 12 months old.

DAYCARE/ADD THREE

Wagner said six-week-old babies need a mobile or crib toy to look at and need to be moved from place to place so they can see interesting happenings. The baby also needs to be talked to face-to-face.

Major changes occur at three months when the baby begins to try to grasp and may start to kick, move and roll over; at six months when they develop hand skills, begin to sit up and play and make more and more sounds; at 9 months when they start to pull up or crawl; and at 12 months when many walk and utter their first words.

Wagner said parents can maintain involvement with their babies through all these changes by talking to child care workers about each new development concerning their child.

"Parents should also be sure they have quality time with their babies after work -- some time when full attention is devoted to the baby while he is forming attachments," she said. "That quality time is important for the baby because of the amount of growth and change that is taking place."

CONTACT: Cheryl Duke

4-8-27-84

LUBBOCK--An art as priceless as Old Master paintings and once as valuable as gold is featured in a major exhibition at The Museum of Texas Tech University through March 3.

The exhibit, "Language of Lace," includes antique and machine laces from the 16th century to the present, most from The Museum's collection which has exquisite examples of needlepoint and bobbin lace, rare in small museums in more recently settled areas of the country.

Men's and women's lace fashions from lace's golden age (the 16th-18th centuries) are shown along with early machine laces which evolved with the Industrial Revolution, extravagant lace items from the early 1900s and lace pieces from the 1970s and '80s lace revival in England and America.

Specialty items include a 17th century handmade Venetian Rose Point collar from The Museum's collection; a mid-19th century lace border for a wedding veil worn by financier Bernard Baruch's mother, on loan from the McKissack Museum, University of South Carolina; and a lace tablecloth of politician Sarah Weddington's, made by her mother, Mrs. Doyle Ragle.

The history of lace and distinguishing antique from modern and handmade from machine-made laces will be discussed in a Sept. 25 lace clinic with international lace expert Pat Earnshaw of Guildford, England.

Earnshaw will provide expertise from her 14 years of collecting and studying lace. She has written three books on lace and has been a lace consultant to Phillips Fine Art Auctioneers and to Sotheby's Belgravia in England. -more-

The clinic is \$35 for the general public and \$25 for students. For reservations, call the West Texas Museum Association (WTMA) at (806) 742-2443.

The lace exhibit was organized by Betty Mills, curator of costumes and textiles for The Museum of Texas Tech University, with assistance from members of the Women's Council of the WTMA.

Mills said there was no lace before the late 15th century although some meshlike materials and other lace precursors existed in the Bronze Age about 3500 A.D. and have been excavated from Egyptian tombs.

By the beginning of the 16th century, lace-making was a European phenomenon. Leading lace-makers were Italy and Flanders (Holland) soon followed by France and then Spain. Photographs show how lace adorned royal robes and apparel of the prestigious, male and female. Laces of varying techniques were smuggled from country to country.

Lace became the aristocrat of textiles, being made of linen, silks, silver or gold until about 1833, Mills said. It was valuable also because of the time and tedious work involved. One square inch of needle lace could take as many as 6,000 buttonhole stitches. Records show a meter of Point de Neige flounce took more than 40 years worth of work hours for a dress of Alencon which Napoleon bought for the Empress Eugenie.

A border of Honiton lace, recently pictured in the English Lace Guild magazine took 540 hours to complete.

Early laces of the 16th century and some from the 17th and 18th centuries are on loan for the exhibit from the Syracuse University Art Gallery.

The glorious era of lace met its demise with the French Revolution of 1789. However, the Industrial Revolution with the invention of machines which could make lace, initiated a new industry of exquisite and less expensive lace designs.

The exhibit's wedding veil border lace from the McKissack Museum is representative of Victorian era laces and closely resembles descriptions of Queen Victoria's 1840s wedding veil lace trim.

Early 20th century laces shown include tablecloths, bedcovers, doilies, parasols, clothes, purses, fans, caps and handkerchiefs for the era when fashion smothered everything in lace.

Mills said after the 1920s, lace went into a decline in fashion from which it is only recently emerging. The modern revival is depicted with lace tablecloths, a teddy bear covered with handmade and machine laces, a wedding coverlet and lace-decorated doll clothes and furniture.

A modern bobbin lace pillow with lace in progress was purchased for the exhibit from the Normandy Lace Making School in Bayeaux, France, a place fostering the contemporary lace revival.

Viewers will see the fine differences in handmade and machine laces, the minuteness of so much of the work and the technique variations of different countries.

According to Earnshaw, antique laces of both types, given their proper recognition, should be costing hundreds of thousands of dollars.

"The time it took to create a superb piece of lace was usually far more than for even the best paintings," she says. "Even machine laces have a quality in their own right. Their impact value is often far greater than that of handmade laces. They can be quite breath-taking, a necessity for fashion."

An illustrated lace reference manual is available and special tours of the exhibit may be arranged by calling (806) 742-2456.

caption-----

5-8-27-84

LACE MAKING--This 20th century lace pillow with lace in progress is among items depicting a modern lace revival in a special exhibit, "The Language of Lace," through March at The Museum of Texas Tech University. A 19th century lace pillow and antique laces and lace items from the late 1500s to the present are shown. The modern pillow was purchased for the exhibit from the Normandy Lace Making School in Bayeux, France, a place fostering the lace revival. (TECH PHOTO)

caption-----

6-8-27-84 .

LACE,LACE,LACE--Antique lace baby caps and booties from the 16th to 19th centuries are part of the numerous lace items on display in "The Language of Lace," exhibition at The Museum of Texas Tech University through March. Putting finishing touches on the baby section are, from left, Jean Cokendolpher, exhibit design technician, and David Dean, assistant curator of exhibits.

(TECH PHOTO)

caption-----

7-8-27-84

WEST TEXAS MUSIC--Three members of the rock group The Nelsons take a break from setting up for another performance. Lead singer Don Allison, from left, bass guitarist Dennis Jones and drummer Kevin Mackey along with guitarist John Sprott are helping carry on a West Texas music heritage spotlighted in an exhibit at The Museum of Texas Tech University. (TECH PHOTO)

caption-----

8-8-27-84

LACE ART--A 16th century piece of lace is one of the numerous lace materials on display in the "Language of Lace," an exhibit running through March in The Museum of Texas Tech. Betty Mills, Museum curator of costumes and textiles and exhibit creator, and David Dean, assistant curator of exhibits, view the lace piece on loan from Syracuse University. (TECH PHOTO)

9-8-27-84

caption-----

FASHIONABLE--The popularity of lace in the early 1900s was so great that it was used extensively in women's fashions and in the home. This exhibit in the "Language of Lace" display at The Museum of Texas Tech University shows how lace added a delicate beauty to clothing and the home. The exhibit will run through March at The Museum. (TECH PHOTO)

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9-8-28-84

LUBBOCK--In recognition of exemplary work performance, four Texas Tech University employees have been named 1984 Top Techsans by the Texas Tech Ex-Students Association.

Award recipients are Janie E. Blount, senior administrative assistant, Office of Research Services; Mildred I. Caldwell, bursar; Charles W. Graves, system operation and control manager, Computer Center; and Mary H. Reeves, assistant dean of students.

Plaques and \$500 checks will be presented to the recipients during the Ex-Students Association's annual council and awards luncheon Sept. 28 as a part of homecoming activities.

The awards are presented annually to encourage outstanding work performance among non-teaching employees at the university. Recipients are selected by the president from names submitted by a review committee composed of employees from the university's various administrative divisions. Nominations for the award are made by fellow employees. All full-time, non-faculty employees with five or more years service with the university are eligible.

The awards luncheon will begin at 12:15 p.m. Sept. 28 in the University Center Coronado Room. Tickets will cost \$5 and are available by contacting the Ex-Students Association at 742-3641.

Blount started working in the Office of Research Services in 1970 as an accounting clerk. She was promoted to administrative assistant in 1980 and to senior administrative assistant in 1983. Her work evaluations say she is "highly productive" and "consistently accurate and thorough" in assisting with the management of grants and contracts awarded university researchers.

Caldwell joined the Texas Tech faculty in 1963 as a cashier I. She was promoted to cashier II in 1967 and cashier III in 1969 before being named bursar in 1973. She was nominated for the award on the basis of her dedication to Texas Tech, her friendly working manner and her efficient office management. Caldwell will retire from the university on Friday (Aug. 31).

Graves was hired as production processing and control supervisor at the Computer Center in 1971. He was named system operation and control manager in 1978. His work evaluations recognize him as "extremely service oriented," "always dependable" and having "good supervisory capability." One nomination said Graves' service has been characterized by "uncommon initiative and effort and outstanding performance."

Reeves started work for Texas Tech in 1975. In 1976 she was named assistant to the dean of students and in 1979 assistant director of student life. In 1980 she became assistant dean. She was nominated on the basis of her sincere concern for students, her honest and human approach to people and problems, and her development of an orientation program emphasizing personal attention and support for new students and their parents.

This is the 12th year since the Top Techsan awards were initiated by the Ex-Students Association. Since 1973 more than 50 Texas Tech employees have been named Top Techsans.

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10-8-28-84

LUBBOCK--A group of volunteers, who work at the Ranching Heritage Center summers and on special days throughout the year like Ranch Day and Junior Wrangler Day, has been chartered as Ranch Hosts.

Several of the 132 members of the group will man the outdoor exhibit site's historic ranching structures Sunday afternoons through September. The group will have members in the buildings all day Ranch Day Sept. 22, presenting special period activities for visitors.

Ranch Hosts will have a formal introduction during a costumed review at the National Golden Spur Award and Prairie Party at 7:30 p.m. Sept. 21 in Lubbock Memorial Civic Center. The weekend, based at Texas Tech University, honors rancher Foy Proctor of Midland as 1984 National Golden Spur Award recipient for his lifetime contributions to the livestock and ranching industries.

Dr. Robert Carr of Lubbock was elected president of the Ranch Hosts. Other officers include Rudelle Turner of Lubbock, secretary, and Nelda Turner of Lubbock, treasurer. Board members are Betty Albers of Abernathy, Martha Spears and Harvy Owen, both of Lubbock, Hiley Boyd of Shallowater and Alvin Davis, executive vice president of the Ranching Heritage Association.

Carr said the purpose of Ranch Hosts is to present America's ranching heritage to the present generation, making it aware of the sacrifices and hardships faced by their ancestors. He said such information is best disseminated through living history scenes in the historical structures with activities and attire as they would have been a century or so ago. -more-

Hosts also provide historical information about the houses.

The group has three types of members: active, emeritus and honorary. Emeritus members are those who have worked at the center in the past, but are no longer active. Honorary members are those deemed deeply interested in the group's goals, but unable to participate actively.

Memberships will be reviewed by the Executive Board of the Ranch Hosts and meetings will be called by that board.

Anticipated meetings include a thank you meeting in late summer or fall and early orientation and welcome meetings each spring. Officers will be elected at the first annual meeting.

Persons interested in joining should contact the Ranching Heritage Center at (806) 742-2498.

CONTACT: Clifford Cain

11-8-28-84

LUBBOCK--Today's business leaders often are more skilled in finance or personal relationships than in the nuts and bolts of a company or industry, according to Texas Tech University management Professor Joseph P. Yaney.

"Our leadership is going from a person grounded in hands-on experience to someone with an MBA (master's of business administration) who knows more about getting the best deal with Citicorp or who went to school with the right people. The business leader today usually has to learn everything about a company on the job," Yaney said.

The nation's business leadership has changed drastically over the past 40 years. In the 1930s and '40s, most were production engineers before moving into the executive suite.

After World War II, the emphasis was on the glib executive who was schooled in marketing and sales. The '60s and today have seen the accounting-finance experts take over the executive spot.

"These people may have never seen an assembly line before, but they'll be placed in charge of the production line because of their expertise with international trade," Yaney said.

He said finance and accounting people usually reach the very top in the company. These people often are ambitious to get on the next rung up in the business, without appearing too pushy.

On the other hand, he said, business has not decided what a woman should be as an executive.

"Neither women nor business men are sure whether they should be sexy or intelligent or hard as nails," Yaney said.

He said one of the reasons that knowledge is not necessarily all-important is that "research shows that skill at the highest level is not a key variable, but how well a person can fit into a company's values and morals.

"Reliance on a person's loyalty is hard to measure," he said. "This means being able to keep one's mouth shut when the going gets tough and being able to compromise, if necessary."

He said leadership often involves the ability to influence people above and below the executive, instead of the typical "follow-me-over-the-hill-boys" type of leader.

"With about 25 percent of the population with some kind of advanced education, the competition to be the leader can be ferocious," he said. "Some want power and the image but not the work that goes with it; others can do or have been doing the work but don't have the skills to be a leader."

He said the true leader worries about both the people and the mission.

"People who are successful leaders can do both," Yaney said. "A good leader worries about the people and gets the job done, plus he looks at the business brutally and honestly."

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12-8-28-84

ATTENTION: Lawn and Garden Editors

LUBBOCK--Homeowners facing a possible water crisis or who just don't want to hassle with frequent lawn watering may find a solution in a grass study at Texas Tech University.

Texas Tech landscape architecture Professor Garrett Gill said the three-year project is examining the use of buffalo, common bermuda and bahia grasses as alternative urban turfs for water conservation.

"We know all three are among the most efficient grasses," Gill said. "They are drought tolerant, and don't require much maintenance or fertilizer.

"We are trying to determine the minimum acceptable limits of maintenance possible and still have appeal to urban homeowners." he said.

The project involves 16 test plots, measuring 10 feet by 20 feet, in which four are planted in bermuda grass, four in Comanche buffalo grass, four in Texoka buffalo grass and four in Argentine bahia grass. The plots are located west of the university's greenhouses on the campus.

He said the grasses are being maintained on one-half inch of water per month and one pound of actual nitrogen per 1,000 square feet per growing month. The plots are mowed as required to maintain an acceptable cut level.

In contrast, typical residential turfs are hybrid bermuda requiring higher degrees of maintenance -- much more water, fertilizer and greater mowing frequency. The hybrid bermudas also are generally less disease resistant, he said.

He said greater maintenance includes 1½ inches of water per week and 3 to 5 pounds of actual nitrogen per 1,000 square feet per active growing month.

The three test grasses are propagated by seed instead of by vegetative propagation or by sprigging.

"These grasses are less expensive to plant and all rapidly germinate within seven to 14 days," Gill said.

He said the grasses are not as lush appearing as the hybrids.

"The homeowner is looking for green grass that appears lush, no bare spots or dead-appearing spots," he said. "They want to give a good image.

"With the three grasses we're studying, what the homeowner would see is a green turf but one not as lush as hybrids," he said. "We're maintaining the test plots on the verge of going dormant or brown, but the grasses can be green if a person wants them to be."

Except for the bahia grass, the bermuda and buffalo grasses would be acceptable turfs in areas that have cold winters. He said the bahia grass is a coastal grass that would be suitable for areas south of San Antonio and from Corpus Christi around the Gulf of Mexico to southern Florida.

He said the bahia grass is a quick-growing grass that was added to the project to determine whether it would work in Lubbock and the South Plains. But it is not cold tolerant and can withstand temperatures down to only about 15 degrees. Last winter, the grass would not have done well hardly anywhere in Texas, he said. About 60 percent of the bahia in the plots was killed by the cold.

"The bahia would be acceptable in some areas as an erosion cover crop rather than a lawn turf -- kept until the dominant grass desired has been established," Gill said.

He said the common bermuda grass could be maintained as a lush grass if it is kept at a higher maintenance level. The common bermuda grasses are typically used in golf courses, parks, cemeteries or any other areas considered low- or no-maintenance areas.

"If the bermuda appears brown or weedy, it is not being maintained as a lawn turf," he said.

Buffalo grass is a transitional, native grass found north of the Lubbock area and in the midwestern states. It was the main grass used in pioneer sodhouses, he said.

"It is a tight-fitting grass with roots that can go way down in the ground," Gill said.

Although the buffalo grass is a native grass, it is slow to establish and is not competitive, so homeowners would have a problem with keeping weeds out, he said. In a year to a year and a half, an acceptable weed-free turf may be established, he said.

With common bermuda grass, a homeowner will have a very competitive grass that will yield an acceptable lawn in two to four months.

"After the grasses have been established, you don't have to water them very often if you didn't want a green turf," Gill said.

"The grasses will go into summer dormancy and turn brown, but they'll come right back after the first rain."

Both grasses require full sun for good growth and to prevent bald spots.

"The situation right now is that most people overwater their lawns or water at the wrong time," he said. "What they don't understand is that it isn't necessary to water constantly to keep grass green."

He said the research results should illustrate that homeowners can obtain an acceptable turf requiring much less supplemental watering and maintenance by using water-conserving turfs.

At the end of the project, Gill said, the Texas Tech Department of Park Administration and Landscape Architecture will publish a pamphlet for consumers and nurseries to make them more aware of drought-tolerant turfs that can make acceptable lawns.

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13-8-28-84

ALTERNATIVE URBAN TURFS--A Texas Tech University project is examining the use of buffalo, bahia and common bermuda grasses as alternative urban turfs for water conservation. Landscape architecture Garrett Gill examines a plot of Comanche buffalo grass which has not been mowed in about two months and needs only about a half-inch of water per month. Buffalo grass is native to the northern plains. (TECH PHOTO)

CONTACT: Clifford Cain

14-8-29-84

LUBBOCK--Mule deer can be more profitable for Panhandle ranchers with an improved habitat and an intensive management program, according to a Texas Tech University range and wildlife researcher.

Texas Tech Professor Fred C. Bryant said, "Mule deer are one of our most precious resources in the Texas Panhandle. We need to improve our management of them because they provide both recreational and esthetic value to the people of Texas."

Panhandle mule deer are found mainly along major streams and their tributaries, along the Caprock and in sand shinnery oak regions. Generally, they occupy steep, rugged terrain with a moderate canopy coverage of woody plants, he said.

Bryant said Panhandle mule deer do not migrate, so their populations can be estimated reasonably well. Their numbers average about a deer per 50 acres across the Panhandle. Autumn counts indicate that about 20 to 30 fawns are added to the herd for every 100 does, he said.

"Because we are dealing with limited, marginal mule deer habitats in the Texas Panhandle, it is unlikely to have high densities of deer," he said. "As a result, if ranchers consider quantities in the mule deer harvest, this may result in hunter dissatisfaction and reduced income."

He said ranchers with few older bucks probably have been overharvesting them to maximize the number of hunters.

"Too many hunters taking too many bucks each year results in a herd mostly of does," Bryant said. "Thus, there are fewer bucks around to harvest, and those that can be harvested will be young. A mule deer buck must live 6 to 7 years before he will grow antlers large enough to command a premium price."

He said providing enough forage areas and nutrition with the proper habitat should be some of the main concerns of ranchers wanting to make their deer herds more profitable.

Because of the Panhandle's marginal habitat and low-density deer herds, Bryant said, the best way to manage a herd is to raise quality bucks for the greatest economic gain.

He said one rancher received \$1,200 for a no guarantee, trophy mule deer hunt. The usual harvest was only four bucks a year, but the rancher's gross revenue was \$4,800.

"Under a quantity harvest approach, the rancher would have to bring in 16 hunters at the rate of \$300 each to generate the same gross income," Bryant said. "Quality herd management definitely limits the recreational potential to fewer hunters, but it may be an economical alternative for the rancher."

He said mule deer management research cannot predict how many more deer may be added to a herd through proper management, but any improvement of the deer's habitat will significantly help the herd and make the deer a more profitable resource for ranchers.

Mule deer cover requirements are divided into thermal and hiding needs. Summer thermal cover may be areas of deciduous trees, such as cottonwoods or mesquite. Winter cover would include evergreen trees, such as juniper cedar. Canyon rims also can help break the wind in the winter.

He said hiding cover, also called escape or security cover, is needed year-round. The most important plant group to mule deer in the Panhandle is the Juniper Breaks, he said.

"Junipers provide the best cover for daily movements," he said.

Deer use of foraging areas depends on availability of cover areas, he said. Deer do not forage in areas farther than a half mile to a mile from vegetative or topographical cover.

"In general, mule deer need forbs that are high in protein to support growth and reproduction and good quality browse for winter maintenance," Bryant said. "But the Panhandle habitats are deficient in both these areas."

He said the Panhandle produces fewer forbs than comparable habitats in far West Texas and few good quality evergreen shrubs are found for fall and winter browsing.

"We have found Panhandle mule deer to be on a poor to fair nutritional level," Bryant said. "The level can be elevated to fair to good if winter wheat, rye or triticale are made available."

Other forage plants to be planted may include legumes, small grains and sorghum. He said deer hunting on or near any food plots should be avoided so the deer will not be discouraged from using forage fields.

He said some of the plants important to mule deer include skunkbrush sumac, sand sagebrush, juniper and shinoak for browsing; trailing ratany, sagewort, western ragweed, croton, plains zinnia and wheat or rye for forbs; and sand bluestem and blue grama, native grasses sometimes used by deer.

"Attempts should be made to not only protect these plants but to encourage growth of a wider variety of forb and browse plants," he said.

Other ways of helping mule deer include supplemental feeding if surplus animals are harvested; keeping cattle away from forage areas, from Juniper Breaks and from concentrating along creeks and other natural water sources; and managing vegetation by prescribed burning to encourage forb growth, remove rank grass growth and stimulate sprouting of plants for browsing. Brush management also should be practiced, he said, to selectively thin juniper stands that have become too thick.

He said ranchers also should keep a close eye on predators, particularly coyotes.

"Any increase in deer numbers will be limited by what the habitat can support, along with food plots and supplemental feeding," Bryant said. "Intensive coyote control may be only a short-term alternative."

CONTACT: Clifford Cain

15-8-29-84

LUBBOCK--Public utility investments are riskier now than they were in the past.

The reasons, said Texas Tech Finance Area Coordinator R. Charles Moyer, are the Three-Mile Island accident in 1979 and Nuclear Regulatory Commission (NRC) actions earlier that year.

"The Three-Mile Island accident and the NRC-ordered safety shutdowns of five plants about two weeks before greatly heightened the perceived risk of investors in investing in utilities operating nuclear plants," he said.

Moyer and University of Central Florida business Professor Raymond E. Spudeck, a Texas Tech doctoral degree recipient in business, studied both the accident and the commission's shutdowns and their joint effects on the companies and the stocks. Moyer said previous research considered the accident and the NRC's actions separately.

Moyer said the utilities were broken down into two groups, current operators and prospective operators for plants under construction. A sample of utilities with no nuclear plants was used as a control group.

"Our findings verified that the accident significantly increased the financial risk for both groups of operators," he said. "Also, the NRC safety shutdowns caused an increase in risk for the group operating the plants, but the orders did not increase the risk for the group building the plants because they could redesign any safety related failures and not have to shut down."

He said the Pennsylvania Public Utility Commission calmed investor fears somewhat by deciding to share the cost of the accident with rate payers and General Public Utilities, the holding company operating Three-Mile Island.

"This served to resolve the risk in the minds of investors by reducing the risk of operating utilities," Moyer said. "Risk perceived by investors is directly related to the return they require on their stock.

"As the required return increases, investor demand on the stock increases the cost of providing electricity," he said. "It shows that the actions of the commission can affect the perceived risk to investors and the cost of electricity to consumers."

He said the effects of the accident influenced nuclear plant construction and investment for about two years afterward. Today, the risk still is perceived by investors.

"But it doesn't mean that those plants aren't good investments," he said. "It's just that the risk increases investors' required return on their money."

He said much of the cost of the nuclear plants is not in the actual construction but in the cost of the funds tied up. During construction, the cost of correcting a defect found by the commission is a relatively small amount compared to the plant capital tied up. Rate payers end up paying for the added costs and unavailable capital, he said.

Public Service Announcement
16-8-30-84

Texas Tech University
University News & Publications
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**Radio &
Television
NewService**

The Military Science Department at Texas Tech University reminds all high school seniors that the deadline for submitting the four-year Army ROTC scholarship packet is December 1. Anyone needing assistance in completing the application packet, or any high school senior who has not obtained a packet should call the Texas Tech University Army ROTC Department, collect, at (806) 742-2141 or 2142. The full scholarships are based strictly on student merit and are worth approximately \$1,700 per year.

Story ideas for the week of
September 3-7, 1984
17-8-30-84

Texas Tech University
University News & Publications
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Radio & Television New Service

HALF-TIME PREPARATIONS--The Texas Tech University Marching Band is already making music -- for the 1984 football season. For details, contact Marching Band Director Keith Beardan, 742-2221 or Director of Bands Jim Sudduth, 742-2272.

LAWN CONSERVATION--There are alternative turf grasses that could give homeowners a quality lawn with little water or maintenance. For details contact Texas Tech landscape architecture Professor Garrett Gill, 742-2858.

MUSEUM EVENTS

WEST TEXAS MUSIC CONCERT--The opening concert for the West Texas Music exhibit featuring the "Maines Brothers" and "The Planets" will be held Sept. 6, 6-8 p.m. at The Museum of Texas Tech University. Admission is free. Contact Future Akin, 742-2490.

NIFTIES FIFTIES--A parade and exhibit of 1950s cars will be held at The Museum of Texas Tech University Sept. 8 beginning at 9 a.m. The exhibit is in conjunction with Lubbock's celebration of Buddy Holly week. For details, contact Future Akins, 742-2490.

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