Aug. 5-9, 1985

DATE	Stories and Cutlines	Locals (75)	Reg. Dailies (25)	Reg. Weeklies (B 39) (A 37)	50 M's (16)	Reg. Radio	X-List (26)	Adj. Counties (15)	Hometowners	PSA's	Ag list	Ag boxes (16)	MISC. (#)	CONTACT	REMARKS
1-8-5-85	Dist Eng Advisory Board	✓	✓											PL	Eng List
2-8-5-85	Athletic Director Search						✓							B	
3-8-5-85	Tech Appointments						✓							B	
4-8-6-85	Autism	✓	✓		✓									Darla	
5-8-6-85	Sheep Ranching	✓	✓					✓				✓		SP	
6-8-7-85	Dyer - Engineering													SP	
7-8-7-85	Lewis - Engineering													SP	
8-8-7-85	Logan - Engineering													SP	
9-8-7-85	Robinson - Engineering													SP	
10-8-7-85	Stuart - Engineering													SP	
11-8-7-85	Whitacre - Engineering													SP	
12-8-7-85	TRAMMELL - Engineering													SP	
13-8-8-85	TEXAS GOATS	✓	—								✓	✓		SP	
14-8-8-85	Tech Professor on Lebanon	✓	✓		✓									Cates	Bacons
15-8-8-85	Tip Sheet													Jane	

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CONTACT: Preston Lewis 1-8-5-85

ATTENTION: Business Editors

LUBBOCK--Berl M. Springer, chairman and chief executive officer of Southwestern Public Service Co. in Amarillo, has been elected first chairman of the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Springer, who received a bachelor's degree from Texas Tech in 1943, was named to the position at the board's first meeting July 27 in Dallas. He was named a Distinguished Engineer in 1975.

Norman Jasper, an account executive with IBM for the State of Texas, is the board's vice chairman. Jasper received his bachelor's degree in 1960 from Texas Tech and was named a Distinguished Engineer in 1979.

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EDITORS' ADVISORY: (Attention Sports Editors) 2-8-5-85

The search for a Director of Intercollegiate Athletics at Texas Tech University has been narrowed to two finalists, T. Jones, Associate Athletic Director at U.T. Austin, and Marvin Tate, Mayor of Bryan, Texas, real estate owner-broker in College Station, and formerly Athletic Director at Texas A&M University.

Both candidates will interview with the Athletic Council this week, Tate on August 7 and Jones on August 8, as the search process continues.

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CONTACT: B. Zeeck 3-8-5-85

LUBBOCK--President Lauro F. Cavazos informed the Texas Tech University faculty Monday (Aug. 5) that he has appointed Dr. Donald R. Haragan interim vice president for academic affairs and research (AAR) and Dr. J. R. Goodin, now chairman of the Department of Biological Sciences, as interim dean of the College of Arts and Sciences. The appointments were effective Aug. 5.

Haragan has been serving as interim dean of arts and sciences, pending the results of a search for a successor to Dr. William B. Conroy who resigned to become executive vice president at New Mexico State University. Dr. John R. Darling, who has been AAR vice president, resigned in July to return to full-time teaching and research in business administration.

Haragan has chaired the Department of Geosciences and the Atmospheric Sciences Group at Texas Tech. He joined the faculty in 1969. He has been serving as associate dean for research and development in the College of Arts and Sciences.

He holds the bachelor's and doctoral degrees from the University of Texas at Austin. He earned the master's degree at Texas A&M University. His majors were meteorology and atmospheric science and minors were mathematics, physics, astrophysics and hydrology. He is a registered professional engineer in Texas.

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Haragan has chaired the Arts and Sciences Research Council, is a leadership associate of the Texas Tech Academic Leadership Development Program and an academic associate of the International Center for Arid and Semi-Arid Land Studies (ICASALS). He is a member of the Committee on Desert and Arid Zone Research of the American Association for the Advancement of Science (AAAS).

Since 1977 Haragan's research has had $450,000 in support from state, federal and university funding sources.

Goodin, a botanist, is a former deputy director of ICASALS. He joined the Texas Tech faculty in 1970 after having taught seven years at the University of California, Riverside.

Goodin earned his bachelor's degree in horticulture and park administration at Texas Tech in 1955. His master's in horticulture was earned at Michigan State University and his doctorate in plant science-plant physiology at the University of California, Los Angeles. He has done post-doctoral work at the University of California, Berkeley.

Goodin serves as chairman of a National Academy of Sciences committee and as a member of a committee of the National Science Foundation. He also has had leadership positions with the Society of Range Management, the AAAS, the Botanical Society of America and the Organization for Tropical Studies.

Both Goodin's and Haragan's extensive publications include books.

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CONTACT: Darla Hightower 4-8-6-85

LUBBOCK--Helping autistic children adapt to public schools and community life is a pressing problem, according to a Texas Tech University special education professor.

More autistic students will be living in homes and attending public schools as state institutions tighten admission requirements, according to Professor Donna A. Irons of Texas Tech. Irons is conducting a study to find out how social interaction can best be encouraged and structured between autistic students and their peers.

Autism is a mysterious condition that handicaps five out of 10,000 children. The cause for autism is not known and there is no medical treatment or cure. The only treatment is education using behavior management techniques.

An autistic child has highly unusual behavior. Common actions are head-banging, finger-flipping and rocking. Most do not develop any functional communication.

The symptoms are displayed before the age of 30 months, but the condition is not detectable in the womb. The autistic infant will not cuddle as babies normally do and will either cry constantly or never make a sound, Irons said.

"Autistic children require constant supervision because they have no common sense," Irons said. "They don't understand danger and are likely to put themselves in danger."

Although some autistic people learn to live and work independently, most will live in group homes and never earn an income.

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With more autistic people in the community, the public will need education on how to deal with them, Irons said.

"The public's attitude is fear due to lack of knowledge," Irons said. "Younger children are more accepting of the autistic children, but adults are more afraid of the problem."

A special problem may be for professionals such as dentists, doctors and others who deal with the public, Irons said. Many people who work with the public have never had to work with autistic people, she said.

The best method to learn to accept autistic people is to spend time with them, Irons said. A visit to a state school or public classroom can provide an opportunity to be around autistic children and become more comfortable around them, she said.

"People don't realize that in many ways they are like normal children," she said. "They would be more accepted if more people would meet them."

Irons' research will take place at a playground where she will observe the interaction of autistic children with other children. Educators have observed that autistic children learn best in a highly structured setting, but Irons said she will attempt to find out how the children behave in a non-structured setting.

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CONTACT: Sally Logue Post 5-8-6-85

LUBBOCK--Texas may be thought of as a cattle state, but sheep have become a major source of revenue for many livestock producers, according to Texas Tech University Animal Science Professor Frank Craddock.

Craddock said Texas is the largest sheep producing state in the country.

"Sheep are profitable animals because they yield two money products," Craddock said. "Not only can the lambs be slaughtered, but the wool is highly sought after by the clothing industry."

Craddock said slaughter animals account for about 75 percent of most Texas sheep ranchers' income with wool sales providing the rest.

"Texas primarily raises Rambouillet sheep which produce a fine wool that normally pays about $1 per pound," Craddock said. "That means that one ewe will produce one or two lambs, their wool and about 10 pounds of wool herself a year, so she is a profitable animal."

Craddock said Texas remains the leading sheep producing state despite lower than possible lamb crops.

"Because we are a range state, where sheep and their lambs run loose, there is a problem with predators and weather reducing our lamb crops," he said.

Because Texas is a leader in sheep production, Texas Tech's annual Livestock Day Sept. 20 will focus on sheep and sheep dogs.

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Sponsored by the Colleges of Agricultural Science, Home Economics and the Ranching Heritage Association, Livestock Day will feature demonstrations and lectures by Arthur Allen who some call, the foremost sheep dog trainer in the U.S.

Livestock Day is held in conjunction with the National Golden Spur Award and Prairie Party. The Golden Spur Award recognizes life-long contributions to the ranching and livestock industries.

The 1985 Golden Spur Award winner, North Dakota livestock leader Marie Tyler, will be a special guest at Livestock Day.

Livestock Day will also feature a luncheon of roast leg of lamb prepared by the university's Saddle and Sirloin Club. A "Make it With Wool" style show and a livestock judging contest will also be part of the day's activities.

All activities are free. Cost for the luncheon is $7.50. Tickets are available from the Saddle and Sirloin Club by calling (806) 742-2825 or the Ranching Heritage Association at (806) 742-2498.

Registration will begin at 9 a.m. in the Texas Tech University Livestock Arena, Indiana Avenue and Brownfield Highway.

Also scheduled during Golden Spur weekend is Ranch Day Sept. 21. Ranch Day will feature demonstrations of ranch activities at the Ranching Heritage Center, a 14-acre exhibit of The Museum of Texas Tech.

Sponsors of the National Golden Spur are the American National Cowbelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching heritage, Texas Sheep and Goat Raisers and Texas and Southwestern Cattle Raisers associations.

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CONTACT: Sally Logue Post 6-8-7-85

ATTENTION: Business Editors

LUBBOCK--Robert B. Dyer, senior vice president for planning and development of Cooper Industries in Houston, has been named to a three-year term on the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Dyer, who received his bachelor's degree in industrial engineering in 1960 from Texas Tech, was named to the position at the board's first meeting July 27 in Dallas. A native of Tulia, Dyer was named a Distinguished Engineer in 1982.

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CONTACT: Sally Logue Post 7-8-7-85

ATTENTION: Business Editors

LUBBOCK--Robert J. Lewis, chairman of the board of United Savings Bank in Vienna, Va., has been named to a two-year term on the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Lewis, who received a bachelor's degree in civil engineering from Texas Tech in 1949, was named to the position at the board's first meeting July 27 in Dallas. A native of Hale Center, Lewis was named a Distinguished Engineer in 1985.

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CONTACT: Sally Logue Post 8-8-7-85

ATTENTION: Business Editors

LUBBOCK--Russell H. Logan, a Texas Instruments Senior Fellow in LOW Observable Technology, Equipment Group at Texas Instruments in Dallas, has been named to a two-year term on the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Logan, who received a bachelor's degree in electrical engineering from Texas Tech in 1951, was named to the position at the board's first meeting July 27 in Dallas. A native of Coahoma, Logan was named a Distinguished Engineer in 1985.

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CONTACT: Sally Logue Post 9-8-7-85

ATTENTION: Business Editors

LUBBOCK--Richard I. Robinson, vice president, Refining Division of Phillips Petroleum Co. in Bartlesville, Okla., has been named to a two-year term on the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Robinson, who received a bachelor's degree in chemical engineering from Texas Tech in 1952, was named to the position at the board's first meeting July 27 in Dallas. A native of Corsicana, Robinson was named a Distinguished Engineer in 1981.

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CONTACT: Sally Logue Post 10-8-7-85

ATTENTION: Business Editors

LUBBOCK--Ben R. Stuart, president, Waukesha Engine Division of Dresser Industries, Inc. in Waukesha, Wis., has been named to a one-year term on the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Stuart, who received his bachelor's degree in mechanical engineering from Texas Tech in 1957, was named to the position at the board's first meeting July 27 in Dallas. A native of El Paso, Stuart was named a Distinguished Engineer in 1981.

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CONTACT: Sally Logue Post 11-8-7-85

ATTENTION: Business Editors

LUBBOCK--Edward E. Whitacre Jr., group president of Southwestern Bell Corp. in St. Louis, Mo., has been named to a three-year term on the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Whitacre, who received his bachelor's degree in Industrial engineering from Texas Tech in 1964, was named to the position at the board's first meeting July 27 in Dallas. A native of Ennis, Whitacre was named a Distinguished Engineer in 1985.

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CONTACT: Sally Logue Post 12-8-7-85

ATTENTION: Business Editors

LUBBOCK--William D. Trammell, treasurer of Fluor Corp. in Irvine, Calif., has been named to a three-year term on the Distinguished Engineers' Advisory Board for the Texas Tech University College of Engineering.

Trammell, who received his bachelor's degree in Chemical Engineering from Texas Tech in 1957, was named to the position at the board's first meeting July 27 in Dallas. A native of Hillsboro, Trammell was named a Distinguished Engineer in 1985.

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CONTACT: Sally Logue Post 13-8-8-85

LUBBOCK--High fashion has meant higher prices for Texas mohair which accounts for about 95 percent of the nation's supply.

Texas Tech University animal science Professor Frank Craddock said, "Texas seems to have a corner on the mohair market. Right now with prices high, the Angora goat business is extremely profitable."

While the market is strong for the mohair produced by Angora goats, Craddock noted it is dependent on the whim of fashion designers.

"For the past seven or eight years mohair has been very fashionable," Craddock said, "but that could change with the next fashion season."

At Texas Tech's Textile Research Center, Director James S. Parker pointed out that fashion designers like mohair because of its elegant, glossy texture.

"It dyes beautifully," he said, "coming out with truer, brighter colors than other fibers."

Parker said that mohair is now in short supply worldwide, giving it added value in the fashion markets.

Craddock said currently the coarse mohair from older goats sells for $2.50 to $3 per pound. Kid hair, which is produced from the first two shearings, is extremely soft and sells for $6.50 to $8 per pound.

Craddock said the high mohair prices have made producers take better care of their goats.

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"The goats are primarily used for brush control," Craddock said. "The high price of the mohair has made ranchers more aware of the nutritional needs of the goats and they are taking a little better care of them."

With the improved care, the goat population could increase, he said. When left to fend for themselves in the brushy ranges, the goats' reproductive efficiency decreases to 40-50 percent due to predators and inclement weather.

"A kid only weighs about six pounds," Craddock said. "Because the kids are small, smaller predators like eagles, raccoons, and skunks, that won't harm larger livestock, become a problem."

The mohair market is remaining high, and with it Craddock sees more goats being raised.

Because goats prefer to browse rather than eat the grass cattle like or the forbes sheep graze on, all three species can be grazed together, thereby increasing total livestock production per acre, Craddock said.

"It's really not unusual at all to see cattle, goats and sheep grazing together," he said.

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CONTACT: R. Gary Cates 14-8-8-85

LUBBOCK--The capture and continued holding of Thomas Sutherland and six other Americans by Lebanese terrorists symbolizes flaws in American foreign policy, in the view of one Texas Tech University professor.

Sutherland is the brother-in-law of Texas Tech law Professor John S. Murray who has examined the American role in Middle East affairs with greater interest since Sutherland's capture.

Sutherland, the dean of agriculture at the American University in Beirut, was kidnapped June 9. According to Murray, American foreign policy has proved to be more of a stumbling block than a help in the release of the remaining hostages and a hindrance to peace efforts in the region.

Murray believes that there are three major problems with the Reagan administrations' stance towards hostage situations and the Lebanese crisis.

"We have decided to spend so much of our time, effort and money on building up our military that when international crisis, such as those in Lebanon, occur our first reaction is to use military force," Murray said. "The truth is that 99 percent of the problems we face in the world have no viable military solution."

Murray points to the role of the Marines in Beirut as an illustration.

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"We initially placed the Marines there as a peace-keeping force. But before long we were forced to choose sides in the fighting. Once we did that we became just another faction, and we stood on the beaches in violation of international law. Consequently we became a target.

"When the U.N. places troops in an area it is only by the consent of the opposing factions," Murray said.

Murray also said that the Reagan administration has damaged America's diplomatic stance in Lebanon with harsh rhetoric.

"Once you take a tough stand and resort to name-calling," he said, "military options that were at one point unthinkable begin to be considered.

"In an area already embroiled in daily violence what is needed is not a tough stand but a quiet diplomatic approach to resolving the region's problems," he said.

"The president seems to think that we can satisfy our need for vengeance by tough talk and calling people 'looney-tunes'," he said. Murray warns that it is diplomatically counterproductive to keep up the tough rhetoric and that more could be accomplished by letting all sides know we realize there are legitimate differences in the Lebanese situation.

Murray said it may be in the best interest of the United States to lower our visibility in the region and work behind the scenes with other groups who are already working to achieve a long-lasting settlement. He said that, despite the often chaotic appearance of the Lebanese situation, there is still hope that men like President Amin Gemayel and Justice Minister Nabih Berri could begin to build a working foundation for peace talks with the guidance of countries like the U.S.

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Reagan's refusal to talk directly with terrorists has also proved a stumbling block to progress, in Murray's view. To establish communication is not an indication of weakness, he said, but a positive step. He points out that keeping in constant communication with kidnappers in hostage situations is standard procedure domestically, and there seems to be no reason why the U.S. should have to go through other groups to negotiate for us internationally.

"We were forced to go hat in hand to the Swiss and Syrians to negotiate on behalf of the TWA hostages. We may have sounded tough initially but diplomatically we looked inept," Murray said.

Murray said that terrorism is a complex problem worldwide but the United States and other governments can go a long way toward combating it by trying to resolve conflicts that force people into terrorism.

"Most successful terrorists," Murray said, "have some level of legitimacy in their demands. The terrorists who took the TWA plane, for example, were protesting the detaining without charge of large numbers of their countrymen in Israeli prison camps. This was in violation not only of international but also Israeli law. We need to be able to recognize legitimacy when we see it."

Murray emphasized, however, that he does not mean that the U.S. should give in to illegitimate or blackmail demands.

The Reagan administration apparently is pursuing the same kind of efforts to free the seven remaining hostages that gained the release of the TWA hostages. But Murray said the situation is more complex because of the lack of communication between the State Department and those claiming responsibility for the kidnappings.

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Since June 9, Murray has concentrated on getting international negotiation experts involved. Roger Fisher of the Harvard School of Law and Jim Laue of the Conflict Clinic, a negotiation group affiliated with Harvard, have both lent their efforts to used modern theory in winning the release of Thomas Sutherland and the other six Americans still held in Lebanon.

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Tip Sheet
Week of August 11-17, 1985
15-8-8-85

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Radio & Television NewService

FOOD FOR THOUGHT--Texas Tech professor of food and nutrition, Clara McPherson suggests that whether or not a person likes a certain food is less a physical problem and more a mental attitude that begins in the home. For more information, contact Mrs. McPherson at 742-3043.

SPECIAL KIDS--What is an autistic child? Texas Tech University special education professor Donna Irons has some suggestions on dealing with the autistic child in public schools. Contact Dr. Irons at 742-1958.

TEXAS IS #1--Texas is the largest sheep-producing state in the U.S. Lamb and wool sales make sheep profitable animals to Texas ranchers suggests Texas Tech University animal science professor Frank Craddock. Contact Dr. Craddock at 742-2514.

BIGGER'S NOT ALWAYS BETTER--Too much emphasis usually is placed on frame size of beef cattle in determining their value. Texas Tech University animal science professor Robert A. Long suggests that cattle breeders need to consider other factors as well. Contact Dr. Long at 742-2532.

CACTUS CRAZE--Native American cactus plants are receiving almost as much popularity among plant lovers in other countries as in the U.S. Texas Tech University horticulture professor Marihelen Kamp suggests it's because cacti are colorful, unique in shape and don't require a lot of care. Contact Dr. Kamp at 742-1634.

For assistance with developing these and other story ideas, contact Mark Davidson/Jane Prince Jones UN&P, 742-2136.

HOLD FOR RELEASE AT 3 P.M. SATURDAY, AUGUST 10

CONTACT: B. Zeeck 16-8-10-85

LUBBOCK--T. Jones, associate director of men's athletics at the University of Texas-Austin, has been appointed director of Intercollegiate Athletics at Texas Tech University. The announcement was made Saturday (Aug. 10) by Texas Tech President Lauro F. Cavazos. Jones will be director of both men's and women's varsity athletics at Texas Tech.

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EDITOR'S ADVISORY: You are invited to meet with Jones at a news conference at 11 a.m. Monday (Aug. 12) in the Lettermen's Lounge at the north end of Jones Stadium on the Texas Tech campus.