

127-11/85

DATE	Stories and Cutlines	Locals (75)	Reg. Dailies (25)	Reg. Weeklies (37)	50 M's (5)	Reg. Radio (26)	X-List (15)	Adj. Countie	Hometowners	PSA's	Ag list	Ag boxes (6)	MISC. (#)	CONTACT	REMARKS
1-10-7-85	Hometown													Cats	
2-10-7-85	Cotton Agency	✓	✓		✓									PA	Televised
3-10-7-85	Clothing	✓	✓											Beverly	Bacon
4-10-7-85	Coal Basin, caption	✓	-		✓									Beverly	Bacon, Energy
5-10-7-85	" " -caption													Beverly	
6-10-7-85	Team's Effect - Caption														U L
7-10-7-85	Naval ROTC	✓												Cats	
8-10-7-85	Reynolds	✓												B-	
9-10-7-85	Women's Conf													B	A only
10-10-7-85	Fact Sheet													B	
11-10-8-85	Sonics	✓						✓						Beverly	
12-10-8-85	Nancy Reed Secure	✓						✓						Darla	
13-10-8-85	Wells AWARD	✓						-						Darla	Sweetwater - Albany
14-10-8-85	Science In Service					✓								Devi	Plainview, Andrews
15-10-9-85	Wichita Publication	✓												PA	Texas Lawyer - Tulsa Bar Journal
16-10-9-85	ATYC	✓	✓											B/PA	Chronicle - Bacon
17-10-9-85	Medical Business	✓	-				✓							Sip	Bacon
18-10-9-85	Finances	-	✓		✓									Devi	
19-10-9-85	Editor's Adv. (re BOB)													B	xeroxed

Texas Tech News

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CONTACT: Preston Lewis

2-10-7-85

LUBBOCK--The "shelf life" of cotton may be longer than textile manufacturers have previously believed.

That conclusion comes from cotton aging studies conducted in Texas Tech University's Textile Research Center (TRC) over the last four years, reports TRC Director James S. Parker.

"For almost as long as the textile industry has been using cotton, the quality of the fiber after storage for several years has been a concern," Parker said. "Today numerous textile manufacturers do not use cotton that has been stored for more than two years."

To determine the effects of cotton aging, the TRC in 1982 began a series of tests on six bales of cotton harvested the year before. The cotton was evaluated over three years for strength, color and changes in its spinning properties.

"The most noticeable change," Parker noted, "was the color from a creamy white to a light yellow. While a decrease in yarn strength was statistically significant, it was very slight and unnoticeable in certain yarn numbers."

Consequently, textile manufacturers have more leeway in the age of cotton they may use, Parker said.

"All cotton needs to sit for awhile before it is spun," Parker said, "to give the glucose -- plant sugar -- and moisture time to dry before the fiber is used."

If cotton is used without at least four months aging, it can be sticky and cling to the spinning machinery, Parker said.

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"Many manufacturers prefer to use cotton from the current year's crop and certainly cotton no older than the previous year's crop," he said. "Our findings show that cotton can hold up remarkably well over as much as three-and-a-half years."

In fact, the TRC even tested one bale that was 15 years old. Though the cotton had increased in yellowness, it was quite spinnable with no apparent physical deterioration, Parker said.

"While that may be an extreme case," Parker said, "there's certainly no reason for manufacturers to fear using cotton two, three and maybe even four years old."

CONTACT: Beverly Taylor

3-10-7-85

LUBBOCK--From the time a youngster dons a towel for a cape to become Superman, the lifelong process of dressing to fit a role has begun.

Throughout life dressing is both an expression of creativity and conformity, said Dr. Patricia E. Horridge, chairperson of merchandising, environmental design and consumer economics at Texas Tech University.

"Children learn at a very young age how important attire is," said Horridge. "When they put on that towel, they feel strong because they are playing the role of Superman. They recognize the sense of assertiveness it gives them."

The idea of dressing for protection from the elements has been replaced in the 20th century with dressing as an expression of self, she said.

"If we want to feel very positive on a particular day, we automatically go to the closet and pick our favorite clothing or we may even go buy something new," said Horridge. "No one else may know we have chosen those clothes for a special reason, but we know and our attitude is better because of it."

Dress is one of the major components of first impressions. Altering perceptions through clothing is possible, but only to a certain extent, Horridge said.

"If a large woman puts on a very frilly, pink dress, people are not going to think she is petite and dainty," she said. "However, if I want you to think I'm a dramatic person, I could dress that way and pull it off very well."

But, first impressions should be consistent with the person's personality and real self. Complications can arise when people do not consider those limitations. For example, in "My Fair Lady" Henry Higgins takes on the task of making a commoner, Liza Doolittle, presentable to high society. She is given the finest clothing to wear to her debut at a tea. At first the guests think she is a princess, but she is unable to carry off that image because she is uneducated about the customs of nobility. After a dismal failure at the tea, her teacher goes further with the education and she is eventually able to fit in to his society.

"Clothes will carry off a first impression, but after that the depth of a person will have to take over," said Horridge.

Although dressing is creativity, conformity also has its place.

"As individuals we want to be accepted. We are aware of limits on our creativity," she said. "We learn very quickly what our environments will accept without anyone saying a word to us. People conform because they want to be part of a group. If I want to be a top-notch doctor or lawyer then I'm willing to wear that Ivy League look."

On the other hand, forced conformity has a very different effect on people.

"When a person is sent to prison, the first thing they get is the regulation clothes," said Horridge. "They become a stamped individual and that takes away their individuality. The idea is that they become better prisoners that way."

Even when people are away from the professional role they have chosen, they continue to act that role in many ways, she said.

"I'm not sure if the game of dressing for a role ever stops; if people ever really relax. There is something that works within people that gives a sense of responsibility about the role they have selected."

Today there is more diversity in what is acceptable attire, but Horridge says people are still very aware of what is appropriate. Instant decisions are made, sometimes unconsciously, about whether a person is dressed appropriately.

"There are some people we revere so much that we would be very let down or shocked to see them dressed out of their role. Their clothes would probably be very acceptable, but we would have a hard time seeing them out of their professional role."

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CONTACT: Beverly Taylor

4-10-7-85

ATTENTION: Energy Editors

LUBBOCK--The recoverability of coal could be quadrupled through an underground gasification process which is being studied by a Texas Tech University chemical engineering professor.

In underground coal gasification (UCG), coal which is too deep for economical strip mining is gasified and brought to the surface as a gas which can be used for commercial heating or upgraded to a synthetic natural gas or gasoline. In a lab model, Dr. James B. Riggs is studying how the gasification process works.

"There is a high energy resource out there that we're not able to use now," Riggs said. "Eventually liquid fuels are going to become scarce and we'll have to rely on these synthetic processes. The United States has the largest coal reserve in the world so we're not talking about a peanut-portion of a resource."

Riggs estimates that four times more coal could be recovered with UCG than could be recovered now using strip mining or sub-surface mining. U.S. coal reserves would last at least 200 years, he said.

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The process involves drilling two wells into a coal seam 300 to 1,000 feet underground. The first well angles into the ground and runs along the bottom of the coal seam. The second well is drilled vertically to intersect the first well.

Then, gases and an igniter are injected into the first well. In the presence of the gaseous fire, the coal begins to gasify and is forced up the second well. After the coal in one area burns out, a fire is started in another area of the first well and the process continues.

Where the coal has gasified, a cavity is formed. This cavity is the subject of Riggs' research.

"The bigger the cavity, the more coal we have gasified," said Riggs. "But, we don't know what factors affect cavity formation and exactly what makes the cavity grow horizontally."

Increased gasification will result in a more efficient operation by reducing the number of wells drilled to gasify a coal field. Wells are one major expense in UCG, he said.

Two theories have been proposed to explain the horizontal growth process of gasification, according to Riggs. First, in the chemical attack theory, it is supposed that the injected gases cause a chemical reaction in the coal. Second, structural failure could explain the breakdown of coal.

Riggs will subject chunks of coal to a miniature gasification process in the laboratory. A refractory chamber, with hook-ups for infusion of a methane, oxygen and carbon dioxide mixture, will hold the coal as it is gasified. Heat-resistant glass will allow researchers to observe the coal's transformation under the influence of the high-temperature gases.

The gasified coal will be a mixture of methane, carbon dioxide, carbon monoxide, hydrogen and water vapor. Riggs will measure temperature, quantity, quality and flow rate of the gas.

About 20 private and government-sponsored coal gasification field tests have been done in the past 15 years. Recent tests, Riggs said, indicate that UCG can profitably produce a gas suitable for heating.

Current low gas prices are a deterrent to commercial UCG operations, but eventually the market will improve, he said. That, combined with the need for alternative energy sources, should ensure the future of UCG.

Coal is a relatively inexpensive resource because of its limited uses. UCG is less capital intensive than other synthetic fuel processes and can be efficient in a fairly small operation.

Riggs said someday it may be feasible for cities located near coal deposits to produce their own gas using UCG.

Riggs' research is supported by a \$65,000 grant for the project from the Gas Research Institute, a coalition of gas companies, and \$20,000 in matching funds from the Center for Energy Research at Texas Tech.

caption-----

5-10-7-85

COAL GASIFICATION LAB--Texas Tech University chemical engineering
Professor James B. Riggs is studying how the underground coal
gasification (UCG) process works. Dr. Riggs estimates that four
times more coal could be recovered through UCG than can now be
recovered with strip mining. (TECH PHOTO)

caption-----

6-10-7-85

TEAM EFFORT--A number of student organizations are involved in helping the Texas Tech Dads Association plan Family Day each year. Students involved in a planning session are (left to right) John Reece, president, Arnold Air Society; Cindy Baxter, president, Women's Service Organization; Kevin Pepper, president, Saddle Tramps; Leslie Young, president, Hi Riders; and Lin Carter, president, Student Association.

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CONTACT: R. Gary Cates

7-10-7-85

LUBBOCK--When the nation's 64th and newest Naval Reserve Officers Training Corps (NROTC) unit is formally commissioned at Texas Tech University Thursday (Oct. 10) it will renew landlocked Lubbock's link to the Navy.

During the height of World War II, an amphibious transport was commissioned as the USS Lubbock in October 1944. The ship was pressed into service in the Pacific and saw action at Iwo Jima and Okinawa.

Built by Oregon Shipbuilding Corp. of Portland, the USS Lubbock was 455 feet long and 62 feet wide. She was armed with one five-inch and 12 40-millimeter guns and carried 26 amphibious landing craft. She had a crew of 49 officers and 465 men and carried 1,561 troops when fully combat loaded.

The NROTC ceremony renewing Lubbock's link to that naval past will be at 10:30 a.m. Thursday in the University Center Allen Theater. Rear Admiral George M. Furlong Jr., deputy chief of Naval Education and Training, Naval Air Station, Pensacola, Fla., will deliver the commissioning address.

Commanding officer of the Texas Tech NROTC unit is Marine Col. C.J. Horn. Twenty-one freshmen midshipmen are enrolled in the first Texas Tech NROTC class this fall.

The USS Lubbock landed the Third Battalion, 28th Regiment, Fifth Marines, on the sands of Iwo Jima on Feb. 19, 1945. Members of this battalion were among the Marines who captured Mt. Suribachi. The ship then transported Iwo Jima casualties to Guam.

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From there, the USS Lubbock moved to Espiritu Santo to take on combat troops of the 27th Army Division for the assault on Okinawa. Under constant attack from Japanese airplanes at Okinawa, the USS Lubbock unloaded her troops and cargo in five days during the battle.

The ship received two battle stars and was decommissioned Dec. 14, 1946. The USS Lubbock was finally scrapped in 1975.

CONTACT: B. Zeeck

8-10-7-85

LUBBOCK--Texas Tech regents will meet at 1:30 p.m. Friday (Oct. 11) in regular session. Committee meetings will start at 8 a.m. on that day in the board suite in the Administration Building.

In addition to numerous building and renovation projects to be considered, regents will review bids for the sale of approximately \$48 million in Texas Dedicated Revenue Bonds, \$10 million for the health sciences center and \$38 million for the university.

The bonds are to be backed by Higher Education Assistance Fund (HEAF) appropriations. Under a state formula for distribution of this fund, approved by voters last November, the university's annual allocation for the next 10 years is \$10.7 million and that of the health sciences center is \$4.3 million.

Proceeds from the bond sales can be used to acquire land, construct and equip buildings, do major repair and rehabilitation, or acquire capital equipment or library books and materials.

Regents also will consider construction or renovation projects related to the Multipurpose Athletic and Physical Education Facility, the East Campus Research Center, a College of Business Administration computer facility, the Library, the natatorium in the Men's Gym, the Meats Laboratory, The Museum, and residence halls.

Meeting as the board for the Texas Tech University Health Sciences Center, regents will consider planning, establishment of a project budget and appointment of an architect to construct Phase I of the El Paso Regional Academic Health Center clinical education building. They will give similar consideration for construction of a diagnostic center adjacent to Lubbock General Hospital and the Health Sciences Center Building in Lubbock.

They will further consider transfer of land to Lubbock General Hospital for construction of a radiation therapy unit.

They will review agreements with R.E. Thomason General Hospital in El Paso related to providing pathology diagnostic services and emergency room physician services.

Several agenda items are related to establishment of a professional medical malpractice self-insurance plan for the health sciences center.

Also on the agenda for consideration are: a five-year campus development plan; a sick leave policy for faculty members of both the university and the health sciences center; and a Texas Tech Foundation plan to construct a cotton classing facility at the East Campus.

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CONTACT: B. Zeeck

9-10-7-85

LUBBOCK--Dr. Kala M. Stroup, the first woman to head a university in the Kentucky higher education system, will be one of the principal speakers at an All-university Conference on Advancement of Women Faculty Members Oct. 18 at Texas Tech University.

Also speaking at the conference will be Dr. Roberta M. Hall, consultant to the Project on the Status and Education of Women, Association of American Colleges.

The second annual conference of this kind will take place in the Texas Tech University Center, beginning at 8:30 a.m. Sessions are free with the exception of the luncheon at which Stroup will speak. Cost for that is \$8, and reservations must be made before Oct. 11 through the Division of Continuing Education.

Other speakers will be administrators and faculty of the university and the Texas Tech University Health Sciences Center. Dr. Shirley McManigal, who chairs the Department of Medical Technology, will moderate the opening session at which Hall will speak on "The Chilly Climate for Women Faculty Members."

Faculty, students and the general public, both men and women, are expected to attend conference sessions.

President Stroup of Murray State University will speak on "The Academic Mountain: Helping Women Climb It," After her luncheon address afternoon sessions will begin with a discussion with Dr. Stroup.

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WOMEN'S CONFERENCE/ADD ONE

Other afternoon discussion leaders are: Dr. Mackie Bobo, College of Education, "Academic Burnout;" Dr. Hall, "Funding Research on Women;" Dr. Kathleen Harris, Office of Affirmative Action, "Hiring and Retaining Women Faculty Members;" Dr. Cheryl Segrist, Business Administration, "Family and Spouse Considerations;" and Lubbock attorney Dennis Fullinghim, "Legislative and Social Issues which Concern Women Faculty Members."

Participating in a session on "Tenure: Impact of Evaluations and Financial Exigency" will be four panelists: Dr. Evelyn Davis, Department of Merchandising, Environmental Design and Consumer Economics; Dr. J. R. Goodin, interim dean, College of Arts and Sciences; Dr. David Hentges, chairperson, Microbiology; and Dr. Virginia Sowell, assistant vice president, Academic Affairs and Research. Dr. Marilyn Phelan, School of Law, will moderate this session.

Moderators for other sessions include Dr. Caryl Heintz of the biological sciences faculty and Dr. Nancy Hickerson, Department of Anthropology, who heads the Women's Study Program at Texas Tech.

A reception for participants will end the conference.

CONTACT: Beverly Taylor

11-10-7-85

LUBBOCK--What motivates Soviet leaders? Are their intentions offensive or defensive and what are their values?

Perceptions of the Soviet Union will be discussed from 5:30-8:30 p.m. Oct. 24 at The Museum of Texas Tech University, Kline Room. "The Soviets: What Is the Conflict About?" will be presented by the Lubbock National Issues Forum.

A \$3 non-partisan booklet on the topic is available through the Texas Tech Division of Continuing Education, Box 4110, Texas Tech, Lubbock, Texas 79409, (806) 742-2354.

The booklet will help individuals attending the forum to become familiar with the topic. They also contain opinion questionnaires which participants will be asked to complete after the discussion. Results will be sent to the Domestic Policy Association, the non-profit organization which sponsors the forums nationally.

Retired Army Chief Warrant Officer Tom Burtis of Lubbock will moderate the forum while John F. Deethardt of the Texas Tech speech communications faculty will be convenor.

Another forum scheduled Nov. 21 is "Welfare: Who Should be Entitled to Public Help?"

CONTACT: Darla Hightower

12-10-7-85

LUBBOCK--The rediscovery of classical sculpture will be discussed by Texas Tech art Professor Nancy B. Reed at 11 a.m. Tuesday (Oct. 15) at The Museum of Texas Tech University.

Reed's lecture will focus on the rediscovery of classical sculpture from the 15th to the 17th century and the impact that discovery had on art. The aesthetic judgments made during the rediscovery were important, Reed said.

"Certain objects were judged as being high class Greek sculpture, but now we find out they weren't Greek at all," she said.

During the lecture Reed will discuss how some of the great collections were formed, including those of the Vatican, the Louvre and the British Museum.

The lecture is part of the fall series of Tuesday art seminars sponsored by the Women's Council of the West Texas Museum Association. Admission is \$3 per lecture.

The 25th year of art seminars, "Art Through the Ages," is a study of art and its historical context.

CONTACT: Darla Hightower

13-10-7-85

LUBBOCK--A Texas Tech University professor will be honored for outstanding teaching during Family Day activities at Texas Tech Saturday (Oct. 12).

Human development and family studies Professor Carl M. Andersen, known for teaching classes on marriage and on family crisis, will be awarded the 1985 Spencer A. Wells Award for excellence in teaching by the Dads Association.

The award, given annually for creative teaching, will be presented at the Dads Association's Family Day Recognition Luncheon at noon Saturday (Oct. 12) in the University Center Ballroom. Tickets are \$7.

Also at the luncheon three former Texas Tech athletes will be inducted into the Hall of Fame.

Dr. Andersen has been praised by colleagues and students for his innovative methods in teaching students about healthy relationships and family interactions.

Dr. Connie Steele, chairperson of the Department of Human Development and Family Studies, said, "Dr. Andersen has conceptualized new methods for relating to the students in all four of the courses that he taught during 1984-85.... His students often come by the office to say, 'I just need to tell you about my prof, Dr. Andersen. His class has changed my attitude, my relationships with others, my life.'"

Andersen is best known for teaching the course "Courtship and Marriage," an elective taken by more students on campus than any other elective.

Home economics Dean Elizabeth G. Haley said, "He is inventive, creative, humorous, insightful and concerned for students. He demonstrates a powerful charisma which attracts students in large numbers."

One student wrote, "Dr. Andersen is a very dynamic teacher. He uses different and unusual methods to keep his student's interest high.... He uses a positive approach in the classroom and has a unique way of making his students feel good about themselves and their classmates."

Since coming to Texas Tech in 1974, Andersen has established the Carl and Linda Andersen Scholarship in the College of Home Economics. He has been a consultant with the Lubbock Independent School District in helping emotionally disturbed children. He serves on three professional advisory boards and acts as consultant to numerous organizations on alcoholism.

The athletes to be inducted into the Texas Tech Hall of Fame include Rick Bullock, Roland "Tuffy" Nabors and the late P.C. "Preacher" Callaway. Each will be honored for all-around athletic performance while attending Texas Tech.

For more information call the Dads Association, 742-3630.

CONTACT: Debbi Whitney

14-10-7-85

LUBBOCK--Teachers and principals who want to improve teaching methods in the field of science may participate in an in-service program offered by the Texas Tech University College of Education starting this fall.

Sessions will begin Oct. 23 at Texas Tech, Nov. 1 in Andrews and Nov. 8 in Plainview.

The program will provide participants with added knowledge of science and expand their teaching methods. Assistance will be provided for designing science programs for kindergarten through sixth grade.

Registration deadline is Thursday (Oct. 10). Tuition, fees and mileage costs will be paid for 75 teachers selected to participate. Letters notifying those selected will be mailed Oct. 17.

Application forms may be requested by calling (806) 742-2371. Applications should be mailed to Dr. Vi Lien, K-6 Science Project Coordinator, College of Education, Texas Tech University, Lubbock, Texas 79409.

Applicants must be elementary school teachers who are responsible for teaching science either as a generalist or specialist. Applicants with weak and/or outdated science background will be given preference.

CONTACT: Preston Lewis

15-10-9-85

LUBBOCK--A three-volume treatise related to Texas civil law, written by Texas Tech University law Professor Jeremy C. Wicker, is being published this month by West Publishing Co., a legal publishing house headquartered in St. Paul, Minn.

"Texas Practice: Civil Trial and Appellate Procedure" is a 1,687-page publication covering every procedural detail in the trial and appeal of a civil case. The three volumes begin with setting or "calendaring" a case for trial on a jury or nonjury docket and conclude with the last possible step in an appeal to the Texas Supreme Court.

In covering the lengthy process, the book explains the statutes, court procedures and case law which determine how a civil trial is handled and appealed.

The three-volume set was written for civil lawyers in Texas and is available from West Publishing for \$165.

Topics covered in the set's 24 chapters include jury trials; instructed verdicts; jury charges, argument and deliberations; verdicts; trial by the court; judgments; civil appellate jurisdiction in the various courts; perfection of civil appeals; record on appeal; appellate briefs; appellate court motions; appellate review; supreme court writ of error; direct appeals to the supreme court; and original proceedings in the appellate.

Wicker has been on the Texas Tech faculty since 1972. He holds law degrees from Yale University and the University of Houston.

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CONTACT: B. Zeeck/P. Lewis

16-10-9-85

LUBBOCK--Private industry assistance to higher education has helped put Texas Tech University in the forefront of computer supported learning, a university administrator said Wednesday (Oct. 9).

Dr. Lee R. Alley, assistant vice president for Computing and Communications Services, said that industry has done more than help equip Texas Tech's new Advanced Technology Learning Center (ATLC), "the first and largest of its kind in the United States."

As of Sept. 30, he said, industry has contributed approximately \$350,000 in equipment, about 90 percent of it distributed to user departments for direct use in support of instructional computing.

Initially, AT&T Corp. donated four \$25,000 computers, Alley said. One was retained in the ATLC for general use by all the university community. Academic Computing Services (ACS) then distributed one each to the colleges of Engineering, Arts and Sciences and Business Administration.

Apple Computer Corp. donated \$100,000 worth equipment for use in the ATLC. Because construction funds could be used for the ATLC equipment, all this donated equipment was turned over for instructional use in the colleges of Education, Home Economics and Arts and Sciences.

"AT&T Corp. also contacted me," Alley said, "with an offer to provide minicomputers to the Texas Tech complex. Based on the nature of that offer, we recommended this equipment -- about \$150,000 in microcomputers and a minicomputer -- for academic use in the Texas Tech University Health Sciences Center."

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In recent years, Texas Tech has moved toward consolidating its academic computer facilities and expanding the services available to students, faculty and staff. The result, Alley said, is the ATLC, a 25,000-square-foot facility in the basement of the University Library.

Facilities are available in the ATLC for students needing computer resources for classroom assignments, for faculty who want to integrate computers into their courses and for individuals with more advanced needs.

The facility includes 10 rooms for computing/communications labs, a teleconference room, a study area and a large presentation/demonstration room as well as office areas for Academic Computing Services (ACS).

Initially, 112 workstations, including microcomputers and terminals connected to the university's large computing systems, have been installed and plans call for more than 50 additional stations later. Support equipment for the workstations will include laser printers, machines with graphics capabilities, slide projectors, large screen projectors, large video monitors and videocassette players.

"Our emphasis in the center," Alley said, "is on people, not technology. We want to keep technological intimidation to a minimum."

Consequently, ACS staff are available to help the computer novice get started or to show the accomplished user new applications. Training courses in computer usage and applications also are provided.

Of special interest to faculty is Classroom 2000 which offers the latest in computer hardware and software for innovative classroom applications.

Alley said the new center reflects the continued growth of computer usage on campus. Since 1981 student use of computers in ACS facilities has increased from 10,000 to 300,000 hours a year. Computing expenditures per student over that same time have dropped from \$3,000 to \$667.

With the ATLC being established in the library, the traditional center of campus learning, Alley said the location is symbolic of the growing role computers are playing in the educational process. The ATLC's size, its variety of facilities and its close association with a library make it one of the more innovative collegiate approaches nationally for meeting the explosion in academic computer needs, he said.

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CONTACT: Sally Logue Post

17-10-9-85

LUBBOCK--In addition to practicing medicine today, physicians also have to be accountants, lawyers, leasing agents and personnel administrators.

Assistant Chairperson Sheryl H. Boyd, of the Texas Tech University Health Sciences Center Internal Medicine Department, said physicians are small business owners who need to know what questions to ask their bankers, how to hire employees, when to buy or lease equipment and how to deal with insurance companies.

"Physicians can't just hire office managers and worry about practicing medicine only," Dr. Boyd said. "The final responsibility for the financial success of their practice is theirs."

In an effort to meet the business needs of physicians, the Texas Tech Health Organization Management Department is offering senior residents, recent graduates and their spouses an eight-week course in medical office management.

Boyd coordinated a similar program for residents at the University of Texas Southwestern Medical School in Dallas for six years. She also has been program director for a master's of business administration program for health care professionals at the University of Dallas.

Boyd said the average one-or two-physician practice can cost about \$300,000 to \$400,000 to open.

"That's a major commitment," she said. "Physicians need to know how to talk to his banker and equipment vendors. They need to know what types of loans are available, how to read the contracts and whether to lease or purchase the equipment."

"While physicians are in school, they aren't thinking about anything but learning medicine," Boyd said. "We want to give them an opportunity to think about the practice options available and to maybe give them the basic tools they'll need to run the business side of their practice."

Paul H. Munter, director of the Texas Tech Center for Professional Development and a co-developer of the course with Boyd, said physicians today are facing strong competition.

"The physician can't just be concerned with providing quality medical services," Munter said. "He also has to be a good business manager to receive an adequate return on his time."

Munter said consumers are becoming more aware of the business side of medicine. Physicians must understand that things like helping patients file insurance claims may make the difference whether the patient continues seeing a particular physician or not.

"Just as consumers shop around for the best quality clothing at the best price, it behooves them to do the same with medical services," he said.

Because of increasing competition and more complicated insurance programs, Munter said he foresees a much more business like attitude on the part of medical providers.

"When you have patients waiting in the lobby, there's an efficiency problem that's costing the doctor money and the patient money," Munter said.

CONTACT: Debbi Whitney

18-10-9-85

LUBBOCK--Educating yourself before you consult a financial planner is the best insurance against being caught off guard in the confusing array of financial services now available.

Dr. David E. Upton, Texas Tech University business professor, said financial planners are useful to people with money to invest, but their biggest impact may be on the debtor in trouble.

"You need a consultant any time you are having problems," Upton said. "And the problems may not be the apparent ones."

He said people often feel secure in their current money situations but fail to think about large future expenses, such as sending children to college.

"The only way to tell if you need assistance is to educate yourself about your own finances. If you have questions you can't answer, you need help, and you have to be able to communicate with the person you consult."

Upton recommended continuing and adult education classes or community service organizations, such as a YMCA, for information.

Trade publications, including Money and Changing Times magazines and the journal of the American Association of Individual Investors, also are good sources, he said.

Upton, a financial analyst, warned against going unprepared to an expert who has a product to sell.

"They're sales oriented and not your best source," he said.

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After some wise shopping, people overcome by debt should get professional advice if they can at all afford it, Upton said.

Most creditors will cooperate if customers explain their intentions to resolve bad debts, he said.

Upton advised asking creditors for temporary relief rather than immediately agreeing to a plan to pay off the whole debt.

"Most companies understand, but some may have you satisfy their debt and leave you without money to pay other bills."

Consumers looking for a financial consultant need to know some terminology first, Upton said.

A registered investment adviser has no guaranteed training or background in the field but merely is registered with the Securities Exchange Commission, he said.

A certified financial planner, in particular members of the Institute of Certified Financial Planners, have some background and training.

"Unfortunately, some people selling products have taken on this title," he said.

A chartered financial analyst has had rigorous training and experience and is investment- and securities-oriented. The level of education is an indicator to watch for, as is a consultant's affiliation with financial planning organizations.

Various methods of paying a consultant are available.

"Normally a flat fee is the best situation," Upton said. "Those who work on a fee basis usually aren't selling anything."

Some charge on a sliding scale based on income, but the upper end often gets better treatment, Upton said.

And those who charge no fee usually will make up the profit somewhere else, he said.

A basic financial plan may cost between \$2,500 and \$3,000. The consultant may spend 10 to 20 hours with an individual or family to determine their tastes, situation and needs, he said.

"So it's too important to leave to chance."

Upton advised a person with a salary less than \$20,000 to study as much as possible and then check into available social services.

Someone making \$40,000 to \$80,000 needs to evaluate needs and lifestyle before deciding how much to invest in expert help.

"This bracket is probably the least served," Upton said. "Their income is not high enough to attract most financial planners, but they're at the stage where sales people come in."

People with incomes of \$80,000 or more definitely need the best assistance available, he said.

For investment purposes, the experts should be sought if the total amount to be invested exceeds \$40,000, he said.

Upton noted some areas that people often ignore but are necessary to their future. He said they should be covered by disability insurance, life insurance and an individual retirement account.

"People often wait too long to plan for their retirement, thinking Social Security is going to take care of them -- well, it's not.

"And some probably have more problems than they realize. They just don't look 20 to 25 years down the road."

CONTACT: B. Zeeck

19-10-9-85

EDITOR'S ADVISORY:

Please add the following item to the agenda for the meeting of the Board of Regents, meeting for the Texas Tech University Health Sciences Center:

III. FINANCE AND ADMINISTRATION

10. Approval of a settlement agreement concerning the Grace V. Chope estate.

This item also should be added to the Finance and Administration Committee meeting agenda for Texas Tech University Health Sciences Center.

(This should be added to the agendas sent you Monday, Oct. 7, for the Board Meeting Oct. 11.)

Story ideas for the week of
October 14-18, 1985
20-10-11-85

Texas Tech University
University News & Publications
BOX 4640/LUBBOCK, TEXAS 79409/(806) 742-2136

Radio & Television NewService

WANTED: BABY--Newspaper advertisements requesting infants for adoption are not illegal, but there is a thin line to walk for couples who choose this route. Texas Tech University Law Professor Charles Bubany defines that line between baby buying and legal adoption. For more information call Dr. Bubany, 742-3614.

HAND TO MOUTH--Some 175 universities and institutions, including Texas Tech University, will participate in the second annual World Food Day teleconference in the University Center's Senate and Lubbock rooms Oct. 16. Featured luncheon speaker will be Dr. Gerald Thomas, former dean of the Texas Tech College of Agricultural Sciences and former president of New Mexico State University, who will discuss international food and development problems. Contact Nancy M. Hood, ICASALS, 742-2218.

COTTON TO THE WEATHER--The past month has not been a good one for South Plains cotton farmers. Two weeks of chilly weather and heavy rains have left dim prospects for this year's crop. Professor of Plant and Soil Sciences Jack Gipson says the crop is average at best. Contact Dr. Gipson at 742-1624.

YOU'VE COME A LONG WAY--The public can attend an All-university Conference on Advancement for Women Faculty Members Oct. 18 in the Texas Tech University Center. Sessions are free with the exception of the luncheon, which will feature Dr. Karla M. Stroup, President, Murray State (Ky.) University. For more information contact Dr. Kathleen Harris, 742-3627.

For assistance with developing these and other story ideas, contact Mark Davidson/Kay Boren, N&P, 742-2041.

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4640/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136

CONTACT: Debbi Whitney

21-10-11-85

LUBBOCK--Former U.S. Rep. Kent Hance will speak on the tax outlook for West Texas during the 1985 Texas Tech University Tax Institute Thursday and Friday (Oct. 17-18).

The 33rd annual institute, sponsored by the Texas Tech Center for Professional Development, is aimed at providing a perspective on pending and future tax legislation. The session will feature 11 speakers addressing topics from oil and gas taxation to taxation of farming and ranching.

Hance will address a luncheon at 12:15 p.m. Friday. James L. George, a tax partner in the Washington national office of Ernst and Whinney accounting firm, will speak during a 12:15 p.m. Thursday luncheon. All events are scheduled in the Lubbock Memorial Civic Center banquet hall.

Registration will run 7:45-8:50 a.m. Thursday. Dr. Carl H. Stem, dean of the Texas Tech College of Business Administration, will give opening remarks at 8:50 a.m.

Programs are scheduled from 9 a.m. to 4:15 p.m. each day, and question-and-answer periods will follow morning and afternoon sessions.

Hance is a partner in the law firm of Boyd, Veigel and Hance. He received a bachelor of business administration degree from Texas Tech University and a law degree from the University of Texas Law School.

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He was a state senator from Lubbock from 1974-1978. He was elected U.S. representative from the 19th Congressional District for three terms and served on the House Ways and Means Committee, which oversees national tax policy.

George received his master of laws degree in taxation from New York State University. He is editor of the Washington Tax Watch column for the Journal of Partnership Taxation.

Other speakers include Eli Gerver, senior tax partner with Touche Ross & Co. and director of tax operations of its Financial Services Center in New York City; David E. LaJoie, tax partner with Coopers & Lybrand in Dallas; Andrea L. Dyer, tax partner in Arthur Andersen & Co.'s Dallas office; and Richard L. Thomas, a partner in the Chicago office of Arthur Andersen & Co.

Also participating will be Ronald M. Mankoff, partner in the law firm of Brice, Mankoff & Barron in Dallas; James T. deBree, real estate specialist with DeLoitte, Haskins and Sells, Los Angeles office; Wesley W. Williams III, partner in the Denver office of Price Waterhouse & Co.; and Walter T. Coppinger, tax partner in Arthur Young & Co.'s Dallas office.

Others are Clark S. Willingham, partner in the law firm of Kasmir, Willingham & Krage of Dallas; Edwin W. Davis, attorney with the Dallas firm of Davis, Meadows, Owens, Collier & Zachry; and Glynda McClure, senior manager with Peat, Marwick, Mitchell & Co. in San Antonio.

Cost of the institute is \$190. Information or registration is available through the Center for Professional Development at P.O. Box 4550, Texas Tech, Lubbock, Texas, 79409, (806) 742-3170.

CONTACT: Beverly Taylor

22-10-11-85

LUBBOCK--Pension plan provisions may be keeping some older, laid off workers from seeking new employment, according to a Texas Tech University economist.

Older workers -- those 58 to 69 -- who get laid off may remain unemployed too long hoping for unlikely reinstatements, said Dr. Thomas L. Steinmeier. In taking new jobs, those workers would lose pension plan benefits for which they worked a lifetime.

Most pension plans in the private sector have provisions which allow a rapid escalation of benefits in the years just preceding normal retirement age, he said. Long-time employees who are laid off during and prior to that time stand to lose a large share of the value of their pension benefits.

Those workers have a tendency to stay unemployed despite the consequences, said Steinmeier, who is studying the effects of pension plans and Social Security on older workers.

"The individuals in these industries who are laid off know that if they pick up stakes and move where job prospects are better, they are most likely not going to be able to go back and they would give up a large amount of benefits," Steinmeier said. "For that reason they hang around. The basic issue is the extent that these pension plans impede the willingness of people to seek jobs in more promising industries."

Those individuals contribute to unemployment figures, a concern to the United States Department of Labor which is funding Steinmeier's research.

"One interesting question we're asking is why pension plans have the rapid escalation of the value of promised benefits in the years just before normal retirement age and why there is a drop in the value of pensions for people who work beyond normal retirement age," said Steinmeier.

Steinmeier and Alan L. Gustman of Dartmouth College are studying the effects of pension plans and Social Security on retirement behavior. They seek to develop models to predict the effects of governmental action and private industry on older workers. The study involves the employment records of 11,000 older workers from 1969 to 1979.

"What we want to know is the range of preferences among older workers," he said. "Most people want to retire at 65 -- normal retirement age in the Social Security system and in many pension plans -- but some want to continue working. How strong are those preferences and how do pension plans modify retirement decisions?"

There are two types of pensions -- defined contribution plans and defined benefit plans. Steinmeier said defined contributions plans, in which the employer sets aside a certain percentage of a person's salary each year, are fairly neutral in regard to employment and retirement decisions because the contributions determine later benefits.

But, many defined benefit plans involve a large build-up in the value of the pension in the years immediately preceding retirement.

"Most defined benefit pension amounts are largely fixed in dollar terms at the time the employee leaves the company," Steinmeier said, "and those dollar amounts are subject to erosion by inflation if the individual leaves the company before beginning to collect the pension."

The model will allow the government as well as industry to predict the way people will react in relation to income opportunities and policy changes.

Texas Tech News

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CONTACT: Debbi Whitney

23-10-11-85

LUBBOCK--America's melting pot may be evaporating as its citizens, weary of the concept that equality means sameness, search for individuality through their heritage.

While the legal system has toiled to achieve everything for everybody, a Texas Tech University sociologist said some people have grown to feel lost in a mass society where lines designating differences are being erased.

"The old saying goes, 'no one is as lonely as the person in a crowd,'" said Dr. Walter J. Cartwright of the Texas Tech Sociology Department.

For all the legal attempts to demand civil rights and abolish delineation of certain groups, people are beginning to search for their niche in society through their ethnicity, Cartwright said.

"Something the law didn't do for us, we're doing for ourselves," he said. "People are searching for their roots."

The spirit of minority pride brought about by the civil rights movement of the early 1960s has carried over to a number of white populations who are beginning to tout their immigrant ancestry.

Cartwright said this trend is being displayed by the increase in regional celebrations which recognize background traits.

"People long assimilated in American life are wearing kilts and tossing cabers," he said.

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The move toward discovery of individuals' genealogy has given them groups with which to identify, taking away the feeling of isolation ironically brought on by the melting pot theory.

Family reunions are back in style, Cartwright said, giving people a chance to broaden their base of support in society.

Cartwright said family get-togethers may be a response to the alienation of the nuclear family, consisting of father, mother and children. Businesses particularly have liked the smaller unit because its employees are more mobile.

"It's a whole lot easier to move the nuclear family than to move the whole clan," Cartwright said.

But what has been good for business has not necessarily been healthy for the family unit and has heightened the need for intimacy through outside sources. Today's married couples, much like the family, have found themselves more isolated and thus more demanding of the marital relationship, Cartwright said.

But people who can explore their family ties find a foundation from which to draw their emotional needs. People who can find a common link to others, and therefore society, often can go about day-to-day living with a renewed confidence that others like them exist in the world, Cartwright said.

"We're definitely becoming e pluribus unum -- a pluralistic society," he said. "And we'll see this trend through this century and the next."

CONTACT: Sally Logue Post

24-10-11-85

LUBBOCK--Thompson Professor J. Wayland Bennett of the Texas Tech University College of Agricultural Sciences has been named a trustee-at-large of the American Institute of Cooperation.

The institute, headquartered in Washington, D.C., is a national organization supported by agricultural cooperatives. It concentrates on educational activities in the economic and public interest aspects of agricultural cooperatives.

The institute conducts workshops and programs designed to update and improve the business management techniques and skills of cooperative directors and managers.

Bennett is the first holder of the Charles C. Thompson chair in agricultural finance. He is also associate dean for industry relations at the college.

Bennett earned his bachelor's degree from Texas Tech and a master's and doctoral degree from Louisiana State University.

His professional expertise includes agricultural credit and credit systems; agricultural cooperatives; agricultural policy, the market structure for agricultural products; market development and efficiency; consumer problems and agricultural prices.

CONTACT: B. Zeeck

25-10-11-85

LUBBOCK--Texas Tech regents Friday (Oct. 11) approved the sales of bonds totaling \$47,720,000, took actions on construction and renovation projects with budgets totaling more than \$17.2 million, and approved a five-year plan for institutional development.

Each of the two bond sales are backed by the state supported Education Assistance Fund. The sale of \$37,720,000 in Texas Tech University bonds went to InterFirst Bank, Dallas, with a low bid of 7.8631 percent, and the sale of \$10 million in Texas Tech University Health Sciences Center bonds to Goldman Sachs and Co., New York, for a low bid of 7.8591 percent.

Regents approved the sales after being advised that the five bids received were extremely close and that the higher rate on the TTUHSC bonds reflected a shorter average life for this issue.

Proceeds can be used to construct and equip buildings, provide major repair and rehabilitation, acquire capital equipment or library materials, or acquire land.

Regents approved several measures related to establishment of a TTUHSC professional medical malpractice self-insurance plan initiated to offset the high cost of commercial plans.

In construction, the regents for the health sciences center approved the appointment of Carroll, DuSang and Rand as project architects for a \$3.2 million first phase of a clinical education building to serve the Regional Academic Health Center in El Paso, and Marshal Erdman of Dallas as project architect for a new diagnostic center in Lubbock. The latter building, budgeted at \$3.2 million will be used as a magnetic imaging center to serve the health sciences center and Lubbock General Hospital.

TECH REGENTS/ADD ONE

Regents approved a schematic design and authorized assistance for the Texas Tech Foundation with receipt of bids to construct a \$1.9 million cotton classing facility at the university's East Campus.

In construction and renovation projects for the university, regents amended the construction contract for the multipurpose athletic and physical education facility, adding \$500,000 for retractable turf and bringing the total budget to \$4,776,925.

Regents also named: Adling Associates, project architect, College of Business Administration computer facility, \$120,000; A C Associates, project architect, repair of Library roof and columns, \$495,000; Milton Powell Architects, project engineer, renovation of Men's Gym natatorium, \$200,000; Joe D. McKay, project architect, Meats Laboratory renovation, \$700,000; Higgins and May Consulting Engineers, project engineer, installation and renovation of fire alarms in general education buildings, \$225,000; Ensign Plus Tunnell, Architects, Inc., project architect, installation of second deck in industrial gallery of The Museum of Texas Tech University, \$194,000; Berwyn Tisdell and Associates, project architect-engineer, renovation of serving counters for several residence halls, \$640,000; Tom Mills, ^{project}architect, bathroom renovation in four residence halls, \$250,000; Raymond D. Powell, project architect, renovation of exterior doors and windows in residence halls, \$195,000; Higgins and May, project engineer, installation of air conditioning for the Housing Office, \$125,000; Tom Mills, project architect, renovation of residence hall apartments, \$230,000; and Adling Associates, project architect, renovation of the Stangel-Murdough residence halls lobby, \$250,000.

Funding for the projects comes from state, private and auxiliary enterprise sources.

Regents also established a \$125,000 project budget for replacing doors in Chitwood-Weymouth halls.