

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

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TEXAS TECH UNIVERSITY/TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

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

CONTACT: Beverly Taylor

1-9-15-86

(MEDIA ADVISORY: William D. Farr, recipient of this year's National Golden Spur Award, will be available for interviews with media representatives from 11 a.m. to noon Sept. 19 during Livestock Day activities at the Texas Tech Livestock Arena. To set up an interview with Farr, contact Beverly Taylor at the Livestock Arena during the designated time.)

LUBBOCK--The legend and lore of the cattle drive and a Coloradan's lifetime commitment to the livestock industry will be heralded Friday (Sept. 19) when William D. Farr receives the 1986 National Golden Spur Award.

Farr, a native of Greeley, Colo., will receive the award during the ninth annual National Golden Spur Award and Prairie Party at 7:30 p.m. Friday in Lubbock Memorial Civic Center. The award, given each year to a livestock industry leader, is the highlight of National Golden Spur weekend at Texas Tech University. Other events are Livestock Day Friday and Ranch Day Saturday.

Pioneer ranching days, when Farr's home state and Texas were linked by cattle drive trails, will be romanticized during the award presentation. Rick Sudduth of McAdoo will sing a medley of western songs saluting the heritage of ranching in Colorado, Texas and the United States and will dedicate an original composition to Farr.

Sudduth and a member of his Blue Denim Band will play the guitar and violin during the meal and the Blue Denims will play for the dance, following the meal.

Golden Spur festivities will begin at 6:30 p.m. with a reception for Farr in the Civic Center Banquet Hall. Dinner and the presentation will begin at 7:30 p.m. in the Exhibit Hall.

Tickets are \$25 and are available from the Ranching Heritage Association (RHA) at (806) 742-2498.

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Byron Fullerton, former dean of the Texas Tech Law School and now of Austin, will be master of ceremonies for the banquet.

The highlights of Farr's life will be told in a slide show. Farr is known for more than half a century of commitment to the livestock industry and numerous innovations which have improved the production of feeder cattle. As a past president of the National Cattlemen's Association and through other organizations, he has represented the beef industry nationally and internationally.

He is chairman of the board and major stockholder of Farr Farms, an integrated farming, feeding and ranching operation on 2,000 acres of irrigated farmland, a 26,000 capacity feedlot and a 16,000-acre ranch near Greeley. He also owns and manages the 21,000-acre Seventy Ranch Corp. and has ranched elsewhere in Colorado and Montana.

Ranch Day, from 10 a.m. to 4:30 p.m. Saturday at the Ranching Heritage Center (RHC) of The Museum of Texas Tech, is a celebration of pioneer life complete with demonstrations, games, music and storytelling. Volunteers dressed in period costumes will tell the histories of the RHC's authentically restored ranch structures and will demonstrate chores and games reminiscent of life on early day ranches.

Planned demonstrations include soapmaking, dying yarn, making corn husk dolls, weaving, quilting, frying doughnuts over a campfire, buttermaking, shucking and shelling corn, bootmaking and others.

Visitors can play old-fashioned games, listen to pioneer's recollections of ranching life, rope a dummy steer from atop a saddled barrel and play croquet with gourds and homemade mallets.

A baking contest for breads, cakes and cookies will be held at the Harrell House. Entries, which will be judged by noon, should be delivered between 10-11 a.m.

Ranch Day events are free, except for a catered barbecued luncheon from 11:30 a.m. to 1 p.m. The meal will cost \$6 or \$3.

Livestock Day begins at 9 a.m. Friday at the Texas Tech Livestock Arena. Horses, an integral part of ranching from its inception to today, will be the focus.

Feature of the day will be a horse-training exhibit by Ray Hunt, a nationally known trainer from Mountain Home, Idaho. Hunt plans to spend two short sessions, at 9:45 a.m. and 2 p.m., with an unhandled two-year-old horse before saddling and riding the horse without a bridle.

Individuals can also participate in a livestock judging contest of cattle, horses and sheep, at 11:30 a.m.

Livestock Day is free except for a 12:30 p.m. luncheon which costs \$7.50. Tickets for the Ranch Day and Livestock Day luncheons can be purchased at the door or by calling the RHA.

Gene McKown of McKown Limousin Ranch, Norman, Okla., will speak at the luncheon. Golden Spur honoree Farr will be introduced at the luncheon.

The National Golden Spur Award is sponsored by the American National CattleWomen, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas and Southwestern Cattle Raisers and Texas Sheep and Goat Raisers associations.

Previous recipients, some of whom will be present for the weekend, are Marie Tyler, Bismarck, N.D., 1985; Foy Proctor, Midland, Texas, 1984; John B. Armstrong, Kingsville, Texas, 1983; the late J. Ernest Browning, Wilcox, Ariz., 1982; Watt R. Matthews, Albany, Texas, 1981; Fred H. Dressler, Gardnerville, Nev., 1980; the late Jay Littleton Taylor, Amarillo, Texas, 1979; and the late Albert K. Mitchell of Albert, N.M., 1978.

CONTACT: Preston Lewis

2-9-15-86

LUBBOCK--Checks totaling \$45,000 have been awarded to the Texas Tech University College of Engineering and two of its departments by the Amoco Foundation Inc.

The College of Engineering received \$5,000 to enhance minority participation in engineering. The funds may be used on undergraduate scholarships, tutorial programs and orientation programs.

The Chemical Engineering Department received \$20,000, the first installment of a three-year, \$60,000 commitment, and the Petroleum Engineering Department received \$20,000, the second installment in a three-year, \$60,000 pledge. Funds to both departments are to be used to retain or attract outstanding young faculty members.

The checks were presented to the college by Tim N. Libson, Amoco district engineer, from Brownfield and by Leslie S. Hammonds, Amoco public affairs adviser, from Houston.

Accepting the grants were Texas Tech Engineering Dean Mason H. Somerville, Petroleum Engineering Department Chairperson Robert E. Carlile and Chemical Engineering Department Chairperson Steven R. Beck.

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3-9-15-86

AMOCO GRANT--The Amoco Foundation Inc. has presented \$45,000 to the Texas Tech College of Engineering for use in its departments of Petroleum Engineering and Chemical Engineering and for minority students. Attending the presentation are, from left, Chairperson Steven R. Beck of chemical engineering, Chairperson Robert E. Carlile of petroleum engineering, Chairperson Edward E. Anderson of mechanical engineering, Engineering Dean Mason H. Somerville and Tim N. Libson, district engineer from Amoco's Brownfield office. (TECH PHOTO)

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CONTACT: Beverly Taylor

4-9-15-86

(MEDIA ADVISORY: A news conference with Gary Jacobs, an expert on nuclear waste disposal with Oak Ridge National Laboratory in Oak Ridge, Tenn., will be held at 9:30 a.m. Friday (Sept. 19) in Holden Hall, Room 129. You are also invited to attend his speech at 8 p.m. that day in the Chemistry Building, Room 38.)

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CONTACT: Sally Logue Post

5-9-15-86

(MEDIA ADVISORY: The Texas Tech University Health Sciences Center (TTUHSC) will display a \$210,000 donation of computer equipment from AT&T during a reception from 2-4 p.m. Monday (Sept. 22).

The computer equipment, in conjunction with a \$1.5 million grant from the Kellogg Foundation, will make possible the establishment of KARENET, or Kellogg Affiliated Remote Environments Network.

You are welcome to attend the reception in Room 2B152 of the Health Sciences Center Building. Participating in the reception will be representatives from AT&T; Teddy L. Langford, dean of the TTUHSC School of Nursing and Kellogg project director; and TTUHSC President Lauro F. Cavazos.

KARENET is designed to link rural health care professionals with the Health Sciences Center. A demonstration of the computer network is scheduled during the reception.

For more information, contact Linda Vengroff at (806) 743-2640.)

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CONTACT: Preston Lewis

6-9-15-86

LUBBOCK--More than 60 representatives from business, industry, government and higher education will be available to meet with Texas Tech University students and alumni during Career Information Day Sept. 24 on campus.

Sponsored by the Texas Tech Career Planning and Placement Service, Career Information Day is an opportunity for students to meet informally with potential employers and discuss career options, employment opportunities, job requirements and related issues.

Career Information Day is scheduled 10 a.m. through 3 p.m. Sept. 24 in the University Center Ballroom. During the day, several panel discussions will be scheduled in the University Center Senate Room as business representatives cover topics such as resumes and job interviews.

Businesses and governmental agencies represented will include Amarillo National Bank, Butt Grocery Co., Chick-fil-A Inc., Dallas Police Department, Day Care Association of Lubbock, Exxon, Dillard's, Furr's Cafeterias, Federal Aviation Administration, Fidelity Union Life, First National Bank at Lubbock, Foley's, Frito-Lay Inc., Harris Ad Service, Hewlett-Packard, Internal Revenue Service, K-Mart, KAMC Television, Leventhal & Co. and RepublicBank-Lubbock.

Also, Lubbock Travel, Mason & Hanger-Silas Mason Co., Maywood Inc., Moore Business Forms, National Park Service, NCR Corp., Price Waterhouse, Procter & Gamble, Red Lobster, Red Roof Inns, Syntex Animal Health Inc., Texas Employment Commission, Texas Parks and Wildlife Department, Texas Rehabilitation Commission, Touche Ross, U.S. General Accounting Office, Wal-Mart and Worldbook-Childcraft.

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CONTACT: Preston Lewis

7-9-15-86

LUBBOCK--The annual meeting and scholarship fund-raiser for the Lubbock Area Texas Tech University Mass Communications Alumni Council will be at 5:30 p.m. Thursday (Sept. 18) at The Depot.

Council President Jeanne Knapp said the group will hold an auction to benefit the council's scholarship fund and will discuss plans for next year's 50th anniversary celebration of the Mass Communications Department.

Texas Tech's Journalism Department was organized in 1937. In 1970 the Journalism Department and programs in advertising and telecommunications were incorporated into the Mass Communications Department.

At the alumni council meeting, Texas Tech mass communications graduates from each decade from the 1930s to the 1980s will be recognized.

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CONTACT: P. Lewis/D. Hightower

8-9-16-86

LUBBOCK--A weekend collage of memories colored red and black will be celebrated Sept. 26-27 when Texas Tech University welcomes alumni and friends back to campus for Homecoming '86.

Receptions, brunches, dinners, a parade and a pep rally are but a part of the activities that will culminate with the Texas Tech-Baylor football game at noon Saturday in Jones Stadium.

Friday's activities will include the Homecoming Parade at 6:30 p.m. down Broadway to campus with Texas Tech Ex G.W. Bailey as grand marshal.

A pep rally at Southwest Conference Circle will begin at about 8:30 p.m. at Southwest Conference Circle. Athletic Director T. Jones and football coach David McWilliams will speak. Homecoming queen finalists will be announced at the pep rally.

From 10:30 a.m. to 4 p.m. Friday Texas Tech fans can express their spirit by doing chalk art on the sidewalks in front of the University Center. Boxes of chalk will be available for 25 cents. The drawings will be left on the sidewalk through Saturday morning.

Also on Friday, the Century Club will hold its annual dinner for members at 6:30 p.m. in the University Center Courtyard. Distinguished Service Award recipients will be announced at the dinner which will be preceded by a 6 p.m. reception.

The University Choir and Alumni Choir will perform at 8:15 p.m. Friday in Hemmle Recital Hall. A Music Department alumni reception will follow at about 9 p.m. in Music Building Lobby.

A reception for the class of 1951 will begin at 8:45 p.m. at 4506 15th St.

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Saturday's activities will begin with a Lettermen's Breakfast at 7 a.m. in the Lettermen's Lounge.

The College of Agricultural Sciences homecoming breakfast will start at 7 a.m. in the University Center Ballroom. Receptions will follow afterward for the departments of Agricultural Education and Mechanization in Room 103, Agricultural Engineering Building; Animal Science in the Lubbock Room, University Center; Entomology on the first floor of the Agriculture Building; Range and Wildlife Management in 102 Goddard Building; and Plant and Soil Sciences in the atrium of the Plant and Soil Science Building. The Agricultural Economics Former Students Association will meet after the breakfast in Room 308, Agriculture Building, with a reception following for the department.

A Mass Communications Department breakfast honoring 1986 Outstanding Alumni -- Carolyn Jenkins Barta, Dale E. Buckner and Lomer Nelson -- is scheduled at 8 a.m. in the Faculty Club, University Center. Cost is \$5. An open house and reception will follow at 10-11:30 a.m. in Room 223, Mass Communications Building.

The Red Raider Road Race will begin at 8:30 a.m. on campus. Registration will be held in the University Center Lobby all day Friday and before the race Saturday.

The Music Department will have an Alumni Band Reception at 9 a.m. Saturday in Room M02, Music Building. The Alumni Band Rehearsal will follow at 10 a.m. The Goin' Band and Alumni Band will march to Jones Stadium at 10:45 a.m.

A College of Business Administration reception will run 9-10 a.m. in Room 150, Business Administration Building.

The College of Architecture will hold a reception 9-11 a.m. in the Architecture Building Gallery.

A College of Education reception is set 9-11 a.m. in the Student Lounge of the Administration Building. The College of Education Development Council will meet 8-9:30 a.m. in Room 244 of the Administration Building.

Departments in the College of Engineering will have morning receptions: Chemical Engineering, 9-11 a.m., Room 202, Chemical Engineering Building; Civil Engineering, 9-11 a.m., Hinn Conference Room, Textile Research Center (TRC); Electrical Engineering, 9-11 a.m., Bullen Room, Electrical Engineering Building; Industrial Engineering, 9-11 a.m., Room 201, Industrial Engineering Building; Textile Research Center, 9-11 a.m., TRC, with 10 a.m. dedication of a new friction spinning machine; Mechanical Engineering, 10 a.m., Room 206, Engineering Center; and Petroleum Engineering, 10:30 a.m., Livermore Auditorium, Petroleum Engineering Building.

A reception for all College of Engineering alumni and friends is planned for after the game in the Dean's Office, Engineering Center.

The College of Home Economics will feature the Raider Roundup Brunch 9-11 a.m. in El Centro, Home Economics Building, and an open house in the Dean's Office, which has been refurbished in memory of former faculty member Martye Poindexter. A reception honoring retired faculty member Clara McPherson is scheduled 4:30-6 p.m. in the Ranching Heritage Center.

The Homecoming Pre-Game Brunch will be open 10-11:30 a.m. in the Municipal Coliseum. Cost is \$6.

Pre-game activities will begin at 11:30 a.m. in Jones Stadium. The homecoming queen will be crowned during the ceremony.

The class of 1951 will have an after-game get-together at the Ex-Students Association Building.

The University Symphony Orchestra will perform at 8:15 p.m. Saturday in Hemmle Recital Hall.

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CONTACT: Preston Lewis

9-9-16-86

(MEDIA ADVISORY--You are invited to attend the lecture by Jeanne Williams, but you should make reservations in advance if you would like a meal during the Friends dinner meeting. Contact the Friends office at (806) 742-3758 to make reservations. Should you like to set up an interview with Williams, contact Preston Lewis, News and Publications, (806) 742-2136.)

LUBBOCK--Best-selling author Jeanne Williams will speak on her writing career during the annual meeting Sept. 25 of the Friends of the Texas Tech University Library/Southwest Collection.

Williams is author of 52 books which have sold more than 12 million copies worldwide. Of Williams' 52 books, all but three have been novels, primarily historical or juvenile. She is known for her thorough research and her global settings ranging from the American Southwest to England, Czechoslovakia and Norway. Her latest book -- "So Many Kingdoms" -- is a historical novel set in Brazil and published this year by Avon.

Williams will speak at the Friends meeting at 7 p.m. in the University Center Ballroom. The dinner is open to the public. Tickets cost \$8 each and should be reserved by Sept. 22 by contacting the Friends office, Texas Tech University, Library, Lubbock, Texas 79409-0002, (806) 742-3758.

Additionally, Williams will conduct a writing workshop 1:30-4 p.m. Sept. 25 in the Special Collections Room on the third floor of the University Library. The workshop is being offered free by the Friends, but reservations are required to participate.

The Friends association and the Texas Tech Libraries are sponsoring the writing workshop as an educational opportunity and public service for interested individuals, said Texas Tech Libraries Director E. Dale Cluff.

Williams is the first woman to win a Western Writers of America (WWA) Spur Award in the best novel category. Her historical novel "The Valiant Women," the first book in a trilogy on Arizona history, was named the WWA's best western novel of 1980. She also received two Spur Awards for her juvenile books "The Horse Talker" in 1960 and "Freedom Trail" in 1973.

Williams was the second recipient of the Levi Strauss Saddleman Award given annually by the WWA to an individual whose works have made outstanding contributions to the American West.

Williams was the 1974-75 WWA President. She is also a member of the Authors Guild.

Her papers and correspondence are housed in the Southwest Collection at Texas Tech.

The Friends organization is a support group which raises funds and provides volunteer services to the Texas Tech Library and Southwest Collection.

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CONTACT: Sally Logue Post

10-9-16-86

(MEDIA ADVISORY: You are welcome to attend and video tape or photograph the performance. For assistance contact, Jacque Behrans in the Office of International Programs at 742-3667.)..

LUBBOCK--The 1986 Youth Goodwill Tour from Taiwan, Republic of China, will perform at 7:30 p.m. Sept. 22 in the Texas Tech University Center Allen Theater.

The group is made up of 15 performers chosen from more than 100 Taiwan universities and colleges. The performance is sponsored by the Texas Tech Chinese Student Association and the Office of International Programs.

The show will be divided into five parts. The first is a greeting to the people in the audience. The second, titled "Traditional Praise," demonstrates changes in dance, costume and music since the first Chinese dynasties in 3,000 B.C. The third section reflects the gracefulness of Chinese martial arts and dances performed during special celebrations. The fourth section shows the traditional and modern dances of today's youth. The fifth section, titled "In Praise of Friendship," includes Broadway songs and American folk songs and dances.

People already holding tickets for the performance will be admitted on a first come, first served basis. Others will be admitted after 7:30 p.m. on a space available basis. For more information, contact the Chinese Student Association at (806) 763-6674 or 765-7526 or the Office of International Programs at 742-3667.

CONTACT: Debbi Whitney

11-9-17-86

LUBBOCK--If scientists can prove that damage to the heart caused by diabetes is the same as in patients with chronic stress, protection could be provided to diabetics as it is to others susceptible to cardiac failure.

Dr. Thomas E. Tenner of Texas Tech University Health Sciences Center (TTUHSC) is conducting basic research to determine how diabetes affects the heart's ability to function.

"Cardiovascular disease is the major killer disease in the United States, and diabetes is third," Tenner said. "Many people who have diabetes also have cardiovascular disease."

Tenner, a pharmacology professor who has been awarded a grant from the American Diabetes Association, has found that in diabetic rats, the response of the heart to adrenaline is reduced. This heart dysfunction is called cardiomyopathy. Tenner is trying to correlate this cardiomyopathy in diabetics to that associated with chronic stress.

Adrenaline is necessary to stimulate the heart, but too much can be toxic to the heart, and it seems to cause the body to reduce the number of receptors on the heart.

The adrenaline level in diabetics has been found to be higher than normal, Tenner said. As a result, cell receptors available to receive adrenaline are reduced. This reduction may produce cardiomyopathy.

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"Our theory is that if the body is exposed to an excess of adrenaline, the heart removes receptors to protect itself," Tenner said. "We're proposing that the depressed receptors in the heart result from the increase in adrenaline in diabetes."

Heart failure is thought to be linked to chronic stress and the reaction similar to the diabetes-caused flood of adrenaline, Tenner said. To determine why diabetics seem to have a lower number of these receptors, Tenner and his colleagues use a high dose of an adrenaline-like substance to induce heart muscle disease in rats.

"If we can prove in the long term that changes in the hearts of diabetics are caused by adrenaline, we can protect their hearts in the same way we protect the hearts of patients susceptible to heart attacks," he said.

The American Diabetes Association provided the seed money for the research, and continued funding from the National Institutes of Health is pending. Presentation of funding for the second year of the diabetes association's two-year grant recently was made to Tenner by Dr. Sheryl H. Boyd, assistant chairperson of the TTUHSC Department of Internal Medicine and board member of the association's Texas affiliate.

CONTACT: Debbi Whitney

12-9-17-86

LUBBOCK--A farmer involved in a tractor accident miles from a hospital depends on trained emergency personnel to give immediate care in a situation that could be life-threatening.

With advanced training and more elaborate radio communications available on the South Plains, that care is being provided where little previously existed.

Between 225 and 250 rural volunteers are trained in emergency care each year by Texas Tech University Health Sciences Center (TTUHSC). Bonnie Jackson, training coordinator who works in the Department of Surgery, said a 15-county area is covered by the service, which has allowed rural areas to upgrade the care they provide before patients arrive at a hospital.

Jackson began the training program at TTUHSC in 1982 after serving nine years in the same capacity at Lubbock Christian College. Before 1973, emergency service in rural areas often was provided by funeral homes because they had the means of transporting people lying down.

"Funeral homes and private services did a very professional job for the standard of care that was expected then, but now we expect a lot more," Jackson said. "Most pre-hospital emergency care currently is provided by fire departments or separate emergency medical service systems."

Persons participating in the TTUHSC program can achieve up to four levels of certification recognized by the Texas Department of Health.

The first level, emergency care attendant, provides the participant skills in basic first aid and in at-the-scene care for life-threatening illnesses and injuries.

The second certification level, for basic emergency medical technician, allows students to gain experience in caring for ill or injured patients through clinical rotations with major hospitals and emergency medical services.

A specially skilled emergency medical technician receives training in advanced life support at hospitals and on emergency vehicles. The major emphasis is on care of the trauma patient.

The final category, paramedic emergency medical technician, allows the student to learn skills in the most advanced life support and requires the most classroom and clinical hours. Advanced cardiac life support is part of that program.

When someone is injured or ill in an area far away from a hospital or even a physician's office, Jackson said the burden falls on emergency personnel to provide on-site care.

Before training was available, the goal in emergency situations was to get the patient to a hospital as quickly as possible.

"Now, persons trained in emergency care may make the difference in reducing the length of a patient's hospital stay later, and in some instances, may mean the difference between life and death," she said.

An early state law required persons giving emergency care to have only eight hours of first-aid training. A later law passed in 1983 requires certification as an emergency care attendant, but Jackson would like to see the minimal level in the future at emergency medical technician status.

"With training and communication with the hospital, emergency personnel can give appropriate care at the scene and also prepare the hospital for the type of patient being brought in," Jackson said.

She said that with a physician's order over the radio, advanced level personnel can provide care similar to what a doctor could provide in the first few minutes upon arrival at the scene. Those few minutes are critical until the patient can be brought to a place where more equipment and expertise are available.

Application for admission to the training program may be made by calling (806) 743-3218 or writing Emergency Medical Programs, Texas Tech University Health Sciences Center, 3601 Fourth St., Lubbock, Texas, 79430.

Counties served by the program include Bailey, Lamb, Hale, Floyd, Motley, Cochran, Hockley, Lubbock, Crosby, Dickens, King, Yoakum, Terry, Lynn and Garza.

CONTACT: Sally Logue Post

13-9-17-86

LUBBOCK--The life of Mabel Dodge Luhan will be portrayed during a one-woman performance by Glenda Gray at 7:30 p.m. Tuesday (Sept. 23) at The Museum of Texas Tech University.

Luhan was responsible for making Taos, N.M., a center for artists and writers, according to Idris R. Traylor, director of Texas Tech's International Center for Arid and Semi-Arid Land Studies (ICASALS).

ICASALS, the South Plains Friends of the Humanities, Inc., and the Texas Tech departments of speech communication, art and classical and romance languages are sponsoring the performance.

"Mabel Dodge Luhan in New York was the center of an energetic avant-garde movement whose radical ideas about art, politics and society shook American and attracted intellectual and literary figures to her for more than four decades," Traylor said. "To Taos she brought activists, painters and writers seeking to come to terms with their visions of the 20th century."

Gray, who holds a doctoral degree in communications from the University of Oregon, was formerly professor of communications and chairperson of the Department of Fine and Performing Arts at the University of Albuquerque.

The performance is in conjunction with a showing of the works of artist Leon Gaspard, one of the painters who lived in Taos.

Luhan's portrait by Nikolai Fechin, a friend and fellow Russian immigrant of Gaspard's, will be on display during the performance. For more information, contact ICASALS at (806) 742-2218.

Story ideas for the week of
Sept. 22-26, 1986
15-9-18-86

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

Radio & Television News Service

THE GOLDEN SPUR--The recipient of this year's National Golden Spur Award, William D. Farr, will be available for interviews from 11 a.m. to noon Sept. 19 during Livestock Day activities. Beverly Taylor, News and Publications, will be at the Texas Tech University Livestock Arena to assist reporters. Livestock Day begins at 9 a.m. featuring horse trainer Ray Hunt. Ranch Day begins at 10 a.m. Saturday at the Ranching Heritage Center. For more information on the weekend's activities and ticket prices, call the Ranching Heritage Association at 742-2498.

AWARD-WINNING WRITER--Best-selling author Jeanne Williams will speak Sept. 25 at the annual meeting of the Friends of the Texas Tech University Library/Southwest Collection. Williams has written 52 books, primarily historical and juvenile novels. She is the first woman to win a Western Writers of American Spur Award in the best novel category. A reception for Williams begins at 6 p.m. in the University Center Faculty Club. Williams will speak during the dinner, which begins at 7 p.m. For dinner reservations, call the Friends office at 742-3758 by Sept. 22. To set up an interview, contact Preston Lewis, News and Publications, 742-2136.

LOOKING INTO THE FUTURE--What future opportunities can today's college students anticipate? More than 60 representatives from business, industry, government and higher education will be on hand at Texas Tech University Sept. 24 to answer that question. Career Information Day is set for 10 a.m. through 3 p.m. in the University Center Ballroom and is a chance for students to meet informally with potential employers. Several panel discussions are scheduled throughout the day. For a rundown of events, call the Career Planning and Placement Service at 742-2210.

HEALTH REPORTERS--\$210,000 in computer equipment donated by AT&T will be displayed during a reception at the Texas Tech University Health Sciences Center Sept. 22. The reception is scheduled from 2-4 p.m. The equipment, with a \$1.5 million grant from the Kellogg Foundation, will enable the Health Sciences Center to form a link with rural health care professionals. For details, contact Linda Vengroff at 743-2640.

For assistance in developing these and other ideas, contact Dorothy Power/Don Vanlandingham, News & Publications, 742-2136.

LUBBOCK--Whether a marital therapist can get through to a couple whose marriage is in trouble may depend in part on the therapist's gender.

This finding and others have been reported by Marcia D. Brown-Standridge, faculty member in marriage and family therapy at Texas Tech University. Brown-Standridge conducted a study to determine how spouses react to one another and to their therapist and how the therapist responds to the couple.

The study showed some predictable results but also uncovered some data that was not so readily expected.

"They all go through a dance because they're all trying to influence each other," Brown-Standridge said. "Partners are trying to influence each other and the therapist, and the therapist is trying to influence the couple."

Among the more significant results from the study was the finding that when a marital therapist tries out new ideas on a reluctant couple, the therapist usually returns to helping them feel understood in their present concepts to get a response. The study showed therapists would accommodate the couple according to the couple's reaction and that the more open-minded the spouses, the easier time the therapist had in introducing new ideas.

As Brown-Standridge pointed out, the success of the therapy depends on getting the couple to adopt some new approaches to their problems.

But what therapists may not have known in getting to that point is that husbands and wives appear to react differently depending on the sex of the person trying to help them.

"Husbands were less likely to accept new ideas from a female therapist and were more open to a male therapist," Brown-Standridge said. "Wives could go either way."

Male therapists, likewise, seemed to make special efforts to understand the husband's point of view. Most therapists interviewed, Brown-Standridge said, were not aware of this tendency.

The sex of the spouse also was a factor in the response patterns.

"Wives in the study appeared more receptive to confirmation by the therapist of their existing ideas, while husbands tended to see confirmation as a waste of time," she said. "Husbands were typically more open to new ideas as they were presented."

The difference in the two may result from wives' looking for support for ideas that they were not getting at home, she said. Husbands, on the other hand, may be wanting a new approach to complaints they have heard repeatedly.

Brown-Standridge noted that in a quarter of the time with wives and a third of the time with husbands in therapy sessions studied, the meaning of spouses' silent responses could not be ascertained. This result presents a challenge to therapists and to future studies in dealing with non-responsive couples.

In Brown-Standridge's work, she developed a scale for determining response patterns. Her doctoral study on marital therapy earned her the 1986 Outstanding Graduate Student Research Contribution Award from the American Association for Marriage and Family Therapy.

She plans to continue gender difference research for its application to training future marital therapists.

Texas Tech News

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17-9-18-86

LUBBOCK--In recognition of exemplary work performance, six Texas Tech University employees have been named 1986 Top Techsans by the Texas Tech Ex-Students Association.

Award recipients are Tommie Beckwith, associate director, Office of Student Financial Aid; Bob Burch, technician III, Physics Department; Louis Gutierrez, general foreman, Custodial Services; Steve Taylor, manager-systems programming, University Computing Facilities; Dale Grusing, director of undergraduate admissions, Office of Admissions and Records; and Judith Henry, associate dean, Dean of Students Office.

Plaques and \$500 checks will be presented to the recipients during the Ex-Students Association's annual council and awards luncheon Friday (Sept. 26) during homecoming activities. Top Techsan recipients also will be recognized during pre-game ceremonies in Jones Stadium Saturday.

The awards luncheon will begin at 12:15 p.m. Friday in the University Center Coronado Room. The luncheon is open to the public. Tickets are \$6 each and may be reserved by calling the Ex-Students Association at 742-3641.

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 two or more years service at the university are eligible.

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Beckwith has served in the Financial Aid Office for the past 11 years, progressing from loan clerk to adviser to assistant director and now associate director. She is recipient of a bachelor's degree in general business and a master's degree in educational psychology from Texas Tech. She was cited in letters of nomination for her professionalism and her knowledge on student financial aid.

Burch has worked in the Physics Department since 1966. His department chairman said Burch has made many contributions to technical support, research and training of graduate students. Burch was described as a versatile technician who has designed, fabricated, maintained and operated sophisticated research equipment for the department.

Gutierrez has been employed at Texas Tech since 1967, working first as a custodian and then advancing through the ranks to become the department's first hispanic general foreman. He was praised for his willingness to assume responsibilities and additional assignments without hesitation and for his loyalty to the university. He was cited as an excellent example for fellow employees to emulate.

Taylor has worked in the university computer center since 1977. He was recognized for his consistent job performance and the heavy workload he handles. As an example of Taylor's dedication to his job, his supervisor noted that Taylor had stayed at his office 50 hours straight during the university's conversion to a new mainframe computer and helped make the change without serious problems to users.

-more-

Grusing has worked in Admissions and Records since 1975. He was recognized for his concern for students and his diligence in working with them and their parents. Grusing's efforts were instrumental in moving Texas Tech from a manual system of admission to an overnight response to applications, inquiries and notifications. He holds bachelor's and master's degrees from Texas Tech.

Henry began work in the Dean of Students Office in 1980. She was praised for her active service with several student organizations and for her work with adult learner programs, with development of the Masked Rider Program and with several other university programs and committees. Henry holds a bachelor's degree as well as a master's and doctoral degrees in education from Texas Tech.

This is the 14th year since the Top Techsan awards were initiated by the Ex-Students Association. Since 1973, 63 university employees have been named Top Techsans.

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18-9-18-86

LUBBOCK--As of the 12th class day, 1986 fall enrollment at Texas Tech University stood at 23,531, compared with a 12th class day total of 23,504 a year ago.

Enrollment at the Texas Tech University Health Sciences Center is 782 this fall, compared with 690 a year ago.

The 1986 12th class day enrollments by college, school or program at the university are: Agricultural Sciences, 1,214; Arts and Sciences, 7,283; Business Administration, 4,951; Education, 1,260; Engineering, 2,443; Architecture, 679; Home Economics, 1,660; Law, 565; Graduate, 3,315; Nursing, 136; Allied Health, 23; and other, 2.

At the health sciences center, fall enrollments by schools are: Medicine, 413; Nursing, 251; and Allied Health, 118.

The 12th class day, the official reporting date, was Wednesday (Sept. 17). Those unofficial enrollment totals will be rectified against payment totals and final official figures will be sent to the Coordinating Board, Texas College and University System. The university's official fall enrollment a year ago was 23,457.

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19-9-19-86

LUBBOCK--Varsity Bookstore has donated \$200 to the Texas Tech University College of Architecture for a freshman scholarship for the 1986-87 academic year.

The first Varsity Bookstore Scholarship for Architecture will go to freshman J. Jordan Hoggard of Wichita Falls. His selection was announced by architecture Professor James E. White, who chairs the college's scholarship committee. The scholarship was based on scholastic achievement.

A \$200 check for the scholarship was presented to White by Bob Davenport, manager of Varsity Bookstore.

Hoggard, a 1986 graduate of Wichita Falls High School, is the son of James M. and Lynn Hoggard of 2414 Leighton Circle North, Wichita Falls, and Bonnie H. Hoggard of 12633 Memorial Drive, Houston.

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20-9-19-86

LUBBOCK--Beautiful landscapes don't have to consist of vast expanses of lawn and other heavy water users.

Texas Tech University plant and soil science Professor Marihelen Kamp said, homeowners especially in the arid Southwest, should consider redoing their landscaping incorporating water efficient (cq) xeriscapes techniques.

"Lush lawns may be easy to care for and require very little irrigation, if you live in an area that receives more than 30 inches of rain a year," Dr. Kamp said. "But, in the Southwest, where drought conditions are the rule rather than the exception, people should change their thinking about what landscapes should look like."

Xeriscape, from the Greek word xeric meaning dry, literally translates to dry landscape. That concept, along with other water conservation techniques, will be the focus of a two-day native plant and wildflower symposium Friday and Saturday (Sept. 26-27) at Texas Tech University.

Kamp, who is symposium director, said Wayne Wyatt, manager of the High Plains Underground Water Conservation District, No. 1, will discuss "Conservation of Our Most Valuable Natural Resource-Water." Also on the program are sessions dealing with the economic benefits of using native plants and wildflowers, marketing native Texas ornamentals and how to grow and care for native plants.

Registration is \$15 before Sept. 22; \$20 after that date and includes a box lunch Sept. 26. For more information, contact the Texas Tech Plant and Soil Science Department at (806) 742-2837.

Kamp said water conservation is becoming necessary as drought conditions worsen already diminishing water supplies in the Southwest.

"Some cities have even gone to water rationing during dry periods," she said. "Figures show that approximately 50 percent of home water use is for landscape. Water savings of between 30 and 60 percent can be achieved by xeriscapes."

Xeriscapes are more than a few rocks and cacti planted in a yard, Kamp said. The concept involves using regional climates and resources to the landscapers advantage. While native plants and wildflowers that are acclimated to the region's low rainfall are an important part of xeriscapes, more water intensive vegetation can be planted in low lying areas to take advantage of run-off waters.

"Xeriscape plant selection is not limited strictly to native plants. It means taking a close look at the land and matching the plants best adapted to each area," Kamp said.

Kamp said not only do xeriscapes reduce water consumption, they often free homeowners from the weekly chores created by large lawns and herbaceous and woody plants. But, she said, water conscious homeowners need to realize before they redo their landscaping, that xeriscapes are not going to look like what they are used to seeing.

"Reducing the amount of turf is the easiest and most effective way to save water," Kamp said. "Because of this the vast stretches of manicured lawn are going to be replaced by decks, patios or native shrubs and groundcovers. Grass lawns look good and are what people expect to see. It will take some time and exposure before people will appreciate the beauty of a xeriscape."

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Jim White

Jim White

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BOOK MONEY--A \$200 gift to the Texas Tech University College of Architecture from Varsity Bookstore will fund a freshman scholarship for 1986-87. Varsity Manager Bob Davenport, from left, presents a check to scholarship recipient J. Jordan Hoggard and architecture Professor James E. White, who chairs the college's scholarship committee. (TECH PHOTO)