

March 9-13,  
1987

DATE	Stories and Cutlines	75 Locals	25 Reg. Dailies	37 39 Reg. Weeklies	16 50 M's	26 Reg. Radio	15 X-List	Adj. Counties	Hometowners	PSA's	Ag list	16 Ag boxes	MISC. (#)	CONTACT	REMARKS
1-3-9-87	agkids	75	✓									2		slp	
2-3-9-87	films	90	✓					✓						ht	
3-3-9-87	hormones	185	✓	✓	✓									slp	medical <sup>29</sup> /freelance <sup>26</sup> /Bacon <sup>26</sup>
4-3-9-87	counsel	79	✓									4		pl	
5-3-9-87	hans	75	✓									1		kh	
6-3-10-87	students	81	✓									6		slp	
7-3-10-87	crops	115	✓	✓				✓						slp	
8-3-10-87	Pubec	75	✓											pl	
9-3-10-87	rider cap											1		pl	
10-3-10-87	team cap											1		pl	
11-3-11-87	trc	115	✓	✓	✓									pl	
12-3-11-87	outside	125	✓	✓	✓									slp	freelance
13-3-12-87	tip sheet													slp	
14-3-13-87	agmoney	75	✓									2		slp	
15-3-13-87	stars	90	✓					✓						ht	
16-3-13-87	drugs	170	✓	✓	my									slp	freelance <sup>12</sup> /med <sup>29</sup> /Bacon <sup>13</sup> 's
17-3-13-87	agmoney cap											1		slp	
18-3-13-87	Owens	218	✓	✓	✓									kh	sp. health <sup>22</sup> /Bacon <sup>80</sup>

CONTACT: Sally Logue Post

1-3-9-87

LUBBOCK--Two Texas Tech University College of Agricultural Sciences students were honored during the Texas Chapter of the American Society of Agronomy annual meeting in Dallas recently.

Julie Jorgensen, senior crops major, was named the Outstanding Senior in the State of Texas. Kendra Zachek, a junior crops major, was elected president of the American Society of Agronomy, Student Chapter.

Jorgensen is a research assistant in the Plant and Soil Science Department working on biotechnology and wheat genetics. She is a candidate for graduation in May 1987.

Zachek is the daughter of Mr. and Mrs. Jerry Zachek of Columbus, N.M.

Senior crops major Tim Cooper, son of Mr. and Mrs. Glen Cooper of Route 4, Lockney, served as chairperson of the 1987 speech contest during the meeting.

Eleven Texas Tech students attended the meeting. They were accompanied by Plant and Soil Science Department faculty members Norman Hopper, Jack Gipson, and Howard Taylor, a member of the Texas Chapter of the American Society of Agronomy board of directors. Hopper and Gibson are faculty advisers for the Texas Tech chapter.

CONTACT: Beverly Taylor

2-3-9-87

LUBBOCK--A Children's Film Festival will be held for area children during spring break at The Museum of Texas Tech University.

Free films March 17-20 will provide children with educational and fun activities during spring break. The films will be shown in the Assembly Room.

Kindergarten through fourth-graders can meet animals which live around the world in videos from 10 a.m. to noon Tuesday. Following the video, they will tour "Prairies: A Natural History," an exhibit about plants and animals common in this area. The exhibit includes some live animals.

Programs for fifth- through ninth-graders are scheduled 9:30 a.m. to 12:30 p.m. Wednesday and Thursday.

Wednesday's show will be a video tour of the National Air and Space Museum in Washington, D.C. Students will then view "Dawn of Astronomy," a trip around the solar system in Moody Planetarium.

The North American continent and the ecology of West Texas will be explored in Thursday's films. A guided tour of the prairies exhibit will follow.

From 10 a.m. to noon Friday, kindergarten through sixth-graders can watch videos about the animals which inhabit the land, sea and air.

For more information, contact The Museum education office at (806) 742-2456.

LUBBOCK--Those "raging hormones" being blamed for so many things now days are more often than not innocent bystanders, providing normal reactions to physical and environmental stimuli.

Hormones do have a major effect on the way humans behave and feel physically, according to Texas Tech University Health Sciences Center endocrinologist Martha Elks.

The "flight or fight" reflex caused by stress is a typical situation that Elks said can cause problems for a person if they are unable to take some form of action.

"Stressful situations provoke a release of adrenaline that gives you the fight or flight urge," Dr. Elks said. "But in an office situation, people must remain civil to one another. That results in a normal hormonal response that cannot be resolved."

Conflict is not the only stress-causer in the office place. Elks said subordinates often work under constant stress because management styles they don't respect leave them feeling powerless and without input.

"Those employees should seek outlets for their stress," Elks said. "Part of the damage comes from the feeling that someone is about to hit you and even though your body's hormones are responding, you know you aren't going to be able to react."

When the normal hormonal response remains unresolved, the released adrenaline can cause nervousness, shakiness and sweating. Over time, being unable to use the hormonal secretions can lead to peptic ulcers, hypertension, low back pain and headaches.

Elks also pointed to the hormone cortisol that can be thrown out of sync by chronic stress. Cortisol is secreted in a regular cycle during the day. It is usually highest in the mornings and declines as the day advances. But when a person is under chronic stress, the hormone remains at constantly high levels without taking its normal declines.

"When cortisol remains at excessively high levels over a long period of time, there are multiple effects including hypotension (low blood pressure), diabetes and obesity," she said.

Hormones also play a major role in adolescence. Elks said the teen-age years bring on many brain and bodily changes that are primarily caused by hormones. The first releases of estrogen and testosterone bring about physical changes that become evident in all teen-agers. But there are also a number of emotional and brain changes that take place at the same time.

"The adolescent years are terrible," Elks said. "Those are the years when one not only is learning to get accustomed to a lot of body changes, but also learning what it is really like to be alive. Mother Nature really throws teen-agers a curve during those years."

Males particularly have a difficult time during adolescence, she said. The sudden release of testosterone gives them a great deal of energy that must be expended somehow.

"This is why testosterone is called the hormone of rage," Elks said. "These young men have an awful lot of energy and sometimes that energy is channeled into violence and crime."

Elks said these are the years when teen-agers are feeling the sex drive for the first time and that can be an emotionally troubling time, especially for boys.

"These boys are still adjusting to new, unknown feelings," she said. "But they are also subjected to peer pressure to prove they are men by having sex. There are a lot of emotional problems tied up with their developing bodies."

Elks said some teen-age boys are late developing and that can cause embarrassing problems with their friends.

"If a boy is late in developing, it can make his life miserable," she said. "It's harder for guys to handle than girls when they aren't as physically mature as their friends. It's hard on the psyche to be laughed at in gym class."

Teen-age girls can face even more conflicts brought on by the hormonally induced changes in their bodies and emotions, Elks said. These changes often cause serious conflicts with their expected social roles.

While it is a fact that hormones do have a major effect on how people feel and behave, there is still controversy over how much behavior is caused by the hormones themselves and how much is caused by the way people react to those bodily changes, she said.

"Hormones have always been popular things to discuss and study, but so often they aren't the direct cause of feelings. It's how people react, or are allowed to react, to what their bodies are telling them that can cause problems," Elks said.

# Texas Tech News

## AFTER HOURS CALL:

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Preston Lewis, Manager, News Bureau, (806) 745-1718  
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

CONTACT: Preston Lewis

4-3-9-87

LUBBOCK--The Texas Tech University School of Law client counseling team took first place in the regional competition Friday and Saturday (March 6-7) and will advance to the finals of the American Bar Association's 1987 Client Counseling Competition March 27-28 at the University of Toronto in Canada.

The win marked the third consecutive year a Texas Tech team has won the regional competition and advanced to the finals. The Texas Tech team beat a Baylor University Law School team to take the 1987 regional title.

Texas Tech's team is made up of second-year student Jody Hagemann, daughter of Mr. and Mrs. Paul Hagemann of 9283 Forest Lane, Dallas, and second-year student Kevin Glasheen, son of Mr. and Mrs. Hugh F. Glasheen of 10422 Crestover Drive, Dallas. Team alternate is third-year student Brian Loncar, son of Mr. and Mrs. Phil Loncar of 2331 Loma Prieta, Menlo Park, Calif. Law Professor Charles P. Bubany is faculty adviser for the team and coordinator of the regional event.

The competition tests student skills in legal consultation, this year on the general subject of "children and the law." Ten days before the event, teams are notified of the client's problem with much the same information a secretary might receive when setting up an appointment. During the competition, each team has 30 minutes to interview a "client," then 15 minutes to propose a plan of action and explain it to the judges.

The regional contest was sponsored by the Dallas law firm of Winstead, McGuire, Sechrest and Minick.

CONTACT: K. Hopper

5-3-9-87

LUBBOCK--International journalist Hans Gresmann, the U.S. correspondent for two German Republic newspapers, will discuss terrorism in Europe at 4 p.m. Thursday (March 12) in Room 150, Holden Hall at Texas Tech University.

The lecture, presented by the Department of Germanic and Slavic Languages, is titled "The Terrorist Onslaught in Europe."

Gresmann works for several newspapers and has been Washington, D.C., correspondent for Deutschlandfunk, a German television network. For the past 16 years, he has worked as reporter, deputy chief editor and editor-in-chief for Sudwestfunk, a regional German television network based in Baden-Baden. In 1970, he was the recipient of the Theodor Wolff Journalism award for a report about the power and impotence of the guerrilla movement in Latin America. In 1974, he was vice president of the German National Committee of the International Press Institute.

He worked the previous 14 years as political editor for a national German weekly, Die Zeit, during which time he traveled extensively through Asia, North and South America.

A Fulbright scholar in 1950-51 at the University of Washington in Seattle, Gresmann studied history, political science and psychology at the University of Hamburg. In 1961, he was a participant in an international seminar led by Henry Kissinger at Harvard University.

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CONTACT: Sally Logue Post

6-3-10-87

LUBBOCK--Seven Texas Tech University students have been named 1987 recipients of the Student Academic-Citizenship Awards by the Dads and Moms Association.

Students receiving the 1987 awards are Katheryn Barbour Lust of Dimmitt, Molly Turpening of San Antonio, Dana Pradervand of Kingwood, Amy D. Love of Dallas, Marsha Lindenmeier of Lubbock, Nita Fields of Brady and Melissa Lunden of Spring.

The awards are presented each spring semester to one student in each of the university's colleges by the Texas Tech Dads and Moms Association. The awards are given to students showing academic excellence and demonstrating outstanding public service and community leadership.

Lust, of the College of Agricultural Sciences, is the daughter of Mr. and Mrs. Van Barbour, 32 Travis Road, Dimmitt. She is a senior landscape architecture major.

Turpening, of the College of Architecture, is the daughter of Janet Turpening, 11843 Braesview, San Antonio. She is a senior architecture design major.

Pradervand, of the College of Arts and Sciences, is the daughter of Mr. and Mrs. George Pradervand, 4018 Cedar Forrest, Kingwoods. She is a senior music education major.

Love, of the College of Business Administration, is the daughter of Mr. and Mrs. David Love II, 7309 Clayshire Circle, Dallas. She is a junior marketing major.

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Fields, of the College of Education, is the daughter of Mr. and Mrs. Fletcher Fields, 1109 12th St, Brady. She is a junior special education major.

Lunden, of the College of Engineering, is the daughter of Mr. and Mrs. K.C. Lunden, 6615 Seaton Valley Drive, Spring. She is a senior mechanical engineering major.

Lindenmeier, of the College of Home Economics, is the daughter of Mr. and Mrs. Richard L. Lindenmeier, 4503 49th St., Lubbock. She is a senior home economics education major.

CONTACT: Sally Logue Post

7-3-10-87

LUBBOCK--The potential for diversification of the agricultural economy of West Texas will be the topic of a one-day conference at Texas Tech University March 31.

Sponsored by the International Center for Arid and Semiarid Land Studies (ICASALS), the conference will begin with registration at 8 a.m. in the University Center Senate Room. The program will begin at 8:45 a.m.

The conference is open to all interested persons, but should be of particular interest to farmers, ranchers and agri-business personnel in finance and industry. Topics for the conference will include an overview of the present agricultural situation in West Texas, industrial crops, economics of new enterprises, strategies for diversification, and barriers to communications.

Speakers will include Mike Moeller and Richard Wheaton, Texas Department of Agriculture; Dick Tock and Harry Parker, Texas Tech Chemical Engineering Department; Gary Nabham, Desert Botanical Center, Phoenix, Ariz.; Larry Lucero, Lubbock Board of City Development; Van Wood, Texas Tech Division of Marketing; and Robert Rouse, Texas Tech Department of Economics.

Limited registration will be on a first come, first served basis. A registration fee of \$35 will cover the meeting, a luncheon and a copy of the proceedings which will be mailed to all participants.

For more information, contact James Jonish, ICASALS deputy director, or Marion Sanford, both at ICASALS at (806) 742-2218.

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CONTACT: Preston Lewis

8-3-10-87

FOR RELEASE AFTER 7 P.M. WEDNESDAY, MARCH 11

LUBBOCK--Bob Nash of Lubbock, American State Bank and HMW/Christian Advertising have been named recipients of KTXT-TV's 1987 PeeBee Awards.

The awards, announced by KTXT-TV Development Director Karen Payne and presented on KTXT-TV Wednesday (March 11) by Lubbock Mayor B.C. "Peck" McMinn, are given annually by Channel 5 for outstanding support of public broadcasting on the South Plains. Awards are presented in individual, corporate/business and advertising/public relations categories and are based on overall merit, length of service, financial support and contributions in other areas.

PeeBees are given each year in conjunction with Festival, the televised fund-raising campaign for KTXT-TV, Texas Tech University's public broadcasting station. This year's Festival '87 runs through March 22 and is seeking a thousand new members and \$125,000 in donations to support South Plains public television.

Nash has been one of Channel 5's most visible supporters, hosting the nightly Festival telecasts from 1979-85. Nash served on the KTXT-TV Advisory Board during those same years and was board chairman in 1984-85. He has been an honor roll member for the last two years.

"Over the years," Payne said, "Bob Nash has given freely of his time and his talent to support Channel 5. His on-air presence during our Festival celebrations has been his most visible contribution, but his off-air support and advice, based on his extensive broadcasting background, has been just as valuable."

American State Bank, under the direction of President W.R. Collier, has been a Channel 5 corporate underwriter since 1979, funding "Washington Week in Review" each year since then plus "The Great Plains Experience," 1979, and "Dreams of Distant Shores," 1986.

Additionally, American State Bank employees have worked the Festival telephones for several years and in 1986 hosted a sneak preview for media and major contributors. American State Bank, a corporate honor roll supporter of Channel 5, also encourages participation and support among the bank's employees.

"American State Bank has been a model corporate sponsor over the years," Payne said. "From being one of the first corporate underwriters of Channel 5 to encouraging bank employee participation and support, American State Bank and President Collier have made substantial contributions to public broadcasting on the South Plains."

HMW/Christian Advertising and its president Randy Christian have contributed many hours of professional advertising and public relations services and expertise to Channel 5. Many of their clients are also associated with KTXT-TV as program underwriters. The agency also is developing an innovative media plan and promotional strategy for Channel 5.

"Channel 5 depends on public support to acquire quality programming. Drawing that support and maintaining it takes a lot of work," Payne said. "Randy Christian and his agency have helped us focus our promotional efforts and make the most effective use of our resources to attract larger audiences, increase our membership and meet our financial goals.

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

PH  
PW

Ridercap

Marfa  
paper

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MASKED RIDER--Texas Tech University will be represented at football games and other public functions during 1987-88 by Kimberly J. "Kim" Saunders of Marfa. Saunders, a junior animal production major, is fitted with the mask and cape by Daniel Jenkins, her predecessor, for her first ride around Jones Stadium. (TECH PHOTO)

~~P. 11~~  
11

team cap

caption-----

COUNSELING CHAMPS--The three-member client counseling team from the Texas Tech University School of Law will advance to the finals of the American Bar Association's 1987 competition March 27-28 after taking first place in the regional competition in Lubbock. Attending the award presentation are, from left, team member Kevin Glasheen; David Hewlett of Winstead, McGuire, Sechrest and Minick, the Dallas law firm which sponsored the regional competition March 6-7; team alternate Brian Loncar; and team member Jody Hagemann. (TECH PHOTO)

Comp. TRC (PIV)  
File TRC  
Jim Parker  
Copy Jim Parker, TRC

Local  
regional dealer  
Texas SDs

CONTACT: Preston Lewis

11-3-11-87

LUBBOCK--While the U.S. textile industry may be unraveling from the pull of foreign competition, the state of Texas has some natural advantages which could make manufacturing startups possible and -- most importantly -- profitable.

That assessment comes from James S. Parker, director of the Texas Tech University Textile Research Center which promotes the use of the three natural fibers -- cotton, wool and mohair -- produced in Texas.

"The underlying factor in all of this is that Texas needs to broaden its revenue base," Parker said. "We think there are possibilities in textile manufacturing to help accomplish that."

As the nation's biggest natural fibers producer, Texas is the source for much of the cotton, wool and mohair used by the nation's textile manufacturers, Parker said. Consequently, a fiber supply is readily available in Texas.

Another advantage for Texas is the state's tax system. Because Texas has not imposed a corporate profits tax or a personal income tax, the state can be more attractive to investors than most states, Parker said.

Finally, the state has a good supply of non-unionized labor which is less costly to manufacturers, Parker said.

"For example, cotton from Lubbock is shipped to the Southeast to be made into denim then shipped back to El Paso to be made into blue jeans," he said. "There's no reason the cotton should ever be shipped out of Texas."

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It costs the state dollars when the manufacturing is done out of state. For example, a pound of cotton in the bale is worth around 60 cents. A pound of cotton yarn sells for about \$1.50 while a pound of denim can be \$2.25 to \$2.50.

Wool freshly sheared costs about \$1 a pound. In the yarn it has an approximate value of \$2.85 a pound. As a fabric, wool could be worth \$5 or more a pound.

To take advantage of the value added to the fiber through manufacturing, Texas must expand its limited textile manufacturing, Parker said.

"Now is an excellent time to expand manufacturing not only because the state can use the additional revenues but also because the nation's textile industry is doing well right now. Despite complaints over imports, the textile industry seems to be holding its own, though the nation's garment industry is not doing nearly as well."

To help Texans evaluate the possibilities of expanding state textile manufacturing, the TRC has initiated the Textile Economic Development Program, or TEDPRO for short.

"We have the experience and expertise at the Textile Research Center," Parker said, "to guarantee anybody who can come up with the backing that we can put them in a position to be competitive with any other textile manufacturer -- either spinning or weaving -- anywhere in the U.S.

"Our people will even help them design a plant better than a lot of the profitable operations in the U.S. today," he said.

The service is being offered to Texas industrial development offices as well as to individuals and groups, which may hold the best possibilities for expanding the state's textile manufacturing.

"We're trying to get back to the basics, back to the grassroots, back to the farmers and ranchers and encourage them to set up manufacturing plants," Parker said. "By banding together, they can improve the value of their own crops or livestock as well as improve the value which benefits the state."

As an example he noted the success of the American Cotton Growers Textile Division in Littlefield. Started just over a decade ago by local cotton farmers, the Littlefield plant uses the cotton produced by its owners to make quality denim material. Today that facility and its 300 employees produce about a fifth of Levi Straus' annual denim needs. And, the farmers who own the facility in recent years have made a profit of more than \$70 a bale from their cotton crops, Parker said.

"Through TEDPRO," Parker said, "we are hoping to assist others and the state in adding value to the fibers produced on our farms and ranches."

Already, TEDPRO has helped companies evaluate textile manufacturing possibilities on the South Plains and in the Rio Grande Valley, Parker said.

"There's no reason Texas can't become a major textile manufacturer and many reasons why it can with a little planning and direction," Parker said.

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CONTACT: Sally Logue Post

12-3-11-87

LUBBOCK--Outside influences ranging from family input to personal experiences affect how all politicians make decisions.

"It's possible that an elected official is not aware that an experience in a classroom 20 years ago has influenced a decision on a specific issue," according to political scientist Murray C. Havens of Texas Tech University. "All people are influenced by their family members and what they have learned through personal experiences. Politicians are no different. Often it is an experience one does not remember that can change the way one looks at things and reactions to certain situations."

The issue of how much outside influence has to do with presidential decision-making has become a major topic of discussion since the publicized feud between Nancy Reagan and former White House Chief of Staff Donald Regan. But Dr. Havens noted that few, first ladies, including Nancy Reagan have sought to influence actual political decisions.

"Certainly, some first ladies have had a tremendous impact on how their husbands have looked at issues. But that is a subtle influence. Few have ever sought to have influence over the actual decision-making process," he said.

Havens pointed to Eleanor Roosevelt and Lady Bird Johnson as having had significant input on how their husbands viewed their surroundings.

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"Despite the great influence that Eleanor Roosevelt did have on Franklin, there is no documented case that shows she ever tried to get him to act or not act a specific way," Havens said. "But clearly she did talk to him about a great many things that he may not have been aware of otherwise."

Havens also said that Woodrow Wilson's wife, Edith, never attempted to interfere with the workings of the presidency until Wilson suffered a stroke in the last year of his term.

"It has been noted by the leading historian of the Wilson presidency, that Edith's chief role was to try to decide what was important enough to bother the president with," Havens said. "While those were indeed political decisions, she didn't try to make the final decision for him."

In Nancy Reagan's case, Havens believes those portraying her as running the presidency are looking for someone other than Ronald Reagan himself to blame for current problems.

Reagan's recent problems over selling arms to Iran have arisen from one of two alternatives, according to Havens, neither of which includes interference by the first lady.

"Either the president approved decisions that have since gone wrong and he is looking for someone else to take the blame, or he is not in touch with the details of how his presidency is being run," Havens said. "Either way, the president, not the first lady or the chief of staff, has to take direct responsibility."

Other family members and personal experiences also can exert great influence on the presidency. Havens cited John F. Kennedy's presidency as an example.

"Kennedy's combat experience in World War II influenced how he dealt with many crucial defense issues," Havens said. "And, his brother Robert, because he was a brother and Attorney General, was in a position to influence not only views but also policy."

Havens said illness has also been known to greatly influence how a president views the world and people.

Franklin Roosevelt is a prime example. Before his illness, Havens said Roosevelt had only vague sympathy for the plight of people in difficult situations like poverty.

"FDR tended to believe before his illness that bad things only happened to people who deserved them," Havens said. "After he was left paralyzed he realized that bad things can happen to people who don't appear to deserve the hard times. His illness clearly changed his awareness and helped create a great deal of legislation geared to helping people out of their Depression-caused plights."

Story ideas for the weeks of  
March 16-27, 1987  
13-3-12-87

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

# Radio & Television News Service

**SPRING BREAK--**This week's tip sheet will serve for two weeks because of spring break, March 16-20. Faculty members are not required to be on campus, but News & Publications will be in operation Monday and Tuesday, March 16 & 17. Call Dorothy Power at 742-2186 for story assistance.

**EPILEPSY: FACT & FICTION--**Epileptic seizures affect more than a million Americans. Dr. Daniel L. Hurst, director of the Texas Tech University Health Sciences Center Regional Epilepsy Clinics, says seizures in themselves do not shorten life, cause insanity or lead to brain damage. Despite common misconceptions, most epileptics are intelligent individuals who are normal in every other respect. To discuss the latest discoveries and treatments of epilepsy, contact Dr. Hurst at 743-2391.

**WHAT'S THE BEEF?--**Anabolic agents are quickly becoming taboo in the area of human athletics, but a Texas Tech University animal scientist says anabolics are safe and profitable for the cattle industry. Thornton Professor Rodney Preston says such agents have been used by cattle producers for decades to improve weight gain, feed efficiency and lean meat production. According to Preston, the concern over adverse effects in humans through cattle is unfounded because of the small dosage used in the animals which is almost completely eliminated by the steer. For more, call Preston at 742-2453.

**WOMEN IN ACADEMIA--**The president of Texas Woman's University will address the progress of women in academic ranks during the third All-University Conference on the Advancement of Women in Academia at Texas Tech University March 27. The conference will begin with a noon luncheon featuring Dr. Shirley Sears Chater's speech, "Creating Options and Opportunities," in the University Center Coronado Room. For information or to arrange an interview, contact the Division of Continuing Education at 742-2352.

**MORALS OF DECISION-MAKING--**Texas Tech University sport sociologist Elizabeth R. Hall says her research suggests that athletes use a lower level of moral development in decision-making than members of the general population. She says motive determines the level of moral reasoning. The emphasis in her research is on why a person makes a particular decision. Hall says the elements believed to be behind the lower development is authoritarianism among coaches, competitiveness and the win-at-all-cost ethic. For details of Dr. Hall's research, call her at 742-3335.

For assistance in developing these and other story ideas, contact Dorothy Power/Don Vanlandingham, News & Publications, 742-2186.

CONTACT: Sally Logue Post

14-3-13-87

LUBBOCK--Two Texas Tech University agricultural sciences students have been awarded scholarships by the Department of Animal Science.

Mark Lust of Muleshoe, and Clifford James of Earth were awarded the \$250 Block and Bridle Scholarship. The scholarships are annually presented to senior animal science majors demonstrating academic excellence.

Lust is the son of Mr. and Mrs. Glenn Lust, Route 3, Muleshoe.

James is the son of Mr. and Mrs. Jeral James, Star Route 1, Earth.

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CONTACT: Beverly Taylor

15-3-13-87

LUBBOCK--Spring stars and some of the stories which have evolved with them will be explored in a show at Moody Planetarium of The Museum of Texas Tech University March 31 through May 29.

"Stars for a Spring Evening," an audio-visual exploration of stars and constellations visible in the spring and their legends, will show at 2 p.m. Tuesdays through Fridays, 7:30 p.m. Thursdays and 2 and 3:30 p.m. Saturdays and Sundays. Admission is \$1 for adults and 50 cents for Texas Tech students and children.

The program tells the story of the constellation Leo, the Lion, and how he got another name about 240 B.C., when Ptolomy III was king of Egypt. The king and his wife, Bernice, were very proud of Bernice's long, amber hair.

Ptolomy went away once to rescue his sister from the Syrians. When the king did not return, the court astronomer advised Bernice to cut her hair and sacrifice it to Aphrodite, the goddess of love.

Hair, especially beautiful hair, was very valuable for wigs and one day someone stole Bernice's locks from the altar. The court astronomer, who had the responsibility to explain the missing hair since the sacrifice had been his idea, told the queen that Aphrodite had heard the prayers. Aphrodite, he said, had accepted the hair sacrifice and placed it in the heavens where Leo's tail is. The star cluster is still called Coma Bernice or Bernice's Hair.

Stars and constellations which can be seen with the unaided eye, binoculars or small telescopes will be the focus of the program. Other stories are about Baker's Diamond, a place where many galaxies meet and Scorpious, the Scorpion which was placed in a remote portion of the sky after stinging a king.

# Texas Tech News

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16-3-13-87

LUBBOCK--Getting well is difficult when your medicine can make you sick.

While antibiotics are a staple of modern medicine, they can cause disastrous problems if used incorrectly. David Hentges, chairperson of microbiology at the Texas Tech University Health Sciences Center (TTUHSC), said while antibiotics kill harmful bacteria, they also destroy the protective bacteria normally found in the intestines.

While it is known which antibiotic will kill what bacteria, the drugs are not limited to one specific organism, Dr. Hentges said.

"When the favorable bacteria are killed an ecological imbalance occurs that allows other organisms to thrive that can cause severe diarrhea and other conditions," he said.

A good example is pseudomembranous colitis, a severe form of diarrhea primarily seen in hospital patients and the elderly. This condition is caused by the bacteria *Clostridium difficile*, which is normally found in the intestinal tract. When antibiotics are used, *Clostridium difficile* is allowed to overgrow, causing the diarrhea.

"Before 1975, when we discovered what was causing this severe form of diarrhea, the mortality rate for the disease was around 40 percent," Dr. Rial D. Rolf, TTUHSC microbiology professor said.

Rolf said pseudomembranous colitis is found primarily in adults. While more than 90 percent of infants under one year of age have the bacteria in their intestinal tracts, they rarely develop the disease.

"It seems that children regularly take antibiotics for one childhood condition or another, but they rarely develop the disease," Rolf said. "While adults will readily develop the disease, we don't know what makes infants and children resistant."

Hospital patients on antibiotics can be especially susceptible to nosocomial (inhouse) infections. Hentges said because so many infectious organisms are concentrated in a hospital, and the antibiotics may have disrupted the protective bacteria in the intestines, patients can develop diarrhea.

Hentges said that antibiotics can also allow infections to spread to other parts of the body because they have destroyed good flora.

"We find in patients who have been on massive dosages of antibiotics and whose immune systems are weak, that infections will spread to the liver, spleen and blood from the intestinal tract much easier," Hentges said.

Hentges also noted that the easy over-the-counter access to antibiotics may be a factor in diarrhea becoming a major cause of death in children in Third World countries.

Hentges said he believes that diarrhea in those countries is the result of a heavy concentration of disease-causing organisms because of poor public health conditions, poor nutritional status and the indiscriminate use of antibiotics.

Self-treatment with antibiotics is also a major mistake, Hentges said. People who have antibiotics around the house from a former illness should never take them without consulting a doctor.

"People should always take all of an antibiotic prescription in the first place. The dosages are calculated to cure the infection without causing other harm," he said. "To take antibiotics without consulting a doctor is a mistake. All you may be accomplishing is the disruption of normal flora and creation of another, worse disorder than the original complaint."

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17-3-13-87

SCHOLARSHIP WINNERS--Two Texas Tech University senior animal science majors have been awarded the \$250 Block and Bridle Scholarships. At the scholarship presentation were, from left: animal science Professor James Clark; recipients Clifford James, son of Mr. and Mrs. Jeral James, Star Route 1, Earth and Mark Lust, son of Mr. and Mrs. Glenn Lust, Route 3, Muleshoe; and animal science Chairperson Robert Long. The scholarships are awarded annually to senior animal science majors who demonstrate academic excellence. (TECH PHOTO)

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18-3-13-87

LUBBOCK--The interest in physical fitness has created many participants, but they still are outnumbered by spectators.

Despite media images of people taking to the tracks, gyms, pools, courts and fields in pursuit of health, only a small percentage of the population exercises adequately and regularly, says Texas Tech University Professor Mary Owens.

"We've always said that developing physical fitness was important to the quality of life. Games and sports were not originally intended as competitive activities but as the means for developing social skills and skills to become fit. For some reason, the games took over and now stadiums are filled with spectators -- who are involved in risk-taking behaviors, such as smoking and drinking," said Dr. Owens, who for more than 30 years has taught health, physical education and recreation.

Health risk factors include a sedentary or inactive lifestyle, the use of drugs and alcohol, hypertension, extremes or gains in body weight, diets high in fat content and family history of early parental death.

The current interest in health and fitness is not a craze, Owens said. Discussions of exercise and its necessity in preserving life date back to antiquity when the Greeks worshipped Hygieia, the goddess of health and preventive medicine, and Panacea, "the all-healing or curative one."

Owens said as people become more educated and more aware of the research about the benefits of exercise, they become more active.

Recent research in the New England Journal of Medicine supports the theory that exercise may add extra years to the lifespan.

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By studying the physical activity and other lifestyle characteristics of about 17,000 Harvard alumni -- all males -- researchers showed that the death rate decreased as physical activity increased.

Exercise is not enough for improving and extending life, Owens said. People need education to know the physiological benefits of exercise and the consequences of risk-taking behaviors.

Decreasing risk factors and changing lifestyles reduce the chances for cardiovascular disease or death by stroke or heart attack. Moderating the use of alcohol and drugs, quitting smoking and increasing attention to nutrition and exercise lead to a healthier life.

"Now there is more support in research, in medicine and in business for the view that exercise reduces stress and makes people feel better. It improves mental fitness as well," Owens said. "Corporations are finding the benefits of fitness programs in reduced absenteeism and increased worker productivity."

The more people know about health and fitness and why exercise is important to life, the more goals they can target and the more they will continue their fitness activities throughout their lives, she said.

"Elementary school children need knowledge about the importance of fitness in their lives rather than having fitness forced upon them through boring exercises. They should be offered goal-oriented incentives which may help them establish behavior patterns conducive to maintaining fitness in their after-school and weekend activities," Owens said.

To receive benefit to the cardiovascular system, persons should exercise for at least 20 to 30 minutes several times each week at a targeted 60-80 percent of the heart rate: the rate the heart is beating during exercise. That figure is determined by subtracting a person's age from the number 220 and taking a percentage.

"Any exercise is better than none," Owens said. "It's never too late or too early to begin exercising. Exercise is a preventive measure and prevention is better than rehabilitation."

Weight-bearing exercises, such as walking and jogging, reduce the chances of a person having osteoporosis, a calcium deficiency that causes the bones to weaken, Owens said. The bones have to have weight borne on them to decrease the loss of calcium. Persons should begin at least at age 35 to exercise to reduce the risk of osteoporosis in their later years.

Exercise should begin in childhood, she said. Studies show that the fitness level of children in the United States has decreased.

"Education means changed behavior. If children are going home after school and sitting in front of the television and are not exercising, they haven't learned to change their behavior," she said. "We need to teach children why it is important for them to be fit."

Owens said the recent emergence of fitness spas and exercise centers is not an indication that more people are exercising but rather that people in the mid- and upper-economic levels are paying to exercise, which creates a demand for the sporting industry.

"Not everyone is convinced that fitness will help their lives quantitatively and qualitatively," Owens said. "Many people are looking for a placebo or a pill."

"There are more than 600 muscles in the body and all need strengthening. Individually prescribed exercise programs are as important to a person's well-being as individually prescribed medicine. The real test of education will come when the majority of people are health conscious and exercise to make their lives better," Owens said.