

News and Publications

Lubbock, TX 79409-2022  
(806) 742-2136  
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FOR IMMEDIATE RELEASE  
REF: 1-2-26-90  
CONTACT: Chris Patterson

LUBBOCK -- Announcement of the 1990-91 Texas Tech University Masked Rider will be 2 p.m. Thursday (March 1) at Jones Stadium during the annual "Transfer of Reins" ceremony.

The Masked Rider serves as the official mascot of the university.

Outgoing Masked Rider Tonya Tinnin will transfer the reins of Midnight Raider, the mount that completes the image of the mascot, to her successor.

During the ceremony, two Lubbock businesses will be recognized for their support of the Masked Rider. American State Bank in November 1989, donated a new trailer for transporting the horse to football games and appearances. Brunken Chevrolet has supplied the Masked Rider with a courtesy truck for the past six years.

The ceremony is open to the public. In case of inclement weather, the ceremony will be in the Lettermen's Lounge, Jones Stadium.

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FOR BACKGROUND INFORMATION  
REF: 2-2-26-90  
CONTACT: Randy Anderson  
or Chris Patterson

LUBBOCK -- On a rainy September night in 1936, a Texas Tech University student, clad in a red cape, black bell-bottomed pants and a black mask, stole into the animal husbandry stables, "borrowed" a horse and galloped around the football field before the kickoff of the Texas Tech -- Texas Christian University football game. The mysterious student fled the stadium before anyone could determine his identity.

The antic paved the way for one of Texas Tech's strongest traditions -- the Masked Rider mascot.

In the university's early years, athletic teams were known as the matadors because of the campus-wide Spanish architecture. Not until a sportscaster in the 1930s dubbed the team the "Red Raiders" was the idea for a mounted-mascot conceived.

The reasoning behind the idea may be unclear today, but it was Arch Lamb, the 1936 president of the spirit organization, the Saddle Tramps, who convinced student George Tate to make the first ride as the "Red Raider Rider" on that wet, football evening. Tate claims to have made appearances at several more football games before the idea died down.

Then 20 years later, football Coach DeWitt Weaver revived the mysterious symbol.

On Jan. 1, 1954, the first university-sanctioned "Red Raider Rider" made his debut. Dressed in Levis, red shirt, red cape and black hat, Texas Tech student Joe Kirk Fulton led the football team onto the field at the Gator Bowl in Jacksonville, Fla. He rode a horse he borrowed from the Hockley County Sheriff's Posse, which had sent members to participate in the Gator Bowl parade.

An **Atlanta Journal** sports writer reported, "No other team in any bowl game ever made a more sensational entrance." Another account stated that the crowd was awed into a momentary silence before they burst into cheering.

Since that time the Masked Rider has gained universal acceptance as the symbol for Texas Tech athletics, as well as the mascot for the university.

Today, the Masked Rider represents the university at many public functions. In addition to command performances as part of Texas Tech touchdown celebrations on football Saturdays, the Masked Rider also appears at rodeos, parades and ceremonies.

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MASKED RIDER/PAGE 2

Unlike the earlier riders who provided their own horses, costumes and tack, students selected to serve as Masked Rider now are given expenses for travel and care of the horse; use of a pickup truck, trailer and riding equipment; and a \$1,000 scholarship. The characteristic black horse and the costume -- including black bolero hat, red satin cape, black riding pants and mask -- also are provided by the university.

Since Joe Kirk Fulton made the first authorized ride as the "Red Raider Rider," 28 students, including six women, have served as the university's mascot.

Masked Rider appearances may be scheduled by contacting the Office of Student Organization Services, (806) 742-3621.

### MASKED RIDER (RED RAIDER) FACT SHEET

- \* In September 1936, Texas Tech University student George Tate dressed in a red satin cape, black bell-bottom pants and a black mask to conceal his identity. He then "borrowed" a horse from the university's animal husbandry stables and made his debut as the first ever Red Raider Rider during the Texas Tech -- Texas Christian University football game.
- \* Tate made several appearances that season, mysteriously circling the field prior to football games, but the idea of a masked rider was forgotten until 1954.
- \* On Jan. 1, 1954, Joe Kirk Fulton appeared as the first university-sanctioned Red Raider at the Gator Bowl in Jacksonville, Fla. Fulton's mount was provided by the Hockley County Sheriff's Posse which had sent members to Jacksonville, Fla., to ride in the Gator Bowl parade.
- \* Fulton provided his own costume which consisted of Levis, a red shirt, a red and black cape and a black hat.
- \* Twenty-eight students have served as Texas Tech's mascot. Anne Lynch, in 1974, became the first female Red Raider. Since then, five other females have served as the mounted mascot.
- \* In 1983, the name of the Red Raider was changed to "Masked Rider" and a permanent endowment for the mascot was established.
- \* Midnight Raider, the current mount, began serving at the first home game of 1987 although he was purchased in the fall of 1986 by the Texas Tech Animal Science Alumni Association. He acquired his name through a "Name the Horse" contest when more than 700 names were submitted.
- \* Today the Masked Rider's costume includes black riding pants, red satin cape, black bolero hat and, of course, the black mask.
- \* The Masked Rider is selected by a committee and must complete horsemanship trials and an interview process.
- \* In addition to performances at football games, the Masked Rider appears at parades, rodeos and other community events. Requests for appearances should be directed to the Office of Student Organization Services, (806) 742-3621.

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FOR IMMEDIATE RELEASE  
REF: 4-2-26-90  
CONTACT: Jennifer LeNoir

LUBBOCK -- Engineering students at Texas Tech University currently are hosting a group of 13 visiting German students from Fachhochschule Wilhelmshaven, a West German university, as part of a cultural exchange program.

The exchange program, which began in 1985 and is sponsored by the College of Engineering, is a low-cost way for American and German engineering students to learn about another culture, said Darrell Vines, program coordinator and associate dean of engineering.

Texas Tech students provide lodging and meals for the German visitors during their one-month visit. In return for the hospitality, 10 Texas Tech engineering students will be the guests of students in Germany this summer, Vines said.

Current student hosts are given first priority to participate in the German exchange. The students' travel costs are partially underwritten by the College of Engineering and by corporate support. Vines said employers want engineering students with an international awareness.

Texas Tech students each normally pay about \$500 for round trip airfare to and from Germany and for expenses during their visit.

The German students often audit several classes during their visit to Texas Tech. A major difference in curriculum noticed by the German students is the greater quantity of examinations given in each Texas Tech course.

In Germany, students take a single comprehensive examination at the semester's end. Individual students in Germany can pace themselves in their academic studies before they take the final exam. The German students often are free during the evenings, unlike American students, said Carsten Gerke, a 23-year-old German student.

"In Germany, we learn on our own through independent study. Here, things seem to have a more formal atmosphere in class and attendance is mandatory, unlike in Germany," Gerke said.

The exchange program gives students the advantage of learning to deal with other people by understanding other cultures, said Hubert R. Heichelheim, last year's program coordinator and Texas Tech associate professor of chemical engineering.

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EXCHANGE PROGRAM/PAGE 2

"If our students are not internationally minded they're going to be lost. I hope students learn that people live differently in other countries, and this is especially important for engineers since they travel so often," Heichelheim said.

In addition to the program's cultural benefits, Vines said, the program offers students the opportunity to develop a close relationship with other German engineering institutions.

"Our nation is dealing with a global economy. The Texas Tech College of Engineering is attempting to respond to changes, such as those related to the European economic community. Exchange programs such as this one prepare our nation to tap into that new market," he said.

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FOR IMMEDIATE RELEASE  
REF: 5-2-26-90  
CONTACT: Kim Davis

LUBBOCK -- Professionals and parents interested in learning more about hearing impairments can benefit from Texas Tech University's annual spring conference March 9 and 10, sponsored by the department of speech and hearing sciences.

The conference, "Meeting the Challenge: Mild to Moderate Hearing Impairment," will be from 8 a.m. to 5 p.m. Friday, March 9, in the Brewer Room of Methodist Hospital, located at 3615 19th St. Sessions will continue from 8 a.m. to 12:30 p.m. Saturday, March 10, in the Arnett Room of St. Mary's Hospital, located at 4000 24th St.

Guest speakers from throughout the country will discuss the effects of mild to moderate hearing impairment on children's development and the resources available for intervention. The target audience includes speech-language pathologists, audiologists, educators, social workers and other professionals who work with individuals who have hearing impairments.

Special focus will be on the challenges that hearing-impaired children may encounter in the school curriculum, according to Raymond Linville, chairperson of the department of speech and hearing sciences.

This year's featured speaker will be Julia Davis, dean of the College of Social and Behavioral Sciences at the University of South Florida.

Davis has served as chairperson of the department of speech pathology and audiology at the University of Iowa, where she was also an associate dean. She is recognized as a leader in aural rehabilitation and has long been an advocate for women's roles in the American Speech-Language-Hearing Association.

From 8:30-10:30 a.m. March 9, Davis will discuss "The Effects of Hearing Impairment on Speech, Language and Academic Development." Her discussions will continue on "The Hearing Impaired Child and Schools" from 1-2:30 p.m. later that day.

Davis also will lecture March 10 with a special focus on "Psychosocial Implications of Hearing Impairment."

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SPRING CONFERENCE/PAGE 2

Davis received her bachelor's degree in speech pathology in 1951 from Northwestern State College. She earned both her master's and doctoral degrees in audiology from the University of Southern Mississippi in 1965 and 1966, respectively.

The conference cost for professionals is \$35 if received by Feb. 28. After the deadline date, registration will be \$40. Student registration is \$10 with no deadline.

For more information about the conference or to register, telephone (806) 742-3908.

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FOR IMMEDIATE RELEASE  
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CONTACT: Kim Davis

LUBBOCK -- Some people know it as "Skyviews," but to students in Texas Tech's Restaurant, Hotel and Institutional Management (RHIM) program, it's known as "home."

Skyviews of Texas Tech, which opened its doors to the public early last fall, is managed and operated by students in the RHIM program. Serving as a training lab, the restaurant provides hands-on experience to students in the overall workings of the restaurant business.

The restaurant is open from 5:30 to 8 p.m. Mondays through Thursdays and offers a different dining theme each night of the week. Themes such as Greek, French and German make each night a different international cuisine.

This semester, Skyviews also has opened its doors for lunch from 11 a.m. to 1 p.m. Mondays through Fridays. Quiche, soups, sandwiches and hamburgers all are inexpensively priced.

In the restaurant lab, students learn food production, dining room service, kitchen work, planning and accounting, computer applications and front-desk work. In their course work, RHIM students learn food preparation, food service management, beverage control, hospitality law, travel, tourism, marketing and hotel operations.

Since its establishment in January 1983 the RHIM program has seen enrollment grow to 670 students, making it the ninth largest program of 160 in the United States.

A part of the College of Home Economics, the RHIM program has its sights set on research development in the areas of wine and tourism.

Texas Tech's Texas Wine Marketing Research Institute was established in 1988 to assist in the economic development of the Texas wine industry. The institute -- which is the only state-funded wine marketing program -- has been essential in increasing the exposure and reputation of Texas wines.

Research in the area of tourism includes a tracking study to determine who visits a city, why, where they stay and how much money they spend. Other related research will develop and evaluate means of attracting visitors to Texas cities within limited budgets.

For more information about the RHIM program or Skyviews of Texas Tech, telephone (806) 742-3076.

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FOR IMMEDIATE RELEASE  
REF: 7-2-27-90  
CONTACT: Kippie Hopper

**[MEDIA ADVISORY: Media are invited to cover a panel discussion about the Panama invasion beginning at 7 p.m. Thursday (March 1) in the Lubbock Room of the Texas Tech University Center. For more information, contact Neale Pearson, at 742-2991, Gary Elbow, at 742-3838, or Cesar Palacio, at 792-2100.]**

LUBBOCK -- Witnesses to the United States invasion of Panama, including two Texas Tech University graduate students, will discuss the effects of that action during a symposium beginning at 7 p.m. Thursday (March 1) in the Lubbock Room of the University Center.

Joining experts on Latin America, several witnesses to the military action will examine what has happened in the Central American country since the December 1989 invasion.

While visiting their families during the holidays, two Texas Tech graduate students, Domingo Latorraca and Jaime Roquebert, observed the invasion by United States armed forces. Both Panamanian citizens, Latorraca is a graduate student in the Texas Tech College of Engineering, and Roquebert is a graduate student in the Texas Tech College of Business Administration.

Also witness to the action was former visiting professor at Texas Tech, Colomba Luque de Perez. Currently, she lives in the city of Colon, Panama, where she is a professor of English at the National University of Panama.

Latin America experts Neale Pearson, Texas Tech professor of political science, and Gary Elbow, director the Latin American Area Studies Program, also will offer their analyses of the action.

The symposium is open to the public at no charge. The event is sponsored by the Latin American Area Studies Program, the Latin American Student Association, the political science department, the political science honor society Pi Sigma Alpha and the College of Arts and Sciences.

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FOR IMMEDIATE RELEASE  
REF: 8-2-27-90  
CONTACT: Kippie Hopper

LUBBOCK -- Considered one of the world's most important moral philosophers, Bernard A. O. Williams will present a guest lecture at Texas Tech University on "The Role of Deceit in Public Life."

The lecture will begin at 8:15 p.m. Thursday (March 1) in Room 169 Home Economics Building on the Texas Tech campus.

Currently the Monroe Deutsch Professor of Philosophy at the University of California at Berkeley, Williams in the fall will assume the position of Chair of Moral Philosophy at Oxford University in England.

In the late 1970s, he was chairperson of the Committee on Obscenity and Film Censorship, which produced a major report about pornography in Great Britain.

Former Provost at King's College in Cambridge, England, Williams also previously held the Knightbridge Professor of Philosophy position at the university. He has taught at the University of London and has held visiting professorships at Princeton, Harvard and the University of Ghana.

A fellow of the British Academy and an honorary member of the Academy of Arts and Sciences, Williams received his bachelor's degree from Balliol College, Oxford, and his master's degree from Oxford University. The author of numerous books and articles, he most recently wrote "Ethics and the Limits of Philosophy," which was published in 1985 by Harvard University Press.

William's lecture is a part of the department of philosophy's distinguished lecture series and is co-sponsored by the Philosophy Club.

The lecture is open to the public at no charge. For more information, contact Daniel O. Nathan, Ph.D., chairperson of the Texas Tech department of philosophy, at 742-3275.

TEXAS TECH  
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FOR IMMEDIATE RELEASE  
REF: 9-2-27-90  
CONTACT: Preston Lewis

[MEDIA ADVISORY -- Michael J. Wargovich, Ph.D., will be available to media between 10 a.m. and noon Friday (March 2) to discuss diet, nutrition and cancer. You are also welcome to cover his speeches. If you would like to arrange an individual interview, contact Preston Lewis at TTHSC News and Publications, 743-2143.]

LUBBOCK -- Nutritional expert Michael J. Wargovich, Ph.D., of Houston's M.D. Anderson Cancer Center will speak on the relationship between diet and colon cancer in a series of presentations Thursday (March 1) at the Texas Tech Health Sciences Center.

Wargovich, an assistant professor of cell biology in M.D. Anderson's section of digestive diseases and gastrointestinal oncology, will speak on "Risk Factors for Colon Cancer" at 10 a.m. Thursday in Room 2C221.

He will discuss "Nutritional Chemoprevention of Colon Cancer" at noon Thursday in Room 5B148A. Both presentations are open to the public.

During the last five years, Wargovich has been involved in nutritional and cancer research funded by more than \$1.2 million in competitive grants. His research has ranged from positive effects of dairy products in reducing the risk of colon cancer to the beneficial effects of increasing garlic in the diet.

He is a member of several professional societies including the American Association for Cancer Research, the American Association for Advancement of Science, the American Society for Preventative Oncology and the American College of Nutrition.

Wargovich hold a bachelor's degree in biology from Washington and Jefferson College, a master's degree in biological sciences from Duquesne University and a doctorate in microbiology from Texas Tech.

His TTHSC visit is sponsored by the National Dairy Council and Associated Milk Producers and is coordinated through the TTHSC Department of Pathology.

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FOR IMMEDIATE RELEASE  
REF: 10-2-27-90  
CONTACT: Jennifer LeNoir

LUBBOCK -- The Water Resources Center at Texas Tech University will present a one-day seminar titled "Solid and Hazardous Waste Management: Challenges and Choices for the 1990s."

The seminar is scheduled from 8 a.m. to 4:30 p.m. Thursday, March 15, in the University Center Senate Room.

The management of municipal solid waste will be the focus of the morning sessions. The afternoon sessions will involve discussions on hazardous waste management for small-quantity generators, which may include school districts, universities, medical facilities, dry cleaners, mechanic shops and paint shops.

The most recent statistics from 1987 indicate that 60 million tons of hazardous waste are generated each year by Texas industries alone, according to the Texas Water Commission in Austin.

Similarly, the Lubbock Department of Health officials say that more than 16.8 million tons of solid municipal waste currently is produced each year in Texas.

These figures are equivalent to 3.6 tons of hazardous waste and 1 ton of solid municipal waste each year for every person in Texas, said Lloyd V. Urban, director of the Water Resources Center.

As of October 1988, Texas reported having the most operating landfills of any state in the nation. Approximately 140 landfills are located in the Panhandle and the South Plains, Urban said.

"Approximately 75 percent of the existing landfills in the Panhandle and the South Plains will be forced to close after the effects of new regulations being developed by the U.S. Environmental Protection Agency," said Linda B. Wyatt, Texas Department of Health regional engineer in Lubbock.

The seminar is sponsored by the Water Resources Center, the Center for Hazardous and Toxic Waste Studies, the Center for Advanced Research and Engineering (CARE) and the College of Engineering.

Co-sponsors of the seminar include the South Plains Association of Governments, the Permian Basin Regional Planning Commission and the Panhandle Regional Planning Commission.

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WASTE/PAGE 2

Guest speakers from the Texas Tech College of Engineering, Texas Air Control Board, Texas Water Commission, Texas Department of Health and the city of Lubbock will present the various parts of the program.

The luncheon will feature guest speaker Joan Baker, president of the Texas Municipal League, an organization composed of all city administrators in Texas.

In addition, solid and hazardous waste management equipment will be on display in the University Center Ballroom. Corporate and professional engineers also will display information related to the waste management capabilities and expertise of their firms.

To register or for more information, contact Kathy Deardorff, assistant to the director, Water Resources Center, at (806) 742-3597.

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FOR IMMEDIATE RELEASE  
REF: 11-2-28-90

**THE ART OF LEADERSHIP -- TLA PAINTS THE WAY**  
By Chris Wallace

LUBBOCK -- Student campus leaders from Texas and New Mexico gathered at Texas Tech University to help sharpen and develop their leadership skills during the eighth annual Tech Leadership Academy (TLA) Feb. 2-3 at the University Center. This year's theme was "Building a Pyramid for Tomorrow."

"Our goal was to provide a solid foundation to which leaders can build their leadership experience. I hope we gave the participants new ideas and new challenges so that they can become better leaders," said Cindy Simmons, TLA coordinating committee chairperson.

"TLA has helped me remove blocks of the 'should's' and 'should not's' that I have learned growing up in this world. It has helped me become more innovative in style," said Jan Henry, a participant from Texas Woman's University.

TLA committee members said they were impressed with the number of delegates who attended the two-day conference. Of the total 220 participants, 11 were committee members, 30 were speakers and 179 were student leaders, according to Amy Boyd, registration chairperson.

The academy consisted of more than 30 educational sessions constructed to give students the opportunity to meet other student leaders and resource people and to provide a better understanding of leadership and motivation.

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The conference consisted of five tracks: "emerging leaders," "advanced leaders," "organization leaders," "Greek life" and "general."

Rick Miller with Designs for Development in Commerce, was the keynote speaker Friday and closed the conference Saturday. A four-time TLA speaker, Miller shared many creative ideas with participants such as "Hands-On Leadership," a program that explored the different types of gloves worn by leaders.

A leader might need surgical gloves when examining and healing problems of the organization, boxing gloves for fighting for what is right, welding gloves for putting things back together in times of conflict, dress gloves for representing a group in public and Mickey Mouse gloves for making things fun, Miller said.

"That's the point of this academy -- to outfit you to handle the situations you will face in your term of service," Miller said.

The topic of Miller's closing remarks was "Sure, You've Got An Organization -- But Can You Make It Fly?" Displaying his kite collection, Miller said in his closing remarks, "Mastering flying some of the world's most exotic kites and mastering running your organization really do have a lot in common."

Other special guests included Anthony Campolo, who presented a session on motivational leadership. He examined how leaders can invest their lives, values and themselves in other people to reach the potential of their organization and to accomplish their goals.

"A leader is someone who can envision an alternative to the present," Campolo said.

He recalled Martin Luther King Jr.'s "I Have a Dream" speech in which King stressed that society needs charismatic leaders who offer alternative world views.

The visit by Campolo, a professor in the department of sociology at Eastern College in St. Davids, Penn., was sponsored by the Wesley Foundation and the Baptist Student Union.

Texas Tech President Robert Lawless addressed participants at the Saturday luncheon.

He congratulated students for expressing a desire to move forward and to be leaders.

"Leaders carry responsibility and accountability, and that may be why more and more people do not want to be leaders," he said.

Leaders today must communicate well and be masters of interpersonal relationships. Leaders also should not be afraid to turn their backs on some people in order to help others, Lawless said.

Other issues discussed during sessions were: cult awareness, AIDS and sexual issues, stress management, delegation, creative publicity and promotion, Machiavellianism and deception.

Representatives from Texas Woman's University, Sul Ross State University, New Mexico State Junior College and Texas Tech University participated in the academy.

The Tech Leadership Academy is sponsored annually by the Dean of Students Office, Housing and Dining Services, Student Organizations Services, University Center Activities Office and Food Services.

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FOR IMMEDIATE RELEASE  
REF: 12-2-28-90  
CONTACT: Chris Patterson

LUBBOCK -- The Museum of Texas Tech University currently is accepting reservations from public school teachers for school tours of the Lubbock Lake Landmark scheduled for April 23-27.

The one-hour tours will begin at 9 a.m. with the last tour leaving at 2 p.m.

The school tours are part of the 50th anniversary celebration commemorating the first excavations at the landmark, one of only a few archaeological sites in the Western Hemisphere that has yielded evidence of continuous human occupation from early prehistoric times through the age of settlement.

Construction recently was completed for an on-site museum, overlook and picnic areas, interpretive trails and a research center for use by The Museum.

School children will follow some of the interpretive trails being built along the ridge of Yellowhouse Draw where the site is located. Children will learn through activities and demonstrations about stone tool construction, bead handiwork and recovery of artifacts from the soil.

To reserve a tour time contact: Mei Campbell, Anthropology Division, Museum of Texas Tech University, Lubbock, Texas, 79409, or telephone (806) 742-2479. Reservations made by telephone will be accepted on a first-come-first-serve basis. Deadline to reply is March 31. Additional tours will be offered for public school classes during the week of opening ceremonies for the Lubbock Lake Interpretive Center, Oct. 14-21.

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FOR IMMEDIATE RELEASE  
REF: 13-2-28-90  
CONTACT: Chris Patterson

LUBBOCK -- Spring training sessions for docents, or tour guides, for the Lubbock Lake Landmark will begin March 6 at The Museum of Texas Tech University.

The site, which is celebrating the 50th anniversary of its first excavation, was designated in 1987 as a state historic site in the Texas Parks and Wildlife system. Construction recently was completed for an on-site museum, overlook and picnic areas, interpretive trails and a research center for use by The Museum.

Volunteers are needed to help with tours throughout the year and during a week-long celebration planned for Oct. 14-20. A symposium and public lecture series during the week will feature world-renowned anthropologists and geologists. The celebration activities also will include a dedication ceremony of the landmark facilities and a regional field trip to the Lubbock Lake Landmark and other archeological, paleontological and geological sites in the southern High Plains.

Mei Campbell, coordinator of the docent training project, said volunteers should have interests in history, archeology or other earth sciences. Volunteers will walk at least one-half to one mile during each tour they give. Tours will last 45 minutes to an hour.

Campbell said docent volunteers will be required to attend one of three general training sessions scheduled for March 6 and 8, March 27 and 29 or April 12 and 14. Persons interested in demonstrating activities such as pottery-making and flintknapping will be required to attend sessions on March 13 and 15 or March 29 and 31. All volunteers must attend a practice tour on April 21.

The general training sessions will detail the history and geology of the site and provide volunteers with information about the material culture of the area.

"We'll explain to the volunteers how to identify the tools used by ancient people and how these tools were used. We'll teach them how to recognize animal bones, and how to determine if the bones belonged to an animal that was butchered and if the bones were actually used by prehistoric people," said Campbell. "We want volunteers to be able to answer questions when they are giving the tours."

For more information about the training session times or the docent program, contact Campbell at (806) 742-2479 or write to the Anthropology Division, Museum of Texas Tech University, Lubbock, Texas, 79409.