

Number	Description	Filename	Writer
1-8-12-96	Desert Conf. reception advisory	desert.adv	SK
2-8-14-96	Distance/Educ technology	price	MW
3-8-14-96	Distance/Resource mngt.	repman	MW
4-8-15-96	BOR- August	aug-bor.nr	MSL

MEDIA ADVISORY

TEXAS TECH UNIVERSITY

News & Publications

Lubbock, TX 79409-2022
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MEDIA ADVISORY

REF: 1-8-12-96

CONTACT: Steve Kauffman

LUBBOCK -- Media are invited to a Wednesday (Aug. 15) private reception for delegates of the fifth International Conference on Desert Development now at Texas Tech University through Saturday (Aug.17). Reporters can attend the reception from 5 to 7 p.m. in the foyer of American State Bank, 1401 Ave. Q, for interviews and/or live broadcasts. For additional arrangements, contact Sonia Moore, information specialist in the Office of International Affairs, at (806) 742-2218.

The conference brings together scientists, academicians, government officials, diplomats and representatives of the private sector for discussions and presentations in applied research on the one-third of the earth's surface that falls within the classification of arid and semiarid land. The first two conferences were held in Cairo, Egypt, while the next two conferences were held in Beijing, People's Republic of China, and in Mexico City, Mexico, respectively. Supported by the United Nations Environment Programme, the upcoming conference will host some 150 presentations by delegates from more than 40 countries.

This international conference marks the first time the global event -- held every three years -- will be hosted in the United States. This also marks the first time a university has been the conference site. This conference is not scheduled to make another U.S. appearance for several years since future conferences sites already have been secured for Spain, Argentina, India and Syria.

The conference chairman is Idris R. Traylor Jr., executive director of Texas Tech's Office of International Affairs. According to Traylor, the subject of the world's drylands is significant worldwide. This meeting will bring together a number of global experts to provide the groundwork for the creation of an international system for data exchange concerning drylands research, collaborative sustainable development projects and expansion of these international conferences.

The desert conference, which opened Monday (Aug. 12), will continue with presentations in the Texas Tech University Center and special events around the Lubbock area.

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FOR IMMEDIATE RELEASE
REF: 2-8-14-96
CONTACT: Myrna Whitehead

LUBBOCK -- Earning academic credit in front of a television can be obtained via interactive television through Texas Tech University's distance learning project. Classes will begin Aug. 28 at Texas Tech University Health Sciences Center campuses in Lubbock, Odessa and El Paso.

Texas Tech will present a series of courses to prepare educators in the area of instructional technology, particularly distance education. One course is planned each semester for a three-year period. A free informational session on the three-year program will be presented at 7 p.m. Tuesday (Aug. 20) in Lubbock, HSC 2C101; Odessa, HSC 1C12; and at 6 p.m. in El Paso in HSC Room 212. Anyone who is interested in the program is invited to attend.

The first course, EDIT 5317-Instructional Technology Foundations, will be offered from 6 to 8:50 p.m. each Wednesday beginning Aug. 28. This course will focus on issues and techniques of instructional design with an emphasis on distance education methods such as computer-mediated communications, video telecommunications, audio conferencing and print-based media.

The cost of the classes is \$430. Registration will be accepted through the first day of classes. Credit from the courses can be applied toward a graduate degree in Instructional Technology at Texas Tech.

To register for the course, contact Kimberly Wagner, College of Education manager of finance, at (806) 742-2394.

For more information, contact Robert Price, associate professor of educational technology, at (806) 742-2362 or Terence Ahern, assistant professor of educational technology, at (806) 742-1672.



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FOR IMMEDIATE RELEASE
REF: 3-8-14-96
CONTACT: Myrna Whitehead

LUBBOCK -- Area educators interested in obtaining the learning resources designation can earn academic credit via interactive television through Texas Tech University's distance learning project. Classes will begin Aug. 27 at Texas Tech University Health Sciences Center campuses in Amarillo, El Paso, Odessa and Lubbock.

EDIT 5302, an administrative training course, provides students with practical and theoretical foundation for the management of the school library. Topics to be discuss will include personnel, copyright, technology, budgeting, flexible scheduling and resource based instruction. Classes will meet Tuesday evenings from 6 to 8:50 p.m. through Dec. 3.

The learning resources endorsement can lead toward employment as a school library media specialist in Texas public schools in the kindergarten through twelfth-grade level.

The class will be taught by Judi Repman, associate professor of instructional technology and director of the Learning Resources Center in the College of Education.

The cost of the class is \$425. Registration will be accepted through the first day of classes.

For more details, contact Repman at (806) 742-2394 or e-mail, jrepman@tenet.edu.

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NEWS RELEASE



News & Publications, HSC Bureau

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FOR IMMEDIATE RELEASE

REF: A-8-13-96

CONTACT: Kent Best

LUBBOCK -- West Texas health care will be the topic of discussion Wednesday (Aug. 14) at the Texas Tech University Center.

The Texas Tech University Office of International Affairs and its International Center for Arid and Semiarid Land Studies will join with the Texas Tech University Health Sciences Center for "Medicine and Health Sciences in Arid and Semiarid Lands: Defining the Problem" in the UC's Double T Room.

The event is being held in conjunction with the Fifth International Conference on Desert Development this week (Aug. 12-17) at Texas Tech.

Wednesday's programs will get under way at 1 p.m. and continue until 4:45 p.m. Several members of the Health Sciences Center faculty will speak on a variety of topics, including health care in West Texas, telemedicine and cardiac rehabilitation in rural areas.

There is no charge for admission and the public is invited.

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NEWS RELEASE



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FOR IMMEDIATE RELEASE
REF: A-7-29-96
CONTACT: John Walls

LUBBOCK -- A Texas Tech University Health Sciences Center associate professor in urology has been named a representative to the Texas Department of Health's Advisory Committee for Prostate Cancer.

Raymond B. Leidich, M.D., will be one of seven health care experts and four lay people promoting awareness of prostate cancer and opportunities for its early detection. More than 20,000 new cases of prostate cancer are diagnosed annually in Texas, and more than 2,000 Texas men are expected to die from the disease this year, Leidich said.

Leidich joined the TTUHSC faculty in January and was named director of the Genitourinary Oncology Program at University Medical Center's Southwest Cancer Center in July.

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FOR IMMEDIATE RELEASE
REF: B-7-29-96
CONTACT: Christina Martinez

LUBBOCK -- Nurses can learn about managed care in "The Renaissance Nurse Series on Managed Care," a three-part series offered through the Texas Tech University Health Sciences Center.

The series, sponsored by the Continuing Nursing Education Program, includes three parts: part one, "Integrated Delivery Systems and Clinical Pathways;" part two, "Seizing Nursing and Other Clinical Opportunities in the New Managed Care Environment;" and part three, "Reshaping and Reframing Nursing."

Part one will run from 9 a.m. to 4:15 p.m. Sept. 6 in TTUHSC Room 2C103. Registration times are from 8:30 a.m. to 9 a.m. Presenter Dulcelina A. Stahl, R.N., Ph.D., CNAA, is vice president of Managed Care and Subacute Program Development for United Health Inc. in Milwaukee. The deadline for enrolling in this course is Aug. 23.

Part two will run from 8:45 a.m. to 4:30 p.m. Oct. 4 in TTUHSC Room 2C103. Registration times are from 8:15 a.m. to 8:45 a.m. Philip A. Kalisch, Ph.D., a nationally recognized expert in the current restructuring of American health care organizations, will be the presenter. Kalisch is president of Managed Healthcare Strategies. The deadline for course enrollment is Sept. 20.

Part three runs from 9 a.m. to 4:15 p.m. Nov. 1 in TTUHSC Room 2C103. Registration times are from 8:30 a.m. to 9 a.m. The presenter is Marjorie Beyers, R.N., Ph.D., FAAN, executive director of the American Organization of Nurse Executives. The deadline for course enrollment is Oct. 18.

Each class is \$79 before deadlines or \$94 thereafter. Participants may enroll for the entire "Renaissance Nurse" series for \$213.30. Upon successful completion of each course, participants will be awarded 0.6 CEUs (6.3 contact hours).

For more information, contact Shelley Burson in the School of Nursing at 743-2734.

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FOR IMMEDIATE RELEASE
REF: C-7-29-96
CONTACT: Christina Martinez

ODESSA -- Nurses can learn about legal issues in a one-day seminar offered by the Texas Tech University Health Sciences Center.

The seminar "Legal Issues for Nurses in a Changing Health Care System" will run from 9 a.m. to 4:15 p.m. Sept. 20 in the TTUHSC at Odessa auditorium, 800 West Fourth St. Registration is from 8:30 a.m. to 9 a.m. The course is sponsored by the Continuing Nursing Education Program and co-sponsored by the Abell-Hanger Foundation.

Presenters include Kip Poe, R.N., M.S.N., J.D., and Ken Braxton Jr. Poe is an associate general counsel at TTUHSC. Braxton is the director of the Professional Liability Division of the Health Sciences Center's Office of General Counsel.

Registration costs \$79 before Sept. 6 or \$94 thereafter. Participants will be awarded 0.6 CEUs (6.3 contact hours) upon successful completion of the class.

For more information, contact Shelley Burson in the School of Nursing at (806) 743-2734.

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