

Date	Stories and Cutlines	Locals	Reg. Daily	Reg. Week	50 M's	Hometowns	Selected	Explanation
1-2-6-78	Advisory Committee - mass comm	✓					✓	
2-2-6-78	Antarctica program	✓						adj.
3-2-6-78	Wine making	✓	✓				✓	
4-2-6-78	Jesse Owens - PSA	✓	✓					radio
5-2-6-78	Loquell Thomas	—	—					radio
6-2-6-78	Gannett scholars	✓					✓	radio & TV
7-2-7-78	postimpressionist - van gough	✓						adj.
8-2-7-78	PSA - volunteer/museum	—	—					radio
9-2-7-78	PSA - music, dance, Theatre							8WC radio
10-2-7-78	"Self defence" workshop	✓	✓					
11-2-7-78	Health Fair	✓	✓					
12-2-8-78	Cockroaches	✓	✓					
13-2-8-78	Senoritas & senoritas	✓						
14-2-8-78	McCarty scholarship	✓					✓	
15-2-8-78	Conference - plant	✓	✓					
16-2-8-78	Owens -							X-lists
17-2-9-78	Charter Day - Thomas	✓	✓					
18-2-9-78	TAHPER conference	✓	✓					

[illegible]

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136

Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Dan Tarpley

LUBBOCK--Two new members of the Texas Tech University Mass Communications Advisory Committee will meet for the first time with the group at 9 a.m., Saturday (Feb. 18).

The new members are William Ross (Bill) Rice of Plainview and William O. Moll of San Antonio.

Rice is general manager of Plainview Broadcasting Company, owner and operator of KVOP-AM and KPLA-FM, Plainview, and Moll is general manager of KENS-TV, San Antonio.

The new appointments fill two vacancies on the committee, said Dr. Billy I. Ross, chairperson of the university's Mass Communications Department.

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1-2-6-78

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK--The discovery of 300 million-year-old fossils of trees and other tropical plant life in Antarctica will be chronicled for the public on Wednesday, Feb. 15, by two graduate students who helped make the first-of-a-kind find.

Carl Cathey and John F. Brand, both working on advanced degrees in geology, will show films and slides of their expedition to Marie Byrd Land at 7:30 p.m., Feb. 15, at The Museum of Texas Tech University. There is no charge. Museum doors will open at 7 p.m.

Cathey, research associate at The Museum, holds bachelor's and master's degrees from Texas Tech and is working on the doctoral degree at The University of Texas at El Paso. Brand, a graduate of The University of Texas of the Permian Basin, is working toward the master's degree at Texas Tech.

With Dr. Russell W. Strandtmann, Horn Professor of biological sciences at Texas Tech and a veteran Antarctic explorer-researcher, the two students worked from October to January this year in Antarctica. Their project, expected to help determine the geological history of Marie Byrd Land, was funded by the National Science Foundation.

-more-

It was not until the last two days of their field work that the research team, including the Texas Tech group and seven geologists from other institutions, discovered the fossils.

"They were fossils of extinct tropical trees and other land plants," Cathey said. "Nothing like this has ever been found in Marie Byrd Land."

He said, however, that the team had collected rocks similar to those in which the fossils were found. More than a ton of rocks is being shipped to The Museum of Texas Tech University for further study, Cathey said, and the geologists hope that similar fossils will be found in some of these.

He said that fossils of similar growth have been found in South America, South Africa and Australia.

In addition to the project progress, the illustrated lecture at The Musuem will describe the scientists' life in Antarctica. The event is sponsored by The Musuem.

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CONTACT: Prabhu Ponkshe

LUBBOCK--It is difficult to prevent grapes from turning into wine...unless they are dried to produce raisins...but that certainly does not mean that wine making is an easy process.

Starting with the right quality of grapes, wine making goes through a variety of chemical processes, both natural and artificial, and a great degree of control is necessary to produce the right kind of flavor and taste.

With monies provided by the state, two universities in Texas may come up with the right combination of grapes and chemical processes to put West Texas on the world's wine maps.

Texas Tech University's Department of Chemistry, in collaboration with The University of Texas, is studying methods of manufacturing wine in West Texas. The grapes are produced by The University of Texas at Van Horn and shipped to Texas Tech for chemical processing.

Preliminary research at Texas Tech was done by Dr. S. Roy C. Mitchell and Clinton M. McPherson, both of the Chemistry Department, and Robert R. Reed of the Plant and Soil Science Department.

"We started in a very small way in 1972 with few grape samples, but our research has progressed enough to indicate a strong potential in West Texas for growing grapes and producing wine," Mitchell said.

-more-

wine making/add one

Once Mitchell and his team complete their research it will be relatively easy to transfer results to a large scale operation because Texas Tech is using industrial scale equipment to study wine making, or enology.

"West Texas has an advantage over other areas in growing grapes as there are fewer disease problems associated with the plant here, and dust storms are not a serious threat because grapes mature after April, when the spring dust season has ended," Reed explained.

The most important thing, Reed added, is to plant the right kind of grapes. Grapes take three to five years to mature after planting and any change in the variety would delay production.

In the chemistry laboratories grapes are crushed, the stems are removed and the pulp is treated with sulphur dioxide to prevent growth of wild yeast. After inoculation with a wine yeast the pulp is allowed to ferment for several days, and then it is squeezed to separate the grape juice from the outer skin. After fermentation is complete, the juice is bottle and aged as red wine.

White wine, Mitchell said, is produced in a similar way except that the juice is separated from the skin before the fermentation.

Mitchell speculated that some day true West Texas wine may be produced in the area with use of barrels made of mesquite wood, readily available in the area. Commercial wine production in Lubbock County now uses American oak barrels for aging wines.

outline-----

ENOLOGY--Dr. Roy C. Mitchell of the chemistry department at Texas Tech University is pouring West Texas wine in American oak barrels for aging. The wine produced in the chemistry labs at Texas Tech comes from grapes grown at Van Horn, Texas. (Tech Photo)



CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Feb. 10)

For Immediate Release

HEAR JESSE OWENS, THE WORLD'S FASTEST HUMAN, TALK ABOUT "A LIFE OF FULLFILLMENT," AT 8:15 P.M. THURSDAY, FEBRUARY 9, IN THE TEXAS TECH UNIVERSITY CENTER. THE OLYMPIC SUPERSTAR IS HIGHLIGHT OF THE EIGHTH ANNUAL BLACK AWARENESS MONTH SPONSORED BY THE STUDENT ORGANIZATION FOR BLACK UNITY. TICKETS ARE \$2 FOR STUDENTS AND \$3 FOR THE PUBLIC. DON'T MISS THIS OPPORTUNITY TO HEAR JESSE OWENS, A MAN WHO KNOWS WHAT WINNING IS ALL ABOUT.

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5-2-6-78

# TexasTech News

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CONTACT: Pat Broyles

ATTN: News Directors (Kill Feb. 13)

For Immediate Release

LOWELL THOMAS, ONE OF AMERICA'S BEST KNOWN NEWS BROADCASTERS, WILL BE KEYNOTE SPEAKER AT TEXAS TECH UNIVERSITY CHARTER DAY CEREMONIES, SUNDAY, FEBRUARY 12, 2:30 P.M., IN THE UNIVERSITY CENTER THEATRE. A RECEPTION HONORING THOMAS WILL BE HELD IMMEDIATELY AFTER HIS TALK. THE PUBLIC IS INVITED TO ATTEND THE CHARTER DAY TALK AND THE RECEPTION AT NO CHARGE. THOMAS' APPEARANCE AT TEXAS TECH IS SPONSORED BY THE ALCOA FOUNDATION WHICH PROVIDES AN OUTSTANDING SPEAKER ANNUALLY FOR CHARTER DAY.

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5-2-6-78

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CONTACT: Dan Tarpley

El Paso area editors: Please note paragraph five

LUBBOCK--Gannett Newspaper Foundation of Rochester, N.Y., has presented a \$9,000 grant to the Texas Tech University Mass Communications Department to support three scholarships for minority graduate students.

Mass Communications spokesmen, chairperson Billy I. Ross and Dr. Alexis S. Tan, director of graduate studies in the department, said they believe it is the only grant in the nation in mass communications which is designed to support graduate students in both academic and practical training.

Texas Tech's application for the grant was supported by Frank Feuille III, president of the corporation which owns the "El Paso Times," a Gannett newspaper.

The \$9,000 grant is one of the largest received by the department, Ross said.

Tan said it was the intent of the foundation and Feuille that the three recipients be selected from the El Paso area, if possible.

Each of the Gannett scholars will receive \$3,000 for 12 months for work on the master's degree in mass communications.

The scholars will be permitted to engage in intern-type work in the area of their proposed careers. There is a particular need, Ross said, for qualified minority teachers in mass communications at

-more-

gannett scholars/add one

at both the public school and collegiate levels. The scholarships are for the 1978-'79 academic year.

The stipend may be applied to tuition, fees and other expenditures with which the scholars will be faced during the year of the grant.

Applicants, Tan said, are sought in all areas of mass communications. Information may be obtained from Dr. Tan in the Mass Communications Department at Texas Tech University.

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6-2-6-78

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK--Impressionist painting is said to have produced three geniuses, Cezanne, van Gogh and Gauguin, and it is Vincent van Gogh's works which will be discussed Tuesday (Feb. 14) in an art seminar at The Museum of Texas Tech University.

The seminar is one of a spring series of 10 lectures on post-Impressionist artists, sponsored by the Women's Council of the West Texas Musuem. Rabbi Alexander Kline is the lecturer. Seminars begin at 10 a.m. on Tuesdays and cost \$10 for the series, \$5 for students, or \$2 per lecture.

Although van Gogh, like Cezanne and Gauguin, turned his back on Impressionism, its influence on his work was strong, taking him from the darker colors he was using in Holland to a brightness and freedom when he first came to Paris in 1886.

Van Gogh committed suicide just four years later; yet his greatest works were produced during that time in France.

He was the son of a Dutch pastor, worked as an art dealer, a teacher and a lay preacher before turning to art as a means of self-expression in 1880, when he was 27 years old. He studied in Brussels, The Hague and Antwerp before joining his brother, Theo, in Paris.

-more-

van gogh/add one

In 1888 he went to Arles where his landscapes and portraits showed heightened color, vivid with light and expression. Paul Gauguin joined him, and his influence became apparent in some of van Gogh's work. It was in this year also that van Gogh suffered his first attack of madness.

He and Gauguin quarreled, and van Gogh threatened Gauguin's life. In 1889, in the asylum at St. Remy, and in 1890 at Auvers, where he committed suicide, his works were vivid and their flame-like forms were interpreted as expressions of the artist's inner torment.

Again, as with Cezanne and Gauguin, van Gogh's work continues to influence artists throughout the world.

Among his most noted works are "Cornfield with Cypresses," "Sunflowers," the self-portrait which hangs in the Louvre, and "Cottages at Cordeville."

# Texas Tech News

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CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill March 1)

For Immediate Release

A MUSEUM CAN ALWAYS USE HELP, AND THE MUSEUM OF TEXAS TECH UNIVERSITY IS RECRUITING VOLUNTEERS TO SERVE AS HOSTS AND HOSTESSES IN THE BUILDINGS AT THE RANCHING HERITAGE CENTER. VOLUNTEERS WILL BE SELECTED TO GREET VISITORS AND ASSIST WITH THE HISTORIC INTERPRETATION OF THE BUILDINGS ON THE 13 ACRE RANCH SITE. TO VOLUNTEER OR FOR MORE INFORMATION CALL JUDY HUNTER AT 742-2456.

-30-

8-2-7-78

# Texas Tech News

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CONTACT: Pat Broyles

ATTN: Mike Robinson

TEXAS TECH UNIVERSITY'S MUSIC DEPARTMENT, DANCE DIVISION AND THEATRE ARTS DEPARTMENT COMBINE TO BEING A HOST OF TOP TALENT AND ENTERTAINMENT TO LUBBOCK AND THE ENTIRE SOUTH PLAINS. THE MUSIC AND DANCE TALENT COMBINE TO PRODUCE EXCELLENT MUSICALS AND OPERAS SUCH AS "THE MARRIAGE OF FIGARO" AND "CARMEN," WHILE OTHER EVENTS RANGE FROM BALLET TO MODERN DANCE. THE UNIQUE FOUR THOUSAND PIPE HOLTKAMP ORGAN IN THE MUSIC RECITAL HALL BRINGS AN ADDED DIMENSION TO FINE MUSICAL FARE AT TEXAS TECH UNIVERSITY.

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9-2-7-78



# Texas Tech News

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CONTACT: Preston Mitchell

LUBBOCK--A "self-defense" workshop to protect the heart through diet and weight control is scheduled for Feb. 27-28 in the University Center.

The workshop is sponsored by the Division of Health Education, Department of Health, Physical Education and Recreation. Conference coordinator is Dr. Betty W. Tevis, professor of physical education.

Workshop I is for persons who are interested in learning how to control weight and for health professionals who deal with patients with weight problems. It meets both days from 2-4 p.m.

Workshop II is for persons who need diet modification because of cardiovascular disease and for families of heart patients. It will be held both days from 7-9 p.m.

The instructor for the workshops will be Lynn Scott, R.D. Scott is chief dietitian, Weight Control and Lipid Research Clinic, Methodist Hospital, Houston. She is also an instructor in the Department of Internal Medicine, Baylor College of Medicine, Houston.

Cost of tuition for the workshops is \$15. Additional information may be obtained from Dr. Tevis at 742-2396 or Diane Gillit at 742-3043.

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10-2-7-78

# Texas Tech News

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CONTACT: Prabhu Ponkshe

LUBBOCK--Why would anyone want to know what a desert burrowing cockroach in West Texas thinks?

Because at least one West Texas roach species has special nervous organs which can offer interesting biological information that could be used to aid the U.S. space program.

In trying to understand how the roach thinks, or more specifically how its nervous system signals orientation to gravity, Dr. H. Bernard Hartman of Texas Tech University will be able to provide the National Aeronautics and Space Administration (NASA) with some basic understanding of neurological responses to reduced gravity and equilibrium, as experienced by astronauts in space.

"The gravity receptor system of the cockroach 'Arenivaga' is the simplest, most accessible, and readily manipulated of any yet described. Once we understand the rules by which Arenivaga's nervous system signals orientation to gravity, it may be relatively easy to prepare a model to aid the understanding of similar functions in more complex nervous systems like that of a human," Hartman said.

Arenivaga, commonly found in West Texas, is among the few insects having an organ for sensory perception of gravity, a function that operates with the help of plumb, bob-like sensors that hang from the posterior end of the insect. The angle between the body

-more-

## cockroach/add one

of the insect and the sensors enables the insect to determine whether it is leaning forward, backward or sideways. The sensors always remain vertical due to gravity, the Texas Tech biologist explained.

"While tilting the insect in various directions we can determine the pattern of nerve impulses that are sent to the brain by the sensors. We can also find out how the insect responds to inclined planes when the sensors have been removed or immobilized. Removing the sensors or gluing them to the body of the insect mimics no-gravity or reduced gravity environments, similar to the ones experienced by astronauts in space," Hartman said.

Hartman started working on the study in 1976 with funding from Texas Tech's Institute for University Research. Since then NASA has developed an interest in the study.

Initial goal of his investigations is to study physiological and anatomical characteristics of the relevant neurons (nerve cells) and their interconnections.

"Whereas the human nervous system uses millions of neurons to determine gravity orientation, this insect uses but four."

Arenivaga interprets gravity orientation directly by the system under study. Most insects, however, orient by measuring gravitational force on the legs or other organs.

Visual cues also provide a means of spatial orientation to some flying insects. Although this cue in no way provides a measure of forces related to gravitational attraction, it almost always maintains a constant relationship with gravitational forces.

roaches/add two

For instance, locusts always turn so that the horizon is horizontal and the brighter half of the visual field remains in the upper half of their sight.

"In fact, if you have a closed chamber with a light source at the bottom, locusts will fly upside down. But these light sensors are very difficult to manipulate and understand, and they are not gravity sensors," the biologist explained.

Four graduate students are working with Hartman on the project. They are Bill Walthall, Randy Stewart, Lisa Bennett and Bruce Lander.

The analyses of the gravity receptors in Arenivaga and other insects will take five or more years to complete.

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12-2-8-78

cutline-----

ROACH STUDY--Dr. H. Bernard Hartman, Texas Tech University biologist, is monitoring nervous impulses from a West Texas cockroach to study responses to reduced gravity. The instruments on left contain two electrodes attached to the roach's nervous system. The electronic impulses are recorded at right. (Tech Photo)

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CONTACT: Preston Mitchell

LUBBOCK--A health fair designed to make Texas Tech University students and faculty more aware of health problems in the community will highlight the West Texas Regional Conference of the Texas Association for Health, Physical Education and Recreation (TAHPER).

The event is scheduled for Feb. 26-27 in the University Center Ballroom, according to conference director Mary S. Owens, professor of health, physical education and recreation at Texas Tech.

"Our goal is to excite public consciousness in the area of health and physical fitness," said Dr. Betty W. Tevis, professor of physical education and associate director of the health fair. "We will provide health screening tests, such as checking blood pressure, sight, hearing and others, to emphasize the importance of good health."

The free screening tests, according to Tevis, will be given Sunday, Feb. 26, 10 a.m.-2 p.m. and Monday, Feb. 27, 9 a.m.-4 p.m.

"We scheduled the fair in conjunction with TAHPER to show that it can be done," Tevis said. "We had the first one five years ago, and many schools have begun health fairs modeled after ours."

The first day of the fair will include health education exhibits provided by Lubbock community agencies and students at Texas Tech. Willie Sandling Jr., president of TAHPER, will speak at the general session, Feb. 26, 6:30 p.m.

-more-

health fair/add one

Information on smoking, cancer, nutrition and fitness for the aging will be some of the topics covered on the second day of the fair. Guest speakers will be Helen Hill, Texas State Department of Health, Scott, and Sonny Rooker, Governor's Commission on Fitness.

An alcohol workshop will be presented by John Velky, Texas Commission on Alcohol, during the second day of the fair.

Registration for the Health Fair will be Feb. 26, 10 a.m.-12 noon, and Feb. 27, 9-10 a.m. Cost of registration is \$1.

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11-2-7-78

# TexasTech News

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CONTACT: Nita Gilger

LUBBOCK--Thirty top-ranking students from the National School for Teachers, Mexico City, will tour Lubbock the week of Feb. 27 and Texas Tech University on March 2.

The tour of the Texas Tech campus and some of the university's facilities is part of "Operation Senioritas y Senores," in which students learn about U. S. customs, culture and living habits.

The project began in 1962 in conjunction with Mexico's Association for International Understanding. This year is the first time for male students to participate. There will be six to eight men on the trip.

The Junior League of Lubbock, a volunteer service organization, is sponsoring the event to promote good will between the United States and Mexico.

Activities planned for the Mexican students include visiting host families, attending school with the host family's children, touring various banks and savings and loan associations, the "Avalanche-Journal" and the Lubbock Memorial Civic Center.

Other arrangements for the visitors include visiting local high schools, Mahon School, the Well Baby Clinic, the Educational Service Center, the Ranching Heritage Center, The Texas Tech Museum and the Texas Tech campus.

-more-



senoritas y senores/add one

Students chosen for the visit to Lubbock are selected on a competitive basis by their school. Since the program began, 420 women have visited Lubbock.

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13-2-8-78

# Texas Tech News

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CONTACT: Dan Tarpley

LUBBOCK--Mr. and Mrs. William C. McCarty of 309 Lakeland Drive, Lewisville, have established a \$500 scholarship in the Department of Mass Communications at Texas Tech in honor of two daughters who graduated from the university with majors in mass communications.

The daughters are Cindy (McCarty) Weatherby of 3204 Shady Lane South, Mansfield, a 1973 graduate, and Mary Lou (McCarty) Kromer of Pilot Point, a 1975 graduate.

Mary Lou is employed in Dallas in the Public Relations Department, Collins Radio Division of Rockwell International.

Cindy is employed by North Texas Council of Governments in Arlington. Her husband, J. B. Weatherby, also is a Texas Tech graduate and formerly was employed by a Lubbock television station.

Chairperson Billy I. Ross of the Department of Mass Communications, said, "The grant is the type which helps to make a department greater than it ever could be without liberal support from its friends and supporters in the public sector. It also will help deserving young men and women to achieve goals that otherwise would be impossible for them to attain."

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CONTACT: Prabhu Ponkshe

LUBBOCK--More than 100 international scientists representing 15 countries have completed preliminary registration indicating their interest in attending "The International Arid Lands Conference on Plant Resources" at Texas Tech University on Oct. 8-15.

Purpose of the conference is to determine the current status of, and recommend approaches for, improving utilization of arid and semi-arid regions' plant resources, including their values as food, fiber and forage, as well as for medicinal, industrial, energy and other uses.

Representatives from Saudi Arabia, Sudan, Morocco, Iran, India, Mexico and the U.S. are among those who have already submitted titles for papers to be presented.

The conference is being organized under the auspices of the Committee on Desert and Arid Zone Research of the American Association for the Advancement of Science, Consortium of Arid Land Institutions (CALI), the International Shrub Coordinating Committee and the International Center for Arid and Semi-Arid Land Studies (ICASALS) at Texas Tech University.

Planning the conference are Drs. J. R. Goodin and David K. Northington of the Texas Tech biological sciences faculty.

-more-

plant conference/add one

"The conference is of interest to a variety of professionals, including pharmacologists, agriculture experts, industrial chemists, animal scientists, plant scientists, textile engineers and development experts around the world," Goodin said.

The conference will feature discussions on: Plant Resources in Industrial, Energy, Fiber and Medicinal Uses; Plant Resources for Direct Human Consumption as Food; Plant Resources for Forage; Development of Vegetation Patterns in Arid and Semi-Arid Lands; and the Origin and Evolution of Arid and Semi-Arid Lands.

The seven-day event is the first international conference of its kind, according to Northington.

"Several arid lands experts from around the world are expected to present plenary papers on the major subjects during the conference. Contributed papers will be related to one of the several discussion topics," Goodin said.

Two field trips, one lasting for two days and the other five days, are being planned for the delegates. The trips will cover deserts of the southwestern and western United States.

Registration fee for the conference is \$25.00. Each registrant will receive a copy of the proceedings of the conference. For more information write to Dr. J. R. Goodin, Department of Biological Sciences, Texas Tech University, Lubbock, Texas, 79409.

CONTACT: Dan Tarpley

LUBBOCK--Former Olympic track and field star Jesse Owens, known unofficially for many years as "The World's Fastest Human," will speak on "A Life of Fulfillment," Thursday (Feb. 9), 8:15 p.m., in the Texas Tech University Center.

His appearance is a part of the university's Black Awareness Month.

Owens has become known internationally because of his unparalleled skill, his assistance to youth and community services.

As early as 1928 in Cleveland, Ohio, Owens set new world records for junior high schools by high jumping 6.0 feet and broad jumping 22 feet 11 3/4 inches.

During his senior year in high school at the National Interscholastic meet in Chicago, Owens set a high school world record by running the 100-yard dash in 9.4 seconds and the 220 yard dash in 20.7 seconds. He also broad jumped 24 feet 11 3/4 inches.

At Ohio State University, Owens set a world record in the 60 meters at 6.2 seconds and the 60-yard dash at 6.1 seconds.

Owens set Olympic world records in 1936, in Berlin, Germany, by winning titles in the 100 meter, 200 meter, broad jump, and relay team. His Olympic broad jump record was not surpassed for 24 years.

-more-

owens/add one

Owens was named in the National Track and Field Hall of Fame as a charter member, in 1974, and was America's "Ambassador of Sports," in 1955.

In 1976, Owens was presented the Medal of Freedom, the highest honor that the United States can bestow upon a civilian, by President Gerald R. Ford.

Owens was a board member and former director of the Chicago Boys' Club, serving 1,500 young people, and was the Sports Specialist of the State of Illinois Youth Commission.

He now lives in Phoenix, Ariz., and remains active in youth and educational work.

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16-2-8-78

# TexasTechNews

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## FOR IMMEDIATE RELEASE

Contact: Jane Brandenberger

LUBBOCK--On a hot and sweltering August night in Fort Worth 55 years ago a disheveled, perspiring group of six men sat in the Texas Hotel debating which of 37 aspiring towns would be the site of Texas Tech University.

Contemplating the question were S. B. Cowell, the blind chairman of the State Board of Control, Dr. F. M. Bralley, president of the then Texas College of Industrial Arts (now Texas Woman's University), Dr. W. B. Bizzell, president of the then Texas A&M College, Dr. S. M. N. Marrs, state superintendent of education, and Dr. William B. Sutton, acting president of The University of Texas. Serving as secretary to this Locating Board was W. A. Nabours, secretary of the Board of Control.

Three Texas newspapermen had accompanied the board on its visits to the 37 cities, and outside in the corridor they awaited the board's verdict. The three were Ted Dealey of the "Dallas Morning News," Silliman Evans of the "Fort Worth Star-Telegram" and Hamilton Wright of the "Fort Worth Record."

Finally the board's decision was announced: site for the new Texas Technological College would be Lubbock.

Hearing the news were disappointed citizens in Boerne, Lampasas, Brady, Menard, Brownwood, Coleman, Ballinger, Paint Rock, Miles,

-more-

charter day/add one

San Angelo, Midland, Stanton, Big Spring, Colorado City, Sweetwater, Abilene, Buffalo Gap, Clyde, Cisco, Seymour, Munday, Haskell, Stamford, Snyder, Post, Wilson, Crosbyton, Spur, Floydada, Plainview, Tulia, Amarillo, Claude, Memphis, Quanah and Vernon.

After eight years of sustained effort West Texans finally had their state university when the 38th State Legislature enacted the bill establishing Texas Tech on Feb. 10, 1923.

Celebration of that event is conducted annually on the Tech campus. This year Charter Day will be observed on Sunday (Feb. 12) in ceremonies at 2:30 p.m. in the University Center Theatre.

Lowell Thomas, one of the country's eminent journalists and broadcasters, will deliver the ALCOA Distinguished Lecture at that time. This is the fourth year of the lecture series, made possible by a grant from the ALCOA Foundation.

The public is invited at no charge to the ceremonies and to a reception honoring Thomas immediately after his talk. The reception will be in the Courtyard of the University Center/Music Building.

On the air for 45 years Thomas holds the record for the longest continuous run of any commentator in network broadcasting. He was also the voice of "Movietone News" for 17 years and hosted America's first TV news program.

Well known as a historian, geographer, traveler and explorer, he has written 52 books about exploration and adventure-biography.

Thomas' delivery of the ALCOA Distinguished Lecture will lead off activities of Tech's Mass Communications Week, Feb. 12-17.

-30-

(Reporters are invited to a media conference with Thomas at 4 p.m., Sunday, in the Green Room of the University Center.)

17-2-9-78



# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136  
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Nita Gilger

LUBBOCK--Youth sports organizers, administrators, coaches and interested parents are invited to attend a conference on children in youth sports, Feb. 24-25, at Texas Tech University.

Leaders from sports professions and youth sports-related activities will present lectures and participate in exchange of idea sessions. The meetings are designed to help youth sports leaders enhance children's sports experiences.

Topics to be discussed at the conference include "How Important Is Winning in Youth Sports?" "Physical Conditioning for the Young Athlete," "The Impact of Sports Upon the Psychosocial Development of the Child," "Physiological Effects of Participation in Youth Sports Programs," "Girls in Youth Sports Programs," "Sports Experiences for the Handicapped Child," "Participation and Preparation of Adult Volunteers in Youth Sports Programs," and "Why Children Participate in Youth Sports."

Other topics that will be covered are "Developing the Coach-Parent and Player-Parent Relationship," "The Roles of a Youth Sport Coach and Resultant Emotional Impact of Competition," "Teaching and Coaching the Young Athlete," "The Injury Factor in Youth Sports," "At What Age Should Competition Be Introduced in Youth Sports Programs?" and "Every Kid Can Win."

-more-

youth sports/add one

Conference director is Dr. Bill Kozar, associate professor in the Health, Physical Education and Recreation (HPER) Department, and conference coordinator is Russell Lord, graduate student in education, both of Texas Tech.

Members of the planning committee include John Alford, director of Lubbock City Parks and Recreation Department; B. Charles Caraway of the Lubbock public schools; Dr. Jim D. Jenkins, psychologist; Pete Ragus, Lubbock public schools athletic director; Robert Shreiner, director of the Lubbock YMCA; and Dr. Ed Burkhardt, HPER associate professor, and Dr. Mary S. Owens, associate dean of Arts and Sciences and HPER professor, both of Texas Tech.

Speakers at the conference representing Texas Tech include head football coach Rex Dockery; Dr. Andrew S. Martin of the Research and Training Center; Dr. Arlin V. Peterson, counselor of education; Dr. S.G. Gill, orthopedic surgeon, School of Medicine; Dr. Robert H. Anderson, dean of the College of Education, and several professors in the HPER Department.

Also speaking will be Jan Cochran, Texas State coordinator for Little League Baseball; Dr. Leon Griffin, chairperson of HPER at the University of New Mexico; John Ferrell, national director of the YMCA's Youth Basketball Association; Lois Hale of The University of Texas of the Permian Basin, HPER Department; and Dr. Richard Magill, Texas A&M HPER Department.

Fees for the conference are \$5 a person. More information can be obtained by contacting Russell Lord at 742-2390.

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CONTACT: Dan Tarpley

LUBBOCK--Dr. Michael Pollock of Mount Sinai Hospital, Milwaukee, will speak on medical aspects of fitness at the first general session of the West Texas regional conference of the Texas Association for Health, Physical Education and Recreation (TAHPER) at Texas Tech, Sunday, Feb. 26.

The 6:30 p.m. meeting will be held in the Texas Tech University Ballroom. Pollock is director of the Cardiac Rehabilitation Center and Human Performance Laboratory, Mount Sinai Hospital.

Principal speaker for the second general session at 11:30 a.m. Monday, Feb. 27, will be Max Sherman, president of West Texas State University, Canyon. His address will deal with the administrator's view of physical fitness. That session, too, will be in the University Center Coronado Room.

Dr. Mary S. Owens, Texas Tech professor of physical education, will preside over the first session and Charles Caraway, director of health and physical education for the Lubbock public schools, over the second. Owens is conference director and Dr. Betty W. Tevis, Texas Tech professor of physical education, associate director.

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tahper conference/add one

Health section sessions are scheduled on the morning of Feb. 27 on smoking education, cancer and nutrition, weight control through behavior modification and fitness for aging.

Physical education sessions will cover relaxation therapy and coeducational volleyball.

Recreation topics will be organization of intramurals and recreation for special populations.

Afternoon sessions are on alcohol education, rhythms for coeducational classes, basketball drills and strategies, gymnastics, integrating physical education with other curriculum areas in the elementary school and preventing athletic injuries.

In the area of recreation, discussions will deal with the park administrator's role in recreation and developing recreation curricula for higher education.

"Speakers and panelists scheduled for the regional conference," said Dr. Owens, "are coming from wide areas of the state to participate in the conference and many of them are considered top authorities in their field."

Owens said the general sessions are open to the public and interested persons are invited to attend. Registration fee is \$1.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Feb. 25)

For Immediate Release

FOR TWO EVENINGS OF DANCE AT ITS FINEST DON'T MISS THE HARTFORD BALLET, FEBRUARY 24TH AND 25TH, 8:15 P.M. IN THE TEXAS TECH UNIVERSITY CENTER. THE HARTFORD BALLET IS THE MOST WIDELY TOURED DANCE COMPANY IN THE UNITED STATES AND HAS RECEIVED NATIONAL ACCLAIM AS A NEW AND FORCEFUL PRESENCE IN AMERICAN DANCE. TICKETS ARE ON SALE AT THE UNIVERSITY CENTER TICKETBOOTH, \$3 FOR TECH STUDENTS AND \$6 FOR THE PUBLIC. THE HARTFORD BALLET, DEDICATED TO PRESENTING THE FINEST IN THEATRICAL DANCE.

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20-2-9-78

# Texas Tech News

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Feb. 25)

For Immediate Release

A TWO DAY SEMINAR CONCERNED WITH "CHILDREN IN YOUTH SPORTS" WILL BEGIN FEBRUARY 24TH IN THE TEXAS TECH UNIVERSITY CENTER. THE PROGRAM IS DESIGNED FOR COACHES, ADMINISTRATORS AND PARENTS WHO WILL BE INVOLVED WITH CHILDREN IN SPORTS. THE PURPOSE OF THE PROGRAM IS TO IMPROVE THE QUALITY OF THE ATHLETIC EXPERIENCE FOR CHILDREN IN SPORTS PROGRAMS. TOPICS DISCUSSED WILL INCLUDE SUCH SUBJECTS AS THE IMPORTANCE OF WINNING AND LOSING, THE SPORTS EXPERIENCE FOR THE HANDICAPPED CHILD, PHYSICAL CONDITIONING AND GIRLS IN SPORTS PROGRAMS. FOR REGISTRATION INFORMATION CALL 742-3335 OR 742-2390.

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21-2-9-78

CONTACT: Nita Gilger

LUBBOCK--Executive Producer of CBS Mystery Theatre, Himan Brown of New York, will be the kickoff speaker for Mass Communications Week, Monday (Feb. 13), 9:35 a.m., in the Texas Tech University Center Theatre.

Monday is Public Relations Day, sponsored by the Texas Tech chapter of the Public Relations Student Society of America.

Brown is known as "Mr. Radio Drama." Some of his early productions included "Inner Sanctum Mysteries," "The Thin Man," "Grand Central Station," "Dick Tracy," and "Bulldog Drummond." Brown has received "nearly every award that radio has to offer, including the Peabody Award."

He is currently producing the CBS Radio Adventure Theater, which has actor Tom Bosley as host.

Other speakers for Public Relations Day at Texas Tech include Ann Edwards, account representative for Goodwin, Dannenbaum, Littman, and Wingfield, Inc., Houston, at 10:35 a.m.; and Ray Ward, communications manager, Dallas Power and Light; and George Arnold, president of Keress, Chapman, Bua, and Norsworthy Inc., Dallas, at 11:35 a.m., all in Mass Communications room 101.

A panel discussion with Edwards, Ward and Arnold will be held at 1:35 p.m.

mass communications/add one

Arnold, as chief operating officer of his firm, supervises advertising and public relations activities for Howmet Aluminum Corporation, Dallas Power and Light Co., Mercantile National Bank, TCC, Inc., Multi-Amp Corporation and National Gypsum and Mercantile Texas Corporation.

Mass Communications Week also will present Journalism Day, Tuesday, Film and Photo Day, Wednesday, Advertising Day, Thursday, and Telecommunications Day, Friday.

The late Sen. Hubert H. Humphrey is the recipient of the Thomas Jefferson Award, given to those who defend the rights of the news media to inform the public. The award will be accepted by the late senator's son, Hubert Horatio (Skip) Humphrey, III, at the awards dinner, Friday.

Skip Humphrey has been a Minnesota senator for the 44th District since 1973. He received the B.A. degree in 1965 from American University and the J.D. degree in 1969 from the University of Minnesota Law School.

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22-2-9-78



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CONTACT: B. Zeeck

(bale-ah-oonday-Terry)  
LUBBOCK--A former president of Peru, Fernando Belaude-Terry, will describe "Latin America Today" at 8 p.m., March 2, in the Business Administration Building at Texas Tech University.

His addresss will be the second in the Faye LaVerne Bumpass Lecture Series.

Belaunde-Terry is a distinguished architect and university professor as well as one of Latin America's leading politicians. He served Peru as president from 1963 to 1968 and earlier represented the Lima district in Peru's federal legislative body.

He is well known to American audiences as a dynamic speaker as well as an authority on Latin American affairs.

In addition to his public lecture, for which there is no charge, Bellaunde-Terry will conduct a seminar for students and faculty, particularly those in Latin American Area Studies and political science, at 3:30 p.m. March 2 in Holden Hall room 4. The following day he will spend in the Division of Architecture, visiting classes and consulting with students and faculty.

Belaunde-Terry is visiting professor of urban history and planning at George Washington University in Washington, D.C. He has lived in the United States since 1968 and has taught at Harvard, Columbia and Johns Hopkins universities.

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Belaunde-Terry studied in France and the United States, earning his architecture degree at The University of Texas at Austin. In Peru he became both a teacher and practicing architect, founding the professional journal, "El Arquitecto Peruano," and the Instituto de Urbanismo del Peru which later became the Facultad de Arquitectura in the Escuela Nacional de Ingenieros. He was the first dean.

His term as president was characterized by the development of numerous social programs, many emphasizing the integration of Peru's large Indian population into national life, and the undertaking of major construction projects. Most notable of these was the Carretera Marginal de la Selva (Marginal Highway of the Selva) linking the largely undeveloped Amazonian areas of Peru to the coastal regions.

The lecture series honors Dr. Faye Bumpass, Horn Professor of Romance Languages and Linguistics. The series requires a lecture related to Latin America, reflecting Dr. Bumpass' primary interest. She is internationally recognized as a consultant in education. She also is the author of more than 30 books and numerous articles which have been widely used by educators and students in the United States and abroad.

The March 2 lecture will be in Business Administration room 202.

For additional information regarding Belaunde-Terry's visit contact Dr. Gary S. Elbow, Latin American Area Studies, Texas Tech University, Lubbock, Tex. 79409, telephone area code 806: 742-3838.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill Feb. 28)

For Immediate Release

WHEN WAS THE LAST TIME YOU THOUGHT ABOUT YOUR HEART?  
NOW, WHEN WAS THE LAST TIME YOU THOUGHT ABOUT YOUR DIET?  
BECAUSE OF THE RELATIONSHIP BETWEEN YOUR HEART AND DIET,  
THE DEPARTMENT OF HEALTH, PHYSICAL EDUCATION AND RECREATION  
AT TEXAS TECH WILL CONDUCT TWO WORKSHOPS FOR PERSONS WITH  
WEIGHT PROBLEMS THAT COULD LEAD TO HEART CONDITIONS. THE  
WORKSHOPS WILL MEET FEBRUARY 27TH AND 28TH FROM 2-4 P.M.,  
AND FROM 7-9 P.M., IN THE TEXAS TECH UNIVERSITY CENTER.  
FOR MORE INFORMATION CALL 742-2396 OR 742-3043.

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24-2-10-78

# Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK--Texas Tech University's spring enrollment topped out at 20,280, just 10 short of the 1977 spring figure of 20,290.

Figures show 113 more women and 123 fewer men than last spring; but the men still outnumber women by 2,492. Total number of men is 11,386; women, 8,894.

The only college which experienced a drop in women was Education, from 2,036 to 1,876. Agricultural Sciences increased its enrollment of women by 32, up from 242 to 274, and the number of men decreased by 55 from 1,306 to 1,251.

Arts and Sciences enrolled 126 more women than last spring and 48 fewer men. Business Administration showed an increase in women by 93 and a decrease in men by 109. Engineering reported an increase in enrollment of both men and women. Economics gained eight men and lost an equal number of women.

In totals, including both undergraduates and graduates, increases were shown by Arts and Sciences and Engineering. Decreases were reported by Agricultural Sciences, Business Administration and Education.

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CONTACT: B. Zeeck

LUBBOCK--An artist who created some of Texas' best known wood carvings will be revealed in depth for the first time in West Texas, starting Feb. 19, when an exhibit of the works of Peter Mansbendel opens at The Museum of Texas Tech University.

"Peter Mansbendel, a Swiss Woodcarver in Texas" is the name of the exhibit sponsored by the West Texas Museum Association.

For the show's opening the WTMA invites the public to it and demonstrations by three Lubbock area wood carvers, Ray Collier, Teresa Martin and Royace Aikin. They will be working in The Museum from 2:30 to 4:30 p.m. Sunday, Feb. 19.

A part of the Mansbendel exhibit will be some of the artist's tools.

The exhibit is the result of painstaking research and collecting by the Institute of Texas Cultures in San Antonio.

Mansbendel worked in Texas from 1915 until his death in 1940. Leading architects in Austin, Dallas, Houston, San Antonio and other Texas communities commissioned him to carve the finishing touches on their projects. His mantels were most sought after, but he also carved ceiling medallions, friezes and staircase decorations.

-more-

Tourists in San Antonio are familiar with the doors he carved for the Spanish governor's palace and the San Jose Mission. His work is familiar in the University of Texas Union in Austin and in that institution's main library.

But he also carved theater masques, book covers, humidors, lamp bases, chairs, tables, pictorial wall hangings, an almost limitless variety of objects. These smaller objects will be on display in The Texas Tech Museum. Photographs of some of his more massive works will illustrate the range of his artistry.

Born in Switzerland, Mansbendel arrived in Austin, Tex., in 1911 as the fiance of Clotilde Shipe, daughter of M. M. Shipe, a prominent real estate developer. The couple lived for three years in New York before returning to make Texas their home.

During the Depression or at other times when commissions were not forthcoming, Mansbendel worked 10-hour days out of habit and, as a consequence, the volume of his work is unusually large. Many of his works he gave as gifts, and others have gone unrecognized.

Some pieces have personal histories. There is an inkstand carved for Margaret Wilson, daughter of President Woodrow Wilson. The Calcasieu Lumber Company often gave Mansbendel first choice from shipments of wood, and for Willie Dieter of that company Mansbendel carved an ornate gun stock of birdseye maple. Mrs. Lyndon B. Johnson owns a Mensbendel mahogany and walnut humidor. His carved portrait of Stephen F. Austin was a gift to the people of Austin. The works he tinted with oil paints are among the scarcest and most beautiful; yet he carved such a panel for each of the four children of a friend.

mansbendel/add two

It took a research associate at the Institute of Texas Cultures more than a year of planning and field work to search out the works in the Mansbendel exhibit. One of the most helpful in assisting was Victor Heath of New Braunfels, once an apprentice of the Swiss carver.

The Mansbendel exhibit will be on display through March 26. Museum hours are 10 a.m. to 5 p.m., Monday through Saturday, and 1-5 p.m., Sunday. There is no charge.

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26-2-10-78

28 - locals and regional dailies

MANSBENDEL CANDLESTICK -- "Peter Mansbendel, a Swiss Woodcarver in Texas," is an exhibit which opens Feb. 19 at The Museum of Texas Tech University. Among the work exhibited will be this maple candlestick which has an identical mate in walnut that was discovered in a Houston junk store 25 years ago by Mansbendel's apprentice, Victor Heath. Mansbendel's work has been familiar to Texans, but this is the first exhibit of his art. The Institute of Texas Cultures produced the exhibit.



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CONTACT: Dan Tarpley

LUBBOCK--The Texas Tech University Dads Association at its mid-winter trustees meeting Saturday (Feb. 4) recognized two faculty members and six students for outstanding achievements.

Dr. Richard E. Saeks, professor of electrical engineering and mathematics, received the association's Faculty Research Award, presented by Dr. George F. Meenaghan, associate vice president for Research; and Dr. Jerry Don Stockton, assistant professor of agricultural education, the New Professor Excellence in Teaching Award, presented by Dr. Robert L. Rouse, professor of economics.

The 1977-'78 Scholarship-Citizenship awards were presented by Dr. Charles S. Hardwick, vice president for Academic Affairs, to Alice H. Althaus, landscape architecture major, College of Agricultural Sciences, from Wichita Falls; Missy Farrell, secondary education major, College of Education, from Hilltop Lakes; Mary Ruth Hamilton, home and family life major, College of Home Economics, from Fabens; Stan Alex Weaver, textile technology and management major, College of Engineering, from Idalou; Brenda Murray, advertising major, College of Arts and Sciences, from Jal, N.M., and Julie Parrish Rekerdres, management major, College of Business Administration, from Lubbock.

-more-

dads association trustees/add one

Dads Association past president Joe L. Price of Lubbock was master of ceremonies for the luncheon and Donald L. Moilan, association president, El Paso, presided over the business session which followed.

Dr. John R. Bradford, dean of the College of Engineering, spoke at noon on "Energy--Crisis of Challenge?"

The trustees meeting was highlighted by a morning orientation session for new trustees and committee sessions immediately prior to the luncheon.

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CONTACT: B. Zeeck

LUBBOCK -- Texas Tech University's range plant identification team has done it again -- won first place in international competition.

The students competed against 16 other teams at the annual meeting of the International Society for Range Management in San Antonio this week.

When scores were announced Wednesday (Feb. 8), the Texas Tech team had identified 2,981 of 3,000 plants in the contest. New Mexico State placed second with 2,959 and Brigham Young University third with 2,935.

It was the third international win in a row for Texas Tech and the eleventh first place out of 15 tries for the Tech team.

Individual honors also were won by Tech students. Boone Kauffman of Midland took individual high score by identifying 996 of a possible 1,000 plants. Tying for second were John Wimberley, Texas Tech student from Littlefield, and Robert Sivinsky of New Mexico State, both scoring 994. Third place went to Tech student Brad Wilcox of Borger who scored 993.

Team coach is Dr. Russell D. Pettit of the faculty in range and wildlife management at Texas Tech.

Other team members from Texas Tech were Charles Boling, Nancy Dobbs and John Galbraith, all of San Antonio, and Philip Lorenz of Houston.

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CONTACT: Nita Gilger

LUBBOCK--America's first sit-down comedian, Roger Dykes, earned his title partly by making his handicap an advantage.

Dykes, who has had cerebral palsy since birth, is confined to a wheelchair. One of Dykes' goals is to use "wheelchair jokes" to express humorously to handicapped and non-handicapped persons how to deal understandingly with physical disabilities.

The entertainer, who is working on a master's degree in family relations at Texas Tech University, already has begun projects at the university to promote more understanding of the handicapped.

Recently, Dykes and his parents, Mr. and Mrs. Dewey Dykes Jr., helped make a film at the university's medical school to demonstrate the impact of a handicapped person on the total family unit. The film, which is intended primarily for medical students, demonstrates parental coping with a handicapped child.

Cassie Murphy, teaching assistant in the Department of Home and Family Life, worked with Dykes in making the film. She is especially interested in the contributions Dykes is making to promote understanding and develop practical guides for handicapped people and "normal society."

One of Dykes' recent contributions is a book entitled "Rolling Down Comedy Lane."

-more-

One purpose of the book, according to Dykes, is to "help handicapped individuals establish themselves as people and to encourage non-handicapped to treat them as people."

Dykes said that, while the state does a good job of training handicapped people occupationally, his approach helps the handicapped to function around normal people.

The comedian's approach is to assist the disabled in building self-esteem. Dykes outlines, through humor, practical ways of building confidence.

His book is introduced with a quotation by comedian Jackie Gleason: "Humor will always be the major weapon against bigotry, hatred, smallness and other such evils."

The humor and satire used by Dykes in his book and in entertaining is not "hostility." They reflect, he maintains, a desire to help initiate changes to improve the position of the handicapped in society.

In his book he explains that one must realize his or her limitations. "When I was younger, I went through a lot of physical therapy. Later, I saw the importance of developing my mental capacities since I could go only so far physically."

Dykes gave the example that he could never play for the Dallas Cowboys, but that fact does not prevent him from owning them in the future.

Acceptance is another theme dealt with in Dykes' book. It is important, he said, for a handicapped person to accept certain limitations, and even more so for "normal" society to accept them.

When asked how he viewed life and accepted his situation, Dykes responded, "Life is great. I never have to stand in line."

One of Dykes' favorite lines concerns dating. He said he had a blind date last week, "but it didn't work out because she kept pushing my wheelchair into walls."

Another time he said he finally had to stop asking a girl out because she kept standing him up. "After continually falling down, that began to hurt," he said.

Dykes said he does not use his "wheelchair jokes" as sick jokes. His jokes are almost always meant to make a point.

In "Rolling Down Comedy Lane" Dykes explains how architectural, social and equal employment opportunity barriers exist for handicapped people.

Dykes jokes that "if you are in a wheelchair and want to upset the system, enter a profession which requires you to think on your feet."

The comedian said he hopes to get his book into the educational system to help teachers deal with and understand handicapped students.

Schools are now mainstreaming, or allowing, handicapped students to attend regular classes. The need for more practical understanding of the handicapped is increasing in school situations.

Dykes has shared his message about handicapped people in talent and benefit shows and telethons. He has appeared on national television several times and has written scripts for comedians such as Joan Rivers and others.

Doctors once said Dykes would not progress beyond the mentality of a three-year-old. He now is a professional entertainer and writer and has no plans to stop growing in fame and fortune.

dykes/add three

Dykes has a B.A. degree in psychology-sociology from Lubbock Christian College and was nominated to "Who's Who Among Students in American Universities and Colleges."

He served as a consumer representative on the Developmental Disabilities Planning and Advisory Council for the State of Texas. He serves as a board member on the Lubbock Area Extended Rehabilitation Services, Inc.

Dykes' book, "Rolling Down Comedy Lane," can be ordered through Crip-Co Productions, Box 10314, Lubbock, 79408.

-30-

22-2-3-78

cultine-----

HANDICAPPED COMEDIAN--Roger Dykes, America's first sit-down comedian, right, joins Cassie Murphy, Texas Tech University teaching assistant in family relations, in presenting his new book, "Rolling Down Comedy Lane." The book is written to express humorously to handicapped and non-handicapped persons how to deal understandingly with physical disabilities. Dykes is a graduate student in family relations at Texas Tech. He also is a professional entertainer and writer.

-30-

22-2-3-78



cultine-----

HANDICAPPED COMEDIAN--Roger Dykes, America's first sit-down comedian, right, joins Cassie Murphy, Texas Tech University teaching assistant in family relations, in presenting his new book, "Rolling Down Comedy Lane." The book is written to express humorously to handicapped and non-handicapped persons how to deal understandingly with physical disabilities. Dykes is a graduate student in family relations at Texas Tech. He also is a professional entertainer and writer.

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CONTACT: Nita Gilger

LUBBOCK--Lubbock Mayor Roy Bass proclaimed February "Black Awareness Month" in ceremonies Monday, Feb. 6, in the Texas Tech University Center.

The proclamation and activities during the month are designed to help American people become aware of the black culture and heritage.

Texas Tech representatives attending the opening ceremony included Dr. Moses Turner, director of Student Life, Dr. Robert H. Ewalt, vice president for Student Affairs, George Scott, associate dean of Student Life, and Charles D. Campbell, president of the student association.

"Black Awareness Month" will feature a keynote speech by track and field star Jesse Owens. Owens will speak on "A Life of Fulfillment," 8:15 p.m., Thursday (Feb. 9), in the Texas Tech University Center.

Ernest Gaines, author of "Autobiography of Miss Jane Pittman" will lecture at a seminar, Feb. 14, 8:15 p.m., in the University Center Theatre.

Activities for the month will emphasize cultural enlightenment that involves the whole community. Lectures, drama, dance, films and music are planned.

Date	Stories and Cutilines	Locals	Reg. Day	Reg. Week	50 M's	Hometowns	Selected	Explanation
1-2-13-78	Broadcast Conference	✓						
2-2-13-78	Snider					X		
3-2-13-78	Dudek							
4-2-13-78	Health Fair	—						radio
5-2-13-78	Mass Comm - Himan	✓						
6-2-13-78	Money matters							
7-2-13-78	Gaines - author of Pitman			X-lists				
8-2-14-78	Carter - adventures in writing	✓						adj.
9-2-14-78	Brundy on Basics	✓						
10-2-14-78	Parks & Law	✓					✓	
11-2-14-78	Mass Comm - Munay <sup>11:00</sup>	✓						
12-2-14-78	WA - UH & UT <sup>12:30</sup>	✓						
13-2-14-78	Stutter <sup>11:30</sup>	✓						adj.
14-2-14-78	Humphrey news conference <sup>2:00</sup>	✓		X-list				
15-2-14-78	Legislative Seminar			X-list				
16-2-15-78	Mass Communication <sup>Week</sup>	trugs						Austin, Hereford, Brown Mass Comm. files: Mass Comm.
17-2-16-78	Berland replaces Stairs	✓					✓	
18-2-16-78	Feature on P. Lynn Brown	✓				✓		+trugs

# Texas Tech News

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CONTACT: Dan Tarpley

LUBBOCK--Larry Dwayne Snider, professor of statistics and mathematics at Tarleton State University, Stephenville, was awarded the Ph.D. degree at the conclusion of the fall semester at Texas Tech University.

Snider is the son of Mrs. C. L. Snider of Gorman.

This is his second year as a member of the Tarleton State faculty. He received the master's degree from Texas Tech and the bachelor's from Tarleton State.

-30-

2-2-13-78

# Texas Tech News

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CONTACT: B. Zeeck

FOR RELEASE FRIDAY, FEBRUARY 17

WASHINGTON--The disabled in American form a significant minority population who need new national policies to better organize and integrate the rehabilitation technologies designed to serve them.

Dr. Richard A. Dudek, Horn professor of industrial engineering at Texas Tech University, summarized a 3,500-page technology assessment on "Human Rehabilitation Techniques" when he spoke Friday before participants at the 1978 meeting of the American Association for the Advancement of Science in Washington.

The study, conducted over a two-year period by a research team representing almost a score of disciplines, delineated numerous policy-related issues and concluded that "the major factor stymieing more successful rehabilitation is the lack of effective use of technologies which are already well established and integrated into other fields of application."

The team looked specifically at 14 representative disabilities: spinal cord injury, stroke, cerebral palsy, epilepsy, mental retardation, schizophrenia, rheumatoid arthritis, coronary heart disease, emphysema, colon-rectum cancer, kidney disease, diabetes mellitus and hearing and visual impairments.

-more-

Overall prevalence figures vary widely, depending on the source. The team found estimates that these 14 disabling conditions affect 13 to 31 per cent of the total U.S. population.

Disability is more prevalent, they found, among ethnic minorities, among the aged, the lower socio-economic groups and urban dwelling population.

The study made a clear distinction between maintenance for the disabled and rehabilitation for them.

The critical difference is that rehabilitation leads to improvement of life functioning while maintenance sustains a specific level of functioning, Dudek said.

"In economic terms rehabilitation--as well as improvement of the life functions of any persons in society--can be viewed as a capital investment with potential for return, while maintenance can be viewed as an operating cost," he explained.

"Future policy decisions will doubtless move toward correcting the lack of progress and inequities in rehabilitation." Most of the issues raised by the team's technology assessment will be resolved by the year 2025, but there will be a need for continuing study to help policymakers adjust to changes in society.

The technology assessment was funded by the National Science Foundation.

Dudek is chairman of the Department of Industrial Engineering at Texas Tech University. Working with him as co-principal investigators on this project were Dr. Gerard J. Bensberg, director of the Research and Training Center in Mental Retardation at Texas Tech, and Dr. M. M. Ayoub, Texas Tech professor of industrial engineering.

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CONTACT: Pat Broyles

ATTN: News Editors

For Immediate Release

A HEALTH FAIR DESIGNED TO PROMOTE AWARENESS OF HEALTH PROBLEMS IN THE COMMUNITY WILL HIGHLIGHT THE WEST TEXAS REGIONAL CONFERENCE OF THE TEXAS ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION AND RECREATION. FREE SCREENING TESTS OF SUCH THINGS AS HEARING, SIGHT AND BLOOD PRESSURES WILL BE MADE TO PERSONS REQUESTING EXAMINATIONS. THE COMPLETE SERIES OF CHECKUPS WILL TAKE ABOUT 20 MINUTES. THE HEALTH FAIR WILL BEGIN SUNDAY, FEBRUARY 26, 10 A.M.-2 P.M. AND CONTINUE ON MONDAY THE 27TH, 9 A.M.-4 P.M., IN THE TEXAS TECH UNIVERSITY CENTER.

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4-2-13-78

# Texas Tech News

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CONTACT: Preston Mitchell

LUBBOCK--The generation of today has lost the true meaning of communication, according to Himan Brown, executive producer of the "CBS Mystery Theatre" and keynote speaker for Mass Communications Week at Texas Tech University.

Communications dictate radio as the primary source of entertainment, Brown said. "We have become a nation of television starers and not listeners.

"Unless we listen, we can't have contact. Contact creates rapport and leads to a world of happiness and peace," he said.

Communications has also been damaged by machines and computers, Brown said. "Nobody worries about anything but numbers. Communications takes an inner response and if you don't have that inner feeling, you shouldn't be in communications.

"Computers said that 'Mystery Theatre' would fail. Since then, I have received 100,000 pieces of mail that said, 'Thank you for an alternative to television.'

"Creativity cannot be based on numbers.

"Radio has given an entirely new meaning to the word 'communication!," Brown stressed. "The audience creates the characters, their manner and dress. The spoken word is the most meaningful and vital force we have in communications."



Other Public Relations Day speakers were Ann Edwards, account representative, Goodwin, Dannebaum, Littman and Wingfield, Inc. of Houston, George Arnold, president, Kerss, Chapman, Bua, and Norsworthy, Inc. of Dallas, and Ray Ward, communications manager, Dallas Power and Light.

Two widely known Texas newspaper editorial executives will speak Tuesday morning, Journalism Day. Joe Murray, managing editor of the "Lufkin News" will speak at 9:05 a.m. and Ed Hunter, vice president and executive editor of the "Houston Post" at 10:35 a.m. Both sessions will be held in Mass Communications East, Room 101.

Three Texas Tech ex-students with majors in mass communications, Robert Montemayor of the "Dallas Times-Herald," Nene Foxhall of the "Houston Chronicle" and Jeff Klotzman of KMCC-TV, Lubbock, will make up a panel for a 1:35 p.m. session on news gathering, writing and presentation.

Wednesday is Film/Photo Day; Thursday, Advertising Day; and Friday, Telecommunications Day. Thursday will be highlighted by the induction of Wendell Mayes Jr. of KNOW, Austin, into the Mass Communications Hall of Fame at a luncheon. Hereford radio executive Clint Formby will conduct the induction ceremony.

The sixth annual Thomas Jefferson award dinner will be at 7 p.m., Friday. The honor will go posthumously to the late Senator Hubert H. Humphrey and will be accepted by his son, Minnesota State Senator Hubert H. Humphrey III. The presentation will be made by Perryton publisher Harold Hudson, president of the National Newspaper Association.

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cutline-----

MASS COMMUNICATIONS KICK-OFF--Himan Brown, left, producer-director of the news "CBS Radio Adventure Theater," delivered the kick-off lecture at Mass Communications Week at Texas Tech University, Monday (Feb. 13). He talks over the day's program with Janice J. Boyle, senior advertising major from Pitman, N. J., chairperson of Mass Communications Week, and John C. Harris, senior telecommunications major from Vernon, who introduced Brown to the audience of mass communications students and faculty and visiting media representatives of the area. (Tech Photo)

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CONTACT: Preston Mitchell

LUBBOCK--The approaching deadline for filing income tax returns, inflation and other economic pressures of the day emphasize the importance of a special course in family money matters to be offered at Texas Tech University.

The short course will meet Thursdays, 7-9:30 p.m., Feb. 16 through March 30, with exception of March 23, in room 109, Law School Building. There will be no meeting March 23 because of the spring break at Texas Tech.

Course material is designed for people who wish to gain a better understanding of how to handle personal or family financial matters, as well as to gain further insight into our economic system, according to the Division of Continuing Education at Texas Tech.

Participants will gain knowledge and skills useful in the acquisition and management of assets, including such things as budgeting, investments, insurance, retirement planning, income tax, wills, trusts and estate planning.

Tuition for the course is \$25 per person and includes the costs of instruction, materials and coffee breaks.

Instructors for the course are: Dr. K. Jane Coulter, College of Home Economics; Dr. David C. Cummins, Dr. Marilyn E. Phelan and Dr. W. Reed Quilliam Jr., all of the School of Law, and Dr. Robert L. Rouse, College of Arts and Sciences.

-more-

money matters/add one

The course is presented by the Texas Tech School of Law,  
Division of Continuing Education and the Junior League of  
Lubbock. Also cooperating are the Texas Tech Colleges of Arts  
and Sciences and Home Economics.

-30-

6-2-13-78

CONTACT: Dan Tarpley

LUBBOCK--Ernest Gaines, author of "The Autobiography of Miss Jane Pittman," will speak at 8:15 p.m., Tuesday (Feb. 14), at the University Center Theatre.

His talk is a part of the eighth annual "Black Awareness Month" at Texas Tech University and is sponsored by the Student Organization for Black Unity (SOBU).

The movie, "The Autobiography of Miss Jane Pittman," was shown at the University Center Theatre Monday night. The program for the month will conclude with an SOBU party at the Red Raider Inn, Feb. 25, and a gospel program at the Mt. Gilead Church Feb. 26.

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CONTACT: Dan Tarpley

LUBBOCK--The Department of Classical and Romance Languages at Texas Tech University will present the third of its Distinguished Visiting Professor lectures, Feb. 22, 7:30 p.m., in room 266 of the Business Administration Building.

Dr. Boyd G. Carter, scholar-in-residence and adjunct professor of Romance languages, will present a lecture on "Adventures in Research and Writing," based on his experiences as a scholar, journalist and creative writer.

The lecture will deal with the topic of research as well as the difference between writing for scholarly audiences and writing fiction and poetry. His presentation will include anecdotes and autobiographical commentary on all forms of publication.

Carter has been a member of the faculty of eight colleges and universities. He has written numerous books and articles on the criticism of Spanish-American, French and American literature, as well as textbooks, short stories and poems.

He is the editor of the best-selling novel, "Those Devils in Baggy Pants," written by his brother, Ross Carter.

Persons interested in the problems of writing are cordially invited to attend the lecture and a reception to follow it at 6215 Louisville Drive.

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CONTACT: Nita Gilger

LUBBOCK--Educator, writer and lecturer Harry Broudy of the University of Illinois, Urbana-Champaign, will speak on "The Teaching of the Basics: Opportunities and Dangers," Feb. 20, 2:45 p.m., in the Texas Tech University Coronado Room.

Dr. Broudy, coordinator of the Committee for Interdisciplinary Studies for the Council of Deans and Academic Directors at the University of Illinois, also will hold informal visits and seminars with the Texas Tech College of Education faculty with the Jones Fellows, doctoral candidates.

Major publications by Broudy include "Building a Philosophy of Education," "Psychology for General Education," "Exemplars of Teaching Method," "Philosophy of Education: An Organization of Topics and Selected Sources" and "Philosophy of Educational Research."

Broudy served as professor of philosophy and psychology at North Adams and Framingham State Colleges in Massachusetts for 20 years. He is active in projects in interdisciplinary thinking and has served as staff director for the Chancellor's Commission of the Reform of Undergraduate Learning and Living.



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CONTACT: B. Zeeck

LUBBOCK--Loggers, miners, ranchers, sportsmen and hosts of other people use and enjoy the U.S. national forests and grasslands, but, since they were established in 1905, a maze of laws protecting them have tangled management decisions.

Charged with management of the 190 million acres of national forests and grasslands is the Forest Service of the U.S. Department of Agriculture. To provide better land management planning in the future, the Forest Service has called upon Texas Tech University's School of Law and College of Agricultural Sciences.

Law Prof. Frank F. Skillern and Dr. James D. Mertes, of the faculty in park administration and landscape architecture, are studying the federal laws which affect planning for the lands.

Their two-phase study, funded at \$134,000, is expected to result in a detailed analysis of all federal statutes involving Forest Service management of the lands and a determination of which laws are the most significant in terms of management planning.

Working with them, in addition to students, are Law Profs. Charles B. Bubany, Bruce M. Kramer and Jeremy C. Wicker.

The research team has compiled planning information for 72 statutes that directly affect Forest Service land management planning. The team members have noted almost as many more laws which bear upon planning responsibilities to a lesser degree.

-more-

Before the work is complete, the team expects to develop a format for a legally defensible land management plan. Information developed from this study could be used, Mertes said, in developing a Forest Service planning manual.

The goal of the project is to assist the Forest Service in serving the public interests while reducing the opportunities for law suits based on planning oversights.

It was the intention of the government from the start, Mertes said, for renewable resources of the national forests and grasslands to be used.

To accomplish proper usage, laws were passed governing the management of timber, water, minerals, wildlife, recreation and forage resources.

"Problems lie with the demands upon the Forest Service," Mertes said. "There are conflicting interests which have to be resolved through the land management planning process."

What might be good for the mining and lumber interests finds objections from environmentalists who want forests for their recreational and scenic values.

To plan wisely, Mertes explained, it first is necessary to understand all the laws which bear upon management planning and to know how these laws interact with one another.

Working with Mertes has been a graduate of the Texas Tech School of Law who now is working on a master's degree in interdisciplinary studies. He is Cecil Kuhne, graduate assistant from Lubbock.

Working with Skillern have been law students Joel Moss, Quail; Michael Charlton, Lubbock; Kenneth McAlister and Randell Means, Fort Worth; David Parker, Rockwell; and Lea Brownfield, Deming, N.M.

10-2-14-78 -30-

# TexasTech News

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CONTACT: Dan Tarpley

LUBBOCK--Pulitzer Prize winning editor Joe Murray of the "Lufkin News" reviewed for students and faculty of the Texas Tech Mass Communications Department and visitors the paper's coverage of the death of a Marine recruit which earned the national honor.

His presentation Tuesday kicked off Journalism Day of Mass Communications Week.

The prize was awarded "for meritorious public service for articles on the recruitment and death of a Lufkin Marine." The "Lufkin News" coverage and subsequent reporting by wire services and other news agencies led to reforms in the U.S. Marine recruiting and training procedures.

The 38-year-old editor stressed for mass communications students the importance of asking questions of as many sources as possible, of presenting the facts accurately and objectively, and continuous efforts to improve writing skills.

Murray also told his Texas Tech audience of the paper's discovery and reporting of mistreatment of elderly people in nursing homes. That campaign, too, has led to legislative action resulting in reforms in the operations of nursing homes throughout the state.

-more-

The second Journalism Day speaker was Ed Hunter, vice president and executive editor of the "Houston Post." Afternoon panelists included three former Mass Communications Department students, Robert Montemayor of the "Dallas Times-Herald," Nene Foxhall of the "Houston Post" and Jeff Klotzman of KMCC-TV, Lubbock.

Emphasis Wednesday will be on films and photography. The day's activities will begin with a demonstration of "Visual Impressions Multimedia Presentation," advertising spots and the CLIO award-winning television commercials, beginning at 9:35 a.m.

Films entitled "Frogs," "Frank Film," "Further Adventures of Uncle Sam," "Arena," and "New York, New York," will be shown beginning at 10:35 a.m.

Both the morning and afternoon sessions are scheduled for room 101, Mass Communications East. Jim Richardson of the "Topeka Capital Journal" will discuss innovations in photojournalism at 11:35 a.m. and 3:35 p.m. The CLIO awards will be repeated in the afternoon, too.

Thursday is Advertising Day and Friday, Telecommunications Day. Austin radio executive Wendell Mayes Jr. will be inducted into the Mass Communications Hall of Fame at noon, Thursday, and the Thomas Jefferson Award will be presented posthumously to the late U.S. Senator Hubert H. Humphrey Friday night. His son, Hubert H. (Skip) Humphrey III, Minnesota state senator, will accept for him.

The Thomas Jefferson Award will be presented by Perryton publisher Harold Hudson, president of the National Newspaper Association, the largest press association in the world.

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CONTACT: Mark Haller

ATTN: Sports Editors

LUBBOCK--The Texas Tech women's basketball team, after nearly defeating the nation's number one team, will face two strong opponents this week in Lubbock's Municipal Coliseum.

Wednesday (Feb. 15) the Red Raiders take on the University of Houston Cougars at 4:30 p.m. On Friday Texas Tech meets The University of Texas Longhorns in a 7:30 p.m. match-up.

The Houston team is ranked eighth in Texas and the Longhorns are holding the number two slot. The Raiders occupy the number four position.

Last week in the Houston Invitational Tournament, the Raiders were narrowly defeated by the number one team in the country, the Louisiana State University Tigers. The score in that semi-final game was 69-63.

Following a defeat by the Houston squad, the Raiders placed third in the tournament. Although Tech has already beaten Houston twice this season, the Raiders were demoralized and physically exhausted after the LSU loss.

"We played three games in two days," said Tech coach Gay Benson. "After the LSU game, we were both tired and disappointed. Since we are not nationally ranked, we were really looking for a win against LSU."

-more-

women's basketball/add one

Individual statistics compiled after the Houston Tourney show several of the Raiders' with outstanding records. Team-leading scorer D'Lynn Brown of Stratford has accumulated 446 total points, averaging over 14 points per game. In the season, Brown has also chalked up 238 rebounds for the Raiders. Lubbock-Cooper's Marilyn Payton has scored 364 points in the 31 games, with an average of 11.7 per game. Slaton's Karla Schuette, an outstanding ball-handler and one of the team's play-makers, averaged over nine points per game.

The Raiders have a season record of 26-5 with only two more regular season games on tap after this week. On February 24 the Tech squad will begin play in the TAIAW West Zone Tournament, from which the Raiders hope to advance to State and Regional competition in March.

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Volunteers are needed at Texas Tech University but only a very special few need apply. Dr. William K. Ickes and a research assistant associated with him want to work with people who stutter.

Ickes has been interested in the problem of stuttering for almost all of his career as a speech pathologist, and the question that intrigues him most is why people stutter.

When speech pathologists learn why, he explained, they can work more effectively to help those who stutter overcome the pattern. At the present time a good cure rate is 30 per cent of the people seeking help, he said.

Ickes and Paula J. Gardner, Texas Tech graduate student and research assistant from San Antonio, are testing a concept that has interested specialists for decades: that there is no one single cause for stuttering.

"I think it is possible that for some people stuttering is a functional disorder, a learned pattern of speech," Ickes said. "For others it is possible that the pattern is genetic, an inherited trait."

He explained that earlier testing revealed interesting differences in stuttering patterns. Some people do not stutter when they sing or talk to pets or in other specific, relaxed situations. Other people stutter in every situation.

-more-

Stutter/Add One

People who stutter number about one of every 1,000, and more males than females are affected, Ickes said. The research he is undertaking requires about 30 people who are willing to give approximately one and one-half hours of time to the research.

The only benefit guaranteed volunteers will be the knowledge that they may be contributing to a better understanding of the problem, Ickes said.

The research project is funded by the Texas Legislature through the Texas Tech Institute for University Research.

One spinoff of the study, Ickes said, is a secondary inquiry into the question of whether personality type has anything to do with stuttering.

He said that volunteers can contact him by telephoning 742-3926, or by writing Dr. William K. Ickes, Box 4266, Texas Tech University, Lubbock, Tex. 79409.



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CONTACT: Roe Burnett

## EDITOR'S NOTE

A NEWS CONFERENCE WITH HUBERT H. HUMPHREY III WILL BE HELD FRIDAY, FEBRUARY 17, FROM 6-7 P.M. IN THE ANNIVERSARY ROOM IN THE UNIVERSITY CENTER. HE IS ACCEPTING THE THOMAS JEFFERSON AWARD FOR HIS FATHER, THE LATE SEN. HUBERT H. HUMPHREY.

-30-

14-2-14-78

# Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK--Citizens interested in being involved in national, state and local governmental actions are invited to attend a "Legislative Influence Seminar," Wednesday night (Feb. 15), 7:30 p.m., in the Texas Tech University Administration Building, room 202.

Speakers will include John Baize, Agricultural Committee staff assistant to U.S. Representative W. R. Poage of Waco; Joe Hubenak, state representative of Rosenberg, and chairman of the House Agriculture and Livestock Committee; and Kent Hancock, state senator of Lubbock.

The seminar is co-sponsored by the Student Council of the College of Agricultural Sciences and the Vocational Home Economics Teacher Association of Texas, Student Section.

-30-

15-2-14-78

# Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK-- Wendell Mayes Jr., an Austin radio broadcasting executive, will be inducted into the Texas Tech Mass Communications Hall of Fame, Thursday (Feb. 16), at a noon luncheon on Advertising Day of Mass Communications Week on campus.

The luncheon will be in the University Center Ballroom.

Mayes is president of the parent company of several radio properties. He also served as chairperson of the Texas Tech Mass Communications Advisory Committee and continues as a member. He has made many contributions in educational broadcasting, community service and political programs. He is a 1949 Texas Tech electrical engineering graduate.

Mayes will be inducted by Clint Formby, Hereford broadcaster. Formby is a member of the Texas Tech Board of Regents and the Mass Communications Advisory Council and is a Texas Tech graduate.

Charles Jones, vice president of National Association of Broadcasters, Washington, D.C., will be the luncheon speaker. He is a veteran of 24 years of broadcasting. He is a past member of the New Mexico Broadcasters Association and the Mutual Network's Affiliates Advisory Committee.

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Other Advertising Day speakers will include Al Bothwell, account supervisor, Leo Burnett U.S.A., Chicago, at 9:05 a.m. and John Albers, vice president of marketing, Dr. Pepper Company, Dallas, 10:35 a.m., both in room 101, Mass Communications Building.

Photography and Film Day of Mass Communications Week began with the Visual Impressions Multimedia presentation. The slide presentation was computer programmed.

Six slide projectors were used. The presentation featured various advertisements for local businesses.

The hour was concluded with the 1977 Clio Awards, a film of award-winning commercials. Kodak's the time of your life, Lifesaver's a part of living, Meow Mix, Pace CB, Hallmark Cards and General Electric were among the commercials featured in the film.

Jim Richardson of the Topeka Capital Journal gave a slide presentation during the third morning session. Richardson's presentation featured portions of his book on a rural high school in Rossville, Kan. His pictures depict life in a small town and what an adolescent goes through in high school.

He focused on their feelings of belonging, loneliness, romance and break-ups. He has captured the images of sports as a social activity, the importance of their ceremonies and the feelings of growing up.

# Texas Tech News

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Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

LUBBOCK--Members of the Eisenhower Consortium for Western Environmental Forestry Research are holding their annual meeting at The Museum of Texas Tech University this week (Feb. 16-17).

The emphasis will be on future research directions.

Dr. Gerald Stairs, dean of the College of Agriculture at the University of Arizona, will complete his second year as president of the consortium at this meeting. Succeeding him is Dr. Anson R. Bertrand, dean of the Texas Tech University College of Agricultural Sciences.

Representatives of eight universities and the U.S. Forest Service are attending the meeting. Universities in the organization are in Arizona, New Mexico, Texas, Colorado and Wyoming.

Dr. James D. Mertes of the Texas Tech faculty in park administration and landscape architecture will present the results of a two-year study on a research plan for the consortium.

If accepted by the delegates, the master plan, prepared in cooperation with member universities and the Forest Service, will provide guidance over the years for a research committee which selects projects for funding.

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bertrand/add one

The consortium to date has been concerned primarily with research in water resources management, transportation within nationally owned forests and grasslands, second home developments and legal aspects of recreational land management.

Mertes' report indicates an effort to expand those four areas into broader concerns for the open lands in the states represented. In undertaking larger projects member universities would share portions of the research work. Results of such research would dovetail with national concerns for America's 190 million acres of public forests and grasslands.

Also scheduled for the meeting are reports on research projects underway and announcement of new research grants approved by the Research Proposal Evaluation Committee for funding in fiscal year 1979.

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17-2-16-78

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FOR IMMEDIATE RELEASE (ATTN: SPORTS EDITORS)

Contact: Lisa Burgher (742-3393) or Mark Haller (742-2136)

LUBBOCK--Thanks to a longstanding love for team spirit and comaraderie, D'Lynn Brown is playing basketball for the state's fourth ranked Texas Tech University and is the Red Raiders' leading scorer.

The former Stratford High School star was recruited by some 30 universities, including Wayland Baptist College, Baylor University, The University of Texas at Austin, Tech, schools from Kansas and Colorado, as well as others.

"While I was offered a scholarship to Wayland, I did not comprehend the coaching philosophy and I was impressed by the players' attitude at Texas Tech," the 5'11" Brown commented.

"The Wayland coaching staff and I just did not see eye-to-eye on basketball strategy. One of the Wayland staff coached me in the Texas-Oklahoma All-Star game, and his coaching style confused me."

Brown, who expresses admiration for the nationally ranked Flying Queens of Wayland, commented on how much she is enjoying the spirit of the Tech squad.

"At Texas Tech all of the girls are friends. For me basketball at Tech is fun. If I had competed for Wayland, it would have been all basketball for me, with very little social life."

-more-

brown of tech/add one

Her hardest adjustment to varsity competition was the transition to 5-player, full-court play. Texas high school girls still compete with six players on a half-court basis.

"I'm having a difficult time learning to play defense. The full-court game requires a great deal of defensive skill, and I've not perfected that yet."

The Red Raiders are 26-5 on the season, with two losses to Wayland in one week. In the first meeting at Plainview the Flying Queens whipped the slow starting Raiders, 95-43. In the second outing at Lubbock the Raiders gave a better account of themselves in losing 74-61.

Brown is Tech's leading scorer and top rebounder. She has scored a total of 446 points, for an average of 14.4 per game. In 31 games, she has chalked up 238 rebounds, averaging over seven per game.

Of all Tech's players Brown hits pay-dirt most often. She has a field goal average of 63.1 per cent, hitting 190 field goals of 301 attempted.

Brown is the daughter of Mr. and Mrs. M. H. Brown, 215 S. Pearl, Stratford.



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CONTACT: Nita Gilger

LUBBOCK--An aerobic dancing workshop, a program of "vigorous exercise for men, women and children that is individual, non-competitive, and fun," will be held at Texas Tech University, March 4, from 8:30 a.m.-1 p.m. in the Men's Gymnasium.

Registration deadline is Feb. 24.

Clinician Jacki Sorensen, originator of the aerobic dancing program, is the workshop instructor. Sorensen has put together more than 300 aerobic dance routines at the University of California as a student. She taught classes and conducted laboratory and field tests on the program before introducing it to other fitness instructors in 1972.

Aerobic dancing is "a rhythmic activity which is equivalent in endurance to basketball and jogging." The exercise is beneficial for the heart, muscle endurance and power, coordination, balance and flexibility.

The aerobic dancing program is used in four basic ways under Sorensen's plan: with boys and girls in the elementary school system; with high schools, colleges and adult women; in a family aerobic dancing program for men, women and children; and a modified program for special children.

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aerobic dancing/add one

Sorensen is a member of the clinic staff of the President's Council on Physical Fitness and Sports and the Texas Governor's Commission on Physical Fitness.

Cost of the workshop is \$25 and will include a double aerobic dancing record and four hours of instruction. The class is limited to 55 persons.

More information can be obtained by contacting Patsie E. Ross, Department of Health, Physical Education and Recreation at 742-3364 or 799-5384.

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CONTACT: Preston Mitchell

LUBBOCK--A workshop designed for professionals who work with the aging will be presented Friday, March 3, 1-5 p.m., in room 111 of the College of Home Economics at Texas Tech.

Dr. Herbert Shore, adjunct professor, North Texas State University Center for Studies on Aging, will lead the workshop on "Sensitizing People to the Process of Aging."

Shore is also the executive vice president of the Golden Acres Dallas Home for Jewish Aged.

Information on the processes of aging, with emphasis upon the sensory and physical changes which affect the way older persons react to their environment, will be the objective of the workshop.

Sensitivity training will explore approaches in assisting older people to adapt to their changing life situation.

Registration for the event is \$5, with student registration costing \$1.50, upon proof of student status.

Sponsors of the workshop are the Division of Continuing Education and the College of Home Economics.

For additional information, call Gail House, College of Home Economics, at 742-3033.

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CONTACT: Marcia Lundy

ATTN: Ag Editors

LUBBOCK--A cottonseed picking machine in the developmental stage may be the answer for processors in selecting high-quality cottonseed.

The machine, called the MSS-110 Seed Quality Analyzer, was developed by Agro-Sciences, Inc., to quickly evaluate many species of seed and eliminate lengthy quality testing.

Dr. Norman W. Hopper of Texas Tech University's Plant and Soil Science Department is testing the machine at the request of the manufacturer and the cottonseed industry. The Plains Cotton Growers and the American Cottonseed Delinting Association are funding the research.

Hopper said he is optimistic about the machine, but will test its accuracy and whether fuzzy seeds test as well as dilented seeds.

The MSS-110 can aid cottonseed processors, if it proves reliable, because they need a quick, accurate and economical means of evaluating seed quality while it is still on the truck, he said.

Hopper hopes the machine will test, within 10 to 20 minutes, a random sample of any seed lot and determine quality. If it is high quality, the seed is kept to be delinted, treated with

-more-

cottonseed/add one

insecticide and returned to the farmer for planting. Low-quality seed can be sent to the oil mill for processing into meal and oil.

The MSS-110 works on the principle of the electrical conductivity of the seed. Theoretically, seeds of low quality have higher levels of electrical conductivity than high-quality ones.

Although several reports have indicated that conductivity might be an accurate evaluator of quality, Hopper said no researchers have adequately tested the theory.

Cottonseed samples are first soaked in pure water for three to five minutes. The water-soaked seeds are then run through the MSS-110 and tested individually for electrical conductivity.

Hopper said many laboratory tests must be run before a definite evaluation can be made. Tested seeds are then germinated to test the accuracy of the machine's evaluation.

The non-delinted seeds might cause a problem in accuracy, he said. The lint or fuzz may cause the seeds to have high electrical conductivity, negating the machine's evaluation. Seed samples may have to be delinted before testing, Hopper said. This adds only a few minutes to the overall time.

He expects to complete the first phase of the research by the end of October.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill March 4)

For Immediate Release

CHOOSING A COLLEGE CAN SOMETIMES BE A DIFFICULT DECISION. AT TEXAS TECH UNIVERSITY WE WANT TO MAKE THAT DECISION EASIER BY LETTING YOU KNOW WHAT COLLEGE LIFE IS ALL ABOUT. "UNIVERSITY DAY" AT TEXAS TECH GIVES HIGH SCHOOL STUDENTS THE OPPORTUNITY TO MEET WITH ACADEMIC ADVISORS AND STUDENT LEADERS AND SEE WHAT COLLEGE IS LIKE BOTH IN AND OUT OF THE CLASSROOM. SO COME TO LUBBOCK, MARCH THIRD, UNIVERSITY DAY AT TEXAS TECH. MEET THE PEOPLE AND SEE THE CAMPUS. DECIDE FOR YOURSELF IF A MAJOR UNIVERSITY HAS A PLACE IN YOUR FUTURE.

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22-2-16-78

# TexasTechNews

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CONTACT: B. Zeeck

ATTN: Ag Editors

LUBBOCK--The day when insects no longer will be a pest is the ultimate goal of entomologists in the view of Dr. James R. Cate, moderator for a symposium on biological control of insects at the annual meeting of the Southwestern Branch of the Entomological Society of America (ESA).

Attending the meeting in Lubbock this week were 230 entomologists from approximately six states and Mexico. Dr. Darryl P. Sanders, chairperson of the Department of Entomology at Texas Tech University, headed a committee for local arrangements. Dr. Pat Morrison of the Texas A&M University faculty was program chairperson. Cate is a member of the entomology faculty at Texas A&M.

One of the classic cases of biological control of insects occurred in the last century, Cate said. Cottony cushion scale, imported into the United States in the 1840s, had become a serious threat to citrus crops in California by the 1890s. The cure was found in a lady beetle in Australia. By introducing it into California, the scale virtually disappeared.

In Texas the Rhodesgrass mealy bug infested range grass in South Texas and presented particular problems on the King Ranch, Cate said. Grazing was reduced about 50 percent, and pastures had to be reseeded every three years. A parasite which would attack the troublesome mealy bug was found in India, imported, and within a few years completely controlled the harmful insect.

-more -



pest control/add one

"Biological control goes on all the time," Cate said, "and ultimately what we're shooting for is the time when the insect will no longer be a pest.

"We do not foresee a time when chemicals will not be used, but we do recommend judicious use of chemicals. The best program calls for integrated pest management use of chemicals with biotic agents."

One of the advances anticipated in biological control, he said, is its application to row crops, and the ESA symposium participants emphasized this application. In the past, according to Cate, a biological control usually was applied to perennial plants. The emphasis at the meeting was on research in peanuts, rice, grain sorghum and cotton. Small fish and nematodes, for instance, curtail mosquitoes in rice, and scientists are searching for the best and most beneficial insects to attack mites and aphids in grain sorghum.

Already a wasp has been found which gives partial control for greenbugs on sorghum, and, Cate said, boll worm control in cotton "goes on all the time" with lady beetles the primary benefactor.

Entomologists, Cate commented, search for the economic threshold in any crop, the number of insects which will cause so much damage that it becomes an economic necessity to apply chemicals. Until that point is reached, he said, the best recommendation is to allow the insects in the field to control pests naturally.



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CONTACT: Roe Burnett

LUBBOCK--Austin radio executive Wendell Mayes Jr., of KNOW radio was inducted into the Texas Tech University Mass Communications Department Hall of Fame in ceremonies at noon Thursday (Feb. 16).

The induction program was conducted by Hereford radio station owner-operator Clint Formby, member of the Texas Tech Board of Regents and the Mass Communications Advisory Committee. Mayes also is a member of the committee and a past chairman.

The ceremony was a highlight of Advertising Day of Mass Communications Week at the university. Both Mayes and Formby have interests in several radio stations in Texas and have been active in state and national trade associations.

The luncheon speaker was Charles Jones, vice president of the National Association of Broadcasters, Washington, D. C. Prior to his employment with NAB in Washington, Jones was vice president of the New Mexico Broadcasting Company and is a past member of the Board of Directors of the New Mexico Broadcasters Association and the Mutual Network's Affiliates Advisory Committee. Other Advertising Day speakers included Al Bothwell, account supervisor, Leo Burnett U.S.A. Advertising Agency, Chicago, and John Albers, vice president of marketing, Dr. Pepper Company, Dallas.

UD AJ

CONTACT: Roe Burnett

LUBBOCK--Computer portraits made by closed circuit television and transferred to a poster or a T-shirt will be sold by Alpha Epsilon Rho, National Honorary Broadcasting Society at Texas Tech University.

Posters will be sold from 10 a.m.-4:30 p.m. in the main entrance of the University Center on Thursday and Friday. T-shirts are \$6 and posters are \$3. The proceeds will be used to send students from the local Alpha Epsilon Rho Chapter to the national convention in Las Vegas, Nev., April 5-8.

The local chapter is responsible for the judges for the audio portion of the National Productions Awards. Judges include Al Bothwell of Leo Burnett U.S.A. Advertising Agency, Chicago; Himan Brown, executive producer of the "CBS Mystery Theatre," New York; and Jess Smith, news director of WFAA radio in Dallas.

Bothwell will judge the commercial division, Brown, the entertainment section, and Smith, the news and documentary division.

The National Association of Broadcasters and the Broadcasting Education Association also will hold their national convention in Las Vegas at the same time.

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only

CONTACT: B. Zeeck

LUBBOCK -- With American farmers losing almost 35 per cent of potential production to pests -- weeds, insects, diseases -- the work of entomologists becomes increasingly important.

The view was expressed Wednesday (Feb. 15) in Lubbock by President E. H. Glass of the 7,500-member Entomological Society of America when he met with members of the ESA Southwestern Branch.

"We have just gone through a cycle when we developed a great dependence upon chemical control of insects," he said. "After a few years we began to discover problems, and one of the chief of these is resistant strains."

He said that about 400 species of insects are known to have developed resistance to one or more of the pesticides used in earlier controls.

In addition to these resistant strains, entomologists have found that they must work to protect against the potential hazards to man, animals and the environment in chemical controls, and they must work within government regulations in using the chemicals to destroy harmful insects.

But equally important, in Glass's view, it became apparent that chemicals often kill off the natural enemies of the undesirable insects.

With all this, he emphasized, entomologists will continue to

*no comment some chemical control @ - much -*

"Entomologists are pioneers in the philosophy of crop protection by using all feasible tactics to manage insect populations just below tolerable economic thresholds," he said. Producers can tolerate certain levels of insect infestation, Glass explained, and entomologists now recommend the use of pesticides only when the crop loss is greater than this threshold.

Glass pointed out that entomologists are gaining much greater knowledge of the biology and ecology involved in pest management, and their approach is toward total management programs based on greater understanding of factors influencing pest populations.

The Southwestern Branch meeting at the Hilton Hotel Feb. 14-16 deals primarily with agricultural problems in entomology. More than 200 were registered for the sessions.