

| DATE      | Stories and Outlines      | Locals | Reg. Dai. | Reg. Wee. | 50 M's | Reg. Rad. | x-list | Adj. Co. | Hometown | Explanations              |
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| 15-2-9-79 | USA - Potato Handling     |        |           |           |        |           |        |          |          | local TV; Area Ag Radio   |
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| 17-2-9-79 | Journalism Day            | /      |           |           |        |           |        |          |          | Mass Comm.                |
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# 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: Marcia Lundy

ATTN: Agricultural Editors

LUBBOCK--The difference between a meal and a pelleted diet could mean a 50-cent or more per hog difference in profits for swine producers because of weight loss during shipping.

Finding the right diet form to help reduce or prevent weight loss in pigs during shipping from feedlot to market is the purpose of research being conducted by Dr. Leland F. Tribble, director of the Department of Animal Science swine program at Texas Tech University.

"We are looking at the form of the diet in relation to weight loss during shipping because little, if any, research has been done in this area," Tribble said. "If we can determine an optimum feed form to maintain weight and prevent shipping losses, we may be able to increase producer profits by 50 cents or more per pig with current prices."

Tribble's first study compared meal and pelleted forms of a sorghum-soybean meal diet and effects of sex of the pig on weight loss.

Data were collected on 244 pigs, subjected to an 18 hour simulated shipping period. The pigs were not fed or watered during the time to determine weight loss which might occur during

-more-

swine diet/add one

shipping to market.

There was a significant difference in weight loss, with the pigs which has been fed the meal form losing more than those fed the pelleted diet.

Overall, the gilts lost more on the average during the period than the barrows, but the barrows fed the meal diet lost more than the remaining pigs on any other diet form. Barrows fed the pelleted diet lost the least amount of weight.

The reason for difference in weight loss or shrinkage between the gilts and barrows on meal and pellets is not known, but Tribble plans further research into other feed forms.

He has done preliminary work with a diet including extra fat and found that the pigs had less weight loss or shrinkage during the shipping period than those on the diets without fat.

Other research with pigs found the shrinkage to be higher during the first 50 miles or hour or two of the shipping period than in the last portion.

Tribble presented his initial findings at the annual meeting of the Southern Division of the American Socceity of Animal Science in New Orleans this week.

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CONTACT: B. Zeeck

LUBBOCK--Bill Keffler, graduate of the Texas Tech University Master of Public Administration (MPA) program, has been elected president of the Urban Management Assistants of North Texas.

Keffler is administrative assistant to the Richardson city manager, a position he has held since receiving the MPA in 1977. While in the Texas Tech program he served an internship in the Washington office of Texas Congressman Richard C. White.

He also has been a planning assistant with the Permian Basin Regional Planning Commission and lived in Midland.

He received the bachelor's degree in 1975 from Notre Dame University.

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2-2-5-79

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CONTACT: B. Zeeck

LUBBOCK--Before the age of the paper napkin, napkin rings were a must in every well-ordered home, and a collection of 19th century examples, many of them silver-plated, is on exhibit at The Museum of Texas Tech University.

The Collector's Corner exhibit, on display through March 25, features both antique napkin rings and toothpick holders.

Mrs. Neal Hefner, member of the Women's Council of the West Texas Museum Association, sponsor of the exhibit, served as chairman of the committee which assembled display materials.

She explained that most of the pieces were made in the late 19th century, from 1885 to 1900, a period in which silver electroplating was particularly popular. Some pieces are cloisonne, a combination of enamel and metal. Several have ornate figures in the design.

One unusual piece has a small glass vinegar cruet, open salt and pepper, butter pat and filigreed feet as a base. Another is a fan base for two butterflies whose wings hold the napkin ring. One has ornamental fret work separating a bud vase from the napkin ring on which perches a tiny bird.

Kate Greenaway, popular illustrator of children's literature, is imitated in some of the children's figures which adorn rings.

-more-

napkin ring exhibit/add one

In addition to figures of children, decorations include cherubs, domestic and wild animals, birds, berries and leaves.

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3-2-5-79

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CONTACT: Becky Patterson

TO THE EDITOR: Please substitute this Mass Communications Week release for one we distributed Tuesday, Jan. 20. The schedule for the week has been revised.

LUBBOCK--Five days of seminars, demonstrations and lectures by top mass media executives and professional personnel are planned for Texas Tech University's Mass Communications Week, Feb. 18-24, according to Dr. Billy I. Ross, department chairperson.

The week will be highlighted by presentation of the Thomas Jefferson Award to Richard E. Wiley, former chairperson of the Federal Communications Commission, and induction of Wayne C. Sellers, Palestine, Texas, editor and publisher, into the Texas Tech Mass Communications Hall of Fame.

The Thomas Jefferson Award is presented annually to a public official who has made outstanding contributions toward defending and preserving the freedom of news media. The award will be presented at the Thomas Jefferson Award Dinner on Friday, Feb. 23.

The "Hall of Fame" designation recognizes Texas Tech alumni or other persons who have distinguished themselves in mass communications and have specifically aided the educational programs in mass communications at Texas Tech. Sellers will be inducted during a Thursday (Feb. 22) luncheon.

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mc week/add one

Theme of the week is "Media Wars," according to Paula S. Lowe, chairperson of Mass Communications Week. "Although there are really few 'wars' within the media," she said, "there are competitive interrelationships, and that's what we're out to explore."

Monday, Feb. 19, will be devoted to public relations; Tuesday, Feb. 20, to journalism; Wednesday, Feb. 21, to photography and film; Thursday, Feb. 22, to advertising, and Friday, Feb. 23, to telecommunications.

The week's activities will officially begin on Public Relations Day, Monday, Feb. 19. Speakers will include Linda Walker Buck, account executive with Tracy-Locke Advertising and Public Relations, Dallas; William L. Hill, creative director, Bloom Advertising Agency, Dallas; and Sam Petok, vice president of communications, for Rockwell International, Pittsburgh. A Rockwell multi-media production will also be aired.

Journalism Day speakers will include John N. Bailey, executive director of the International Association of Business Communicators, San Francisco, and Glen Guzzo, "Fort Worth Star-Telegram" reporter who covered the Cullen Davis trials.

A Journalism Day panel discussion featuring Texas Tech ex-students is also planned. Participants will include Rusty Jones of KMCC-TV, Lubbock; Mary Lou Kromer of Rockwell International, Pittsburgh; Don Richards, press secretary to U.S. Rep. Kent Hance in Washington; and Roy McQueen, publisher of the "Snyder Daily News."

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mc week/add two

Photo/Film Day will feature speakers Bob Dodson, NBC Dallas correspondent, and Fred Bunch of the "Houston Post." Nine films will be shown, including "Binary Bit Pattern," "Braverman's Condensed Cream of Beatles," "Frogs," "Camera Magic: The Art of Special Effects," "The Searching Eye," "Stuntman," CLIO Award-winning commercials, and a film by Texas Tech Mass Communications students. Photography by Texas Tech students also will be displayed.

The "World of Advertising Seminar" Thursday will feature Chuck Shemely, vice president of marketing with Keebler Company, Elmhurst, Ill.; Tom Ross, vice president and account supervisor for Leo Burnett USA, Chicago; Kathy Keeton, associate publisher for Penthouse International, Ltd, New York; Beverly Wardale, director of advertising for "OMNI Magazine," New York; and James P. Healy, Jr., vice president of the Newspaper Advertising Bureau, Inc., Chicago.

Friday's Telecommunications Day speaker will be Al Bond, president-elect of the International Television Association and manager of Media Center Production at Texas Instruments, Dallas; Charles Jones, director of radio development, Cosmos Broadcasting, Columbia, S.C.; Ed Giles, media specialist with Emory University Medical School in Atlanta; and David Dowe, independent producer, Dallas.

The week will conclude Friday with the Thomas Jefferson Award Dinner.

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ATTN: Agriculture Editors

LUBBOCK--Farmers, ranchers or others who are incorporating small businesses should beware of a "knee jerk" recommendation to take advantage of Subchapter S of the Internal Revenue Code, according to a Texas Tech University professor who teaches tax law.

Dr. David C. Cummins, of the Texas Tech Law School faculty, said that incorporation under Subchapter S often is recommended in the belief that shareholders can avoid double taxation, a belief he calls "more myth than reality."

It is possible, he said, to manage a regular corporation's relationship to its stockholders so that the burden of double taxation does not apply.

"There are no blanket answers to the manner of incorporation," Cummins said, "but too many people automatically choose Subchapter S thinking there is a tax advantage, and they should look closely at the disadvantages."

Among the disadvantages, Cummins said, is that a very restrictive buy-sell plan for stock transfers is required by Subchapter S.

"Probably the best first step for the individual wanting to incorporate a closely held business," he admonished, "is to find

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cummins/add one

a tax expert--accountant, lawyer or other specialist-- to study the past performance of the business and the future plans of the individual who will be the principal stockholder. Then follow that expert's advice.

"The earlier advice is sought, the cheaper the fee and the fewer the pitfalls," Cummins said.

Unless paperwork is carefully drawn, he said, it is possible for the corporation to have to pay taxes on profits while shareholders pay taxes also on their dividends, but there can be a pitfall if shareholders are required to pay taxes on dividends that have not been distributed, "in effect paying taxes on income they haven't received."

In Subchapter S, he explained, there is only one class of stock and none of it can be put in a trust. In a regular corporation, however, there can be more than one class of preferred and more than one class of common stock.

This protects the will of the patriarch or matriarch of a corporation in keeping the controlling interest in the hands of capable stockholders, whether relatives or key employees, and at the same time caring for bonafide stockholders who should have no share in controlling the corporation, whether for lack of interest or competence.

Another significant incorporation pitfall to avoid is Section 341 of the Internal Revenue Code, he said. This applies to a business incorporated for one reason only--for instance, to continue a line of credit--that is, a company incorporated only to be collapsed when its reason for existence disappears.

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cummins/add two

"The penalty section in 341 is designed to be a shoe two sizes too small, and it will pinch," he warned.

"The point is to not sell shares and liquidate the corporation but continue to operate until the business loses its status as a collapsible corporation.

"A tax expert will discuss Section 341 before the incorporation papers are drawn," Cummins said, "and plans can be made to avoid the penalties this section calls for."

Cummins said that the advantages and disadvantages of incorporating are particularly important now to farmers and ranchers who are faced with a cutoff in their lines of credit. Texas law limits to 10 percent the amount of interest that can be charged an individual borrowing money while the prime rate is 11.75 percent and the Federal Reserve discount rate so high that banks don't lend money at 10 percent. A corporation, unlike an individual, can borrow at a higher interest rate.

The Texas usuary law does not apply to all kinds of credit but does apply to the production loans required by farmers and ranchers to operate their businesses.

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ATTN: Fine Arts Editors

LUBBOCK--Marc Chagall, 92 this year and uniquely associated with two highly influential schools of French artists, will be the subject for a 10 a.m. Tuesday (Feb. 13) art seminar at The Museum of Texas Tech University.

The art seminar series, sponsored by the Women's Council of the West Texas Museum Association, is open to the public at a nominal fee. Rabbi Alexander Kline is in his 19th year as lecturer for the series.

Chagall, born in 1887 in Russia, was a part of a renaissance, international in scope and universal in significance, which has been called the "school of Paris." Its early 20th century hub was Montparnasse in the French capital although artists were drawn to it from Spain, Italy, eastern European countries and even the Orient.

Chagall's work was a part also of what one critic describes as a "singular contribution made by those acutely sensitive Jewish painters of unrest, for whom the instability of life seems to have been a perpetual source of grief." Chagall outlived all of them, and most were not recognized for their contributions during their brief lifetimes.

-more-

chagall/add one

The school of Paris is something of a misnomer for there was no well-formed group. Instead, the school grew out of chance meetings between artists from many countries who lived in Paris because they found it an exciting, stimulating city which provided an atmosphere in which they could create freely; allowing each to practice the dogma of individualism. There was an economic inflation in the 1920s when the school first flourished. This benefited both artists and dealers. Americans of the period were avidly collecting the works of art, many by Chagall.

His work has points of contact with Surrealism, but he never was directly associated with that movement. He was individualistic, and his art depicts an escape to a fantasy world, to old dreams inspired by the Yiddish folklore of his childhood, brilliantly colored dreams in which it comes as no surprise to see men and animals floating in the sky and lovers joined together above the rooftops.

"Paris Through the Window" and "The Soldier Drinks" are typical of his ability to combine the real with the dream worlds. Both are in the Solomon R. Guggenheim Museum in New York. "The Newspaper Seller," in a Berne collection, is a masterpiece of portraiture.

Chagall was not only a painter, however. He has been a book illustrator, has worked in ceramics and thousands have seen his exquisitely glowing series of 12 stained glass windows, completed in 1961 for the synagogue of the Hadasseh hospital in Jerusalem.

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CONTACT: Dan Tarpley

LUBBOCK--Dr. S. P. Yang, food and nutrition professor, has been nominated by the Texas Tech College of Home Economics for the Faculty Research Award to be presented by the Dads Association at its mid-winter trustees' meeting Saturday (Feb. 10).

Home Economics Dean Donald S. Longworth presented Dr. Yang with a \$250 honorarium in ceremonies this week.

The food and nutrition scientist and researcher has conducted studies in several areas for many years. Among his most recent projects is research into the relationship between development of cancer and the intake of various types of fat in combination with a cancer-causing substance, acetylaminofluorene (AAF).

The chemical represents potentially dangerous substances similar to some to which persons are exposed every day, such as nitrates added as food preservatives, compounds in cigarette smoke and from incomplete combustion of fossil fuels.

He also was instrumental in the development of a hybrid grain, triticale as a source of nutrition.

Dr. Yang will go to China this summer as a visiting scientist.

"My primary objectives," he said, "will be to tell Chinese medical schools and agricultural colleges what Texas Tech has

-more-

yang/add one

to offer and to learn what they have and how exchange programs for students and faculty may be arranged. Yang has been invited to address the Chinese Medical Association in Peking on "Nutrition and Cancer," and the Chinese Agricultural Association in Peking on "The Nutritional Value of Triticale."

The medical schools he will visit are in Canton, Changsha, Wuhan and Peking. He will leave Texas Tech in May and be gone for about a month.



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Note to editor: Miss Lowe is from Arlington and is the daughter of Mrs. Patricia Lowe, 1705 Brad Drive.

LUBBOCK--Texas Tech University's Department of Mass Communications puts together a five-day Mass Communications Week each spring involving more than 30 different events.

The person responsible for coordinating it this year is a 22-year-old Arlington coed, Paula S. Lowe.

Miss Lowe, daughter of Mrs. Patricia Lowe, 1705 Brad Drive, is a senior majoring in journalism, with a concentration in public relations.

With the start of the 1979 Mass Communications Week only days away (Feb. 19-23), Miss Lowe's workload has become heavier and heavier, as she attempts to make sure travel and physical arrangements, printing and publicity, and receptions and speakers are all set. She began work on the project last September, spending four to five hours a week on it.

At this point, she said, there are no "major problems," thanks to her volunteer staff of students and Mass Communications faculty members.

"Most people are very cooperative and do things willingly. I recruited a good crew of kids," the former Arlington High cheerleader said in an interview.

"We also have an excellent group of speakers coming in,

-more-

lowe feature/add one

and I personally appreciate the time they're willing to devote to this," she added.

The week includes a day for each of the five specializations available within Texas Tech's Mass Communications Department-- Public Relations (PR), Journalism, Photography/Film, Advertising and Telecommunications, Miss Lowe noted. Each day's events are sponsored by academic divisions and student chapters of professional organizations.

Among this year's resource people are William L. Hill of Bloom Advertising in Dallas, Linda Walker Buck of Tracy-Locke Advertising and Public Relations of Dallas, Glen Guzzo of the "Fort Worth Star-Telegram" and Bob Dodson, NBC correspondent in Dallas, along with personnel from Leo Burnett Advertising Agency, Rockwell International, Penthouse/Viva International, Ltd., Newspaper Advertising Bureau, Inc. and Cosmos Broadcasting.

Other highlights are the induction of an editor-publisher into the Texas Tech Mass Communications Hall of Fame and the Seventh Annual Thomas Jefferson Award Dinner, the latter co-sponsored by university-related groups and the Texas Daily Newspaper Association, the Texas Association of Broadcasters and the Texas Press Association.

Miss Lowe, a volunteer helper for the 1978 Mass Communications Week, said bringing in so many professionals helps "majors get acquainted with what's happening in their fields and in the outside world."

"Profs can tell us what it's supposed to be like. Outside professionals can tell us what it's REALLY like," she added.

-more-

lowe feature/add two

Another value, she said, is the job contacts students make.

Destined for a career in public relations, preferably with a small, non-profit institution, Miss Lowe took on the burdens of Mass Communications Week because she wanted--unashamedly--to give Tech's Mass Communications department something back in return for the quality education it has given her, she said.

In her four years on campus, she has not been a joiner, having limited her extra-curricular activities to work with the public relations committee of the Student Foundation and membership in Women in Communications, Inc., and Public Relations Society of America.

She also worked as a student assistant for Ralph Sellmeyer, chairman of the Department's Journalism Division, and for University News and Publications.

Why public relations for the 1975 Arlington High grad? Chalk that up to the positive experience she's had at Tech: "I wish I had thought more about what I wanted to do in high school, but I didn't. I was so concerned with having fun, cheerleading and going out on dates. I came here because Tech is small and more personable.

"I've always been inquisitive. I've always asked a lot of questions, been interested in the news. Casting about for a major, I saw public relations and thought I would be suited for it. I can deal with people well, although I know PR is more than that. I like most of the professors in PR and Mass Communications. They seem to care about the students. I also like my fellow students very much."

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lowe feature/add three

With all of its varied components, Mass Communications Week can be a PR man's dream or nightmare. If her experience falls into the latter category, Paula Lowe may want to reconsider her major.

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8-2-6-79

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CONTACT: Heinrich H. Steiner

FOR RELEASE Feb. 9

LUBBOCK-- Texas Tech University officials are involved in shaping policies and activities of the Southwest Association of College and University Housing Officers.

Clifford R. Yoder, director of Housing, presented a discussion of college food service and participated in a discussion on budgeting, and Horace N. Tyree, supervisor of custodial services for residence halls, presented a session on custodial training at the 14th annual annual meeting of the association at Northeast Louisiana University, Monroe.

Tony B. Whittington, residence hall area coordinator and chairperson of the association's Personnel Training Committee, was responsible for the production of a training manual for student staff by the committee. The booklet was published in December under the title "In-service Training Modules for Resident Assistants."

The Texas Tech delegation to the conference included Bill D. Haynes, assistant director fo Housing; Elen Gilpin and Lucile M. Berry, area coordinators, and Elizabeth M. Hamilton, residence hall counselor.

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ATTENTION: Science and Energy Editors

LUBBOCK -- The second International IEEE Pulsed Power Conference June 12-14 in Lubbock is expected to draw more than 400 participants. The first, also at Lubbock, attracted 300 participants two years ago.

The South Plains Section of the Institute of Electrical and Electronics Engineers (IEEE) is a joint sponsor with various offices and laboratories of the Department of Defense and the Department of Energy.

Arranging the conference is the Department of Electrical Engineering at Texas Tech University, the nation's leading university in the field of pulsed power technology and engineering, a field increasingly important in many proposed energy and defense applications.

Dr. Magne Kristiansen, Horn Professor of Electrical Engineering at Texas Tech, is conference chairperson.

Heading the Technical Program Committee is a Texas Tech adjunct professor, Arthur H. Guenther, chief scientist of the Air Force Weapons Laboratory, Kirtland Air Force Base, New Mexico.

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Pulsed Power/Add One

With Guenther on the committee are: Jon Farber, Defense Nuclear Agency; William Gagnon, Lawrence Livermore Laboratories; Richard Gullickson, Air Force Office of Scientific Research; Thomas Martin, Sandia Laboratory; Sol Schneider, U. S. Army Research and Development Command; Peter J. Turchi, Naval Research Laboratory; T. R. Burkes, Texas Tech University Department of Electrical Engineering; Richard A. Fitch, Maxwell Laboratories; A. S. Gilmour, State University of New York, Buffalo; Ed Kemp, Los Alamos Scientific Laboratory; M. F. Rose, Naval Surface Weapons Center, Dahlgren Laboratory; Ian Smith, Ian Smith, Inc.; and R. L. Verga, Air Force Aero Propulsion Laboratory.

In addition to IEEE, sponsors are the Air Force Aero Propulsion Laboratory, Air Force Office of Scientific Research, Electronics Technology and Devices Laboratory of the U.S. Army, the Naval Surface Weapons Center, Office of Naval Research, and the Department of Energy offices of Laser Fusion and Fusion Energy.

Attending the sessions will be four visiting faculty members of the Texas Tech Department of Electrical Engineering, coming from Poland, Australia and West Germany. They were invited to teach and perform research at Texas Tech, according to department Chairperson Russell H. Seacat Jr., primarily because their expertise is not available at any U.S. university other than Texas Tech.

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## Pulsed Power/Add Two

Positions were widely advertised, he said, but the expertise was available only at Texas Tech or abroad.

Visiting faculty include Dr. Karlheinz Schonbach, Technical University in Darmstadt, West Germany; Boyd D. Blackwell, University of Sydney, Australia; Dr. Bogdan Miedzinski, Technical University of Wroclaw, Poland; and Dr. W.W. Byszewski, Polish Academy of Science, Warsaw.

All have expertise in the field of pulsed power and special knowledge in the field of switching for pulsed power, in the range of kilovolts and kiloamperes which must be switched on and off in nanoseconds--one billionth of a second.

The problems of such switching have been summarized in a widely circulated research report prepared at Texas Tech by electrical engineering faculty: T. R. Burkes as principal investigator with co-authors Marion O. Hagler, Kristiansen, John P. Craig, William M. Portnoy and Erich E. Kunhardt.

"New developments in high-technology areas, such as lasers and fusion," the introduction to this report explains, "often require electrical switching capabilities beyond what are currently available. New requirements may result in new switch studies and development programs devoted to the specific needs of a particular application and, consequently, to a narrow range of switching parameters."

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Pulsed Power/Add Three

The Texas Tech study includes "the evaluation of the more popular switches and describes some of the most promising concepts." The major types of switches described are spark gaps, vacuum tubes, gaseous tubes and solid state and mechanical devices.

The conference sessions will be held at the South Park Inn. The pre-registration fee, which may be sent to the Texas Tech Department of Electrical Engineering, is \$50.

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## EDITOR'S ADVISORY

YOU ARE INVITED TO A NEWS CONFERENCE FOR WALT WHITMAN ROSTOW  
AT 10:15 A.M. FRIDAY IN THE MEDIA ROOM OF THE LUBBOCK  
INTERNATIONAL AIRPORT.

PROF. ROSTOW, OF THE ECONOMICS AND HISTORY FACULTY AT THE  
UNIVERSITY OF TEXAS, AUSTIN, IS A FORMER ADVISER TO  
PRESIDENTS JOHN F. KENNEDY AND LYNDON B. JOHNSON. HE WILL  
MAKE TWO SPEAKING APPEARANCES FRIDAY IN LUBBOCK, ONE (AT 2:30 P.M.)  
TO THE TEXAS TECH FACULTY AND THE OTHER AT THE LUBBOCK  
ECONOMICS COUNCIL ANNUAL BANQUET.

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11-2-7-79

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CONTACT: Heinrich H. Steiner

LUBBOCK--The study on the process of human aging--gerontology-- is increasingly receiving attention from scientists, politicians and socially interested institutions.

At Texas Tech University a public conference on "Current Health, Social and Economic Issues in Gerontology" is scheduled for March 14-16, sponsored jointly by the Center for Studies in Aging at the university, the Texas Tech School of Medicine, and the South Plains Office on Aging.

The goal of the program, as described by university officials, is to promote the improvement of services to the elderly, to provide an exchange of ideas and information among those involved, and to increase awareness of gerontological skills, techniques, available resources and current activities at local, state and federal levels.

Topics will be discussed in large and small group sessions under the direction of professionals. Executive director of the Governor's Committee on Aging, Vernon McDaniels, and member of the General Counsel House Committee on Aging, Washington, D.C., Ed Howard, will be among the speakers.

Registration fee is \$25, or \$15 for senior citizens, if received by March 9. Continuing Education Units (CEU)---credit

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gerontological conference/add one

for program attendance--have been applied for from the Texas Tech Continuing Education Units, the Texas Nursing Association, the American Academy of Family Physicians, and the American Medical Association.

Additional information may be obtained by calling the Division of Continuing Education at Texas Tech, telephone 742-2354.

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# 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

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CONTACT: Nancy Farmer

LUBBOCK--The annual Mid-Winter Trustees Meeting of the Texas Tech Dads Association will be held on Saturday (Feb. 10) in the University Center (UC). Approximately 155 trustees will consider the business of the association for the coming year.

The Steering Committee of the Endowment Funds for Scholarship Projects will kick off the work session at 8 a.m. to consider a final decision on the ultimate goal of 50 permanent scholarships. The association now has 42 and lacks \$85,000 to complete the drive.

An orientation for new trustees will be given at 9 a.m. in the UC Senate Room. New trustees will be given background information about the history and origin of the Dads Association, its purposes and goals and programs to implement these goals.

A morning coffee break in the UC Courtyard will be hosted by this year's 40 recipients of Dads Association scholarships.

After the break, 11 standing committees through which all of the programs are channeled will meet to decide on recommendations for the Executive Committee.

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dads association / add one

At the noon luncheon, Kenneth W. Thompson, vice president for Finance and Administration at Tech, will speak on "Texas Tech as a Physical Entity."

Mrs. Dorothy Taft Garner and Dr. William H. Gordon, Sr. will receive special recognition for their part in launching the Dads Association in 1956.

Two Dads Association faculty awards will also be presented during the luncheon. Dr. Erich E. Kunhardt, professor of electrical engineering, will receive the New Professor - Excellence in Teaching Award and Dr. Pill-Soon Song, professor of chemistry, will receive the Distinguished Faculty Published Research Award.

Six students, one from each of the six colleges on campus, will receive Dads Association Student-Scholarship Awards. The recipients are: Gary L. Medlin, College of Agricultural Sciences; Carol C. Walsh, College of Arts and Sciences; Sheri D. Snipes, College of Business Administration; Rhonda S. McInnis, College of Education; Charles Malcum Reid, College of Engineering, and Jacquelyn Lee Brown, College of Home Economics. The awards are based on the student's academics and service to society.

The general trustees meeting will begin at 2 p.m. with the association president, John L. Burke, presiding. Progress reports will be made on general areas of the association and its programs.

In the afternoon coffee break, Rex Dockery, Tech's head football coach and Southwest Conference Coach of the Year, will make informal comments.

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The all-day work session will end with the meeting of the Executive Committee at 3:45 p.m. to hear recommendations of the standing committees.

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CONTACT: Heinrich H. Steiner

LUBBOCK--American poet Philip Levine, once described by a critic as "extraordinary visionary of our dense, troubled, mysterious time," will be at Texas Tech University on Feb. 26.

The Department of English has invited the California State University professor to give a free public reading at 8 p.m. in the University Center Senate Room and to meet students and faculty for a duscussion at 10:30 a.m. the same day.

Levine, born in 1928 as a son of Russian-Jewish immigrants, started his poetry career at age 14 and continued writing during his studies at Wayne University, where he increasingly gained attention.

His poetry reflects a colorful life. Levine has been a road and metal worker, box car loader and advertising copy writer. Before settling with his wife and two children in Fresno, Calif., he wandered the United States and lived for two years in Spain.

His awards include a recognition from the American Academy of Arts and Letters and a Guggenheim Fellowship. In 1972 Levine was named Outstanding Professor in the California State University System.

"Not This Pig," "They Feed The Lion" and "The Names of the

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levine/add one

Lost" are titles of some of his books. Books in progress include "Tarumba: The Selected Poems of Jaime Sabines," translated and co-edited by the Mexican poet Ernesto Trejo.

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CONTACT: Pat Broyles

ATTN: Farm News Directors

NEW GUIDELINES FOR SHIPPING AND HANDLING WEST TEXAS POTATOES HAVE BEEN DEVELOPED BY RESEARCHERS AT TEXAS TECH UNIVERSITY. DR. MAX MILLER, ASSOCIATE PROFESSOR OF FOOD TECHNOLOGY, AND HIS ASSOCIATES HAVE EXAMINED POTATOES FROM HARVESTING TO RETAIL MARKETS IN THE EAST. THEY HAVE FOUND THAT HANDLING, TEMPERATURES AND PACKAGING ALL AFFECT THE PRODUCT'S QUALITY. BOXED POTATOES SHIP BETTER THAN THOSE IN BURLAP BAGS...AND PLASTIC BAGS SHOULD BE AVOIDED. HARVESTED POTATOES SHOULD BE "HARDENED" FOR THREE DAYS AT ABOUT 60 DEGREES WITH 80 PERCENT HUMIDITY...AND THEN MAINTAINED AT THAT TEMPERATURE TO MARKET. TO PREVENT BRUISING, POTATOES SHOULD NOT BE DROPPED MORE THAN SIX INCHES. IF THESE IMPROVED HANDLING METHODS ARE USED, THE CONSUMER WILL PURCHASE A BETTER POTATO AND THE PRODUCER WILL BE ASSURED OF THE BEST POSSIBLE MARKET PRICES.

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CONTACT: B. Zeeck

WRITTEN ESPECIALLY FOR THE UNIVERSITY DAILY AND KTXT-FM

LUBBOCK--Texas Tech juniors and seniors seeking the job of Red Raider must turn in applications by 5 p.m. on March 1.

Applications may be obtained in the Animal Science Departmental Office, Room 101, Animal Science Building. They should be returned to the same location.

Applications are reviewed by a university committee, and this year horsemanship will be tested before interviews with candidates are undertaken.

Requirements include junior or senior status with graduation in May or after of the year following selection. Applicants must have a minimum overall grade point average of 2.00, must be an accomplished horseperson, must exhibit qualities of leadership, personality and good moral character and must be willing to accept responsibilities of the position.

The Red Raider is responsible to the chairperson of the Red Raider Committee for all activities and conduct. The position carries with it responsibilities in public relations and for the care and health of Happy VI, including workouts.

The Red Raider's schedule is established in conference with the individual who wins the position and with committee chairperson Robert C. Albin, chairperson of the Department of Animal Science.

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CONTACT: Becky Patterson

LUBBOCK--Texas, California, and Washington, D.C., journalists will be featured on Feb. 20, Journalism Day of Texas Tech University's Mass Communications Week, Feb. 19-23.

John N. Bailey, executive director of the International Association of Business Communicators in San Francisco, will speak at 9:05 a.m. in Mass Communications East 101. He has won awards in editorial and design competitions and edits a monthly newspaper and quarterly magazine for other communicators.

Glen Guzzo, a "Fort Worth Star-Telegram" editor who has been honored for his coverage of the Cullen Davis trials, will speak at 10:35 a.m. in Mass Communications East 101. Guzzo is urban affairs editor for the "Star-Telegram."

A panel discussion will feature Texas Tech ex-students at 1:35 p.m. in Mass Communications East 101. Panelists will include Rusty Jones of KMCC-TV, Channel 28, Lubbock; Mary Lou Kromer of Rockwell International; Don Richards, press secretary to U.S. Rep. Kent Hance in Washington, D.C.; and Roy McQueen, publisher of the "Snyder Daily News."

Sponsored by the Society of Professional Journalists, Sigma Delta Chi, and by Women in Communications, Journalism Day is

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just one aspect of the multi-faceted Mass Communications Week. Each day is devoted to seminars, demonstrations and lectures on a facet of mass communications. The theme of the week, "Media Wars," refers to inter-media relationships and competition.

Monday, Feb. 19, is Public Relations Day; Tuesday, Feb. 20, Journalism Day; Wednesday, Feb. 21, Photography and Film Day; Thursday, Feb. 22, the "World of Advertising Seminar;" and Friday, Feb. 23, Telecommunications Day.

All sessions are free and the public is invited.

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LUBBOCK--Dr. J. Dalton Tarwater of the Texas Tech University mathematics faculty has been elected secretary-treasurer of the Rocky Mountain Mathematics Consortium.

Twenty-two universities in the mountain and plains states are represented in the consortium, which publishes a scholarly journal, sponsors conferences on mathematical topics and promotes mathematics education in the region.

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CONTACT: Becky Patterson

LUBBOCK--Top public relations personnel from Tracy-Locke Advertising, Bloom Advertising and Rockwell International will highlight Public Relations Day, Feb. 19, of Texas Tech University's Mass Communications Week, Feb. 19-23.

Linda Walker Buck, account executive with Tracy-Locke Advertising and Public Relations in Dallas, will kick off the day with a 9:35 address in Mass Communications East 101. Before joining Tracy-Locke a year ago, the award-winning executive was director of communications and volunteer services for Shoal Creek Hospital in Austin.

Bloom Advertising's William L. Hill will speak at 10:35 a.m. in Mass Communications East 101. Hill joined Bloom in 1960 as art director. He is now creative director, and his work has captured awards in national and international competitions.

Rockwell International's Sam Petok will address audiences at 1:35 p.m. in the University Center Theater. Petok is vice president of communications for Rockwell, a multi-faceted corporation which designed and built the space shuttle Enterprise.

All three executives will hold a panel discussion on public relations at 2:35 p.m. in Mass Communications East 101.

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Rockwell's multi-media presentation, which features 15 computerized projectors and quadraphonic sound, will be shown at 1:35 p.m. and 7:30 p.m. in the University Center Theater. The 20-minute production simulates the effects of space travel, moon-walks and the space shuttle's first journey into outer space. It also traces the history of Rockwell from 1909 to the present.

Sponsored by the campus chapter of the Public Relations Student Society of America, Public Relations Day is just one aspect of the five-day Mass Communications Week. Each day is devoted to seminars, demonstrations and lectures on one facet of mass communications. The theme of the week, "Media Wars," refers to inter-media relationships and competition.

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CONTACT: Heinrich H. Steiner

LUBBOCK--Dr. Paul N. Dixon, associate professor of education at Texas Tech University, has been nominated for the annual Faculty Research Award by the Dads Association for his research efforts to improve teaching methods for students of secondary education and beyond. He was nominated by the College of Education.

Education is--regardless of the student's age--not so unambiguous as it may commonly appear to the general public. Researchers and teachers consider a basic problem involved to be the way a student perceives himself--whether he feels his personal development and achievement are governed by environment (externality), or by his own strength and character (internality). These elements are used by scientists to measure an individual's "Locus of Control," or self-perception.

To realize an optimal educational value teachers have to take externality and internality into account, but have traditionally been limited by imperfect methods of assessing and measuring them.

Dixon and his research assistants, Rich Stevick and Mackie Bobo, have been engaged in a research project since 1977 to improve the measurement of locus of control.

The project involves as a major feature development of a

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locus of control/add one

modified paper and pencil test for students. Dixon and his associates have worked with 2,000 individuals on- and off-campus and intend to work with an additional 17,000 persons.

The study, initially funded by the Institute for Research at Texas Tech, may take until 1980 for completion, according to Dixon.

Value and importance of results thus far, however, have justified the recognition of Dixon and his program, the nomination statement said.

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