

DATE	Stories and Cutlines	Locals	Reg. Dai.	Reg. Wee.	50 M's	Reg. Rad.	x-list	Adj. Co.	Hometown	Explanations
1-11-6-78	Dalton Scholarship	/								
2-11-6-78	May Stevens-Visiting artist	/						/		Mag.
3-11-6-78	Toys for Speech & Hearing Clinic									UPI only
4-11-6-78	Cutlines for Toy story									UPI
5-11-6-78	Erinpter-Special								/	
6-11-6-78	Darker-Special								/	
7-11-6-78	Cutline - Dalton									AJ, UD, Worth, 2B
8-11-7-78	Vlaminck Seminars	/						/		
9-11-7-78	Meenaghan resignation	/	/							
10-11-7-78	Bilingual conference	/	/							
11-11-7-78	Miss Playmate									AJ
12-11-7-78	Recipe winner - Morse	/	/							
13-11-7-78	Dowling visit	/								
14-11-7-78	Horse judging	/	/	/					/	list
15-11-8-78	Ella Mes	/	/							
16-11-8-78	Cloth. & Text. Tour	/						/		
17-11-8-78	Litzinger Special								/	
18-11-8-78	Cutline - Goodman Grin									
19-11-8-78	Red eye recital	/						/		
20-11-8-78	Maynard recital	/						/		
21-11-8-78	Schubert recital	/						/		
22-11-8-78	Jazz recital	/								



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CONTACT: B. Zeeck

LUBBOCK--In Fort Worth in 1927, just before the stock market crash, J. O. Dalton was operating a grocery store and decided that his wife, Mildred, made salad dressing better than any of the products on his shelves.

So he began selling Mrs. Dalton's salad dressing, mayonnaise and other home made products in his store.

The grocery store did not weather the Depression, but Mrs. Dalton's Best Maid Products, Inc., did. Today it is a multi-million dollar business.

In a gesture indicating faith in future generations the board of directors of Best Maid Food Products, Inc., have endowed a scholarship fund at Texas Tech University in memory of J. O. Dalton and Mildred M. Dalton. Their only son, G. O. "Son" Dalton is chairman of the board.

Scholarships will benefit Texas Tech students majoring in food technology. They will be awarded on the basis of scholastic achievement.

To establish the fund Dr. J. Dalton Tarwater, grandson of Best Maid's founders and a director of the company, has presented \$5,000 to Texas Tech's College of Agricultural Sciences. Tarwater, a member of Texas Tech's faculty in mathematics, is the son of

-more-

dalton scholarship/add one

Margie Dalton Tarwater, also a company director, who takes pride in the fact that she once drove a delivery truck for the company and has had her picture on the company's label.

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CONTACT: Becky Patterson

LUBBOCK--Internationally known artist May Stevens, instructor at the School of Visual Arts in New York City, will serve as a visiting artist, Nov. 16-18, in the Art Department of Texas Tech University.

Stephens focuses her efforts on expanding awareness of the role of women in art. She has appeared on five college art association panels discussing contemporary issues for practicing artists and has served on six national panels discussing the status of women in art.

She has lectured at the Atlanta College of Art, Vassar College, the Rhode Island School of Design, Syracuse University, Cornell University, Tulane University, University of Houston, Pratt Institute and Queens College.

Stevens' work has been exhibited at the Minneapolis Institute of Art, the American Academy of Arts and Letters, Rutgers University, Cornell University, the Whitney Museum of Art and Brooklyn Museum.

While at Texas Tech Stephens will meet with students in class critiques and present a lecture on her work on Nov. 16 at 8 p.m. in the Coronado Room of the University Center. There is no admission charge, and the public is invited.

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CONTACT: Becky Patterson

LUBBOCK--IM/2 is a wedge-shaped, sky-blue toy craft reminiscent of the X-wing fighter piloted by "Star Wars" hero Luke Skywalker when he destroyed the "evil Death Star."

The Imagination Module 2 is one of a dozen toys created for the Speech and Hearing Clinic at Texas Tech University by Tech architecture students.

"I am a pilot, too," children at the clinic can imagine when they close the cockpit of the spring-mounted craft and are thrust into the world of galactic adventure.

While Valarie, Bobbit, Jeff and other clinic clients soar among the stars, they are learning skills that can help them with their speech or hearing problems--because the imagination and sense-expanding toys were designed to help develop the children's full potential.

The toys grew from the dreams of many--two architecture sculpture classes reached into their imaginations after consulting with clinic officials and created the toys to meet the children's special needs.

The Imagination Module, designed by Jim Sailor of Pampa and Bob Clark of Lubbock, can help develop balance and coordination.

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## toys/add one

Mark Lyle of Lubbock said he "liked to roll around a lot" when he was a kid. He built a colorful padded tunnel which rolls across the floor when a child is inside of it. The tunnel can help develop the senses of touch, coordination and spacial orientation.

Gary Schuberth of Houston and David Dekker of Albuquerque, N.M., constructed a giant metal sculpture which makes fascinating sounds when touched by little hands.

A white airplane which balances on one wheel was built by David Viosca of Dallas. The toy should help develop equilibrium skills.

Sergio Moran of El Paso created a wooden skeleton which hangs from the wall and can be taken apart by children who "want to see how the body fits together."

Also among the toys are a teeter-totter, interlocking tunnels made from padded oil barrels, a cylindrical merry-go-round and an orange rocking platform from which colorful monkeys hang.

This is the third year that architecture students in the sculpture classes of Robert G. Venn and Robert R. Bruno have created special toys for donation to an agency devoted to working with children who face special problems.

The university students are graded on originality, structural success and the popularity of the toy with the youngsters, Venn said.

Venn professed pleasure with the project's outcome.

"These students spend one-third of a semester doing what

toys/add two

would take a professional toy designer a year," he said.

The playroom was almost barren before the toys were brought to the clinic.

"When architecture students brought the toys into the room, some children just stared in wide-eyed awe," Dr. Sharalee Pierce, director of Tech's Clinical Services, said. "Some looked at their parents, then at the clinic officials, seeking instructions. Others ran from toy to toy, not knowing where to begin."

Playing with the toys should improve the children's sense of touch, coordination, imagination and verbalization skills--abilities that are needed before the children can further develop their speech or language, Pierce explained.

"Play also reduces inhibitions," she added. "When we're working with children in a structured situation, they often don't respond naturally. Watching them play, we can make better decisions as to how to help them with their needs."

Just as the "Star Wars" hero used his space craft to defeat the menace of the Death Star, so also the menace of speech, language and hearing problems might be at least partially defeated at Texas Tech by imagination, toys and children at play.



cutline-----

SPECIAL TOYS--Bob Clarke (left) of Lubbock and Jim Sailor of Pampa, architecture students at Texas Tech University, demonstrate their Imagination Module 2 to Valarie Harriss, a client at the Texas Tech Speech and Hearing Clinic. Clarke and Sailor are members of an architecture class which created and built approximately a dozen toys which should help develop specific skills in children with speech, language or hearing difficulties. The toys were donated to the clinic. (Tech Photo)

4-11-6-78

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cutline-----

ROOM FOR TWO?--Eva Kinsey (left), Stewart Lujan and Jeff Taylor (right) watch as Joel and Issac Venn try to jointly occupy the cockpit of the Imagination Module 2, one of a dozen toys which were built by Texas Tech University architecture students for child clients at the Texas Tech Speech and Hearing Clinic. The toys, which were donated to the clinic, should help develop skills needed by children with speech, language or hearing difficulties. (Tech Photo)

cutline-----

CONTACT!--Stewart Lujan (left) and Issac Venn examine a specially built airplane in the playroom of the Texas Tech University Speech and Hearing Clinic. The airplane is one of a dozen toys that were designed and built by Texas Tech architecture students, who created the toys to help develop specific skills needed by children with speech, language or hearing difficulties. The toys were donated to the clinic. (Tech Photo)

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CONTACT: Dan Tarpley

LUBBOCK--Mary Frimpter of San Antonio is a Texas Tech student involved in many extra-curricular activities, an involvement she expects to be advantageous in launching a career.

The home economics education major is the daughter of Dr. and Mrs. George W. Frimpter, 308 Fox Hall, San Antonio, and a graduate of Winston Churchill High School.

She is president of Phi Upsilon Omicron, national home economics honorary society, which requires completion of 48 hours of college study and a minimum 3.25 grade point average. The group is working on projects with the Lubbock State School for handicapped children and Tech Programs for Older Texans.

She also is a member of Mortar Board, senior honorary, Omicron Delta Kappa national junior-senior honorary, of which she is tapping chairperson.

Angel Flight, auxiliary organization of the Air Force ROTC, is one of Frimpter's biggest areas of involvement at Texas Tech. She is experiencing her fifth semester as an active Angel. As G-1 area commander, Frimpter coordinates activities of eight colleges within the North Texas, Oklahoma, Arkansas and New Mexico area.

She acts as liaison between Texas Tech Angel Flight and its sponsoring organization, Arnold Air Society.

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frimpter/add one

Frimpter has been recipient of several honors during her Angel Flight association. She received "Best Pledge" award after conclusion of her pledgeship and was named outstanding marcher of Angel Flight Drill Team in the 1977 fall semester. She received two annual awards given by Arnold Air Society: Miss Top Flight, the Angel who best upholds Angel Flight image; and Arnold Air Society Little Sister, the Angel who best supports the sponsoring organization. She is the only Texas Tech Angel ever to receive both awards.

Her other activities include President's Hostess and Home Economics Council member. A member of Texas Tech's women's swim team for the past three years, she served as co-captain last year. She is also on the College of Home Economics dean's honor list.

Frimpter will graduate in December 1979 with a bachelor of arts degree in home economics education, with history as her second teaching field. Interested in teaching military dependents overseas, she believes her military background will be beneficial in securing this type of work.

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CONTACT: Paula Lowe

LUBBOCK--Cathy Parker, junior consumer science major at Texas Tech University from Happy, wants a career in law--not the conventional type, but one dedicated to help for the elderly, children and persons with consumer problems.

This, she reasons, permits her to "combine the best of two worlds," making money and helping people.

Daughter of Mr. and Mrs. James F. Parker of Happy, Cathy has kept alive the Texas Tech tradition in her family. Her parents went to Texas Tech and now her sister, Brenda, has entered as a freshman. Parker is involved in various activities in the College of Home Economics and other campus areas.

She is in charge of coordinating events of the Texas Home Economics Student Section (THESS) state convention which will be held at Texas Tech Nov. 9-11. She assumed this duty when she was selected state vice president of THESS at last year's state convention.

Parker was a Texas youth delegate to the American Home Economics Association (AHEA) national convention last June in New Orleans. This year she will run for national vice president of AHEA student section.

She was an area officer for the Future Homemakers of

-more-

parker/add one

America chapter at Happy High School and recipient of the C. J. Davidson scholarship her senior year.

Parker was a home economics senator in student government last year and president of Alpha Lamda Delta, freshman honorary. She is a member of junior council, Phi Upsilon Omicron, the home economics honorary society, and Who's Who selection committee. Treasurer of the home economics council and vice president of her sorority, Zeta Tau Alpha, she was among eight sorority women who received Panhellenic scholarships last year.

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cutline-----

FOOD TECHNOLOGY--Dr. J. Dalton Tarwater, left, representing Best Maid Products, Inc., hands Dr. J. Wayland Bennett \$5,000 in checks to endow a scholarship fund for Texas Tech University students in food technology. With them is Dr. Milton L. Peebles of the food technology faculty. Tarwater is a director of Best Maid Products and member of the Texas Tech mathematics faculty. Bennett is associate dean of the College of Agricultural Sciences. (Tech Photo)

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CONTACT: B. Zeeck

LUBBOCK--Early 20th century art critics who first saw the vivid, violent colors of one group of young French painters derisively termed the artists "beasts" or "fauves." But from the short-lived fauvist movement came some of the world's great artists.

One of the group, Maurice de Vlaminck (1876-1958), will be the subject of a 10 a.m. art seminar Tuesday (Nov. 14) in The Museum of Texas Tech University. Rabbi Alexander Kline is the lecturer for the 10-seminar series on 20th century French painting. Sponsor is the Women's Council of the West Texas Museum Association.

Fauvism was explosive in character and depended on instinct and emotion, on a movement of illumination captured in arbitrary and pure colors. Vlaminck's "Landscape with Red Trees" illustrates this approach in violent color.

After a few years of producing dazzling paintings, fauvism came to an end and Vlaminck, like other artists in the group, pursued his own individual career. His later works, including prints, showed a return to nature.

To critics Vlaminck's paintings appear as robust, vital and vehement as the artist was himself. He is noted for stormy landscapes, like "Bay of the Dead," forlorn villages and overcast

-more-

vlaaminck/add one

skies in cool colors, paintings charged with drama and humanity. Vlaaminck's use of blue, as seen in the National Gallery's "The River," is typical of his special attraction to that particular color.

Seminars are open to the public for a nominal fee.

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CONTACT: Dan Tarpley

LUBBOCK--Dr. George F. Meenaghan, associate vice president for research at Texas Tech, has been named vice president for academic affairs and dean of The Citadel, The Military College of South Carolina at Charleston.

Meenaghan was recommended for the position by a Citadel faculty research committee which considered 140 applicants. The recommendation was approved by The Citadel Board of Visitors. He will assume his duties next year upon retirement of Maj. Gen. Wallace E. Anderson, vice president for academic affairs and dean of The Citadel since 1966.

While at Texas Tech Meenaghan has been active in academic, research, government, business and industrial circles. He is also vice president of the Energy Foundation of Texas, an organization involving Texas Tech University and the University of Houston, but will resign that office upon leaving Texas Tech.

During his academic career the Texas Tech professor has directed significant research projects for Oak Ridge National Laboratories, U.S. Public Health Service, U.S. Army Medical Research and Development Command, National Institutes of Health, Environmental Protection Agency, National Science Foundation and the U.S. Coast Guard.

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meenaghan/add one

In the academic area Meenaghan has been involved in development of an undergraduate honors program, a doctoral program and an interdisciplinary program at the master's level.

He earned the baccalaureate, master's and doctoral degrees in chemical engineering from Virginia Polytechnique Institute and State University. He joined the Clemson University faculty in 1956, the year he received the Ph.D degree. He taught chemical engineering there until 1968 and attained the rank of professor. He then moved to Texas Tech to become professor and chairperson of Chemical Engineering, a position he held until 1974. For two years he was dean for research, director of Research Services and professor of Chemical Engineering. He assumed the associate vice presidency for research in 1977.

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CONTACT: Gail Molsbee

LUBBOCK--Teachers, administrators and university students will meet at the Texas Tech University Center on Nov. 11 for the second annual West Texas Bilingual Education Conference.

Sponsoring the conference are the Federation Bilingual Training Resource Center, Texas Tech Bilingual Education Program, Lubbock Association of Bilingual Educators and the West Texas Bilingual Education Directors representing the Abernathy, Lubbock, Morton and Plainview independent school districts.

Keynoting the all-day meeting will be Charles Miller from the U.S. Office of Bilingual Education, Washington, D.C. He will discuss recent changes in bilingual education on the national level and where it is headed.

Theme for the conference is "Success for the Bilingual Child." Sessions are designed to meet needs of all participants, with presentations from experts throughout the state addressing the topics in bilingual education based on identified needs.

Sessions will emphasize instructional methods, classroom management and new approaches to teaching the bilingual child.

Presenting sessions will be bilingual specialists from regions 13 and 17, Educational Service Centers, the Intercultural Development Research Association, the Federation Bilingual

-more-

bilingual conference/add one

Training Resource Center and school districts.

There is no registration fee. Participants are asked to register, beginning at 8:30 a.m. Sessions end at 4 p.m.

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CONTACT: Gail Molsbee

LUBBOCK--Karla R. Gibson, sophomore liberal arts major from Lubbock, was selected Miss Playmate for 1978-79 at Texas Tech University.

She was sponsored by Phi Kappa Alpha, social fraternity, and is a member of Alpha Chi Omega, social sorority. She is also a junior Panhellenic Council member.

Miss Playmate will be featured in the 1978-79 La Ventana, university yearbook. She is the daughter of Mr. and Mrs. Miles E. Gibson, 5301 44th, Lubbock.

The annual competition is sponsored by Sigma Delta Chi, professional society of journalists.

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CONTACT: Heinrich H. Steiner

LUBBOCK--Texas Tech University students who frequent the cafeteria in the University Center (UC) have access to some of the most outstanding dishes in the nation.

Gertrude S. Morse, head of UC Food Service, this weekend will receive for the fourth time a first prize for her creation of a food dish in a nationwide recipe competition.

In the Second Annual Creative Use of Frozen Food Contest, sponsored by the National Frozen Food Association, Morse's "Pepper Cheese Zucchini" recipe was considered the best proposition in the side dish category.

Her award includes an all-expense paid trip to San Francisco to the National Frozen Food Convention, Nov. 12-15, where she will meet three other category winners in the selection of a grand winner.

Morse's previous first prizes were awarded in salad, potato and rice recipe contests. Despite her history of success Morse says it's always a thrill to win. "I love to experiment with new ideas for old dishes, and zucchini seemed like a good place to start."

Her creativity is accompanied by professional education and experience. Morse received the B.S. degree from Texas Tech in

-more-



recipe contest/add one

food and nutrition and has spent her entire working life in food service, including 26 years with the university.

As a registered dietitian she is member of the American Dietetic Association, the National Association of College and Union Food Service and the Texas Restaurant Association. She also is an alumna of the Home Economics Honorary Society.

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CONTACT: Heinrich H. Steiner

LUBBOCK--The one-time chairperson of the former Department of Foreign Languages at Texas Tech University, Dr. John Dowling, will return for a two-day visit and lecture on Nov. 16.

He will give a free lecture on "The Poet and the Emperor" at 8 p.m. in room 76, Holden Hall. It will recount the relationship between the Spanish poet Jose Zorilla and the Mexican emperor Maximilian, who had appointed the poet official reader and director of the Mexican National Theater. The presentation will be illustrated with slides.

Students as well as the public are invited.

Dowling, a native Texan, is the third lecturer in Texas Tech's Faye LaVerne Bumpass Lecture Series. He has been visiting professor at The University of Texas at Austin and is now head of the Department of Romance Languages at the University of Georgia.

Dowling's special interest is 17th to 19th century Spanish literature, the Spanish drama from the 18th century to present and selected fields in Mexican theater.

He is author of four books and has published six editions of literary masterpieces as well as 33 research articles and more than 50 book reviews. He has received various Spanish awards for his writings on that country's personalities.

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CONTACT: Marcia Lundy

LUBBOCK--The Texas Tech University horse judging team beat out eleven other college teams to take second place overall at the recent Northeast Regional Intercollegiate Horse Judging Contest at the Keystone International Livestock Exposition in Harrisburg, Penn.

The Texas Tech team placed only eight points behind Connecticut State University, which had 2,310 points. The Tech team is directed by horse specialist Jim Heird of the Tech animal science faculty.

The team also took first in the team performance judging and fifth in the team halter judging.

Tech team member Dirk Jones, junior agricultural economics major, Tatum, N.M., took high overall individual, performance judging individual and halter judging individual over 52 contestants.

Other team members taking individual honors were Jan Horton, junior animal business major, Frederick, Okla., fifth place, performance judging, and seventh overall; and Melinda Weatherbee, seventh in performance judging. Sandy Mandel, sophomore mass communications major, Parker, Colo., and Gary Reynolds, junior agricultural education major, Canyon, were the other team members.

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horse judging/add one

Remaining teams placing in the top five were Middle Tennessee State, third, 2,298; Cobbleskill Ag and Tech, Cobbleskill, N.Y., fourth, 2,292; and Penn State, fifth, 2,252.

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CONTACT: Gail Molsbee

LUBBOCK--The Lubbock Independent School District is appealing to companies and individuals of the West Texas area to make unique contributions to the success of the magnet school concept.

A team of educators from Texas Tech University and Ella Iles Elementary School, 2401 Date, in Lubbock has issued a call for materials to construct a model creative playground project. The playground will serve 120 pupils ranging in age from 4 to 7.

Telephone poles, railroad ties, cable spools, sand, lumber, pipe, galvanized sheet metal, brick, shipping flats or skids, and nails are needed to construct the model. Other materials needed are a cargo net, a large rubber conveyor belt and a used car body or old boat. All sizes of used tires, large metal washers and nuts and bolts also are needed.

An important feature of the area to insure the safety of the youngsters is 155 feet of chain-link fencing and a gate to divide the area from the adjacent street. After all materials are collected, individuals or groups of volunteers will be needed to construct the model playground project.

Equipment designed from the donated materials will form components of the playground to include four major projects: a creative play structure, a tricycle track, sand and water

-more-

ella iles/add one

and ecological areas.

The model playground will be used as an extension of the indoor curriculum. Opportunities for motor development, science activities, art projects, drama and puppet presentations, and creative play will be provided in the outdoor setting.

Kay H. Knight, principal of Ella Iles, and Linda O'Neal, doctoral student in Tech's College of Education, are coordinating efforts to implement the model playground project.

Dr. Libby Vernon, consultant from Texas Education Agency, has been instrumental in meeting with participants of the project to finalize plans, according to O'Neal. Professors in Tech's College of Education, College of Home Economics, and the Department of Health, Physical Education and Recreation have contributed ideas and materials on the structures.

Randall Gilbert, senior student in the Department of Park Administration and Landscape Architecture, constructed scale designs of the plans.

Individuals and companies wishing to donate materials or labor may take them to Ella Iles or contact Diana McRae, (806) 792-2092; Mary Owens, (806) 795-8770 or (806) 742-3361; Sandy Jones, (806) 792-9610; or Ann Candler, (806) 792-1923 or (806) 742-2320.

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CONTACT: B. Zeeck

ATTN: Fashion Editors

LUBBOCK--The grand finale of one home economics course at Texas Tech University next spring will take the entire class to Europe for fashion field studies.

Tour plans include visits to such famous fashion houses as Gucci, Emilio Pucci and LaChasse of London as well as textile mills, fashion schools and museums.

There are no prerequisites for the course, Clothing and Textiles 330, but all students must spend classroom time in preparation for the tour to Rome, Florence, Paris and London. Enrollment is limited to 25.

Instructor Marilu Grace will be assisted during the semester by other Texas Tech teachers lecturing on the languages, art, history and other cultural encounters students will experience in Europe. Grace and Dr. Patricia E. Horridge, chairperson of the Department of Clothing and Textiles, will be tour guides.

Cost for students is \$1,895 for the tour in addition to regular course fees. Sightseeing tours and tickets to cultural events in the four cities are included.

The tour will leave Dallas on May 13 and return May 31.

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CONTACT: Paula Lowe

LUBBOCK--Linda J. Litzinger of San Antonio became interested in Texas Tech when she learned that the university's College of Home Economics ranks third in the nation. The Winston Churchill (San Antonio) High School graduate is the daughter of Dr. William Litzinger and Janet Litzinger of San Antonio. Linda lives at 103 Canyon Creek.

The home economics food and nutrition major-chemistry minor devotes many hours to study; however, she still manages to find time for extracurricular activities. She is a member of Phi Upsilon Omicron, national home economics honorary society, and serves as marshal, the person in charge of chapter initiates. She also is a member of Mortar Board, senior honorary.

Litzinger received the C.J. Davidson Scholarship for the 1977-79, 78-79 school years. Given through the College of Home Economics, it is based on service and scholastic achievement. She also received the Achievement Reward for College Students (ARCS) scholarship for this school year. ARCS scholarships, funded by the ARCS Foundation, go to 20 science majors from Lubbock Christian College and Texas Tech.

Her other activities include Home Economics Council membership for three years, vice president of Student Dietetic

-more-



litzinger/add one

Association, and membership on the grade appeals committee. She also works as a Residence Hall Assistant in Chitwood Dormitory.

She will graduate in May 1979 with a bachelor of science degree after attending college for only three years. She will then have to complete a year's internship to qualify to be a registered dietitian. She hopes to enroll in a master's program and ultimately teach nutrition at the college level.

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cutline-----

BALES OF COTTON--Dr. Leslie C. Drew, left, director of The Museum of Texas Tech University, accepts a check for \$2,187.50 from Tony Price, executive vice president of the Texas Cotton Ginners Association. The check amounted to the current market value of about eight bales of cotton and will be used for maintenance and development of the Moss Memorial Goodman Gin, a 100-year-old outdoor exhibit (in background) at The Museum. The money was a consultant's fee paid Price by the Ranching Heritage Association for his assistance with the first National Golden Spur Award, presented Sept. 22 in Lubbock. (Tech Photo)

# TexasTech News

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CONTACT: Becky Patterson

LUBBOCK--Violin, flute and piano will combine in concert on Nov. 20 at 8:15 p.m. when Dr. James J. Barber, Margaret W. Redcay and Dr. Thomas Redcay, music faculty members at Texas Tech University, present a free recital in the Recital Hall of the Music Building.

Barber is professor of violin at Texas Tech and chairperson of the string division of the Music Department. Dr. Redcay is a professor of piano. Margaret Redcay is principal flutist with the Lubbock Symphony Orchestra and a theory lecturer at Texas Tech.

Assisting the performers will be Barbara Barber and Karen Krout, violin; Janis Miller, cello; Mike Grinnell and Lanny Fiel, viola, and Carla Clark, string bass.

The program will include works by George-Hue, Frank Martin, Claude Debussy and J. S. Bach.

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CONTACT: Becky Patterson

LUBBOCK--Organist Dr. Judson D. Maynard will present a free Texas Tech University music faculty recital on Nov. 21 at 8:15 p.m. in the Recital Hall of the Music Building.

Maynard is a professor of music at Texas Tech, where he is the head of the organ department and coordinator of sophomore theory. He received the bachelor and master of music degrees from the University of Montana and the doctoral degree from Indiana University.

An associate of the American Guild of Organists, Maynard will be in Holland during the spring semester of 1979 studying gamba, carillon and organ.

The program will include selections by Couperin, Mozart, Bach and Berlinski.

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CONTACT: Becky Patterson

LUBBOCK--Pianist Patty Shurbet, graduate student in piano at Texas Tech University, will present a free graduate recital on Nov. 19 at 8:15 p.m. in the Recital Hall of the Music Building. She will be assisted by Barbara Barber on violin.

Shurbet, a recipient of the Eva Browning Piano Scholarship, plans to complete the master of music degree in May 1979. She is a teaching assistant in the Music Department of Texas Tech and member of the teaching staff of the William A. Murphy Piano Studios.

Barber is director of the Suzuki String Program at Texas Tech and assistant concertmaster of the Lubbock Symphony Orchestra.

The program will include piano and violin sonatas by Beethoven and Faure and piano solos by Serge Rachmaninoff.

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CONTACT: Becky Patterson

LUBBOCK--The Texas Tech University jazz ensembles will perform on Nov. 16 at 8:15 p.m. in the Recital Hall in the Music Building of Texas Tech. There is no admission charge.

Three ensembles will perform, including Jazz Band I, under the direction of Don Turner, Jazz Band II, directed by Robert B. Mayes, and Jazz Band III, under the direction of Alan Shinn.

Selections will include "Take the 'A' Train," "Moonlight in Vermont," "The Second Time Around," "That Old Black Magic," two tunes composed by Dunbar High School band director Mike Cantwell, and "Half-Forgotten Worries," composed by Texas Tech music student Robert Motl.

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CONTACT: B. Zeeck

Attn: Agricultural Editors

LUBBOCK -- The Agricultural Appropriations Bill recently passed by Congress contains an \$800,000 scientific project designed to assist America's "bread basket," the Great Plains, in continuing to produce high yields in the face of droughts and a declining water table.

The funds, aimed particularly at the southern Great Plains, will be used for research and to initiate program planning for a Soil Moisture Conservation and Plant Stress Laboratory at Texas Tech University.

The appropriation was initiated through the House Appropriations Committee chaired by U.S. Rep. George Mahon of Lubbock. The agricultural research effort has received strong support in the Senate from Texas Senator Lloyd Bentsen. Both legislators have been working closely with the U.S. Department of Agriculture (USDA) to insure continuing efforts to sustain and bolster the strong agricultural economy of the southern Great Plains.

USDA scientists will man the laboratory, but research funded by the federal government will be done by both USDA agronomists and scientists from other universities throughout the area.

Scientists affiliated with the laboratory are expected to concentrate their studies on efficient water use by non-irrigated crops and grasslands as well as on energy efficiency in crop production.

In the future the USDA could construct a facility consisting of offices and support areas for greenhouses, storage, processing and growth chambers.

In 1959 USDA officials first proposed such a laboratory to the U. S. Senate. Last year the Senate allocated \$100,000 for a study of possible locations. The Lubbock site was found "ideal" by a committee of scientists.

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appropriations bill / add one

Tech's College of Agricultural Sciences and International Center for Arid and Semi-Arid Land Studies (ICASALS) have co-operated over the past three years to focus USDA attention on resources and potential of this region, with Texas Tech suggested as the lab's site. Texas Tech has offered the USDA suitable land on the Lubbock campus for construction of the laboratory, to be operated cooperatively with the College of Agricultural Sciences.

Dr. William F. Bennett, interim dean of agricultural sciences, said the laboratory should serve immediate needs in West Texas, threatened particularly by a declining water table in its underground aquifer. The lab also is expected to help accelerate development of more drought resistant plants and soil moisture conservation technology for other semi-arid western states and similar areas throughout the world.

The significance of the laboratory, he said, can best be seen in statistics. In the Great Plains, about 160 million acres are cropland, primarily in wheat, grain sorghum and corn. About 62 percent of U.S. wheat is produced in Great Plains states, 93 percent of the grain sorghum, 16 percent of the corn, 43 percent of the barley, 31 percent of the cotton, 58 percent of the flax, 37 percent of the sugar beets, 28 percent of the alfalfa and 23 percent of the oats.

In the High Plains of Texas there are about 11 million acres of cropland, half irrigated and half dryland, but the irrigated acreage is expected to decline from 6 million acres in 1985 to 2.25 million in 2015.

In addition, drought in the High Plains has occurred every 20 to 22 years for the past 160 years, and scientists predict that a 3-to 5-year drought on the High Plains could reduce the entire U. S. grain crop by 8 to 10 percent.

Internationally, Bennett said, there are two factors which make the new laboratory significant.

The U.S. balance of trade position is significantly bolstered by the export of grain and other farm commodities, and this balance is important to the value of the U.S. dollar.



Some 630 million of the earth's people live in arid regions. . Whatever improvement can be found in plants to encourage production despite the stress from lack of water and whatever technology can be developed for water conservation will serve the world as well as the Great Plains and the United States.

One of the advantages in having the laboratory at Texas Tech, Bennett explained, is that the university's agricultural research centers already are located on each of the three kinds of soils typical of the western half of the Great Plains. These are the sandy, mixed and hardland soils.

Bennett said that ICASALS will assist the new laboratory in dissemination of technical information worldwide. In addition, the center attracts visiting scientists from many other countries with problems similar to those of West Texas, and they will probably wish to work cooperatively with laboratory researchers.

# Texas Tech News

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CONTACT: Jane H. Brandenberger

FOR IMMEDIATE RELEASE

LUBBOCK--George M. Fielding has been named director of development at Texas Tech University, President Cecil Mackey announced today.

Formerly associate director of development and assistant to the vice president for development and university relations at Texas Tech, Fielding has been associated with the university since 1972.

Prior to returning to the academic field, the 36-year old Fielding was assistant manager of the Piedmont Corp. of El Paso, manager of production control for the Ben Miller Boot Co., also of El Paso, and manufacturer's representative of the GAF Corp.'s floor division in San Francisco.

After being graduated from The University of Texas at El Paso in 1965, he served as administrative assistant to the UTEP dean of students.

Fielding recently was awarded the M.S. degree in management by the University of Northern Colorado.

A lieutenant commander in the U.S. Naval Reserve, he served for three years on active duty as public affairs and special services officer for Commander Fleet Activities in Japan.

Fielding is a member of the Southwest Rotary Club of Lubbock,

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new tech director of development/add one

former loaned executive to Lubbock United Way campaigns, member of the board of directors of Llano Estacado Heritage, Inc., of Hobbs, N.M., coach of a Lubbock Soccer Association team and sponsor of the Texas Tech Women's Service Organization.

Married to the former Nancy Sonnichsen, he is the father of Shawne, 9, Gustie, 6, and Matt, 2.

"Texas Tech attracted a number of outstanding candidates for the position of director of development over the past several months. We are indeed fortunate to have had a young man of Fielding's experience on our staff and among the candidates. Certainly he has proven his unique abilities over the past six years at this university," Dr. Clyde E. Kelsey Jr., vice president for development and university relations, commented.

Mrs. Eugene Smith, the new development director's mother, resides at 310 Midget St., in San Angelo.

Fielding, was reared in Fort Stockton and graduated from the high school there in 1960.

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CONTACT: Marcia Lundy

LUBBOCK--More than 100 dairy processors, mid-management personnel and sales representatives of the dairy industry are expected to attend the 30th annual Dairy Short Course sponsored by Texas Tech University's Department of Food Technology.

The short course will begin with registration at Lubbock's Hilton Inn, Sunday afternoon (Nov. 12), and will continue through Monday, beginning at 8:45 a.m.

Program topics will include a discussion of the future of the dairy industry in Texas and the Southwest, including such aspects as producer cooperatives, educational programs and energy alternatives.

Program coordinator is Brain Gilmore, administrative associate in food technology. Dr. Glenn E. Barnett, Texas Tech vice president for planning, will open the program Monday morning.

Monday night's banquet will be chaired by Bill Johnson, Borden Company, president of the Texas-New Mexico Dairy Tech Society. Guest speaker will be Jack Dale, sports director and sales manager for Radio Station KFYO in Lubbock.

Speakers Monday will include C.W. "Ches" Cochran, division manager, speciality product division, Southland Corporation, Dallas; S.F. "Pamp" Howe, general manager, Associated Milk

-more-

short course/add one

Producers, Inc., San Antonio; Patricia Smithee, registered dietitian, Dairy Council, Inc., Lubbock; Kenneth L. Ladd, Jr., senior environmentalist, Southwestern Public Service Company, Amarillo; Robert L. Martin, food industry engineer, Archer Daniels Midland Company, Cedar Rapids, Iowa; Dr. Milton L. Peeples, food technology professor, Texas Tech; and Chapman E. Dunham, Texas Milk Market administrator, Dallas.

The short course is open to the public, and there is a \$30 registration fee. Further information can be obtained by calling Gilmore at (806) 742-2814.

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## NOTE TO ALL MEDIA:

Sarah Weddington, recently selected to serve as Special Assistant to President Carter on Women's Issues, will speak on "Texas Home Economists as Professionals in Public Service" at Texas Tech Friday night at a workshop sponsored by the Texas Home Economics Student Section of the American Home Economics Association.

She will conduct a news conference in the Anniversary Room of the University Center at 6 p.m. Friday, Nov. 10, prior to her address at the 7 p.m. dinner. All media are invited to attend.

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CONTACT: Paula Lowe

LUBBOCK--The Big Four Special Co-op in Olney will be the site of a workshop on vocational programming for developmentally disabled students in vocational adjustment high school classes on Nov. 14.

The Texas Tech Research and Training Center in Mental Retardation is sponsoring the workshop. R. A. Wade, center training officer, is coordinator. The center at Texas Tech specializes in the study of mental retardation and other developmental disabilities.

Approximately 30 special education directors, vocational adjustment coordinators and Texas Rehabilitation Commission counselors from the Wichita Falls area are expected to attend.

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CONTACT: Becky Patterson

LUBBOCK--A conference on "Rehabilitation Counseling of Low-Verbal Mentally Retarded Persons" will be held at Texas Tech University on Nov. 14-16, Dr. Gerard J. Bensberg, director of the Texas Tech Research and Training (R&T) Center in Mental Retardation, announced today.

The conference results from cooperative efforts among R&T Centers at the universities of Wisconsin and Oregon and Texas Tech.

Personnel from state rehabilitation agencies in Texas, Oklahoma, Arkansas, Louisiana and New Mexico will attend the annual conference sponsored by the Research and Training Center at Texas Tech. Personnel from Lubbock rehabilitation facilities also are invited to attend.

Conference speakers include Drs. Philip Browning and R. William English, associate project directors from the R&T Center of the University of Oregon at Eugene, and Terry Evarson from the R&T Center at the University of Wisconsin at Madison.

Drs. Jerry Parham, Carol Sigelman, and Susan Elias and Carol Schoenrock and other members of the Texas Tech R&T Center staff will lead discussions.

Carrel Rutherford, project training officer at the Texas



conference/add one

Tech center, is workshop coordinator.

The R&T Centers at Texas Tech and the universities of Wisconsin and Oregon are among 19 such centers nationwide. Universities involved in the conference specialize in the study of mental retardation and other developmental disabilities.

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cutline-----

TEXAS TECH ROYALTY--Beth Ann Wright, daughter of Mr. and Mrs. Cameron Wright of Route 1, Menard, waves to her public after being crowned Texas Tech University homecoming queen during pre-game ceremonies at the Texas Tech vs. Baylor football game Nov. 4. Wright, 1975 graduate of Menard High School, is a member of the Texas Tech cheerleading squad and a senior public relations-advertising major. She was sponsored in her bid for the crown by Kappa Alpha Theta sorority. (Tech Photo)

# TexasTech News

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CONTACT: Paula Lowe

LUBBOCK--Carla Lovell, daughter of Mr. and Mrs. R.C. Lovell of 9121 Leaside, Dallas, is among "outstanding students" in the College of Home Economics at Texas Tech University.

After graduation next May with a major in food and nutrition, Lovell plans to seek a dietitian's internship. Following the internship she will be required to pass a test to become a registered dietitian. Her career plans include community work which involves nutrition education for the public.

She is involved in Inter-Varsity Christian Fellowship, an international nondenominational movement which emphasizes Bible study, discipleship and missions.

She is a member of Phi Upsilon Omicron, home economics honorary society, and Student Dietetic Association. Cited on the Dean's Honor List, she also was elected to membership in the freshman honorary, Alpha Lambda Delta.

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CONTACT: Paula Lowe

LUBBOCK--Terry A. Gantner, daughter of Mr. and Mrs. H. W. Gantner of 1218 Lonewood, El Paso, ranks among outstanding students in the College of Home Economics at Texas Tech University.

After graduation next May with a major in home economics education, she plans to do promotional work in some area of home economics.

Gantner holds the position of president of Vocational Home Economics Teachers Association of Texas (VHETAT), student section. The organization promotes professionalism in home economics education and proposes legislation in the field.

A member of the Home Economics Council, she is listed on the Dean's Honor List.

She transferred to Texas Tech from The University of Texas at El Paso because she felt that Texas Tech's College of Home Economics is respected as one of the top in the nation. "The teachers are helpful, friendly and really concerned about their students," she said.

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CONTACT: Becky Patterson

LUBBOCK--Two seminars to help teachers and paraprofessionals to better meet the educational needs of children will be held at Texas Tech University, with the first seminar beginning Nov. 30.

The CARE/COPE seminars (Cultural Awareness and Recognition in Education/Curricular Opportunities for Personalizing Education) are funded by a grant from the Office of Education of the U.S. Department of Health, Education and Welfare.

The graduate seminar, entitled "To Care and to Cope in the Teaching Process," will be conducted on Thursday nights from Nov. 30, 1978, until May, 1979. Credit for six graduate hours (EDCI 5333 and EDCI 5191) and a stipend of \$270 will be awarded to participants upon completion of the seminar.

The undergraduate seminar, offered for paraprofessionals, is entitled "To Care and to Cope as Paraprofessionals in the Classroom" and will be conducted on Saturdays from 9 a.m. until noon, January through May 1979, in room 246 of the Administration Building at Texas Tech.

Participants in the undergraduate seminar may earn three hours of undergraduate credit (EDCI 3333) and receive a stipend of \$360 upon completion of the course.

Potential participants must hold a contract with a school

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seminars/add one

district or be employed in a public school. Additional information may be obtained from Dr. Hazel S. Taylor in the College of Education at Texas Tech from 8 a.m. until 5 p.m. weekdays, 742-2318.

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CONTACT: Becky Patterson

LUBBOCK--A study of rodeo superstitions won Texas Tech University student Kary S. Reid the Mid-South Sociological Association's award for the outstanding undergraduate paper of last year.

The award was presented last week at the association's annual meeting in Jackson, Miss.

A first-year graduate student and teaching assistant in the Texas Tech Sociology Department, Reid wrote the paper, entitled "Rodeo Rituals: A Look at the Superstitions of the Rodeo," last year as a Texas Tech undergraduate. He was guided in the preparation of the paper by Dr. C. Eddie Palmer.

Two Texas Tech professors also were honored at the meeting. Dr. H. Paul Chalfant, chairperson of the Department of Sociology, assumed the association's presidency. He served as program chairperson and president-elect during the preceding year. Dr. Brent S. Roper, associate professor of sociology, was elected to be chairperson of the committee on nominations.

Reid is from Lubbock.

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CONTACT: Gail Molsbee

LUBBOCK--State Senator Kent R. Hance of Lubbock, representative-elect from the 19th Congressional District, will be awarded the "Friend of Education" award by the Advisory Development Council of the College of Education at Texas Tech University.

Hance will receive the honor at the third annual recognition and awards dinner, Nov. 13, 6:30 p.m. in the University Center Ballroom.

Hance has been a practicing attorney in Lubbock since he was graduated in 1968 from The University of Texas School of Law. He was graduated with a Bachelor of Business Administration degree from Texas Tech in 1965.

He was named one of five outstanding professors at Texas Tech in 1973 for distinguished service. He taught business law for five years.

The Dimmitt native is a member of the Finance, State Affairs and Natural Resources Committees in the Texas Senate. He serves as chairperson of the Water Subcommittee on Natural Resources.

Dean Andrews, superintendent of Lorenzo schools, will present the award to Hance. Dr. Ralph F. Schilling, president of Pan American University, Edinburg, will receive the "Distinguished

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hance/add one

Alumni" award. Dr. Len Ainsworth, associate vice president for Academic Affairs, will present the award.

Banquet Speaker will be Dr. Lorrin G. Kennamer, dean of the College of Education at The University of Texas at Austin and formerly dean of the College of Arts and Sciences at Texas Tech.

Gordon Downum, principal of Evans Junior High, will serve as master of ceremonies at the dinner. Pianist Russell Hughes, senior music major at the university, will provide dinner entertainment. A group from theater arts also will present excerpts from the production, "Who's Happy Now?" directed by Brad Williams. Works from the Department of Art will also be displayed.

# Texas Tech News

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CONTACT: Becky Patterson

LUBBOCK--Dr. Cecil Mackey, ninth president of Texas Tech University, will be recognized for his service to higher education during concluding ceremonies of the annual meeting of the American Association of State Colleges and Universities (AASCU) on Nov. 21 in San Francisco.

Mackey is one of five educators being honored at the ceremonies for their work as officers and members of the board of directors of AASCU. Mackey served as AASCU president during the past year and will remain on the board of directors as past president.

Before he assumed the presidency of Texas Tech in the fall of 1976, Mackey had already compiled a long history of educational and governmental service.

The Texas Tech president holds degrees from Alabama State University and the University of Illinois and did graduate study in law at Harvard Law School.

He taught at the universities of Maryland, Alabama, and Illinois and the U.S. Air Force Academy, where he was one of four Air Force officers who originated the economics department at the academy.

Mackey has also been assistant secretary for policy development with the U.S. Department of Transportation, director of the Office

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mackey/add one

of Transportation Policy with the U.S. Department of Commerce, and director of the Office of Policy Development of the Federal Aviation Agency.

Other recipients of this year's AASCU awards include: Dean W. Colvard, chancellor of the University of North Carolina at Charlotte; Chester T. McNerney, president of Edinboro State College in Pennsylvania; John A. Marvel, president of State Colleges and University Consortium of Colorado; and James G. Bond, former president of California State University at Sacramento and now interim director of the Washington office of California State Universities and Colleges.

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CONTACT: Becky Patterson

LUBBOCK--Individuals wishing to acquire the FCC third class radiotelephone license with endorsement may enroll in a preparatory short course at Texas Tech University.

The class will meet Nov. 28-30 and Dec. 5-7 at 8 p.m. in room 109 of the Mass Communications building at Texas Tech.

Course content will include information needed to secure the license, which is required for persons who operate transmitters at radio stations.

To be taught by Jerry Hudson, assistant professor of mass communications at Texas Tech, the course requires a fee of \$10 for Texas Tech students and \$15 for others.

Persons wishing to register should call the Texas Tech Division of Continuing Education at 742-2354 or report to Building X-14 on campus. Information may be obtained from Jerry Hudson, 742-3322.

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CONTACT: Paula Lowe

LUBBOCK--Leah C. Miller, daughter of Mr. and Mrs. James Paul Miller of 229 Plainview, Hurst, ranks among outstanding students in Texas Tech's College of Home Economics.

After graduation next May the clinical food and nutrition major plans to apply for a dietitian's internship. Law requires she have a year of practice before qualifying as a registered dietitian.

Miller is a member of Phi Upsilon Omicron, home economics honorary society, and Student Dietetic Association. She is also active in Zeta Tau Alpha sorority. She is listed on the dean's honor list.

She attended Tarrant County Junior College her freshman year, then decided to keep the Tech tradition alive in her family by attending Texas Tech. Her father went to Texas Tech, and her brother will attend the university next year.

She received the Achievement Rewards for College Students (ARCS) scholarship for this school year. The ARCS Foundation gives 20 scholarships to students at Texas Tech and Lubbock Christian College for exceptional scholastic ability.

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CONTACT: Gail Molsbee

LUBBOCK--"I became involved in university politics by running for vice president of my freshman class. I decided it was a good place to start."

Robert J. Bradshaw of Corpus Christi won the election in 1977 and has continued his involvement at Texas Tech University and in state student political organizations.

A sophomore political science major, Bradshaw is a senator in the Student Association at the university and represents Texas Tech in the Texas Student Association (TSA).

The TSA is becoming more stable and has improved its image, according to Bradshaw. He said that in recent years the association reached a low point in its pace of activity.

"To put TSA into an upswing, in March (1978) the association adopted a revised constitution. It allows for better organization and deeper involvement by Texas schools.

"Now that a new constitution has been established, I hope the association will gain more participation from the smaller and private colleges," he said.

The association is organized "exclusively to deal with problems, issues and programs concerning Texas students." Members represent students of Texas in "all activities, acting as a liaison and means

-more-

bradshaw/add one

of communication among schools of Texas and student organizations accross the nation," the constitution states.

Bradshaw said, "Texas Tech has one of the best student associations in the state. Members reflect the interest of the students.

"Tech is the main trend-setter this year for other state schools because of its student association. Programs and services it provides are the best."

TSA is composed of 29 universities and colleges in the state who under the new contitution will pay dues of \$750 beginning next year.

He said he will run for service information director of the TSA. Elections are just before state legislative meetings in January.

Bradshaw also said that he thought the allocation of Tech's student services fees should be left up to the student body. "At registration there might be a card listing organizations and services which need the dollars. Students could then choose where they wanted their money to go.

"I feel students would be less negative in giving their money is they had a hand in the allocating."

Bradshaw is also a member of a group which wants to reinstate Tech's freshman center. The center aided students, primarily freshmen, in adjusting to university life.

"Counselors and upperclassmen volunteered their services. Unfortunately funds were cut-off for the center and it was closed. But we're hoping to have it re-opened this academic year. I feel there is a real need for it."

-more-

bradshaw/add two

Bradshaw maintains there also should be a student delegate on the Texas Tech Board of Regents.

At the fall TSA convention legislation was passed by the five-member rules committee, of which Bradshaw is a member, to have student representation on boards of all state universities.

Bradshaw is vice chairperson of Intergovernmental Relations Committee and the Alumni Relations Committee at Texas Tech. The relations committee works with TSA and the alumni relations committee organizes involvement of ex-students.

He is the son of Mr. and Mrs. Erwin J. Bradshaw, 701 Crestview, Corpus Christi.

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