

| DATE | Stories and Outlines | (75) Locals | (25) Reg. Dailies | (37) Reg. Weeklies | (16) 50 M's | (26) Reg. Radio | (15) X-List | Adj. Counties | Hometowners | PSA's | Ag list | (16) Ag boxes | MISC. (#) | CONTACT | REMARKS |
|-------------|-----------------------------------|----------------|----------------------|-----------------------|----------------|--------------------|----------------|---------------|-------------|-------|---------|------------------|-----------|---------|-------------------------|
| 1-10-28-85 | Ancient Water | ✓ | ✓ | | | | ✓ | | | | | | | slp | |
| 2-10-29-85 | Wind Engineering | ✓ | ✓ | | ✓ | | | | | | | | | PZ | |
| 3-10-29-85 | Time Perspective | ✓ | ✓ | | ✓ | | ✓ | | | | | | | slp | Bacons |
| 4-10-29-85 | Museum Art Seminar | ✓ | | | | | | | | | | | | Beauty | |
| 5-10-30-85 | Paerding | ✓ | ✓ | | ✓ | | | | | | | | | Beauty | Bacons |
| 6-10-30-85 | Homecoming Wrapup | ✓ | | | | | ✓ | | | | | | | Cater/ | |
| 7-10-30-85 | Micronaie | ✓ | ✓ | | ✓ | | | | | | | ✓ | | PZ | Takub Dist |
| 8-10-30-85 | Hometowna | | | | | | | | | | | | | Ben | |
| 9-10-31-85 | Award Winning Book | ✓ | | | | | ✓ | | | | | | | slp | |
| 10-10-31-85 | Satellite - Conducted Symp. | ✓ | | | | | | | | | | | | PZ | |
| 11-10-31-85 | Civil Engineer | | | | | | ✓ | | | | | | | PZ | |
| 12-10-31-85 | 50 th Anniversary | ✓ | | | | | | | | | | | | PZ | |
| 13-10-31-85 | Maat Court Corporation | ✓ | | | | | | | | | | | | PZ | |
| 14-10-31-85 | Tip Sheet | | | | | | | | | | | | | Maat/ | |
| 15-11-1-85 | O'Brien (75) | ✓ | | | | | | | | | | | | PZ | |
| 16-11-1-85 | Atoms (160) | ✓ | ✓ | | ✓ | | | | | | | | | BT | Natl Media, Baconi - 44 |
| 17-11-1-85 | Pregnant (129) | ✓ | ✓ | | ✓ | | | | | | | | | SLP | Nursing - 13 |
| 18-11-1-85 | Pompan (82) | ✓ | | | | | | | | | | | | Cater | Hometowna - 7 |
| 19-11-1-85 | Selenium Speaker - Nutrition (75) | ✓ | | | | | | | | | | | | DR | |
| 20-11-1-85 | Editors Adv. | | | | | ✓ | | | | | | | | Bee | Muleshoe - Jim Hasting |

CONTACT: Sally Logue Post

1-10-28-85

LUBBOCK--Ancient irrigation techniques could help West Texas farmers solve dwindling water resource problem.

Professor Idris R. Traylor, director of the Texas Tech University International Center for Arid and Semi-Arid Land Studies (ICASALS), spent last summer examining ancient irrigation and water conservation techniques in the city of Avdat, located in the Negev Desert in Israel.

"People in Avdat practiced runoff agriculture. This method involves moving what little rain fell onto the crops by means of rock channels and catching it in storage reservoirs called catchments for later use. The area had very little rainfall, yet large orchards and crops flourished on the plains below the city," he said.

The ancient system, Traylor said, had similarities to but also differed from a system used by some West Texas farmers who catch irrigation runoff in playa lakes and then pump it out for reuse on crops.

Avdat, which was built on a butte above the desert floor, served as a caravan city, or stop over place, for travelers crossing the desert.

"Below the ruins of the city are well preserved examples of the channels," Traylor said. "As a matter of fact, the Desert Research Institute has reconstructed some of the channels using the original stone and has a runoff farm on the same site as some of the ancient fields."

Traylor said the runoff agriculture practiced by the people of Avdat could have applications in the water-scarce region of West Texas.

Until recently water has been inexpensive to pump from underground sources, but diminishing water levels and increasing energy prices are forcing many farmers to look for alternative irrigation systems.

"By catching the runoff water and channeling it onto the crops, irrigation is made much less expensive," Traylor said. "Runoff agriculture is a good method, not only did the ancient people of the Middle East use it, but the Anasazi Indians of New Mexico and Colorado used the same system."

Traylor's visit to Isreal and Egypt was supported by a grant from the Moody Foundation in Galveston.

Traylor, who has expertise on arid lands and how people respond to those environments, also examined how the Aswan Dam has affected Egyptian farmers along the Nile River.

The dam has been a boon to many people in Egypt by providing electrification and opening new irrigated farm lands.

Before the dam was built, the Nile River flooded the farm lands on its banks making the land more fertile each year.

"Since the dam, the river no longer floods, and that farm land has become increasingly more saline and the river more polluted," Traylor said. "As a matter of fact, Egypt is actually shrinking in size since the dam was built. Because the river flows north, it had deposited large amounts of silt at its mouth and that actually increased the country's size. Without the floods, the silt is no longer deposited and the country is losing that area."

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CONTACT: Preston Lewis

2-10-29-85

(MEDIA ADVISORY: A news conference for Dr. Jack E. Cermak, a wind engineering consultant and faculty member at Colorado State University, has been scheduled for 10 a.m. Nov. 6 in the University Center Green Room. Cermak, for the last decade the president of the Wind Engineering Research Council Inc., will be available to discuss the effects of wind, hurricanes and tornadoes on structures. For more information, contact Preston Lewis, News and Publications, (806) 742-2136.)

LUBBOCK--Experts on wind engineering from around the world will meet at Texas Tech University Nov. 6-8 for the Fifth U.S. National Conference on Wind Engineering.

The conference is conducted every four years in the United States, drawing engineers, architects, contractors and scientists to discuss the latest research on winds and building design. More than 100 papers will be presented on such topics as wind hazards; structural response to wind; wind engineering research and applications; wind loads; structural and wind tunnel testing; and wind damage investigations.

Speakers will include Colorado State University Professor Jack E. Cermak, president of the Wind Engineering Research Council, on tests for a Space Shuttle ice suppression study; Leslie E. Robertson, consulting engineer of Robertson, Fowler and Associates in New York, on wind engineering of skyscrapers; and George R. Walker of James Cook University in Australia, on wind engineering and insurance.

Other speakers will be Alan G. Davenport of the University of Western Ontario in Canada, on wind and wave action on offshore structures; Carl Kramer of the Fluid Mechanics Laboratory in Germany, on wind effects on roof and roof coverings; and Keith Eaton of the Building Research Establishment in England, on building claddings in the wind.

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The conference is sponsored by the Wind Engineering Research Council, the National Science Foundation and Texas Tech's Institute for Disaster Research. All sessions will be in the university Center.

Registration costs \$90 and information is available from Martha Hise, Division of Continuing Education, Texas Tech University, P.O. Box 4110, Lubbock, Texas 79409, (806) 742-2354.

Texas Tech civil engineering professors Kishor C. Mehta, Joseph E. Minor and James R. McDonald are co-chairmen of the organizing committee for the program.

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CONTACT: Sally Logue Post

3-10-29-85

LUBBOCK--All people have the ability to look into the future, but some can see further than others, according to a Texas Tech University strategic management professor.

Dr. T.K. Das said senior executives should be able to look into the future and see how their company will fare in 10 years for example. But, many executives are only capable of seeing a much shorter time period.

"Different people have different perspectives about time or abilities to see into the future," Das said. "In promoting people into top management, intelligence and leadership are always considered, but never time perspective. That can be damaging to both the company and the executive."

Das, who was a senior banking executive before obtaining his doctorate in strategy and policy from the University of California at Los Angeles, said his academic research into time perspective grew from personal observations while in business.

"People tend to assume all top-level managers have equal strategic planning abilities," he said. "Those executives may truly believe they are distant-future oriented, but they really aren't. Sometimes it's the junior executive who has a better grasp of what the long-range future of the company will be, but his opinions are rarely considered over those of the senior executive."

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Das said near-future oriented executives tend to see the future of their industry as relatively stable. The distant-future oriented person will see a great deal of change in the industry and develop ideas of how the company should meet those changes and challenges.

"The near-future person can't do that because he or she doesn't see the same kind of flux in the future, and hence doesn't make the same kind of long-range plans," Das said.

Das said American industry ought to pay more attention to the philosophy of personalism, which stresses the importance of the individual in the corporate strategy making process. Based on that philosophy, Das is calling for the development of a personalist framework to help make more effective managerial decisions.

"I believe that by changing one person in the management team, the texture of management is changed," Das said. "One can't ignore the existence of such individual factors as time perspective in strategic planning. I believe that the individual is the key strategic factor in an organization."

CONTACT: Beverly Taylor

4-10-29-85

LUBBOCK--The move toward realism and a scientific definition of pictorial space in 15th century Italian Renaissance painting will be discussed by art Professor Edna S. Glenn at 11 a.m. Nov. 5 and Nov. 12 at The Museum of Texas Tech University.

Part of the fall series of Tuesday art seminars sponsored by the Women's Council of the West Texas Museum Association, the Nov. 5 lecture will cover painting during the early part of the century when artists in Florence began investigating visual realism.

During the second half of the century, which will be covered during the Nov. 12 speech, the search for realism continued and artists from other Italian cities became important, Glenn said.

Glenn will discuss such artists as Da Fabriano, Masaccio, Masolino and Uccello during the first lecture and Ghirlandaio, Veneziano, Piero Della Francisco and Pollaiuolo on Nov. 12.

"Art Through the Ages," is the 25th year of art seminars and is a review of the historical context of art. Admission is \$3 per lecture.

LUBBOCK--Dr. Joan Comeau, nationally recognized work and family specialist, will speak at 4 p.m. Monday (Nov. 4) at Texas Tech University on "Balancing Work and Family."

The program, in Home Economics, Room 226, is open free to the public.

Comeau is project coordinator of the Minnesota Vocational Education Work and Family Institute. As coordinator, she has developed worksite seminars and curriculum for work and family education in the Minnesota business community. Her program and curriculum materials have received national recognition among employers and educators.

Comeau received her doctorate from the University of Minnesota Department of Family and Social Sciences. She has co-authored numerous articles and projects.

The presentation is sponsored in the College of Home Economics by the Department of Education, Nutrition and Restaurant/Hotel Management.

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CONTACT: Beverly Taylor

5-10-30-85

ATTENTION: Lifestyle Editors

LUBBOCK--Children are inherently able to take in stride many human errors -- which should be cause for a sigh of relief from most parents.

Dr. Betty S. Wagner of the Human Development and Family Studies Department at Texas Tech University qualifies her statement by excluding neglect and abuse from the realm of normal parental erring.

"Parents can make a lot of mistakes and still raise good, competent children," Wagner said. "The human race is a very tough species. Children are programmed to absorb a lot of mistakes, so parents don't have to be perfect people."

Wagner said many parents have a tendency to be overconcerned with child-rearing techniques because they want to make certain they foster healthy development in their children. Wagner believes that if parents are emotionally healthy, normal development will take place in the absence of abuse and neglect.

"If you want to ruin a child, you have to work at it," she said. "The mistakes have to be serious or occur over a long period. But, one mistake is not going to harm a child for life."

The important thing is to be able and willing to admit mistakes when they are made. Parents who say they are sorry produce children who are more accepting of others and themselves.

But, there are some pointers for successful parenting.

"One of the most important aspects of being a parent is to prepare the child for the society he will have to survive in as an adult," Wagner said. "Good parenting in the United States will probably not be the same as in the Soviet Union."

She said many times parents push children into activities which are too complicated for them. Many organized games and activities have rules which younger children may not be able to grasp.

"Parents have to move between two extremes. On one hand they have to prepare the child for the world they expect the child will live in," she said. "On the other hand, they need to consider the child's individuality. The essence of good parenting is to let the child be a child while he is a child."

What parents expect the child to be as an adult will determine what kinds of activities they provide and allow. Parents should take care not to limit the child's range of experiences too much, based on what they foresee for the child.

"If parents see their child working in a very competitive business world, they might push them into the traditional training ground for that -- which, at least for boys, has been sports," said Wagner. "It's very easy and extremely common to involve children in very competitive games before they can handle them physically, emotionally and mentally."

Children today generally have quite a bit of freedom in determining their occupations. Middle class parents exert pressure on their children to go into some middle class field, but other than that, they often are supportive of the child's choice, she said.

When parents express opinions about a child's occupational goals, the opinions often will be aimed at directing the child away from a particular field instead of toward one. Wagner said some parents who are disillusioned with their occupations discourage children from following in their footsteps.

"The quality of guidance that a parent uses will have a great impact on the child, even considering that the child has certain inborn characteristics," she said.

Wagner said research has revealed that in the U.S. the most effective form of parenting is the authoritative style. Parents enforce rules firmly and demand high achievement while being warm and open to the child's comments and questions. Children reared under those guidelines are normally rated the most competent and independent.

"It's important for a parent to empathize with the child -- to be able to feel what the child feels," she said. "Children need parents who will share themselves, who will listen and teach them to problem solve."

Wagner said neglecting to spend time with children and listen to them is almost as damaging, in terms of how it influences self-esteem, as abusing them. Children whose parents are too busy for them often come to think their projects and interests are unimportant to parents and others as well.

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CONTACT: R.G. Cates/P. Lewis

6-10-30-85

LUBBOCK--A parade, alumni gatherings, good food and football will share the spotlight during Homecoming activities Friday and Saturday, Nov. 8-9, at Texas Tech University.

Friday activities will begin at 2 p.m. when the university's new Naval Reserve Officers Training Corps (ROTC) dedicates a wardroom in honor of 1950 Texas Tech graduate and 1953 Congressional Medal of Honor winner George H. O'Brien Jr. of Midland. The ceremony will take place in the Business Administration Building, Room 301.

A portrait of Byron Fullerton, who served as dean of the Law School from 1981-1985, will be unveiled in the Law School Forum at 3:30 p.m. A reception for Fullerton will follow the unveiling.

At 4:30 p.m. Army, Air Force and Navy ROTC members will lower the colors on Memorial Circle. The ROTC units are using Homecoming 1985 to mark a half century at Texas Tech.

At 5 p.m. a statue of former Gov. Preston Smith, Texas Tech distinguished alumnus, will be unveiled in the Administration Building courtyard. Mrs. Lyndon B. Johnson will unveil the nine-foot sculpture, created by Glenna Goodacre and commissioned by a statewide committee formed to recognize Smith's contributions to education.

An intrasquad scrimmage of the Gerald Myers' defending Southwest Conference champion men's basketball team will be open free to the public at 5 p.m. in the Lubbock High School gymnasium.

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A 6 p.m. reception in the University Center Courtyard for members of the Century Club will be followed at 6:30 p.m. with the Century Club dinner in the University Center Ballroom.

The women's volleyball team will play Baylor at 7:30 p.m. Friday in the Student Recreation Center. A seating section will be reserved for alumni.

The university pep rally will begin at 8 p.m. at Southwest Conference Circle and homecoming queen nominees will be introduced.

Saturday's activities will begin with the Lettermen's Breakfast at 7 a.m. in the Letterman's Lounge.

The College of Agricultural Sciences will sponsor a homecoming breakfast at 7 a.m. Saturday in the University Center Ballroom. Cost is \$5 and payable at the door. For information, call 742-2802. The breakfast will be followed by receptions in each of the college's departments.

The Mass Communications Department will honor 1985 Distinguished Mass Communications Alumni Debbie Bolner Prost and Robert Larry Taylor during an alumni breakfast at 8 a.m. Saturday in the University Center Faculty Club. Tickets to the breakfast are \$5 and should be reserved at 742-3385. Following the breakfast, a departmental reception is scheduled 10-11:30 a.m. in Mass Communications Building, Room 223.

The women's swim team will have an alumni breakfast at 8 a.m. in the second floor of the Student Recreation Center. An alumni swim meet will follow at 10 a.m. in the Aquatic Center.

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The Red Raider Road Race, consisting of a 10-kilometer run and a five-kilometer fun run through campus, will begin at 9 a.m. Registration for the fourth annual race will be open 10 a.m. to 8 p.m. Friday and 7-8 a.m. Saturday in the University Center West Lobby. Proceeds from the race, which annually attracts more than 800 participants, will support academic scholarships at the university.

The Homecoming Parade, led by the "Goin' Band From Raiderland," will begin at 9:30 a.m. Saturday, moving on Broadway from downtown to campus.

The Civil Engineering Department will greet alumni 10 a.m. to noon in the Civil and Mechanical Engineering Building, Room 154.

The College of Home Economics will sponsor the Omelet Rodeo Brunch from 10:30 a.m. to noon in the Home Economics Building, El Centro Room. Cost is \$5 per person and \$3 for students. Home Economics Recruiters will have a post-game reunion 5-6:30 p.m. in Home Economics, Room 165. Reservations for both events should be made by Oct. 31 by calling 742-3031.

A College of Business Administration reception will begin at 10:30 a.m. in the Business Administration Building, Room 150.

At 10:45 a.m. brunches are scheduled for the Class of 1950 in the University Center Ballroom and for the classes of 1960 and 1965 in the University City Club.

Army ROTC will hold a reception at 11 a.m. in the Mathematics Building, Room 007. Air Force ROTC will conduct an 11:30 a.m. open house for alumni, cadets and parents in Holden Hall, Room 79.

An Electrical Engineering/Computer Science Department reception is slated 11 a.m. to 1 p.m. in the Electrical Engineering Building, Bullen Room.

The Industrial Engineering Department will sponsor a reception 11 a.m. to 1 p.m. in the Industrial Engineering offices.

The College of Education will hold a reception from 11 a.m. to 1 p.m. in the Administration Building Student Lounge.

The Homecoming pre-game buffet will open to the public 11:30 a.m. to 1:30 p.m. in Lubbock Municipal Coliseum. Tickets are \$6, payable at the door. Reservations are not required.

The Red Raider Marching Band will give a reception for former members at 11 a.m. in the Music Building Band Room. An alumni band rehearsal will follow at noon and the alumni band will perform during pre-game ceremonies beginning at 1:30 p.m. in Jones Stadium. A patriotic halftime program will honor Director Emeritus Dean Killion. Band alumni and friends of Killion will meet with him during a reception at 7:30 p.m. in the University Center Lubbock Room.

Homecoming activities will reach their peak in Jones Stadium with the Texas Tech-TCU game at 2 p.m. The halftime show will include the coronation of the 1985 Texas Tech Homecoming Queen.

The College of Engineering will hold a post-game alumni reception in the Engineering Center, Room 100.

The Saddle Tramps spirit organization will greet former members during a reception in the University Center Ballroom immediately following the game.

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A Women's Athletics reception is scheduled for former Red Raider athletes and members of the Double T Connection at 5 p.m. in the Hilton Inn, 505 Ave. Q.

Army and Air Force ROTC cadets, alumni and faculty are invited to a post-game "dining-out" at 7:30 p.m. in the University Center Ballroom to celebrate their 50th year on campus. ROTC alumni should call 742-2141 for more information.

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CONTACT: Preston Lewis

7-10-30-85

LUBBOCK--Size has nothing to do with maturity.

That is the message about cotton fibers that Texas Tech University's Textile Research Center (TRC) has been carrying to the textile industry for the past five years, reports TRC Director James S. Parker.

"Is a fat man always more mature than a skinny one? Certainly not," Parker said. "Size is a function of genetics, not maturity."

The textile industry's failure to recognize the difference is costing cotton farmers thousands of dollars annually, Parker said. The culprit is a 30-year-old standard called micronaire.

"Micronaire," Parker said, "is an arbitrary value without a unit of measure. It's basically an air permeability test. When it was established it was thought to measure the diameter of a cotton fiber and that that diameter reflected maturity."

Cotton with a 3.5 to 4.9 micronaire value is rated as mature while anything with a lesser value suffers a cost penalty in the marketplace because it is considered immature, Parker said. Cotton with a 3.3 to 3.4 micronaire value is penalized 1.85 cents a pound while cotton with a 3.0 to 3.2 micronaire value is reduced 4.1 cents a pound.

"Those penalties mount up quickly on a cotton bale averaging 500 pounds and cost farmers substantially," Parker said. "The irony is that the textile industry is finding that fine fibers process well on high speed equipment and make fine yarns."

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"Industry wants a fine fiber but we can't tell our farmers to produce one because they are penalized financially for it," Parker said. "Using the micronaire value fails to recognize that cotton fibers, like people, come in various sizes. Some fine fibers are mature."

A mature cotton is needed by the textile industry because it is stronger and less likely than an immature fiber to break during the spinning process. It also dyes more easily. Though a fine cotton fiber was not always favored by the industry, modern high speed open end spinning machines work better with a fine fiber. Fibers with as low as a 3.2 micronaire value have worked satisfactorily on these machines, he said.

To understand the difference between fineness and maturity, consider each cotton fiber, itself a single cell, as a tiny bent soda straw. The diameter of the straw is equivalent to the fiber fineness which differs among and within cotton varieties.

Maturity is basically the wall thickness. As any fiber matures, the cell grows inward from its outer wall. A cross section of a mature fiber would resemble a bloated doughnut instead of the thin-walled straw.

While fiber fineness is determined by genetics, maturity is shaped by outside factors, including weather, moisture and growing conditions. After a plant dies, the protoplasm which distends the walls dries up and the fiber walls collapse into a flat, ribbon-shaped strand.

"Maturity as a measure of the fiber is of more value to the industry than micronaire," Parker said.

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Although measuring maturity has been a slow chemical process requiring a microscopic inspection, new equipment coming on the market may be able to expedite the fiber evaluation.

"Using fineness and maturity as the standard instead of micronaire would ultimately benefit both the cotton farmer and the textile manufacturer," Parker said.

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CONTACT: Sally Logue Post

9-10-31-85

LUBBOCK--A wildlife management textbook by Texas Tech University Horn Professor Eric G. Bolen of wildlife management and William L. Robinson of the University of Northern Michigan has received the Outstanding Book Award from the Southeastern Section of The Wildlife Society.

The book, "Wildlife Ecology and Management," previously received a similar award from the Texas Chapter of The Wildlife Society.

The book is designed to introduce college students to the science of wildlife management, according to Bolen.

"There is a growing number of students from other disciplines selecting elective courses in natural resources," Bolen said. "For this reason, we have tried to provide a comprehensive text for all who might use our book in their first, and perhaps only, course in wildlife management."

Published in 1984 by Macmillan Publishing Co. of New York, the 478-page book contains 21 chapters, including seven on basic ecology and five on the management of wildlife in various physical settings such as rangeland, parks and forests.

Bolen said contemporary issues such as acid rain, hunting and predator problems are presented because "it was our assumption that wildlife and other natural resources not only can be managed by a knowledgeable society, but must be managed as an integral part of the community of life to which mankind belongs."

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The book is written so that individual instructors can use chapters as independent units, Bolen said. For example, scientific names are repeated the first time a species is mentioned in each chapter.

The sequence of chapters begins with an introduction to the subject of wildlife management, then proceeds to a series of chapters dealing with ecological principles, including populations, animal behavior and basic requirements of food, cover and water.

Major human impacts upon the ecological well-being of wildlife follow in chapters devoted to farming, range management and forestry. Direct mortality from diseases, predation and hunting are discussed. Special management techniques required by exotic and endangered animals are covered and a chapter is devoted to those species existing with man in an urban setting.

Concluding chapters address economic values and policies developed for wildlife in North America.

Bolen, who is currently associate dean of the Graduate School at Texas Tech, received his bachelor's degree from the University of Maine and master's and doctoral degrees from Utah State University.

CONTACT: Preston Lewis

10-10-31-85

LUBBOCK--A seven-hour symposium on a branch of artificial intelligence called knowledge-based or expert systems will be offered at Texas Tech University Nov. 13.

The satellite-conducted symposium will meet 8:30 a.m. to 4 p.m. that Wednesday in the Engineering Center, Rooms 110 and 104. The symposium is sponsored nationally by Texas Instruments and at Texas Tech by the College of Engineering. There is no fee for the symposium. A set of three books to augment the instruction is available for \$49.95.

Artificial intelligence technology is exploring ways to program computers to reason or think. Research in the field has been conducted for decades, but recent developments in both computer hardware and software have stimulated rapid growth in the area.

The symposium is open to the public, but is geared to people with some technical orientation or computer exposure.

For information, contact Mary Bacon, College of Engineering, Texas Tech University, Lubbock, Texas 79409, (806) 742-3451.

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CONTACT: Preston Lewis

11-10-31-85

LUBBOCK--The national president of the American Society of Civil Engineers (ASCE) will speak on "Commitment to Excellence" Friday (Nov. 1) during a joint meeting of the Texas Tech University ASCE student chapter and the High Plains and the West Texas professional chapters.

Robert D. Bay, an engineering manager in the Civil-Environmental Division of Black and Veatch, Engineers-Architects, Kansas City, will speak at the 7 p.m. dinner in the University Center Coronado Room. A reception at 6:30 p.m. will precede the dinner. Cost is \$9.50, payable at the door.

Bay is known nationally for his research and development of a steel placement system for continuously reinforced pavement using patented deformed wire. He also created the unique design for a two-way slab floor system for the World Trade Center in New York.

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CONTACT: Preston Lewis

12-10-31-85

LUBBOCK--A half-century affiliation between Texas Tech University and the Reserve Officer Training Corps (ROTC) will be commemorated during a week of campus activities in November.

A speech by a Congressional Medal of Honor winner, special homecoming activities and a dinner for Texas Tech ROTC officers, cadets and alumni will highlight the events.

During homecoming the cadets of Texas Tech's Army and Air Force ROTC units and the midshipmen of the Naval ROTC unit will lower the colors during a ceremony at 4:30 p.m. Nov. 8 on Memorial Circle. A joint color guard and a cannon salute are planned.

On Nov. 9 the ROTC units will march in the Homecoming Parade and carry flags representing the 50 states.

An Army ROTC open house is scheduled 11 a.m. to 1 p.m. Nov. 9 in the Mathematics Building, Room 7. An Air Force ROTC open house is planned 11:30 a.m. to 1:30 p.m. that day in Holden Hall, Room 78A. Both are open to ROTC alumni and the public.

During pre-game ceremonies in Jones Stadium, a joint color guard will present the colors to the homecoming crowd and T-38 aircraft from Reese Air Force Base will conduct a "fly-over."

At 7:30 p.m. Nov. 9 a "Military Dining Out" is scheduled in the University Center Ballroom in recognition of Texas Tech ROTC's 50th anniversary. Speaker for the event will be Army Maj. Gen. Charles W. Brown. Brown is assistant deputy chief of staff for logistics at the Pentagon.

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ROTC alumni interested in participating in the dining out should contact Army ROTC at 742-2141.

Roy Benavidez, the only living Hispanic recipient of the Medal of Honor, will give a public lecture at 1:30 p.m. Nov. 14 in Mass Communications, Room 101. He will speak on patriotism and leadership.

Benavidez, a retired Army master sergeant, was recognized by Congress for jumping from a helicopter to save eight members of a reconnaissance team trapped in Vietnam combat. He was shot eight times, bayoneted in both arms and clubbed in the head during his successful rescue effort.

Texas Tech's military training goes back to the university's beginning. In September 1926 when Texas Tech first opened for classes, a military training course was offered. In 1936 the War Department approved Texas Tech's application for an ROTC unit.

With the creation of the Air Force after World War II, an Air Force ROTC unit was established on campus in 1947. This year a Naval ROTC unit began operation.

CONTACT: Preston Lewis

13-10-31-85

LUBBOCK--A team from the Texas Tech University School of Law finished second in the Benton National Moot Court Competition in Chicago Saturday (Oct. 26) and a second-year Texas Tech law student was named best oralist in the event.

Team members were third-year law student Sherry Rasmus of El Paso and second-year students Dorene L. (Lin) Hughes of Killeen, Tom Murphy of Gallup, N.M., and Janet Miller of Wichita Falls. Hughes was named top oralist in the competition sponsored at the John Marshall School of Law in Chicago by the Benton Foundation of Washington, D.C.

Moot court competitions are modeled after appellate court procedures. Before a panel of judges, students present appellate arguments on a hypothetical question, this year focusing on questions of privacy, information law and libel. Students prepare briefs on the legal questions at issue and present their case as if it were before an appellate court.

Students are judged on both their brief and their oral argument.

Coaches for the team are Lubbock attorneys and adjunct law professors D. Murray Hensley and Donald M. Hunt.

The Texas Tech squad finished second behind South Texas School of Law in Houston. Thirty-five schools participated in the competition.

Hughes, formerly of Denton, is the daughter of James and Doris Gearing, 1311 Arkansas, Killeen. Rasmus is the daughter of Robert and Peg Gray, 5201 Juliandra, El Paso. Murphy is the son of Mr. and Mrs. Thomas L. Murphy, 402 Sagebrush Lane, Gallup, N.M. Miller is the daughter of Dr. and Mrs. Joseph R. Miller, 2619 Amherst Drive, Wichita Falls.

Story ideas for the week of
November 4-8, 1985
14-10-31-85

Texas Tech University
University News & Publications
BOX 4640/LUBBOCK, TEXAS 79409/(806) 742-2136

Radio & Television New Service

HOMEcoming HIGHLIGHTS--A parade, dedication of the Preston Smith statue, alumni gatherings, and the Red Raider-TCU football game are highlights of Homecoming activities Nov. 8-9 at Texas Tech University. For a schedule of events, see the Tech release or call Peggy Pearce, 742-3641.

NEWS CONFERENCE--A news conference for Dr. Jack E. Cermak, expert on tornadic, hurricane, and other wind hazards and a faculty member at Colorado State University, will be held at 10 a.m. Nov. 6 in the University center Green Room. Dr. Cermak is one of the speakers who will address the Fifth U.S. National Conference on Wind Engineering Nov. 6-8 in the University Center. For more information, call Preston Lewis, News and Publications, 742-2136.

JUGGLING ACT--Dr. Joan Comeau, nationally recognized work and family specialist, will speak at 4 p.m. Nov. 4 at Texas Tech University on "Balancing Work and Family." The public is invited to attend the free program in Home Economics Room 226. Contact Joan Cripps, 742-3037.

MUSEUM EVENT--History writer and columnist A.C. Greene will speak at the 56th annual meeting of the West Texas Museum Association at 7 p.m. Nov. 5 in the Grenada Royale. The Texas Tech Museum support group will also elect its 1986 officers and announce '85 winners of the prestigious Action Awards. Call Winifred Vigness, 742-2443.

SHORT-SIGHTED EXECUTIVES--Texas Tech University strategic management Professor T.K. Das says senior executives should be able to foresee the future to project a company's progress in 10 years. He says many executives' strategic planning abilities are hampered because they lack vision. Contact Dr. Das, 742-1533.

For assistance in developing
these and other story ideas,
contact Mark Davidson/Kay Boren,
N&P, 742-2136.

Texas Tech News

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CONTACT: Preston Lewis

15-11-1-85

LUBBOCK--Texas Tech University's new Naval Reserve Officer Training Corps (NROTC) unit will dedicate a wardroom in the name of a Texas Tech graduate and Congressional Medal of Honor winner during a ceremony at 2 p.m. Friday (Nov. 8).

The wardroom will honor George H. O'Brien Jr., a 1950 Texas Tech graduate and a 1953 recipient of the Medal of Honor for heroism in the Korean conflict.

The ceremony will take place in the Business Administration Building, Room 301. Col. C.J. Horn of the Texas Tech NROTC unit will preside at the ceremony.

O'Brien, a consulting geologist in Midland, will participate in the ceremony. He is a retired Marine lieutenant colonel.

O'Brien was decorated for valor by President Dwight D. Eisenhower at a White House ceremony for his leadership as rifle platoon commander of Co. H, 3rd Battalion, 7th Marines, 1st Marine Division.

On Oct. 27, 1952, O'Brien braved intense mortar, artillery and small arms fire to lead his command against a hill held by numerically superior forces. Though wounded in the arm, he directed and encouraged his men in hand-to-hand combat. After securing the fortified position on the hill, he refused, despite his wounds, to leave his post until his forces were relieved by reinforcements.

His Congressional citation cites him for "his exceptionally daring and forceful leadership in the face of overwhelming odds."

O'Brien lives at 2001 Douglas in Midland.

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The wardroom, by Navy tradition the location where a ship's officers take their meals and entertain guests, will be used by Texas Tech NROTC cadets as a lounge, study area and meeting room.

CONTACT: Beverly Taylor

16-11-1-85

ATTENTION: Science Editors

LUBBOCK--Researchers are staging molecular relay races in a Texas Tech University laboratory to determine how the weight of atoms affects completion of their leg of a chemical reaction.

Chemical reactions typically occur in stages with the slowest stage determining how long the entire process takes.

Just as a track coach could improve the team time by replacing the weak link on a relay, Texas Tech chemists are learning about chemical reactions by monitoring how the weight of atoms affects the time it takes for a chemical reaction to run its course.

By substituting in molecules heavier atoms for their lighter counterparts, the chemists are learning which atoms determine how long chemical reactions take, said Horn Professor Henry J. Shine of the Chemistry Department.

"We're trying to find out if a heavy atom in a molecule makes a chemical reaction slower," said Dr. Shine. "All other things being equal, you assume that someone who is very heavy would move slower than someone who is light. We assume the same in chemical reactions."

In chemical reactions, molecules undergo chemical changes to form different compounds. The environment is full of chemical reactions, Shine said, ranging from the breakdown of food in digestion to the change of water to hydrogen and oxygen in car batteries.

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Elements are composed of atoms. Some of the same kinds of atoms have different masses. For example, Shine noted the simplest of atoms -- hydrogen. The most common hydrogen atoms have a weight of one unit. Two other kinds of hydrogen atoms have weights of two and three units. These heavyweight atoms, called isotopes, show the same chemical behaviors as the more common atom.

The heavier isotopes of carbon, nitrogen and oxygen atoms are being used in the chemical reaction races to see if they slow down the reaction. If the reaction is slower when the heavier atom is substituted, Shine and his colleagues can assume that particular atom has something to do with the overall speed of the reaction.

The effect of substituting a heavy atom for a light one is measured with a mass spectrometer, an instrument that can weigh individual molecules. A mixture of heavy and light molecules is allowed to begin a chemical reaction. As the reaction continues, the relative number of heavy and light molecules in the mixture is measured periodically. If the ratio remains the same, it is deduced that the heavy atom does not affect the speed of reaction.

If the ratio does change, it usually means that light molecules react faster than heavy ones. Knowing that, and where in the molecule the heavy atom was placed, lets the researchers figure out which phase of the reaction is the slow one.

"We're looking into the heart of a reaction and trying to determine what really makes it tick," Shine said. "It's like peering in through binoculars to watch what molecules do while undergoing their chemistry."

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The heavy atom substitution being done at Texas Tech is unique, he said, because the work involves multiple substitutions for the same chemical reaction. After the effects of one heavy atom are measured in a reaction, another heavy atom is inserted and its effect on the original set of conditions is rated.

The project involves basic research which is necessary before practical applications can be made, Shine said. In developing a new drug, for example, it is necessary to know how it will work in the body in order to design it to be as useful as possible.

In determining the bottleneck or the slow link in the chemical reaction process, researchers can understand much more about how molecules change and how to control chemical reactions more efficiently, Shine said.

The research, which currently involves studying photochemical reactions, is funded by a \$35,000 grant from the Petroleum Research Fund of the American Chemical Society. Photochemical reactions are those which are stimulated by light. The research group has studied other types of reactions over the past few years with grants from the National Science Foundation and the Texas Tech Center for Energy Research.

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CONTACT: Sally Logue Post

17-11-1-85

ATTENTION: Health Editors

LUBBOCK--Women who are experiencing a normal pregnancy should be able to perform the same job tasks after pregnancy as before, according to a Texas Tech University Health Sciences Center professor.

Dr. Yondell Masten of the School of Nursing, said her research found that women showed little change in hand strength or reaction time during pregnancy or in the three months following birth.

"With certain precautions, women should be able to continue the same tasks involving the hands and arms as before pregnancy," she said.

"Precautions should be taken to avoid fatigue due to the added workload of pregnancy; to avoid back strain due to the extra load of pregnancy on the spine and to avoid rapid or frequent movement of the bulky pregnant body, which could lead to falls due to the shift in center of gravity."

Masten's research was done in fulfillment of her doctoral degree in industrial engineering with a major in ergonomics.

"Ergonomics is the study of people at work," she said. "The point is to look at how things can be adapted to fit people, rather than people adapting to fit the work station."

Masten found that women showed slight declines in strength in the first and third trimesters, with restoration in the second and fourth trimesters. Masten uses the three months following birth as the fourth trimester.

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Masten said reaction times were shortest during the third and fourth trimesters and longest during the second.

"We found that the women tested also made fewer mistakes on the tests during the second trimester and made the most errors during the third trimester," she said.

Masten said during the second trimester most women may be more patient because they have passed the physically sick period of their pregnancy and have not yet become uncomfortable.

"During the third trimester they are big and tired and impatient," Masten said. "The women feel like they have been pregnant forever and they aren't sleeping well."

The fourth trimester is also an impatient period, Masten said. This is the time when the woman's body is reversing the changes that occurred during pregnancy.

"Most women are extremely tired and impatient during this three month period," she said. "They are trying to readjust to their bodies and adapt to having a child making demands on her time."

Based on an ergonomic approach, Masten's research suggests that a pregnant woman's job performance as related to reaction time and hand strength is not affected by her condition.

"My research implies pregnant women do not react slower when they are not required to move their bodies and they have similar upper extremity strength as before pregnancy," Masten said. "As long as precautions for fatigue, back strain, rapid movement and loss of balance are taken, there's really no reason that women experiencing a normal pregnancy cannot continue to perform the same tasks involving their upper extremities as before."

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CONTACT: R. Gary Cates

18-11-1-85

LUBBOCK--Twelve women have been named to the 1985-86 Texas Tech University Pom Pon Squad.

The Pom Pon Squad will appear at all home and tournament games of the men's basketball team, selected games of the women's basketball team and spirit events like the Homecoming Pep Rally.

Squad members are:

From Lubbock: Suzanne Griffin, squad head, senior in telecommunications, daughter of Mr. and Mrs. B. R. Griffin, 4601 10th St., and Jill Kerr, squad public relations, sophomore in secretarial administration, daughter of Mr. and Mrs. Kenneth Kerr, 3012 79th St.

From Plano: Melissa Jeffries, dance coordinator, junior in accounting, daughter of Mr. and Mrs. Gene Jeffries, 151 Moonlight; Holly Cockle, sophomore in nursing, daughter of Mr. and Mrs. Alan Cockle, 2001 Biloxi Circle; and Michelle Eatherly, sophomore in elementary education, daughter of Mr. and Mrs. Carl Eatherly, 3032 Stanford.

From Houston: Linda Holliday, freshman in business administration, daughter of Mr. and Mrs. Jim Holliday, 7518 River Garden; and Donna Johnson, junior in elementary education, daughter of Mr. and Mrs. Pete Johnson, 11710 Laneview.

From Garland: Nickie Granville, freshman in public relations, daughter of Patty Granville, 2116 Windy Drive.

From Fort Worth: Ann Miniatas, sophomore in advertising, daughter of Mr. and Mrs. Joe Miniatas, 7316 Yolanda.

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From McAllen: Lisa Snyder, senior in education and mathematics, daughter of Mr. and Mrs. Bud Snyder, 1104 Xanthisma.

From Rockwall: Beth O'Dell, senior in public relations, daughter of Mr. and Mrs. Kenneth O'Dell, 402 Point Royal.

From Colorado Springs, Colo.: Pam Culp, sophomore in pre-dentistry, daughter of Mr. and Mrs. Norman Culp, 915 Flying Eagle.

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CONTACT: Debbi Whitney

19-11-1-85

(MEDIA ADVISORY: Dr. Burk will be available for questions or interviews before and after his speech.)

LUBBOCK--Dr. Raymond F. Burk, M.D., whose work has been at the forefront of research on selenium biochemistry and the metabolism of glutathione, will speak Wednesday (Nov. 6) at Texas Tech University.

His topic is "Recent Developments in Selenium Nutrition and Biochemistry." Selenium is a chemical element added in 1980 to the recommended minimum daily requirements of human diet by the National Research Council.

Burk is a professor of medicine at the University of Texas Health Sciences Center in San Antonio. He will speak at 3:30 p.m. in the Home Economics Building, Room 111. The seminar is open free to the public.

The need for selenium has been identified as necessary for the prevention of heart disease and cancer.

In addition to his medical research, Burk specialized as an internist in liver disease. He received his doctor of medicine degree from Vanderbilt University.

A coffee reception for Burk will begin at 3:10 p.m. in the Home Economics Building, El Centro Room.

Burk's presentation is part of the Interdisciplinary Seminar Series sponsored by the Institute for Nutritional Sciences.

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CONTACT: B. Zeeck

20-11-1-85

(EDITOR'S ADVISORY: You are invited to cover a news conference at 9 a.m. Wednesday (Nov. 6) in Room 2B152 Health Sciences Center. Purpose of the conference is to announce a grant of more than \$1.5 million for a project to demonstrate the Texas Tech University Health Sciences Center's capability to better serve (with information and education) specific populations in West Texas, using current technology and expertise. The story has particular applications to Lubbock, the rural community of Muleshoe and, in El Paso, a clinic serving a specific Hispanic community. Present at the news conference will be Texas Tech President Lauro F. Cavazos; representatives of the W.K. Kellogg Foundation; Dr. Teddy L. Langford, dean of the School of Nursing and principal investigator; project leaders; and other officials of the health sciences center.)