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Texas Tech News

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TEXAS TECH UNIVERSITY / TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

NEWS AND PUBLICATIONS / P.O. BOX 4640 / LUBBOCK, TEXAS 79409 / (806) 742-2136

CONTACT: Preston Lewis

1-10-21-85

(MEDIA ADVISORY--You are invited to attend a news conference for former Secretary of State Henry Kissinger at 5:15 p.m. Wednesday (Oct. 23) in the Media Room of Lubbock International Airport. Kissinger will speak publicly at 8:15 p.m. Wednesday in Municipal Auditorium as part of the speakers series sponsored by Texas Tech University Center Cultural Events. For more information, contact Preston Lewis at (806) 742-2136.)

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LUBBOCK--Chairing a committee involves more than preparing agendas. It often means balancing individual personalities that can damage the success of the group.

Texas Tech University psychology Professor Clay E. George said that the purpose of a committee is to bring together different backgrounds and ideas to produce the best result. Unfortunately most small groups do not perform as well as expected.

The dynamics of small group and organizational behavior will be the topic of the fifth annual Texas Tech Interfaces in Psychology Symposium Oct. 31-Nov. 1. The conference will focus on how small groups and organizations interact to produce results.

The conference topics will include how to reach consensus in a small group; small groups in an individualistic world; and the effects of layoffs on survivors.

For information, contact the Psychology Department at (806) 742-3737.

Many persons, because of their personalities or what they learned as children tend to develop a habit of social loafing, Dr. George said.

"Many people think that since the responsibility for making decisions is spread over so many people, no one will notice if they don't contribute their fair share," he said.

George said many times the brightest and most capable person in the group is the one who doesn't contribute. Often, this person was ridiculed as a child for being smart and hesitates to have the same thing happen as an adult, George said.

"When this happens, the group often comes up with many more mediocre decisions than the one most capable person could have come up with individually," he said.

On the other extreme, George said a small group can also be dominated by what he terms the "bigmouth theory."

"In any small group there tends to be one bigmouth who simply, by his dominance of participation, has too large a say in what the group produces," George said. "If this person happens to be the most capable of the group, that's fine, but that's rarely the case."

George said there were many ways to block the bigmouth's influence while increasing the quiet person's contributions.

The best way is the Delphi technique, according to George. In this technique, the first communication with the group is done by mail, teleconference or computer hookup.

"This impersonal introduction to each other and the problems to be solved provides less opportunity for personal judgments to be made and less opportunity for a bigmouth to control the group," George said.

Small group problems affect even the largest organizations, according to George, because they are basically run by several small groups or departments.

George said a major problem is that most organizations have reward systems that prompt people to accomplish the most easily noticed or measured goals.

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"If people see they are rewarded for producing one outcome, they will continue to produce that outcome and ignore goals that are harder to accomplish or are less easily seen by management," he said.

There really aren't any set programs to deal with small group behaviors, George said.

"What makes small groups interesting and organizations different is that they are run by people, and people behave differently," he said.

CONTACT: Sally Logue Post

3-10-21-85

LUBBOCK--The president, general manager and officers of the board of directors of the Houston Livestock Show and Rodeo Association will be honored at a scholarship recognition luncheon Oct. 23 by the Texas Tech University College of Agricultural Sciences.

Dr. Joseph Ainsworth, president of the association, Dan Gattis, general manager, and other officers of the association will attend the noon luncheon in the University Center Ballroom to meet students who hold association scholarships.

The association has contributed \$540,000 in endowment funds for scholarships to the college and more than \$100,000 to support research over the last five years. There are 63 students enrolled in the college who have received scholarships ranging from \$600 to \$1,000 per year from the endowment.

Agricultural Sciences Dean Samuel E. Curl described the work done in support of youth and education by the Houston Livestock Show and Rodeo Association as "tremendous."

"Their efforts in the areas of scholarship support and leadership training programs have been a great benefit to students at Texas Tech."

Each year the association awards 100 \$8,000 scholarships to 50 outstanding 4-H and 50 FFA members. Those scholarship are for \$2,000 per year and are renewable based on academic performance. Students receiving the scholarships have been judged and evaluated on the district, area and state levels. There are 54 students enrolled at Texas Tech who hold those scholarships.

The association also allows the college to use endowment funds to provide grants to students in financial need, Curl said.

The Houston Livestock Show and Rodeo, which is the largest of its kind in the U.S., is a major event on the Texas Tech livestock judging team's schedule.

The annual two-week show and sale is held in late February and early March. A large percentage of the income from the show is used to support the association's youth programs.

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CONTACT: R. Gary Cates

4-10-21-85

LUBBOCK--World champion cowboy Larry Mahan will join cutting horse trainer Leon Harrel for an exhibition of cutting horse technique at the 36th annual Texas Tech National Intercollegiate Rodeo Association (NIRA) Rodeo Oct. 24-26 at Lubbock Municipal Coliseum.

Mahan, a six-time all-around champion, will ride with Harrel, a top cutting horse competitor, and Texas Tech All-America E.J. Holub to demonstrate the skill and training necessary for men and horses to work together in cattle herding.

The exhibition will be one of many events scheduled for what is the world's largest indoor intercollegiate rodeo. Students from 14 colleges and universities from West Texas and Eastern New Mexico are expected to attend the three days of competition.

Rodeo events include bareback, saddle-bronc and bull riding; calf, team and breakaway roping; steer wrestling; goat tying; and barrel racing. Student athletes will be competing for prize money and points towards regional standings.

A pen-and-ink drawing by cowboy artist Justin Wells and a bronze sculpture by Garland Weeks, a Texas Tech graduate, will be auctioned off Saturday to benefit the Rodeo Association scholarship fund.

The recipients of the Dub Parks and Lenore M. Tunnell memorial awards for service to the Rodeo Association and of the first Buddy Reger Memorial Scholarship will be announced during the rodeo.

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The rodeo will also be the site of the coronation of the 1985-86 Texas Tech Rodeo Queen and the announcement of the 1985 inductee into the Texas Tech Rodeo Hall of Fame.

Bouncing Boo, four-time world champion frisbee-catching dog, will perform daily with his trainer, Bill G. Murphy of Lubbock.

Events will start daily at 8 p.m. and tickets are available at western and department stores in Lubbock and surrounding communities. For more information, contact Kristine Frederiksson at (806) 742-1897.

CONTACT: Beverly Taylor

5-10-21-85

LUBBOCK--Families expecting babies naturally plan for smooth pregnancies and perfect babies. When that doesn't happen, they may look for someone to blame and end up in a courtroom, accusing their doctors of negligence.

Texas Tech University law Professor Scott M. Lewis said whether or not negligence is a factor, almost all pregnancies which do not go well for the mother or the baby result in lawsuits. The facts are that a certain percentage of pregnancies will not end happily even under the best of circumstances.

Many factors contribute to the increasing incidence of medical malpractice suits, but the end result leads in only one direction -- good doctors leaving the field, Lewis said.

"Excessive jury awards have increased the cost of medical malpractice insurance so much that some doctors can't really afford to stay in the high risk specialties," he said. "Lots of obstetricians are leaving the practice and not delivering babies which means the best trained people are being driven out."

Lewis has written a practice book "OB/GYN Malpractice" which will be released in February by Wiley Law Publications. Primarily for lawyers and physicians, the book traces the stages of pregnancy and delivery, noting where problems which can lead to lawsuits typically occur. The 23-chapter book will be available for \$75.

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Lewis said most specialists have been sued at least once in their careers and in New York 50 percent of all obstetricians have been sued at least twice. There, OB/GYNs pay up to \$100,000 a year for malpractice insurance compared to an average of between \$25,000 and \$30,000 a year for specialists in most parts of the country. Many New York doctors are refusing to deliver babies until insurance premiums are lowered, he said. Actually, they are striking against the malpractice crisis.

Among the reasons which have been offered for increasing malpractice litigation, Lewis said, are the contingency fee payment plan and the American tort system.

Under the contingency plan, lawyers will pursue a case for a client who has limited funds and receive a certain percentage of the settlement as a fee if the client wins.

"The system allows people to go to court even when they don't have the money for a lawyer," Lewis said. "Then, lawyers wind up getting blamed for encouraging people to go to court."

Another complicating factor is that the legal system is sometimes inadequate for trying medical malpractice suits because the issues often require medical knowledge which most jurists lack.

"More and more juries seem to be returning large verdicts for the plaintiffs without any relationship to the evidence," Lewis said. "Jurors, especially in obstetrical cases, tend to sympathize with the injured party. Excessive jury awards have increased the cost of malpractice insurance substantially."

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Proposals offered to curb the trend include an arbitration system in which a panel of doctors would act as a jury and a statutory limit on the amount which a plaintiff could recover from a physician.

Lewis said lawyers and physicians need to be more educated in the field and work toward better communications with peers and clients.

Physicians should be more sensitive to patient needs, communicate with them better and know the risks of their practice. Lawyers need to understand the basis for good malpractice suits. Both groups, he said, need to exercise internal control to weed out incompetent physicians and lawyers who file malpractice suits without just cause.

6-10-21-85

PLEASE ANNOUNCE IN AS MANY CLASSES AS POSSIBLE:

A conversation with author Elizabeth Olds will take place at 7:30 p.m. Monday, October 28, in the Blue Room of the University Center. Olds, sociologist, journalist and past president of the national Society of Women Geographers, has a new book, WOMEN OF THE FOUR WINDS, published last month by Houghton Mifflin. The book covers the exploits of four of America's first women explorers: Annie Smith Peck, school teacher turned mountain climber; Delia J. Akeley, African big game hunter; Marguerite Harrison, journalist, spy, and producer of "Grass," the first filmed documentary; and Louise Arner Boyd, leader of multiple expeditions to Greenland's formidable east coast. Olds will show slides, discuss her research and answer questions.

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CONTACT: Beverly Taylor

7-10-22-85

ATTENTION: Lifestyle Editors

LUBBOCK--Promises to love are an important part of marital vows, but after that they do little to contribute to a successful marriage, a Texas Tech University family studies professor claims.

If love were an important factor contributing to marital bliss, virtually all marriages would succeed because all couples believe they are in love at the onset of marriage, said Dr. Carl M. Andersen.

"People have come to believe that love has something to do with success in marriage," Andersen said. "I'm not saying love is not important. But, as a predictor of success, love has nothing to do with it."

The major force in determining the success of a marriage is the compatibility of the couples' histories, said Andersen, who recently received the 1985 Spencer A. Wells Award for excellence in teaching from the Texas Tech Dads Association. Personal histories include family background, class, beliefs, goals and motivation.

The societal move from courtship to dating as a precedent to marriage led to the belief in love as a reason to marry.

Courtship existed prior to World War I when people lived in small communities and knew everyone. Marriages generally occurred between people whose families knew each other fairly well. Family influence on mate selection was very powerful.

"When someone was going to get married, the decision of who they were going to marry came first and then came the courtship relationship in which the couple would try to work out the kinks," Andersen said.

Although they may not realize it, parents then and today have a basic understanding that similar backgrounds are helpful in establishing a strong marital relationship.

"Arranged marriages are rated as more satisfactory than romantic selections," he said. "Cultures that have arranged marriages basically match histories. Today, parents don't arrange their child's marriage, but they do discourage children from dating certain people simply because they know that being compatible is important."

After World War I, people began to move to the cities and more young people attended college. It was no longer possible to know a person's background.

"The phenomena we call dating was a special tool developed to cope with the fact that you no longer knew everybody," Andersen said. "That chemistry which draws two people together frequently leads them to believe they are in love. They begin operating on that greatest of all myths that 'love conquers all' and we can work out our problems."

"Dating is for two people to get together and find out about each other's history and where they are going with their lives," he said. "If their histories are compatible then they might decide to begin forming a relationship. Many times the chemistry starts working before the history."

Andersen tells his "Courtship and Marriage" class, an elective taken by more Texas Tech students than any other elective, that the first 50 people they date should just be for training. During that time, young people should decide what characteristics they enjoy in others and begin seeking out those people.

"Dating isn't to check out how you feel about a person because you can feel good about a lot of people," he said. "I call it the Baskin-Robbins theory. You can't really know how well you like one flavor of ice cream until you've tasted all the others. If you have done that, then you can say you like pralines and cream best."

Two people who have dated many other people have the best success rate in marriage. Two people who have dated a little fall below that. One person who has dated a lot and one who has dated a little have the least probability for success together.

About 50 percent of all marriages end in divorce, but Andersen predicts the divorce rate will go down in the future.

One reason for the prediction is that people are waiting until later in life to get married, improving their chances for better marriage.

"We used to think marriages between older people were more successful because they were older and more mature," Andersen said. "Now we know it relates to having your life picture in focus. Some couples graduate from high school and go directly into the family business rather than going to college. These couples know pretty much what life holds for them and can marry with a fairly good probability of success.

"As soon as you go to college everything goes out of focus. It doesn't get back in focus until four or five years after the person gets out of school," he said.

A more startling figure than the divorce rate is the number of marriages which do not end in divorce, but which are not happy relationships. Andersen said three-fourths of all people who stay married say their marriages are boring and unsatisfying.

Part of that is a result of the history they experience with each other after their marriage.

"What holds a marriage together and makes it genuinely satisfying are the chapters they write in their personal history together. Those people who have written some real neat romantic chapters will reread them internally or talk about them 50 years from now. Those who spend their time together watching six hours of television a night have less success. You probably aren't going to remember 10 years from now what you watched on TV today, but you will always remember walking to the store together in the rain."

CONTACT: Sally Logue Post

8-10-22-85

LUBBOCK--Christmas cactus is the perfect plant for the "lazy plant lover," according to Texas Tech University horticulture Professor Marihelen Kamp.

The cactus, which is characterized by its rounded spines, blooms in response to proper light and stress, she said.

"The cactus will bloom year after year if the owners take just a little trouble to water it correctly and provide the right amount of light and stress," she said.

Following these instructions will assure the Christmas cactus will bloom at the correct time:

January: After flowering, the wilted flowers should be removed and the plant placed in filtered sunlight for about four hours per day. The soil should be kept evenly moist and the plant should be protected from cold drafts. The temperature should not fall below 60 degrees.

February: The plant should be moved to a shady place where the temperature will remain between 50 and 60 degrees. The plant's soil should be moist at the time of the move and it should not be watered during this month.

March: Move the plant to a sunny area and increase watering to once every three weeks.

April: Increase watering to once every two weeks. The plant should be fed with a low nitrogen feed, and only half the recommended application should be used.

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May and June: Watering should be increased to once every week.

July and August: Watering should be increased to twice weekly.

September: Decrease water to twice during the month and fertilize once.

October and November: Decrease watering to once every three weeks. Provide total darkness for 12 to 15 hours every day. This can be done by placing a sack over the plant in the evenings. The temperature where the plant is kept should not fall below 50 degrees.

December: Water the plant one time only during this month when the soil feels totally dry. One or two weeks before flowering is desired, begin placing the plant in a cool (about 45 degrees) place overnight.

Kamp said if a Christmas cactus already in bloom is bought as a holiday present, it should be kept in a draft-free area.

The Thanksgiving cactus, which has sharp, pointed spines, and the Easter cactus, which has no thorns, can be cared for in the same manner. Kamp said all three plants' blooming process respond in the same way to light and stress cycles. To assure proper timing on the blooms of the Easter and Thanksgiving cactus, adjusted the Christmas cactus's schedule to fit different bloom time.

"The plants aren't hard to care for if you follow some simple steps," Kamp said. "The main thing to worry about is overwatering the plants. That will be the death of them."

CONTACT: Beverly Taylor

9-10-22-85

LUBBOCK--Prints by Mauricio Lasansky, one of the world's leading authorities on printmaking, will be exhibited at The Museum of Texas Tech University Nov. 10 through Dec. 8.

Lasansky revitalized the art of printmaking after immigrating to the United States from Argentina in the 1940s. Printmaking involves making an impression from plate, stone, screen or wood block through the printing process. Quality printmaking generally involves making only a limited edition of a particular image.

The exhibit will be highlighted by a free lecture by Lasansky's son, Phillip, about how prints are made and the imagery behind them. The lecture will be at 3 p.m. Nov. 17. At 2 p.m. there will be a public reception in The Museum foyer.

Mauricio Lasansky achieved his notoriety in printmaking primarily through educating college students in the art. He continues to teach on a part-time basis at the University of Iowa.

He is also known for his paintings and drawings. Perhaps the most famous is a series, "The Nazi Drawings."

In conjunction with the Lasansky exhibit, the Art Department will exhibit Colorprint II Dec. 8 through Feb. 9 at The Museum. The national print competition will be judged by Cornelia McSheehy, head of printmaking art at Rhode Island School of Design. She will judge the accepted prints on Dec. 8.

A symposium on prints will also be offered from 2-4 p.m. Dec. 8 at The Museum. Barry Walker, curator of prints at Brooklyn Museum of Art, will conduct the symposium.

LUBBOCK--Texas Tech University history Professor Dan L. Flores has been honored by Westerners International and the Western History Association for his works on two early American explorers of land that eventually became Texas.

Flores' book, "Jefferson and Southwestern Exploration: The Freeman and Custis Accounts of the Red River Expedition of 1806," was named the "Best Book of 1984" by Westerners International. The award included a \$250 prize.

"The Ecology of the Red River in 1806: Peter Custis and Early Southwestern Natural History," an article by Flores appearing in the Southwestern Historical Quarterly, received the Western History Association's Ray A. Billington Award as best article of the year. The award included a \$300 prize.

The book, published last year by the University of Oklahoma Press, details the first federally backed expedition into the Red River Valley. The expedition was led by Thomas Freeman and Peter Custis at the direction of President Thomas Jefferson.

Earlier this year both Flores' book and article received the top awards and \$1,500 in prizes from the Texas State Historical Association.

Dr. Flores, on the Texas Tech faculty since 1978, teaches environmental and Texas history. He holds bachelor's and master's degrees from Northwestern State University in Louisiana and a doctorate from Texas A&M.

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CONTACT: Preston Lewis

11-10-22-85

LUBBOCK--Tips and techniques to thwart crime will be available to members of the university community and the public during "Crime Prevention Week" Oct. 28 through Nov. 1 at Texas Tech University.

Texas Tech Crime Prevention Officer Brenda Arkell said many Texas Tech students come from rural environments and are unused to precautions that are normal in a more complex campus environment.

"And in any situation, rural or urban," she said, "citizens should take some responsibility for their personal safety and the security of their property.

"The crime prevention program we are planning will help alert people to ways they can protect themselves. We invite the public to see the displays and demonstrations," she said.

Officers from the University Police Department will be available 8 a.m. to 5 p.m. each day in the University Center Courtyard to assist people with specific personal, home and auto safety needs.

Sponsored by the University Police Department in cooperation with the Dean of Students Office and the Housing Office, the week will focus on preventive measures individuals may take to reduce the chances of becoming the victim of a crime. Assistance will also be provided by the Lubbock Police Department.

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Crime prevention displays, videos and brochures will be available. Police personnel will man the displays, answer security concerns of both residences hall occupants and off-campus dwellers, and explain departmental services. Demonstrations of security hardware, such as door, window and bicycle locks, will be given.

Individuals from the university may bring personal property to be marked with engraving tools or with an invisible permanent marking device. Outside the University Center, a free bicycle registration program will be conducted.

Free key chains will be given to persons who participate in the crime prevention activities.

Arkell said public participation will help individuals discourage crime and increase their safety and that of their property.

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CONTACT: B. Zeeck

12-10-22-85

LUBBOCK--"While many of their turn-of-the-century sisters were still struggling with side-saddles and etiquette, a handful of American women were ignoring Victorian mores to explore the globe's more formidable outbacks."

So says a Publishers Weekly introduction to the book "Women of the Four Winds," by Elizabeth Olds who will be making a public appearance at Texas Tech University Monday (Oct. 28). Olds will give a slide lecture at 7:30 p.m. in the University Center and converse with the audience on the research for the book published last month by Houghton Mifflin. The program is open free to the public.

The program is sponsored by Texas Tech's Women's Studies Program and the departments of History and Geography.

"Olds has done history a great service," the Publishers Weekly report said, "by resurrecting -- with dramatic flair -- the stories of four of these forgotten voyagers... Great stuff indeed, a headlong read."

What Olds has done is recount the exploits of Annie Peck, a classics teacher who fell in love with mountain climbing and scaled Peru's highest peak at age 60; Delia Akeley, who ran away from her Midwestern farm home at 13 and became a big game hunter in Africa, collecting specimens for museums; Marguerite Harrison, a correspondent for the Baltimore Sun, imprisoned twice in Russia, and producer of the classic documentary, "Grass"; and Louise Boyd, San Francisco heiress who led seven scientific expeditions to the icebound east coast of Greenland.

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Olds has, for 20 years, been a member of the prestigious Society of Women Geographers and is a past president of that organization. Her research for "Women of the Four Winds" began when she ran across fragmentary accounts of her subjects in the society's files.

Olds is a summa cum laude graduate of the University of Texas and formerly was an editor for Women's Wear Daily, Mexico correspondent for the Christian Science Monitor, Mexico bureau chief for Time-Life, and a roving reporter in Europe for the Reader's Digest.

Olds said that she has been notified by the publishers that a second printing already is being considered for the book.

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CONTACT: Preston Lewis

13-10-23-85

FOR RELEASE AT 2 P.M. SATURDAY (OCT. 26)

LUBBOCK--Although the military assistance program emerged as a major instrument of American foreign policy shortly after World War II, Congress did not begin to assert some control over the transfer of armaments to foreign nations until the 1960s.

Even so, the U.S. remained the largest supplier of arms in the world.

That assessment comes from Dr. Chester J. Pach Jr. of the Texas Tech University history faculty in a speech Saturday (Oct. 26) at the State University of New York at Stony Brook (SUNYSB).

Because of the high cost of arming foreign nations, Pach said, Congress encouraged the Pentagon, beginning in the 1960s, to rely more heavily on sales rather than grants of military equipment.

"With the shift from grants to sales," Pach said, "American influence over the recipient nations may well have diminished. Congressional reform, however, has resulted in increased information and wider public discussion of arms transfers. Such debate perhaps is the best hope for effective integration of military assistance into American foreign policy."

Pach was an invited speaker at the SUNYSB conference opening to the public the official papers of former New York Sen. Jacob K. Javits. The conference, "Congress and United States Foreign Policy: The Javits Years, 1946-1980," included among its participants several current and former U.S. senators.

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Military assistance, Pach said, emerged as a major tool of American foreign policy during the late 1940s and 1950s. As a result, the United States provided about \$75 billion in military equipment and training to some 90 countries in the 30 years after World War II.

Pach, a specialist in military history and national security affairs, said Congress had reservations about the military assistance program but acquiesced under the conviction it was essential in preserving American security and containing communism.

However, by the late 1960s Congress began to shift its view on outright military assistance because of reservations about its effectiveness, its costs and the unchecked power it allowed a president. The Vietnam War brought to a head many of the Congressional concerns.

"Members of Congress also worried that no clear and consistent vision of American security interests accounted for these transfers (of arms)," Pach said.

As a result, Congress encouraged a shift in military assistance that restricted grants of arms in favor of sales to foreign countries. Congress also gained the right to veto by concurrent resolution any international arms sale amounting to more than \$25 million.

"A different military assistance program emerged, but the United States remained the world's principal supplier of armaments and the difficulties of integrating security assistance into American foreign policy only grew more complex."

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Pach said Congress during the Javits years did help reshape the military assistance program and played a major role in encouraging an emphasis on sales rather than grants and in eventually limiting the number of recipients of American arms.

Pach, a Texas Tech faculty member since 1982, is a holder of the Stuart L. Bernath Award from the Society for Historians of American Foreign Relations for the best article in the field of diplomatic history in 1982. He holds a doctorate from Northwestern University.

CONTACT: Preston Lewis

14-10-23-85

LUBBOCK--The Texas Tech University School of Law will sponsor its annual Law Day on Saturday (Oct. 26) for persons interested in a career in law.

The program, co-sponsored by the Phi Delta Phi legal fraternity, is designed to introduce prospective law students to the study of law. Students will also have the opportunity to meet law professors and students and to tour the Texas Tech Law School.

Registration will begin at 8:45 a.m. in the Law School. After greetings by Law Dean Frank Newton, students will receive materials to review in preparation for a mock law class which will illustrate the nature of law school study.

A panel discussion on "How to Get Into and Out of Law School" will be presented by Joseph B. Conboy, dean of admissions for the Law School, and three law students. The program will conclude with a presentation by the Board of Barristers, the Law School's honorary oral advocacy organization.

For more information on Law Day, contact Assistant Law Dean Carolyn Thomas at 742-3804.

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CONTACT: Beverly Taylor

15-10-23-85

ATTENTION: Agriculture Editors

LUBBOCK--Agricultural producers should study possible benefits of options trading on the commodities futures market, says a Texas Tech University agricultural economist.

Options trading, recently given a trial revival by Congress, offers producers one of the best forms of risk management insurance around, said visiting Professor Jess Reyes of the Texas Tech University Agricultural Economics Department.

Options trading is being allowed on the futures market in corn, soybeans, cotton, world sugar, live cattle, live hogs, gold, silver, Treasury Bonds, Treasury Notes, some currencies and stock index futures.

Options allow for crops to be contracted to be bought or sold at a specific price. But, they do not obligate the commodity to be bought or sold at that price and, thus, leave the holder open to benefit from favorable price increases or decreases.

"With commodity prices at the lowest levels they've been in 10 years and the value of land based on those low prices, risk management is just as essential to producers' operations as a calculator," Reyes said. "A lot of producers could stand to benefit from options."

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Reyes said options work similar to an insurance policy that assures a certain price. There are two kinds of options -- puts and calls. The owner of a call option buys the right to purchase a commodity futures contract at a fixed price at a future date until the option expires. The owner of a put option has bought the right to sell a contract at a certain price.

For commodities producers one option strategy would be to purchase put options. Purchasing call options for speculation is much more risky than using put options as a price-hedging device, he said. For the price-hedger, options carry a set risk -- the premium price -- versus a potentially much larger loss if substantial price decreases are seen in the market.

"Options allow producers to realize the best of both worlds," said Reyes. "They limit the producer's risk by providing a price hedge and still leave the producer open to any profit."

To purchase an option, the buyer pays a premium. That premium is the only cost involved other than a broker's commission for the purchase and for exercising the option, if that is done.

The premium, which can be as little as a few hundred dollars or as much as several thousand dollars, is paid to a person in the marketplace who guarantees to take the opposite side of the transaction if the option is exercised. That person is speculating that the price will increase or decrease to make the option useless to the purchaser.

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Premium prices are determined by the difference between the futures market price for the commodity and the option's guaranteed price, the time left until the option expires, interest rates and volatility of the market.

For example, if a soybean producer pays for a November \$7.50 put, he then has the right to sell in the futures market at a price of \$7.50 a bushel. Assuming that by harvest demand is weaker than expected and the November futures price has declined to \$6.50 a bushel, the producer could exercise the option and sell the contracted crop at the \$7.50 option.

But, if at market time the price has increased to \$8.50, the farmer could sell on the market at the going price. The option can be allowed to expire unused or it can be resold. Reselling options does not disengage the first seller from obligation to uphold the contract.

Options are available each market day. An individual can purchase an option to sell at market price, above the market price or below it. Options to sell below the current market price are least expensive.

The guaranteed price carried in the option is called the "strike price."

The principles for options are the same for each commodity, but specifics of the contracts vary for each commodity. Those variations include the quantity of product obligated in the futures contract and the spacing between strike prices.

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Reyes said considerable research needs to be done to answer the question of when it is profitable to use options in price risk management. How much the option is worth depends on how much risk the producer wants or can afford to take, he said. To determine how much risk is feasible, the producer must know the costs of his operation.

"Producers who are unwilling or unable to do some work and figure out their costs may see options, as a management tool, pass them by," Reyes said.

The first step, he said, is education. Several large brokerage firms have printed pamphlets and books explaining options. He also recommends that producers talk to a trusted broker who has had specific training in options trading.

Options trading on farm products was common in the latter part of the 19th century, Reyes said. Congress banned the practice in 1936 because of abuses in the system. At that time there were few regulated markets or clearing organizations to protect buyers and sellers.

caption-----

16-10-23-85

SCHOLARSHIP RECIPIENT--The 1985 Faye W. Spann Memorial Scholarship has been presented to junior nursing student Jennifer Lester, daughter of Mr. and Mrs. Glenn E. Smith of Anthony. The scholarship is presented to a Texas Tech University Health Sciences Center School of Nursing student each year by the United Methodist Women of the First United Methodist Church in Lubbock. At the presentation are, from left, Lester; Mrs. Rufus Grisham, president of United Methodist Women; and Mrs. Rod Shaw, also of the organization. (TECH PHOTO)

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17-10-23-85

NURSING SCHOLARSHIP--Texas Tech University Health Sciences Center School of Nursing junior student Jennifer Lester, left, has been awarded the Faye W. Spann Memorial Scholarship by the United Methodist Women of the First United Methodist Church in Lubbock. Presenting the \$217.72 check are Mrs. Rufus Grisham, center, president of the United Methodist Women, and Mrs. Rod Shaw, also or the organization. Lester is the daughter of Mr. and Mrs. Glenn E. Smith of Anthony. (TECH PHOTO)

Texas Tech News

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CONTACT: Preston Lewis

18-10-2385

LUBBOCK--The co-founder of a San Antonio marketing consultation firm and an editor with the U.S. Information Agency (USIA) in Washington, D.C., have been named Outstanding Mass Communications Alumni of the year by the Texas Tech University Mass Communications Department.

Debbie Bolner Prost, co-founder and owner of Promark, Professional Marketing Services, San Antonio, and Robert Larry Taylor, deputy text editor for USIA's America Illustrated magazine, will be honored during a homecoming breakfast Nov. 9 on campus.

Mass Communications Department Chairman Billy I. Ross announced the 1985 honorees. He said Prost, a 1975 Texas Tech graduate, was being recognized for her outstanding work and rapid rise in advertising and marketing. Ross cited Taylor, a 1962 Texas Tech graduate, for his breadth of work in governmental publications and public information.

Prost and Taylor will be honored at 8 a.m. Nov. 9 in the University Center Faculty Club. Cost of the breakfast is \$5 and reservations should be made by calling the Mass Communications Department at (806) 742-3385.

The award is sponsored annually by the department's area alumni councils in Lubbock, Dallas, Fort Worth, Amarillo and Houston; faculty and students; and Mass Communication's Advisory Committee.

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After graduating from Texas Tech, Prost worked more than seven years with Ed Yardang and Associates as vice president of marketing services. She was responsible for marketing research and media. Additionally, she was account supervisor for several of the agency's major accounts, including Dr Pepper, Coors and Coca-Cola USA. Her expertise includes strategic marketing consultation and complete turnkey of marketing research projects.

She has had extensive category marketing experience for package goods, tourism, restaurant, real estate and financial and industrial organizations.

Prost has been active in several professional organizations, including the American Marketing Association, San Antonio Chapter of American Advertising Federation, Women in Communications, Discover Texas Association and Travel and Tourism Research Association.

In 1982 she was named San Antonio's Marketing Person of the Year by the American Marketing Association. A year later ADWEEK selected her as one of the top young women in advertising and marketing in the southwest.

After graduating from Texas Tech, Taylor served five years in the U.S. Army. Then he worked for the National Home Study Council and later the Music Educators National Conference, writing and editing their publications.

In 1976 he began his federal government career in public information, serving in the Office of Public Affairs for the U.S. Department of Transportation. He served as a public information specialist for more than a year and then became editor of the department's quarterly magazine Transportation USA.

Since 1981 he has been deputy text editor for the USIA's monthly magazine America Illustrated.

His governmental magazine work has been recognized three times by the National Association of Government Communicators with third place in 1978, second place in 1979 and first place in 1980 for Transportation USA.

Taylor is holder of the Bronze Star for his service in Vietnam.

CONTACT: Beverly Taylor

19-10-24-85

LUBBOCK--Americans don't get mad anymore. They get even -- in court. That's the popular assumption, but it may not be correct.

The assumption that Americans are relying more and more on litigation to settle disputes may be less an actual phenomena than a perceived one, said W. Frank Newton, dean of the Texas Tech University Law School. The misconception is made by those who fail to realize lawsuits are evidence of a free and increasingly complex society.

American society is litigious, but that has always been the case, said Newton.

"The assumption that we have recently become more litigious is not supported statistically," Newton said. "Over this century, when you consider population figures, we're really not more litigious, there are just more people."

However, several factors add to the appearance of increasing reliance on litigation to resolve disputes, he said. One of those is the backlog of court cases in many heavily populated areas.

"We don't have more cases per capita. We simply have not added more courts to carry the load," Newton said. "That's why we experience the bottleneck effect in populous parts of the country."

The problems being resolved through the courts are also becoming extremely complex, he said.

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"The nature of problems is different. The kinds of suits that exist are appreciably different from what they were 100 years ago," he said. "Then suits talked about whether a particular horse that was sold was what it was represented to be.

"Today, we're asking the courts to decide whether national networks, like AT&T, should be restructured. The magnitude of that is just staggering. You could handle two or three mule cases a week, whereas it takes many years for an AT&T case."

American dispute resolution is different from that in many countries -- an observation made more than 150 years ago when the Frenchman Alexis de Tocqueville wrote "Democracy in America" after a visit to this country. He observed that everything here is a public issue and everything important ends up in court.

Japan, for example, has considerably fewer lawyers on a per capita basis because the society is not geared to formal dispute resolution.

"They do not settle matters in court. They settle it by talking things over," he said. "When you don't know the person you have a dispute with, the natural place to go is court. You don't have friends and family urging you to talk things over."

But, the societal differences go much deeper than the judicial system, he said.

"If you don't have many lawsuits, it also seems there is a very stifling society," Newton said. "People don't misbehave as much in the Japanese mode because there is such tremendous societal pressure to conform. The price you pay for a less litigious society is conformity and less creativity."

The emphasis on individual freedom at the root of U.S. civilization set the stage for a busy judicial system, he believes.

"The founders of our country stressed individual freedom. What it guaranteed was that we could be different and the result is that we have more problems to resolve," Newton said. "I choose not to think of the litigation area as a problem. It's a necessary component of our basic system."

The activities which Americans have legislated as criminal offenses also determine the workload of the courts.

"Statistics do show an increase in the number of reported crimes which has resulted in increased pressure for criminal cases to be heard," Newton said. "We could argue that as society becomes more crowded and more technical, certain kinds of things become greater problems. We make basic societal decisions about how we treat people who break our laws."

Those decisions have many implications, including demands on the criminal justice system, increased costs for law enforcement and crowded prisons.

"People argue that we have too many courts, too many laws and too many bureaucracies," Newton said. "I say we always have and we always will. We create a complex society by manipulating the physical and material environment and then we jump back in amazement when our system reflects that."

The only way to simplify the judicial system, Newton said, is to return to a simpler lifestyle.

"If we abandoned the cities and had no cars or TV, then we could go back to the rules for mule trading," he said.

ATTENTION: Education Editors

LUBBOCK--Teaching could be more rewarding and less frustrating if evaluations were viewed more positively, says a Texas Tech University educational psychologist who taught seventh grade students during a leave of absence last year.

With increased attention placed on accountability for public school teachers in recent educational reforms, teachers need to see evaluation as a positive process more than ever, according to Dr. Myron L. Trang. Trang taught industrial arts at a Midland junior high last year to get in touch with the concerns of public school teachers.

"A lot of people haven't separated the tasks of evaluation for merit and evaluation for the improvement of teaching," Trang said. "For improvement to occur, there has to be some kind of evaluation. However, it should not be the kind that threatens a person."

The relationship between observer and teacher in an evaluation for improvement is a special one, Trang said. The teacher recognizes there are areas which need improvement and desires help. The observer is an expert who is sensitive and empathetic toward the teacher. Those qualities may not be present in a merit evaluation, he said.

Apprehension about evaluations by supervisors or peers is a common tendency, but teachers may experience the fear more than others because of their isolation, he said.

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"Teaching is very much an isolated profession. It's one of the few professions where you don't work with colleagues. Instead, teachers are in a classroom with students all day," Trang said.

He contrasts the resistance of teachers to being observed in action by peers or administrators with the willingness of surgeons to be observed. During surgery, there are normally several back-up physicians on hand and some residents watching from the observatory. For surgeons, observing experts at work is an integral part of education, he said.

"I'm absolutely convinced that teachers need to be in other teachers' classrooms," Trang said. "If it got started in a school, the pay-offs would be so high that teachers would work out their schedules to have time for it."

The biggest benefit of peer evaluations is that discussion about technique generally follows. When teachers study why they chose a particular teaching technique and how it could be improved, instruction will benefit, he said.

The historical purpose of evaluation and how it has been accomplished have helped to develop reluctance to being evaluated.

"The Legislature picked up on the evaluative component because it is a facilitator for instructional improvement," said Trang. "But, that's not always the idea teachers get. We've got to have the data to see if teaching is taking place, but evaluation ought to lead to something other than indictment or dismissal."

Teachers also learned fear of evaluation from their role models who may have had the same fear, he said.

"The leadership in colleges and in school districts needs to be more in tune to modeling. They ought to be more willing to demonstrate their expertise."

Evaluations are not the only stress teachers encounter, Trang discovered.

"Teachers get worn out. It's like being on an assembly line and things just keep coming," he said. "Now I have felt the strain of having 12 agendas all at once."

Teachers need more support, both from their colleagues and administrators, to help them cope effectively with the increased demands, he said.

"I thought I had it all together and then I found myself wondering if I was going to be good enough; what I could do to cope with the demands," he said. "I began to wonder what it is like for a new teacher to walk into a school system. People do get into psychological messes and we need to acknowledge that and help them with it."

Very few evaluation systems, Trang said, are designed to uncover psychological problems teachers face. An evaluation for improvement would make that not only possible, but probable.

Story ideas for the week of
October 28-November 2, 1985
21-10-24-85

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

Radio & Television New Service

CRIME TIME--Tips and techniques for stopping crime before it starts will be offered to the public by the University Police Department during "Crime Prevention Week" Oct. 28 - Nov. 1. See displays and demonstrations in the University Center Courtyard from 8 a.m. to 5 p.m. Contact Brenda Arkell, 742-3931.

SPEAKING OF WATER--A free public forum on the Texas water plan proposals that will go to voters on the Nov. 5 ballot begins at 8 p.m. Wednesday, Oct. 30 in room 169 of the Texas Tech Home Economics building. Among speakers at the forum will be State Sen. John Montford who sponsored the legislation. For more information contact Nancy Hood, 742-2218.

MISSION ACCOMPLISHED--Texas Tech University history Professor Idris Traylor was co-leader of an ICASALS expedition that may shed new light on an old subject. The team's photographic experts used a new technique in efforts to recapture a rare fourth century version of the Biblical Gospels, one of the oldest versions known to man and heretofore inaccessible for centuries because of damage to the papyrus on which it was written. Call ICASALS Director Traylor, 742-2218.

SOLEMN VOWS--Couples who choose marriage over cohabitation are turning the tide in the sexual revolution of the past two decades. Texas Tech sociology Professor Brent Roper says marriage is still the most popular game in town. Those who want the marriage commitment are as serious about it as ever. Call Professor Roper, 742-2416.

For assistance with developing
these and other story ideas,
contact Mark Davidson/Kay Boren,
News & Publications, 742-2136.

LUBBOCK--Architecture in arid climates will be the topic of a seminar Oct. 29 in the Texas Tech University Ranching Heritage Center, Pioneer Room.

The seminar, "Bringing Architecture to the Public: Designs for Arid Land Living," will meet 8:40 a.m. to 5 p.m.

Featured speakers will be Yehuda Gradis from Ben Gurion University of the Negev in Israel and Andrew Beal of Leigh Creek, Australia. Gradis, an urban geographer, will speak on urban planning in a desert environment. Beal, who is a scientific officer for the Electricity Trust of Southern Australia, will speak on urban landscape development through drip irrigation.

Other speakers from Texas Tech and across the southwestern U.S. will discuss arid land designs, including the American ranch house, underground housing, earth sculpture, design strategies and southwestern art.

The seminar is sponsored by the Texas Tech International Center for Arid and Semi-Arid Land Studies (ICASALS) and the Division of Architecture. Additional support has been provided by the Lubbock Cultural Affairs Council and the Texas Tech Center for Energy Research.

The seminar is open free to the public. For more information, contact Nancy M. Hood at (806) 742-2218.

CONTACT: Debbi Whitney

23-10-24-85

LUBBOCK--To many people, walking stick bugs, bats and rats are less than desirable species to have around the house.

But to Dr. Michael R. Willig, biological sciences professor at Texas Tech University, they may be a key to determining the effect of animal and plant activity on tropical forestland.

Willig, also a research associate at The Museum of Texas Tech, has spent three summers studying animal ecology in the forest through the Center for Energy and Environment Research's field station in El Verde, Puerto Rico. His research has focused on the impact of mammals and the walking stick on feeding relationships among species, known as a food web.

The walking stick was of particular interest because of its ability to aid in the cycling of nutrients.

"In non-tropical climates, where leaves fall seasonally, a layer of decaying organic material accumulates on the forest floor," Willig said. "Subsequent decomposition returns nutrients to the soil."

But in the tropics, where living plant matter is the major reservoir of nutrients, the cycling process is more complex because leaves don't fall regularly. Willig's studies have shown that the walking stick helps the process by grazing on leaves in areas where trees have been felled by hurricanes and then returning nutrients to the ground through its waste material.

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"The process aids in the regeneration of the original flora," Willig said.

In the area of mammals, Willig's research centered on bats native to the land and rats brought in by humans to control the mongoose population.

"Unlike the mainland tropics, bats are the only native mammals in the forest," he said. "They may be important in maintaining the forest's state by pollenating flowers and dispersing seed."

"Rats introduced to the system are very common omnivores in the forest and also have a major impact on the system's energy and nutrient budget. Man's influence appears to have affected the composition and structure of the forest in a dramatic way in Puerto Rico."

The diversity and complexity of the tropics is what makes the ecosystem important to study, he said. In addition, the system's future appears fragile.

"In many places, the tropical forest is on the verge of becoming wiped out," he said. "The U.S. Caribbean national forest in Puerto Rico may be one of the few left intact that is easily accessed by scientists."

He said the forest is the only tropical one over which the United States has control. Enforcement of preservation techniques appears lax in forests controlled by other countries.

Willig plans to return to Puerto Rico next year to continue studies on the ecosystem, particularly in higher elevations. The research is being conducted through Oak Ridge (Tenn.) Associated Universities on a grant from the Department of Energy.

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CONTACT: Debbi Whitney

24-10-24-85

LUBBOCK--Awareness of the most preventable killer of children -- auto accidents -- is increasing efforts by businesses and agencies to get youngsters buckled up.

Texas in 1984 became the 13th state to adopt a law on seat restraints for children. Those under the age of 2 must be put in an infant safety seat, and those between 2 and 4 must be placed in a toddler seat or be restrained by a lap belt.

But some parents use the restraints improperly or avoid using them at all.

A program being coordinated by Elizabeth Elias at Texas Tech University teaches parents how to use the restraints. And, Elias said, businesses and at least one governmental agency are adopting programs to encourage parents to follow the law.

"Accidents are the No. 1 preventable killer of children. And the saddest thing is that they don't have control over the situation," Elias said.

To make parents more accustomed to using safety restraints, Elias said some businesses are initiating "loaner programs" in which they provide customers with safety seats for their children while they shop. One car dealer puts children's seats in cars to be test driven, and a realtor provides safety seats to be used while parents are looking at possible real estate buys.

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The Lubbock City Health Department also is participating by allowing families to borrow seats for six months, until they can afford to buy one on their own.

Elias' Community Occupant Protection Program provides technical assistance to people using the seats. She uses "Buckle Bear" and "Dusty Dillo," a stuffed bear and a stuffed armadillo, to display to children and parents how safety seats should be used.

The emphasis on children is by design -- if children know the restraints are supposed to be used, they will educate others.

"It's kind of like the voice of conscience," Elias said. "These kids will grow up with safety seats and belts."

Elias takes the stuffed animals and an accompanying puppet show to schools to emphasize car safety. She also has been aided by civic organizations which have distributed coloring and comic books to children.

Elias offers some tips for parents purchasing safety seats for the first time. The most important thing to do, she said, is read directions on how to use them and then ask for help if needed.

"If you have problems making the seats work, you're not going to use them."

She also recommends learning the difference between an infant seat and toddler seat before purchasing to ensure getting the right seat for the child's age.

Finally, Elias said parents need to be aware of the space in their cars where they will put the seats. Some seats just won't fit into compact cars.

"Be sure you know ahead of time where you're going to put the seat and that it will fit. Take it out on approval from the store if you can," she said.

Elias' program also focuses on seat belt use by adults.

"I always ask, when I give talks, if adults who have been in accidents end up in the same place in the vehicle after the crash," Elias said. "The response is always 'no.'"

She pointed out that the weight of an adult not restrained in a vehicle can cause major injuries to a child in the same auto.

People often consider the biggest threat of injury in an accident to be the other vehicle. But Elias said they need to worry as much about the person sitting next to them.

Elias is conducting the Texas Tech program through the Department of Health, Physical Education and Recreation. Drs. James A. Fitch and Tina Taylor Fields, professors in the department, are co-directors.

Funding for the nine-county program is through the Texas Department of Highways and Public Transportation.

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25-10-24-85

BUCKLING UP--"Buckle Bear" gets a hand from all sides in getting properly placed in his car safety seat. Dr. Tina Taylor Fields, Dr. James A. Fitch and Elizabeth Elias, left to right, are conducting a program at Texas Tech University to promote safety restraints for youngsters. (TECH PHOTO)

CONTACT: Debbi Whitney

26-10-25-85

LUBBOCK--America must recognize and address its changing demographics caused by an influx of immigrants or risk a future of increased social problems.

That opinion comes from Dr. Herman Garcia, director of Texas Tech University's Office of Bilingual Education.

Garcia warned that a population of uneducated individuals who have become frustrated in an English-speaking world will result in more internal problems for the nation, such as unemployment, uneducated voting and overcrowded prisons.

"The lack of education affects the characterization, economics, security and decision-making of the nation," he said. "And it's our responsibility to educate people, including children who are brought here by their parents. It is the responsibility of a society to educate its populace."

But America is suffering a bilingual education teacher shortage that is predicted to get worse as immigration and the number of American Hispanics grow. And, Garcia said, the few bilingual education programs that have been set up are not necessarily being used.

According to Dr. Maria Rivas, coordinator of bilingual education at Texas Tech, 80 percent of the school districts in Texas are not implementing bilingual education as required by state Senate Bill 477.

"The question is, are we willing to support these people for the rest of their lives if they cannot receive an education?" she said.

The goal of the bilingual education office is to instruct teachers in developing children's skills in reading, writing, math and science in the students' native language. The critical age is kindergarten through third grade.

Once the skills are obtained by the child, Garcia said, the thirst to transfer them into English is already present.

"We take them with the knowledge that they bring to school and take them through the educational process," Rivas said. "There is a lot of influence in that age group, and the transition is usually easy."

The two professors noted obstacles that must be overcome in teaching children to adjust to a new language. Instructors must deal with internal factors, such as the child's motivations and emotions, and the external influences, such as the home environment and the attitudes of the teacher and community toward bilingual education.

Garcia said that if a child's parents have been victims of the cycle of little or no education that has resulted in lower job skills and income, the parents may not have the skills and motivation to support the child's educational progress.

"Children learn more from their role models than from what they are told," Rivas said. "In this case, they may see a more immediate reward if they quit school and get a job to buy a car or something, rather than wait for the larger reward if they get an education."

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Rivas said bilingual education gives children a freedom of choice -- a choice that should be provided in a totally democratic society.

CONTACT: Sally Logue Post

27-10-25-85

LUBBOCK--Identifying needed legislation and then turning those needs into law can be a long and difficult process.

The Texas Tech University Health Sciences Center Schools of Allied Health and Nursing will offer a one-day symposium Nov. 16 to aid health care professionals to recognize needed legislation, develop and market proposed legislation, and understand how legislation is passed and implemented.

The symposium, which begins at 8:30 a.m. in the Health Sciences Center, Room 5B148B, is co-sponsored by the West Texas District of the Texas Physical Therapy Association.

Physical Therapy Professor Elizabeth H. Littell said, the symposium is primarily for health care professionals, but anyone interested in how the legislative process works is welcome to attend.

Speakers will include David Sloan, assistant executive director of Advocacy, Inc., Austin; Mike Hudson, director of the Children's Defense Fund, in Austin; Bryan Sperry, director, Indigent Health Care Project, Department of Human Resources, Austin; State Rep. Jessie Oliver, (D.-Dallas); and Lubbock City Councilman T.J. Patterson.

Fee for the symposium is \$15 for the general public and \$5 for Health Sciences Center students. Registration includes lunch. Registration will only be taken at the door the day of the symposium. To ensure a luncheon place, interested persons should contact Littell in the Department of Physical Therapy, School of Allied Health (806) 743-3237 by Nov. 8.