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Texas Tech News

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

CONTACT: Teresa Edwards/Preston Lewis

1-8-29-83

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Dave Clark, Asst. Mgr., Electronics, (806) 793-9711

LUBBOCK--Linda Gale White, wife of Texas Gov. Mark White, will headline one of several courses for businessmen and women offered in September through the Texas Tech University Division of Continuing Education.

Texas' First Lady will be the luncheon speaker during the eight-hour conference Strategies for Success: An In-Depth View of Skills Necessary for Business and Publicity.

The conference, co-sponsored by the Lubbock chapter of Women in Communications, Inc., will begin at 9 a.m. Thursday, Sept. 22, in the South Park Inn. Participants may attend sessions on management, marketing, career advancement and publicity. The \$60 registration fee includes lunch.

Effective Business Writing will meet 7-9 p.m. for eight Tuesdays, beginning Sept. 13, in Room 206, McClellan Hall-Continuing Education. Participants learn to write clear, concise and effective business reports, letters and memos. Fee is \$55.

A four-week workshop on changing careers will meet 7-8:30 p.m. Tuesdays and Thursdays, Sept. 20 through Oct. 13, in Room 106, Foreign Language Building. Participants will explore job searching, resume writing and interviewing skills. Emphasis is on self-evaluation and assessment. Cost is \$42.

Writing with Sound: Dictation Techniques for Professionals will meet 7-9:30 p.m. Tuesday, Sept. 13, in Room 201, McClellan Hall-Continuing Education. This hands-on course teaches dictation skills useful in note-taking, conference recording and delegating responsibilities. Fee is \$35.

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The 1983 Lunch and Learning at the Lubbock Club series will feature: Dr. Louise Luchsinger, associate professor of business administration, on "How International Trade Affects Business at Home," Sept. 21; Dr. Charles Rainey, assistant professor of mass communications, "The Changing Role of Public Relations as a Management Function," Oct. 19; and Dr. Barry A. Macy, director, Texas Center for Productivity and Quality of Work Life, on "Improving Organizational Productivity," Nov. 16. Each seminar meets noon to 1:30 p.m. Fee is \$16 per session or \$40 for the series.

Successful Letters of Application will meet 9 a.m. to noon Saturday, Sept. 24, in Room 107, McClellan Hall-Continuing Education. The workshop emphasizes writing statements which convey goals, reasons for applying and other required topics of applications. Cost is \$30.

For more information or to register, contact the Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-2354. The Division now accepts VISA and Mastercard.

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CONTACT: Preston Lewis

2-8-29-82

ATTENTION: Farm Editors

LUBBOCK--Turning direct sunshine into water is possible. It is also expensive.

Therein lies the problem with solar-powered irrigation, says Texas Tech University Mechanical Engineer James H. Strickland.

"It's five to 10 times more expensive than conventional irrigation methods," he said.

Dr. Strickland based his findings on four years of research into an on-site solar energy irrigation system as well as similar results by other researchers. The commercially available system incorporated two 20-foot diameter parabolic dishes and a steam power plant capable of producing 30,000 kilowatt hours annually.

Problems, though, for this small system vastly outweighed the advantages and caused Strickland to doubt small solar generating units would ever be economically feasible without either a major breakthrough in solar energy research or a massive upheaval in the pricing structure of conventional energy.

In the complex experimental thermal system, solar energy was used to convert water into steam which was used to generate electricity to power a pump. Strickland said several factors, all increasing operating costs, combined to make the on-site solar irrigation unfeasible.

"First of all, you pay a lot of money for the initial equipment and then you've got a lot of maintenance problems," he said.

Maintenance difficulties are exacerbated because thermal energy, basically heat, must be converted to mechanical energy. Consequently, some sort of steam power plant must be connected to an already complex piece of equipment, Strickland said.

Another problem point in the necessary equipment chain is the control mechanism for tracking the sun. If it malfunctions, the system fails.

Also, the large surfaces for the solar collectors are vulnerable to hail and wind damage. Research by Dr. Milton L. Smith of Texas Tech's industrial engineering faculty showed that over a 25-year period about 20 percent of the collector's reflective surface would become useless as a result of hail.

"The collectors have large surfaces and we found them very susceptible to high winds," Strickland said. "On several occasions we'd go out to find stripped gears in the transmission that drove the unit and all manner of structural problems associated with wind forces on these devices."

Still other problems with on-site solar irrigation systems, Strickland said, are low operating efficiencies, seasonal use and limited hours of operation.

"During peak irrigation times you want to irrigate around the clock, but you can't with a solar irrigation system," he said.

Though solar-thermal energy at first glance might seem an energy panacea, particularly in times of drought when sunshine is plentiful and rain scarce, Strickland doubts its practicality.

"I am very pessimistic about the solar-thermal-electric concept for irrigation," he said.

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CONTACT: Cheryl Duke

3-8-30-83

LUBBOCK--Elementary school students are eligible for German language classes this fall at Texas Tech University.

German Professor Irmgard Hunt will direct the 23rd annual German Kinderschule, Thursdays, Sept. 13 through Dec. 6.

Children in two classes will learn spoken German through jingles, songs, games and puppets. Classes will meet 4:30-5:40 p.m. in the Qualia Room of the Foreign Language Building.

Registration is \$10 and may be paid at the first class meeting. To pre-register students, their parents should call the Department of Germanic and Slavic Languages, 742-3282, 8 a.m. to noon or 1-5 p.m. weekdays.

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CONTACT: Rosemary West

4-8-30-83

LUBBOCK--Texas Tech University senior Kimberly Kay Kelly, a finance major with an emphasis on real estate, has been awarded a \$1,000 scholarship by the American Institute of Real Estate Appraisers.

Kelly, daughter of Mr. and Mrs. Jerry Kelly, 4520 78th St., Lubbock, also works part-time for a Lubbock real estate firm.

The scholarship, one of four offered nationally in 1983-84 by the institute's Research and Educational Trust Fund, was established to help students pursuing a career in real estate.

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CONTACT: Rosemary West

5-8-30-83

ATTENTION: Outdoor Editors

LUBBOCK--Introducing Florida largemouth bass into Texas lakes may improve the Texas catch, says Texas Tech University fisheries biologist Brian R. Murphy.

Hybrids resulting from Florida largemouth bass and the native bass are growing bigger and better, Murphy said.

"About a decade ago Florida largemouth bass were introduced in Texas reservoirs. The native bass, cousins to the Florida type, are a Northern subspecies. They tend to be smaller," Dr. Murphy said. Murphy is a member of the range and wildlife management faculty in the College of Agricultural Sciences.

The ideal for fishing, it appears, is to stock both subspecies and allow them to breed. Since the mating of a subspecies is not a true hybrid in scientific terms, the results are a large fish capable of reproduction and adaptation to the environment, Murphy said.

The Florida subspecies grows bigger while the Northern subspecies grows much slower.

It is difficult to tell the two types apart, Murphy said. Two laboratory tests -- either electrophoresis, a blood protein test, or a lateral line scale count -- are the only ways the two can be distinguished.

"Bass like fertile water, high in nitrogen and phosphorus, which promote plant growth. These plants serve as food for small aquatic animals," Murphy said.

As canivores, bass eat insects, small birds and aquatic animals.

The Florida bass are out of their optimum climate in most Texas lakes, Murphy said. They like a tropical environment, typical of southern Florida, complete with heavy aquatic vegetation and high temperature.

Buffalo Springs Lake near Lubbock is an atypical Texas environment, said Murphy. That lake, with a very high nutrient load provides a habitat compatible for the bass. It also has an unusually high percentage of gizzard shad which feed on the tiny aquatic plants and are excellent food for bass.

Mackenzie Reservoir, a deep canyon reservoir near Silverton, shows sharp contrast to Buffalo Springs Lake. Mackenzie is limited in nutrients and too deep for good vegetation growth.

Three Texas lakes with good Florida bass potential are Falcon Lake on the Rio Grande, Medina Lake near San Antonio and Kemp Lake south of Vernon.

Although the Florida bass will live in Texas reservoirs with a harsh climate, the cross between the Florida subspecies and the native bass produces a bigger bass that can also thrive in the Texas aquatic environment, Murphy said.

CONTACT: B. Zeeck

6-8-30-83

LUBBOCK--Ten members of the faculty and administration at Texas Tech University have been awarded emeritus status by the Board of Regents.

Among them are Bill J. Parsley who retires Aug. 31 to enter private law practice. He has been a lecturer in the Department of Mass Communications, vice president for development and then vice president and director of the Office of Public Affairs. His service to the university spanned an 18-year period, and regents named him vice president for public affairs emeritus.

Two deans were among those honored. Dean Lawrence L. Graves, professor of history and dean of the College of Arts and Sciences, has been a member of the faculty for 28 years. Dean Robert H. Anderson, professor and dean of the College of Education, has had 10 years of service. Each was named dean emeritus, effective upon their retirement Aug. 31.

Others include Owen L. Caskey, professor of education, 36 years; Charles E. Dale, professor of business administration, 27 years; Robert L. Newell, professor of engineering technology and associate dean of the College of Engineering, 41 years; Theodore W. Schettler, associate professor of music, 15 years; Herman B. Segrest, professor of health, physical education and recreation, 20 years; Francis B. Stephens, professor of art, 16 years; and Virginia L. Tompkins, associate professor of home economics, 17 years.

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CONTACT: Cheryl Duke

7-8-31-83

LUBBOCK--The importance of looks versus journalistic skills for television newscasters is a question likely to persist.

The general public, television corporations and even courts have answers.

Two Texas Tech University professors are in the midst of their own study on the effect of dress on public response, focusing on the psychology of fashion. The professors, a brother and sister team, are Drs. Dennis and Shelley Harp. Dennis' expertise is telecommunications. Shelley is on the clothing and textiles faculty.

They are analyzing results of their June survey of 270 people asked to rank newscasters on sincerity, believability, attractiveness, intelligence, competency, honesty and interest. The subjects also were asked to recall the content of newscasts.

The Harp study began before Christine Craft charged in court a Kansas City station led her to believe she was hired for her journalism skills, but fired her because of image.

Typically, Dennis said, television stations hire consulting firms to create an image for their anchors.

"These consultants, most of whom are not journalists, destroy the egos of the journalists by telling them all their bad points, then the consultants begin to build the persons back up by exploring all the ways these points are fixable."

The result is that all anchor people look basically alike, Dennis said.

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"And no one is immune to such conformity," he said. "Even Dan Rather was criticized for his pin-striped suit image when he first took over Walter Cronkite's spot. When CBS put Rather in a sweater, his image was more acceptable."

"We were lucky our survey was completed in June so that the public did not have the chance to be influenced by this recent court case and its media coverage," Shelley said.

The Harps made videotapes of a TV anchorwoman in three different clothing styles -- a tailored suit, a feminine dress and a casual dress -- alone, and with a male counterpart. All apparel was blue so that color would not be a variable in the study.

The anchorwoman did all the talking, giving the same basic newsbreak spot for each segment. The segments were taken to a Dallas market for the survey.

Dennis said the anchorwoman used for the spots was very good in maintaining facial expressions so that raising eyebrows or other actions would not affect the audience response.

"We wanted to see which style the public preferred," Shelley said. "At the same time, we wanted to see if the style made a difference in how much attention viewers paid to the message the anchorwoman was relaying."

Both investigators expect to find that the public likes the anchorwoman in the tailored business suit.

"I don't know if they will like her better alone or with a co-anchor," Dennis said. "But I believe they will favor the business suit because that is what they are used to and what they expect anchorwomen to wear."

Shelley said the public will probably favor the suit and likely will prefer the anchorwoman with her co-anchor.

She did a previous study on advertising using styles in which she found out the public favored a feminine, light-colored dress for a woman who was selling a basic, generic product -- a blanket.

"But the darker, suit-type style is more authoritative looking. The public probably responds better to that for a woman who is presenting information -- on a newscast -- than for a woman selling something to them," she said. "Dress has a certain psychological effect."

Shelley's advertising study was part of her merchandising doctoral dissertation. Her minor was in mass communications.

She is principal investigator for the current project. Dennis is co-investigator.

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8-8-31-83

ATTENTION: Art Editors

LUBBOCK--Western art -- depicting the historic frontier, Indian life, wildlife and modern ranch life -- will be featured at the National Western Artists Show and Sale Sept. 16-17 in Lubbock Memorial Civic Center.

About 40 artists from the United States and Canada will show paintings, drawings, sculptures and mixed media works. All works will be available for purchase with 20 percent of the proceeds going to the Ranching Heritage Association (RHA) which supports the Ranching Heritage Center of The Museum of Texas Tech University.

The show is presented in conjunction with the National Golden Spur Award Weekend at Texas Tech.

Montan artist Penni Anne Cross brings her experience living on a Crow reservation to her paintings of Indian subjects.

Cowboy Gary Morton of New Mexico paints his ranch scenes from several years experience working on ranches.

All-around artists Ted Long of Nebraska and Harold Holden of Arizona will exhibit some of their drawings, paintings and sculptures.

Cowboy and livestock pencil drawings will be shown by Arizona artist Robert "Shoofly" Shufelt, and Canadian artist Richard A. Freeman will show his paintings of modern ranch scenes.

Sculptor Ed Dwight of Colorado depicts Blacks in the cavalry and the West. He also portrays Indians.

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Other sculptures will include Indians by Colorado artists Glenna Goodacre and Rusty Phelps and New Mexico artists Dave McGary, Pat Niblak and Juan Dell; impressionist sculpture by Lincoln Fox of New Mexico; and sculpture of various Western subjects by Montana's Cody Houston and Pat Mathiesen, Colorado's J.L. Searle and Texas' Terry Gilbreth and Terrell O'Brien.

Windmills, Indians, longhorns, sheep and goats are typical subjects in paintings by Texas artist Joe Belt. Texan Garnet Buster specializes in Indian still life paintings -- pottery and artifacts.

Paintings will also include old houses and buildings by Texas artist B.B. Barrick; historic paintings of the cavalry and soldiers by Joe Grandee of Texas; scenes of the Old West by New Mexico artist James Ralph Johnson; Indians by New Mexico artist Mimi Jungbluth; and Indians, trappers and mountain men by Arizona's Gerry Metz.

Wildlife is depicted in the drawings and paintings of T. Swanton Bateman of Montana and the sculpture of Stan Johnson of Utah.

Other artists in the show include Barbara Vaupel of Arizona; Herb Mignery of Colorado; Steve Devenyns of Wyoming; Don Doxey of Utah; Toni Arnett, Tony Eubanks, Lee Herring, Regan Genussa, Ronald Thomason and Herman C. Walker, all of Texas; and Julian Robles of New Mexico.

The first day of the show, 1-7:30 p.m. and 9:30-midnight Sept. 16 is for National Golden Spur Award and Prairie Party Ticket holders or those who purchase \$10 art show tickets. Art awards and an honorary membership to the National Western Artists Association will be presented at the Prairie Party which will begin at 7:30 p.m. and will spotlight the prestigious National Golden Spur Award, given this year to South Texas Rancher John B. Armstrong.

Prairie Party tickets are \$25 and may be purchased through the Ranching Heritage Association, (806) 742-2498.

On Saturday, Sept. 17, the art show and sale is open to the public free, 10 a.m. to 5 p.m. A meet-the-artist barbecue is scheduled at 6 p.m. Thursday, Sept. 15 at the Ranching Heritage Center and open to the public for \$10.

The art show is organized by Alvin G. Davis, executive vice president of the RHA. The association's art show committee is chaired by Jerry House of Lubbock.

caption-----

9-8-31-83

FINISHING TOUCHES--Texas artist Terry Gilbreth of Clyde puts finishing touches on one of his Western sculptures. His sculptures of horses, cattle and cowboys will be among 150 artworks in various media by artists from across the nation and Canada in the National Western Artist Show and Sale Sept. 16-17 in Lubbock Memorial Civic Center. The event is presented in conjunction with the National Golden Spur Award Weekend at Texas Tech University.

caption-----

10-8-31-83

AT THE EASEL--Texas artist Joe Grandee of Arlington puts finishing touches of one of his Western paintings. His work will be among 150 Western artworks in various media by artists nationwide and from Canada in the National Western Artist Show and Sale Sept. 16-17 in Lubbock Memorial Civic Center. The event is presented in conjunction with National Golden Spur Award Weekend at Texas Tech University.

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CONTACT: Preston Lewis

11-8-31-83

LUBBOCK--Jack Berning, vice president and general manager of KTVT, Channel 11, Fort Worth, has been named chairman of the Texas Tech University Mass Communications Advisory Committee.

Texas Tech President Lauro F. Cavazos announced the appointment which will run until the 1986 fall semester.

The advisory committee is a 25-member body of media professionals who provide guidance to the university's Mass Communications Department for adapting academic offerings to ever-changing media needs and for increasing private support of the department's programs.

Berning has been associated with KTVT since 1963 when he joined the station as general sales manager. He assumed the duties as assistant general manager in 1966 and was named to his current position in 1977.

A native of Evansville, Ind., he entered broadcasting there in 1960 after graduating from the University of Evansville with a bachelor's degree in marketing.

He has served on Texas Tech's Mass Communications Advisory Committee since 1977 and has been chairman of its telecommunications subcommittee.

Berning is a member of several professional associations, including the Association of Independent Television Stations, Television Bureau of Advertisers, Texas Association of Broadcasters and National Association of Broadcasters.

The Fort Worth resident is active in several civic organizations, including the Fort Worth and Dallas Chambers of Commerce, Tarrant County United Way and Tarrant County Safety Council.

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CONTACT: Teresa Edwards/Preston Lewis

12-8-31-83

LUBBOCK--Several computer classes for various ages and levels of expertise will be offered in September through the Division of Continuing Education at Texas Tech University.

For people with no computer background, Introduction to Computers teaches the programming language BASIC and how to use the TI-99/4A. Class will meet 7:30-9 p.m. Mondays and Thursdays, Sept. 8 through Oct. 3, in the Texas Tech Library Basement. Fee is \$50.

Uses of a computer for budgeting and sales forecasting are discussed in Electronic Spreadsheets. Instruction on the IBM personal computer and DEC computer systems will introduce computer files and programs to participants who will develop a spreadsheet model. Class will meet 9-11:30 a.m. Saturdays, Sept. 10 through Oct. 8, at Entrè Computer Center, 4620 50th St., Lubbock. Fee is \$125.

Children 9-15 years old can choose from four classes offered Saturdays, Sept. 10 through Oct. 15, in the Library Basement. Cost for each course is \$45. Beginning Computers introduces programming in BASIC to students with no computer experience. Classes for children 9-11 years old will meet 9-10:30 a.m.; youths ages 12-15 will meet 11 a.m. to 12:30 p.m. Intermediate classes will introduce logical and spatial concepts of programming. Students 9-11 years old will meet 1-2:30 p.m. and those 12-15 will meet 3-4:30 p.m.

BASIC Programming I will meet 7-9:30 p.m. Tuesdays, Sept. 13 through Oct. 11, at Entrè. The class will introduce beginners to keyboards, terminology and concepts through a Computer Assisted Instruction (CAI) program. Instruction uses the IBM PC or DEC computer systems. Fee is \$125.

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COMPUTER CLASSES/ADD ONE

BASIC Programming II will meet 7-9:30 p.m. Thursdays, Sept. 15 through Oct. 13. This course will introduce flow charting, screen formatting, looping and additional capabilities of the IBM PC and DEC computer systems. Classes will be held at Entré. Fee is \$125.

Limited to 10 participants, Beginning Computer Programming for Adults will allow individual instruction and assistance with problems and projects. Classes meet 1:30-3 p.m. Sundays, Sept. 18 through Nov. 6, in the Library Basement. Participants receive instruction on the TI-99/4A. Cost is \$75.

To register for these and other continuing education classes, contact the Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-2354.

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University News & Publications
BOX 4650/LUBBOCK, TEXAS 79409/(806) 742-2136

Radio &
Television
New Service

CONTACT: Mary Jo Cowdin

14-9-2-83

CLAY WORKS EXHIBIT PSA

START: 9/4/83
KILL: 10/15/83

A NEW EXHIBIT AT THE MUSEUM OF TEXAS TECH DISPLAYS THE CLAY WORKS
BY NINE ARTISTS OF REGIONAL AND NATIONAL REPUTATION. BOTH SCULPTURAL
AND FUNCTIONAL PIECES ARE INCLUDED IN THE FREE SHOW WHICH CONTINUES
THROUGH OCTOBER 16TH AT THE MUSEUM, FOURTH STREET AND INDIANA.

##

15-9-2-83

A CAREER IN LAW...COULD IT BE IN YOUR FUTURE?

DEAN BYRON FULLERTON OF THE TEXAS TECH UNIVERSITY SCHOOL OF LAW.

"IT TAKES A LOT OF HARD WORK. LAW SCHOOL IS NOT WASY. IT'S A THREE YEAR HARD GRIND."

BUT FOR THOSE WHO MAKE IT, THE REWARDS ARE GREAT.

"WE CURRENTLY HAVE THE HIGHEST AVERAGE PASSING RATE ON THE STATE BAR EXAM. 100% OF OUR STUDENTS PASS THE BAR THE FIRST TIME THEY TAKE IT, AND WE'VE DONE THAT THREE TIMES OUT OF THE LAST EIGHT YEARS.

OUTSTANDING ACHIEVEMENT COMMANDS RESPECT. TEXAS TECH UNIVERSITY SCHOOL OF LAW COMMANDS IT NATIONWIDE.

WE'VE WON NATIONAL MOOT COURT COMPETITION WITHIN THE LAST THREE YEARS, WE'VE WON THE NATIONAL CHAMPIONSHIP IN THE MOCK TRIAL COMPETITION.

THE SCHOOL'S DISTINCTIONS ARE IMPRESSIVE. SO ARE THE QUALIFICATIONS...

"YOU'VE GOTTA BE BRIGHT, BE ABLE TO RELATE TO PEOPLE, YOU'VE GOTTA BE PRETTY TOUGH, AND CONTROVERSY MUST NOT BOTHER YOU."

A CAREER IN LAW...IS IT IN YOUR FUTURE? VISIT TEXAS TECH'S LUBBOCK CAMPUS. WE'LL HELP YOU DECIDE.

16-9-2-83

IF YOU'RE A HIGH SCHOOL OR COLLEGE STUDENT IN SEARCH OF YOUR FUTURE,
HERE'S A WORD OF INTEREST FROM BYRON FULLERTON, DEAN OF THE
TEXAS TECH UNIVERSITY SCHOOL OF LAW:

THE LEGAL PROFESSION IS ONE OF THE MOST EXCITING, YET DEMANDING
CAREER OPTIONS AVAILABLE TO YOU. IT COMMANDS A FIRM GRASP OF
COMMUNICATIONS SKILLS WITH A CRITICAL UNDERSTANDING OF HUMAN VALUES
AND INSTITUTIONS. THE TEXAS TECH UNIVERSITY SCHOOL OF LAW IS COMMITTED
TO ENABLING YOUNG MEN AND WOMEN TO ACQUIRE THESE ESSENTIAL SKILLS.
OUR FULLY ACCREDITED SCHOOL BEGAN WITH THE PHILOSOPHY THAT
FEWER STUDENTS, SMALLER CLASSES, AND CLOSER FACULTY/STUDENT
CONTACT PROVIDE A BETTER WAY OF TEACHING THE SKILLS AND ETHICAL
STANDARDS NEEDED TO SUCCESSFULLY PRACTICE LAW. THAT PHILOSOPHY
HAS WORKED WELL HERE, AND IT WILL CONTINUE TO IN THE COMING YEARS.
IF A CAREER IN LAW SOUNDS APPEALING, WE INVITE YOU TO VISIT
OUR LUBBOCK CAMPUS FOR A PERSONAL TALK ABOUT YOUR FUTURE.

THE TEXAS TECH UNIVERSITY SCHOOL OF LAW IS LOCATED ON THE MAIN
CAMPUS OF TEXAS TECH UNIVERSITY IN LUBBOCK. FOR INFORMATION,
WRITE TO SCHOOL OF LAW, TEXAS TECH, LUBBOCK 79409.

17-9-2-82

HERE'S A WORD OF INTEREST TO COLLEGE STUDENTS FROM DEAN BYRON FULLERTON OF THE TEXAS TECH UNIVERSITY SCHOOL OF LAW:

THE STUDY OF LAW IS A VERY EXCITING AND CHALLENGING EDUCATIONAL EXPERIENCE UNLIKE ANY OTHER YOU WILL EVER HAVE. IT IS ALSO A MOST IMPORTANT STUDY BECAUSE THERE IS NO FACET OF OUR SOCIETY THAT IS UNTOUCHED BY LAW. IF YOU ARE THINKING ABOUT A CAREER IN LAW, YOU SHOULD BE LOOKING FOR A SCHOOL THAT WILL PREPARE YOU WITH A SOLID BACKGROUND OF THEORETICAL STUDY ALONG WITH SOME PRACTICAL EXPERIENCE IN THE DEVELOPMENT OF LEGAL SKILLS. TEXAS TECH SCHOOL OF LAW, NOW IN IT'S 17TH YEAR, HAS ALREADY ACHIEVED NATIONAL RESPECT AND DISTINCTION FOR IT'S EFFORTS. THE LEGAL PROFESSION IS NOT FOR EVERYONE. IT COULD, THOUGH, BE JUST RIGHT FOR YOU. LET'S TALK ABOUT YOUR FUTURE. A VISIT TO OUR LUBBOCK CAMPUS IS WHERE IT BEGINS.

FOR INFORMATION, WRITE THE SCHOOL OF LAW, TEXAS TECH, LUBBOCK 79409.

Story leads for week
of September 4-10, 1983
18-9-2-83

Texas Tech University
University News & Publications
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Radio & Television New Service

WHAT'S THE CATCH?-- On Texas lakes it's likely to be a hybrid of Florida largemouth bass and native bass, according to a Texas Tech fisheries biologist. Dr. Brian R. Murphy, of the Department of Range and Wildlife Management, says a hybrid of the two subspecies allows the Florida largemouth bass to exist outside their normal, near-tropical, environment. On which local lakes have the fish, and fishermen, thrived? Contact Murphy, 742-2843.

HELP FOR PARENTS-- Assistance for parents in dealing with their behaviorally non-compliant children is available through the Psychology Clinic at Texas Tech. According to the program director, Dr. Jim Maddux, Parent-Child Interaction Training works on the assumption that behavior is learned and can be unlearned. How is this done? What are the eligibility requirements? Contact Maddux, 742-3732.

ARTIST EXHIBIT-- A new exhibit at The Museum of Texas Tech features the clay works of nine regionally and nationally known artists as well as local artists. Items on display range from sculpture to functional vessels. The free exhibit opens Sunday with a public reception for the artists from 2:30-4:00 p.m. For more information on this, and other Museum exhibits, contact Claudia Cory, 742-2442.

COMPUTERS AT HOME ON THE RANGE-- A Texas Tech agricultural economist sees computers becoming as important to farm operations as a tractor and combine. Dr. Billy G. Freeman supervises the microcomputer laboratory in Tech's College of Agricultural Sciences where students learn computer skills necessary in modern agriculture. How do computers benefit today's farmer? Contact Freeman, 742-2821.

For assistance in developing these and other story ideas, contact Dave Clark, UN&P, at 742-2136.

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Radio &
Television
New Service

WHITE AT CONFERENCE PSA

19-9-2-83

CONTACT: Mary Jo Cowdin

START: ASAP
KILL: 9/21/83

THE FIRST LADY OF TEXAS, LINDA GALE WHITE, WILL SPEAK TO
BUSINESSMEN AND WOMEN WHO ATTEND A STRATEGIES FOR SUCCESS CONFERENCE
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LUBBOCK--Where the buffalo roamed -- from Alaska to the Gulf of Mexico and east to the Appalachian Mountains, and even occasionally to the Atlantic -- the scene has changed vastly for most North American mammals.

But in Nebraska, North Dakota and South Dakota there remain descendants of most of the animals the first European explorers saw, studied, named and wrote about.

Now, four noted mammalogists have combined their efforts to publish a detailed, semi-technical book providing accounts of the biology of all the native and introduced species that occur on the Northern Great Plains.

The book is for casual observers of animal life, but it also supplies professionals with previously unavailable data for species found in the northern plains region.

Authors are J. Knox Jones Jr., David M. Armstrong, Robert S. Hoffmann and Clyde Jones. Their collaboration on the work has extended over 15 years, and the result is a detailed volume of 379 pages illustrated with crisp photographs of the mammals and maps showing the range for each species.

For the novice there is a section on each mammal giving the natural history, and for the professional, there is the detail of name derivation, distribution, meticulously detailed description and selected references.

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"One of the most interesting" of the native North American mammals so well described is the beaver which historically has changed environments by the dams and family lodges they build of logs hewn by their sharp teeth and floated down beaver-built canals.

Of the bison, the authors point out that the largest herd in Nebraska is in the Fort Niobrara National Wildlife Refuge.

"Of those wild bison obtained from the Northern Great Plains, it seems that few, if any, museum specimens were preserved," the authors explain. "This is of considerable interest in view of the hundreds of thousands of animals that were slaughtered by man in the region."

They say that the bison -- commonly called "buffalo" -- are better able than cattle to exploit the short-grass plains; use forested areas when available for shade and to escape insects; and can reach food beneath several feet of loose snow by side-to-side head-swinging movements which brush the snow aside.

Other large animals described in detail include the mountain lion, lynx, bobcat, several varieties of deer, moose, caribou, mountain sheep and goats and the pronghorn -- the sole survivor of the New World family Antilocapridae.

But lesser mammals also are included, down to squirrels and even smaller mammals. There are the flying squirrels, Franklin's Ground Squirrel -- sometimes called the "gray 'gopher'" -- and the Wyoming Ground Squirrel, called by ranchers the "picket pin" because of its bolt upright posture when alarmed.

"This book should prove useful," author Knox Jones said, "both for scholars and for animal watchers at any level of interest."

Jones is professor of biological sciences, dean of the Graduate School, and vice president for research and graduate studies at Texas Tech University.

Armstrong is an associate professor of natural science, director of the Center for Interdisciplinary Studies and associate curator of the Museum at the University of Colorado. He has been an editor of the Southwestern Naturalist.

Hoffmann is Summerfield Distinguished Professor of systematics and ecology and curator in the Museum of Natural History at the University of Kansas.

Clyde Jones is former director of the Denver Wildlife Research Center of the U.S. Fish and Wildlife Service and now directs The Musuem of Texas Tech University.

Knox Jones and Hoffmann are former presidents of the American Society of Mammalogists, and Clyde Jones has served on the society's board of directors.

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