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TEXAS TECH
UNIVERSITY

News & Publications

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FAX (806) 742-1615**FOR IMMEDIATE RELEASE**
REF: 1-2-27-95
CONTACT: Jennifer LeNoir

LUBBOCK -- The 1995 PeeBee Awards will be presented at 7 p.m. March 7 on public television station KTXT-TV Channel 5. Texas Tech University President Robert W. Lawless and Marcy Lawless will make the presentation, telecast live, during the station's March 3-19 festival.

The PeeBee Awards annually honors individuals and businesses that have made significant contributions to public television on the South Plains. The selections are based on membership, underwriting grants, in-kind donations, promotion of the public television station, overall merit, length of service and other contributions to KTXT-TV.

A.G. Edwards & Sons Inc. will receive an award from KTXT-TV because of the organizations underwriting and grant support for KTXT-TV over the past 10 years. The national investment company also includes Channel 5 in their promotion efforts that encourages viewers to watch business and investment programs such as "Wall Street Week" and the "Nightly Business Report."

Frankie "Pee Wee" Lanier, who worked with KTXT-TV producer Armando Rodriguez to produce two series of instructional painting programs, will be the recipient of the individual award. The how-to series, titled "Pee Wee's Paints and Palettes," has been popular with public television viewers on the South Plains. Pee Wee also encouraged a local business to provide underwriting for her series when it was broadcast on Channel 5, and still provides her paintings as decorations during festivals and local productions.

"Pee Wee is always willing to provide her oil paintings as studio set decorations. The station continues to receive requests to re-broadcast the series from viewers who say Pee Wee provides excellent instruction and painting tips," according to Helen Otken, director of development at KTXT-TV.

Clyde Waddell, owner of Hester's Office Center, will receive an award for their in-kind business support. The center has provided equipment and furniture for KTXT-TV studio productions and festivals since 1980. Items have included chairs for phone volunteers, calculators, lamps for desks and shelving for the studio sets. The company also handles arrangements for the delivery and pick-up of all loaned items. The value of their contributions are beyond measure, said Otken.

The March 3-19 pledge drive seeks to increase membership among viewers in the Lubbock and South Plains communities. The festival is one of two for the year.

FOR IMMEDIATE RELEASE
REF: 2-2-27-95
CONTACT: Jennifer LeNoir

LUBBOCK -- KTXT-TV Channel 5, Texas Tech University's educational station and the Public Broadcasting Service affiliate for the South Plains, will host a 16-day pledge drive beginning Friday (March 3) to increase its membership among Lubbock and the South Plains viewers.

According to Helen Otken, director of development at KTXT, viewers always know what they're getting with public television -- consistently top quality programs that enrich, inform and engage. PBS statistics indicate that individuals are public television's single largest source of funding, and most members join as a result of on-air appeals.

PBS programming is cited as the primary reason viewers pledge or renew their memberships, and many contributors also mention the station's role as a community educational institution. The variety of festival programming includes the Eagles recent reunion concert, an introduction to using the Internet hosted by "Internet for Dummies" co-author John LeVine, and the recent performance by "The Three Tenors" in Los Angeles' Dodger Stadium.

The following list highlights a portion of the special programming available during the festival.

- 8 p.m. Friday (March 3) "On the Town in Concert." The concert captures the brilliance of Leonard Bernstein's score as well as the book and lyrics of Adolph Green and Betty Comden. With Green and Comden providing narration, the performance features Thomas Hampson, Kurt Ollmann and David Garrison as the jubilant sailors on 24-hour shore leave in New York City during World War II.

- 7 p.m. Saturday (March 4) "Remember When." The program recaptures America's yester-year by looking at people, places and things that reflect the nation's collective memory. The program focuses on Burma Shave road signs, home delivery and Fuller Brush salesmen. Additionally, the program depicts World War II on the home front, drive-in-movies, Norman Rockwell, steam trains, cars of the 1950s, drugstore soda fountains and Howdy Doody.

- 8:40 p.m. Sunday (March 5) "Ghost Bear." For thousands of years, a race of black bears has inhabited an isolated island off British Columbia where roughly every tenth black bear is pure white. "Ghost Bears" follows the tribulations of one white bear as it learns through trial and error how to make its way in the world.

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- 7 p.m. Monday (March 6) "The Eagles in the Spotlight." The Eagles, the country-rock band, produced six studio albums from 1972-1979 that reflected most of the music spectrum that was heard on American radio. The group also sold more records than any other American band. This concert marks the first time the band has performed together in 14 years, and was the catalyst for their sold-out 1994 tour.

- 7:20 p.m. Tuesday (March 7) "NOVA: The Universe Within." NOVA takes viewers into the incredible micro-world of the human body to explore some amazing physiological systems. From two perspectives -- spectacular photography of human bodies in motion and stunning inside-the-body micro-photography -- the program explores the coordination of the muscles, bones, heart and circulatory system.

- 9 p.m. Wednesday (March 8) "Over America." Over America sets stunning aerial photography to words with music as viewers see footage such as a sunset over Manhattan while hovering above the Empire State Building, Mount McKinley and the Grand Canyon. In a beautiful, colorful collage of images, the program shows footage from Alaska, Hawaii and Texas as well as cities like Chicago and Philadelphia. The series, narrated by "Picket Fences" Emmy winner Tom Skerritt, has won five Northwest Regional Emmy Awards.

- 7 p.m. Thursday (March 9) "The Internet Show: Drivers Education for the Information SuperHighway." Learn what the internet is, how it was established and how it can be a useful and important part of people's lives. The special is hosted by John R. LeVine, co-author of the best-selling book, "Internet for Dummies," and Gina Smith, computer talk show host, syndicated columnist and former editor of "Electronic Entertainment Magazine."

- 8 p.m. Friday (March 10) "The Wagner Gala." Claudio Abbado conducts the Berlin Philharmonic or "Philharmoniker," one of Germany's finest orchestras. Taped in Berlin on New Year's Eve 1993, the program features four of today's illustrious Wagner singers such as soprano Cheryl Studer, mezzo-soprano Waltraud Meier, tenor Siegfried Jerusalem and bass-baritone Bryn Terfel.

- 8:30 p.m. Saturday (March 11) "John Tesh Live at Red Rocks with the Colorado Symphony Orchestra." The program features the unique, bold and delightful music of composer/musician John Tesh. The concert, which was taped live before an audience of more than 8,000, combines a breathtaking pyrotechnics and light show with Tesh's musical compositions in the 250 million-year-old natural Red Rock Amphitheater in Denver. Olympic gold medal gymnasts Nadia Comaneci and Bart Conner will perform gymnastic routines specially choreographed to Tesh's music.

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FESTIVAL 95/PAGE 3

• 7:35 p.m. Sunday (March 12) "Nature: Ice Fox." Living in the harsh environment of the Arctic requires foxes to be adaptable. As a result, Arctic foxes are capable of changing what they eat, where and how they hunt as well as the color of their coats. The program also includes a look at the lemming, Arctic birds and fish that inhabit this region.

• 8:30 p.m. Monday (March 13) "A Conversation with Thomas Moore." Moore, a best-selling author of "Care of the Soul" and "Soul Mates," offers an extremely different approach to dealing with the complexities of everyday life. In a conversation with Valerie Andrews, Moore emphasizes self-acceptance rather than self-improvement -- care rather than cure.

• 7 p.m. Tuesday (March 14) "The Lawrence Welk Show Then and Now." This special blends the best of the past and the present in a musical production taped at the newly opened Welk Champagne Theater in Branson, Missouri.

• 9 p.m. Wednesday (March 15) "Apollo 13: To the Edge & Back." The program documents a period of technological achievement where the entire world became focused on the space race between the United States and Russia.

• 8:10 p.m. Thursday (March 16) "Sherlock Holmes: The Master Blackmailer, Part One." Charles Augustus Milverton is the king of blackmailers. For years, this monster has preyed on the weakness of others, with a smiling face and a heart of marble. Holmes devises a clever plan to thwart Milverton's evil deeds.

• 8 p.m. Friday (March 17) "Carreras, Domingo, Pavarotti with Mehta: The Three Tenors in Concert." In a special reunion concert from Dodger Stadium in Los Angeles, Jose Carreras, Placido Domingo and Luciano Pavarotti reunite, along with maestro Zubin Mehta conducting the Los Angeles Music Center Opera Chorus. This was their premiere concert together in the United States and the only time these four classical stars have performed on the same stage since their 1990 collaboration in Rome.

• 7 p.m. Saturday (March 18) "Vince Gill in Concert: An Austin City Limits Special." Gill, the pitch-perfect singer and songwriter who was named CMA Male Vocalist of the Year for four consecutive years, makes his fifth appearance on what he says is "still the hippest show in all of television." He will perform "Victim of Life's Circumstances," "Tryin' to Get Over Your," "What the Cowgirls Do" and the poignant "Whenever You Come Around."

• 7:30 p.m. Sunday (March 19) "Viewers Choice." KTXT-TV will re-broadcast the program that received the most pledges during the festival.

FOR IMMEDIATE RELEASE

REF: 3-2-28-95

CONTACT: Chuck Bischoff

LUBBOCK -- Officials from three West Texas cotton cooperatives have pledged \$150,000 to Texas Tech University's College of Agricultural Sciences and Natural Resources. The groups are Plains Cotton Cooperative Association, Plains Cooperative Oil Mill and the Farmer's Cooperative Compress.

With the \$150,000, an endowment will be established, and the interest it accrues will provide operational support to various departments in the College of Agricultural Sciences and Natural Resources for programs which are beneficial to the cotton industry.

"In this period of dwindling resources from the state, private support of this nature is the most beneficial," said Sam Curl, dean of the College of Agricultural Sciences and Natural Resources. "We greatly appreciate the cotton cooperative members who make this type of support possible."

Cooperative officials who attended the donation ceremony at Texas Tech include Van May, president, and Jackie Mull, chairman of the board, of Plains Cotton Cooperative Association; Wayne Martin, president, and Keith Streety, chairman of the board, of Plains Cooperative Oil Mill; and Rex McKinney, president and general manager, and R. D. McCallister, chairman of the board, of the Farmer's Cooperative Compress.



CUTLINE
REF: 3-2-28-95

COTTON COOPERATIVE GIFT -- Pictured presenting an installment in the West Texas cotton cooperative \$150,000 donation are (from left) Rex McKinney, president and general manager of Farmer's Cooperative Compress; Keith Streety, chairman of the board of Plains Cooperative Oil Mill; Van May, president of Plains Cotton Cooperative Association; Jackie Mull, chairman of the Board of Plains Cotton Cooperative Association; Robert W. Lawless, president of Texas Tech; R.D. McCallister, chairman of the board of Farmer's Cooperative Compress; and Wayne Martin, president of Plains Cooperative Oil Mill. (Texas Tech photo)

FOR IMMEDIATE RELEASE

REF: 4-2-28-95

CONTACT: Jennifer LeNoir

LUBBOCK -- The Division of Continuing Education at Texas Tech University will sponsor a workshop titled "Game Playing and the Group Process" from 9 a.m. to 4:30 p.m. Friday (March 3) at the Holiday Inn Lubbock Plaza. Registration can be made in advance or on the day of the conference at 8:30 a.m.

The workshop is designed for licensed professional counselors, school counselors, family therapists, family educators, church youth directors or education directors, psychotherapists, psychologists or other individuals who work with groups.

The importance of game playing will be stressed, especially with respect to small and large groups, families and couples. Process training in self-esteem, communication skills, conflict management and the grief process will be presented.

"Whether you work with a group of two or 222, persons with learning or behavioral problems, or families in transition, the integration of processing through game playing can be very powerful and successful," said Mary Ann Rogers, workshop presenter.

Rogers is an education specialist in the pediatrics department at Texas Tech University Health Sciences Center. She has more than 15 years of experience working with groups of children, teenagers and adults. She also is the group facilitator/trainer for Talking and Listening to the Children Inc., a non-profit organization for families in transition.

The workshop will be co-presented by Marilyn Montgomery, director of the Wellspring Center for Family Development and an instructor in the department of human development and family studies at Texas Tech. She is a consultant and trainer in early childhood education.

The workshop fee is \$74, which includes handouts and lunch. The course is approved for six hours of continuing education credits by the Texas State Board of Examiners of Professional Counselors and the Texas Association of Alcohol and Drug Abuse Counselors. Continuing Education Units for social work also will be awarded.

To register in advance, call Continuing Education at (806) 742-2352 and ask for the Personal and Professional Development Area. Phone registration may be charged to Discover or MasterCard.

Persons with disabilities who plan to attend this workshop and who may need auxiliary aids or services are requested to notify the Division of Continuing Education two business days before the workshop so that appropriate arrangements can be made.

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FOR IMMEDIATE RELEASE
REF: 5-3-2-95
CONTACT: Jennifer LeNoir

(Editor's Note: Waitley is available March 9 for interviews from 11:45 a.m. to 12:15 p.m. at the Holiday Inn Civic Center, or through individual appointments by calling Susan Miller at (502) 425-9704 to schedule telephone interviews in advance of the seminar. A biography of Waitley is attached.)

LUBBOCK -- Author and motivational speaker Denis Waitley will present a seminar titled, "Lessons to Lead and Succeed in a Knowledge-Based World" from 8:30 a.m. to 2:30 p.m. March 9 at the Holiday Inn Civic Center in Lubbock. Registration can be made in advance by calling (800) 873-3451 or at 7:30 a.m. on the day of the conference.

The seminar is based on Waitley's new book, "Empires of the Mind: Lessons to Lead and Succeed in a Knowledge-Based World," published by the William Morrow Co. Inc. In the book, which all seminar participants will receive, Waitley points to self-leadership as crucial to advancing individuals in their profession.

Waitley's program, which is part of a 150-city speaking tour, shows business executives throughout the United States and Canada how to "fireproof" their careers in today's volatile business climate. The Lubbock seminar is sponsored by the Division of Continuing Education at Texas Tech University.

"We live in a fast-forward world, where the rule is change. Fueled by the ability to access information instantly, the Knowledge Era is reshaping corporate America daily. Never again will you be able to go to your place of business on autopilot, comfortable and secure that the organization will take care of you," said Waitley.

Waitley is the author of 10 non-fiction books, including "Seeds of Greatness" and "Being the Best." He also is the author/narrator of "The Psychology of Winning," an audio program on personal and professional development which has generated nearly \$100 million in sales since its original release in 1978.

A United States Naval Academy graduate and a former Navy pilot, Waitley has used his doctoral degree in human behavior to study and counsel organizations and individuals.

The seminar fee is \$199 per person with tiered discounts for groups registering at the same time. The fee includes lunch and a hardback copy of Waitley's book.

Phone registrations may be charged to American Express or MasterCard by calling (800) 873-3451. Additional questions about the seminar should be directed to the Personal and Professional Development Area at the Texas Tech Division of Continuing Education at (806) 742-2352.

ABOUT DENIS WAITLEY

Dr. Denis Waitley is recognized as a world authority on high-level achievement and personal excellence. With over 10 million of his motivational audio tapes sold in 14 languages, he is the most-listened-to voice on personal and professional development. He is, perhaps, best known as the author/narrator of "The Psychology of Winning," the all-time bestselling, non-musical program. This tape series has generated nearly \$100 million in sales since its initial release in 1978. Waitley has also authored ten non-fiction books on self-management, including two national bestsellers: "The Seeds of Greatness" and "Being the Best."

One of the most sought-after keynote speakers in America by corporations, associations, and institutions, Waitley is conducting 150 half-day seminars throughout the nation in 1995. These seminars are sponsored by business schools and major universities for audiences of all levels of an organization. The series, titled "Lessons in Leadership," also features Stephen Covey and Tom Peters. Recently, Waitley was named "Outstanding Platform Speaker of the Year" by the Sales and Marketing Executives' Association. He was also recently inducted into the International Speakers' Hall of Fame in St. Louis, Missouri.

Waitley was the founding director of the National Council on Self-Esteem and the President's Council on Vocational Education, in 1991. He received the "Youth Flame Award" from the National Council on Youth Leadership for his outstanding contribution to high school youth leadership.

During the 1980's, Waitley was appointed by William Simon, president of the U.S. Olympic Committee, to serve as the first non-physician on the Committee's Sport's Medicine Council. As Chairman of Psychology, he was responsible for creating the mental training program to enhance the performance of all U.S. Olympic athletes. Additionally, Waitley was a visiting scholar at the University of Southern California during this decade.

In the 1970s, Waitley served as president of the International Society for Advanced Education, a non-profit foundation inspired by Dr. Jonas Salk and other leading health scientists. He also studied and counseled returning U.S. POWs from Vietnam.

While completing his graduate studies, during the 1960s, Waitley served as Consultant to the President, of the Salk Institute for Biological Studies in La Jolla, California. Also during this period he conducted simulation and stress management seminars for NASA's Apollo astronauts.

A former Navy pilot, Waitley is a graduate of the U.S. Naval Academy at Annapolis. He received his Ph.D. in human behavior from La Jolla University in 1979. He and his wife, Susan, reside in Rancho Santa Fe, California. They have seven adult children.



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CONTACT: Michael Sommermeyer

[Editor's Note: Sill will meet with reporters at 3 p.m. today (March 2) in the Texas Tech Science Building Room 101.]

LUBBOCK -- A research team from Texas Tech University shares in this afternoon's announcement from the Fermi National Accelerator Laboratory of the discovery of the top quark. The top quark is the last undiscovered quark of the six predicted to exist by current scientific theory. The discovery provides strong support for the quark theory of the structure of matter.

Alan Sill, assistant professor of physics, Vaia Papadimitriou, assistant professor of physics and Douglas Benjamin, postdoctoral researcher, are members of the CDF experiment collaboration that discovered the first direct evidence of the subatomic particle last April.

Two research papers by the CDF and the DZero experiment collaborations presented their results at Fermilab today (March 2). Both collaborations have about 450 physicists working on separate discoveries of the top quark.

Texas Tech's research team has been recognized for making significant contributions to the operation of the experiment and the analysis of the data. Sill said this enhances Texas Tech's reputation for quality research.

"Being in the company of universities like Harvard, Yale and MIT, and working at one of the best international laboratories for high energy physics, allows us to work on the forefront of the field and participate in its most exciting developments," said Sill.

Using particle beams from Fermilab's Tevatron, an energy particle accelerator, the CDF collaboration observed top quarks being produced in high-energy collisions between protons and antiprotons, their antimatter counterparts. The accelerator allowed the CDF collaboration to verify the existence of the top quark and to measure its mass.

The top quark occupies a place in the "new periodic table" of quarks. The lightest quarks can be combined to make up ordinary matter such as protons and neutrons, and the associated generations of leptons, such as electrons, that make up the stuff of the universe. Sill said the top is more massive and more short-lived than the other five quarks, which has made it difficult to find, but no less fundamental.

"Our results indicate that the top quark has a mass approximately equal to an entire atom of tungsten, making it much heavier than any other known elementary particle," said Sill.

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TOP QUARK/ PAGE 2

Physicists identify top quarks by the characteristic electronic signals they produce. However, other phenomena can sometimes mimic top quark signals. To claim a discovery, experimenters must observe enough top quark events to rule out any other source of the signals.

"Discovering and fitting together the pieces of this extraordinary puzzle is part of the adventure of particle physics," said Sill. "As particle physicists have peered deeper into the heart of matter, their questions have changed. We now want to understand why particles have the masses that they do, why there is more matter than antimatter in the universe, and what makes up the 90 percent of the matter in the universe that we know exists but is now invisible to us. It is a search I find quite exciting."

Texas Tech joins 34 other institutions around the world in making this discovery. Scientists worldwide have sought the top quark since the discovery of the bottom quark at Fermilab in 1977.

LUBBOCK -- Best-selling author and motivational speaker Denis Waitley will sign copies of his most recent book, "Empires of the Mind: Lessons to Lead and Succeed in a Knowledge-Based World," from 7 to 8 p.m. Wednesday (March 8) at the Barnes & Noble Booksellers, 6707 Slide Rd.

Waitley's book signing, which is co-sponsored by Texas Tech University's Division of Continuing Education and WYNCOM Inc. of Lexington, Ky., is held in conjunction with a Thursday (March 9) workshop. The workshop is part of a 150-city speaking tour throughout the United States and Canada based on the principles in his book.

In his book, published by the William Morrow Co. Inc., Waitley points to self-leadership as crucial to advancing individuals at all levels of their profession. The book also offers coping advice on how to deal with failure, adversity and change.

The book has been praised by motivational leaders and fellow authors.

According to Stephen Covey, author of "The 7 Habits of Highly Effective People," "Waitley's new book is his finest work. This material is so fresh, so relevant, so needed, so beautifully and poetically expressed, and so vital to the kind of change we must all undergo to succeed."

Waitley is "the best there is at getting employees to think and act like owners," said Tom Peters, co-author of "In Search of Excellence."

Waitley is the author of 10 non-fiction books, including the two best sellers "Seeds of Greatness" and "Being the Best." He also is the author/narrator of "The Psychology of Winning," the all-time bestselling audio program on personal and professional development, which has generated nearly \$100 million in sales since its original release in 1978.

A graduate of the United States Naval Academy and a former Navy pilot, Waitley has used his doctoral degree in human behavior to study and counsel organizations and individuals.

Waitley's seminar titled, "Lessons to Lead and Succeed in a Knowledge-Based World," is scheduled from 8:30 a.m. to 2:30 p.m. March 9 at the Holiday Inn Civic Center in Lubbock. Registration can be made in advance by calling (800) 873-3451 or on the day of the conference at 7:30 a.m. The fee to attend is \$199 per person with additional discounts depending on the size of the group.

NEWS RELEASE

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CONTACT: Chuck Bischoff

LUBBOCK -- "The Hispanic Influence on Ranching" will be the topic of a lecture slated for 2:30 p.m. Sunday (March 5) in the Devitt-Mallet Orientation Building at the Ranching Heritage Center of the Museum at Texas Tech University. The lecture, which is free and open to the public, will feature Joe Graham, professor of anthropology and folklore at Texas A&M University-Kingsville.

Graham, the author of numerous articles and two books, will discuss his current project, a new museum exhibit currently traveling the state titled "El Rancho in South Texas: Continuity and Change from 1750."

During the lecture, Graham will address ranching's Spanish roots as well as its adoption by the Anglo culture and transformation into modern agribusiness. He also will examine the evolution of tools such as saddles and spurs and activities such as branding and roping which originated with the Hispanic vaquero and later became associated with the cowboy of the Old West.

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CONTACT: Jennifer LeNoir
or LaTanya Dunn

LUBBOCK -- Members of the public are invited to attend a free presentation of selected scenes from the three remaining Texas Tech University Theater spring productions at noon Friday (March 10) in the Croslin Room of the Texas Tech University Libraries main building.

The first scene performed will be from the original comedy script "Love Ya, See Ya Later, Bye." The script was written by Ruby Quinn, a graduate theater arts major at Texas Tech from Durant, Okla. The play revolves around the friendships of four girls in Tulsa, Okla.

The second performance will highlight scenes from "A Flea in Her Ear." The show is a classical farce written by Georges Feydeau.

The final selection features scenes from "The Water Engine" by David Mamet. The melodrama symbolically portrays human innocence defeated by a corrupt and violent society.

The presentation, which is a project of the Texas Tech Library's Performance Series, is coordinated by the Art in the Library Committee. The group's goal focuses on bringing the performing arts into the library each month during the lunch hour. The Series presents vocal and instrumental concerts as well as theater acts.

Performance schedules for the plays are "Love Ya, See Ya Later, Bye," March 23-26 at the Lab Theater; "A Flea in Her Ear," April 27-30 and May 4-7 at the University Theater Main Stage; and "The Water Engine," April 6-9 at the Lab Theater.

Individuals who would like more information about the Performance Series should contact Bonnie Reed, Texas Tech librarian, at (806) 742-2236.



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FOR IMMEDIATE RELEASE

REF: 10-3-3-95

CONTACT: Jennifer LeNoir
or LaTanya Dunn

LUBBOCK -- Two Texas Tech University graduate business students from Ankara, Turkey, recently placed second at the 23rd Annual Association for Computing Machinery's Computer Science Conference for their poster presentation March 2. The conference was held in Nashville, Tenn.

Texas Tech students Pinar and Yakup Kinikoglu received a \$500 prize for their paper titled "Object-Oriented Architecture for Distance Learning Delivery System." Their paper was one of 12 entries selected from among thousands of papers submitted worldwide.

"The ACM conference provides employers an opportunity to meet some of the best students studying computer science," said Kathleen Hennessey, director of the Institute for the Study of Organizational Automation and professor of information systems at Texas Tech. "Poster sessions are particularly beneficial for students because it gives them a chance to meet others working in their field."

The Texas Tech students' posters described the results of recently completed or ongoing computer science research conducted primarily by the students. Each submission contained an abstract outlining the problem and motivation for the poster entry, background information related to the research, the problem-solving approach as well as results and contributions to the computer science area.

Prizes were awarded based on peer judging during the conference. Poster presentations were evaluated on criteria such as the quality and significance of the research, and clarity of both the oral and visual presentation.

Ben Calloni, a doctoral student in computer science at Texas Tech, won last year's first place award in the graduate division poster contest at the 22nd Annual ACM Computer Science Conference held in Phoenix, Ariz.

MEDIA ADVISORY



News & Publications, HSC Bureau

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HEALTH TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
March 3, 1995

REDUCING INFANT MORTALITY -- Last week a Journal of the American Medical Association (JAMA) study reported that full-term pregnancies, rather than higher birth weights, may be more effective at reducing infant mortality.

Selman Welt, M.D., TTUHSC's chief perinatologist, said the study's distinction is important because one significant factor contributing to infant mortality is that too many mothers still do not seek and receive adequate prenatal care.

"We know that early and consistent prenatal care prolongs pregnancies," Welt said. "That is key because the baby needs to remain in the womb as close to 40 weeks as possible. A good portion of infant deaths are associated with inadequate prenatal care."

The JAMA study found that close to 40 percent of low birth weight babies are premature. The remaining 60 percent are full-term and are generally healthier than those born early.

Welt says one reason some mothers don't seek prenatal care is they don't understand its importance.

For more, contact Welt at 743-2356.

SIGHT MATTERS -- Thanks to some encouragement from Lubbock's Great Plains Lions Eye Bank, Rep. Larry Combest has proclaimed March National Eye Donor Month.

Director of Eye Bank Services Marilyn Haight, R.N., said, "The gift of sight is an incredible gift to people who are waiting in darkness. Through this awareness month, we hope to encourage people to discuss donation with family members now so that sudden decisions won't have to be made at critical times."

In his Congressional Proclamation, Combest said, "There are still many people who wait in darkness for corneal transplant surgeries due to a lack of donated tissue. Public education is the best way to increase donation."

Haight also emphasized that anyone, regardless of cataracts or poor eyesight, can be a cornea donor. The donor family never incurs any monetary cost for the donation, she said.

For more on National Eye Donor Month, contact Haight at 743-2242.

B-3-3-95

For assistance on these or other stories,
contact Wayne Barringer or Preston Lewis at
TTUHSC News and Publications, 743-2143.

NEWS RELEASE



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FOR IMMEDIATE RELEASE
REF: C-3-3-95
CONTACT: Sandra Pulley

(EDITOR'S NOTE: A student from your area is included in this release.)

LUBBOCK -- Seventeen students from the Texas Tech University Health Sciences Center have been chosen for the 1995 edition of Who's Who Among Students in American Universities and Colleges.

These individuals were selected as outstanding leaders nationally in academic achievement, community service and extracurricular activities.

Students recognized in Who's Who are listed by hometown. Their parents' names and addresses also are listed.

Amarillo -- Communications disorders graduate student Jennifer Robin Hanners, daughter of Gerald and Susan Hanners, 7717 White Plains; and physical therapy senior Mary Margaret Bjork, daughter of Don and Margaret Bjork, 3518 Rutson.

Arlington -- Occupational therapy senior Alison Tapp, daughter of Mr. and Mrs. Bill Tapp, 2211 Ravinia Drive.

Dallas -- Physical therapy senior Whitney Jo Aldridge, daughter of James and Janene Aldridge, 7308 Wentwood.

Denison -- Physical therapy senior Kerri Dawn Porter, daughter of John and Glenda Porter, 8 Spring Creek.

Fredericksburg -- Physical therapy senior Vicki Melissa Pehl, daughter of Billy and Reenie Pehl, 607 W. Peach.

Grand Prairie -- Clinical laboratory science senior Amy Lynn Brackeen, daughter of Daniel and Cheryl Brackeen, 410 Park Ridge.

Lubbock -- Nursing senior Johnna Suzanne Reed, daughter of Mrs. Verna Nelms Reed, 9705 Gary Ave.; nursing graduate student Ruth Ann Lynn, daughter of Mr. and Mrs. G.H. Haverstock, 5724 74th St.; nursing graduate student Linda Mason Dunn, daughter of Clarence and Sondra Mason, 5425 49th St.; nursing graduate student Mary Annette Gary, daughter of Mark and Sue Harwell, 4510 84th St.

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Also included from Lubbock, occupational therapy senior Serena L. Speaker, daughter of Dean Kilkenny and Pat Wiley, 5302 11th St.; physical therapy senior Robert G. Roten II, son of Robert Roten and Evelyn Bowlin, 2803 52nd St.; physical therapy senior Elaine Wilson, daughter of Charles and Joyce Hanes, 3304 30th St.; and physical therapy senior Misty Michelle Bentley, 8515 County Road 6440, No.5.

Red Lake Falls, Minn. -- Nursing graduate Yvonne Marie Schue, daughter of Leo and Veronica Hoefer, 507 Champaign Ave.

Richardson -- Clinical laboratory science senior Louann Catherine Carrozza, daughter of Mr. and Mrs. Adolph J. Carrozza Jr., 804 Fontana Ave.