

Date	Stories and Cutlines	Locals	Reg. Dial	Reg. Week	50 M's	Hometowns	Selected	Explanation
1-3-27-78	Thompson Professorship						✓	
2-3-27-78	Cutline on Thompson Profess						✓	
3-3-27-78	Cutline - Wind Engineering						✓	A.J. only
4-3-27-78	Eliel - Chemistry Speech	✓						Adj. Countries
5-3-27-78	PSA "The Green Cockatoo"	-						Local Radio
6-3-27-78	PSA - Goodman Gin	-						Local Radio
7-3-27-78	Post Cereal recipe	✓✓					-	
8-3-27-78	Cutline - Cereal boxes	✓						
9-3-28-78	Ag student receive awards	✓					✓	
10-3-28-78	Mason recital on organ	✓						adj
11-3-28-78	PSA - Walfe speaker	-						radio
12-3-28-78	Professorship in finance	-						radio/adj. radio
13-3-28-78	Ag honors given	✓						adj
14-3-28-78	Treasures from shipwrecks	✓	✓	✓				
15-3-29-78	Weaver awarded AMOCO	✓	✓					
16-3-29-78	Wolfe speech & medallion	✓						adj
17-3-29-78	Folklife workshop	✓	✓	✓				
18-3-29-78	PSA - Treasure at Museum	-	-	-				radio

mm

Date	Stories and Cutlines	Locals	Reg. Daily	Reg. Week	50 M's	Hometowns	Selected	Explanation
19-3-29-78	PSA - Rostow seminar	✓						
20-3-29-78	PSA - Mirachi dinner	—						mexican radio
21-3-29-78	Story - Mirachi dinner	✓						"
22-3-30-78	Krieg wins award	✓	✓				✓	La Voz
23-3-30-78	UHL meet	✓	✓					
24-3-30-78	Morse speech	✓						
25-3-30-78	Accounting center opens	✓	✓					+pix
26-3-30-78	Vines receives awards	✓						EE list
27-3-30-78	PSA - Folklife Workshop	—	—					radio
28-3-30-78	Photography short course							
29-3-31-78	PSA - Finian's Rainbow	—						adj. radio
30-3-31-78	Travel Forum	✓						
31-3-31-78	PSA - Travel Forum	—						radio & TV
32-3-31-78	Taylor jazz series	✓						adj.
33-3-31-78	Center for Studies in Aging	✓						
34-3-31-78	McKown's speech	✓						
35-3-31-78	Nursing opportunities	✓						
36-3-31-78	Advisory Committee for EE	✓					✓	

Green Cochran review

Track team at TWU

Job placement for handicapped

Texas Tech News

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FOR IMMEDIATE RELEASE

CONTACT: Jane Brandenberger

LUBBOCK--Texas' first professorship in agricultural finance is being established at Texas Tech University's College of Agricultural Sciences in honor of Charles C. Thompson, West Texas ag finance leader and rancher.

Tech's Agricultural Sciences Dean Anson R. Bertrand announced today that Thompson's business associates, friends and ag financial leaders had asked the university to work toward establishment of the professorship, with coursework designed at the undergraduate level.

Thompson, born in 1898 in Erath County, has spent his life in West Texas. He and Mrs. Thompson now live on a 6,000-acre farm and ranch near Colorado City. He is also still active as a senior partner in the law firm of Thompson and Butler in Colorado City.

In 1927 the West Texas rancher was one of the first to join the Colorado City National Farm Loan Association. In '32 he helped organize the Mitchell County Agricultural Credit Corp. to provide financing to farmers and ranchers during the Depression.

He was appointed director of the Tenth District Farm Credit Board in 1943 and in '52 was chosen chairman, a position he has held continuously since then.

Thompson has worked closely with The Federal Land Bank of Houston, the Federal Intermediate Credit Bank of Houston and the Houston Bank for Cooperatives.

He has also been on the board for the Texas Electric Service Co. for the past 20 years. In other civic activities he served as county judge of Mitchell County

thompson professorship / add 1

from 1924-'30 and was named president of the City National Bank of Colorado City in '38.

In 1957 President Dwight Eisenhower named Thompson chairman of the credit committee to study drought conditions in the Great Plains and to plan financial aid for farmers and ranchers.

In '58 Texas Tech, on whose Board of Regents Thompson served from 1937-'57 and as chairman, 1944-'56, awarded him an honorary doctorate of law and named a new campus dormitory in his honor.

Progressive Farmer magazine saluted him as "Man of the Year in Texas Agriculture" in '72. He has also been honored by 4-H at the county, state and national levels.

A total of \$150,000 is required to establish a professorship. Gifts to the Charles C. Thompson Professorship in Agricultural Finance can be sent to the Texas Tech office of development and university relations in Lubbock.

CUTLINE.....

THOMPSON PROFESSORSHIP--Wilmer Smith, Texas agricultural leader and former member of the Texas Tech University Board of Regents from 1959-'65, (left) of New Home confers with Dr. J. Wayland Bennett, associate dean of the Tech College of Agricultural Sciences, about establishment of the Charles C. Thompson Professorship in Agricultural Finance. This is Texas' first professorship in ag finance designed to serve the undergraduate student. Thompson of Colorado City is being honored by business associates, friends and ag leaders for his more than 50 years of service to agricultural finance in the state and nation.

-30-

2-3-27-78

CUTLINE

WIND ENGINEERING TRADE OUT--Dr. Joseph E. Minor, second from right, director of the Disaster Research Institute at Texas Tech University, stands with Australian colleagues at the James Cook Cyclone Structural Testing Station, James Cook University, Townsville, Queensland. Minor holds a Fulbright grant, awarded through the Australian-American Educational Foundation, to study Australian progress in the development of buildings which perform well in extreme winds in a cost efficient manner. With Minor, left to right, are Dr. John Holmes, senior lecturer in civil engineering; Dr. George Walker, associate professor of civil engineering; Minor, and Greg Reardon, research fellow, James Cook Cyclone Structural Testing Station. All are of the James Cook University of North Queensland Department of Civil and Systems Engineering. Texas Tech's Disaster Research Institute grew out of an engineering interest in the Lubbock tornado of May 11, 1970.

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CONTACT: Dan Tarpley

LUBBOCK--Dr. Ernest L. Eliel of the chemistry faculty, University of North Carolina, Chapel Hill, will speak on "Symmetry Considerations in Chemistry," 7:30 p.m. Wednesday (March 29), in room 5, Chemistry Building, Texas Tech University.

The campus meeting of the South Plains Section of the American Chemical Society will be preceded by a dinner at 5:45 p.m. at the Depot, 1801 Avenue G. Reservations for the dinner should be made with Dr. David Knaff, Department of Chemistry, Texas Tech.

The South Plains Section of the American Chemical Society will conduct its fifth annual Meeting-in-Miniature in room 5, Chemistry Building, Texas Tech, April 1.

Papers 15 minutes in length with a five minute question period are to be presented by graduate and undergraduate students and will be judged on organization, clarity, use of audio-visual aids, and quality of research.

Prizes will be awarded in both graduate and undergraduate divisions. The awards will be presented at the annual banquet on April 19.

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4-3-27-78

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CONTACT: Pat Broyles

Attn: PSA Directors (Kill April 5)

For Immediate Release

IT'S THE DAWNING OF THE FRENCH REVOLUTION. MOBS OF REVOLUTIONARIES ARE STALKING THE STREETS OF PARIS AND GATHERING BEFORE THE GATES OF THE BASTILLE. BUT IT'S COOL AND SAFE AS YOU MINGLE WITH ARISTOCRATS IN THE CELLAR TAVERN CALLED THE GREEN COCKATOO AND SEE A PLAY WITHIN A PLAY ABOUT THE POSSIBILITIES FOR THE FORTHCOMING REVOLUTION. "THE GREEN COCKATOO" IS A FAST MOVING PRODUCTION THAT WILL BE PERFORMED IN THE QUALIA ROOM OF THE TEXAS TECH FOREIGN LANGUAGE AND MATH BUILDING MARCH 30TH, 31ST, APRIL 1ST, 3RD, and 4TH, AT 8:15 P.M. PRODUCED BY THE DEPARTMENT OF GERMANIC AND SLAVIC LANGUAGES. THE PLAY WILL FEATURE 50 STUDENTS PERFORMING THE PRODUCTION IN GERMAN. ADMISSION IS \$1.50 AND RESERVATIONS MAY BE MADE BY CALLING 742-3282.

-30-

5-3-27-78

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CONTACT: Pat Broyles

Attn: PSA Directors

Suggested Release Date, March 31

TOURS OF THE GOODMAN COTTON GIN ARE NOW BEING SCHEDULED AT THE MUSEUM OF TEXAS TECH UNIVERSITY. THE 100 YEAR OLD GIN IS A ONE-OF-A-KIND EXHIBIT AND FEATURES A UNIQUE MULE-OPERATED WOOD SCREW PRESS. COST OF TOURS OF THE GOODMAN GIN IS \$10 FOR GROUPS OF UP TO 20 PERSONS AND 50¢ EACH FOR ADDITIONAL MEMBERS OF ANY GROUP. CALL THE PROGRAM OFFICE OF THE MUSEUM AT (806) 742-2456 TO SCHEDULE A TOUR OF THE GOODMAN GIN.

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6-3-27-78

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CONTACT: B. Zeeck

Attn: Food Editors

LUBBOCK--The Ranching Heritage Center at The Museum of Texas Tech University has 20 authentic ranch structures, brought from original ranch locations and restored at the 12-acre site. But authentic walls, floors and roofs are not enough.

Authentic detail is a part of the goal to provide visitors a look at America's ranching past.

In search of this detail have been hundreds who have donated small and large items to furnish the buildings. Among the latest gifts are two small and totally authentic pieces -- cereal boxes from the days when C. W. Post headed the Postum Company, Inc., before it became General Foods in 1929.

The boxes will become a part of the interior exhibit of the box-and-strip ranch house at the Ranching Heritage Center.

One box for Grape-Nuts, complete with recipes on the side, and the other for Post Toasties were given to the Ranching Heritage Center by General Foods Corp., through the efforts of Mrs. Elizabeth Connell of Snyder, who remembered C. W. Post from her childhood. Mrs. Connell is a member of the Ranching Heritage Association Board of Overseers.

Post began his cereal company in 1895 in Battle Creek, Mich., where he had moved from Texas because of poor health. His first product was the cereal beverage, Postum, and from that the company branched out into such products as Post Toasties -- originally a failure under the name of "Elijah's Manna"-- and Grape-Nuts. By 1906, with a return of good health and vitality, he purchased 200,000 acres of West Texas ranch land and started to develop a model community in Garza County. He called it

-more-

Post City. It is known now as Post.

Post manufactured his own packages and supervised the advertising. Even
(CQ)
on the early box for Grape=Nuts, "made of wheat and barley," the company promised
purchasers that the carton contained "elements for health...growth...energy."
Details were provided for the careful reader, including the admonition that
"Malnutrition is responsible for more ill-health than any other cause. Physicians
agree that the best protection against disease is a well-balanced daily diet."

Other Post food products were listed, among them a long-lost "Post's Bran
Chocolate."

One of the recipes on the side of the box was a favorite of Mrs. Connell, and
one she said she lost. She has tried it again since the arrival of the boxes and
reported that it "was just as good as I remembered it." It is called "puff pudding"
and calls for:

½ cup butter

2 cups granulated sugar

4 eggs, separated

2 cups milk

6 tablespoons Grape=Nuts

4 tablespoons flour

2 lemons, grated rind and juice

Cream butter and sugar, add egg yolks well beaten, milk, Grape=Nuts, flour, and
lemons. Last fold in the egg whites beaten stiff. Bake in pudding dish set in pan
of boiling water. Have oven hot enough to keep water boiling. When done, pudding
will have crust on top, jelly below. Serve hot or cold with plain or whipped cream.
This recipe will serve six to eight people.

1

cutlines....

AUTHENTICITY -- Cereal boxes produced for the Postum Company, Inc., a forerunner of General Foods, lend an additional note of authenticity for the box-and-strip house at the Ranching Heritage Center of The Museum of Texas Tech University. The 12-acre outdoor exhibit depicts the history of ranching in America.

Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK--Eighteen outstanding students in the Texas Tech University College of Agricultural Sciences will be recognized Friday (March 31) at the fifth annual Ag Honors Banquet-Pig Roast at 7:30 p.m. in the Coronado Room of the University Center.

From the 18 one will be chosen as outstanding student in the college.

Recognized for highest academic honors will be two students, Russel D. Williams, majoring in animal science and the son of Bruce L. Williams, 441 Poplar, Baird, and Clarellen Balcom McFerran, majoring in horticulture in the Department of Plant and Soil Sciences and the daughter of W. H. Balcom Jr., 2101 W. 3rd, Corsicana.

Others recognized for having the highest grade averages, based on a high of 4.0, in their departments will be: Jimmy Eggemeyer, agricultural economics, the son of Mrs. F. G. Eggemeyer, Midland; Joe D. Hancock, agricultural education, son of Weldon Hancock, O'Donnell; Robert P. McMillen, agricultural engineering, son of C. W. McMillen, 422 McKown, Mansfield; Patrick Lummus, entomology, son of Ben Lummus, 709 E. 3rd, Dumas; Duc Tan Dang, food technology, son of Van Be Dang, My Tho, Vietnam; Nancy Kelsey, park administration and landscape architecture, daughter of Dr. and Mrs. Clyde E. Kelsey Jr., 3307A 74th St., Lubbock; and Douglas Burger, range and wildlife management, son of Tommie L. Burger, 3321 Camarie, Midland.

-more-

ag students/add one

Outstanding students also are chosen within each department. Selection is based on qualities of leadership, citizenship and scholarship.

(cq)
Named as department outstanding students will be: Gregg McKenney, agricultural economics, son of Jack McKenney, Colorado City; Joel Green, agricultural education, son of Mr. and Mrs. John W. Green, Wilson; David McClendon, agricultural engineering, son of Mr. and Mrs. Wayne McClendon, 1105 S. Franklin, Monahans; Mike Hatchett, animal science, son of Edwin Hatchett, Slaton; Terry W. Mize, entomology, son of Weldon B. Mize, 1055 S. 18th, Slaton; Janice Cannon, food technology, daughter of Jimmy Cannon, Bula; Thomas I. Miller, park administration and landscape architecture, son of Jack Miller, 5505 Pineridge, Arlington; Paul Woodard, plant and soil sciences, son of Tommie Woodard, Brownfield; and John Galbraith, range and wildlife management, son of Hugh M. Galbraith, 431 Tammy, San Antonio.

At the honors banquet outstanding teachers will be named by the students. Three persons will receive 1978 Gerald W. Thomas Outstanding Agriculturalist Awards, one each for outstanding contributions in production, agri-business and public service. For the first time an award will be presented to an outstanding researcher within the college.

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CONTACT: Pat Broyles

ATTN: News Editors

Suggested Release Date April 2

LUBBOCK--The internationally acclaimed organist Marilyn Mason will be presented in recital at Texas Tech University Thursday, April 6, 8:15 p.m. Mason will perform on the 5,000 pipe Holtkamp Organ in the Music Department recital hall.

Mason achieved international recognition when she became the first woman organist to play in Westminster Abbey and the first woman to play in Latin America. She was also the first American organist to perform in Egypt.

For her appearance at Texas Tech Mason will perform several French works including "Magnificat Du Troisiemeton" by Guilain, "Meditation Sur Le Mystere" by Messiaen and "Les Trois Danses" by Alain. She will also perform "Toccata, Adagio and Fugue" by Bach. The highlight of her recital will be an existential piece by Ashforth entitled "Sailing to Byzantium".

Mason is University Organist and chairperson of the Organ Department at the University of Michigan at Ann Arbor. She earned the degree of Doctor of Sacred Music from the Union Theological Seminary in New York. She has commissioned and premiered over 30 works by contemporary American composers.

-more-

mason concert/add one

Tickets for her recital are \$2 for Texas Tech students and \$4 for the general public. Advance tickets are on sale at the University Center Ticketbooth or can be reserved by calling 742-3610.

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10-3-28-78

Texas Tech News

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill April 5)

WHY ARE PEOPLE BECOMING HARE KRISHNAS, MOONIES AND JESUS PEOPLE? WHY ARE THEY FLOCKING TO EST, MARATHON SESSIONS AND MARRIAGE COUNSELING? ACCORDING TO TOM WOLFE, JOURNALIST AND AUTHOR, IT'S BECAUSE PEOPLE DON'T SEE THEMSELVES AS PART OF SOCIETY, BUT AS INDIVIDUALS PREOCCUPIED ONLY WITH THEMSELVES. HEAR TOM WOLFE, AUTHOR OF THE "ELECTRIC KOOL-AID ACID TEST", SPEAKING ON THE "ME DECADE", TUESDAY, APRIL 4TH, 8:15 P.M. IN THE TEXAS TECH UNIVERSITY CENTER. \$2 FOR TECH STUDENTS AND \$3 FOR THE PUBLIC. TICKETS AVAILABLE AT THE UC TICKETBOOTH.

-30-

11-3-28-78

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CONTACT: Pat Broyles

ATTN: News Directors

For Immediate Release

TEXAS TECH UNIVERSITY'S COLLEGE OF AGRICULTURAL SCIENCES IS ESTABLISHING THE STATE'S FIRST PROFESSORSHIP IN AGRICULTURAL FINANCE. THE PROFESSORSHIP IS IN HONOR OF CHARLES C. THOMPSON, WEST TEXAS AG FINANCE LEADER AND RANCHER. THE PROFESSORSHIP IS BEING CREATED AT THE REQUEST OF ASSOCIATES AND FRIENDS OF THOMPSON. THE ATTORNEY LIVES ON A 6,000 ACRE FARM AND RANCH NEAR COLORADO CITY. THOMPSON SERVED ON THE TEXAS TECH BOARD OF REGENTS FROM 1937-'57. IN 1958 TECH AWARDED HIM AN HONORARY DOCTORATE OF LAW AND NAMED A NEW CAMPUS DORMITORY IN HIS HONOR. PROGRESSIVE FARMER MAGAZINE SALUTED HIM AS "MAN OF THE YEAR IN TEXAS AGRICULTURE" IN 1972. A TOTAL OF \$150,000 (ONE HUNDRED FIFTY THOUSAND DOLLARS) IS REQUIRED TO ESTABLISH A PROFESSORSHIP AND GIFTS TO THE CHARLES C. THOMPSON PROFESSORSHIP IN AGRICULTURAL FINANCE CAN BE SENT TO THE TEXAS TECH OFFICE OF DEVELOPMENT AND UNIVERSITY RELATIONS IN LUBBOCK.

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12-3-28-78

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CONTACT: B. Zeeck

LUBBOCK--Wilmer Smith of New Home and Elmer B. Hudspeth and J. Owen Gilbreath, both of Lubbock, will be honored by Texas Tech University Friday (March 31) for their outstanding contributions to agriculture.

As 1978 Gerald W. Thomas Outstanding Agriculturalist Award recipients, Smith will be recognized as a producer, Gilbreath as an agri-businessman and Hudspeth as educator-communicator.

The awards will be presented at the fifth annual Ag Honors Banquet-Pig Roast at 7:30 p.m. in the Coronado Room of the Texas Tech University Center. The event is sponsored by the Texas Tech College of Agricultural Sciences.

Smith, a farmer, is president of the Central Bank for Cooperatives, Denver, and a member of the 19th District Farm Board. He has been designated a distinguished alumnus of Texas Tech University and is a former regent of the institution. He was named 1960 "Man of the Year in Texas Agriculture" by "Progressive Farmer" magazine.

He has headed such organizations as the American Cotton Producers Association, Plains Cotton Growers, Plains Cooperative Oil Mill, the national Advisory Committee to the Bank for Cooperatives, the Texas Ginners Association, the Texas Cooperative Ginners

thomas award/add one

Association, the Executive Committee of the Advisory Committee for the Natural Fibers and Food Protein Commission of Texas, the Texas Tech Ex-Students Association and the American Lung Association of Texas.

Smith also has served as a director for the National Council of Farm Cooperatives, the Texas Federation of Cooperatives, the National Cotton Council and the West Texas Savings Association.

He also has served as a member of the 10th District Farm Credit Board, the National Council of Farmer Cooperatives, the National Cotton and Cottonseed Research Advisory Committee of the U.S. Department of Agriculture (USDA), the National Agriculture Advisory Commission and the National Cotton Advisory Committee.

In 1961 he was named Cooperator of the Year by the Texas Federation of Cooperatives. The 4-H has presented Smith the Silver Spur Award and the Future Farmers of Texas designated him an honorary Lone Star Farmer.

He began his career as a teacher, serving in the New Home, Cooper and Cotton Center school systems. He began farming in 1941. He earned the bachelor's degree in government at Texas Tech and also attended Wayland Baptist College.

Gilbreath, president of R. C. Young Seed & Grain Co., Lubbock, owns cotton and sorghum farms in Lubbock and Crosby counties. He is engaged in research, production and distribution of hybrid sorghum and field seeds.

He serves on the Executive Board of the American Seed Trade Association and was that organization's delegate to the Federation of International Seedsmen 1975 International Conference. He serves

-more-

this year as president of the United Way of Lubbock. He is a director of the Guadalupe Neighborhood Center and of the First National Bank, Lubbock.

Gilbreath also has headed the American Seed Trade Association, the Southern Seedsmen's Association, the Texas Seed Trade Association, the Lubbock Tax Board of Equalization and the Lubbock Club.

He is an honorary life member of the Southern Seedsmen's Association and is an honorary member of the Texas Tech Chapter of the Society of Agronomy.

Hudspeth, who holds degrees in agricultural engineering from Texas A&M and Michigan State universities, is director of the Cotton Research Laboratory at the Texas Experiment Station in Lubbock. He is an associate member of the graduate faculty of Texas A&M University and the author or co-author of more than 85 research publications.

He is a registered professional engineer in Texas and a member of the Society of Agricultural Engineers.

The USDA presented Hudspeth its Superior Service Award in 1973 for unique service to agriculture through the development of suitable varieties, equipment and methods to produce and harvest high-population cotton. He won the same award in 1955 for developing new equipment and techniques for the seeding of row crops under semi-arid conditions of the Southwest.

In 1971 "Progressive Farmer" magazine named him "Man of the Year in Southwestern Agriculture".

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CONTACT: B. Zeeck

LUBBOCK--Treasure in silver and gold and priceless artifacts recovered from the 1554 wreck of three Spanish ships off the southern coast of Texas will go on exhibit at The Museum of Texas Tech University April 9.

The West Texas Museum Association, sponsor of the exhibit, called "Treasure, People, Ships and Dreams," will be the host for a reception opening the exhibit. During the reception, from 2:30 to 4 p.m., there will be two showings of a film, "Graveyard of the Gulf." Film times are 2:30 and 3:30 p.m.

On April 29, the WTMA's Junior Program, given at 10 a.m., and repeated at 11 a.m., will give children from the fourth through the ninth grades special background for understanding the exhibit.

The treasure was recovered and the historical data compiled by the Texas Antiquities Committee which was created in 1969.

The exhibit opens on the 424th anniversary, to the day, when the ships sailed from San Juan de Ulua, the port for Vera Cruz, Mex., to Spain. Boarding the original fleet of four ships were 410 persons. About 300 of them perished. Those who survived the shipwreck were attacked by Indians as well as confronted by natural hazards for which they were not prepared.

One priest finally made the trek to Tampico, reaching there in July following the April wreck.

-more-

shipwreck/add one

Although Spanish authorities in Mexico did recover some of the treasure from the sunken ships, 20th century teams have recovered more: gold and silver bullion, coins, crosses, cannon and other armament, ships' instruments and tools. These are among the treasures that will be on display at The Museum through June 4.

Special group tours can be arranged through the musuem's program office by calling Program Director Judy Hunter, area code 806: 742-2456.

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14-3-28-78

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CONTACT: Nita Gilger

ATTN: Fine Arts and Entertainment Editors

LUBBOCK--Dr. Richard A. Weaver, associate professor and director of the Texas Tech University Theatre, has been presented the AMOCO Gold Medallion for outstanding performance on a regional level with the American College Theatre Festival (ACTF).

He is one of 10 to have received the medallion during the past decade in the Southwest.

The selection committee cited three reasons for its nomination of Weaver: his work in organizing the state of Texas into part of the regional state festival concept; his accomplishments as Regional Playwriting Awards Chairperson; and his service as an adjudicator for ACTF.

Five years ago the Tech Theatre director served as chairperson of a committee to explore creation of an ACTF festival in Texas.

Deciding that there were too many schools in Texas to stage just one festival, the committee organized three area festivals. Weaver, elected state chairperson for the first year's festival, has repeated that position in each of the succeeding three years.

When playwriting awards were initiated in the Southwest Region as part of the festivals, Dr. George W. Soresen became the first playwriting awards chairperson. Then TCU Theatre director, he

-more-

weaver/add one

now is associate professor of theatre arts at Tech. When he resigned as chairperson, Weaver was appointed to that capacity, in which he served for three years. During that time he saw and judged all new plays written by students in the five-state Southwest Region.

For the past four years Weaver has been an ACTF judge and has attended every festival in this region's sites, except for the one in Little Rock. In this role he has seen and judged 143 plays.

In discussing elements that make a play succeed with today's audiences, he comments that comedies and musicals are no more readily accepted than are serious plays. "There are three major criteria: the playscript must be one that a contemporary audience can understand, and it must be simple, direct and with qualities the audience can easily identify; the play must be well produced, played and directed; and the performance must be presented within a time span of between 90-120 minutes."

Weaver explains ACTF as an organization designed "to reward the best and to upgrade all participants. ACTF has had an important impact on the college theatre scene, which looms large in its influence on American theatre over the past 10 years. ACTF has provided Tech students opportunity to see 38 productions of universities across West Texas. Our students are thus stimulated to perform on higher levels."

Last month Weaver was selected to serve as Southwest Region V Vice Chairperson for a subsequent three-year term.

NOTE TO MEDIA:

THERE WILL BE A NEWS CONFERENCE FOR TOM WOLFE, NOTED AUTHOR AND JOURNALIST, TUESDAY, APRIL 4, AT 3:30 P.M. IN THE PRESS ROOM AT THE LUBBOCK AIRPORT. FOR MORE INFORMATION CONTACT KAY FIRSCHING OR MARY BETH BORING AT THE UNIVERSITY CENTER CULTURAL EVENTS OFFICE, 742-3611.

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Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: Dan Tarpley

LUBBOCK--Journalist and author Tom Wolfe will discuss preoccupation with self Tuesday (April 4) at the University Center Theatre, 8:15 p.m., under the sponsorship of the Cultural Events Office of the University Center.

He answers the questions of why people are becoming Hare Krishnas and Moonies and why they are flocking to EST, marathon sessions and marriage counseling in his talk on "The ME Decade."

In commenting on his lecture, Wolfe said "The new alchemical dream is: changing one's personality--remaking, remodeling, elevating, and polishing one's very self...and observing, studying and doting on it."

Wolfe says people see themselves too much as individuals, not as part of society or the lifestream. In this decade, "The ME Decade," people are part of "the lonely crowd."

Since 1968, when his book about Ken Kesey and his Merry Pranksters, "The Electric Kool-Aid Acid Test," was published, Tom Wolfe has been praised by critics for his style and wit.

The journalist continues to satirize American society in his other books, including "The Painted Word," about modern art, and "Radical Chic and Mau-Mauing the Flak Catchers" when he predicted the wave of hostage-taking.

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wolfe speech/add one

Wolfe has worked as a reporter for the "Washington Post" and the "New York Herald Tribune" and has written extensively for the "New York Magazine," "Esquire," and "Harper's Bazaar."

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CONTACT: B. Zeeck

LUBBOCK--A folklife workshop, especially for West Texans, will be held at The Museum of Texas Tech University on April 7-8 to train participants in approaches to preservation and presentation of their cultural heritage.

The workshop is presented by the Center for Intercultural Studies in Folklore and Ethnomusicology (Folklore Center) in the Division of Continuing Education of The University of Texas at Austin and through the Texas Tech University Division of Continuing Education.

Similar workshops being held throughout the state by the Folklore Center have two major purposes. They are designed to stimulate awareness of the Texas heritage and develop methods for preserving and presenting this heritage to the public. They also are designed to help develop regional profiles of tradition in Texas.

The profiles, to be compiled by residents of each section, will contain descriptions of the folk art and tradition from each region. They will become a part of the Texas Folklife Survey to be completed next fall and made available to workshop participants and the general public.

Beverly Stoeltje, a primary presenter for the workshop, said that a major goal is to bring together individuals with a special

folklife/add one

interest in preserving the traditions of their region and in implementing local projects in preservation and presentation of folklife.

Other presenters from the Lubbock area include Dr. Warren S. Walker, folklorist with an international reputation for his work in Turkish folklore, Dr. Evelyn I. Montgomery, anthropologist, Dr. T. Lindsay Baker, authority on Polish settlements in Texas, and Shirley Mansell, Lubbock resident and daughter of the late John Lomax, famous collector of cowboy songs. Walker and Montgomery are on the Texas Tech faculty. Baker is associated with the Texas Tech History of Engineering Project.

The workshop fee is \$20. Participants will receive a text and supplementary materials to complement films, tapes and demonstrations. Teachers will provide specific methods for researching a region, eliciting information and transcribing and archiving material.

For more information call D. M. McElroy, area code 806: 742-2354.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill April 10)

For Immediate Release

EVERY PIRATE'S DREAM, A FORTUNE IN GOLD, SILVER BULLION AND OTHER PRICELESS ARTIFACTS, WILL GO ON DISPLAY SUNDAY, APRIL 9TH, AT THE MUSEUM OF TEXAS TECH UNIVERSITY. THE TREASURE IS A PART OF THE CARGO RECOVERED FROM THE WRECK OF THREE SPANISH GALLEONS LOST OFF THE SOUTHERN COAST OF TEXAS IN 1554. THE EXHIBIT TITLED "TREASURE, PEOPLE, SHIPS AND DREAMS", IS SPONSORED BY THE WEST TEXAS MUSEUM ASSOCIATION. THE ASSOCIATION WILL HOST A RECEPTION APRIL 9TH, FOR THE OPENING OF THE EXHIBIT AND WILL FEATURE SHOWINGS OF THE FILM "GRAVEYARD OF THE GULF" AT 2:30 AND 3:30 P.M. THE TREASURE AND ARTIFACTS WILL REMAIN ON DISPLAY AT THE MUSEUM THROUGH JUNE 4TH. SPECIAL GROUP TOURS CAN BE ARRANGED BY CALLING THE PROGRAM OFFICE AT (806) 742-2456.

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CONTACT: Dan Tarpley

LUBBOCK--Dr. Walt W. Rostow, former chairperson of the Policy Planning Council of the U. S. Department of State and member of the National Security Council, will conduct a seminar at Texas Tech University at 3 p.m., Friday (March 31).

The seminar for faculty and graduate students will be in Holden Hall, Room 129, and will deal with the world economy.

Rostow, now a member of the faculty at The University of Texas at Austin, was invited to come to Texas Tech by deans of the Graduate School and Arts and Sciences and the History Department. He will speak at 7 p.m., Friday, at a banquet meeting of Phi Alpha Theta, national history honorary society. His banquet address will be on "The Fifth Kondratieff Upswing and What It Means for You."

The visiting professor has been an important figure in the academic world, primarily in the area of economic history, and in U. S. governmental affairs for the last four decades. He served as assistant to the Executive Secretary of the Economic Community for Europe in the late forties. From 1951 to 1960 he was special assistant to the President for National Security Affairs before becoming chairperson of the Policy Planning Council of the Department of State in 1961. He was one of the principal architects of the Alliance for Progress program.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill April 10)

For Immediate Release

MEXICAN BINGO AND A MARIACHI DINNER WILL HIGHLIGHT THE FESTIVITIES DURING MEXICAN-AMERICAN WEEK AT TEXAS TECH, APRIL 3RD THROUGH 9TH. A MEXICAN BINGO WILL BE HELD FRIDAY, APRIL 7TH AT 8 P.M. IN THE UNIVERSITY CENTER. THERE WILL BE NO ADMISSION CHARGE AND PRIZES FROM MEXICO WILL BE AWARDED. THE COLORFUL MARIACHI DINNER WILL FEATURE MARIACHI SINGERS AND THE GUADALUPE DANCERS FROM LUBBOCK. THE DINNER WILL BE SUNDAY, APRIL 9TH, 6:30 P.M. IN THE UNIVERSITY CENTER. TICKETS ARE \$4.50 PER PERSON AND ARE AVAILABLE AT THE UNIVERSITY CENTER TICKETBOOTH.

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20-3-29-78

outline-----

MEXICAN-AMERICAN WEEK--A film festival featuring the 1977 film "Chulas Fronteras" (Beautiful Borders) is planned April 5, 7 p.m., in the Texas Tech University Center. The film stars Narciso Martinez (center) in an intimate portrait of the growth of the music of Mexico. Also shown will be "Mexico Insurgente."

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CONTACT: Pat Broyles

ATTN: News Editors

LUBBOCK--Mexican Bingo, a poster exhibit and a colorful Mariachi dinner are all planned to celebrate "Our Culture Mexican-American Week" at Texas Tech University, April 3-9.

Sponsored by the United Mexican-American Student Organization (UMAS), the purpose of the week is to promote awareness of the Mexican-American culture.

Chris Mussett, chairperson for the event, said that UMAS hopes to show the university the many facets of the Mexican culture.

"The poster exhibit and the Mariachi dinner are especially important as they can give people some concept of the traditions of Mexico," Mussett said.

Highlighting the week will be a traditional Mariachi dinner Sunday, April 9, 6:30 p.m. in the University Center Ballroom. The elaborately costumed Mariachis have performed in Washington for Lady Bird Johnson and for the president of Mexico. They will perform native songs of Mexico during the meal. Also entertaining will be the Guadalupe Dancers from the Guadalupe Neighborhood Center in Lubbock.

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umas/add one

UMAS members will prepare the dinner of enchiladas, rice, beans and sopapillas. The dinner is \$4.50 per person and tickets must be purchased by Friday, April 7, to allow for food preparation. Tickets are available at the UC Ticketbooth and at Gilbert's Auto Supply on 4th Street.

A videotape festival will begin the activities for the week on Monday, April 3. The tapes will explore the culture of Mexico from its beginning to the present. They will be shown in the West Lobby of the University Center.

A poster exhibit will be on display in the University Center from Tuesday through Friday. The 23-poster exhibit entitled "Obras del Movimiento" depicts the work of a diverse group of artists, all concerned with the culture of Mexico and Spanish speaking people.

Two films will be shown Wednesday beginning at 7 p.m. in the Coronado Room. "Chulas Fronteras" is an intimate portrait of the Chicano and their music. The second film, "Mexico Insurgente", features the romanticist John Reed who took part in the Mexican Revolution. Admission to both films is 50 cents per person and tickets are available at the door.

The fun of Mexican Bingo, "Loteria", will take place at 8 p.m. Friday, in The Well of the University Center. There will be no admission and prizes from Mexico will be awarded.

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CONTACT: B. Zeeck

PLEASE HOLD FOR RELEASE AFTER 7:30 P.M., FRIDAY, MARCH 31

LUBBOCK--Dr. Daniel R. Krieg, a member of the Texas Tech University faculty in plant and soil sciences, Friday was named as the first recipient of the Research Award made by the College of Agricultural Sciences.

The award was presented at the college's fifth annual Honors Banquet-Pig Roast at the University Center.

Krieg was cited for his performance in research, primarily in the area of row crop plant physiology, and for his teaching ability as supervisor of graduate student research projects.

In announcing the award Dr. A. Max Lennon, assistant dean for research in the college, said that Krieg has an international reputation as a physiologist in sorghum and millet research.

Genetic differences in physiological responses to environmental stresses are of special interest to Krieg.

He has studied the effect of temperature on cotton seed development and the resulting germination and seedling vigor of numerous varieties.

For the past five years, however, he has been concerned primarily with the effects of environmental stress on sorghum physiology as related to yield components and seed development.

krieg/add one

He has concentrated on varietal differences in water stress tolerances.

Lennon said that the award was presented for excellent research work, for the researcher's ability to report findings so that results can be incorporated at the production level, and for the researcher's ability to teach others how to go about discovering new knowledge.

Krieg, who earned his degrees at Texas A&M University, joined the Texas Tech faculty in 1970. He is the departmental Graduate Program coordinator and chairman of its Long Range Planning Committee. He has chaired both the college's Graduate Standards Committee and its Publications Committee. Among his universitywide responsibilities is membership on the Board of Consultants for the Texas Tech International Center for Arid and Semi-Arid Land Studies. He also is the Texas Tech representative for Sorghum and Millet Research Consortium Development of the U.S. Board of International Food and Agriculture Development (BIFAD).

Krieg's appointment at Texas Tech is held jointly with the Texas Extension Service in Lubbock.

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CONTACT: Roe Burnett

LUBBOCK--Thirty-seven conference AAAA schools and 45 conference AA schools will participate in the Region I University Interscholastic League Spring Meet at Texas Tech University in the latter part of April.

Approximately 2,500 high school students will compete for the chance to go to Austin for the state competition in May, according to Dr. Ray A. Purkerson, education professor and Director General of the meet.

Literary, speech, drama, girls' track, golf and tennis events will be held on April 20-22.

Boys' golf competition will be held on April 27-28 and boys' track and tennis will be on April 28-29.

Included in men's athletics are track and field, tennis, golf, basketball, swimming and cross country. Women's athletics will involve competition in volleyball, basketball, golf, tennis, track and field and swimming.

Other areas of competition will be one-act play, debate, informative speaking, persuasive speaking, poetry interpretation, prose reading, journalism, ready writing, spelling, number sense, slide rule, science, typewriting and shorthand.

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The regional executive committee is composed of Robert R. Ashworth, superintendent of Amarillo Public Schools, Ed Irons, superintendent of Lubbock Public Schools, James Cunningham, superintendent of Spearman Public Schools, and Max Newman, superintendent of Kermit Public Schools.

Contest directors are John W. Cobb, men's athletics, Richard A. Weaver, one-act play, R. Jeannine McHaney, women's athletics, Nat Williams, literary events, Keith V. Erickson, speech contests, and Len Ainsworth, administration.

"Texas Tech has hosted the spring meet for several years," Purkerson said. "We are striving to make each year's regional meet better for the participants involved."

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CONTACT: Pat Broyles

ATTN: News Editors

Suggested Release Date April 2

LUBBOCK--The impact of collective bargaining will be the subject of discussion by Muriel M. Morse, general manager of the personnel department of the City of Los Angeles. Morse will talk Wednesday, April 5, 8 p.m., in the Texas Tech University Center.

Morse will discuss how the collective bargaining system affects public agencies and how to handle potential strike situations. The speech is free and open to the public.

Morse will be a visiting professor at Texas Tech. She will lecture in graduate and undergraduate classes and speak with members of various departments and personnel from the City of Lubbock.

She has been general manager of personnel in Los Angeles for 12 years. She also lectures at the University of Southern California.

Her visit to Texas Tech is sponsored by the University's Center for Public Service.

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CONTACT: Dan Tarpley

LUBBOCK--The Area of Accounting in the Texas Tech University College of Business Administration Tuesday (March 28) announced the establishment of the Ernst & Ernst Alumni Accounting and Auditing Research Center.

Representatives of the firm of certified public accountants (CPAs) participated in dedication ceremonies with officials of the College of Business Administration.

The CPA firm matched funds contributed by Texas Tech alumni with the firm for a total of \$4,500 to establish the center in Rooms 415 and 417 of the Business Administration Building.

The center, according to Dr. Doyle Z. Williams, coordinator of the Area of Accounting, contains accounting and auditing research materials primarily for graduate students and faculty.

The alumni fund drive was led by Donald Key, partner in the Dallas office of Ernst & Ernst. Key is a 1965 Texas Tech accounting graduate.

Ernst & Ernst representatives participating in the dedication included, in addition to Key, William Anderson, partner in charge of the Southwestern District; Wayne Albers of Cleveland, national partner in charge of personnel; Dean Mann, Southwest district partner in charge of personnel; and the following Texas Tech alumni:

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ernst & ernst/add one

Ronald Hutchison, staff accountant in the Dallas office; John Hutchens, partner in the New Orleans office; and Jerry Davis, partner in the Houston office.

The visiting delegation were guests of the Area of Accounting at a luncheon. Firm members also spoke to Texas Tech accounting students at an afternoon session.

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RIBBON CUTTING AT DEDICATION--Texas Tech University College of Business Administration and Ernst & Ernst officials cut the ribbon and dedicate an accounting and auditing research center established by the CPA firm of Ernst & Ernst and its employees who are TTU alumni. Participating in the ceremony are, from left, Dr. Doyle Z. Williams, coordinator of the Area of Accounting in the College of Business Administration at Texas Tech, and Ernst & Ernst officials William Anderson, partner in charge of the Southwestern District; Wayne Albers of Cleveland, national partner in charge of personnel; and Donald Key, partner in the Dallas office. Key is a 1965 Texas Tech accounting graduate.

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CONTACT: B. Zeeck

LUBBOCK--Prof. Darrell L. Vines of the Texas Tech University Department of Electrical Engineering has been named to receive the Western Electric Fund Award for outstanding teaching.

The award will be presented Friday (March 31) at the annual Gulf Southwest Section meeting of the American Society for Engineering Education in Austin. The ASEE section, encompassing the states of Louisiana, Texas and New Mexico, presents one such award each year.

Vines was cited for contributions to engineering education, for developing curricula in electrical and computer engineering, for developing laboratory and computer facilities unique to an undergraduate engineering program, for advising and counseling his students and for contributions to continuing education.

He was credited with single handedly developing in the Department of Electrical Engineering a CDC 1604 computer facility from its conception into the only operating computer facility on the Texas Tech campus intended primarily for the use of undergraduate students.

He recently completed a six-year term as departmental undergraduate advisor, personally advising all undergraduate

-more-

students and administering the undergraduate program within the department.

He also is responsible for the Undergraduate Laboratory Program in which he directs each electrical engineering undergraduate through 12 hours of project laboratories.

Since he joined the faculty in 1966, Vines has been actively involved with the development of undergraduate computer science courses taught in several departments on campus.

In continuing education he serves as director for a 10-state region of the Institute of Electrical and Electronic Engineers.

Vines was nominated by his colleagues within the department.

He earned the bachelor's degree in science at McMurry College, the bachelor's and master's degrees in electrical engineering at Texas Tech University and the doctoral degree at Texas A&M University.

In addition to his teaching he is the author of one book, "Principles and Problems in Oilfield Automation," nine research papers and four educational papers. He serves as a consultant to the International Human Resources Development Corp. and with Farm Bureau Insurance.

In addition to his affiliations with electrical engineering societies, he is a member of the Society of Sigma Xi, the American Institute of Mining Engineers and the Society of Petroleum Engineers.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill April 8)

For Immediate Release

IF WE DON'T START PRESERVING OUR HERITAGE NOW IT MAY BE
LOST FOREVER. METHODS OF PRESERVING AND PRESENTING THIS
HERITAGE TO THE PUBLIC WILL BE THE SUBJECTS OF A FOLKLIFE
WORKSHOP APRIL 7TH AND 8TH AT THE MUSEUM OF TEXAS TECH UNIVERSITY.
THE WORKSHOP IS DESIGNED ESPECIALLY FOR WEST TEXANS AND IS
AIMED AT STIMULATING AN AWARENESS OF THE TEXAS HERITAGE.
WORK DONE BY PARTICIPANTS IN THE WORKSHOP WILL BE USED IN
COMPILING REGIONAL PROFILES OF THE FOLKLORE AND TRADITIONS
OF TEXAS. REGISTRATION FOR THE FOLKLIFE WORKSHOP IS \$20.
FOR ADDITIONAL INFORMATION CALL D. M. MCELROY AT (806) 742-2345.

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CONTACT: Dan Tarpley

LUBBOCK--The birds, the flowers, and now the cameras herald spring. So it goes at Texas Tech University where a 35mm camera course for the beginner has been announced as open to all amateur photographers on the South Plains.

Beginning Photography will meet on Thursdays from 6:30 p.m. to 9:30 p.m. for six weeks beginning April 20. Training in operation of the 35mm camera will be given before emphasis is placed on how to compose and shoot good pictures.

John McKinney, perennial teacher of the spring course and member of the Texas Tech faculty, has graduated 12 photo short course groups during the past 12 months. He credits popular appeal of the courses to clear and simple blackboard talk, classroom demonstrations, one thousand educational color slides and films and 30 minute photo guest lecturers. "Photography is something to enjoy while learning," he explained. "It is an evening out."

Among picture subjects that students will see "critiqued" on the projection screen will be: landscapes, sports, children, travelogues, flowers, silhouettes, waterfalls, closeups, aerials, farm and ranch scenes, animals, closeup photography, adult portraits, sunsets and night effects.

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short course/add one

"Sexes attending the photo courses have run about 50-50. Teen-age to seventy five. And students commute from as distant as 90 miles one way," McKinney said.

For 26 years McKinney was photographic editor and cover photographer for "Progressive Farmer" and "Southern Living" magazines. His pictures have appeared in prestigious publications at home and internationally. In early 1977 he came to the Tech campus from lecturing as a Peace Corps Volunteer, in photography at Universti Pertanian, Malaysia.

The teacher has travelled in 40 countries on five continents. He will share his pictures and his techniques with students.

Beginning Photography devotes its entire time to use of the 35mm camera and composing and shooting of pictures. Course students will have their work processed commercially.

Tuition is \$30 per person. At the end of the course a certificate will be awarded to each student qualifying. Information and application forms are available on Tech campus in Mass Communications Building, Room 102, phone 742-3385.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill April 23)

FOR IMMEDIATE RELEASE

SOME RAINBOWS HAVE A POT OF GOLD AT THE END, BUT YOU'LL FIND MORE THAN GOLD AT THE END OF THE RAINBOW THAT'S COMING TO THE LUBBOCK MEMORIAL CIVIC CENTER--"FINIAN'S RAINBOW", A MUSICAL COMEDY THAT'S FILLED WITH ALL THE ROMANCE AND FANTASY THAT A LITTLE PIECE OF IRELAND CAN PROVIDE. PERFORMANCES OF "FINIAN'S RAINBOW" ARE SCHEDULED FOR APRIL 21ST AND 22ND AT 8:30 P.M. IN THE LUBBOCK MEMORIAL CIVIC CENTER. TICKETS MAY BE RESERVED BY CALLING 765-9441. FOR AN EVENING OF SONG, COMEDY AND THE KIND OF MAGIC THAT ONLY A LEPRECHAUN CAN CONJURE UP, DON'T MISS "FINIAN'S RAINBOW", APRIL 21ST AND 22ND AT THE CIVIC CENTER.

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CONTACT: Pat Broyles

ATTN: News Editors

For Immediate Release

LUBBOCK--World travelers planning a future vacation to Greece or Italy will have the opportunity to learn from experts how to plan thoroughly a visit to these scenic Mediterranean countries.

A Travel Forum will be held Tuesday, April 4, 7:30 p.m., in the Texas Tech University Center.

Aldo Finco and Theodore Klein, professors of Classical and Romance Languages at Texas Tech, will discuss the "do's and don't's" of travel in Greece and Italy. They will deal with everything from the initial paperwork involved for the trip to what is permissible to carry back through customs at the journey's end.

Other topics of concern to the traveler, such as currency, scenic places, cultural centers and the best restaurants and hotels will be discussed. Future travelers will have the opportunity to ask specific questions about vacationing in the two countries.

The travel forum is sponsored by University Center Programs and is free to the public.

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CONTACT: Pat Broyles

ATTN: PSA Directors (Kill April 5)

For Immediate Release

IT'S NOT TOO LATE TO START PLANNING YOUR VACATION AND IF YOUR DESTINATION LIES IN THE MEDITERRANEAN AREA THEN THE TRAVEL FORUM AT TEXAS TECH UNIVERSITY SHOULD INTEREST YOU. THE COUNTRIES OF GREECE AND ITALY FROM THE TOURISTS' POINT OF VIEW WILL BE THE TOPICS OF THE FORUM. EVERYTHING FROM PRE-TRIP PLANNING TO THE BEST RESTAURANTS AND OUT OF THE WAY ATTRACTIONS WILL BE COVERED. THE TRAVEL FORUM WILL BE IN THE UNIVERSITY CENTER TUESDAY, APRIL 4TH, AT 7:30 P.M. AND ADMISSION IS FREE.

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31-3-31-78

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CONTACT: Pat Broyles

ATTN: Fine Arts Editors

Suggested Release Date April 9

LUBBOCK--Billy Taylor, one of the elder statesmen of jazz, will be at Texas Tech University, April 13-15, for a series of lectures, demonstrations and a concert with the Billy Taylor Trio.

Taylor will present a lecture and demonstration on "Jazz From a Personal Perspective" April 13, 8:15 p.m., in the Texas Tech University Center. Tickets are \$2 for Texas Tech students and \$3 for the public.

The Billy Taylor Trio will join Taylor for an 8:15 p.m. concert, Saturday, April 15, in the University Center. Tickets are \$2 for Tech students and \$4 for the public. There will be a \$1 discount if tickets for both events are purchased.

Tickets are available at the UC Ticketbooth and Hemphill-Wells at the South Plains Mall.

Taylor earned fame as a jazz pianist during the music revolution of the 40's and 50's. He performed with the greats of the era such as Billie Holiday and Dizzy Gillespie.

He furthered his career as he established the record for the longest run of performances at Birdland, the New York ballroom

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taylor series/add one

that was one of the top places to perform during the height of the jazz era.

Taylor showed his versatility as he appeared as soloist, leader of trios, quartets, quintets, sextets and as featured soloist with topflight jazz groups who played at Birdland.

Taylor has been described as an innovator in the blending of Latin rhythms and jazz. His piano style reflects the influences of Art Tatum, Fats Waller, Debussy, Ravel and Bach.

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CONTACT: Dan Tarpley

LUBBOCK--Another major step toward the development of the multidisciplinary Center for Studies in Aging at Texas Tech University is scheduled for early next week.

An organizational meeting will be conducted at 7:30 p.m., Monday, April 3, in Room 105, Law Building. Persons from all disciplines who are interested in the center and its goals and operation are invited to attend.

Dr. Paul Knipping, professor in the Health Division of the Department of Health, Physical Education and Recreation at the university, has been named acting director of the center until next September.

"The center," Knipping said, "will facilitate a concerted effort toward the resolution of problems, including biological, sociological, nutritional, recreational and others indigenous to aging persons. Considering the vast reservoir of talented individuals in this area, we are confident of assembling a task force capable of bringing success to the program."

The Area Office on Aging has provided funds to facilitate the recruitment of a cadre of individuals intent on seeking additional funds to develop the Center for Studies in Aging on campus, Knipping said. The center will involve other colleges

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in the region and appropriate community agencies in the Lubbock area.

"In the past Texas Tech has been the scene of vigorous action in the areas of teaching, research and community service as applied to persons past 60," the Texas Tech health professor said, "with particular efforts being applied by faculty representing fields of study in psychology, nutrition, homemaker services, sociology, law, engineering, health education and others.

"A multidisciplinary Center for Studies in Aging will diminish the present fragmented or sporadic nature of programs designed for aging persons and will tend to articulate these scattered activities into a coordinated, viable and meaningful thrust."

Such a center will improve communications among colleges, departments, agencies and individuals who participate in programs for persons past 60, he said. Improved communications will improve services offered and provided.

"This is the intent of our new Center for Studies in Aging," Knipping said.

The center, during the next few months, he emphasized, must seek funding in order to establish a firm financial base. It will be his responsibility for coordinating and planning and proposal development efforts of the center.

"It is critical for faculty members in the university who have an interest in gerontology to lend their support to our efforts in identifying resources and acquiring funding," he said.

Texas Tech's division of Continuing Education and offices of Academic Affairs and Research and Graduate Students are among sponsors of the development of the center.

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CONTACT: Roe Burnett

LUBBOCK--The motivating factors for acceptance of alternative housing forms are for energy conservation, economic reasons and changing life styles, according to Dr. Cora McKown, Texas Tech University home economics professor.

She presented her ideas on the subject in a paper on "Consumer Acceptance of Alternative Housing Forms," to a Tennessee Valley Authority-sponsored regional housing conference at Knoxville.

"Young people are looking at traditional houses and are saying they can't afford them and don't want them," McKown said. "They are looking for something different and better."

The keynote speaker for the conference was Charles Scruggs, editorial director of "Progressive Farmer" and a member of the Texas Tech University Board of Regents.

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CONTACT: Nita Gilger

LUBBOCK--Jobs are going begging in the nursing field and Texas Tech University has a pre-nursing program that qualifies students to enter clinical training for a career in that area where jobs are abundant.

Texas Tech has two phases in its pre-nursing program--the diploma and the baccalaureate levels. The diploma program is one year of academic foundation toward clinical training.

The baccalaureate program is a two-year level which gives a broader foundation in general studies and qualifies students to continue in a master's program with possibilities of more opportunities for advancement.

The Southwest has "one of the most severe nursing shortages," according to Dr. Beverly McGill, associate professor of home and family life and pre-nursing advisor at Texas Tech.

Salaries have increased 20 percent during the last two years and jobs are available in nursing around the nation.

McGill said the program at Texas Tech is a good one and warned students who "make it" must be capable of doing well in science courses and have good personalities suitable for working with people.

There are approximately 250 students in the program at Texas Tech.

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CONTACT: B. Zeeck

LUBBOCK--An Industrial Advisory Committee for the Department of Electrical Engineering at Texas Tech University is meeting on campus Friday and Saturday (March 31-April 1) to review programs and curriculum and propose priorities and plans.

Walter D. Warren, vice president for engineering, Datapoint Corp., San Antonio, has been elected chairman of the committee. He is a graduate of the Texas Tech Department of Electrical Engineering.

The group is expected to discuss new developments in the university, the status of data processing planning and the undergraduate curriculum review. It also will examine a comparison of Texas Tech's electrical engineering program and that of other universities.

Newly elected members of the Advisory Committee are C. B. Derrick, Dallas, Texas Power and Light; James Clifton, Dallas, Abbot Laboratories, Dr. Bill Yee, Fort Worth, General Dynamics; Dr. Arthur Guenther, Albuquerque, Air Force Weapons Laboratory; and Larry Judd, Dallas, E-Systems.

Reelected to the committee were Leearl Ann Bryant, senior engineer, Collins Radio, Dallas; Lin Wetterau, operations manager, Senior-Emitter Products, Texas Instruments, Lubbock; and Mark Townsend, Bell Telephone Laboratories, Holmdel, N.J.

Horn Professor of Electrical Engineering Magne Kristiansen is coordinator for the committee.

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CONTACT: Preston Mitchell

LUBBOCK--The opening performance of the 1978 German play "Der gruene Kakadu" (The Green Cockatoo) proved to be an interesting depiction of people confused with reality.

The German play, co-directed by Theodor W. Alexander, professor and associate chairperson of Germanic and Slavic Languages Department, and Thomas I. Bacon, department chairperson, will continue with performances tonight and April 1, 3, and 4 in the Qualia Room of the Foreign Language and Math Building at Texas Tech University. For more information or reservations, call 742-3282.

The constant turmoil between appearance and reality, illusion and truth and actual experience kept the audience involved in the fast moving Arthur Schnitzler drama.

The play, which concerns the outbreak of the French Revolution in 1789, takes place in a cellar tavern called The Green Cockatoo. The tavern is frequented by aristocrats who have come to view sketches performed by the tavern actors.

The audience is drawn into "the play within a play," as they join the tavern audience in watching the actors at The Green Cockatoo. The rhythmic German language, combined with authentic costumes, presented the visual impression of 18th century Europe.

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Appearance vs. reality, the central theme of the play, begins early as Prospere, the tavern owner and director of the actors, produces a play about French revolutionaries. Outside the tavern, the real revolutionaries are about to storm the Bastille.

Reality and fantasy are at play as Henri, Propere's best actor, tells of his private revolt against the desecration of marriage by the aristocracy, of finding the Duke and murdering him because the Duke has seduced Henri's wife.

At last, Henri is made aware that the act is the truth, that he really was betrayed by his wife and the Duke. Henri killed the Duke and he becomes the hero of the revolution.

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Contact: Pat Broyles

Attn: Sports Directors

FOR IMMEDIATE RELEASE

A YOUNG BUT RAPIDLY IMPROVING TEXAS TECH WOMEN'S TRACK TEAM WILL COMPETE IN THE TEXAS WOMEN'S UNIVERSITY (TWU) RELAYS THIS FRIDAY AND SATURDAY IN DENTON. THE MEET WILL BE TECH'S FOURTH OF THE YEAR AND SO FAR THE RAIDERS HAVE QUALIFIED TWELVE GIRLS FOR STATE COMPETITION IN APRIL. COACH BETA LITTLE IS LOOKING FOR HER TEAM TO CONTINUE IMPROVING THEIR TIMES IN THE TRACK COMPETITION, BUT SHE IS PLACING MORE EMPHASIS ON THE FIELD EVENTS WHERE TECH IS SHOWING THE LEAST AMOUNT OF IMPROVEMENT AND IS FACING SOME OF THE STRONGEST COMPETITION. THE RAIDERS NEXT MEET WILL BE APRIL 7TH AND 8TH IN AUSTIN AT THE TEXAS RELAYS.

CONTACT: Nita Gilger

LUBBOCK--A workshop focusing on job placement of handicapped began Monday (March 21) in Albuquerque and will continue through Wednesday.

The workshop is being co-sponsored by the Research and Training Center in Mental Retardation at Texas Tech University.

Approximately 50 people representing community agencies and public school systems throughout New Mexico are attending.

The New Mexico Division of Vocational Rehabilitation and the New Mexico Developmental Disabilities Council are also co-sponsors.

Speakers include Sheryl Mowery and Julie Woody-Harris of the Division of Vocational Rehabilitation, Las Cruces, N. Mex., Nancy Preston and Tom L. Bodine of the Texas Commission for the Blind, and Chris Isengard of the Career Services for the Handicapped, Albuquerque.