

March 2 - 6, 1981

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3-3-2-81	Exxon Education Foundation	/									" "
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5-3-2-81	"Look Like Yourself & Love It" JANE Sagerstrom	/						/			w/mugs - C. Duke
6-3-2-81	Gordon Mcendon	/			/						P. Lewis - MASS. Comm. List
7-3-2-81	" " "Caption"	/									" " "
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13-3-3-81	Arizona Sun Beach Bulletin	/									MASS. Comm. List - B. Geck
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16-3-4-81	Bradley A. Friedman	/						/			C. Russell
17-3-4-81	Urban Renewal	/									w/pix - D. McDowell
18-3-4-81	Caption " "	/									" "
★	C. Rosbyton Staines	/	/	/	/	/	/	/			Preston Lewis w/ special mailing list

March 2-6, 1981

Stories and Cutlines

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Texas Tech News

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

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CONTACT: Cheryl Duke

LUBBOCK--One of the first anthropologists to work in a Latin American urban setting and a 30-year veteran in the study of Latin American cultures will lecture Tuesday March 10 at Texas Tech University.

Dr. Andrew H. Whiteford is also a specialist in North American Indian art and research curator for Indian art at the School of American Research in Santa Fe, N.M.

The address will be the fifth annual lecture in the Faye LaVerne Bumpass Lecture series, honoring Faye LaVerne Bumpass, who taught in the Department of Classical and Romance Languages from 1959 to 1978. Free to the public, the lecture will be at 8 p.m. in Room 104, Holden Hall.

Whiteford's topic will be "Life in Andean City: Popayan." His knowledge of Popayan, Colombia, comes from his 25-year acquaintance with that city which lies in the Andes mountain range and has been called one of the most beautiful cities of the Americas.

Whiteford is best known for his comparative study of Popayan and Queretaro, Mexico, "Two Cities in Latin America: A Comparative Description of Social Classes," published in 1960.

He also did a descriptive study, "Popayan, An Andean City at Mid-century: A Traditional Urban Society," in 1977.

Whiteford began his urban research in Latin America in the 1950s because of the almost complete absence of data on the urban aspects of this area which had been intensively studied for its aboriginal and folk cultures.

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He chose Popayan because its Latin American urban culture was based on a traditional society, relatively little affected by either foreign industries or foreign tourists. His study throws some light on the mode of life in a medium-sized Latin American city.

Whiteford said some understanding of the urban cultures is necessary because the cities are the points of contact between the Latin American nations and cultures and those of the rest of the world.

Whiteford has published numerous articles, reports and books from his Latin American research. His recent works have centered on North American Indian art including, "Bags, Belts, and Blankets: Non-loom Fabrics of the North American Indians." The book, to be published in 1982 by the University of Oklahoma Press, was written with Kate Peck Kent.

A native of Winnipeg, Whiteford earned his bachelor's degree in anthropology at Beloit College in Wisconsin. He earned the master's and doctoral degrees in anthropology at the University of Chicago.

He spent most of his academic career at Beloit College where he held positions as director of the Logan Museum, chairman of the Department of Anthropology and as George L. Collie Professor of Anthropology from 1947 to 1974 when he became professor emeritus. He has held visiting appointments at the University of New Mexico and Michigan State University.

Three of Whiteford's four children are practicing anthropologists.

The lecture is sponsored by the Texas Tech Latin American Area Studies Program.

Whiteford will also speak to anthropology classes and work with staff at The Museum of Texas Tech University during his two-day visit.

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EDITOR'S NOTE: This is a reminder of our invitation for you or your representative to attend News Day on Thursday, March 12. If you have not returned your response form, please do, so we can plan for your visit. Look over the schedule and plan to attend any or all of the events. We will be glad to assist any way we can. Please call us at (806) 742-2136 and advise us of your plans and if you will be our guest at a lunch with Texas Tech President Lauro F. Cavazos.

LUBBOCK--A luncheon address and question-and-answer session with Texas Tech University President Lauro F. Cavazos will highlight News Day March 12 at the university and health sciences center.

Representatives of the print and broadcast media from throughout West Texas and eastern New Mexico have been invited to participate in the day-long event.

Briefings on water resources, energy developments, research in human nutrition and health care have been planned for the media. Time also has been allotted for reporters interested in pursuing individual stories while on campus.

Registration begins at 8:30 a.m. in Room 101 of the Electrical Engineering Annex. At 9 a.m. Dr. Robert M. Sweazy, director of the Texas Tech University Water Resources Center, will discuss water resources in West Texas. At 9:50 a.m. in the same room Dr. Marion O. Hagler, director of the Texas Tech Center for Energy Research and the university's task force on energy, will give an energy perspective for the next decade.

A briefing on human nutrition will follow at 11 a.m. in the Senate Room of the University Center. Dr. Leon Hopkins, chairman of a task force on human nutrition, will speak.

-more-

news day/add one

The luncheon with Dr. Cavazos, who will be completing his first year as president of Texas Tech, is set for noon in the University Center Ballroom.

Health care will be discussed by Dr. Stanley S. Lefkowitz, chairman of a task force on health care, at 2 p.m. in Room 5A100 of the Health Sciences Center Building.

Following that briefing, media representatives will have time to set up individual interviews or pursue other Texas Tech stories of interest to their audiences.

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2-3-2-81

CONTACT: Preston Lewis

LUBBOCK--Texas Tech University has been awarded a grant of \$13,000 from the Exxon Education Foundation to be used for educational purposes in seven areas.

A check for \$13,000 was accepted by Dr. Glenn E. Barnett, Texas Tech vice president for planning, from Dan Mendell, Exxon Midcontinent Division manager, Midland.

Other Exxon representatives participating in the presentation were Gary L. Burnett, district engineering manager, Oklahoma City, and Floyd Leaseburg, Midcontinent Division engineering manager, Midland.

The amounts of unrestricted funds to be used in each area are: chemical engineering, \$5,000; geoscience, \$2,000; petroleum engineering, \$1,500; accounting and computer science, \$1,500; mechanical engineering, \$1,000; business administration, \$1,000; and law, \$1,000.

CAPTION-----

EXXON GIFT---An unrestricted gift of \$13,000 to augment educational endeavors in seven areas has been presented to Texas Tech University by the Exxon Foundation. Participating in the presentation are, from left, Floyd Leaseburg, Exxon Midcontinent Division engineering manager, Midland; Dr. Glenn E. Barnett, Texas Tech vice president of planning; Dan Mendell, Exxon Midcontinent Division manager, Midland; and Gary L. Burnett, Exxon district engineering manager, Oklahoma City. (TECH PHOTO)

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4-3-2-81

CONTACT: Cheryl Duke

LUBBOCK--Discovering your personality type and creating your best image will be discussed by Jane Segerstrom, Houston image specialist, at 10:30 a.m. Wednesday (March 4) at Texas Tech University.

Segerstrom, author of the book "Look Like Yourself And Love It," published last year, will speak in Room 169 of the Home Economics Building as part of Home Economics Awareness Week. The lecture is open to the public.

Segerstrom's book presents a guide to personal style based on a four-part personality concept which Segerstrom says was started by Hippocrates in 400 B.C. She said all people, regardless of race, age or sex, can be classed into four personality categories.

The personality types are the "girl or boy next door," the sensitive romantic," "the earthy achiever" and "the classic sophisticate."

When persons know their personality type Segerstrom says they can choose the best clothing styles, fabrics and accessories to enhance their best features.

Segerstrom also emphasizes color choices that are right for the individual. Her book includes nearly 500 sample colors with tips for discovering the approximate 200 personally becoming colors for a lifetime.

She was influenced by the work of northern California color analysts Suzanne Caygill, Joan Songer and Don Cardwell for her own personal style. Then she began encouraging others to do the same.

-more-

Seegerstrom/add one

Her 10 years' research work in the area of fashion and personal style has been described in workshops, lectures and guest appearances on radio and television.

Seegerstrom heads a public relations firm in Houston. She earned her bachelor's degree in home economics education at Pepperdine University and has taught junior high school and adult education classes. Seegerstrom became a consultant, public speaker and writer after her two children grew up.

Other activities for Home Economics Awareness Week at Texas Tech will include a nutrition seminar at 4 p.m. Thursday (March 5) in Room 173, Home Economics Building. The seminar will be led by Dr. Gilbert Leveille, director of nutrition and health sciences for General Foods in White Plains, N.Y. He also will speak at 9:30 a.m. Thursday in Room 169.

Denver Broncos nutritionist Kathy King of Denver, Colo., will speak at 1:30 p.m. Thursday in Room 169, Home Economics Building.

Beverly Rhodes, consumer specialist with the Texas Extension Service, Houston, will speak at 9:30 a.m. Friday (March 6) in Room 169.

Events will end with the 12:30 p.m. Friday luncheon. Jean Yancey, a public relations and business consultant from Denver, will speak. Tickets cost \$4 and should be reserved by Tuesday by calling 742-3031.

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LUBBOCK--Broadcaster Gordon McLendon, remembered by millions as "The Old Scotchman" and acknowledged as a master of radio innovation, the broadcast editorial and the re-created sports broadcast, was inducted into the Texas Tech University Mass Communications Hall of Fame Feb. 26.

McLendon was a leading member of broadcasting's second generation, those innovators who took over from the industry's pioneers and helped radio and ultimately television develop their own styles and influence.

Generally credited with originating radio's modern Top 40 format of music and news, the good music format, the all want-ad format and the all news format, McLendon built and owned the 458-station Liberty Broadcasting System between 1947 and 1952, at the time the world's second largest radio network.

"To those who have mistakenly applied the word to me," said McLendon at the induction, "there is little genius in all of this. There has been enormous work, and it has been steady, unrelenting work."

More than 200 attended the ceremony and saw McLendon at the unveiling of a 16-by-20-inch color portrait that will be hung in the Texas Tech Mass Communications Building beside those of the past nine inductees. McLendon and those who attended the induction saw a video synopsis of the broadcaster's career and taped testimonials by broadcaster Don Keyes, "Tomorrow Show" host Tom Snyder and record producer Snuff Garrett.

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Hall of Fame/add one

McLendon named three broadcasters as being major influences on his career and said they "stand unseen beside me here to accept this honor." The three were McLendon's boyhood idol Ted Husing, Brooklyn Dodger announcer Red Barber and NBC football broadcaster Bill Stern.

Never did he have so much fun during his career as in broadcasting sports, McLendon said. Known professionally for re-creating the play-by-play of sports events by using Western Union dispatches, crowd noises and sound effects, McLendon had a style so effective that millions never realized they were not listening to a live broadcast.

His nationwide "Game of the Day" baseball and "Game of the Week" football broadcasts earned him national acclaim, including the 1951 outstanding sports broadcaster award from the "Sporting News."

McLendon was one of the first broadcasters to air an editorial. The political conservative developed a hard-hitting broadcast editorial style.

A Paris, Texas, native and Yale graduate, McLendon got his professional radio start after World War II when he purchased half interest in KNET in Palestine, Texas.

In November 1947, the same year he began the Liberty Broadcasting System, McLendon established the famous Dallas station KLIF where he devised the Top 40 format.

After the Liberty network was disbanded, McLendon created a broadcast chain with radio outlets in San Francisco, Oakland, Chicago, Detroit, Buffalo, Los Angeles, Milwaukee, Houston, San Antonio, El Paso, Shreveport and Louisville and television outlets in El Paso and Winnipeg.

McLendon created more than 150 national radio and television advertising campaigns for motion pictures, including "Citizen Kane," "From Here to Eternity," "The Guns of Navarone," "The High and the Mighty," "From Russia With Love," "Goldfinger," "Barefoot in the Park," and "Where Eagles Dare." He has produced three motion pictures and written several books.

McLendon said he was pleased to be installed in the hall of fame at Texas Tech because of the university's West Texas roots.

"It is the heritage of West Texas which has given this state its worldwide image of freedom and opportunity," said McLendon. "That is one of the many reasons why, for me, if you call me a pioneer in radio, West Texas has held such a special fascination. For I stand now in the land of the pioneer."

CAPTION-----

HALL OF FAME--Broadcast innovator Gordon McLendon was inducted into the Texas Tech Mass Communications Hall of Fame Feb. 26. McLendon, left, stands by a color portrait unveiled by Dr. Dennis A. Harp, director of telecommunications in the Mass Communications Department.
(TECH PHOTO)

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7-3-2-81

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CONTACT: Cheryl Duke

LUBBOCK--American artist Guy Pen du Bois (1884-1958), who painted the world of fashion and the well-to-do, will be discussed in an art lecture Tuesday (March 10) at The Museum of Texas Tech University.

The lecture will be at 10 a.m. Admission is \$2 for the general public and \$1 for Texas Tech students. The lecture is part of the spring art seminar series sponsored by the Women's Council of the West Texas Museum Association.

The artist was born in Brooklyn, N.Y. He studied in New York, under William Chase, and in Paris. In 1906 he became a free-lance reporter and art critic for the New York American, the New York Tribune and the New York Evening Post. Later, he became editor of "Arts and Decoration."

From 1924 to 1930, du Bois lived and painted in Europe. When he returned he taught at the Art Students League and ran art schools in New York and Stonington, Conn.

His work presented amusing aspects of city life and he created polite melodramas of night life society. His first major work was "The Doll and the Monster" (1914), which is said to satirize the oversimplification and melodrama of contemporary theater.

He is also remembered for "Mr. and Mrs. Chester Dale Dining Out" (mid-1920s), a smoothly painted work with rigid manikin figures. He wrote his autobiography, "Artists Say the Silliest Things," in 1940.

The lecture will be illustrated with prints from the personal collection of Rabbi Alexander S. Kline, D.D.

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CONTACT: Preston Lewis

LUBBOCK--Eliminating self-defeating behavior will be examined in a four-session workshop of the Texas Tech University Division of Continuing Education, beginning Friday (March 6).

Procrastination, worry, depression, fear and overeating will be among behavior patterns discussed in the sessions. Participants will receive instruction in overcoming such behavior.

The group discussions will meet 8:30 a.m. to 5 p.m. Friday (March 6); 1 to 6 p.m. Saturday (March 7); and 9 a.m. to noon March 21 and March 28.

Registration is \$30 for Texas Tech students and \$40 for others.

Terry Waldren will lead the workshop in the conference room of Continuing Education Building X-15, south of the Municipal Coliseum parking lot.

For additional information, contact Joyce Abbott (806) 742-3797.

CONTACT: Cheryl Duke

LUBBOCK--The conflict between antiquity and modernity in Egypt will be discussed in a lecture Thursday (March 12) at The Museum of Texas Tech University.

The free, public lecture at 7:30 p.m. in the main gallery will be given by Prof. Nancy B. Reed who teaches classical art and archaeology at Texas Tech University. Reed's topic is "Monuments of New Kingdom Egypt."

The New Kingdom, 1570-1342 B.C., is considered one of the most important and best-recorded periods of ancient Egypt. Monuments existing from that time include the great temple to Amon-Ra, on the eastern bank of the Nile, mortuary temples to the great pharaohs, and tombs of the lesser nobles.

A little further into the eroded western desert, the Valley of the Kings, of the Queens and of the higher Nobles is found. The monuments are located at Thebes which was the center of New Kingdom civilization.

These splendors which have endured so many centuries, Reed said, are seriously threatened by the effects of the High Dam at Aswan.

Reed, who toured Egypt in 1979, said the construction of the dam and the subsequent creation of Lake Nasser, so vital to the modern life of the semi-arid region, has already claimed many monuments upstream. She said monuments downstream are now in serious jeopardy.

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arid lands/add one

Slides will illustrate the lecture, the third in a series on "Arid Lands and Human Responses," sponsored by The Museum and the West Texas Museum Association.

Reed has been a member of the Texas Tech art faculty since 1975. She teaches courses in ancient art, Greek art and Near Eastern and Egyptian art. Her research interests are Greek and Roman archaeology, historical archaeology in the United States and Greek philately (stamp collecting).

She earned her bachelor's degree at the University of California, Santa Barbara, and her master's and doctoral degrees from the University of Missouri. She was assistant instructor for Greek art and archaeology at the University of Missouri from 1970 to 1972 and curator of slides and photographs for that institution in 1973-74.

CONTACT: B. Zeeck

LUBBOCK--Dr. Eileen Johnson has been named a curator of anthropology at The Museum of Texas Tech University and assistant professor of museum science, a graduate program offered through Texas Tech University. Interim Vice President for Academic Affairs Len Ainsworth made the announcement.

Johnson's curatorial duties will be related primarily to the Lubbock Lake Site and the artifacts that have been recovered from archeological digs which began there in 1939. She also will work with the Lubbock Lake Site Corporation, established by the Lubbock Chamber of Commerce, in developing interpretive programs for the public.

Johnson holds the doctoral degree in zoology from Texas Tech University. She earned the bachelor's degree at the University of California-Berkeley and the master's at the University of Kansas. Both were in anthropology. She is editor of the Bulletin of the Texas Archeological Society and is a member of the Board of Directors of that organization.

As a zooarcheologist, Johnson has been the principal investigator for research at the site since 1972.

Dr. Ainsworth said that field operations will take place this summer. College and university students from throughout the United States have participated in digs at the site, primarily for experience in archeological research. This summer, students may earn credit.

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Johnson's appointment, Ainsworth said, indicates the university's commitment to the research project undertaken at the Lubbock Lake Site. The appointment comes after a nationwide search and review of several candidates for the position.

He explained that the site is considered particularly important for the chronology of cultures which have used it, for the distinct stratigraphy of the buried soils found there which help interpret the environments for the cultures that lived there, and for the archeological method employed.

The goal of the study is to develop a regional model in which the archeology is related to the varying environmental factors over time, including the depositional history of geology and soils.

Dr. James A. Goss, who chairs the departments of Anthropology and Museum Sciences, said that "not even a 10th of the Lubbock Lake Site has been excavated to date.

"The recommitment of Texas Tech University to long-range planning of the Lubbock Lake Site will provide a valuable laboratory for generations of scientists yet unborn."

Goss also is curator of anthropology at The Museum. His primary responsibilities are in the ethnological collections.

The lake site is the meander of an ancient West Texas stream. Archeologists working there since the accidental discovery of artifacts in 1939 have discovered evidence of man's habitation for the past 12,000 years. The chronology of the site makes it distinctive, and there are archeological indications that it has been used by man from the Clovis Period to the pop bottle era.

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Clovis man slew the giant mammoth, butchered a bear more than twice the size of modern grizzlies and dug the meat from a six-foot armadillo.

Folsom man, who followed Clovis at the site 11,000 to 10,500 years ago, dieted primarily on the huge, ancient bison and left the bones for evidence. Plainview man butchered his animals there about 10,000 years ago and left some of his tools.

The archeological lode even marks the passage of Archaic man, and the evidence of these cultures, dating back 8,000 to 2,000 years, are among the rare finds. The Cermic Period, 2,000 to 500 years ago includes tradewares from the Pueblos and El Paso area. The passage of the early Apache Indians (1500-1700) are recorded, as the Comanches pushed them southward. The stone tools and bits of pottery they left are the first physical evidence on the Llano Estacado of what historians have long conjectured.

Cartridge shells left by recent man are only a few layers up from the prehistoric artifacts, and the archeologists hope someday to uncover the precise location of the George Singer store, a landmark of the early 1880s that was burned in 1886 and the location lost to history.

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CONTACT: Preston Lewis

LUBBOCK--Daniel Ball whose parents, Mr. and Mrs. Lester Ball, and grandparents, Mr. and Mrs. W.J. Ball, live in Spur has been named on the 1980 fall Dean's List at Texas Tech University. The freshman student is a journalism major in the Department of Mass Communications at Texas Tech.

Students on a Dean's List must have a grade point average of at least 3.0 of a possible 4.0.

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11-3-3-81

CONTACT: B. Zeeck

12-3-3-81

~~Xlist
file: Law School
Krahmer
To Cavazos~~

(March 3)

LUBBOCK--Law Professor John E. Krahmer Tuesday was named by Texas Tech President Lauro F. Cavazos to head a new committee to search for a dean of the university's Law School.

In appointing the nine-member committee, Dr. Cavazos pointed out that the university has "been searching for a new dean for some time, and a previous committee devoted much time and effort and worked very diligently."

The president said a number of individuals "with respectable qualifications" were interviewed.

"However, I think we should extend the search to be sure that we have made every reasonable effort to find the individual who is best suited to our needs," he said. "Each of you has a special connection with the School of Law and thus can contribute to the search."

Other members of the committee are Profs. James H. Eissinger, (CQ) Bruce M. Kramer, Dellas Lee and Robert E. Wood of the School of Law; Dean John R. Bradford of the College of Engineering; law students Erin Baker and Rick Suarez, and William R. Moss of the legal firm of Crenshaw, Dupree and Milam.

Cavazos told committee members he would "be available for consultation and assistance at any time."

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LUBBOCK--Arizona Gov. Bruce Babbitt accepted the 1980 Thomas Jefferson Award for his support of freedom of the press by giving advice to future journalists.

"A Jeffersonian journalist," he said, "could do a credible job of asking questions with only a general education. That is no longer the case. In an increasingly complex society, journalists must be prepared to explain complex issues to the public."

While he said the quality of journalism has "escalated in a dramatic fashion over the last two or three decades, the press has a ways to go yet" in producing a serious dialogue between government and the governed.

He urged journalists to go beyond an interest in whose hand is in the public till and "examine the institutions of government" -- the criminal justice system, the systems for caring for the mentally retarded and other governmental systems.

Babbitt received the award at a Thomas Jefferson Award banquet Feb. 27 at Texas Tech University, one of four award sponsors. Other sponsors are the Texas Association of Broadcasters, the Texas Daily Press Association and the Texas Press Association. TPA President James Roberts, publisher of the Andrews (Texas) County News, made the presentation.

The award goes annually to an elected or appointed public official whose defense of the First Amendment right of freedom of the press has been outstanding. Babbitt is the ninth recipient.

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Other recipients have been U.S. Sen. Sam J. Ervin Jr., D-N.C., Louisiana Gov. Edwin W. Edwards, U.S. Rep. Robert W. Kastenmeier, D-Wis., Texas attorney Leon Jaworski, Connecticut Gov. Ella T. Grasso, former Vice President and U.S. Sen. Hubert H. Humphrey, former Federal Communications Commission Chairman Richard E. Wiley, and U.S. Sen. Lawton Chiles, D-Fla.

In accepting the award, Babbitt recalled Jefferson's "almost naive belief that this republic would endure only to the extent it was premised" on thoughtful consent of the government.

"It was a radical experiment," he said. "Without the press as a fourth estate to interpret, report and elevate the level of public dialog and communication between elected officials and the governed, it would not have worked."

The award banquet was the final event in Mass Communications Week at Texas Tech University.

Copy to: Dr. Robert J. Freeman (4 copies)
Dean Carl H. Stem

File: College of Business Adm. Area of
Accounting

14-3-4-81
CONTACT: Duncan McDowell

ATTENTION: Business Editors

~~Locals~~
~~Regionals~~
~~Cleveland~~

*pictures to A/S
U-D
Cleveland
and regionals as far as they
will go.*

LUBBOCK--The status and future of financial accounting standards will be discussed by a nationally prominent accountant and auditor Thursday (March 12) at Texas Tech University.

(Dennis R. Beresford, partner in charge of accounting standards for the public accounting firm of Ernst & Whinney, Cleveland, will speak at 3:15 Thursday in Lecture Hall 202, Business Administration Building.

(Open free to area accountants and businessmen, the speech is sponsored by the Texas Tech College of Business Administration.

^SBeresford's topic will be "The Financial Accounting Standards Board--A Present Perspective." A reception will follow in the Business Administration Building Rotunda.

(Jack Solan, partner in charge of recruiting in the Ernst & Whinney national office in Cleveland will accompany Beresford in Lubbock.

(Thursday morning Beresford and Solan will lead a colloquium for business administration doctoral students and faculty and address undergraduate classes. Solan and Donald Key, a Texas Tech graduate and an Ernst & Whinney partner from the firm's Dallas office, will conduct recruiting interviews during the day.

(Beresford joined Ernst & Whinney after graduating from the University of Southern California, where he received the Price Waterhouse Award as an outstanding accounting student.

-more-

A member of Ernst & Whinney's accounting and auditing standards committee, Beresford is chairman of the American Institute of Certified Public Accountants' accounting standards committee. Beresford is also a member of the Financial Accounting Standards Advisory Council and its advisory committee on Financial Accounting Standards Board (FASB) agenda.

Beresford has also been a member of the National Association of Accountants (NAA) ad hoc committee on accounting for corporate social performance (1974-76) and ~~as~~ an NAA national director (1975-77). He was awarded, with distinction, one of the first NAA Certificates of Management Accounting.

Solan, a graduate of Boston College, joined the audit staff of Ernst & Whinney in 1964. A certified public accountant, Solan serves on task forces of both the American Accounting Association and the American Institute of Certified Public Accountants that are working on new accreditation standards for the American Association of Collegiate Schools of Business.

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CONTACT: Duncan McDowell

LUBBOCK--Three members of Texas Tech University's military science faculty participated in and completed the Third Annual Cowtown Marathon in Fort Worth, Feb. 28.

Army Capt. Timothy R. Patrick, Capt. Henry L. Kinnison and Capt. John B. Moseley completed the 26-mile, 385-yard Amateur Athletic Union-sanctioned race.

Of the 1,000 runners starting the race, about 700 finished.

At the completion of the marathon run, the officers dedicated their runs to the Texas Tech Army Reserve Officers Training Corps (ROTC) as part of Texas ROTC Week, recently proclaimed by Gov. William P. Clements.

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15-3-4-81

Texas Tech News

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CONTACT: Christine Russell

LUBBOCK--Bradley A. Frieden, a senior Texas Tech University electrical engineering major, has been named the Student Engineer of the Year by the South Plains Chapter of Texas Society of Professional Engineers.

Frieden received \$100 for the award.

He also won first place this semester for a technical paper in an Institute of Electrical and Electronics Engineers (IEEE) competition.

Frieden is a member of two engineering fraternities, Tau Beta Pi, for all engineering majors, and Eta Kappa Nu, an electronical engineering honorary. He is a chairman of the student branch of IEEE and a member of a service fraternity, Alpha Phi Omega.

Frieden is the son of Mr. and Mrs. Harold Frieden of 4626 Parklane Drive, Kearney, Neb.

CONTACT: Duncan McDowell

LUBBOCK--Restoring economic vitality and social significance to a decaying downtown, long since abandoned by major retail businesses, is part of a continuing project for senior design students in the Texas Tech University Department of Park Administration and Landscape Architecture.

Michael Williams, instructor on Texas Tech's landscape architecture faculty, supervised the design project for the city of Hattiesburg, Miss.

"The project gives our students some first-hand experience in putting their landscape architecture training to work on renovating an urban area," Williams said.

"One of the reasons for doing this project was to get our students thinking beyond West Texas, where the topography is flat, there is little water and plants do not grow well, to other areas with topographical and water resources problems," he said.

Williams, a native of Natchez, Miss., said, "Here you have to irrigate everything; there, in the Deep South, you have a maintenance problem clearing away unwanted plants."

The joint design effort involves the Texas Tech senior design class, the Mississippi Research and Development Center, the city of Hattiesburg and a private consulting firm in New York City.

The Mississippi R&D Center commissioned Texas Tech's senior landscape architecture design class to prepare plans for revitalizing the downtown area of Hattiesburg, where buildings once occupied by flourishing retail businesses now are vacant or in substandard use. As in many cities

undergoing urban expansion, retail businesses have shifted location to suburban shopping malls in the expanding parts of the city.

With the help of Joe D. Leach, manager of the urban design branch of Mississippi R&D Center, and Dwight Weatherford, landscape architect in community design for the Center, Texas Tech students prepared a plan that includes not only physical facade treatment of buildings, but landscaping, tree planting, and economic development strategies to accompany the needed physical improvements.

The renovation re-creates an earlier, small-town image, with pedestrian-level signs, addition of shutters where appropriate, mullions in windows, trim paint in harmony with neighboring buildings, wooden shingles on roofs, street tree plantings, sitting areas for shoppers with benches and decorative water features, drinking fountains and pedestrian malls with landscaping for shade.

"Ironically," Williams commented, "renovation is often not a matter of adding a new facade, but typically of removing a facade that might have been erected in the 40s or 50s for modernizing. We have realized the historical significance of these materials, so we have gone back to the original fabric."

The renovation project aims to encourage nighttime use of the downtown area, instead of a limited daytime use. A convention center is a future possibility, Williams said. He said that more residents could live in the downtown area if upper stories above shops and businesses were changed from storage to residential use.

"Working on a real project gives students an appreciation for the complexities involved," Williams said.

CAPTION-----

RE-DESIGNING DOWNTOWN--Under the supervision of Texas Tech University landscape architecture instructor Michael Williams, from left, and urban design experts Dwight Weatherford and Joe D. Leach of Mississippi Research and Development Center, Jackson, Miss., Texas Tech landscape architecture students Travis Weldon McGuire of Odessa and Kenneth L. Williams of San Antonio prepare a map of the central business district of Hattiesburg, Miss., in a revitalization project.

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18-3-4-81

CONTACT: Duncan Dowell

LUBBOCK--Dr. Larry M. Austin, associate dean for graduate programs in the Texas Tech University College of Business Administration, has been appointed associate dean of the college, effective Sept. 1.

College of Business Administration Dean Carl H. Stem made the announcement. Austin will succeed Prof. Robert E. Wilkes, who will return to teaching.

Austin joined the Texas Tech faculty in September 1976 as area coordinator of information systems and quantitative sciences. In 1977 he became associate dean for graduate programs.

"During Austin's tenure as associate dean for graduate programs, enrollment in the college's graduate programs reached an all-time high. At the same time the admission test scores for new enrollees rose sharply to an all-time peak," Stem said.

Wilkes, associate dean of the college for the past two years and area coordinator of marketing for the previous three years, has fulfilled his commitment to serve as an administrator in the college and will return next year to full-time teaching and research in the marketing area, Stem said.

Before coming to Texas Tech, Austin served in the U.S. Air Force as professor of mathematics and quantitative sciences at the U.S. Air Force Academy and at New Mexico Highlands University at Kirtland Air Force Base, N.M.

Austin was director of research and later director of management for the Air Force contract management division at Kirtland AFB.

Larry M. Austin/add one

While in the Air Force Austin, in 1971, earned his doctoral degree in operations research and statistics from Texas A&M University. He holds a master's degree in mathematics and statistics from Texas A&M and a bachelor's in mathematics from Memphis State University.

Austin is the author of numerous journal articles on quantitative sciences. He was recently elected one of 20 national councilors for the 35,000-member American Institute for Decision Sciences.

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19-3-5-81

Texas Tech News

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CONTACT: Keely Coghlan

LUBBOCK--A beginning ballet short course will be offered April 9-30 by the Division of Continuing Education at Texas Tech University.

Peggy Willis, coordinator of the Division of Dance, will teach the classical dance class. The program for the course was written by V.S. Kostrovitskaya of Leningrad and translated by John Barker of New York City.

The class is open to persons nine-years old and older. Registration fee is \$22.

The class will meet at 5:30-7 p.m Tuesdays and Thursdays in the Dance Studio of the Women's Gym.

For more information, contact Barbara Dietrich at (806) 742-2354.

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20-3-5-81

CONTACT: Preston Lewis

LUBBOCK--Everyone is smiling and no one has closed eyelids, making it a family photograph fine in all respects except one. It is out of focus.

A wasted photograph and a useless negative? No. Optical reconstruction of that photograph to realize its full potential is a very simple example of the research being done with lasers and holograms by electrical engineers at Texas Tech University.

Working with a method called "space variant optical processing," researchers are designing systems that could eventually bring about improvements in computers, communication networks and photography, according to Dr. John F. Walkup, co-director of Texas Tech's Optical Systems Laboratory.

"Using lasers and holograms," said Walkup, "you can take a blurred photograph and filter it in a way to remove the blur. In this instance every point in the photograph is blurred the same, or what we call a "space-invariant blur."

"We're tackling a more difficult problem where every point is blurred differently. That would be what we call a 'space-variant blur'."

As an example of a space-variant blur, Walkup suggested a photograph taken from a fast-moving car. While objects on the horizon might be sharp, those nearer the car would only be in varying degrees of focus.

But where simple lenses alone might be physically unable to restore a distorted photograph, lasers and holograms with specially designed filters can reconstruct a sharp image from a blurred one because they are able to perform a broader variety of operations on light beams than lenses alone can.

Lasers emit beams of coherent light. In lasers all waves are parallel and "in phase," meaning the amplitudes of all emitted waves are identical and do not cancel one another out.

A hologram is a three-dimensional picture made on slow-speed photographic film without the use of a camera. For an exposure, the hologram makes use of a split beam of coherent or laser light.

But a hologram does not directly record the object photographed. Instead, the hologram records the interference pattern of the split beam of laser light, one portion of which has been reflected from the desired object. When examined by the unaided eye, a hologram recording might appear as a set of randomly spaced, concentric circles, much as the surface of a still pond would look if a handful of gravel were tossed in the water.

However, when laser light is reversed through the hologram, a real image evolves. In other words, a hologram can do for light waves what a piece of magnetic tape can do for sound waves -- store them for later retrieval on command.

Unlike a sound recording, though, a hologram can be cut in several pieces, any of which, when exposed by laser light, can reproduce the entire image. Although some detail is lost, this reproduction is possible because each segment of the hologram has recorded on it the interference patterns of all the light beams. This is a form of "built-in" redundancy not available with standard information storage techniques, Walkup said.

Just as part of a hologram can recreate an entire image, sampled portions of a blurred photograph can be used to reconstruct a focused image. This is done by using a "sampling mask," an opaque sheet with an evenly spaced array of pinholes which allow only a limited number of light rays through.

In the optical setup necessary to "deblur" a distorted photo, laser light would pass through three elements -- a transparency of the photo, a sampling mask and a lens -- before passing through a "multiplexed" hologram, that is, one with several different light exposures stored on the film.

"Each ray of light passing through the sampling mask is going to expand and see a different hologram," said Walkup. "When the process is reversed and the light is transformed back again to the same size output space, the photo is deblurred."

One feature of such a holographic optical processor is that the hologram can duplicate the effects of an entire system of lenses on a light beam. By sending laser light through a sampling mask and a system of lenses, the resulting multiplexed hologram would record the effect of the system of lenses on the laser light. By reversing the light direction through the recorded hologram, the result would be the same as if the system of lenses was being used.

It is in this type of use that space variant optical processing has shown the greatest potential. If heavy lenses could be replaced by lightweight pieces of film which could perform the identical operation, it could have a dramatic impact on how observation satellites are designed and on their capabilities, for instance. The possibilities have intrigued the Air Force, which is funding major portions of the research by Walkup, his colleague Dr. Thomas F. Krile and their students.

"It is our view that this research into space variant optical processing techniques will assist the Air Force in reducing the cost, weight and alignment problems associated with optical data processing equipment in various planes, missiles and satellites," said Walkup. "The results should have applications in areas such as pattern recognition, signal correlation, radar signal processing and other array processing operations."

The most intriguing application may well be in designing computers which operate on optical principles rather than the conventional electronic digital computer systems. Although digital computers can handle hundreds of consecutive or "serial" operations quickly, they can work on but one problem at a time. Computers using optical processing methods could, in principle, handle numerous operations at the same time or in "parallel," much like the human brain handles thousands of operations instantly.

A simple lens might be considered an optical computer, Walkup said, because it takes an infinite amount of information, light rays in this case, and changes that information in some fashion. If scientists can learn to record and retrieve information stored on light beams through holograms, for instance, then the process could increase the speed of computer processing and lower costs dramatically.

Deblurring that family photograph, on a digital computer, for instance, would take several minutes, Walkup said, while an optical computer could essentially do it instantly.

A holographic system, when perfected, could replace with one sheet of film any complicated network of lenses that are expensive, heavy, bulky and difficult to align.

Said Walkup, "The beauty of it is you could take that whole system and compress it onto one hologram which eventually could be stamped out like records."

CAPTION-----

LIGHTS FANTASTIC--A beam of laser light streaks through an optical system being used in experiments in the Department of Electrical Engineering at Texas Tech University. Under the direction of Dr. John F. Walkup, left, and Dr. Thomas F. Krile, the research is examining ways to replace lens systems with a single piece of holographic film. (TECH PHOTO)

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22-3-5-81

Texas Tech News

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LUBBOCK--The outstanding senior in the Texas Tech University College of Home Economics was named Friday (March 6) at a luncheon ending Home Economics Awareness Week on the campus.

Elizabeth Brown Bellah of 5003 52nd, Lubbock, daughter of Mr. and Mrs. Rob Brown of Throckmorton, was selected for the honor.

Bellah is in Washington, D.C., serving an internship in the United States Department of Agriculture, and was unable to attend the event. The plaque was accepted for her by Brenda Barrington.

The annual award, sponsored by the Home Economics Council, is based on leadership, scholarship, college achievements, professional goals and special interests related to home economics. The winner is selected by a faculty committee following application and recommendation from a faculty member.

Bellah, a home economics education major, will complete her three-month internship at the end of March. She is working with USDA programs under the direction of Dr. Jane Coulter, deputy assistant director of the Office of Higher Education, Science and Education Administration. Coulter is a former associate dean of the Texas Tech College of Home Economics.

Bellah was president of the American Home Economics Association in 1979-80. She has been a member of the College of Home Economics Student Council, Freshman Council, Junior Council and Texas Tech Rodeo Association, receiving that organization's Tunnell Award.

-more-

home economics honor/add one

She has been on the dean's list and the national dean's list and has been named to Who's Who Among American Colleges and Universities.

Bellah is also a member of Omicron Delta Kappa, national honorary; Phi Upsilon Omicron, home economics honorary; Mortar Board honorary, and Alpha Lambda Delta honorary.

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23-3-6-81

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LUBBOCK--Dr. Ernest Wallace, Horn Professor of History, emeritus, at Texas Tech University has been awarded the Leadership Award by the Texas State Historical Association.

Given to honor outstanding leadership in promoting understanding of the American way of life, the award includes a \$1,000 cash prize. Wallace received the award at a Friday (March 6) luncheon of the Texas State Historical Foundation in El Paso. Funds for the award were provided by the Texas Education Association of Fort Worth.

Associated with Texas Tech since 1936, Wallace has written or edited 15 books on Texas history. Additionally, he has written more than 20 major articles for scholarly journals and 45 book reviews.

His book "The Comanches: Lords of the South Plains" was selected by the Southern Regional Education Board in 1959 as the most significant book-length, university-research study in the social sciences in the south. The same book was chosen for display in major libraries of England and the United States by the American Institute of Graphic Arts.

Wallace was president of the Texas State Historical Association, 1977-78, and of the West Texas Historical Association, 1951-52. He is a member of the American Historical Association, Organization of American Historians, Southern Historical Association, Western History Association, Texas Archaeological Society and the Panhandle-Plains Historical Society.

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LUBBOCK--Dr. William J. Conover, professor of statistics and area coordinator for information systems and quantitative sciences at Texas Tech University, has been named associate dean for research and graduate programs in the College of Business Administration, effective Sept. 1.

Business Administration Dean Carl H. Stem made the announcement, saying duties of the associate dean for research and the associate dean for graduate programs would be merged and carried out by the new associate dean.

Prof. Larry M. Austin, the current associate dean for graduate programs, has been named associate dean of the college. Prof. Stephen C. Hora, current associate dean for research, will return to full-time teaching and research in information systems and quantitative sciences, effective Sept. 1, Stem said.

Conover, nationally recognized for his work in statistics, has been with Texas Tech since 1973 when he joined the Mathematics Department. In 1978 he moved to the College of Business Administration as area coordinator for information systems and quantitative sciences.

He is the author of "Practical Nonparametric Statistics," first published by Wiley & Sons of New York in 1971 and revised in 1980. He is a fellow of the American Statistical Association.

Conover was honored as Outstanding Researcher for 1979-80 by the College of Business Administration. The statistician received the bachelor's degree from Iowa State University and the master's and doctoral degrees from Catholic University of America.