

SPECIAL TO SPORTS INFO.
REF: 1-7-15-91
CONTACT: Steve Kauffman

With the legacy of the Masked Rider spanning almost 50 years, "Tradition Reins" is a natural theme for the fund-raising campaign to benefit the Masked Rider Endowment.

On Sept. 4, a group of university and civic leaders gathered to officially announce the campaign's goal of raising \$250,000. When completed, the endowment will pay operating expenses for the Masked Rider program, allowing the program to be financially self sufficient for the first time since it began in 1954.

Currently, university funds, supplemented by donations, pay ever-increasing annual expenses of the Masked Rider program. Those financial obligations include maintenance and supplies fees as well as travel expenses for more than 100 guest appearances throughout the year in addition to appearances at athletic events.

The endowment was established in 1981 with an initial donation of \$2,000 from the Saddle Tramps. Private and corporate donations including profits from Texas Tech's monthly community recycling drives have brought the endowment total close to \$35,000.

Donations may be sent to the Masked Rider Endowment, Box 42031, Texas Tech University, Lubbock, Texas 79409-2031. Donations of \$500 or more will be recognized with the donor's names being placed on a plaque permanently on display on the university campus.

SPECIAL TO SPORTS
INFORMATION PROGRAM
REF: 2-7-15-91
CONTACT: Steve Kauffman

Wearing the traditional red satin cape, black mask and bolero hat, Ralynn Key of Gail has realized her childhood pretending of being the Masked Rider. The senior business education major also is realizing the dreams of countless children through the years who excitedly have watched the mysterious rider and horse circle the football field to celebrate Texas Tech touchdowns.

The Masked Rider has been a colorful symbol of school spirit and pride since Joe Kirk Fulton first appeared as the university-sanctioned Red Rider on Jan. 1, 1954 at the Gator Bowl in Jacksonville, Fla.

Through the years, the costume of the mascot, called the Masked Rider since 1983, changed from Fulton's original denim pants, red shirt, red and black cape and black hat. That time has seen 30 students guide the reins of nine horses including the current mount, Midnight Raider.

The concept of the official mascot actually grew from a 1936 appearance by student George Tate dressed in a red cape and black mask to conceal his identity. Tate made his fateful ride at a Texas Tech-Texas Christian University football game on a horse "borrowed" from the animal husbandry stables. The unknown horseman had a short-lived career with only a few surprise appearances during that season, circling the field prior to home football games.

The seventh female to become the Masked Rider, Key was selected from a field of candidates required to pass horsemanship trials and an interview session with a 12-member selection committee.

As the 1991-92 Masked Rider, Key will receive a \$1,000 scholarship from the Texas Tech Student Foundation. She will represent the university at approximately 100 civic, school and athletic functions throughout the year.

Key is majoring in business education and office systems technology and administration. She has been active in the American Junior Rodeo Association and has won many amateur and professional rodeos. She represented Texas Tech in barrel racing events of the College National Finals Rodeo this past summer. Key also holds the world record in pole bending, documented by the American Quarter Horse Association. At Texas Tech, she serves on the student board of directors for the Texas Tech Rodeo Association.

TEXAS TECH

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News & Publications, HSC Bureau

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FOR IMMEDIATE RELEASE

REF: A-7-16-91

CONTACT: Preston Lewis

LUBBOCK -- The Accreditation Council for Continuing Medical Education (ACCME) has awarded Texas Tech University Health Sciences Center accreditation for six years as a sponsor of continuing medical education for physicians.

Of the 80 programs nationally to undergo an accreditation review this quarter, the Continuing Medical Education (CME) Program in Texas Tech's School of Medicine was one of only three to be certified for a full six years, the maximum accreditation term granted by ACCME.

Texas Tech's Continuing Medical Education office sponsors more than 735 activities a year, reaching more than 6,000 physicians throughout Texas and the Southwest. Additionally, the Texas Tech Continuing Medical Education office works with Texas Tech MEDNET to provide weekly accredited programs by satellite transmission to physicians in rural hospitals throughout the state.

Accreditation signifies that Texas Tech's CME program meets the ACCME's essentials for accreditation. The ACCME evaluates overall CME programs according to standards adopted by the seven sponsoring organizations: American Board of Medical Specialties; American Hospital Association; American Medical Association; Association for Hospital Medical Education; Association of American Medical Colleges; Council of Medical Specialty Societies; and Federation of State Medical Boards.

Several medical specialty organizations require CME for membership and Texas physicians are encouraged to take regular CME courses to stay current in the practice of medicine.

Through MEDNET transmissions, Texas Tech's CME reaches rural physicians in their local hospital, allowing them to receive CME credit during weekly classes on their lunch hour. Texas Tech CME presentations are broadcast by MEDNET to hospitals in Alpine, Andrews, Big Lake, Big Spring, Borger, Bowie, Canadian, Colorado City, Cuero, DeLeon, Denver City, Dumas, Fort Stockton, Friona, Hale Center, Lamesa, Monahans, Muleshoe, Pecos, Plainview, Post, Port Lavaca, Rotan, Seminole, Tahoka and Van Horn.

MEDIA ADVISORY

REF: 3-7-16-91

CONTACT: Jennifer LeNoir

[MEDIA ADVISORY: More than 100 fourth- through seventh-graders from ^{90th}all over the nation are participating in the 11th annual "Shake Hands with Your Future" program sponsored by the Institute for the Gifted at Texas Tech University through July 27.

The students, who are living on campus, are taking classes in a variety of academic disciplines such as aerodynamics, art, atmospheric science, psychology, business, law, theater arts, computer science and photography.

To be selected to participate, the students had to meet two of the following criteria: rank in the 90th percentile on a standardized test, possess an IQ of 130 or more, have a B plus grade-point-average in school, demonstrate outstanding potential for achievement in academic or creative endeavors or be enrolled in a gifted and talented program at their school. The two-week session costs students \$675, which includes meals, lodging, books and classroom supplies.

For more information or for an interview about the program, contact Deborah Milosovich, director of the Institute for the Gifted, 742-1050.]

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FOR IMMEDIATE RELEASE

REF: 4-7-16-91

CONTACT: Jim Barlow

LUBBOCK -- Researchers' efforts to understand how cool night temperatures hamper the development of cotton fibers are the focus of a videotape produced by Texas Tech University.

Candace Haigler, associate professor of biological sciences at Texas Tech, and Norma Trolinder, plant physiologist at the USDA/Agricultural Research Service's Lubbock office, began the research in 1987 with a grant from Cotton Inc. to find a way to genetically breed cotton to be more tolerant of cool temperatures.

Haigler's research team is using technology to grow cotton fibers in the laboratory that was developed by Trolinder and the late J.R. Goodin, former dean of Texas Tech's College of Arts and Sciences. The researchers are applying techniques of cell biology, plant physiology and molecular biology to provide a new genetic base for cotton breeding.

The six-minute videotape depicting the research and its importance to cotton producers was funded by Cotton Incorporated and produced by Pam Alspaugh, manager of Video Services of Texas Tech's Office of News and Publications.

"The tape provides an easy-to-understand approach to basic genetic engineering," Alspaugh said. "It would be useful in junior and senior high school classes."

The tape is available for \$10, which covers the costs of duplication and postage, from Video Services, Box 42022, Texas Tech University, Lubbock, Texas 79409-2022.

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FOR IMMEDIATE RELEASE

REF: 5-7-17-91

CONTACT: Jim Barlow

LUBBOCK -- Robert A. Long, Ph.D., professor and chairman of Texas Tech University's department of animal science, has been given the annual Pioneer Award by the Beef Improvement Federation.

The award, which originated in 1973 to honor individual contributions to the U.S. beef industry, was presented during the federation's annual meeting May 16-17 in San Antonio.

Long has pursued research involving the effects of nutrition and genetics on cattle carcass quality to promote high-quality meat products with maximum muscle and minimum fat.

Long was given a plaque signifying his selection. Previous recipients have been university researchers, cattle breeders and officials of the U.S. Department of Agriculture. Before he joined the Texas Tech faculty in 1976, Long had chaired the department of animal science at the University of Georgia and had served as executive vice president of the Ankony Angus Corp.

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FAX (806) 743-2118**FOR IMMEDIATE RELEASE****REF: B-7-18-91****CONTACT: Kim Davis**

[MEDIA ADVISORY: Karen Cherwony, an administrator with Temple University's human resources development and training program, will visit Texas Tech Friday in room 2B152 of the health sciences center to train the volunteers of SERVICEplus. Cherwony helped establish and implement a similar quality-service program at Temple. Cherwony will be available to speak to the media between 8 a.m. and 9 a.m. before beginning the training session, which will run from 9 a.m. to 4 p.m. You are welcome to any portion of Friday's training. To set up interviews with Cherwony or to find out more about Temple University's program, contact steering committee members Don Garnett or Kayse Fulcher at (806) 742-2189.]

LUBBOCK -- Texas Tech University and the Texas Tech Health Sciences Center (TTHSC), which are working to create a better environment for their employees and the customers they serve, have announced trainers who will be leading their new SERVICEplus program.

SERVICEplus is being instituted this fall as a multi-level training structure designed to help university and health sciences center employees deal more effectively with Texas Tech's customers, ranging from students to patients to the general public.

"We hope to be more customer-oriented with the myriad of publics Texas Tech serves, including students, patients, parents, alumni, donors and community members," said program steering committee member Don Garnett, director of the university's Texas Academic Skills Program.

The program will utilize 34 staff members recently selected by the steering committee to instruct some 4,600 employees at both institutions. The 34 volunteer staff trainers will lead about six classroom hours of instruction per month over the next 18 months.

"SERVICEplus will be an ongoing part of both institutions," Garnett said. "We anticipate that by helping to create a better environment, we will have not only more satisfied customers, but more satisfied employees as well."

Trainers for SERVICEplus are: Kerry Billingsley, Phillip Birdine, Dan Burns, Mary Donohue, Jim Douglass, Judi Henry, Marlene Hernandez, Troy Johnson, Brian Jones, Denice Jones, Nina Klinkenberg, Tom McGinnity, Shauna Peterson, Kevin Pipkins, Michael Shonrock, Danna Szymanski, Carol Thomas, Rory Thomas, Amie Ward, Emilia Westney, Kay Whyburn, Virginia Ramos and Elvin Verett, all from the university.

Also included are: Jean Bardy, Shelley Burson, Kim Davis, Susan Dymond and Rob Shive, all from the TTHSC; D'Aunn Avary and Mary McClelland, both from the Odessa Regional Academic Health Center (RAHC); David Clark and Nona Hutcherson; both of the Amarillo RAHC; and David Porras and Olga Ortega of the El Paso RAHC.

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from
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DISTURBED DOCTORS -- Nobody's perfect, and doctors are no exception. Yet many patients expect their doctors to be almost perfect. In reality, despite the medical degrees and years of schooling, physicians still can fall victim to many of the problems they so frequently treat. Alcohol and drug abuse and even depression plague doctors like everyone else. But the Texas Medical Association's Committee on Physician Health and Rehabilitation (PHR) wants to help these doctors and is asking patients to report problems they suspect with their family physician. Libby Stuyt, M.D., a TTHSC psychiatry faculty member and a state representative for the program, said problems must be recognized for what they are: sick doctors who need to be treated. Patients can help their physicians overcome their impairments by referring suspected problems to local PHR representatives. Physicians treated for alcohol or drug addiction, Stuyt said, have recovery rates roughly twice that of the general population because of added motivation to regain medical practice and because of stringent after-care and monitoring. For more on impaired physicians and the Committee on Physician Health and Rehabilitation, contact Stuyt at (806) 743-2800.

LAW OF THE LAND -- By 1994 when the Americans with Disabilities Act (ADA) of 1990 goes into effect, all employers with 15 or more employees will be required to make "reasonable accommodations" to the known mental or physical limitations of individuals with disabilities. This law, says Patricia A. Crist, who heads TTHSC's occupational therapy department, will affect everything from housing and transportation to job training and social services. Crist, a certified ADA trainer, says employers should begin now to review the changes ADA will require in their day-to-day operations. Crist can provide background on ADA as well as its implications for employers and physicians doing physicals for employees. She and other TTHSC occupational therapists are available to help businesses evaluate the steps they will need to take to bring their operations in compliance with the law. For details, contact Crist at (806) 743-3240.

For assistance on these or other stories,
contact Kim Davis or Preston Lewis at
TTHSC News and Publications,
(806) 743-2143.

C-7-19-91

(MEDIA ADVISORY: This Texas Tech calendar is compiled to let you know of upcoming events and releases and to serve as a reminder of releases already sent. If you need more information, call News and Publications at 742-2136.)

- JUL 19** Student-initiated drop-add ends
- SERVICEplus trainers session
 9 a.m. to 4 p.m., TTHSC Room 2B152
- JUL 20** Dads and Moms Association Mid-Summer Meeting with keynote
 speaker Texas Tech President Robert W. Lawless
 10:30 a.m., University Library Basement Room 1
- JUL 21** Texas Tech Band and Orchestra Camp Festival Orchestra concert
 3 p.m., Hemmle Recital Hall
- Texas Tech Band and Orchestra Camp Bands 1 and 2 concert
 4:30 p.m., Hemmle Recital Hall
- Summer carillon concert series -- Randy Stevens
 8:15 p.m., Administration Building West Bell Tower
- JUL 22** Transfer student orientation
 7 p.m., on campus through July 23
- JUL 24** Readmitted student orientation
 8 a.m., on campus
- JUL 25** Transfer student orientation
 7 p.m., on campus through July 26

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FOR IMMEDIATE RELEASE
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CONTACT: Steve Kauffman

LUBBOCK -- Texas Tech University has been selected to take part in an NCAA pilot athletic certification program that may become a continuing service of the athletic association. The six-month self-study is scheduled to begin July 26.

In the self-study process involving 46 other Division I schools, Texas Tech and NCAA officials will examine specific aspects of the university's athletic program to assist administrators in defining strengths and weaknesses in operating policies and procedures.

Following the field tests, the NCAA membership at its 1993 annual convention will determine if the program should be continued and, if so, whether the certification should be conducted as a mandatory procedure.

The current program, conducted on a voluntary basis, does not include punitive or disciplinary actions and does not lead to any certification conclusions. Still, according to Texas Tech Athletic Director T. Jones, the process is an important step for collegiate athletic programs around the nation.

"Obviously we are proud to be among a select group of athletic programs taking a leading role in the certification program. This self-study is going to play an integral part in defining our operational standards and in making a public statement about Texas Tech's commitment toward institutional integrity," Jones said.

According to the NCAA, the current study process will address seven basic areas: institutional mission, governance and administrative issues, academic issues, finance, conduct of student athletes and coaches, commitment to rules compliance and the overall student-athlete experience.

The final report from each of the self-studies will include conclusions about critical aspects of each athletic program, a list of specific goals for improvement and a plan for realizing stated objectives.