

[illegible]

CONTACT: Beverly Taylor

1-9-30-85

LUBBOCK--Experts will discuss everything from television to American humor at Texas Tech University Feb. 13-15 during the sixth annual meeting of the Texas and Southwest Popular Culture Associations.

The popular culture of eight states -- Texas, Oklahoma, Arkansas, New Mexico, Arizona, Colorado, Kansas and Louisiana -- will be investigated by scholars studying its past and possible trends. Activities will be in The Museum of Texas Tech University and its Ranching Heritage Center.

Sessions will cover more than 30 topics, including American humor, architecture, ethnic groups, mystery and detective fiction, science fiction, fantasy, sports, technical writing, western fiction, television, personalities, writers, outdoor entertainment, material culture, decorative arts, museums, magazines and music.

A tentative schedule calls for the activities to be conducted all day Feb. 13 and 14 and half a day Feb. 15.

Individuals who attend the entire meeting will pay a \$10 registration fee. Those who attend only a few sessions will not be charged.

TexasTech News

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CONTACT: Debbi Whitney

2-9-30-85

ATTENTION: Food Editors

LUBBOCK--When is "fresh" not fresh and frozen better?

In the case of fish, poultry, meat and produce, food shoppers may be getting better quality in frozen products.

Texas Tech University home economics professor Lynn Huffman said consumers may be misled into thinking that the fresh food they bring home comes straight to their market from its source. "But fresh simply means that it has never been frozen," she said.

In the fish section, a "fresh" catch may not arrive at its final destination for 15 to 20 days. Although it is kept on ice, Huffman said its cellular structure already has begun to break down.

"People snub the idea of frozen fish, but it's frozen the day it is caught," Huffman said.

Fresh fish a week old still is good, she said, but after that time, consumers should watch for signs that it is deteriorating. Edible fish has only a mild odor, firm flesh, clean as opposed to slimy skin and, on whole fish, bright eyes.

Fresh fish purchased in non-coastal areas should be frozen if not used within 24 hours.

"And because home freezers freeze slowly, it is especially important to use a good freezer wrap that seals well," she said.

The wrap will protect the product as well as those around it.

"Dairy products are notorious for picking up odors from other foods. Plus, the product you are freezing will begin to dry out if not wrapped properly," she said.

Foods should be packed for freezing in small amounts. "If I had three fish, I'd use three different packages," she said.

Chicken and turkey seem to bring about a dichotomy in the way people view them for purchasing.

"People buy frozen turkeys all the time, but they won't buy frozen chicken," Huffman said.

The public's perception of frozen chicken dates back to the time when slaughtered chickens were stored fresh for several days and then frozen if not purchased, she said.

She said poultry sometimes is not labeled "fresh" because it has been frozen and then thawed for sale.

"If people would accept that frozen is all right, they probably would request frozen in the first place, rather than food that has been frozen and thawed and that they may freeze again at home."

Fresh produce should be judged by whether it still has good color and is unblemished. Its shape also may be important unless it is going to be chopped or used in some other way in which appearance would not matter, Huffman said.

She added that some vegetables and fruits bought fresh can be judged by weight. Produce such as cantaloupes, tomatoes and potatoes should feel heavy for their size.

As with meat, a claim that produce is fresh does not mean that it was just picked. Huffman said some foods, including apples, onions and potatoes, can be stored successfully for months.

CONTACT: R. Gary Cates

3-9-30-85

LUBBOCK--Texas Tech University electrical engineering graduate student John M. Gahl has received the Graduate Student Scholarship Award from the Texas Engineering Foundation.

The \$2,000 award is granted to one student each year from those nominated by the colleges and universities that are members of the Texas Society of Professional Engineers. Gahl was selected based on his academic performance and professionalism in electrical engineering studies.

Gahl, a doctoral candidate, is presently working on his dissertation "RF Current Drive in Tokamak." He received his bachelor's degree from Ohio State University and his master's from Texas Tech.

Gahl is the son of John and Virginia Gahl of 2441 Dorian, Cincinnati, Ohio.

CONTACT: R. Gary Cates

4-9-30-85

LUBBOCK--Pi Omega Pi, the national business educators honorary society, has inducted six persons for the fall of 1985.

The society is a fellowship of teachers and teaching students interested in business education. The group seeks to promote scholarship in business education, encourage high ethical standards in the profession and promote civic responsibility.

Pledges must have completed 30 semester hours and active members 45 semester hours, 15 of which must be in business or education courses. Both must maintain a 3.0 grade-point average or better.

Inductees, their parents and society status are: Debbie Nash, Mr. and Mrs. Jerry Nash, 2018 17th St., Lubbock, pledge; Annette Riley, Mr. and Mrs. Dan Riley, 1202 Oakmont, Richardson, pledge; Karla Bunch, Mr. and Mrs. Jimmy Don Wilson, Route 5, Wills Point, active; Tonda Freitag, Mr. and Mrs. Donald Klaus, Box 250 Wilson, active; Andrea Renfro, Mr. and Mrs. John Renfro, 5716 Jane Anne, Fort Worth, active; and Carolyn Sinor, Mr. and Mrs. Pete Kampas, 1909 Sandpiper, Plano, active.

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CONTACT: Preston Lewis

5-9-30-85

(MEDIA ADVISORY: The re-scheduled media luncheon at the Texas Tech University School of Law will be at 12:45 p.m. Wednesday, Oct. 2. A previous media advisory erroneously listed the date as Oct. 1. For information, contact Nina Klinkenberg at 742-3793.)

(MEDIA ADVISORY: Faculty of the Texas Tech University School of Law are available to answer your questions on legal issues. They are listed with their areas of expertise and phone numbers.)

FACULTY CONTACT LIST FOR SCHOOL OF LAW

FACULTY MEMBER

AREA OF EXPERTISE

Charles P. Bubany

o 742-3614

h 795-8786

Criminal Law & Procedure; Family
Law

Bruce M. Kramer

o 742-3684

h 799-1562

Oil & Gas; Environmental State
& Local Government, Land Use

W. Reed Quilliam

o 742-3921

Wills; Trusts; Estate Planning;
Probate; Texas Marital Property
(Community property system);
History of the Texas Tech Law
School

Murl A. Larkin

o 742-2883

Evidence

Rodric B. Schoen

o 742-3923

h 795-9204

Torts; Constitutional Law --
church-state; Equal Protection;
First Amendment - speech, press,
etc.

Marilyn Phelan

o 742-3724

Taxation; non-profit
organizations

Dean Frank Newton

o 742-3793

h 794-9943

Constitutional Law; Consumer
Law; Public International Law

Frank F. Skillern

o 742-3787

h 799-6745

Environmental; Water; Natural
Resources

Scott Lewis

o 742-3892

Medical Malpractice

CONTACT: Darla Hightower

6-10-1-85

LUBBOCK--Paintings of the Proto Renaissance in Italy will be discussed by artist and historian Eleanor Kreneck at 11 a.m. Tuesday (Oct. 8) at The Museum of Texas Tech University.

Kreneck will focus on Giotto of Florence and Duccio of Siena, two influential painters of this transitional period.

"In Siena painters held to a traditional painting style," Kreneck said. "But in Florence painters broke the tradition in the city where the Renaissance began in the 15th century."

The lecture will also touch on sculpture of the Proto Renaissance.

The lecture is part of the fall series of Tuesday art seminars sponsored by the Women's Council of the West Texas Museum Association. Admission is \$3 per lecture.

The 25th year of art seminars, "Art Through the Ages," is a study of art and its historical context.

CONTACT: R. Gary Cates

7-10-1-85

LUBBOCK--Some people waste their time by clowning around, but Bob Romer saves lives by doing it.

Bob Romer is a rodeo clown from Canyon who will be bullfighting for the 36th Annual Texas Tech National Intercollegiate Rodeo Association (NIRA) Rodeo Oct. 24-26 in Lubbock Municipal Coliseum.

Called the "Bull Dancer" because of his love of western dancing and taking chances in the arena, Romer has entertained thousands of fans all in the name of keeping bull riders safe.

"The cowboys are my number one responsibility," Romer says, "But I do like aggressive bulls, they give you a chance to show your talent."

The rodeo will feature student athletes from 14 colleges and universities in Texas and eastern New Mexico. Students will compete in bareback and bull riding, barrel racing and other events in this the world's largest indoor intercollegiate rodeo.

In addition to student competition, six-time Professional Rodeo Cowboy Association all-around world champion cowboy Larry Mahan, with Leon Harrel and E. G. Holub, will present a cutting horse exhibition.

Bouncing Boo, world champion frisbee-catching dog, and his trainer, Bill G. Murphy of Lubbock, will also appear.

Events will start daily at 8 p.m. and tickets are available at western clothing stores in Lubbock and surrounding communities. For more information, contact Kristine Frederiksson at (806) 742-1897.

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CONTACT: Beverly Taylor

8-10-1-85

LUBBOCK--A program for teaching skills to parents of problem children is being offered by the Texas Tech University Department of Psychology.

Parent-Child Interaction Training (PCIT) involves parents and children in 12 weeks of educational interaction with a counselor. Children from ages two to seven are eligible and the program is free.

The PCIT philosophy is that parents should control their children through firm and fair discipline.

Skills taught in the program are based on the idea that children learn to misbehave and that they can be taught to behave more appropriately. Parents will learn that the consequences of behavior -- either rewards or punishments -- control behavior and that they can change their child's behavior by first changing their own behavior.

Problem behavior might include noncompliance, disobedience, tantrums, fighting and destructiveness.

The service will be provided by doctoral students in the Psychology Department under the direction of department Chairperson John Harvey.

PCIT is part of the Community Parenting-Skills Program which is funded by the Hogg Foundation for Mental Health.

Persons interested in the service should contact the Psychology Department at (806) 742-3737.

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CONTACT: Debbi Whitney

9-10-1-85

LUBBOCK--Expectations were high during the civil rights movement of the early 1960s, but not high enough for a repressed lower class that remains at the bottom of American society today.

And conditions are not about to change unless that class can surmount its day-to-day problems of survival and muster hope for the future, according to Texas Tech University sociology Professor Walter J. Cartwright.

Those who stood to benefit from the civil rights brigade were the middle class minorities, Cartwright said, while those less fortunate appear even now to be at a stalemate.

"From the Brown court case of 1954 to the marches of the 1960s, the instigators were all middle class people with educations," he said. "Martin Luther King Jr. was an educated minister with a doctorate."

The successes accomplished by that group came out of an affirmation of the American system, beginning with middle class blacks and moving on to the Hispanics, the American Indians and women.

"They were saying America had a good system, and they just wanted to be a part of it," Cartwright said.

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The uprising came as a result of World War II, when blacks had abundant opportunities to find jobs and traveled in military service to other parts of the world where they could observe how conditions elsewhere differed.

They also were being universally educated to the idea that they had certain rights. That new awareness caused minorities to realize that they needed to take action.

"What had been a slow burn before the war turned into a raging fire," Cartwright said.

But the burn did not sear deep enough to reach the destitute.

"We still have a depressed class of lower income minorities, and some say it is permanent," Cartwright said. "One war -- the war on the poverty that is the basis of the underclass -- has never been won."

The Nixon administration proposed helping the poor survive by permanently maintaining them on welfare, Cartwright said. The idea was that if the lower class had money to spend, the economy would be bolstered.

Lyndon Johnson took a different approach, that of providing the needy with job skills so they could earn their own money.

But unless the motivation exists for the lower class to pull itself up, any suggestions for remedy are moot, Cartwright said.

People who have to deal with where their next meal is coming from have little desire to take on the larger task of improving their class as a whole, Cartwright said.

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For a change to be made, the suppressed would have to put aside their daily problems and once again feel the frustrations of the 1960s. Then they would have to gather strength from their hope that things would change.

But Cartwright said the hope may never surface, particularly for some groups who are economically worse off today than their counterparts of the past.

"And there is nothing more deadly than hope put down," Cartwright said. "Despairing people don't revolt, people with hope do."

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10-10-1-85

ATTENTION: Agriculture Editors

LUBBOCK--While Congress debates what type of legislation farmers will have to live with the next few years, a Texas Tech University agricultural economist warns that removing farm program supports would force many farmers to cease production.

Don E. Ethridge along with Randy Sudderth, a research associate in the Texas Tech Agricultural Economics Department, has compiled breakeven and shutdown prices for major crops in the High and Rolling Plains areas of north and west Texas. Ethridge and Sudderth work cooperatively with the Texas Agricultural Experiment Station.

Ethridge describes shutdown prices as those prices which a farmer must receive to stay in business in the short run. Breakeven prices are those which farmers must receive to stay in business in the long run.

"The shutdown prices reflect the farmers' out-of-pocket expenses, while the breakeven prices reflect what prices a farmer must have to cover all costs of production," Ethridge said.

Ethridge's work shows that corn producers in the extreme northern Panhandle need to receive \$2.96 per bushel to cover all costs of production under the current farm program stipulations.

"That cost is almost the same as the April 1985 market price of \$2.99 per bushel," Ethridge said. "The \$2.96 price does not include any return for management time invested. So, if the farmer is willing to accept no return for his management time, he can continue to produce corn."

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His work also shows that producers who are renting their land, growing irrigated wheat and grazing cattle as a supplementary income, need \$3.35 per bushel to cover their variable costs under current programs.

"These wheat producers should immediately cease production if the current market price goes under the \$3.35 level," Ethridge said. "However, they need about \$4.69 per bushel to stay in business over the long term of five to 10 years."

Ethridge said that his comparison of unit costs to market prices shows that there are relatively few enterprises which producers can continue to produce in the long term unless market prices increase, production costs decrease or some combination of the two occurs.

Ethridge pointed out that if current federal deficiency payments are removed, the same corn producer would need a \$3.28 instead of a \$2.96 per bushel price to breakeven.

"This indicates that with current prices, if deficiency payments were removed, most corn producers could not continue to grow corn after a few years," he said.

Producers in the High Plains III area -- which includes Lubbock, Bailey, Lamb, Cochran, Hockley, Lynn, Garza, Dawson, and Borden Counties -- and the northern part of the Panhandle, can cover all costs only for corn, dryland sorghum and dryland wheat with current market prices and farm programs, he said.

Ethridge said producers who own their land outright can cover their out-of-pocket costs for all major crops, with the exception of irrigated soybeans in the High Plains III area.

"If the commodity programs are changed so as to eliminate deficiency payments, the immediate situation for farmers will become substantially worse," Ethridge said. "None of the crop alternatives in the study area would be economically viable in the long run with current market prices."

If the payments are removed the only viable crops for those farmers still making land payments or paying rent in the Lubbock area would be corn and dryland wheat, he said. In the northern Panhandle, only corn, sorghum and dryland wheat are viable crops. The western Rolling Plains, which stretches west of Wichita Falls, would be able to grow dryland cotton and some dryland wheat, he said.

Ethridge points out the averages he deals with in his study do not represent the situations faced by individual farmers because different farms have different costs.

"The costs and prices presented do illustrate the severity of the economic conditions faced by farmers in the region in general," Ethridge said. "While none of the data suggest future events, the severity of the current conditions along with unfavorable prospects for commodity price increases in the near future indicates the potential for structural changes in the farming industry."

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CONTACT: Preston Lewis

11-10-1-85

LUBBOCK--The literary legacy of two of the Southwest's enduring folk heroes -- the cowboy and the Indian -- will be explored by three scholars and an award-winning Texas novelist during the symposium "Southwestern Images" Oct. 10 at Texas Tech University.

Dr. Jim Harris of New Mexico Junior College, Dr. Jack Schneider of Midland College and Dr. Lawrence Clayton of Hardin-Simmons University will speak at the afternoon session "Poets, Indians and Cowboys" and author Elmer Kelton of San Angelo will discuss his works at a banquet that night.

The symposium is sponsored by the Friends of the University/Southwest Collection and the banquet will serve as the organization's first annual meeting. The free symposium will meet 2:30-5:30 p.m. in the Rare Books/Special Collections Room on the third floor of the University Library.

Reservations are required for the banquet which will begin at 7 p.m. in the University Center Coronado Room. Tickets are \$8 each and should be reserved before Oct. 7 by writing Friends, Texas Tech University Library, Lubbock, Texas 79409-2000 or by calling (806) 742-3758.

Schneider, Clayton and Harris will explore the literary image of cowboys and Indians as portrayed in Texas and Southwestern fiction and literature. Schneider is chairman of the Communication Studies Division at Midland College. Clayton is dean of arts and sciences at Hardin-Simmons. Harris is an English professor at New Mexico Junior College.

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Kelton, editor of "West Texas Livestock Weekly" and author of more than 25 books on Texas and the West, has won every major award in western fiction. His novels "The Day the Cowboys Quit," "The Time It Never Rained," "Buffalo Wagons" and "Eyes of the Hawk" earned him Golden Spur Awards from the Western Writers of America. The National Cowboy Hall of Fame awarded him its Western Heritage Award for his novel "The Good Old Boys."

An exhibit of Kelton's works and other books that have played a significant role in the evolution of the Southwest's literary heritage will be displayed in the foyer and on the third floor of the University Library during the symposium.

The Friends organization is a support group which raises funds and provides volunteer services to the University Library and the Southwest Collection, a regional repository and historical research center at Texas Tech.

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12-10-2-85

LUBBOCK--Hector Homero Montez, a senior physical therapy student at the Texas Tech University Health Sciences Center School of Allied Health, has been named the second recipient of the Martin V. Atchison, M.D., Recognition Award.

The award is presented by the Valley Rehabilitation and Treatment Center, Inc. of Harlingen to Texas senior students demonstrating high academic and clinical standards in physical therapy or physical therapy assistant programs.

Montez practiced occupational therapy for seven years before enrolling in Texas Tech's physical therapy program.

"Although happy as an occupational therapist, I was motivated to do more for Valley people by being able to provide a multitude of services to people, particularly those with physical disabilities," Montez said. "Thus, my decision to become a licensed physical therapist."

The award is named for Dr. Martin V. Atchison, a former Rio Grande Valley orthopedist. The award is donated by Valley physicians and friends of Atchison.

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13-10-2-85

LUBBOCK--Many skin cancers could be prevented if people viewed their skin as more than a covering to protect the important organs of the body.

Besides just covering the internal organs, the skin has other important functions. Not caring properly for the skin can result in skin cancer, injury to the immune system, infections, scarring and premature aging, said Dr. Timothy J. Rosio of the Dermatology Department at the Texas Tech University Health Sciences Center.

"The majority of skin cancers, particularly the most common types, are preventable, but it takes an organized approach and education," said Rosio. "Many people have the impression that the skin is not an organ. But, it is vitally involved in adjusting the immune system and other functions."

Knowledge of how to care properly for the skin is especially important in sunny areas, he said. Intense sunshine and high altitudes which reduce cloud cover result in a higher than average incidence of skin cancer in the southern portions of the United States.

To help people understand their skin better, the Dermatology Department will have an exhibit about skin cancer and skin care at the Permian Basin Health Fair Saturday (Oct. 5) at Winwood Mall in Odessa. The fair will also feature many other types of exhibits.

Life-long sun exposure is the major factor in establishing most of the common types of skin cancers.

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"People often equate recommendations about sun safety with sun avoidance. That's the farthest thing from the truth," Rosio said. "People just need to take the simplest protective measures. Besides protecting them from possible skin cancer, the steps will ensure that they get the maximum enjoyment of their outdoor time."

Protective steps include wearing a cap or hat and a sunscreen.

Individuals who have certain kinds of skin cancer in their family and who have had skin cancer themselves are on the high incidence list. They should have periodic skin examinations.

Early detection is the prime factor in deciding whether a skin cancer can be cured, Rosio said. The signs which should alert individuals to see a doctor are a sore that will not heal, a sore which heals but periodically returns, a new growth on the skin which can be either flat or raised, and a discoloration of the skin which can be dark, pink or whitish.

"The majority of the time people are sent home reassured that the growth or whatever they have noticed is entirely normal," he said. "If there is a condition that needs treatment, it can be handled many times right there in the office."

A more serious type of skin cancer can be treated through a variety of techniques. The most common is a minor surgery to remove the cancerous skin. Usually the operation leaves only a tiny scar.

Taking care of the skin is not only important in skin cancer prevention. Other health and cosmetic justifications are also cited.

Some light is powerful enough that its rays penetrate deep into the body to blood vessels and fibers which give the skin its elasticity. If these are damaged a person can experience premature wrinkling and aging of the skin.

Ultraviolet light can also suppress the ability of the skin to ward off foreign substances, Rosio said. There is evidence that improper functioning of the skin can hamper the body's fight against infections and internal cancer.

Ultraviolet light used in tanning booths is one type of light which penetrates deep into the skin. Rosio is concerned about the rising use of tanning booths because many people are unaware of the possible effects.

"People just need to know that tanning booths are not entirely harmless," he said. "Minimal use probably has minimal side effects. The people who use them regularly for long periods are probably going to experience an accelerated rate of wrinkling and possibly other complications later on."

One of the major features of the dermatology exhibit at the health fair will be Skin Cancer Risk Assessment on Microcomputer (S.C.R.A.M.), a computer program developed by Rosio and David L. Phillips of the Texas Tech School of Law. Individuals can answer questions on the program and get an arbitrary skin cancer risk score. The program also collects statistics for research and provides learning opportunities for the operator.

The health fair will feature a variety of exhibits and screenings. Some of the screenings will be for blood pressure, vital signs, hearing, stress level, blood sugar, dental problems, anemia, cardiovascular risk and vision.

Some exhibit topics are aerobics, heart disease, nutrition, pregnancy counseling, child abuse, adoption and alcoholism.

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14-10-2-85

LUBBOCK--Recent developments in several fields of law will be examined during the annual Stay Abreast Law Seminar, sponsored Friday (Oct. 4) by the Texas Tech University School of Law.

Open to attorneys, the seminar will cost \$85 per person and will meet 9 a.m. to 5 p.m. in Room 109 of the Law School. Pre-registration is not required to attend.

Speakers will be Dallas attorney Leota Alexander on family law; former Lubbock bankruptcy judge Bill H. Brister, now of Dallas, on bankruptcy law; and Lubbock attorney Tommy Turner on the property code.

Participating members of the Texas Tech law faculty will be Charles P. Bubany on criminal law and procedure; Bruce M. Kramer on oil and gas law; and J. Hadley Edgar on trends in tort law.

For additional information, contact assistant law dean Carolyn Thomas at the School of Law, 742-3804.

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15-10-2-85

LUBBOCK--Poet Reg Saner, winner of the 1975 Walt Whitman Award, will read his poetry at 8 p.m. Tuesday (Oct. 8) in the Texas Tech University Center Lubbock Room.

Saner is the author of three books of poetry and his poems have appeared in more than 100 magazines. His visit to Texas Tech is sponsored by the English Department.

Saner's first book of poems, "Climbing Into The Roots," won the Walt Whitman Award presented annually by the Academy of American Poets and the Copernicus Society of America. His book "So This Is The Map" was a co-winner in the 1980 annual competition of the National Poetry Series.

His poems have appeared in such magazines as The Atlantic, American Poetry Review, Texas Quarterly, Prairie Schooner, Paris Review, Poetry and Crazy Horse. His poetry has also been selected for nine anthologies.

Saner is a former Fulbright Scholar and in 1976 held a creative writing fellowship from the National Endowment for the Arts. An English professor at the University of Colorado, Saner received the Colorado "Governor's Award" for excellence in the arts in 1982. He holds a bachelor's degree from St. Norbert College and master's and doctoral degrees from the University of Illinois.

His visit is partially funded by the Texas Commission on the Arts and the National Endowment for the Arts. The visit was arranged by the Texas Reading Circuit of the Texas Association of Creative Writing Teachers.

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16-10-2-85

LUBBOCK--The U.S. Navy will formally sign on with Texas Tech University Oct. 10 when the nation's 64th and newest Naval Reserve Officers Training Corps (NROTC) is commissioned on campus.

Rear Adm. George M. Furlong Jr., deputy chief of Naval Education and Training, Naval Air Station, Pensacola, Fla., will deliver a commissioning address during the ceremony at 10:30 a.m. Oct. 10 in the University Center Allen Theater.

During the ceremony the Texas Tech NROTC program will formally receive its unit designation and flag. NROTC units are approved by the Secretary of the Navy after application by a university through the chief of Naval Education and Training.

Commanding officer of the Texas Tech NROTC unit is Marine Col. C.J. Horn. The first Texas Tech NROTC class this fall has 21 freshmen midshipmen.

The commissioning ceremony will be preceded at 10:15 a.m. by martial music provided by the Fourth Marine Aircraft Wing Band.

Ceremony speaker Furlong has held his current post since 1983. He previously served as commanding officer of the aircraft carrier USS Independence, commanding officer of the fleet oiler USS Ponchatoula and commander of the U.S. Pacific Fleet's Fighter Airborne Early Warning Wing. He was also at one time commanding officer of the 142nd Fighter Squadron while deployed with the aircraft carriers USS Constellation and USS Enterprise.

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During his naval career, he has accumulated more than 4,500 flight hours and 930 carrier landings in all types of current Navy tactical aircraft. He flew more than 200 combat missions in Vietnam.

A 1956 graduate of the U.S. Naval Academy, Furlong holds degrees in naval science and aeronautical engineering.

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17-10-2-85

EDITORS' ADVISORY: You are invited to attend a news conference at 3 p.m. Friday (Oct. 4) in the Texas Tech Development Office (15th and Boston). At that time, Regent J. Fred Bucy will discuss the kickoff of Tech's largest capital campaign in history. Present for the conference will be Tech President Lauro F. Cavazos and a campaign consultant, Kent Dove. (Parking is available adjacent to the Development Office (formerly the Housing Office) or across the street in the Bookstore parking lot.)

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18-10-3-85

LUBBOCK--Lee Kitchens is building bridges between industry professionals and college students.

After 33 years with Texas Instruments, Kitchens has been assigned by the company to teach in the Industrial Engineering Department at Texas Tech University for the next five years. Under a TI program similar to other corporate visiting professor programs, Kitchens is maintaining his company affiliation while at the same time assisting the university.

"There's a culture shock for students graduating and going into industry," Kitchens said, "because they are going from one world to another world. We need to bridge that gap so graduates can become more productive, sooner."

"I can bring to students the benefits of my years of experience in industry," he said.

Additionally, he will assist the Industrial Engineering Department by seeking industry equipment which can be donated for laboratory use.

"The equipment used in industry today is inordinately expensive," Kitchens said. "Typically, the lab equipment students are exposed to in colleges may be five generations old. If you are only one generation behind in the laboratory, it is easier for students to bridge the gap between university and industry.

Kitchens will help manage the Texas Tech Engineering College's SMART (Systems, Materials, Automation, Research, Teaching) Laboratory, which trains students, using equipment that is no more than a generation behind industry.

In his first semester this fall, Kitchens, with other departmental faculty, is team-teaching courses in manufacturing, organizations and management; manufacturing materials and processes; and facilities planning and design.

"I find industrial engineering appealing because the industrial engineer needs a broad-based background," Kitchens said. "The industrial engineer needs to be a generalist and a specialist at the same time."

Kitchens, who holds an electrical engineering degree from Southern Methodist University and has been involved in the development of the semi-conductor industry from the ground floor, finds manufacturing is the most challenging and satisfying task in engineering because it requires that broad base of knowledge and experience.

"The typical designer can design one of anything," he said, "but to be able to build a hundred thousand or a million calculators, semi-conductors or anything else is a whole new game. Mass production entails design modification, special facilities, special equipment, cost control and a host of other factors.

"There are no simple solutions, only intelligent decisions," Kitchens said.

In making his classroom assignments, Kitchens strives to make them as realistic as possible. In his facilities planning course, he assigned students to design a parking lot that took into account special needs of the handicapped. Kitchens can attest to those for he is a little person, standing only 4-feet, 1-inch tall and having limited mobility.

"Hopefully, as I teach young engineers, they will become more aware of the needs of the handicapped portion of our population and better serve them and the public," he said. "As far as I am concerned, my handicap has been an asset for myself, the disabled community and my students."

Kitchens said the TI visiting professor program helps serve as a refresher for himself. It also benefits the company because he can help direct students toward an education in line with industry's needs and can identify talented students for recruitment. But even with the practical considerations, Kitchens sees the program as helping fulfill some broader goals.

"TI's philosophy, like that of many companies, is to be a good corporate citizen," he said. "Over the years universities have provided good talent to industry. Industry needs to repay them in some way because our country needs more talented people."

CONTACT: Beverly Taylor

19-10-3-85

LUBBOCK--A Texas Tech University nutritionist wants to know why the trace element molybdenum reduces the incidence of esophagus and breast cancer.

In two previous experiments, food and nutrition professor Shiang P. Yang and his colleagues in the College of Home Economics found that small amounts of molybdenum in the diet reduce the incidence of the two types of cancers in rats treated with chemical carcinogens.

"We're very excited since we have found this effect," said Dr. Yang. "Now we're studying how molybdenum works in the body to fight cancer of the esophagus and breasts."

Molybdenum, used to manufacture high quality steel, is a trace element in the soil. Humans ingest it in drinking water and through plants. However some areas have little or no molybdenum in the soil. Residents of those areas have diets deficient in molybdenum.

Yang became interested in molybdenum research after a 1979 visit to China where he learned that Dr. Xian-Mao Luo of the Cancer Institute in China had connected a high incidence of esophagus cancer in the Henan Province of northern China with a low level of molybdenum in the soil.

Some areas of the United States also have soils low in molybdenum, but the incidence of esophageal cancer is much greater in other parts of the world.

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Yang said esophageal cancer strikes blacks living in Washington, D.C. at a higher rate than other U.S. groups. However, the reasons for the high incidence rate are unknown.

In the U.S. there are about 20 cases per year for every 100,000 blacks while in Russia, where some areas are very low in molybdenum, the incidence rate is 500 cases per 100,000 population.

The areas of China, Russia and Iran which have high rates of esophagus cancer have been found to differ from places which have lower rates in the amount of molybdenum the inhabitants have in their diets.

The first experiment showed a significant increase in esophageal cancer in rats which did not get a molybdenum supplement after being treated with a cancer-causing agent. The second study revealed similar results for cancer of the mammary glands in female rats.

Most Americans get about 300 micrograms of molybdenum in their daily diets which is a sufficient amount, according to Yang. Large doses of the element can be toxic.

Luo and other investigators in China continue to collect statistics there in order to relate the research findings to humans.

The study has been funded in part for the past five years by a \$120,000 grant from Climax Molybdenum Company, the largest molybdenum miner in the world. The National Cancer Institute has donated \$200,000 for the next three years of research.

The Texas Tech University Home Economics Research Institute and the Institute for Nutritional Sciences awarded \$40,000 for the first two studies.

Story ideas for the
week of October 7-22, 1985
20-10-3-85

Texas Tech University
University News & Publications
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Radio & Television NewService

OVER THERE--Thursday, Oct. 10 at 10:30 a.m. in the Allen Theater, Texas Tech University's Naval ROTC unit will be officially commissioned. Guest speaker for the occasion will be Rear Adm. George M. Furlong. Martial music will be provided by the Fourth Marine Aircraft Wing Band. For further information contact, Col. C.J. Horn at 742-1735.

PARKINSON'S UPDATE--You are invited to attend the open house between 10 a.m. and 4 p.m. Oct. 11 to learn more about the Parkinson's Disease Information and Referral Center and the Tarbox Clinic motor laboratory. Parkinson's Disease affects about one million Americans; about one in 100 over age 60. Contact Susan Imke at 743-2497 to set up a tour.

COWBOYS AND INDIANS--The literary legacy of two of the Southwest's enduring folk heroes, the cowboy and the Indian, will be explored by "Southwest Images" Oct. 10 at the Texas Tech University Library. Call 742-3758 for details.

AGRICULTURAL SITUATION--Texas Tech University agricultural economists warn that removing farm program supports would force many farmers to cease production. Don E. Ethridge, along with Randy Sudderth, a research associate in the Texas Tech Agricultural Economics Department, have compiled breakeven and shutdown prices for major crops in the High and Rolling Plains of north and west Texas. Dr. Ethridge can be reached at 742-2821.

DIABETES AND THE HEART--Though cardiovascular disease is the leading killer of diabetics, how diabetes affects the heart is unknown. Texas Tech University Health Sciences Center pharmacology Professor Thomas E. Tenner says, "If we can identify how diabetes contributes to heart failure the next step will be to determine how we can protect the heart." To find out more contact Dr. Tenner at 743-2402.

For assistance with developing
these and other story ideas,
contact Mark Davidson, News and
Publications, 742-2136.

Texas Tech News

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21-10-4-85

FOR RELEASE AFTER 6 P.M. FRIDAY, OCT. 4

LUBBOCK--Texas Tech University and the Texas Tech University Health Sciences Center Friday (Oct. 4) launched a \$60 million major capital campaign with a gala for about 300 people in the Lubbock Memorial Civic Center.

The "Enterprise Campaign" Steering Committee, headed by Regent J. Fred Bucy, announced that the campaign already has achieved more than 30 percent of its goal, \$23 million. The campaign case statement indicates funds will go for student scholarships, faculty and research development, major research equipment and \$7.5 million for facilities development.

Invited to the gala were many who already have made substantial gifts to the campaign. Texas Tech President Lauro F. Cavazos explained the background for the fund drive.

"This campaign, beginning in the 60th year of Texas Tech's history," he said, "is the outgrowth of a careful study of needs balanced against what we perceive is a willingness of the private sector to support our future efforts."

Cavazos said the campaign effort had its beginning more than two years ago with a needs assessment by faculty and staff. This was followed by an extensive survey of alumni and friends of Texas Tech, conducted by a nationally recognized consultant in academic fund raising, Kent E. Dove, vice president, University of California Berkeley Foundation.

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"Texas Tech has built a fine reputation for quality education, depending primarily on state funding for its development to this point," Cavazos said.

"Our faculties in both institutions are excellent, but to achieve front rank status among the universities and health sciences centers in the nation, it has become apparent that we must increase our endowment. The Enterprise Campaign will do this."

The campaign case statement allocates the \$60 million to:

\$18 million for student financial support, to attract undergraduate and graduate students of the highest quality;

\$20 million to provide endowed chairs for present outstanding faculty and to attract leading young faculty while helping those already at Texas Tech to advance professionally;

\$5 million to provide a special fund endowment for use in seed grants for promising research projects;

\$7 million for major research equipment;

\$7.5 million for an Ex-Students Association facility; a larger facility for the Southwest Collection -- an archive of historical research materials; for the physical fitness and athletic facility now under construction; and expansion for The Museum of Texas Tech University.

The additional \$2.5 million is expected to be reached by increases in annual giving over the next five years, and these funds would continue to be used for special projects within colleges, schools and support groups.

The major campaign is expected to be conducted over a three-year period, 1985-1988. Concentrated, regional campaigns will begin in 1986.

Members of the Steering Committee include Chairman Bucy and Glenn Biggs, San Antonio; C. Robert Black, White Plains, N.Y.; Frank Burke Jr., Dallas; J. C. Chambers, Lubbock; Robert B. Dyer, Houston; Texas Tech Regent Larry D. Johnson, Houston; Mrs. Jean McLaughlin Kahle, Fort Worth; Texas Tech Regent Wesley Masters, Amarillo; Robert Moore, M.D., Lubbock; J. B. Pevehouse, Midland; Mack Pogue, Dallas; Charley R. Pope, Lubbock; Dr. Gerald Seeman, Ontario, Calif.; and Allan Tomlinson, Painesville, Ohio.

The Oct. 4 date for the kickoff was set to coincide with the 60th anniversary of the first day of classes at Texas Technological College on Oct. 1, 1925. Texas Tech became a university in 1969, the same year that the School of Medicine -- later the health sciences center -- was established as a separate institution.

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22-10-4-85

LUBBOCK--One in every 100 people over the age of 60 has Parkinson's Disease.

The central nervous system disease, which usually begins with a slight tremor of the hand, can progress to total invalidism in as little as 10 years.

Neurology Professor J. Thomas Hutton, M.D., of the Texas Tech University Health Sciences Center School of Medicine, said the disease can begin with a shaking hand or a tremor in just one finger when the limb is at rest. As Parkinson's Disease progresses, patients develop a marked stooped posture, a shuffling gait, stiffened muscles and a gradual loss of basic motor control throughout the body.

"Buttoning a shirt can become a challenge and walking becomes a slow, labored process," Hutton said.

Hutton will speak Oct. 12 at a continuing medical and nursing education program at the health sciences center that will focus on accurate diagnosis and current trends in management of Parkinson's. The conference, sponsored by the health sciences center and Sandoz Pharmaceuticals, is open to all physicians, nurses and interested persons.

Also speaking will be Susan Imke, associate director of the new health sciences center Parkinson's Disease Information and Referral Center.

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The conference is being held in conjunction with an open house Oct. 11 to introduce the new information and referral center to health care providers and parkinson's patients and their families.

The telephone system, funded by a \$25,000 grant from the American Parkinson's Disease Association, will provide information about the disease and where to turn with specific problems. The telephone number is (806) 743-2647.

While there is no cure for the disease, there are drugs that help control the physical problems associated with the disease.

Sinemet, a combination of carbidopa and levodopa, is generally the medication of choice for treating Parkinson's disease, Hutton said.

"With this medication, patients can function with reduced rigidity, tremor and slowness of movement associated with Parkinsonism," he said.

The drawback has been that the effects of the drug are temporary and many patients experience cycles of relief as their medication takes effect then wears off, he said.

The patients of the health sciences center's Tarbox Parkinson's Disease Clinic have been participating in studies of a timed-release formulation of Sinemet aimed at evening out those cycles.

Begun in 1982, the Sinemet Team, as Hutton has named his group of volunteers, has participated in two studies to determine which formulation could provide the most effective treatment for Parkinson's patients.

The Tarbox Parkinson's Clinic is named for former State Rep. Elmer Tarbox, a victim of the disease. During his five terms in Austin, Tarbox was instrumental in establishing the Texas Tech School's of Law and Medicine. Following the opening of the School of Medicine, the legislature created the Tarbox Parkinson's Disease Institute in 1972.

The institute, of which the clinic is one part, is dedicated to furthering patient care, research and education in Parkinson's disease and related neurological disorders.

More than 200 patients, including Tarbox, are on the rolls of the clinic. Patients come from throughout west Texas, eastern New Mexico and southwestern Oklahoma.

In addition to medical treatment, the clinic provides workshops for patients and their families offering information about the disease and demonstrations of techniques for dealing with its symptoms in performing everyday tasks.

For more information about the Parkinson's conference, contact the Division of Continuing Medical Education at (806) 743-2929.

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23-10-4-85

LUBBOCK--Some 175 universities and institutions, including Texas Tech University, will participate in the second annual World Food Day teleconference Oct. 16.

The teleconference, dubbed a "national town meeting" by its organizers, will feature a panel discussion of the relationship between poverty and hunger, the impact of environmental degradation on world food security, and the problems of reaching long-term development in the agricultural sector of Third World countries.

The teleconference will begin at 11 a.m. Oct. 16 in the University Center Senate Room. At noon Lubbock participants will attend a luncheon featuring Gerald W. Thomas, former dean of the Texas Tech College of Agricultural Sciences and former president of New Mexico State University. Thomas will discuss international food and development problems.

At 1 p.m. conference participants will return to the teleconference where a phone-in question-and-answer session will be held. Moderator of the panel will be Rene Pouissant, Emmy Award winning anchorwoman of WJLA-TV in Washington, D.C.

World Food Day, now in its fifth year, marks the anniversary of the founding of the Food and Agricultural Organization (FAO) of the United Nations in 1945. The event is sponsored nationally by the U.S. Department of Agriculture; the Agency for International Development (AID); and a coalition of 350 private voluntary organizations making up a National Committee for World Food Day.

The two panel sessions will originate from George Washington University in Washington, D.C. The morning panel will feature Peter McPherson, administrator of USAID; Sen. Paul Simon (D.Ill.); Barbara Huddleston, chief of the Food Security and Information Service of FAO; and Marie Savane, president of the Association of African Women for Research in Dakar, Senegal, and international vice president of the Society for International Development.

Sponsors for the local program are the International Center for Arid and Semi-Arid Land Studies (ICASALS); the College of Agriculture Sciences; KTXT-TV; and the Office of International Programs.

The conference is open to the public. For more information on local participation, contact Nancy M. Hood at ICASALS at (806) 742-2218. For more information about national participation, contact Patricia Young at (202) 653-2404 or 653-2402.

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CONTACT: Debbi Whitney

24-10-4-85

LUBBOCK--Excellence in art of all craft mediums is the focus of an exhibit Sunday (Oct. 6) through Nov. 17 at The Museum of Texas Tech University. The exhibit is being sponsored in conjunction with the Texas Designer/Craftsmen membership conference Nov. 1-3.

About 50 objects of clay, fiber, glass, metal and wood will be displayed by organization members in the museum exhibit, which is free to the public.

The statewide 1985 membership conference next month will take place in Lubbock for the first time. Theme for the conference is color in various mediums.

The first meeting will be at 7 p.m. Nov. 1 for conference registration and Texas Tech Department of Art exhibits. The conference will feature speakers and workshops on numerous craft mediums.

At 8:30 p.m. Nov. 1, Museum Director Gary Edson will speak on Mexican market pottery. Edson has operated a production pottery in San Antonio and worked as a civilian supervisor of crafts shops in Korea for the Army. He served as a Peace Corps volunteer in Ecuador and worked with craftsmen to create a national reference service for crafts-related problems.

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Joanne Rapp of the Hand and the Spirit Gallery in Scottsdale, Ariz., will speak at 10:15 a.m. Nov. 3. Rapp organized exhibits for the display and will select award winners prior to the opening of the conference.

Workshop leaders and mediums they will present include Jeanne Otis, art professor at Arizona State University, clay; Warren Seelig, chairman of the Fibers Department at Philadelphia College of Art, fiber; Bill Bagley, professor at the University of Emporia (Kan.) and developer of glass-blowing facilities in the Midwest and at Texas Tech, glass; and Leslie Leupp, professor in metals and jewelry design at Texas Tech, metal.

A barbecue dinner is scheduled 7:30-9:30 p.m. Nov. 2 at Jug Little's Bar-B-Que.

Registration forms and information on costs are available in the Art Department office. The conference is open to members of Texas Designer/Craftsmen. Membership forms may be obtained in same office.

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CONTACT: R. Gary Cates

25-10-4-85

LUBBOCK--Live entertainment and Red Raider football will highlight Family Day activities sponsored by the Texas Tech University Dads Association Friday and Saturday (Oct. 11-12).

Festivities will begin at 8:15 p.m. Friday with an encore presentation of the Student Association Talent Show in the University Center Ballroom.

A brunch mixer at 8:30 a.m. in the University Center Courtyard will kick off events Saturday. The brunch is open to parents, students and faculty at a cost of \$2.75 per person.

The Dads Association will conduct a membership business meeting at 11 a.m. in the University Center Coronado Room.

The association's recognition luncheon will begin at noon in the University Center Ballroom. Texas Tech basketball coach Gerald Myers will speak and the association will recognize the recipients of the Spencer A. Wells award for creative teaching and the newest inductees into the university's athletic Hall of Honor.

Parents may also attend a luncheon in the Wall-Gates cafeteria that will feature live music by the Texas Tech Jazz Band and a fashion show of men's and women's clothing by Hemphill-Wells. The cost of either luncheon is \$7.

Family Day activities will continue through the Texas Tech-Arkansas football game at 7 p.m. in Jones Stadium.