

Locals	(75)
Reg. Dailies	(25)
Reg. Weeklies	(37) (A) (39) (B)
50 M's	(16)
Reg. Radio	(26)
X-List	(15)
Adj. Counties	
Hometowners	
PSA's	
Ag list	
Ag boxes	(16)
MISC. (#)	

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[illegible]

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

CONTACT: Darla Hightower

1-3-18-85

LUBBOCK--Howard Peacock, author of "The Big Thicket of Texas," will be among featured speakers at the Fourth Annual Regional Conference on Literature and Writing Saturday (March 23) at Texas Tech University.

The conference is for elementary and secondary reading teachers, English and language arts teachers, librarians and anyone interested in literature. The 1985 conference theme is "Classroom Connections." Registration will begin at 8 a.m. in the west foyer of the Administration Building. Concurrent sessions will run through 4:30 p.m. in the College of Education in the Administration Building.

Peacock will speak at noon on "How to Answer the Question: What Should I Write About? or Writing About Texas." Peacock is a widely published journalist who was born and grew up at the edge of the Big Thicket of East Texas. He has studied the Thicket extensively and was active in the national campaign to salvage the Thicket wilderness. Although he enjoys writing about nature and folklore, his works span several topics including corporate and family history, travel articles, personality profiles and accounts of prison life.

Michael Angelotti, director of the conference, will give another approach to writing about Texas. He will discuss his book "Diary of a Hawk-eyed Wanderer: Poetry of the Texas Hill Country." Peacock and Angelotti will speak in the University Center Coronado Room.

"The focus of the conference is on teaching writing rather than actually writing poetry and non-fiction," Angelotti said. "The conference will be very informal and interactive. We will do workshops rather than read papers and we will spend time responding to questions."

Also speaking at the conference will be Tom Sherman, chairman of the reading program at Eastern New Mexico State University, discussing "Children's Literature" and "Developing Reading Comprehension Through Interest."

"Writing with a Micro" will be the topic for Mel Harp of Casa Software. He will discuss word processing software and how to use it in writing.

Other topics for concurrent seminars include Chicano Literature; Storytelling; Censorship and Book Selection: What's the Story?; Teaching Adult Literature to Adolescents; New Books on Teaching Writing; Bibliotherapy for the Gifted; and Teaching Young Adult Books.

The conference is sponsored by the Texas Tech College of Education's Center for Applied Research in the Language Arts, the South Plains Area Council of the Texas Joint Council of Teachers of English, the Caprock Council of the Texas State Council IRA and the Texas Association of School Librarians, Region XVII.

Registration fee is \$10 with a \$6.50 charge for lunch. Lunch reservations must be made by March 21. For more information or reservations, call Angelotti, (806) 742-2388.

TexasTech News

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4640/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136

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3-3-18-85

FOR RELEASE AT 7:30 P.M. MONDAY, MARCH 18

LUBBOCK--Mark SoRolle of Lubbock, the Lubbock Avalanche-Journal and Caviness Advertising and Public Relations have been named recipients of KTXT-TV's 1985 "PeeBee Awards."

The awards were presented during Festival '85, Channel 5's annual fund-raising campaign, to recognize individuals, businesses and organizations which have given meritorious service and support to public broadcasting on the South Plains.

Awards are presented annually in individual, corporate/business and advertising/public relations categories based on overall merit, length of service, financial support and contributions in other areas. The award recipients were announced by Karen Payne, KTXT director of development.

SoRelle has been an individual KTXT supporter for many years and a corporate supporter since 1982. His firm, Pizza Express, has provided food for several years to Festival telephone volunteers and underwrites "Austin City Limits" and "Country Express" on Channel 5.

"Mark SoRelle is a good friend of Channel 5," Payne said, "and is always eager to help in any way possible. A true advocate of public television, he recognizes the value of this programming service."

The Avalanche-Journal was named the PeeBee winner in the business category. Payne said the A-J provides considerable assistance to KTXT in promoting public television and its programs through stories, editorials and advertising.

-more-

Payne noted the specific contributions of A-J editor Jay Harris and Steve Beasley. She said Harris was supportive of business and public affairs programs and nature and travel series. Beasley, she said, regularly assists with advertising and public information planning and strategies for Channel 5.

"The A-J has shown by its support that it values the alternative programming provided by KTXT-TV," Payne said.

Caviness Advertising and Public Relations received the PeeBee in the advertising/public relations category. Payne said the firm donated many hours of professional services to KTXT during the past year.

Payne noted the work of Caviness media specialist Reecanne Joeckel, who designed a media plan for Channel 5 and developed and placed print ads, radio spots and television spots. Through her efforts the station received extensive advertising.

Caviness Creative Director David Leake developed the concept for a coordinated on-air, direct mail and public information campaign for KTXT, Payne said. None of this, she noted, would have been possible without the support of the firm's owner, Randall Caviness.

"These services were provided because Randall Caviness recognized the need, understood that public television has generally done a poor job of self-promotion and decided to volunteer his agency's services to help KTXT-TV fulfill its mission on the South Plains," Payne said.

Operated through the Continuing Education Division of Texas Tech University, Channel 5 is the South Plains' public broadcasting station. The PeeBees take their name from the first letters of "public broadcasting."

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CONTACT: R. Gary Cates

4-3-18-85

LUBBOCK--Richard M. Koster, author of the acclaimed "Tinieblas Trilogy" on Latin American politics, will deliver the sixth annual Faye Laverne Bumpass Lecture March 27 at Texas Tech University.

Koster will speak on "Literature and Reality" at 8 p.m. in Holden Hall, Room 76. The lecture is open free to the public.

Three novels -- "The Prince," "The Dissertation" and "Mandragon" -- make up the "Tinieblas Trilogy" which is set in the imaginary Central American Republic of Tinieblas. The trilogy has been acclaimed by critics as the best writing in any language on Latin American politics and as insightful into the moral and political fiber of the region's politics.

In addition to his public lecture, Koster will speak to English and political science classes during his two-day campus visit sponsored by the university's Latin American Studies Program.

A native of Brooklyn, N.Y., Koster has lived since 1957 in Panama where he teaches English at the Panama Canal Branch campus of Florida State University. He is married to a Panamanian. Through his marriage and 27 years in Panama, he has become acquainted with the country's political rulers, including Arnulfo Arias and Gen. Omar Torrijos, leaders who critics say are reflected in his writings.

-more-

Koster is active in Democratic Party politics and is a member of the Democratic National Committee, representing Americans living in South America. His political reporting has appeared in magazines such as "Harpers," "The New Republic" and "Playboy."

The Bumpass lecture is named for a former faculty member who taught in Texas Tech's Classical and Romance Languages Department from 1959-78.

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5-3-18-85

LUBBOCK--Texas Tech University has been awarded \$100,000 worth of computer equipment by AT&T for use in the university's Electrical Engineering/Computer Science Department, Mathematics Department, College of Business Administration and Academic Computing Services.

The donated equipment included four AT&T desktop 3B2 super-microcomputers and eight terminals. AT&T will install the equipment and provide one year of free maintenance and support.

Roger Dudley, area vice president of AT&T Information Systems, announced the gift as part of a \$32 million corporate program to provide support to more than 40 universities nationally.

Universities were selected for the equipment based on their developmental efforts in the computing and information science and electrical engineering fields and their commitment to integrating future technology into the campus.

Lee Alley, Texas Tech assistant vice president for computing and communication services, said the computers will be used in computer science and information science applications in each department and will increase the computer capabilities available to students.

"The responsibilities of higher education could not be met without such corporate support," Alley said.

PRODUCTION PROJECT

KTXT FESTIVAL 85

PAGE INTERVIEW: KAREN PAYNE

TIME :67

DATE 3-18-85

6-3-18-85

VIDEO

LOG NUMBER

AUDIO

IT'S PROBABLY ONE OF THE LONGEST FUND-RAISING DRIVES YOU'LL EVER SEE ON TV. BUT IT'S FOR TV SHOWS LIKE MASTERPIECE THEATRE, NATIONAL GEOGRAPHIC AND SESAME STREET. KTXT, CHANNEL FIVE, IS IN THE MIDST OF FESTIVAL 85....A 16 DAY FUND RAISING DRIVE SEEKING \$150,000 FOR THE TEXAS TECH-OWNED STATION, AND AT THE HALF WAY POINT, ONLY A THIRD \$50,000 ... HAS BEEN RAISED. KTXT'S DIRECTOR OF DEVELOPMENT, KAREN PAYNE IS OPTIMISTIC.

"...This is the first year that Spring break has fallen during the first week of festival and so we've had a slow start but we're starting to pick up momentum and we hope that with everyone back in town from Spring break and all rested up, that they'll want to make their pledges to their public television station. It's about a total of I think about thirty hours that we're on-air during festival to ask our viewers to become members. There's a difference, you know, in just watching and actively supporting your public television station.

MEMBERSHIPS START AT \$25. ALL YEAR LONG YOU'LL HEAR THEIR PROMOS SAY "KTXT..TV WORTH WATCHING", AND NOW THEY'VE ADDED, "...TV WORTH PAYING FOR". AT TEXAS TECH UNIVERSITY, I'M JANE PRINCE JONES.

Texas Tech News

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CONTACT: Sally Logue Post

7-3-19-85

LUBBOCK--About a million ducks use West Texas playa lakes every winter. Of those, thousands may die from avian cholera and botulism.

New marking techniques under study at Texas Tech University may increase knowledge about diseases that kill thousands of the ducks. In one new system the ducks can mark themselves.

Because traditional marking techniques require numerous man-hours to trap the ducks, research into how the diseases are spread is cumbersome and time consuming.

"We don't really know how the diseases spread, but we have a theory that some lakes are hotspots prone to disease outbreaks," Eric G. Bolen, Horn professor of wildlife management and associate dean of the Texas Tech Graduate School, said.

Bolen hopes the new techniques will help researchers trace waterfowl movement from lake to lake and perhaps how the ducks spread the diseases.

Bolen said traditional marking methods involve trapping and then marking ducks with a leg band. Two Texas Tech graduate students are working on other methods that may increase the information gained in banding.

Alan Fedynich of Kansas City, Kan., is working on a variation of traditional system. He is trapping and then marking ducks with colored wing tags that can be seen without recapture. The leg band method requires the birds be trapped a second time to see the band.

-more-

Ralph Godfrey, of Lubbock, is developing a mass-marking technique by mixing fluorescent particles into a lake. This technique will allow the ducks to mark themselves when they land in the water.

"The mass-marking technique has potential to reduce the labor required while increasing the number of ducks that can be marked at one time. Alan's more traditional marker system is being used as a control for the mass-marking technique," Bolen said.

Field work for these two-year studies began last October and will run through the end of the waterfowl wintering season in March 1986.

The U.S. Fish and Wildlife Service and many hunters are helping with the studies.

"The U.S. Fish and Wildlife Service is keeping an eye out for the wing markers and they, along with many hunters, are sending us wings so we can examine them under ultraviolet lights to see if the birds were on our fluorescent-marked lakes," Bolen said.

Godfrey is also examining how long the biodegradable, non-toxic fluorescent particles will stay on the birds and in the water.

"Ralph is regularly collecting water and mud samples along with monitoring of marked birds to help determine how long the particles stay in the water and how much settles in the mud," Bolen said.

Bolen emphasized humans cannot contract either duck botulism or avian cholera from infected ducks.

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CONTACT: R. Gary Cates

8-3-19-85

LUBBOCK--The tax laws, credits, and deductions that particularly affect retirement-age Americans will be examined in "Your Tax Return, 55 and Older" at 3 p.m. March 31 on KTXT-TV, Channel 5.

The PBS broadcast is a production of WQED/Pittsburgh in cooperation with the Internal Revenue Service. The IRS tax assistance phone lines (800) 424-1040 will be open to answer viewer questions during the broadcast. The one-hour program is closed-captioned for the hearing impaired.

The program will review new tax laws covering the taxability of social security income for higher-income retirees, the deduction of medicare and premiums, credit changes for the elderly and disabled, and the extra \$1,000 exemption for persons 65 and over.

Broadcast as a public service of KTXT-TV, the tax special will pre-empt Channel 5's regular programming, "Wall Street Week" and "Paul Noel."

CONTACT: Darla Hightower

9-3-19-85

LUBBOCK--Music of the Middle Ages, 1200-1400, will be the topic for a lecture at 11 a.m. Tuesday (March 26) at The Museum of Texas Tech University.

Music Professor Paul F. Cutter will examine the extensive repertoire of 13th century sacred music, centering on the Cathedral of Notre Dame in Paris.

The lecture will also cover the secular music of the 14th century, including love songs and hunting pieces. Cutter will discuss the famous medieval English Round "Sumer is Icumen Nin" and a carol written to commemorate the English victory over the French at the battle of Agincourt in 1415.

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

The 24th annual art seminar, "Art Through the Ages," is a study of art and its historical context.

CONTACT: Preston Lewis

10-3-19-85

LUBBOCK--A professional forum on the anatomy of a real estate development will be conducted by Michael E. Ridley, executive vice president of Derrick and Schaefer Inc., El Paso, Thursday (March 21) at Texas Tech University.

Ridley will discuss the Mesa Hills development his firm planned and developed in El Paso. His 90-minute presentation will begin at 10 a.m. in the Architecture Building, Room 5. It is open free to the public.

Mesa Hills is a large-scale, mixed-use development and Ridley will focus on the land acquisition, planning, development and marketing of Mesa Hills.

The presentation also will touch upon issues of market and demographic considerations, environmental sensitivity, public policy impacts, phasing, financing and real estate development.

The forum is being sponsored by Texas Tech's Division of Architecture and the Applied Planning Research Institute of Municipalities, Environments and Regions (aPRIMER).

Ridley is a member of the aPRIMER advisory board.

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CONTACT: Darla Hightower

11-3-20-85

LUBBOCK--The Texas Tech University College of Home Economics has been granted \$50,000 in computer software from the CBORD Group Inc. of Ithaca, N.Y.

The software will be used in the Restaurant, Hotel and Institutional Management (RHIM) program.

David K. Hayes, RHIM director, said the gift will better prepare students to meet the challenges of the hospitality industry.

The software included in the donation will be The Menu Management System for food cost and production control and the Nutritional Accounting System. Recipients also have user privileges including system enhancements, telephone support, system training, system documentation and attendance privileges for the annual User's Group Conference for CBORD.

The software is to be used for educational needs in food service, home economics, hospitality, nutrition and any related curricula, according to John E. Alexander, president of CBORD.

"The CBORD Group wishes to encourage food service, dietary and hospitality education at the college and university level," said Alexander. "Texas Tech has been selected based upon a broad range of criteria from a large number of institutions requesting donations."

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The Texas Tech RHIM program was one of four in the nation to receive the donation. Other recipients were programs at Purdue, Cornell and Michigan State Universities.

The Texas Tech RHIM program is one of the fastest growing in the country with 230 undergraduate students, Hayes said. The program is two years old.

The computer software will allow the department to offer a computer course beginning this fall, Hayes said.

"We will be as advanced as any program in the country as far as software availability and student accessibility to computers, he said.

Texas Tech News

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CONTACT: Sally Logue Post

12-3-20-85

LUBBOCK--Gary D. Condra, visiting professor in the Texas Tech University Department of Agricultural Economics, has been elected president of the Texas Chapter of the American Society of Farm Managers and Rural Appraisers and state director of the Texas Society of Professional Land Managers and Appraisers.

Condra has been a member of both organizations since 1973. He teaches farm and ranch appraisal, resource economics and land economics. He has a special research interest in costs associated with wind erosion.

Condra earned bachelor's and master's degrees from Texas Tech and a doctoral degree from Texas A&M University.

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13-3-20-85

LUBBOCK--Four Texas Tech University professors have been named recipients of the Amoco Outstanding Teaching Awards for 1985.

They are J. Camille Bell of home economics education, James E. Brink of history, Bill E. Dahl of range and wildlife management and Thomas F. Trost of electrical engineering.

Recipients will be recognized by Texas Tech President Lauro F. Cavazos during a faculty convocation at 3:30 p.m. March 27 in the University Theatre. Each recipient will receive a \$1,500 honorarium funded by the Amoco Foundation Inc.

A Texas Tech faculty member since 1963, Bell is chairperson of the Home Economics Education Department. She was recognized for her unique capacity for motivating students to aspire toward professional excellence. She holds bachelor's, master's and doctoral degrees from Texas Tech.

Brink has been on the history faculty at Texas Tech since 1976. He was cited for his work with the Honors Program, for his compassion for individual students and for his impact on students' ability and desire to learn. He holds a bachelor's degree from the University of Kansas and master's and doctoral degrees from the University of Washington.

A faculty member since 1967, Dahl was honored for his wealth of research background and expertise which he effectively imparts to his students. He holds a bachelor's degree from Oklahoma State University, a master's degree from Utah State University and a doctorate from the University of Idaho.

-more-

Trost joined the electrical engineering faculty at Texas Tech in 1970. He was recognized for his devotion to educating his students and at the same time conducting a funded research program. He holds bachelor's and master's degrees from Case Institute of Technology and a doctorate from Case Western Reserve.

Criteria for the Amoco awards include teaching excellence, intellectual impact on students and colleagues, scholarship, concern for individuals, professional integrity, innovation in teaching methods and evidence of previous recognition for teaching.

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CONTACT: Preston Lewis

14-3-20-85

(MEDIA ADVISORY: Robert Beatty, the executive director of the National Aeronautics and Space Administration's Marketing Department will be available for media interviews 8-8:45 a.m. Thursday (March 21) in the Business Administration Building, Room 817. Beatty is the speaker for Marketing Day activities Thursday in the College of Business Administration. He will present a program from 9 a.m. to noon in Business, Room 202, on NASA's marketing program. Marketing Day is sponsored by the Texas Tech Marketing Association. For more information, contact marketing Professor Van R. Wood, 742-3434.)

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CONTACT: Darla Hightower

15-3-21-85

LUBBOCK--A newly discovered dinosaur genus has been named Technosaurus in honor of Texas Tech University.

Professor Sankar Chatterjee, curator of paleontology at The Museum of Texas Tech University, and his museum science students last summer discovered the Technosaurus fossils in the Triassic Dockum Formation near Post, Texas. Chatterjee reported the major discovery in the December issue of "Naturwissenschaften," a leading scientific journal from West Germany.

The Technosaurus was a small animal that stood four-feet tall and ran on its hind legs to escape predators. The creature inhabited West Texas 225 million years ago, Chatterjee said. The species name is Technosaurus smalli, in recognition of museum science student Bryan J. Small for his field and laboratory help.

"This find of Technosaurus is important" Chatterjee said, "because it represents the earliest form of an ornithischian dinosaur and fills an important gap in the evolution of reptiles. Technosaurus is the ancestral form from which later ornithischians were probably evolved."

-more-

The Post quarry also yielded a variety of other prehistoric animals new to science. Discoveries include Postosuchus, a tyrannosaur ancestor; the earliest pterosaur, flying reptile from North America; the earliest lizard; and an ictidosaur, advanced mammal-like reptile.

Chatterjee is curator of vertebrate paleontology for The Museum of Texas Tech and a museum science professor. He has previously discovered fossil vertebrates from the Late Triassic period in the Maleri Formation of India. He has also participated in research in Antarctica and China.

Chatterjee's paleontologic research in West Texas has been supported by the National Geographic Society for the last five years.

CONTACT: Preston Lewis

16-3-21-85

(MEDIA ADVISORY: You are invited to a news conference for anthropologist Richard Leakey at 3:45 p.m. Thursday (March 28) in the media room of Lubbock International Airport. For more information, contact Mary Donahue of Texas Tech University Center Cultural Events, 742-3621.)

LUBBOCK--Anthropologist Richard Leakey, whose studies in East Africa have uncovered a wealth of prehistoric human fossils, will speak on the "Origins of Mankind" Thursday (March 29) at Texas Tech University.

Leakey, the director/chief executive of the National Museums of Kenya, will speak at 8:15 p.m. Thursday in the University Center's Allen Theater.

Discoveries made by Leakey have included a human-like skull believed almost two million years old and the skull, lower jaw, ribs, vertebrae and limbs of the oldest identifiable specimen of the homo erectus species.

Born and raised in Nairobi, Kenya, Leakey is the son of Mary and the late Louis Leakey who made significant paleontological finds during their marriage.

Leakey has carried on the work of his parents and has taken the lead in coordinating research throughout East Africa by sorting and assembling thousands of fossil fragments that are shedding light on the origins of mankind.

He began his research with a National Geographic grant in the Lake Turkana region of Kenya. The site has yielded one of the richest accumulations of fossils from early man and his predecessors ever found in one place.

Tickets are on sale at the University Center Ticket Booth for \$4.50 and will be available at the door the night of the lecture.

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CONTACT: Preston Lewis

17-3-21-85

LUBBOCK--Sir Edward Walter Eveleigh, lord justice of appeal and privy councillor for the British Court of Appeals, will deliver the annual Strasburger and Price Lecture in Trial Advocacy Wednesday (March 27) at the Texas Tech University School of Law.

Eveleigh will speak at 2 p.m. in the Law School, Room 109. The address is open free to the public.

He began his judicial career in 1945. He became a Queen's Counsel in 1961 and a judge of the High Court of Justice Queen's Bench Division in 1968.

In 1972 he became the presiding judge of the South Eastern Circuit which has among its courts the Central Criminal Court, better known as the Old Bailey. He assumed his current position on the Court of Appeals in 1977.

The Court of Appeals deals with civil appeals from the High Court and the County Court and also with criminal appeals other than in those cases dealt with summarily before magistrates. The only appeal from the Court of Appeals is the House of Lords.

Eveleigh served in 1978 on the Royal Commission on Criminal Procedure which reported upon the adequacy of the powers of Police and made recommendations for changes.

The annual lecture is sponsored by the Dallas law firm of Strasburger and Price in conjunction with the Texas Tech School of law.

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18-3-21-85

TOP COUNCIL--The Texas Tech University Interfraternity Council (IFC) received the Jellison Award as the outstanding council in its category during the spring meeting of the Mid-American Interfraternity Council Association this month. Texas Tech IFC representatives are, from left, front row, Peter Bambace of Houston, Mike Williamson of Arlington and Greg Hackney of Houston, and, back row, John Minter of Richardson, Larry Chance of Dallas, Scott Phelan of Levelland and Bruce Frank of Wichita Falls. The award recognized the Texas Tech IFC for its representative structure, committee structure, Judicial Board operation, rush program and leadership development opportunities. (Tech Photo)

Story ideas for the week of
March 25-29, 1985
19-3-22-85

Texas Tech University
University News & Publications
BOX 4640/LUBBOCK, TEXAS 79409/(806) 742-2136

Radio & Television New Service

MAN'S ORIGIN--There will be a news conference for noted anthropologist Richard Leakey (pronounced lee-kee) at 3:45 p.m. Thursday, March 28, in the media room of the Lubbock International Airport. Leakey, whose African discoveries have won world acclaim, will speak on the "Origins of Mankind" at 8:15 p.m., Thursday, March 28, in the University Center's Allen Theater. For more information contact Mary Donahue of Texas Tech University Center Cultural Events, 742-3621.

COMPUTERIZED MESQUITE--Getting rid of the native mesquite trees, a process which costs ranchers several million dollars annually, may or may not be economically advantageous. Texas Tech agricultural economists have developed a computer program to help ranchers determine whether or not mesquite control can be cost effective. Contact Don E. Ethridge, professor of agricultural economics, 742-2821.

LATIN AMERICAN POLITICS--The author of a trilogy of novels said to be the "best writing in any language on Latin American politics" will deliver the sixth annual Faye Laverne Bumpass Lecture Wednesday, March 27, 8 p.m., Holden Hall, room 76. Richard M. Koster, author of the "Tinieblas Trilogy" (The Prince, The Dissertation and The Mondragon, teaches in Panama and is also a member of the Democratic National Committee, representing Americans living in Latin America. Contact Dr. Neale Pearson, 742-2991.

ISLAND LIFE--Storyboards which dictate lifestyle and morals on the remote Pacific island of Palua (pronounced pa-low) are representative works studied by Texas Tech art professor Bill Lockhart. Dr. Lockhart suggests this was the only written communication among the islanders until this century. An exhibit showing this unique art form is at the Texas Tech University Museum through Sunday (April 28). Contact the Texas Tech Museum Art Department, 742-1898.

For assistance with
developing these and other
story ideas, contact Mark
Davidson/Jane Prince Jones,
UN&P, 742-2136.

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CONTACT: B. Zeeck

20-3-22-85

LUBBOCK--Dr. P. Merville Larson, professor emeritus of speech and theater arts at Texas Tech, has established at the university an endowment in support of student debate competition.

Larson's gift of \$10,000 will go to initiate the endowment which Professor Vernon McGuire of the speech communications faculty said should eventually reach \$100,000.

McGuire, as director of the forensics program at Texas Tech will be an ex-officio member of a five-member board of governors named to establish policy for use of the endowment.

"The cost of travel and other expenses for our team has gone up so drastically," McGuire said, "that extramural funds are becoming essential if Texas Tech is to maintain its national record."

McGuire said that Tech's large collection of debate trophies attest to the success of teams that have been competing since the mid-1930s. He said the Department of Speech Communications houses hundreds of trophies, averaging 10 to 15 a year. Approximately 40 students per year participate, he said.

Larson was professor and chairman of the Department of Speech and Theater Arts for 19 years, coming to Texas Tech in 1950 from the University of Denver.

He returned to full-time teaching before his retirement in 1973.

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Under Larson's administration, the department received a new theater and a new speech and hearing clinic and received recognition from the national forensics organization, Delta Sigma Rho. Larson was instrumental in establishing a chapter of the organization at Texas Tech.

He is a former president and executive secretary of the Texas Speech Association, former member of the executive council of Delta Sigma Rho, former president of Phi Rho Pi, national junior college forensic organization, and the author of high school and college level speech textbooks. The Texas Tech P. Merville Larson Speech and Interpretation Society was named in his honor.

Since his retirement he has been living in Colorado Springs, Colo.

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CONTACT; Deborah Palmer/P. Lewis

21-3-22-85

LUBBOCK--Interested persons will have an opportunity to participate in test review or computer courses this month through Texas Tech University's Division of Continuing Education.

Computer basics and computer functions will be covered in a three-hour "Computer Literacy" class. The one-night class will be offered 6:30-9:30 p.m. March 25 and 26 at Entre Computer Center. Cost is \$30.

The six-hour "Graduate Record Examination (GRE) Review" identifies the test format, test preparations and test-taking techniques. Participants will meet 9 a.m. to 4 p.m. March 30 (Saturday), Foreign Language Building, Room 105. Cost is \$25.

To register, contact Helen Otken at the Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-1523.

CONTACT: Preston Lewis

22-3-22-85

LUBBOCK--Texas Supreme Court Chief Justice John L. Hill Jr. will speak at the annual awards banquet of the Texas Tech University Law Review Tuesday at Lubbock Country Club.

Awards will be presented to 10 students and two law professors for their contributions to the Texas Tech Law Review during the past academic year. The dinner will begin at 7:30 p.m. and Hill will speak at about 8 p.m.

Hill served as Texas secretary of state from 1966 to 1968 and as attorney general from 1973 to 1978. He became chief justice of the Texas Supreme Court this year. Between his time in public office, he practiced law.

Hill holds a law degree from the University of Texas. He is a fellow of the American Bar Foundation and the Texas Bar Foundation and is active in numerous professional organizations, including the American College of Trial Lawyers, International Academy of Trial Lawyers, International Society of Barristers and the American Board of Trial Advocates.

For more information on the law review banquet, contact Carolyn Thomas at the Texas Tech Law School, 742-3804.

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CONTACT: Darla Hightower

23-3-22-85

LUBBOCK--A European Studytour for teachers, administrators and other educational personnel June 29 through July 14 can provide the continuing education not found in a classroom.

Participants can attend lectures, seminars, workshops and visit British schools to learn about education throughout Europe, according to tour director Dean Richard E. Ishler of the Texas Tech University College of Education. The studytour is sponsored by the College of Education and General Educational Services Inc.

The tour is available in two formats. One program includes visits to England, Spain and Portugal. The alternative includes England, Holland, Germany and Austria.

Educational seminars and visits to schools are available in the areas of early childhood/elementary education, nursing, special education, gifted and talented education, and secondary education.

Tour members may receive three semester hours of undergraduate or graduate credit for the tour. Students taking the tour for credit are required to write a paper that describes how they intend to incorporate the components of the British open classroom concept into their own classrooms or a paper comparing British education to that of the United States.

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Sample topics for seminars include "Education and the 1980s: A World View," "Social and Environmental Studies in Great Britain," "Public Health in Great Britain," "An Overview of British and American Special Education," "Overview of Gifted Education in the United Kingdom," and British Secondary Education."

The cost of the studytour is \$1,540 for program one and \$1,780 for program two. The price includes all expenses except for air fare since participants come from a variety of cities. Many educational travel expenses can be deducted from income taxes if certain requirements are met.

The cost includes first class hotels, 19-21 meals, textbooks, a private motorcoach for transportation, guided sightseeing, cruises through canals, and gratuities and taxes. Extras included are a travel bag, luggage tags, a foreign currency converter and a passport application.

For more information, contact Ishler at the College of Education, (806) 742-2385, or residence, (806) 794-4961.

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CONTACT: Darla Hightower

24-3-22-85

LUBBOCK--A national plan to improve writing skills at all classroom levels has been extended to Region 17 schools with the beginning of the Caprock Area Writing Project (CAWP).

The project is affiliated with the National Writing Project (NWP) which began in 1974 in Berkeley, Calif. The project has now expanded to more than 100 sites in 43 states.

Through the Texas Tech University College of Education, the CAWP will offer a comprehensive and cost-efficient continuing education program for teachers in kindergarten through post-secondary. The program is directed by education Professor Shirley Koeller and co-director Jean Wills, a consultant for the Region 17 Education Service Center.

The need for the program is great in Region 17, Koeller said. During the past two years the majority of students in the region have scored "barely passing, minimal competency" or below in the writing composition category on the Texas Assessment of Basic Skills (TABS) scores.

The idea for the program revolves around a "ripple effect," Koeller said. The purpose is to improve the teaching of writing and consequently the student writing skills.

The core of the CAWP will be a five-week Summer Institute at Texas Tech where 25 outstanding teachers from the region will be trained as teacher consultants. The trained consultants will use the information to conduct in-service workshops throughout the school year.

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The first Summer Institute will be June 24 through July 26. Speakers will include Texas Tech faculty and representatives from other writing projects in the nation. Director of the NWP, Jim Gray, is also expected to visit the CAWP.

"We are looking for the finest teachers who go out to train other teachers," Koeller said. "Teachers are zealous about this. It's the kind of staff development they want."

A sample of topics for the Summer Institute include developing the relationship between reading and writing; beginning writing for grades K-3; classroom, school-wide and district-wide circulating and publishing of student writing; writing to learn science, social studies or math; and brain research, critical thinking, inductive reasoning and the teaching of writing.

Participants in the CAWP will also become a part of the NWP network where teachers exchange research and knowledge on teaching writing.

Teachers attending the Summer Institute will receive a stipend. Fourteen school districts have offered their support to pay for a teacher to attend, Koeller said. Any educator may apply to attend the Institute.

"Everywhere the project has developed there have been tremendous results," Koeller said. "We need to put writing back into the curriculum and use it as the basic language tool that it is."

For more information on the project, contact Koeller (806) 742-2368.