

Aug.
6-10
1984

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CONTACT: Clifford Cain

1-8-6-84

LUBBOCK--Leadership skills and office automation are among topics offered in this fall's Certificate in Business Management Program, sponsored by the Texas Tech University Center for Professional Development (CPD).

Co-sponsored by the American Management Association's Extension Institute, the courses this fall are the first four in a series of 12 in the program. The courses will be offered Sept. 17 through Oct. 18.

Course titles are "Fundamentals of Finance and Accounting for Non-Financial Managers," "What Managers Do," "Leadership Skills for Executives" and "Automating Your Office."

CPD Program Coordinator Jo Lynn Peters said the program should help develop practical skills and competence needed by today's managers, employees, business owners and professionals. Courses are relevant for men and women who want to acquire an understanding of the basic concepts and techniques of business administration, she said.

Also, persons with no previous training in accounting, marketing, finance or areas of management will find the courses offer practical learning experience, Peters said.

Texas Tech business administration professors teach all courses. This fall's instructors will be M. Herschel Mann, accounting; Larry M. Austin, associate dean of the College of Business Administration; Joseph P. Yaney, management; and James F. Courtney Jr., information systems.

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Courses are taught in the Business Administration Building, 6 p.m. to 9 p.m. Monday through Thursday, Room 164.

"Fundamentals of Finance and Accounting for Non-Financial Managers" will be offered Sept. 17, 24, Oct. 1, 8 and 15; "What Managers Do," Sept. 19, 26, Oct. 3, 10 and 17; "Leadership Skills for Executives," Sept. 18, 25, Oct. 2, 9 and 16; and "Automating Your Office," Sept. 20, 27, Oct. 4, 11 and 18.

To receive the Certificate in Business Management, a participant must complete six of the courses offered. The program has no time limit in which a person must complete the program to receive a certificate, she said, but the courses could be completed in 12 months.

Future courses include planning and administering a company budget, building memory skills, getting results with time management, how successful women manage, fundamentals of modern marketing, planning cash flow and how to buy and use small business computers.

The registration fee for each course is \$165 per person, including a \$25 non-refundable administrative charge. Enrollment is limited to 35 people in each course.

For more information about the program, contact the CPD at (806) 742-3170.

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3-8-6-84

NATIONAL CHAMPS--A Texas Tech University School of Law team is the national winner in the American Bar Association's National Appellate Advocacy Competition. The winning team was coached by, from left, attorney Donald M. Hunt of Lubbock and made up of Jeff Alley of Amarillo, James Dennis of Odessa and Mark Lanier of Lubbock. (TECH PHOTO)

Texas Tech News

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CONTACT: Preston Lewis

4-8-6-84

LUBBOCK--A three-member team from the Texas Tech University School of Law has won the American Bar Association's National Appellate Advocacy Competition in Chicago.

The Texas Tech team of Mark Lanier of Lubbock, James Dennis of Odessa and Jeff Alley of Amarillo won the national title Sunday (Aug. 5) at the annual meeting of the American Bar Association. The Texas Tech team defeated Southwestern School of Law in Los Angeles for the championship.

The Texas Tech team was coached by attorney Donald M. Hunt of Lubbock. The national title is the third since 1980 for Hunt-coached Texas Tech teams.

Prior to the championship round, the Texas Tech squad defeated law school teams from the University of Oklahoma, University of Chicago and University of Denver.

The national champion team qualified for the competition by winning the regional contest in April over another Texas Tech team of Brenda Norton of San Antonio and Randy Johnson and Mark Stradley, both of Dallas. Both teams competed in the national contest.

In appellate advocacy competition, teams argue a hypothetical case before a mock Supreme Court panel. This year's issue concerns the right of reporters to maintain the confidentiality of a source.

Lanier is the son of W.H. and Carolyn Lanier, 4803 16th St., Lubbock. Dennis is the son of Mr. and Mrs. R.L. Dennis, 3929 Melody Lane, Odessa. Alley is the son of Mr. and Mrs. Clyde Alley, 8 Cambridge, Amarillo.

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Stradley is the son of Fred Stradley, 2801 College Plaza, Dallas, and Nancy Stradley, 3207 Beverly, Dallas. Norton is the daughter of Dr. Nile and Mary Joy Norton, 334 King William, San Antonio. Johnson is the son of Ralph and Wendy Johnson, 5616 Preston Oaks, Dallas, and husband of Kelly Johnson, 4209 Twilight, Plano.

The two teams were the seventh and eighth Hunt-coached squads in the last nine years to advance to the national championship competition. Texas Tech's 1979-80 team won a national championship in moot court and a 1981-82 team took a national championship in mock trial.

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5-8-6-84

LEARNING CENTER--The Texas Tech Library has more than 2 million bibliographic items, making it a center for scholarship on the 1,800-acre university campus in Lubbock. (TECH PHOTO)

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6-8-6-84

MOMENT IN THE SUN--Some of the 23,000 plus students attending Texas Tech University take a break between classes on the Double T Bench outside the Administration Building. (TECH PHOTO)

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7-8-6-84

"The most beautiful campus in the West -- till you get to Stanford." That's author James Michener's description of the Texas Tech 1,800-acre spread.

For the student, however, the beauty of Texas Tech goes beyond the grounds to the diversity of choices. It stands out among the four designated as major Texas universities. Tech is the most academically diverse campus in the state.

In addition to six colleges -- Agricultural Sciences, a 26-department Arts and Sciences, Business Administration, Education, Engineering and Home Economics -- there are the Graduate and Law schools. And across the campus is the sister institution, the Texas Tech University Health Sciences Center with schools of Medicine, Nursing and Allied Health.

The university lists more than 160 areas of study, and combinations only begin there. Fine arts or ranch management, microbiology or electrical engineering, bilingual education, finance or computer science -- even the new and popular restaurant, hotel and institutional management -- all and more are areas for student exploration and career preparation.

For the student who wants a broad-based education, there are interdisciplinary minors to go along with a more specific major. These can include comparative literature, environmental studies, ethnic studies, family life studies, humanities, international studies, linguistics, military studies -- offered by Army Air Force and Navy R.O.T.C. units -- or urban studies and women's studies. Graduate students can choose museum science, arid land studies or sports health.

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Students from any college can participate in the College of Arts and Sciences Honors Studies Program characterized by small classes and active student involvement.

While the Texas Tech Library is one of the finest in the state, students usually want to know "where's the beef" for off-study hours, and there is plenty of it at Texas Tech.

The University Center offers constant recreational opportunities along with planned programs of films, musical and other cultural live events.

One of the most popular locations is the Student Recreation and Aquatic Center. The Rec Center has a gymnasium the size of five basketball courts and provides also handball courts, weight rooms, a workshop and crafts area, an outdoor equipment and rental shop and multipurpose rooms for wrestling, fencing, combatives, archery and other sports.

Outdoor sports include softball, soccer, tennis, golf and cross-country running. Soccer, gymnastics and lacrosse are among student initiated sports programs carried on with great success at an intercollegiate level, and last year a polo team began similar competition.

As an NCAA Division I school, both men and women compete in the Southwest Athletic Conference. Men compete in football, basketball, baseball, tennis, golf, swimming, track and cross-country; women in basketball, cross-country, track and field, golf, swimming and diving, tennis, volleyball and softball.

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8-8-8-84

NATIONAL CHAMPS--A three-member team from the Texas Tech University School of Law is the 1984 winner of the American Bar Association's National Appellate Advocacy Competiton. Team members are, clockwise from left, Jeff Alley of Amarillo, Mark Lanier of Lubbock and James Dennis of Odessa with coach Donald M. Hunt, a Lubbock attorney and an adjunct professor of law at Texas Tech. (TECH PHOTO)

9-8-8-84

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NATIONAL CHAMPS--A three-member team from the Texas Tech University School of Law is the 1984 winner of the American Bar Association's National Appellate Advocacy Competition. Team members are, clockwise from left, Jeff Alley of Amarillo, Mark Lanier of Lubbock and James Dennis of Odessa with coach Donald M. Hunt, a Lubbock attorney and an adjunct professor of law at Texas Tech. (TECH PHOTO)

(EDITOR'S NOTE: Lanier is an associate in the Houston law firm of Fulbright and Jaworski.)

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CONTACT: Cheryl Duke

10-8-9-84

LUBBOCK--When teachers speak, who listens?

It depends on how they speak, according to Texas Tech University higher education Professor Dayton Y. Roberts.

"The majority of freshmen students today -- about 70 percent -- do not feel that they learn best through lecture and reading," Roberts said. "Yet, probably 80-85 percent of those who teach in the nation's colleges and universities depend primarily on lectures and assigned readings."

They lecture, Roberts said, because that is what they know how to do.

Experts in their subjects, these teachers have had little, if any, formal training in how to teach, curriculum and course design or the psychological traits of the students they are expected to teach.

While about one-fourth of all students who enter college go through the four years, regardless, Roberts says, some changes in teaching method and a better understanding of various personalities might help retention of more students.

"Modern students prefer and need a multi-media approach because of their psychological make-up, and the fact they are more visually-oriented and their senses more stimulated than the students of the past," Roberts said.

Roberts has conducted more than 200 faculty development workshops on "personalizing the learning climate" throughout this nation and in other countries. His work has evolved into the establishment of a Center for the Improvement of Teaching Effectiveness (CITE) in the Texas Tech University College of Education. Roberts is the director.

The learning climate becomes more personal and teachers more effective in reaching their students when they understand something about the personalities involved, Roberts said.

The majority of people, including students in colleges and universities have sensing personalities, Roberts said. This type of person prefers, and even demands, learning methods which appeal to his or her basic senses -- visual aids, slides and photographs, demonstrations, maps, charts and diagrams, motion pictures and television.

Direct experiences such as field trips, laboratory work and small group work are also important to sensing personalities, according to his research.

The majority of college teachers, however, have intuitive personalities, he said. This suggests they are natural readers and prefer reading as a learning method. Especially at the freshman and sophomore levels, they are trying to teach students who have opposite personalities from themselves.

Roberts said that even students who have intuitive personalities and say they like reading, also express a significant preference for learning activities that involve action and sense-oriented instructional media.

"The fact that both groups lean strongly toward multi-media learning activities is a clear mandate for teachers to incorporate more of these methods to reach their students," Roberts said.

"I find that once teachers understand some of the personality differences and become comfortable with the available technologies, they have more confidence in teaching," Roberts said.

The best way to find out how you're doing as a teacher, Roberts says, is letting students talk back through teacher evaluations.

"Ideally, a student should evaluate the teacher six months to a year after he or she has been through the class, so a very good or poor grade will not prejudice the student's view of the teacher," Roberts said. "However, it is impossible to keep track of every student who goes through every course for that long. Evaluations however, are still the best measure."

CITE is a research center and clearinghouse for various kinds of teacher evaluation forms.

"Our emphasis is on the teacher as facilitator. Instead of the traditional model where the teacher is the actor and the students the audience, our model places the teacher as director and the students as actors," Roberts said.

In addition to workshops, Roberts has, in the past, taught courses in college teaching to teaching assistants, foreign instructors and professors in various disciplines throughout the university.

The courses and the workshops will continue under the auspices of the new center. These services, individual consultation and research are available to all disciplines at Texas Tech and to colleges, universities and public schools throughout the state. The center is partially funded by a grant from the Minnie Stevens Piper Foundation of San Antonio.

An interdisciplinary CITE advisory council has been established. Members are Dr. Ronald Galyean, College of Agriculture; Dr. Mary Owens, Dr. Otto Nelson and Dr. Roger Schaefer, College of Arts and Sciences; Dr. Larry Chonko, College of Business; Dr. Marvin Platten, College of Education; Dr. Darrell Vines, College of Engineering; and Dr. Sue Couch, College of Home Economics.

Story ideas for the week of
August 13-17, 1984
11-8-9-84

1984 COTTON--The first tests of the season's cotton crop from the Texas valley indicate that 1984 cotton is of a better grade than last year's. Tests are being conducted by the Texas Tech Textile Research Center. For more information, call TRC Director James Parker or Reva Whitt at 742-3587.

RANGE RESEARCH--The Texas Tech Range and Wildlife Department is starting a state of the art facility in Justiceburg to put current range research into practice. The facility is designed to demonstrate research techniques to the rancher. For more information, call Dr. Henry Wright at 742-2841.

LEGALLY SPEAKING--It might make a difference where a person is convicted of a crime. A felon sentenced for a crime in one county may receive a stiffer sentence than if convicted of the same crime in a different county. However, parole may result in evening out these disparities. For more details, call Law Professor Robert Weninger at 742-3746.

ENERGY RESEARCH NEWS--Underground houses may not be as economical as we had once thought. For more details, call Architecture Professor Robert Perl at 742-2791 or Melvin Johnson at 742-2797.

For assistance in developing these and other story ideas, contact Christy Bingham/Bill Wideman, UN&P, 742-2136.

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12-8-9-84

LUBBOCK--People who eat meat have a better balanced diet than those who don't, according to a Texas Tech University animal scientist.

Texas Tech Thornton Professor Rodney L. Preston said, "Per calorie consumed, beef provides more of the required nutrients than any of the other food groups."

An average serving of meat daily supplies but 10 percent of the calories required, he said, yet 59 percent of the vitamin B12, 45 percent of the protein or essential amino acids, 34 percent of the zinc, 32 percent of the iron, 22 percent of the thiamine, 21 percent of the riboflavin, 20 percent of the phosphorus and 16 percent of the vitamin B6.

"Achieving a well-balanced diet is made easy by the inclusion of animal products," Preston said. "People who don't eat meat for religious reasons or because they are vegetarians really have to be on top of their diet and know their sources of food."

"I'm not saying it can't be done, but you have to pay closer attention to your diet and your food sources to get an adequate diet, if you exclude meat," he said. "This is true of beef, pork, lamb or poultry."

Even though people may not be vegetarians, some may avoid meat because of what they have read about animal products contributing cholesterol to the diet.

But Preston noted that the human body requires about 1,000 milligrams of cholesterol per day for cell wall construction and for the synthesis of adrenal and sex hormones. If less than this amount is consumed, the body produces the additional amount required.

He said one egg contains 300 milligrams of cholesterol which is four times the amount found in a three-ounce serving of beef.

"Obviously, the consumption of two or three times this much beef daily will not come close to the total amount of cholesterol required by the body each day," he said. "In fact, the average daily U.S. diet -- including eggs, milk and meat -- contains only 300 to 550 milligrams of cholesterol."

He said beef consumption contributes only a small portion of the total cholesterol required by the human body.

Total fat intake has decreased considerably since the turn of the century, he said, because less animal fat is consumed as lard and butter. At the same time, the consumption of vegetable fat -- unsaturated fat -- has gone up.

"The consumption of unsaturated fat in this country has been steadily increasing over the years while the consumption of saturated fat has decreased slightly," Preston said. "Since 1910, the percentage of deaths from coronary vascular disease has increased 250 percent. You can't lay all the problems of heart attacks on saturated fats when their percentage in the diet has gone down slightly."

He noted, however, that the statistics show that the death rate from coronary vascular disease per 100,000 deaths has increased only 30 percent since 1910.

"Since the U.S. population is living 50 percent longer than in 1910, a greater death rate from diseases of the elderly is to be expected," he said. "When the coronary vascular death rate is adjusted to an equal population age, there has been little change over the past 70 years."

He said the total death rate in the early 1900s was almost 1,600 per 100,000 population. Now, the rate is about 900 per 100,000 people. The rate of occurrence of coronary vascular disease has not changed much, from 345 per 100,000 near the turn of the century to 455 per 100,000 today.

"Our diet is really quite good; it's just that we are living longer," he said. "If there is anything wrong with the U.S. diet, it's overabundance at a cheap price. The greatest dietary health risk is obesity. Calories do count regardless of the food that supplies them."

He said that about 35 percent of the population is overweight and at a health risk.

"Perhaps this is because food is America's last real bargain," Preston said. "We pay less for food -- about 16 percent of our income -- than any country in the world. Maybe we would be better off paying a little more for food which would help farmers to survive and continue to produce a diet that we take for granted."

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13-8-10-84

LUBBOCK--Vignettes of what made ranching one of the nation's most fabled industries will be re-created during Ranch Day Sept. 22 at the Ranching Heritage Center of The Museum of Texas Tech University.

Costumed volunteers in period structures will be occupied with ranch chores, crafts and social activities from the 19th and early 20th centuries during the concluding event of National Golden Spur Weekend.

The weekend will spotlight southwestern rancher Foy Proctor of Midland, Texas, as winner of the 1984 National Golden Spur Award. The award is presented annually by the nation's major livestock organizations and the Ranching Heritage Association for significant lifetime contributions to the livestock industry.

Activities scheduled Ranch Day at many of the more than 30 structures at the 14-acre exhibit site will include whittling, quilt-piecing, clothes washing, guitar playing and old-time reminiscing.

The day's activities will begin with an informal coffee at 9:15 a.m. in the parlor of the DeVitt and Mallet Ranch Building.

Dedication of the new addition to the DeVitt and Mallet Ranch Building will begin at 10 a.m. on the south patio. The ceremonies will cover the new addition, the new Burnett Room, a new fireplace and new furnishings for the facility.

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After the dedication the center will be alive until 4 p.m. with the sights and sounds of ranching days past. Old-time cowboys Ben Loe of Spur in the Matador Half-dugout and Hiley Boyd in the Long S Two-Story Dugout will discuss with visitors the life of the cowboy.

At the Box-and-Strip House, women will be involved in piecing quilts and in washing clothes the old way, in a washpot over an open fire.

Whittling by Sach Morman and guitar music by James Duke will be featured at the JY Masterson Bunkhouse.

In the Barton House, representative of the homes of prosperous ranchers, women will be preparing for a study club meeting. Study clubs were one way women in the early days of the plains banded together to give book reports and hear musical presentations, thus enhancing the cultural opportunities in rural areas.

At 11:30 a.m. a barbecue luncheon will be open to visitors at the center. Meals will cost \$6 and \$3. All other events are free.

At 1 p.m. the annual membership meeting of the Ranching Heritage Association (RHA) will begin in the Pioneer Room. The RHA Board of Overseers will meet immediately after that.

In the new addition to the DeVitt and Mallet Ranch Building, the Burnett Room will be furnished with belongings of Pioneer Texas rancher Samuel Burk Burnett. The furnishings came from Burnett's bedroom, and items given him by his friend Quanah Parker, the Comanche chief, also will be displayed. The items were donated by Mrs. Anne Burnett Tandy and Mrs. Anne Sowell, descendants of Burnett.

The fireplace in the new addition was given by Mrs. Howard Hampton of Lubbock in memory of her late husband, a founding committeeman of the Ranching Heritage Center. The fireplace is built of bricks from a cattle pen at the site of Old Fort Bascom, a Civil War era fort 15 miles north of what is now Tucumcari, N.M. The remains of the cattle pen are on the Hampton Ranch.

Funds for the new furniture for the addition were donated by Tom and Evelyn Linebery of Midland.

Mrs. Sowell is a regent and Tom Linebery is a former board member at Texas Tech.

The RHA and the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Texas Sheep and Goat Raisers and the Texas and Southwestern Cattle Raisers associations sponsor the National Golden Spur Award.

The 1984 recipient will be presented the award at the National Golden Spur Award and Prairie Party at 7:30 p.m. Sept. 21 in the Lubbock Memorial Civic Center. Proctor operates the C Ranch near Midland and the Foy Proctor Ranch in Hartley County. He also has operated ranches in Arizona and New Mexico, in addition to supplying cattle to numerous feeding operations in the Midwest.

Tickets to the National Golden Spur Award and Prairie Party cost \$25 and are available through the RHA. For reservations or more information on the weekend of activities, contact the association at P.O. Box 4040, Lubbock, Texas 79409, (806) 742-2498.