

# Texas Tech News

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

CONTACT: Prabhu Ponkshe

ATTN.: Wildlife and Hunting Editors

LUBBOCK -- Wildlife habitat management and hunting in West Texas, the Oklahoma Panhandle and eastern New Mexico will receive a boost in February with establishment of a research work unit at Texas Tech University.

The wildlife habitat research unit will be a part of the Rocky Mountain Forest and Range Experiment Station, a division of the U.S. Department of Agriculture, Forest Service.

Scientists from the experiment station and Texas Tech University will pool resources under a new cooperative research program to focus on wildlife habitat development and economic opportunities associated with outdoor recreation, particularly hunting.

A part of the first year's research work has already started. Texas Tech range and wildlife management and agricultural economics faculty members are studying habitat management for ring-necked pheasants, the importance of shallow lakes for migrating waterfowl, the effects of planned fires on range and wildlife habitat in the Western Rio Grande Plains, factors affecting pronghorn antelope and the economics of wildlife management as a revenue-producing activity in conjunction with agriculture in the Southern Great Plains.

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The agreement between Texas Tech and the Forest Service was finalized in October, 1976. It was first announced in Washington, D.C., by Congressman George Mahon of Lubbock.

"Wildlife habitat in West Texas has to be compatible with a predominantly farming and ranching environment. The combined efforts of Texas Tech and the Forest Service will achieve that," said Dr. Anson R. Bertrand, dean of the College of Agricultural Sciences at Texas Tech.

Bertrand negotiated with David E. Herrick, director of the Rocky Mountain Forest and Range Experiment Station, to set up the Forest Service Unit in Lubbock. Dr. James D. Mertes, of the park administration faculty at Texas Tech, assisted Bertrand.

Texas Tech and the Forest Service have been working for several years to secure the Lubbock unit.

There are also units at Lincoln, Neb., and Bottineau, N.D., as well as the Rocky Mountain Station field laboratories at Albuquerque, N.M., Temple and Flagstaff, Ariz., Laramie, Wyo., and Rapid City, S.D. Headquarters are at Fort Collins, Colo.

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CONTACT: B. Zeeck

LUBBOCK -- Ernest E. Campaigne, professor of chemistry at Indiana University, will fulfill the Robert A. Welch Foundation Lectureship in Chemistry at Texas Tech University Tuesday, Feb. 15. He will discuss "Bioisosteres of the Indole Messengers."

The lecture will take place at 4:30 p.m. in Room 5, Chemistry Building. A Reception at 3:30 p.m. in the Dennis Room of the Chemistry Building will precede the lecture.

Dr. Campaigne's subject deals with chemical structures that mimic a biological or chemical molecule in structure or function, or substances that may be used in place of natural molecules to transmit or inhibit neuro information.

Prior to his appointment at Indiana University in 1943, Campaigne served as instructor in chemistry at Bowdoin College, research associate in organic chemistry at Northwestern University, where he earned his degrees, and associate biochemist and instructor in public health and preventive medicine at the University of Texas M.D. Anderson Hospital and Tumor Institute.

His research interests have centered on the chemistry of heterocyclic sulfur compounds and the syntheses of biologically active molecules.

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He was a visiting scientist, American Chemical Society, 1962-65, serving the Division of Medicinal Chemistry in a number of capacities including that of chairman. He has also served on the boards of editors of the "Journal of Medicinal Chemistry," the "Journal of Heterocyclinc Chemistry" and "Quarterly Reports on Sulfur Chemistry."

He was the first chairman of the International Union of Pure and Applied Chemistry Section on Medicinal Chemistry, 1969-75 and was a U.S. delegate to the IUPAC conference in Munich in 1973.

Campaigne has been consultant to the National Institutes of Health, the National Academy of Science, the National Cancer Institute, the Office of the Surgeon General of the U.S. Army, and to several industrial firms. He holds some 15 patents in the drug and chemical fields.

Through his will Robert Alonzo Welch, formerly an outstanding financier in petroleum and sulphur in Houston, provided for establishment of the foundation to benefit mankind through research in chemistry.

His will read in part: "I have long been impressed with the great possibilities of the betterment of Mankind that lay in the field of research in the domain of Chemistry."

The foundation was officially established in 1954, two years after his death. The general policy of the Welch Foundation is support of long range fundamental research in chemistry within the State of Texas solely.

Dr. W. O. Milligan is the foundation's director of research.



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CONTACT: Dan Tarpley

LUBBOCK -- Five major areas of the communications industry will receive individual emphasis during Mass Communications Week at Texas Tech University, Feb. 13-19.

Three Washington, D.C., public relations executives will speak Feb. 14, the first work day of the observance, then join in a panel discussion in the afternoon for mass communications students and professional men and women of the area.

Morning speakers include Eugene Farkas, director, Information Division, Agriculture Research Service, U.S. Department of Agriculture; Robert Newman, assistant administrator for Public Affairs, NASA Headquarters; and Judi Hampton, director, Consumer Affairs, Mobil Oil Corporation. The day's activities are sponsored by the Public Relations Student Society of America.

Journalism Day, Tuesday, Feb. 15, is sponsored by the Society of Professional Journalists, Sigma Delta Chi and Women In Communication, Inc.

Morning speakers will be Dr. Harvey Jacobs, editor, "Indianapolis News," and William E. Branen, president of the National Newspaper Association and publisher of the "Burlington (Wisconsin) Standard-Press."

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The luncheon speaker will be Georgia Ann Geyer, columnist for the Los Angeles Times Syndicate. A luncheon in the ballroom of the University Center will be attended by members of the Greater Lubbock Press Club, along with participants in Mass Communications Week. Jeff Jacobs, Branen and Geyer will join in an afternoon panel discussion and question-and-answer session. Telecommunications Day, Feb. 16, speakers are Al Bond, manager, Media Center Production, Texas Instruments, Dallas; Don Williams, vice-president and general manager, Trans Video Corporation, El Cajon, Calif.; and Daniel R. Wells, senior vice-president, Engineering and Operations, Public Broadcasting System, Washington, D.C. The three will present an afternoon panel program. Telecommunications Day is sponsored by Alpha Epsilon Rho and International Industrial Television Association.

Advertising Day, Feb. 17, will be highlighted by the induction of former Lubbock advertising executive J. Culver Hill into the Texas Tech Mass Communications Hall of Fame by Bill E. Collins, president, Hemphill-Wells, Inc., and former chairman of the Texas Tech University Board of Regents.

The morning program will be a presentation by a team from Tracy-Locke Co., Inc., Advertising and Public Relations, Dallas, including a film on "Doritos: A Success Story." Members of the team are Howard Davis, account supervisor, Dick Thomas, creative director, and Greg Wood, research. All three also will speak at the luncheon. Concurrent seminars on account management, creative direction, and research will be conducted during the afternoon. Advertising Day activities are sponsored by the J. Culver Hill American Advertising Federation College Chapter.

Friday, Feb. 18, devoted to films and photography, is sponsored by photography students and faculty. Ed Woods of Pran Productions will highlight the day with a special presentation.

The week's program will be keynoted by the Fifth Annual Thomas Jefferson Award Dinner at 7 p.m., Friday, Feb. 18, in the University Center Ballroom. Gov. Ella T. Grasso of Connecticut is the 1977 recipient.

The awards dinner is sponsored by Texas Tech, Texas Daily Newspaper Association, Texas Association of Broadcasters, Texas Press Association, and Mass Communications Advisory Committee.

The spring meeting of the Mass Communications Advisory Committee will be held Saturday, Feb. 19.

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4-2-7-77

# Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK -- The Texas Tech University Department of Art will host an open house and a high school portfolio state competition Sunday, Feb. 13, from 10 a.m.-4 p.m. in the Hall Gallery of the Art Building.

Five \$200 scholarships will be awarded to the winners of the competition judged by members of the Texas Tech faculty. Winners must attend Texas Tech in order to receive the scholarship money.

About 50 entries are expected, according to Dr. Olive M. Jensen, art professor. The portfolios will contain paintings, drawings and photos.

"Purpose of the open house," Jensen said, "is to encourage parents, students and teachers to visit with the Texas Tech art faculty members."

The state competition is sponsored by the Texas Tech Fine Arts Association.

Additional information may be obtained by calling Dr. Jensen at 742-3829.

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5-2-7-77

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Metropolitan Opera tenor George Shirley will present a recital of "The Music of Black Folk" at 8:15 p.m., Feb. 15, in Center Theatre at Texas Tech University.

Shirley, who has sung before enthusiastic audiences across the United States and Europe, will sing traditional Black American music, Jamaican and Creole folk songs and songs by contemporary American composers.

Immediately following the recital there will be a reception for Shirley in the University Center Green Room and Courtyard. The public is invited to the reception as well as the recital.

Tickets are \$3 for general admission and \$2 for Texas Tech students. The program is presented under the auspices of the University Center Programs Office. Tickets can be purchased at the University Center ticket booth or at the door Feb. 15. Ticket information is available by calling 742-3610.

In addition to his Lubbock appearance, Shirley's performance schedule this season will take him to Convent Garden Royal Opera in London, La Scala in Milan, the Amsterdam opera, the New York City Opera, and an appearance with the Houston Symphony Orchestra.

Shirley has been lauded by critics wherever he has performed, but Martin Bernheimer of the "Los Angeles Times" perhaps sums up the accolades with his comment on the tenor's performance as Oedipus in Stravinsky's "Oedipus Rex:" "He brought to the role a combination of power, flexibility and expressiveness that leaves him practically without a contemporary peer."

# Texas Tech News

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CONTACT: Kay Hord

LUBBOCK -- Robert A. Kipp, city manager of Kansas City, Mo., and vice president of the International City Management Association, will speak to public administration students Monday, Feb. 14, Tuesday, Feb. 15, Monday, March 14, and Tuesday, March 15.

A public address is scheduled for the evening of Feb. 15.

Kipp has had experience in city management and transportation.

A consultant to the United Nations and Agency for International Development, William A. Carlson will speak to public administration students Monday, Feb. 28, Tuesday, March 1, Wednesday, April 13, and Thursday, April 14.

A public address will be presented on the evening of March 1.

Carlson is a former budgeting and planning official with the U.S. Department of Agriculture and has expertise in budgeting, program evaluation, and planning and developmental administration.

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7-2-8-77

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Dr. Bodie Douglas, serving as an American Chemical Society (ACS) lecturer, will discuss "Modern Approaches to the Study of the Stereochemistry of Metal Complexes" at Texas Tech University Tuesday, Feb. 15.

Douglas is a member of the University of Pittsburgh chemistry faculty. The South Plains Section of ACS will host the lecture at 7:30 p.m. in Room 101 of the Chemistry Building.

Faculty and students from Texas Tech and Eastern New Mexico University have received special invitations to attend. The meeting is open to the public and there is no charge.

Douglas was a Fulbright lecturer at the University of Leeds in England, 1954-55, and visiting professor at Osaka University in the fall of 1970 under the auspices of the Japan Society for the Promotion of Science. He is now editing Volume 18 of "Inorganic Syntheses."

His lecture will touch upon the work of Alfred Werner, who used the classical approach to the study of the stereochemistry of metal complexes. He will dwell on results possible with the many new physical tools available for a more direct study of inorganic stereochemistry.

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CONTACT: Nita Gilger

LUBBOCK -- Texas Tech University's first spring Laboratory Theatre presentation will be "Two for the Seesaw" by William Gibson, Feb. 18-23, in the Lab Theatre.

The play centers on two lonely people in New York who through their affair learn the "give and take" nature of love.

Russ D. Odom, a freshman theatre arts major from Hereford, will play Jerry Ryan, a Nebraska lawyer who goes to New York to escape the influence of his powerful father-in-law. Odom also has played in "The Royal Hunt of the Sun" at Texas Tech. Other roles in which he starred at Hereford High School included Col. Blake in "M.A.S.H." and the clown in "Goodbye to the Clown."

Cindy Melby, a doctoral candidate in theatre arts from Omaha, Neb., will play Gittel Moca, an energetic Jewish girl from the Bronx. Melby also has played in "The Royal Hunt of the Sun" and "Seascape" at Texas Tech. The actress is a part-time instructor at Texas Tech. Other performances by Melby at Texas Christian University were in "A Midsummer Night's Dream," "Elizabeth the Queen" and "The Comedy of Errors."

Lights and settings for the production are being designed by Ron Fowlkes, a graduate theatre design student from Tulsa, Okla.

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Costumes are being designed by Deann Fleming, a graduate student in theatre arts from Wichita, Kan.

Director of "Two for the Seesaw" is Jay Roberts, a theatre arts faculty member. Roberts teaches "Introduction to Theatre and Cinema and Costuming."

Tickets may be purchased at the University Theatre Feb. 11-Feb. 23. Cost for Texas Tech students with I.D.s is \$1 and \$1.50 for the public.

Additional information may be obtained by calling the University Theatre at 742-3601.

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9-2-8-77

# Texas Tech News

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CONTACT: Kay Hord

LUBBOCK -- Texas Tech University President Cecil Mackey's parking place on campus will be for sale to the highest bidder during a "Celebrity Sale" Wednesday, Feb. 16.

The Texas Tech chapter of Kappa Delta Pi, an education honorary, will hold a celebrity auction as its fund-raising project for the 1976-77 academic year.

The auction will be from 12 noon-2 p.m. in the University Center Ballroom.

Items to be auctioned include: a keychain, complete with caricature, from Bob Hope, an autographed picture of Olivia Newton John, autographed books from Ladybird Johnson and Dolph Briscoe, Darrell Royal's "Texas" hat, an 8 x 10-inch photograph taken and printed by Dr. Charles S. Hardwick, marksmanship lessons, golf lessons, tennis lessons, autographed football jerseys from Coach Steve Sloan and Brian Hall, casino blackjack lessons and free editing of one term paper.

Auctioneers will be Romeo Crenell and Brian Hall. Proceeds will go toward scholarships.

In conjunction with the auction, a bake sale will be held, with proceeds benefiting the Texas Tech chapter of Kappa Delta Pi.

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CONTACT: B. Zeeck

LUBBOCK -- Gerre Hancock, who will present the dedication concert for the Holtkamp organ at Texas Tech University Sunday, Feb. 13, has moved from a career as organist for the Second Baptist Church in Lubbock to that of internationally acclaimed organist and master of an unusual choir school in New York City.

He is organist and master of the choir at St. Thomas Church in New York. The church's choir school is a boarding school for boys in grades 5 through 8. The students represent all parts of the country and many religious faiths. They receive academic instruction as well as an extensive musical education. In addition to singing at St. Thomas, they are presented each season in large choral works, often with orchestra, and recently have appeared with the New York Philharmonic and Pittsburgh Symphony orchestras. It is this school which Hancock heads.

Hancock is a composer, a member of the National Council of the American Guild of Organists, the past president of the American Cathedral Organists and Choirmasters Association, now the American Association of Anglican Musicians.

He is particularly interested in improvisation. He teaches courses on the subject at the Juilliard School and frequently is invited to give master classes or to do lecture-demonstrations for chapters of the American Guild of Organists, at universities, church music conferences and for other groups.

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Hancock is noted for his unerring technical skill, his control of tonal color and the warmth of his interpretation.

Originally the dedication concert was scheduled for a one-time 3 p.m. performance. Because of the expectation of an overflow audience for the 600-seat Recital Hall in the University Center, however, a repeat performance has been scheduled at 5:30 p.m. Persons holding invitations will be given preferential seating at the first concert until 2:50 p.m.

Acquisition of the 4,484-pipe organ was made possible through a gift from Mrs. Tommye A. Moss of Odessa, and the Recital Hall was built especially to accommodate the organ acoustically.

Mrs. Moss has served as state president of the Texas Federation of Music Clubs and as coordinator, member of the Executive Committee and leadership training chairman for the national FMC.

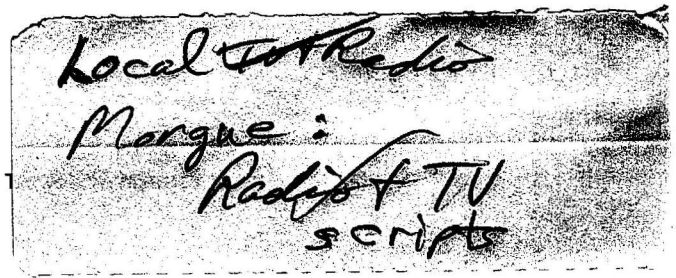
She has given music sholarships at Texas Tech and Baylor University and has made major contributions to the Boy Scouts, the Odessa United Fund, retarded children's agencies, the YMCA, the Negro Boys Club, the Odessa Globe Shakespeare Theatre, the Texas Tech Law Library and the library of the University of Texas-Permian Basin.

She is a life member of the Midland-Odessa Symphony Guild, the Globe Theatre Board, an honorary member of the Junior League of Odessa since its organization, an honorary member of the Odessa Music and Arts Club, and she was president of the first Women's Club in Odessa that city's first Parent-Teacher Association. She has been cited for her services on the Salvation Army Board.

Beta Sigma Phi has designated Mrs. Moss "First Lady of Odessa."

# Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS



CONTACT: Worth Wren

ATTN.: News Directors

40 seconds

TEXAS TECH UNIVERSITY BLACK WEEK ACTIVITIES CONTINUE TODAY AND TONIGHT, WITH THE WRIGHT COMBINATION, A SOUL-ROCK BAND, FEATURED AT EIGHT-FIFTEEN P.M. IN THE UNIVERSITY CENTER THEATRE.

BLACK POETRY BY THE BLACK PLAYERS OF TEXAS TECH IS A SPECIAL EVENT WEDNESDAY AT SEVEN-THIRTY P.M. IN THE UNIVERSITY CENTER BALLROOM.

DR. RALPH D. ABERNATHY, PRESIDENT OF THE SOUTHERN CHRISTIAN LEADERSHIP CONFERENCE, WILL BE THURSDAY'S GUEST SPEAKER, AT EIGHT-FIFTEEN P.M. IN THE CENTER THEATRE.

A MOVIE, POLITICAL SPEAKERS AND WORSHIP SERVICES COMPLETE ANNUAL BLACK WEEK ACTIVITIES THIS WEEKEND.

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12-2-8-77

# Texas Tech News

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CONTACT: Worth Wren

ATTN.: Program and Public Service Directors

30 seconds

AN ALL-BEETHOVEN PROGRAM, FEATURING THE FAMED SYMPHONY NUMBER FIVE, WILL BRING THE PRECISE MAGIC OF THE HOUSTON SYMPHONY ORCHESTRA TO THE LUBBOCK MUNICIPAL AUDITORIUM THURSDAY NIGHT, FEBRUARY SEVENTEENTH (17th). LAWRENCE FOSTER WILL DIRECT THE SEVEN-THIRTY P.M. PERFORMANCE. TICKETS ARE TWO DOLLARS FOR TEXAS TECH UNIVERSITY STUDENTS, WITH I-D, AT THE UNIVERSITY CENTER TICKETBOOTH OR THE DOOR. GENERAL PUBLIC TICKETS ARE FOUR DOLLARS AT BOTH HEMPHILL-WELLS LOCATIONS. FOR MORE INFORMATION CALL 742-3610 AT THE CULTURAL EVENTS OFFICE.

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13-2-8-77

# Texas Tech News

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

CONTACT: B. Zeeck

LUBBOCK -- Judith Burganger, Browning Artist in Residence at Texas Tech University, will present a piano recital in Recital Hall at 8:15 p.m., Monday, Feb. 14.

For her recital Ms. Burganger has chosen "Fantasy in C minor" by Bach, Beethoven's "Sonata in A Major," opus 10, Ravel's "Sonatine" and Schumann's "Fantasy in C Major," opus 18.

The concert is open to the public, and there is no charge.

The pianist made her orchestral debut with the Amherst Symphony at the age of 12 and subsequently has appeared with the National Symphony, the Buffalo Philharmonic, the Toronto Symphony and at the Marlboro Festival at the special invitation of Rudolf Serkin.

She pursued her studies at the Musikhochschule in Stuttgart, Germany. She won the International Piano Competition in Geneva, the Cultural Association of German Industry Award, the Association of West German Musikhochschulen Award and, in 1965, was the first American to win the International Piano Competition in Munich. Her 1965 award was the first given in six years.

She left her career for her family for six years, then auditioned for Lorin Maazel of the Cleveland Orchestra and was engaged for the coming season. She also was engaged to play with the Chicago Symphony, Pittsburgh Symphony, Buffalo Philharmonic, Rochester Philharmonic, Detroit Philharmonic, Vancouver Philharmonic and American Symphony Orchestra.

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judith burganger/add 1

In this spectacular way she began her new concert career. In 1976 and 1977 she has scheduled concert appearances in several U.S. cities, Canada, Europe and the Far East.

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14-2-8-77



# Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK -- A 14-year-old Portland, Maine, pianist, who will be performing in Lubbock, has combined musical success with a penchant for sports and academic achievement.

Seth Minton will present a recital Feb. 19, 8:15 p.m., at the Lubbock Garden and Arts Center.

Minton, who has been a student of Texas Tech's Prof. William Dawson at the Amherst Summer Music Center near Sebago Lake, Maine, is under the instruction of Naydene Bowder, a graduate of the Juilliard School of Music.

The pianist has received advisory lessons by teachers at Juilliard in New York on several occasions.

The program for Minton's Lubbock performance will include music by Bach, Mozart, Mendelssohn, Grieg and Bernstein.

His recent performances include a benefit concert for the Portland Symphony Orchestra. He also plays string (double) bass with the Portland Junior Symphony.

The musician also participates in skiing, sailing, horseback-riding and basketball. Minton has received his school's highest award for citizenship and academic merit, as well as several gold medals for his musical performances at solo and ensemble festivals.

The concert, sponsored by Prof. Dawson and the Baldwin Piano and Organ Center of Lubbock, is free to the public. A reception at the Garden and Arts Center will follow.

# Texas Tech News

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CONTACT: Prabhu Ponkshe

ATTN.: Livestock Editors

AMARILLO -- More than 60 bulls representing five pure breeds and two cross breeds will be auctioned March 10 during the 26th annual Performance Proven Bull Sale at Texas Tech University's Beef Cattle Research Center at Pantex.

The bulls have been gaining an average 3.02 pounds per day during the 112-day test period.

"Their performance has been very good this year without any health complications," said Dr. William L. Mies, director of the beef center.

A 3/4 Simmental consigned by Champion Creek Cattle Co., Colorado City, is leading in daily gain with an average of 4.03 pounds. Fourteen other bulls are gaining more than 3.5 pounds per day.

Eighty-two bulls have been entered and the top 80 per cent will be sold. The sale is open to the public, and visitors can see the animals until the day of the sale.

Final weight of the bulls will be taken Feb. 23 and 24. They will be semen-tested, evaluated for confirmation and soundness of structure and sonorayed for fat thickness on Feb. 25.

"The university's expertise in animal science helps owners to identify the best animals in their herd and also helps purchasers to know and anticipate the bull's performance," Mies said.

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bull sale/add 1

According to the tentative program, two speakers will be featured during the morning session of the sale. Dr. Robert A. Long, professor of animal science at Texas Tech, will speak on different structures of animals and how these relate to the new feeder grades proposed by the U.S. Department of Agriculture. A representative of the Meat Animal Research Center of Clay Center, Neb., will be the other speaker. He will present the center's crossbreeding research data and breed comparison.

Detailed performance data on each bull offered for sale will be provided to visitors and buyers on the day of the sale. The sale will begin after a barbeque lunch.

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17-2-9-77

# TexasTechNews

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

CONTACT: Worth Wren

ATTN.: Public Service Directors

20 seconds

JUDITH BURGANGER, BROWNING ARTIST IN RESIDENCE AT TEXAS TECH UNIVERSITY, HAS BEEN PLAYING PIANO WITH MAJOR SYMPHONIC ORCHESTRAS SINCE SHE WAS TWELVE YEARS OLD. AND NOW FOR LUBBOCK SHE WILL PRESENT SELECTIONS FROM BACH, BEETHOVEN, RAVEL AND SCHUMANN AT EIGHT-FIFTEEN P.M., MONDAY, FEBRUARY FOURTEENTH, IN RECITAL HALL. THE PUBLIC CONCERT IS FREE OF CHARGE.

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18-2-9-77

# TexasTechNews

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

CONTACT: Worth Wren

ATTN.: Program and Public Service Directors

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METROPOLITAN OPERA TENOR GEORGE SHIRLEY WILL PERFORM "THE MUSIC OF BLACK FOLK" AT EIGHT-FIFTEEN P.M., FEBRUARY FIFTEENTH (15th), IN THE TEXAS TECH UNIVERSITY CENTER THEATRE. SHIRLEY WILL SING TRADITIONAL BLACK AMERICAN MUSIC, JAMAICAN AND CREOLE FOLK SONGS AND CONTEMPORARY BLACK AMERICAN SONGS. FOLLOWING THE RECITAL THERE WILL BE A RECEPTION FOR SHIRLEY IN THE UNIVERSITY CENTER GREEN ROOM AND COURTYARD. THE PUBLIC IS INVITED, AND FOR TICKET INFORMATION CALL 742-3610.

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19-2-9-77

# Texas Tech News

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CONTACT: Worth Wren

ATTN.: News and Program Directors

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HIGH SCHOOL ART COMPETITION MOVES INTO THE TEXAS TECH UNIVERSITY HALL GALLERY IN THE ART BUILDING SUNDAY, FEBRUARY THIRTEENTH, FROM TEN A.M. TO FOUR P.M. CONCURRENT OPEN HOUSE IS ALSO BEING HOSTED BY THE TEXAS TECH FINE ARTS ASSOCIATION, COMPETITION SPONSORS.

FIVE TWO HUNDRED DOLLAR SCHOLARSHIPS TO TEXAS TECH WILL BE AWARDED TO THE WINNERS OF THE STATE-WIDE COMPETITION, JUDGED BY TEXAS TECH FACULTY. ABOUT FIFTY ENTRIES ARE EXPECTED.

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20-2-9-77

# Texas Tech News

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

ATTN.: FARM NEWS AND PUBLIC SERVICE DIRECTORS

Contact: Worth Wren

20 seconds

VIDEO	AUDIO
SLIDE #1 ....	MARCH TENTH (10th) MARKS THE ANNUAL FIELD DAY AND PERFORMANCE TESTED BULL SALE AT TEXAS TECH UNIVERSITY CENTER AT AMARILLO, LOCATED AT PANTEX, FOURTEEN MILES EAST OF AMARILLO ON HIGHWAY SIXTY.
SLIDE #2 ....	THE FIELD DAY BEGINS AT TEN A.M., AND THE BULL SALE STARTS AT ONE P.M. A NOON BARBECUE WILL BE SERVED, AND EVERYONE IS INVITED.

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21-2-10-77

# TexasTech News

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

CONTACT: Worth Wren

ATTN.: Farm News Directors and Public Service Directors

THE TWENTY-SIXTH ANNUAL FIELD DAY AND PERFORMANCE TESTED BULL SALE WILL GET UNDERWAY AT TEN A.M., THURSDAY, MARCH TENTH (10th), AT THE TEXAS TECH UNIVERSITY CENTER AT AMARILLO. MORE THAN SIXTY-FIVE BULLS ARE EXPECTED TO BE IN THE SALE, BEGINNING AT ONE P.M. THE FIELD DAY BEGINS AT TEN, AND A NOON BARBECUE FOLLOWS, ALL AT THE CENTER, FOURTEEN MILES EAST OF AMARILLO ON U.S. HIGHWAY SIXTY. THE FIELD DAY AND SALE ARE SPONSORED BY THE TEXAS TECH COLLEGE OF AGRICULTURAL SCIENCES. MARCH TENTH IS THE DAY, AND EVERYONE IS WELCOME.

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21-2-10-77



# TexasTech News

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CONTACT: Worth Wren

ATTN.: Public Service Directors

10 seconds

TEXAS TECH UNIVERSITY'S LABORATORY THEATRE PRESENTS "TWO FOR THE SEESAW" FEBRUARY EIGHTEENTH THROUGH TWENTY-THIRD IN THE LAB THEATRE. TICKETS ARE AVAILABLE AT THE UNIVERSITY THEATRE. CALL 742-3601.

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22-2-11-77

# Texas Tech News

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

CONTACT: Worth Wren  
ATTN.: News Directors

50 seconds

PROFESSIONALS IN PUBLIC RELATIONS, JOURNALISM, TELECOMMUNICATIONS, ADVERTISING AND PHOTOGRAPHY WILL DISCUSS THE REAL WORLD OF COMMUNICATIONS SUCCESS AND PROBLEMS, BEGINNING MONDAY DURING MASS COMMUNICATIONS WEEK AT TEXAS TECH UNIVERSITY.

THREE WASHINGTON, D.C., PUBLIC RELATIONS EXECUTIVES WILL SPEAK MONDAY ON THEIR VARIOUS GOVERNMENTAL AND INDUSTRIAL JOBS AND THEN JOIN IN A PANEL DISCUSSION IN THE AFTERNOON.

SPEAKERS INCLUDE EUGENE FARKAS, DIRECTOR OF THE INFORMATION DIVISION OF THE AGRICULTURE RESEARCH SERVICE, U.S. DEPARTMENT OF AGRICULTURE, ALEX P. NAGY, DEPUTY ADMINISTRATOR FOR PUBLIC AFFAIRS AT NASA HEADQUARTERS; AND JUDI HAMPTON, DIRECTOR OF CONSUMER AFFAIRS FOR MOBIL OIL CORPORATION.

MONDAY IS PUBLIC RELATIONS DAY, WHILE JOURNALISM DAY IS TUESDAY, FOLLOWED IN SUCCESSION BY TELECOMMUNICATIONS, ADVERTISING AND PHOTOGRAPHY DAYS.

THE WEEK WILL BE KEYNOTED BY THE FIFTH ANNUAL THOMAS JEFFERSON AWARD DINNER AT SEVEN P.M., FRIDAY, FEBRUARY EIGHTEENTH, IN THE UNIVERSITY CENTER BALLROOM. CONNECTICUT GOVERNOR ELLA T. GRASSO IS THE 1977 AWARD WINNER.

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Liz Carpenter, one of Texas' best known journalists, will speak at the Thomas Jefferson Award banquet during Mass Communications Week at Texas Tech University. She will accept the award for Connecticut Gov. Ella T. Grasso.

The award is made annually to honor public officials who defend and protect the freedom of the news media to inform the public. Gov. Grasso was cited particularly for her part in establishing the Freedom of Information Commission in Connecticut, as well as for her consistent support of the cause of open government.

Because Gov. Grasso has a prior commitment at the time of the banquet, 7 p.m., Friday, Feb. 18, she asked Liz Carpenter to accept for her.

The banquet in the Ballroom of the University Center is the culmination of week-long activities sponsored by the Department of Mass Communications at Texas Tech. It is held in conjunction with the winter meeting of the West Texas Press Association, and it is open to the public.

Tickets are available, at \$5 per person, at departmental offices or by writing the Department of Mass Communications, Texas Tech University, Lubbock, Tex. 79409.

The Thomas Jefferson Award is sponsored by the Texas Association of Broadcasters, the Texas Daily Newspaper Association, the Texas Press Association and Texas Tech University.

Ms. Carpenter, a long time friend of the 1977 recipient, began her career as a reporter in Washington and worked for United Press International while her late husband ran a Washington news bureau. She later served as executive assistant to Vice President Lyndon B. Johnson and then as press secretary and staff director for Mrs. Johnson during the Johnson presidential years.

After Mr. Johnson left the White House, Ms. Carpenter wrote the best-seller, "Ruffles and Flourishes," an account of her White House years.

She is producer of a Bicentennial series on "What Makes Americans Proud" for "Redbook" magazine and writes for that publication as well as others such as "Good Housekeeping" and "Family Circle."

Always an advocate of women's equal rights, Ms. Carpenter was a founder of the National Women's Political Caucus and is co-chairperson of ERAmerica. She is consultant to the Friends of the LBJ Library and an adjunct professor in the University of Texas School of Mass Communications.

Her appearance Feb. 18 will be the second time she has lectured in Lubbock. She was guest speaker in 1965 for the annual Matrix Table of Women in Communication, Inc.

Gov. Grasso is the fifth individual to receive the Thomas Jefferson Award. Others were U.S. Sen. Sam J. Ervin Jr. of North Carolina, Gov. Edwin Edwards of Louisiana, Rep. Robert J. Kastenmeier of Wisconsin and Leon Jaworski of Texas. The Connecticut governor was nominated for the award by Sigma Delta Chi, professional journalism organization.

# Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK -- International food, fun and fellowship will be the order of the evening for the Ambassador's Ball at the Texas Tech University Center Ballroom, 8:00 p.m., Sunday (Feb. 13).

The ball is sponsored by the International Interest Committee and International Affairs Council.

Menu for the international evening will include Chinese won-tons, meat and vegetables wrapped in pastry; Tabouli, an Arabian salad; Puchero, a Latin dish of beef, chicken and pork; and Ras Malai, an Indian cheese cake.

Performances for the program will be "Mountain Dance" by the Chinese Student Association; Arabian national costume modeling by the Arab Student Association; "Cumbia," a dance of Colombia, "Jarana Yacateca," a dance of Mexico, and "Salsa," a Caribbean dance, all by the Latin American Student Association; and "Song of the Monsoon" by the Indian Student Association.

The Texas Tech Chamber Jazz Ensemble, directed by Don Turner and led by Jim Green, will provide music for the ball. Texas Tech President and Mrs. Cecil Mackey will be special guests.

Purposes of the ball are to welcome President and Mrs. Mackey, to promote a cross-cultural awareness and to portray different cultures.

# Texas Tech News

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

CONTACT: Kay Hord

FOR RELEASE 3 P.M., FRIDAY, FEB. 11

LUBBOCK -- Three Texas Tech University professors, Drs. Clarke E. Cochran, Charles N. Kellogg and Lloyd V. Urban, received AMOCO Foundation Distinguished Teaching awards at Charter Day ceremonies Friday (Feb. 11).

Charter Day ceremonies are an annual event celebrating the founding of the university, Feb. 10, 1923.

Distinguished Teaching awards, which provide \$1,000 for each recipient, are granted annually to three full-time Texas Tech faculty members.

Criteria for selection include teaching excellence, intellectual impact on students and colleagues, scholarship, concern for individuals, professional integrity, and innovations in teaching and evidences of previous recognition for teaching.

Cochran, associate professor of political science, teaches in the integrated honors program. He received his B.A. from Brown University and his M.A. and Ph.D. from Duke University.

Kellogg serves on the Bachelor of General Studies Advising Committee and has been an advisor to freshman mathematics majors. He has worked with the Putnam Team for National Mathematics Competition and has received a KME, national mathematics honorary, faculty recognition award for his teaching. Kellogg completed his Ph.D. at Louisiana State University.

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teaching awards/add 1

Urban, assistant professor of engineering, was honored as the Outstanding Engineering Professor for 1975-'76 by the engineering honorary. He spent two years in an engineering research laboratory. Urban received his Ph.D. in civil engineering from the University of Texas.

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CUTLINE-----

PROFESSORS RECEIVE AWARDS--Left to right, Texas Tech University Drs. Clarke Cochran, Charles N. Kellogg and Lloyd V. Urban receive AMOCO Foundation Distinguished Teaching awards during Charter Day ceremonies Friday, Feb. 11. The awards, which carry a \$1,000 honorarium per recipient, are presented annually to three professors who have demonstrated excellence in teaching and scholarship. Charter Day ceremonies celebrate the founding of the university, Feb. 10, 1923.  
(TECH PHOTO)



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CONTACT: Nita Gilger

LUBBOCK -- Black Week at Texas Tech University will show "Lady Sings the Blues," a film, in the University Center Theatre at 8:15 p.m., Friday (Feb. 11). The cost is \$1 with I.D. for Texas Tech students.

Concluding activities for the week include a political day, Saturday (Feb. 12), with speakers Allison Davidow of the League of Women Voters and Rev. A. Cleveland, pastor of the New Jerusalem Baptist Church, Lubbock; Sunday (Feb. 13) at 9:30 a.m., a black worship service led by Dr. Bill Lawson, pastor of Wheeler Ave. Baptist Church, Houston, at First Baptist Church, Lubbock; and a courtyard concert by Black Voices, 3 p.m., Texas Tech University Center.

Dr. Ralph D. Abernathy, president of the Southern Christian Leadership Conference, canceled his Thursday night speaking engagement at Texas Tech.

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# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Energy is a worldwide issue, but it also is the theme and title of a two-trailer exhibit that the national Energy Research and Development Administration (ERDA) will place on the grounds of The Museum of Texas Tech University Feb. 17-March 2.

Hours for the exhibit are 10 a.m.-5 p.m., Tuesday through Saturday, and 1-5 p.m., Sunday.

The public is invited to the free exhibit which gives people opportunity to measure a personal energy consumption and compare it with the national average.

The exhibit explains by working models and by simple descriptions alternative energy sources which are under study by scientists and engineers.

Displays show how synthetic oil and gas are produced from coal; what automobile engines of the future might look like; how a fusion reactor might function.

The solar energy display contains actual solar photovoltaic cells so viewers can see what they look like. The tape recorder-player that explains the display is solar-powered.

There also is an animated version of the process of fissioning or splitting atoms, a process that goes on inside a breeder reactor.

In addition, the exhibit uses animated displays to show why America has energy problems, how this nation uses energy, where America's energy sources are, how electricity is generated, and how energy consumption can be cut. -more-

This is not entirely a do-it-yourself exhibit. Staff members from the Northwest College and University Association for Science (NORCUS) of Richland, Wash., are traveling with the exhibit and can answer questions or give explanations of the different displays.

Free literature is available in the exhibit area, and this material provides general information about energy research underway now.

The NORCUS staff also will try to help those seeking to locate additional reference materials not available at the exhibit.

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cutlines.....FOR UD & AJ -- each gets a different picture.

ENERGY EXHIBIT -- The U.S. Energy Research and Development Administration presents a two-trailer exhibit of national energy problems, possible solutions, and consumption rates. The exhibit will be on the grounds of The Museum of Texas Tech University Feb. 17-March 2 and is open free to the public.

AK  
JB

# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK -- Dr. M. Elizabeth King, curator of anthropology and coordinator of museum science studies at The Museum of Texas Tech University, has been notified that a grant of \$3,400 has been approved for stipend support for graduate professional education and training.

Dr. King said the recipient of the grant will be selected for the 1977 fall semester. The stipend will support one graduate student in museum science.

Funds were provided by the National Museum Act Programs, administered through the Smithsonian Institution.

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# Texas Tech News

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CONTACT: B. Zeeck

LUBBOCK, Tex. -- The Museum of Texas Tech University has been notified that the National Endowment for the Arts has made a \$30,500 grant to help support an internship program benefitting both students and several American museums.

Texas Tech University offers a unique master's degree in museum science. The program is designed to prepare people to work in a variety of museum positions, and one aspect of it is an optional internship.

Each semester between eight and 10 students intern at a variety of institutions, usually in the areas of collection management, education and administration. A few work in exhibit preparation.

Regular museum staff members supervise the students who work full-time during the internship. Some are as short as three months, and in a few cases the interns remain at an institution for a year.

Some students intern at The Museum of Texas Tech University, but Dr. M. Elizabeth King, who coordinates the museum science program, said that it is better for students to go elsewhere.

"They receive additional broadening experiences that cannot be obtained if all of the two years required by the program are spent in one place," she said.

An effort is made, Dr. King explained, to tailor internships to the students' training and aspirations, but they also must serve the host institution.

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Because most museums operate within tight budgets, she said, it is extremely helpful to have support for the program from the federal agency.

"While the funding is a problem," she commented, "most museums are not only willing but happy to have the interns."

Recipients of funds and the institutions at which they will intern include:

Byron Johnson, 2107 Merritt Park Drive, Orlando, Fla., the Arizona Historical Society Museum, Tucson;

Russell Hartman, of Lubbock and Lebanon, Pa., the Arizona State Museum, Tucson;

Sandra Davis, of Lubbock and Whitefish, Mont.,<sup>(cq)</sup> Plymouth Plantation, Plymouth, Mass.;

Steven Sousa, Methuen, Mass., Arizona Sonora Desert Museum;

Wanda Bell, 3007 Mays, Amarillo, and Lubbock, Margaret Strong Museum, Rochester, N.Y.

Cathy Moore-Jansen, Lubbock and Ithaca, N.Y., will be working with the anthropology collection at the Texas Tech museum in designing computer forms for cataloguing and studying collections.

File 1

# Texas Tech News

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CONTACT: Dan Tarpley

LUBBOCK--Eugene M. Farkas, director of information for the USDA's Agricultural Research Service (ARS), Washington, D.C., since April of last year, will be the kick-off speaker for Mass Communications Week at Texas Tech University Monday (Feb. 14).

A former Pennsylvania newsman, Farkas was a reporter and managing city editor with the Bedford Daily Gazette and the Harrisburg Patriot. In 1964 he received the Keystone Press Award for a government news story which appeared in the Patriot.

He joined the USDA in 1964 as pesticides information coordinator in the Office of Communication. In 1970 when the Environmental Protection Agency was created, Farkas became acting press chief for the agency and stayed with EPA until 1974 when he returned to the USDA.

Other Monday morning speakers are Alex P. Nagy, Washington, D.C., deputy assistant administrator for Public Affairs, National Aeronautics and Space Administration (NASA); and Judi Hampton, also of Washington, D.C., director of Consumer Affairs for Mobil Oil Corporation.

All three presentations will be in the University Center Auditorium. Farkas will speak at 8:35 a.m.; Nagy at 9:35 and Hampton at 10:30. All three will participate in a 1:30 p.m. panel discussion in Mass Communications East, Room 101.

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Nagy has worked in NASA Public Affairs since 1963. His responsibilities have included resource management, policy development, and non-news media development. He joined NASA in 1958 when the agency absorbed Project Vanguard, the first U. S. satellite program, from the Navy.

Nagy is from Donora, Pa., but has lived in Washington and environs since he entered government service.

Hampton joined Mobil in 1969. She is a graduate of Columbia University. She began her career as a community organizer of CORE in Mississippi. She also taught school there, coordinated voter registration drives, and served as a community center director and organizer for farm elections.

Since joining Mobil she has managed a company-sponsored "Sound Search" program designed to help young musicians in deprived urban areas; headed a Mobil program to help cities in solid waste disposal, and served as a special advisor on this subject to then Cleveland Mayor Carl Stokes; and represented the oil company on a special consumer subcommittee of the Manufacturing Chemists Association.

The first day of Mass Communications Week is devoted to public relations and activities are sponsored by the Texas Tech chapter of the Public Relations Student Society of America.

Tuesday is Journalism Day; Wednesday, telecommunications day; Thursday, advertising day; and Friday, Film and Photo Day.

# TexasTech News

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CONTACT: Worth Wren

ATTN.: Public Service and Program Directors

(Please use this PSA between now and Feb. 28. Thanks.)

30 seconds

WHAT IS YOUR PERSONAL ENERGY CONSUMPTION AND HOW DOES IT COMPARE WITH THE NATIONAL AVERAGE? WHAT KIND OF ENERGY CRISIS ARE WE IN, HOW DID WE GET INTO IT AND HOW DO WE GET OUT? FIND THE ANSWERS TO THESE QUESTIONS AND MORE AT THE FREE ANIMATED EXHIBIT FROM THE ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION FEBRUARY SEVENTEENTH THROUGH MARCH SECOND AT THE MUSEUM OF TEXAS TECH UNIVERSITY. FOR TIMES CALL 742-2424.

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31-2-11-77

# TexasTechNews

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CONTACT: Worth Wren

ATTN.: Public Service and Program Directors

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YOU CAN LEARN HOW SYNTHETIC OIL AND GAS CAN BE MADE FROM COAL, WHAT CAR ENGINES OF THE FUTURE MIGHT LOOK LIKE AND HOW A FUSION REACTOR MIGHT OPERATE. YOU CAN DISCOVER WHAT KIND OF ENERGY CRISIS WE'RE IN AND HOW WE GOT INTO IT. ALL OF THESE AND MORE DISPLAYS ARE FEATURED IN THE FREE EXHIBIT FROM THE ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION FEBRUARY SEVENTEENTH THROUGH MARCH SECOND AT THE MUSEUM OF TEXAS TECH UNIVERSITY. FOR TIMES CALL 742-2424.

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31-2-11-77

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FOR THE UNIVERSITY DAILY

CONTACT: B. Zeeck

Applications are being received for the position of Red Raider for the 1977-78 season.

Jess Wall's term as the masked rider representing Texas Tech University expires at the end of the spring semester, and the deadline for applying to succeed him is Feb. 28. Application blanks are available in the office of the Department of Animal Science.

Dr. A. Max Lennon, chairperson of the department, also is chairperson of the selection committee.

Requirements are that the Red Raider be a junior or senior who will not graduate before May, 1978, ~~who~~ has a minimum overall grade average of 2.25, is an accomplished horseperson, and has the qualities of leadership, personality and good moral character to uphold the Red Raider tradition.

The individual selected must also be willing to accept the responsibilities of the position, including year-around appearances.

From the applications submitted, finalists will be chosen, and they must appear for personal interviews and horsemanship demonstrations.

The Red Raider tradition began Jan. 1, 1954, at the Gator Bowl when a masked rider, with scarlet and black cape flowing behind him, circled the stadium astride a black quarterhorse, going at a thundering gallop. The Red Raider team streamed onto the field behind him. Ever since, football fans have been cheering the sensational entrance.

The Red Raider is in full charge of the registered black quarterhorse that is the Texas Tech mascot.

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# Texas Tech News

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CONTACT: Nita Gilger

LUBBOCK -- The Houston Symphony Orchestra will perform an all Beethoven program, featuring the popular 5th Symphony, Feb. 17 (Thursday) at 7:30 p.m. in the Lubbock Municipal Auditorium.

The Texas Tech University Center Cultural Events Office is sponsoring the concert.

The Houston Symphony has made seven tours to the East Coast and one to the West Coast. The orchestra is the first from the Southwest to perform in New York, Washington, Boston, San Francisco, Los Angeles and Montreal.

Lawrence Foster is conductor.

Tickets may be purchased at the University Center Ticketbooth and at both Hemphill Wells locations, downtown and South Plains Mall. Tickets also will be on sale at the door the night of the event.

Additional information may be obtained by calling (806) 742-3610.

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8-2-8-77

# Texas Tech News

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ATTN.: NEWS DIRECTORS

Contact: Worth Wren

1 minute

CHARTER DAY ACTIVITIES BEGIN AT THREE P.M., FRIDAY, IN THE UNIVERSITY CENTER THEATRE AT TEXAS TECH UNIVERSITY. ALCOA (WEEDEN-BAHM) FOUNDATION LECTURER MURRAY L. WEIDENBAUM WILL SPEAK TO GUESTS, STUDENTS, FACULTY AND STAFF DURING THE PROGRAM.

TEXAS TECH SENIORS WITH PERFECT FOUR-POINT-ZERO (4.0) GRADE POINT AVERAGES, AND ONE YEAR OR LESS TRANSFERRED CREDIT, WILL BE RECOGNIZED BY PRESIDENT CECIL MACKEY. AMOCO FOUNDATION DISTINGUISHED TEACHING AWARDS WILL BE PRESENTED TO THREE OUTSTANDING TEXAS TECH PROFESSORS BY DR. CHARLES S. HARDWICK, VICE PRESIDENT FOR ACADEMIC AFFAIRS.

DR. WEIDENBAUM, A NATIONALLY KNOWN ECONOMIST, IS DIRECTOR OF THE CENTER FOR THE STUDY OF AMERICAN BUSINESS AT WASHINGTON UNIVERSITY IN ST. LOUIS. HE IS ALSO ADJUNCT SCHOLAR AT THE AMERICAN ENTERPRISE INSTITUTE FOR PUBLIC POLICY RESEARCH AND HAS SERVED AS AN ASSISTANT SECRETARY OF THE U. S. TREASURY. HE REMAINS TODAY A CONSULTANT TO THE TREASURY SECRETARY.

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ATTN.: NEWS DIRECTORS

Contact: Worth Wren

45 seconds

MASS COMMUNICATIONS WEEK AT TEXAS TECH UNIVERSITY WILL HONOR GOVERNOR ELLA T. GRASSO OF CONNECTICUT WITH THE 1977 THOMAS JEFFERSON AWARD. THE AWARD IS GIVEN TO PUBLIC OFFICIALS WHO DEFEND AND PROTECT THE FREEDOM OF THE NEWS MEDIA TO INFORM THE PUBLIC.

THE PRESENTATION WILL BE MADE AT A THOMAS JEFFERSON AWARD BANQUET FRIDAY, FEBRUARY EIGHTEENTH (18th), THE FINAL DAY OF THE ANNUAL MASS COMMUNICATIONS WEEK ON CAMPUS.

SPONSORS OF THE AWARD ARE THE TEXAS PRESS ASSOCIATION, THE TEXAS DAILY NEWSPAPER ASSOCIATION, THE TEXAS ASSOCIATION OF BROADCASTERS AND TEXAS TECH UNIVERSITY.

THE WEEK IS SPONSORED BY THE MASS COMMUNICATIONS DEPARTMENT AT TEXAS TECH. SPECIAL ACTIVITIES ARE PLANNED NOT ONLY FOR STUDENTS BUT ALSO FOR THE PUBLIC INTERESTED IN JOURNALISM, TELECOMMUNICATIONS, PUBLIC RELATIONS, ADVERTISING AND PHOTOGRAPHY, BEGINNING FEBRUARY THIRTEENTH.

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ATTN.: NEWS DIRECTORS

Contact: Worth Wren

45 seconds

STUDENTS, THEIR FAMILIES AND COUNSELORS FROM TEXAS AND EASTERN NEW MEXICO WILL GET A FIRST-HAND LOOK AT UNIVERSITY PROGRAMS AND ACTIVITIES AT TEXAS TECH UNIVERSITY ON FEBRUARY TWENTY-FIFTH.

TEXAS TECH'S SIX COLLEGES, TWO SCHOOLS, SERVICE OFFICES AND STUDENT ORGANIZATIONS WILL SET UP SPECIAL BOOTHS IN THE UNIVERSITY CENTER BALLROOM FOR THE VISITORS.

OVERNIGHT ACCOMMODATIONS WILL BE AVAILABLE IN STUDENT RESIDENCE HALLS FOR VISITORS TRAVELING LONG DISTANCES TO LUBBOCK.

ADMISSIONS AND RECORDS ASSOCIATE DIRECTOR MARC SCOTT SAID VISITORS WILL BE ABLE TO LOOK AT COLLEGE LIFE IN GENERAL AND TEXAS TECH LIFE IN PARTICULAR.

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2-8-77