

**MEDIA ADVISORY**

**TEXAS TECH**  
UNIVERSITY

News & Publications

Lubbock, TX 79409-2022  
(806) 742-2136  
FAX (806) 742-1615

**MEDIA ADVISORY**

**REF: 1-6-11-91**

**CONTACT: Steve Kauffman**

[MEDIA ADVISORY: Media representatives are invited to a two-day freshman orientation session at Texas Tech University targeted for the first time to academically superior students. The Scholars Orientation beginning Thursday (June 13) will include standard summer orientation tours and presentations. Additional programs, selected specifically for the honors students, include an overview of campus leadership enhancement opportunities and a presentation on career trends and postgraduate education.

More than 200 students are expected to attend the orientation. Invitations were extended only to prospective students who graduated in the top 5 percent of their high school classes or who reported high SAT or ACT test scores. For more information, contact orientation coordinator Jo Hutcherson in the Dean of Students Office at 742-2192.]

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CALENDAR WEEK JUNE 14-21

REF: 2-6-13-91

CONTACT: News and Publications

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

- JUN 14** Continuing Nursing Education Course -- "Creating a Culture of Excellence for Nurses," by Marlene Kramer, vice president, Health Science Research Associates; sponsored in part by Texas Tech Health Sciences Center and University Medical Center;  
8:30 a.m., UMC McInturff Conference Center
- Freshman scholars orientation continues  
8:15-11 a.m., on campus
- Freshman scholars orientation reception with President Robert Lawless  
9 a.m., UC Green Room
- JUN 17** Freshman orientation  
8 a.m., on campus through June 18
- JUN 18** Service Plus press conference  
1:30 p.m., Biology Building Auditorium
- JUN 20** Freshman orientation  
8 a.m., on campus through June 21

# TEXAS TECH

HEALTH SCIENCES CENTER

News & Publications, HSC Bureau

3601 Fourth Street  
Lubbock, TX 79430  
(806) 743-2143  
FAX (806) 743-2118

FOR IMMEDIATE RELEASE  
REF: B-6-13-91  
CONTACT: Kim Davis

**(MEDIA ADVISORY: The Czechoslovakian delegation will meet for breakfast at 8 a.m. Saturday in Room 2B152 of the Texas Tech Health Sciences Center, followed immediately by an overview of both the HSC and UMC. A tour of the facilities will begin at approximately 9:30 a.m., followed by lunch at 11:45 a.m. at the McInturff Conference Center. To arrange interviews, contact Kim Davis in the Office of News and Publications at 743-2143.)**

LUBBOCK -- A delegation of Czechoslovakian health professionals will get a glimpse of American medicine Saturday during a day-long visit to the Texas Tech Health Sciences Center and University Medical Center.

After more than 40 years as a part of the Soviet Bloc, Czechoslovakia is exploring new avenues in health care as it reforms its current health care delivery system. The delegation is visiting Lubbock from Motol University Hospital, one of the largest hospitals in Prague, Czechoslovakia, and a leading facility in research and medical education.

"I think this visit is unique and illustrates the cooperation and friendship that hopefully will continue well into the future," said Louise Luchsinger, associate dean for the Texas Tech College of Business Administration and host of the visit.



3601 Fourth Street  
Lubbock, TX 79430  
(806) 743-2143  
FAX (806) 743-2118**HEALTH TIPSHEET**  
from  
**TEXAS TECH HEALTH SCIENCES CENTER**  
June 14, 1991

**THE BIG ONE** -- The scene has been played out countless times on the silver screen: In the heat of an argument, an actor suddenly clutches his chest and, while fighting against intense pain, struggles to open a small bottle of pills that provide seemingly instantaneous relief. Though not always so dramatic, an attack of angina pectoris is undoubtedly an uncomfortable and frightening experience. The condition often -- though not always -- is a warning sign of underlying heart disease, particularly restricted blood flow in the arteries supplying the heart, says James Buell, M.D., TTHSC chief of cardiology. When one or more coronary arteries is involved, he said, the risk of heart attack rises dramatically. Classic angina occurs predictably with physical exertion or strong emotional reactions and generally goes away within three to five minutes with rest. Occasionally, the discomfort may radiate to the left arm and shoulder or up to the jaw. Most people describe the feeling as a kind of suffocating pressure, tightness or heaviness. But various tests -- particularly an arteriogram -- help doctors decide the degree of action needed to curb the problem. Most often, lifestyle changes are in order to prevent further progression of the disease. For more on angina and its relation to heart disease, contact Buell at (806) 743-3177.

**MAKIN' BACON** -- If you're avoiding foods that are high in fat and sodium, you've no doubt given up your daily breakfast bacon. But don't be tempted by the "lean," "light" and "lower-fat" sausages and breakfast meats you can find these days in the supermarket. Though many of the "light" alternatives are, in fact, a little lighter, they typically still derive about 70 percent of their calories from fat, says Jan Fry, a TTHSC registered dietitian in the department of internal medicine. Usually, she said, the manufacturer has reduced the fat content by adding turkey, rice, or other filler to the pork or beef. Still, the difference is quite small. As an alternative to the alternatives, try a slice of Canadian bacon in the morning or another lean ham. It's still not a low-fat choice, but it is better than most sausages and breakfast meats. Above all, when reading labels, remember that sodium in these products comes in many forms besides salt, including monosodium glutamate (MSG), sodium nitrite and sodium phosphate. For more on this topic, contact Fry at (806) 743-2085.

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

C-6-14-91

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**MEDIA ADVISORY**

**REF: 1-6-17-91**

**CONTACT: Steve Kauffman**

[MEDIA ADVISORY: There will be a press conference at 1:30 p.m. Tuesday (June 18) in the Texas Tech University Biology Building Auditorium to introduce SERVICEplus.

The university and health sciences center program was created from President Robert W. Lawless' desire to strengthen a service approach to education and enhance Texas Tech's reputation to be the most student-oriented university in the state. Through a multi-level training structure, SERVICEplus is designed to prepare every employee at Texas Tech to deal effectively with the institutions' customers: students, parents, alumni and community members.

The press conference precedes a 2 p.m. briefing in the Biology Building Auditorium where Texas Tech administrators will preview the program.]

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FOR IMMEDIATE RELEASE  
REF: A-6-18-91  
CONTACT: Preston Lewis

LUBBOCK -- Eighteen golf, entertainment and athletic celebrities have signed to play Aug. 19 in the 1991 Pro/Celebrity Golf Scramble benefiting the Rotary Cerebral Palsy Center at the Texas Tech University Health Sciences Center.

Individual and team entries are being accepted through July 15 for the six-person scramble at Lubbock Country Club. Entry fee is \$150 per person. Information on the day of golf and evening of related activities is available by calling (806) 743-3038. Businesses interested in sponsoring holes or the awards dinner can call the same number.

Confirmed celebrities will include golfers Jeff Mitchell and Evan "Big Cat" Williams, country and western singer Earl Thomas Conley, boxer Robin Blake and former Dallas Cowboys Billy Joe DuPree, Robert Newhouse, John Fitzgerald, Kirk Peterson and John Dutton.

Other celebrities will include pole vaulter Billy Olson, Craig Ehlo of the Cleveland Cavaliers, Texas Tech basketball coaches James Dickey and Marsha Sharp, former Texas Tech football players Donny Anderson, Ron Reeves and Bake Turner and golf pros Randy Smith of Royal Oaks Country Club in Dallas and Mark Vinson of Lubbock Country Club.

Shotgun tee times are 8 a.m. and 1:30 p.m. A celebrity will accompany each team of five golfers. Prizes will be given for the top three teams of each round. Any person recording a hole-in-one on the No. 17 hole will receive \$25,000.

The Rotary Cerebral Palsy Center serves persons from throughout the region with neuromuscular diseases, including cerebral palsy and spina bifida. Funds raised by the center provide a range of equipment and services, including braces, wheelchairs and custom-designed computer equipment and software. These funds help individuals with cerebral palsy realize more of their potential and live more productive lives.

Debbie C. Ruddle chairs the pro/celebrity benefit committee organizing the golf scramble. Members of the Rotary Cerebral Palsy Center Advisory Committee are William H. Tinney, Dale Barnett, Susie King, Rick Martin, Erie Dell Adams, Linda Alderson, Davis Armistead, Nancy Birdwell, J.C. Chambers, Ray Farmer, Vincent Fell, Elaine Fuller, Mark Griffin, Richard Hamilton, Ted Hartman, Ann Horkey, Teddy Langford, Don McInturff, Rick Merrill, Mike Montanez, Larry Rudd, Jack Selby, John Simpson, Bonner Smith, Kathy Sridaromont, Gene Tate and Madge Webster.



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**FOR IMMEDIATE RELEASE**  
**REF: B-6-20-91**  
**CONTACT: Preston Lewis**

**LUBBOCK --** The president of the Republic of Italy has bestowed upon Texas Tech Health Sciences Center Surgery Professor Mario Feola, M.D., that nation's highest civilian award.

Feola, a native of Italy and a U.S. citizen, was given the designation of Knight Officer of the Order of Merit of the Italian Republic by Italian President Francesco Cossiga.

Cossiga bestowed the award upon Feola for his work in developing a potential human blood substitute from cow blood. Feola received the order's ivory and gold insignia in ceremonies earlier this month at the Italian consulate in Houston. Feola was the 204th person to receive the award in the half century since the creation of the Republic of Italy.

Feola's research and contributions to medicine have also been recognized by the City of Salerno, where he was born, and by the Medical School of Salerno, the world's oldest medical school.

Feola has practiced medicine in the United States since 1956 and has been on the Texas Tech faculty since 1977.

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FAX (806) 743-2118**HEALTH TIPSHEET**  
from  
**TEXAS TECH HEALTH SCIENCES CENTER**  
June 21, 1991

**FIREWORKS CELEBRATIONS** -- Each Fourth of July, they may be a sight to behold, yet improperly handled and faulty fireworks seriously injure the onlooking eyes of hundreds of people every year. In fact, far more people have been seriously wounded -- even blinded -- while celebrating July 4 than all the people who were killed in the War for Independence, according to TTHSC Ophthalmology Chairman Donald May, M.D., and director of the Texas Eye Injury Registry. Each year, hundreds of unsuspecting Americans lose their sight due to fireworks. Sadly, most accidents can be avoided, May said, by understanding the potential dangers of fireworks and taking the proper precautions. Because of fireworks' unpredictability, those who handle them should wear protective goggles or face shields, which are available at most hardware stores. Additionally, fireworks never should be placed in containers, such as cans or glass bottles, because the explosion can turn the container into a fragmentation bomb. These exploding fragments easily can blow into the eyes of anyone standing nearby. May recommends that all fireworks be left in the hands of professionals. But, those who insist on including firecrackers, Roman candles and other handheld fireworks in their Independence Day celebration should remember those explosives can be especially dangerous because of their unpredictability and their proximity to the face. In the hands of careless adults or children who may not recognize their potential danger, fireworks can do permanent damage to their eyes. For more on fireworks and other summer threats to your vision, contact May at (806) 743-2400.

**FOLK MEDICINE** -- Those old home remedies and family treatments may be more folk than medicine, but they should not automatically be considered ineffective. The reason, says Kae Hentges, Ed.S., a TTHSC health education specialist, is the power of the mind. If a patient believes the folk remedy may be helpful, then it may indeed be of some benefit. This is particularly true in cases of psychosomatic-spawned illnesses. To explore folk medicine and what medical science can learn from it, contact Hentges at (806) 743-3099.

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contact Kim Davis or Preston Lewis at  
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# TEXAS TECH UNIVERSITY

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CALENDAR WEEK JUNE 21-28

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- JUN 21** Freshman orientation continues  
8 a.m., University Center
- JUN 23** Shake Hands With Your Future session II, sponsored by the Institute  
for the Gifted,  
on campus through July 6
- JUN 24** Freshman orientation  
8 a.m., University Center through June 25
- JUN 26** Reception honoring Lisa Bradway, assistant vice president for  
financial services,  
2:30-3:30 p.m., UC Courtyard
- JUN 27** Freshman orientation  
8 a.m., University Center through June 28
- JUN 28** Last day of summer session I classes at the School of Law