

DATE	Stories and Cutlines	Locals	Reg. Dailies	Reg. Weeklies	50 M's	Reg. Radio	X-List	Adj. Counties	Hometowners	PSA's	Ag list	Ag boxes	MISC. (#)	CONTACT	REMARKS
1-4-21-87	Dentists	39												kh	✓ Bacons w cover letter
2-4-21-87	Review	36					✓							ht	✓ education
3-4-21-87	Kidney	62	✓	✓										slp	
4-4-21-87	topstaff	22										2		pl	
5-4-21-87	sowell	22										2		pl	
6-4-21-87	opera	61	✓					✓				6		kh	
7-4-23-87	Disteng	51	✓									11		pl	
8-4-24-87	medical tip sheet	45												pl	
9-4-23-87	Luitt	15										1		ht	
10-4-24-87	tip sheet	25												du	
11-4-24-87	deans	21										6		ht	
12-4-24-87		40	✓											pl	
13-4-24-87	calander	15												staff	
		454													

CONTACT: K. Hopper

1-4-21-87

LUBBOCK--A dentist who talks, but not too much, is more likely to get a patient to bite on the first visit.

Patients of both dentists and doctors prefer personally involved health care providers who show care, concern and interest, and those communication styles are most important during a first office visit.

Richard Street, speech communication professor at Texas Tech University, recently has worked with dentists in his research about health care providers' communication styles and patient satisfaction.

The researchers first examined kinds of communication that show the dentists' extent of caring, concern, interest and responsiveness with the patients. Those signs of involvement can be non-verbal, such as being attentive and looking at the patient when listening, and can be verbal, such as answering questions, allowing the patient the freedom to discuss topics of concern and offering information. Researchers then studied the dentists' dominance communication behaviors, such as arguing and interrupting, Dr. Street said.

"We found the patients don't like dentists to be passive or to be overly dominant. Patients prefer an egalitarian relationship in the communicative sense. They want explanations and they expect the dentists to be verbally responsive to their questions," he said. "There is some evidence that the more worried the patient is, the greater the need for the dentists to show involvement."

Gender has been a factor in patients' preferences for a caring and concerned doctor. Women preferred involved physicians and reported they were dissatisfied with non-involved health care providers. Men were less discriminating concerning involvement, he said.

However, female and male patients equally preferred dentists whose communication revealed a personal interest in the patient and her or his dental condition.

First impressions were important in patients' reported satisfaction with the dentists.

"The more aware and more concerned the dentist was with the individual patient, the more confidence the patient had in the dentist's technical competence," Street said.

The research involved surveys in Lubbock of 700 patients and 20 dentists to determine what kinds of communication styles patients preferred in their dentists and what factors determined those preferences. Earlier research examined similar issues among 25 medical doctors and 350 patients. In the studies, the sample of dentists was all male and the sample of physicians included one female.

Patients of both physicians and dentists are more tolerant on a repeat visit of a domineering health care provider, he said.

Patients who are worried respond positively to highly involved physicians and negatively to non-involved doctors. Anxiety did not have that effect with dentists' patients who all prefer involved dentists.

"Dentists in this study appeared domineering to younger patients but were perceived as interacting in a more egalitarian way with patients over age 30," he said.

In both studies, trends suggest that older patients and women are more satisfied in general with health care providers, Street said.

"It could be that, relative to men, women display greater involvement with the health care providers and women in turn expect the health care provider to be more involved. Women show more concern, are more responsive, ask more questions and are more talkative. Doctors and dentists appear to accommodate them," Street said.

LUBBOCK--Student involvement in special projects and program revisions were cited as strengths of the Texas Tech University College of Education (COE) in a reaccreditation report by the National Council for Accreditation of Teacher Education (NCATE).

All programs, including bachelor's, master's and doctoral degrees, were reaccredited until 1994. An NCATE review team made a site visit in November 1986.

"We are extremely pleased with the report even though several weaknesses were noted," said COE Dean Richard E. Ishler. "NCATE accreditation is a sign that our programs provide students with high quality education. Few institutions fare better than we did in the rigorous NCATE review."

Dr. Ishler said Texas Tech's College of Education is one of 29 of Texas' 67 teacher education institutions accredited by NCATE. Only 40 percent of the nation's teacher education programs are nationally accredited.

Weaknesses listed in the report included lack of guidelines in planning some curricula, lack of clear written policies about teaching loads and no systematic evaluation of graduate programs or procedures to make changes after program evaluations.

Dr. Ishler said the report will be used to strengthen the college's programs. Many of the recommendations are already being implemented, he said.

NCATE is designated by the U.S. Secretary of Education as the only nationally recognized accrediting agency for education.

Texas Tech News

AFTER HOURS CALL:

Joe Sanders, Director, (806) 742-2235
Preston Lewis, Manager, News Bureau, (806) 745-1718
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

CONTACT: Sally Logue Post

3-4-21-87

LUBBOCK--South Plains and Panhandle residents with kidney disease will soon have a new support group available.

A new affiliate of the National Kidney Foundation is being formed in the Panhandle area. The Northern and Western Texas Affiliate, which serves a region from just south of Lubbock to the northern border of the Panhandle, received its provisional charter in December.

"The goals and direction of the National Kidney Foundation are the same as ours at the health sciences center. So it seemed natural for us to help establish an affiliate in this area," said Neal R. Glass, director of organ transplantation at the Southwest Kidney Institute at the Texas Tech University Health Sciences Center (TTUHSC).

The National Kidney Foundation is a volunteer, non-profit organization that focuses on as public education and awareness about kidney disease, transplantation and funding for kidney research, Dr. Glass said. A board of directors will be named and volunteer programs instituted within the year.

"The goal of the foundation, as it is with the Southwest Kidney Institute, is to improve life for the people who suffer from kidney disease or damage," Glass said. "The foundation can provide money for patient support services like transportation."

While dialysis is the treatment being received by about 90,000 kidney patients, transplantation will be performed on about 8,000 patients each year. Glass performed 34 transplants during 1986 at Lubbock General Hospital, TTUHSC's primary teaching affiliate.

-more-

"Treatment for end stage kidney disease has one of the best treatment records of any organ disease," Glass said. "With other organs there is a high mortality rate or a much lower success rate of transplantation. With kidney transplants, the patients recover fully more often than not . The 34 patients we had last year were all alive and well at the end of the year."

As knowledge about the Southwest Kidney Institute and the transplantation program at TTUHSC has grown, Glass said, the referral rate from area physicians has steadily increased.

"Almost 100 patients were evaluated at the Southwest Kidney Institute for possible transplantation in 1986," he said. "With the aid of a National Kidney Foundation affiliate, more public education programs, patient services and hopefully more research dollars will be available."

For more information about participating in the Northern and Western Texas Affiliate of the National Kidney Foundation, contact Glass's office at (806) 743-2263 or Texas Tech University Health Sciences Center, Room 3A158, Lubbock, Texas 79430.

Texas Tech News

AFTER HOURS CALL:

Joe Sanders, Director, (806) 742-2235
Preston Lewis, Manager, News Bureau, (806) 745-1718
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

CONTACT: Preston Lewis

4-4-21-87

LUBBOCK--Eighteen Texas Tech University staff members in the area of Academic Affairs and Research have been named recipients of 1987 Outstanding Achievement or Superior Achievement awards.

The awards are presented annually in all areas of the university to recognize non-faculty employees for exemplary service. Academic Affairs and Research Vice President Donald R. Haragan presented the awards which included plaques and pins to recipients in his area. Superior Achievement Award recipients also received \$150.

Superior Achievement winners, their titles and departments were: Margie Salazar, administrative secretary, Classical and Romance Languages; Robert Spruill, technician III, Chemical Engineering; Mildred Smith, senior administrative assistant, College of Education; Steven R. Patterson, technician IV, Electrical Engineering; Joann Stephenson, secretary, Health, Physical Education, Recreation and Dance; Pam Knighten, secretary III, Information Systems and Quantitative Sciences; Juanita Ramirez, secretary III, English; Sally Henson, administrative secretary, Human Development and Family Studies; Robert Rhoades, director of administrative services, College of Business Administration.

Outstanding Achievement winners were: Nancy Halcomb, accounting clerk III, Music; Raynell Keller, secretary, Water Resources Center; Mary Sufall, administrative secretary, Chemistry; Woodrow Rains, technician III, Engineering Services; David McGaughey, programmer II, Academic Computing Services; Karen Roberts, administrative secretary, Merchandising, Environmental Design and Consumer Economics; Recardo Hernandez, technician II, Physics; Loanne Burney, administrative secretary, Mass Communications; and Marie Byrd, administrative secretary, Electrical Engineering.

CONTACT: Preston Lewis

5-4-21-87

LUBBOCK--Texas Tech University Professor Virginia Sowell of special education has received the highest award of the Texas Association for Education and Rehabilitation of the Blind and Visually Impaired (TAER) for outstanding contributions to the visually handicapped in Texas.

Sowell, assistant vice president for academic affairs at Texas Tech, was presented the Sammie K. Rankin Memorial Award at the TAER meeting earlier this month.

A Texas Tech faculty member since 1976, Sowell was recognized for her efforts to improve visually impaired education statewide by providing special training to teachers of the visually impaired.

More than 70 teachers statewide have been certified for visually impaired instruction as a result of her in-service instruction and job problem solutions at locations throughout the state. Her instruction has helped those teachers receive deficient vision certification. Additionally, she has worked as a consultant to many school districts in Texas.

She is president-elect of the International Council for Exceptional Children, Division for the Visually Handicapped, for 1986-87. In 1984-86, she was president of the South Central Region of the International Association for Education and Rehabilitation of the Blind and Visually Impaired.

Sowell holds a doctorate in special education from the University of Texas at Austin, a master's in education from Trinity University and a bachelor's degree in English from Sam Houston State University.

Texas Tech News

AFTER HOURS CALL:

Joe Sanders, Director, (806) 742-2235
Preston Lewis, Manager, News Bureau, (806) 745-1718
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

TEXAS TECH UNIVERSITY/TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

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

CONTACT: K. Hopper

6-4-21-87

LUBBOCK--A scholarship benefit May 1 and 2 highlighting four singers who have studied at Texas Tech University will feature the performances of Bruckner's "Te Deum" and Mozart's "Requiem."

Soprano Mary Jane Johnson of Pampa, mezzo-soprano Shannon Campbell Line of Tyler and bass Terry Cook of Plainview, all former Texas Tech students now performing professionally, will join tenor Paul Olson, the newest faculty member in the Music Department, in 8:15 p.m. performances Friday and Saturday, May 1-2, in the Allen Theater of the Texas Tech University Center.

Johnson, a 1972 graduate, and Cook, a 1979 graduate, have been national finalists in the Metropolitan Opera auditions and have built professional opera careers since leaving Texas Tech.

Johnson recently was seen on a PBS-TV broadcast featuring several young and promising singers with Luciano Pavarotti. She sings regularly with the Santa Fe Opera and San Francisco Opera companies and performs abroad as a free-lance musician.

Cook also was seen on PBS-TV with artists of the Metropolitan Opera "In Performance at the White House." He currently sings about four months of the year in productions at the Metropolitan Opera. He soon will perform the part of Porgy with the Houston Grand Opera's production of Gershwin's "Porgy and Bess."

-more-

A 1980 graduate, Line performed in many Texas Tech opera and musical theater productions, including the roles of Prince Orlafsky in "Die Fledermaus," Siebel in "Faust" and Cherubino in "The Marriage of Figaro." Most recently, she has been soloist with the East Texas Symphony Orchestra in Tyler.

Olson, a current doctoral candidate in fine arts, directs the University Singers on a part-time instructorship and was tenor soloist last fall with the University Choral Union on F.J. Haydn's "Lord Nelson Mass." Before coming to Texas Tech, Olson was chairman of the Division of Fine Arts of Marion College in Indiana. He previously performed as soloist for the Buffalo, N.Y., and Marion philharmonic orchestras. He received his master's degree from the Eastman School of Music in Rochester, N.Y.

Director of Choral Activities Donald Bailey will conduct the University Symphony Orchestra, University Choir, University Singers, University Choral Union and Lubbock Civic Chorale during the scholarship concert.

For the first time, the annual orchestra and choir event will benefit the College of Arts and Sciences. Patrons giving \$100 or more to the scholarship concert fund will receive two tickets in the Golden TT section, program recognition and an invitation to a reception with the soloists following the May 2 concert. The tax-deductible portion of that gift is \$90. Persons buying \$25 friend tickets will receive one reserved section ticket and program recognition, with \$20 of the gift a tax-deductible donation.

General admission tickets are available at \$5 for adults and \$3 for Texas Tech students. Tickets are available at the Music Department (806) 742-2294 or at the University Center Ticket Booth, (806) 742-3610.

Texas Tech News

AFTER HOURS CALL:

Joe Sanders, Director, (806) 742-2235
Preston Lewis, Manager, News Bureau, (806) 745-1718
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

CONTACT: Preston Lewis

7-4-23-87

LUBBOCK--Texas Tech University alumni George C. Beakley Jr. of Tempe, Ariz., D. Wyman Tidwell of Bellville and James A. McAuley and J. Garland Threadgill, both of Dallas, have been named "Distinguished Engineers" for 1987 by the university's College of Engineering.

Beakley, a 1947 mechanical engineering graduate, is associate dean of the College of Engineering and Applied Science at Arizona State University. McAuley, a 1953 petroleum engineering graduate, is president of Energy Operating Corp. (ENOPCO) and MILMAC Inc. Threadgill is a 1950 civil engineering graduate who founded the consulting firm of Threadgill-Dowdey and Associates. A 1961 chemical engineering graduate, Tidwell is president and chief executive officer of SETPOINT Inc. in Houston.

The four will be recognized at the 21st annual Distinguished Engineer Awards Luncheon at 11:30 a.m. May 8 in the University Center Ballroom on the Texas Tech campus.

The College of Engineering annually honors as "Distinguished Engineers" graduates who have made outstanding contributions to their profession and their communities.

Dr. Beakley is known nationally for his work in engineering education. After completing a master's degree at the University of Texas and a doctorate at Oklahoma State University, Beakley went to Arizona State as chairman of mechanical engineering and became the first engineering professor hired by the university.

-more-

He was instrumental in establishing the Arizona State College of Engineering and Applied Sciences in 1957. He developed the university's engineering core curriculum which has since been adopted by several other engineering schools. Today Dr. Beakley is known as the "father" of the engineering core concept and of freshman design.

Beakley is the author or editor of 29 textbooks on engineering subjects. He is a fellow of the American Society for Engineering Education and American Society of Mechanical Engineers.

He is a native of Levelland and was the 1940 valedictorian at Levelland High School. He is married to the former Oletta Zeh, a 1944 graduate of Texas Tech.

McAuley has demonstrated a talent for putting together almost any kind of enterprise related to the petroleum industry, including ENOPCO, a drilling company he founded in 1977, and MILMAC, an operating company which evaluates, negotiates, purchases and operates oil and gas ventures. He serves on the boards of directors for Texaust Inc., a sucker rod and packing tube operation and for Tipperary Corp.

He holds several patents for design of a density meter for a computerized electronic drilling monitor and mudlogging system that has improved the monitoring of on-site drilling functions.

McAuley is active in the Society of Petroleum Engineers, International Association of Drilling Contractors, Independent Petroleum Association of America and American Petroleum Institute.

A native of Andrews and a former president of the Texas Tech Ex-Students Association, McAuley is married to the former Joanne Guest.

Threadgill is concluding a 31-year career as a consulting engineer who is recognized not only for his professional competency, but also for his efforts at providing young people with advice, inspiration, financial aid and contacts in the engineering profession.

He began his own consulting engineer practice in 1954 with establishment of J.G. Threadgill and Associates, which became Threadgill-Dowdey and Associates in 1967. His consulting projects have included hundreds of municipal facilities and private subdivisions as well as such prominent structures as Rockwell International, Brookhaven Country Club and Union Terminal in Dallas.

His firms have worked for clients as varied as the U.S. State Department, Veterans Administration, Southwestern Bell Telephone and Hospital Corp. of America. He was for five years a principal in the international firm of Wong and Threadgill Architects and Engineers with offices in Hong Kong, Bangkok, Thailand, and Dallas.

A Smithville native, Threadgill is married to the former Sue Garrett.

Tidwell, after working for Union Carbide and two large consulting firms in applying computer control to chemical processes, established SETPOINT Inc. in 1977. Today the engineering and computer applications firm has 200 employees and \$18 million in annual sales and has gained international recognition for computerized process control.

He is recognized for his entrepreneurial ability, which includes not only establishing and developing a successful enterprise but also instilling in the firm's employees the kind of confidence and professionalism that enable them to grow and achieve.

-more-

He is affiliated with the American Institute of Chemical Engineers, Instrument Society of America, Chemical Engineering Product Research Panel and the National Federation of Independent Business.

Tidwell lives on the Tidwell Ranch at Bellville, where he raises purebred Santa Gertrudis cattle. A native of Munday, he is married to the former Belinda Coates.

Tickets for the honors luncheon are \$8 and should be reserved by calling (806) 742-3451 or writing Dean of Engineering, Engineering Center, Texas Tech University, Lubbock, Texas 79409-4200.

MEDICAL TIPSHEET
from
TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

AN APPLE A DAY--Many times medical treatments are not as simple as that old adage would suggest. This is particularly true in the area of addictive diseases like drug or alcohol abuse, which affect not only the individual, but also the person's work and home life. Because persons with a chemical dependence may make up as much as 12 percent of the total national workforce, companies are realizing this costs them money through absenteeism, poor decision-making, accidents and impaired morale. Dealing with chemical dependence in the workplace and in the home is the focus of the Chemical Dependence Program in the TTUHSC's Psychiatry Department. For details, contact Program Director Rudy Arredondo at (806) 743-2804.

FIT TO BE HURT--Getting fit can sometimes hold special hazards. As spring weather finally arrives to stay, more and more people will be taking to the outdoors for exercise. However, many will find there are aches, pains and even injury on the jogging path to fitness. For an explanation of the risks to fitness or on other aspects of sports medicine, contact Dr. Robert P. Yost, orthopaedic surgeon and head of the Sports Medicine Division in the TTUHSC Department of Orthopaedic Surgery, at (806) 743-2466.

IT'S NOT IN THE CARDS--If you need a reference to a book or journal in the TTUHSC Library, you won't find it in the card catalog. The reason is there's not one. Instead, a new computerized online catalog system handles work previously done manually by the library patron. Additionally, the system links the Lubbock library with libraries at TTUHSC Regional Academic Health Centers in Amarillo, El Paso and Odessa. The computer system will not only look up a holding by author, title, subject or key word, but also will tell if the item is available, on reserve or checked out and its due date. For details, contact Library Director Charles W. Sargent at (806) 743-2203.

For assistance in covering these or other stories, contact TTUHSC news manager Preston Lewis at (806) 743-2143. Photographs and video footage can be arranged upon request.

8-4-24-87

CONTACT: Beverly Taylor

9-4-23-87

LUBBOCK--Mysteries being unraveled through discovery of a new endocrine system and undocumented hormonal interactions in early pregnancy may someday mean new hope for infertile women and those who have miscarried.

Wendell W. Leavitt, Texas Tech University Health Sciences Center professor of biochemistry and obstetrics and gynecology, said the complex chemical balance of life and death and growth and change in the uterus governs real life and death situations such as whether a woman can conceive and maintain a pregnancy.

In the complexities of uterine functioning, Leavitt and his colleagues discovered a previously unknown endocrine system which is triggered by implantation of an embryo in the lining of the uterus.

"This whole feedback loop has to be explained," Dr. Leavitt said. "Any abnormalities in the system could result in problems in early pregnancy. The more we know about the loop and what hormones are important throughout pregnancy, the better we'll be able to understand infertility and miscarriage."

Cells in the lining of the uterus are hormonally stimulated each month to change in structure and function. In months where there is no pregnancy, the lining of the uterus is shed at menstruation. When a pregnancy occurs, special cells called decidual cells -- the maternal contribution to the placenta -- surround the embryo as it attaches to the wall of the uterus.

"The decidual cells form a barrier to keep the mother's immune system from rejecting the embryo," Dr. Leavitt said. "We discovered that these specialized cells communicate with the mother's body in an interesting way."

-more-

Leavitt has compared decidual cells taken from pregnant hamsters and non-decidualized cells from non-pregnant hamsters to determine the purpose and effects of decidualization -- the cellular changes caused by embryonic implantation.

Two sets of proteins -- 60K and CBG -- show up in the blood of the mother when decidual cells form in the uterus.

"We were surprised to learn that these proteins were not produced by the decidual cells themselves," Leavitt said. "Instead, the decidual cells send a signal to the mother's liver to make these two proteins. It's an endocrine way of the placenta telling the mother there is a pregnancy and to send more of these two proteins to the pregnant uterus."

"We don't know for sure what the purpose of 60K is, but there is a 50-100 fold increase of it in the maternal circulation and we suspect it's doing something," Leavitt said. "We think it could have something to do with regulation of the mother's immune responses, but more work is needed to prove this."

The CBG protein, which is found in decidual cells in quantities 10 to 50 times greater than in other cells, may help deliver the hormone progesterone to the decidual cells which require progesterone to grow and function.

The discovery of a totally unknown endocrine system is exciting, Leavitt said, because most endocrine loops, such as ones involving the pituitary, thyroid and adrenals, are well documented.

Leavitt said an endocrine loop similar to the one found in pregnant hamsters likely exists in pregnant women.

-more-

CBG and 60K proteins may also be used someday as early indicators of pregnancy and to determine if a pregnancy is normal. Current indicators of pregnancy are based on measurements of the hormone hCG, produced by the embryo. Absence of the new proteins, which are produced by the mother, in adequate amounts could be another indication of pregnancy abnormalities.

Besides finding the endocrine loop, the researchers have untwined previously undocumented interactions between the hormones estrogen and progesterone.

Hormones are substances which originate in endocrine glands and are sent to other parts of the body to stimulate increased activity of the receiving organ or to increase production of another hormone.

Hormones, Leavitt said, have specific target cells and receptor molecules. A hormone fits like a key into a lock into the receptor protein. The target cell responds to the hormone by changing its function or structure.

"We found that estrogen and progesterone regulate the number of receptor molecules in target cells," he said. "Estrogens turn on synthesis of receptors for both estrogen and progesterone. At other times, progesterone reduces the number of receptors for estrogen."

In hypothesizing about how progesterone reduces the number of estrogen receptors, the researchers found another protein which works with hormone and receptor proteins. The new protein, named the "acceptor site", is the final link in a hormone's journey to trigger the target cell response.

-more-

Progesterone causes production of a substance which the researchers named estrogen receptor-regulatory factor (ReRF). ReRF destroys the acceptor sites for estrogen receptor, limiting production of an estrogen response by the target cell.

"This could have a lot to do with infertility," Leavitt said. "Progesterone prepares the lining of the uterus, the endometrium, for embryonic implantation. The placenta develops to support implantation and pregnancy. If production of ReRF is not stimulated by progesterone, then the uterus may not be able to support implantation or pregnancy."

If ReRF is found to have no other important hormonal functions, it could have significant applications in treating hormone-dependent breast and endometrial cancers, he said.

"Estrogen stimulates proliferation of these hormone-dependent tumor cells. If we could knock out the acceptor sites with ReRF, we could shut off proliferation of these tumor cells."

Leavitt's colleagues in the research are postdoctoral fellows Andrea Cobb, Gary Gray and Kyle Selcer; research technicians Sabine Rundle and Kevin Thompson; and biology graduate student Abraham Alecozay.

Story ideas for the week of
April 27-May 1, 1987
10-4-24-87

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

Radio & Television New Service

FIRST IMPRESSIONS---A dentist who talks, but not too much, is more likely to make a good impression on his patients the first visit. Patients prefer health care providers who show care, concern and interest, and those communication styles are most important during a first office visit. Richard Street, speech communications professor at Texas Tech University recently has worked with dentists in his research on health care providers' communication styles and patient satisfaction. For more, call Street at 742-3911.

KIDNEY PATIENTS GET HELP---South Plains and Panhandle residents with kidney disease will soon have a new support group available. A new affiliate of the National Kidney Foundation is being formed in the Panhandle area. The Northern and Western Texas affiliate, which serves a region from just south of Lubbock to the northern border of the Panhandle, received its provisional charter in December. The new affiliation was established under the direction of Neal R. Glass, director of organ transplantation at the Southwest Kidney Institute at the Texas Tech University Health Sciences Center. For more on the new support group, call Dr. Glass at 743-2263.

APRIL 28--

OPPORTUNITIES IN EDUCATION---The 1987 Educational Job Fair sponsored by the Texas Tech Career Planning and Placement Service will be open to students and the public April 28 on campus. More than 80 school districts from throughout the state will send representatives to discuss job opportunities with participants. For more information, contact Ginger Nicholas, 742-2210.

May 17-28--

DEVELOPING LEADERS---The fifth annual International Management Workshop will offer individuals an opportunity to improve their managerial and administrative skills. The workshop, which runs May 17-28, is sponsored by the Texas Tech University International Center for Arid and Semiarid Land Studies and the Women In Development Group. The workshop will offer an interdisciplinary approach to key aspects of leadership roles and management styles. For more information, contact James E. Jonish, ICASALS deputy director, at 742-2218.

For assistance on these and other stories, contact Dorothy Power/Don Vanlandingham. Broadcast Bureau. News and Publications. 742-2136.

CONTACT: Beverly Taylor

11-4-24-87

(EDITOR'S ADVISORY: A student from your area is a Dean's Scholar.)

LUBBOCK--Four Texas Tech University juniors have been named 1987-88 Dean's Scholars by the Texas Tech University College of Arts and Sciences.

They are history major Penny Leigh Turner, economics and English major Michael Truesdale, piano major Christina McKinney and English major Bradley Howard.

The \$250 awards are given to students nominated by their departments based on scholastic achievement, extracurricular and service activities, honors and professionalism.

Turner, daughter of Hulon and Cheryl Turner, 2556 E. 10th St., Odessa, was the 1986-87 Outstanding Undergraduate History major. She is a member of Phi Alpha Theta, the national history honorary, and has received the Oscar A. Kinchen Scholarship for excellence in British history.

The son of Earl and Jo Anne Truesdale, 30 Summer Lane, Texarkana, Truesdale has twice been president of the Honors Council, the student honor organization, and received the group's Friends of Honors Scholarship.

McKinney, daughter of Donald and Eleanor McKinney, 1404 Westchester, Clovis, N.M., has a four-year piano scholarship, given for placing first in the 1985 Browning Piano Auditions. She has been a soloist with the University Symphony Orchestra.

Howard, son of Donald Howard and Cynthia Wilson, both of Amarillo, has been president of Phi Eta Sigma, an academic honor group, and has held offices in the Honors Program. He is a residence hall assistant.

Texas Tech News

AFTER HOURS CALL:

Joe Sanders, Director, (806) 742-2235
Preston Lewis, Manager, News Bureau, (806) 745-1718
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

CONTACT: Preston Lewis

12-4-24-87

LUBBOCK--Two Texas Tech University faculty members nominated by their peers have been selected to deliver commencement addresses during spring graduation exercises at the university.

History Professor James E. Brink and Horn Professor Shelby D. Hunt of marketing will deliver commencement addresses in separate ceremonies May 16.

Brink will speak at the 9 a.m. exercise for the colleges of Arts and Sciences, Education and Home Economics. Hunt will talk at the 1 p.m. ceremony for the colleges of Agricultural Sciences, Architecture, Business Administration and Engineering. Both ceremonies will be in Municipal Coliseum.

Brink, a Texas Tech faculty member since 1976, is an authority in the history of the Renaissance, Reformation, Early Modern Europe and France.

Hunt joined the university faculty in 1980. He is recognized internationally for his expertise in marketing theory, marketing management, basic marketing, marketing research, marketing environment and macromarketing.

The university's Convocations Committee has chosen to select faculty members to deliver the commencement addresses as a way to recognize outstanding faculty at Texas Tech and to highlight the breadth of expertise and quality on campus. Each speaker will have a \$500 departmental scholarship established in his name and will receive an honorarium.

-more-

Brink has received numerous awards at Texas Tech for his teaching, including the Spencer A. Wells Award for innovative teaching in 1986, the Amoco Teaching Award in 1985 and four awards from the university's Honors Program.

His historical research has been funded by Texas Tech, the University of Washington and the National Endowment for the Humanities. He holds a bachelor's degree from the University of Kansas and master's and doctoral degrees from the University of Washington.

Hunt has received numerous awards for his research. Last year the American Marketing Association presented him its Paul D. Converse Award for outstanding contributions to the theory and science of marketing. This year he received the Outstanding Educator Award from the Academy of Marketing Science and the Barnie E. Rushing Distinguished Research Award from the Texas Tech Dads and Moms Association.

He is the author of five books and about 100 articles for scholarly journals or papers for presentation at professional meetings. He holds a bachelor's degree from Ohio University and a doctorate from Michigan State University.