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CONTACT: Preston Lewis

1-7-30-84

LUBBOCK--Beef's role in diet and health, biotechnology and cattle, and the food service industry's attitude toward beef will be addressed when Livestock Day 1984 looks toward "Your Steak in the Future" Sept. 21 at Texas Tech University.

The opening session at 9:30 a.m. will begin with a presentation on "Diet and Health: Issues and Perspectives" by the National Livestock and Meat Board. Biotechnology pioneer George E. Seidel Jr. of Colorado State University and animal science Professor Robert A. Long of Texas Tech will discuss cattle and biotechnological research. David Hayes, director of the Restaurant, Hotel and Institutional Management program at Texas Tech, and Home Economics Dean Elizabeth G. Haley will be the luncheon speakers.

Livestock Day will be the opening event of National Golden
Spur Weekend Sept. 21-22, honoring well-known Southwestern rancher
Foy Proctor of Midland, Texas. The weekend of activities will
include presentation of the National Golden Spur Award to
Proctor at a prairie party at 7:30 p.m. Sept. 21 and Ranch Day
on Sept. 22.

The Livestock Day program is open to the public. The only charge is \$7 for those eating at the luncheon. Livestock Day is designed to update producers on the trends and issues facing the livestock industry. For information or reservations on Livestock Day, contact the Animal Science Department, P.O. Box 4169, Texas Tech University, Lubbock, Texas 79409, (806) 742-2825.

Sponsors of Livestock Day are the American National CowBelles,
American Quarter Horse, National Cattlemen's, National Wool Growers,
Ranching Heritage, Texas Cattle Feeders, Texas Sheep and Goat
Raisers and Texas and Southwestern Cattle Raisers Associations.

Presidents of the sponsoring organizations will be recognized during
the program.

In his speech "You <u>Can</u> Fool Mother Nature," Seidel will discuss the applications of techniques he has developed, including embryo-splitting, and the implications of biotechnology and genetic engineering for the livestock industry.

Long's presentation, "Steers Are Not Created Equal," will emphasize the wide differences in carcass composition among cattle handled alike and that these differences are largely the result of genetic differences. He will discuss the use of identical twins resulting from Dr. Seidel's embryo-splitting technique to establish the steer management program that allows maximum efficiency of beef production.

After presentations by Seidel and Long, demonstrations will be conducted of the urea space and ultrasound methods of determining the composition of live cattle. The urea space method was developed by Rodney L. Preston, holder of the Thornton Distinguished Chair in Animal Science at Texas Tech. The ultrasound demonstration will be conducted by Texas Tech animal science Professor C.B. Ramsey who has extensive experience with the method.

Luncheon speaker Hayes will discuss the role of beef in the restaurant, hotel and institutional management trade. Hayes said that in 1983 food service industry beef sales amounted to \$54.7 billion and accounted for 38 percent of all food service sales. He said beef is the restauranteur's protein item of choice because it is easy to handle, easy to cook, slow to perish and a customer favorite.

Haley will discuss the role of the home economics profession and its relation to the consumer, including the areas of food and nutrition, consumer economics and restaurant, hotel and institutional management, which all have impact on the livestock industry.

Arrangements for Livestock Day are being made through the colleges of Agricultural Sciences and Home Economics. The luncheon will be prepared and served by home economics students in the Hospitality Management Society.

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CONTACT: B. Zeeck

LUBBOCK--Texas Tech regents meeting Friday (Aug. 3) will consider 1984-85 budgets totaling \$208,373,944 and legislative requests totaling, for fiscal years '86 and '87, more than \$400.5 million.

Among other items to be considered by regents is the leasing of one acre of land to The Family House, Inc., of Lubbock for construction of a Ronald McDonald House, parking lot and support structures. The 7,000-square foot building, which would be located near Indiana Avenue and the Brownfield Highway, would provide temporary housing for the families of seriously ill children being cared for in Lubbock General or other area hospitals.

On the regents' agenda also is a report on 1984 football television coverage and proposals for new academic programs offering a bachelor's degree in health education and master's degrees in petroleum engineering and gerontology.

Of the budget total, \$143.3 million are budgeted for Texas Tech University, compared with \$137.7 million a year ago; \$64.6 million for the health sciences center, compared with FY84 funds of \$70.5 million; and \$538,600 for The Museum, compared with \$537,210 for last year.

The budgets include an average 4 percent pay raise for Texas

Tech employees, 2 percent funded by the legislature and the remainder accumulated through attrition and lapsed salaries.

Appropriation requests to be considered for submission to the Texas Legislature next year include: for the university, \$122,554,975 for fiscal year 1986 and \$132,490,573 for FY87; for the health sciences center, \$69,132,075 for FY86 and \$74,457,178 for FY87; and for The Museum, \$1,019,000 for FY86 and \$884,000 for FY87.

For the university, requests include \$22 million for major repair and rehabilitation of buildings and \$13 million for new construction. Top priorities are \$4.2 million for rehabilitation of the Civil and Mechanical Engineering Building and \$3.9 million for an engineering laboratory rehabilitation. There is an additional request to increase special items supporting research functions, from \$3.3 million to \$10 million. Top priority new funding includes establishment of a center for educational research, reform and development in the College of Education.

Increases in the health sciences center budget would provide \$4 million for clinic construction in El Paso; \$2.1 million for major repair and rehabilitation, and \$500,000 for a School of Pharmacy.

Increases for The Museum include \$50,000 annual funding for the Lubbock Lake State and National Landmark, construction of an industrial gallery and a cooling tower.

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CONTACT: Clifford Cain

3-7-30-84

LUBBOCK--The receding Ogallala Aquifer and other economic factors gradually eating away farmers' irrigated land investments could alter future land ownership patterns, according to a Texas Tech University agricultural economics study.

Texas Tech agricultural economics Professor Don Ethridge said that as the aquifer recedes and other forces such as irrigation fuel costs, interest rates and commodity prices cause adjustments in land values, owners may decide to alter their land ownership plans.

"Current landowners must decide whether to continue to own land, purchase additional land or sell their land, and prospective owners must decide whether to even purchase land," he said.

Farmers and landowners are faced with declines in irrigated land prices, in the rate of land value increase or in the value of irrigated farmland compared to nonirrigated farmland, he said.

The study by Ethridge, agricultural economics Professor

Arthur L. Stoecker and graduate student Ken H. Mathews was supported

by the Texas Agricultural Experiment Station. A 14-page report

was published and is available through the Texas Tech Department

of Agricultural Economics or the TAES Department of Ag Communications.

Both Ethridge and Stoecker hold joint appointments with Texas

Tech and the TAES.

Date came from 3,400 land sales between 1974 and 1979 in Bailey, Castro, Cochran, Crosby, Deaf Smith, Floyd, Hale, Hockley, Lamb, Lubbock, Lynn, Parmer, Swisher, Terry and Yoakum counties of the southern High Plains.

"We were trying to determine the effect of different factors on farm land," he said. "We weren't saying what land values should be."

"The report tells what things affected land values during that period and how much effect each factor had," Ethridge said.

"In a relative sense, those same forces are at work today."

In the report, the researchers noted that relatively little information is available on land prices by type or classes of land such as is available for many commodities. A study such as this one can improve the efficiency of the land market by providing more information about land market prices, he said.

He said a one dollar increase in natural gas prices can mean a decrease in land value of more than \$25 per acre.

An increase in the cost of pumping an acre feet of water has a negative effect on land prices, he said. A \$1 per acre foot increase in pumping cost can decrease land values by more than \$40 per acre, he said.

The researchers found that factors affecting production and investment income potential had more effect on land prices than was given to cost-affecting variables, such as natural gas costs and percentage of down payment.

The change in emphasis may have been affected by increased expectations by farmers of higher commodity prices and export potential in 1974 when one-fourth of the transactions occurred.

"If this is the case, then the real price of land may have had an overly optimistic income potential bid into it during the early part of the study," he said, "because farmers may have been too optimistic about the ability of cost-reducing technology to maintain its pace."

Ethridge said land values during the study actually were holding their own by increasing at the same rate as inflation, but land values today are declining because of recessionary forces.

"If a farmer owns land, he may try to borrow against its value and use the land equity as loan collateral," Ethridge said, "but if the real value declines, the farmer can't borrow as much money because he doesn't have as much equity in the land.

"When decreases in land values start to affect farmers, it affects all of us in the region because they can't farm without money."

He said people may mistakenly attribute too many of the problems of farmers and landowners to the decline of the Ogallala Aquifer or changes in fuel costs. Crop prices and production costs also are important considerations of irrigated land values.

"There are many factors, such as distance from an urban center or growing city, down payment, the size of the land parcel and expected crop prices, that can affect land values and farmers," he said. "The study isolates those effects and examines each statistically."

4-7-30-84

CONTACT: Preston Lewis

SPECIAL TO WEST TEXAS BUSINESS

LUBBOCK--The Texas Tech University Petroleum Engineering
Department is unique among similar programs in the nation.

It alone among 27 petroleum engineering programs in the United States is located in the oil-rich Permian Basin region.

And for more than 37 years there has been more than just a geographical closeness between the department and the Permian Basin petroleum industry. They have enjoyed close cooperation in the best sense of industry-education teamwork.

"Without industry support back in the 1940s," Department
Chairman Robert E. Carlile said, "there might never have been a
department."

Each year the department repays that debt to the petroleum industry worldwide and particularly in the Permian Basin with another class of highly trained petroleum engineers.

"Upon graduation," Carlile said, "about 60 percent of our students take their initial jobs in or near the Permian Basin."

This year the department expects an enrollment near the 507 level recorded for the 1983 fall semester. About 80 percent of the Texas Tech petroleum engineering majors will come from the Permian Basin and its surrounding area.

Now the department is poised for even greater cooperation with industry through goals set by the Texas Tech engineering faculty and new Dean Mason H. Somerville and through new facilities occupied within the year.

Somerville said the interplay between the petroleum industry and education has been common at Texas Tech not only in the Petroleum Engineering Department, but also in the departments of Chemical, Industrial and Mechanical Engineering, which are important to the industry.

In addition to maintaining the quality of programs in the college, Somerville said major goals will be to:

- 1. Provide students an engineering education covering the traditional areas of engineering instruction, coupled with an expanded and new global view of industry and how engineering supports industry and business.
- 2. Develop research programs strongly supportive of industry. "We are very interested in any research project with industry, either on a proprietary or non-proprietary basis," he said.
- 3. Work throughout West Texas to develop and expand the high technology base.
- 4. Expand markedly the college's continuing education programs to support high technology, particularly in West Texas.

With a proposed graduate program in petroleum engineering and the new facilities, Carlile said, the department will be able to expand the opportunities for students and industry.

"This is one of the finest petroleum engineering facilities in the United States," Carlile said.

Carlile speaks from firsthand knowledge, having visited the facilities at most universities offering accredited petroleum engineering programs.

"Because of our proximity to the Permian Basin, our facilities will benefit our students, the industry and ultimately the public," Carlile said.

The \$4 million expansion of facilities encompasses 61,350 square feet of space. The instructional area for petroleum engineering includes four classrooms, nine teaching laboratories, research facilities and 12 faculty offices. A 7,388-square-foot demonstration laboratory is available for displaying mobile oilfield equipment.

The College of Engineering is conducting a \$1.83 million fund-raising campaign to provide supplemental equipment for the building's laboratories and classrooms.

The Texas Tech department is the fifth largest in the country. Texas Tech's program and programs at the University of Texas and Texas A&M together in recent years have turned out half of all the petroleum engineering graduates in the United States, Carlile said.

Throughout the years, the enrollment in the department has paralleled the peaks and valleys in the industry. However, since the 1973 Arab oil embargo, the trend has been upward in enrollment.

Former engineering Dean John R. Bradford recalled, "In 1965 Shell Oil Co. hired the entire graduating class in petroleum engineering -- one! The lowpoint in enrollment came the following year, 1966, when only 26 students were enrolled."

Thanks to intensive recruiting efforts by West Texas and
Eastern New Mexico chapters of the Society of Petroleum Engineers,
enrollments gradually increased after that until they really
took off after the embargo, Bradford said.

In recent years, the enrollments have been at record levels. This year, Carlile said, the department will have, as well, more faculty with 10 than at any time in its history.

That faculty will be working in a department that has been continuously accredited since 1948.

As part of the department's longstanding tie with industry, it has co-sponsored for the last 31 years the Southwest Petroleum Shortcourse which brings industry experts to campus for presentations on oil and gas industry topics.

This past spring the student section of the Society of Petroleum Engineers offered a conference on computers in the petroleum industry.

"The department has enjoyed its past relationship with the oil industry and with West Texas businesses," Carlile said, "and will continue in the future to expand the opportunities for mutually beneficial projects in line with the area's oil and gas needs."

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CONTACT: Cheryl Duke/B. Zeeck

5-7-31-84

LUBBOCK--Health care delivery strategies for the rural elderly should take into consideration the financial, educational and social support available to recipients.

Texas Tech faculty members who have studied 571 rural elderly in two counties found that income, education and social support affect the health of senior citizens.

The people they studied were between the ages of 65 and 94. Some were in good and others in poor health.

Dr. Jean P. Scott and Dr. B. Gail House reported that most of those in "declining health -- compared to healthy senior citizens -- were less educated and had less income." The majority of these also were white, they said.

Morale is, of course, higher among the healthy, Scott said, and no differences between urban and rural elderly were found in this regard.

Rural senior citizens in poor health, but who live at home, tend to receive more financial and social support from their children than do urban elderly, the study showed.

House said the rural elderly are especially vulnerable to health problems because, for example, they do not know of available resources and distances to a doctor or health facilities may be so great that help often is delayed until a condition is acute.

Some counties have neither a doctornor a nurse, she said.

The team's research was conducted in Hale and Dickens counties, and they found some differences. Hale County residents had incomes closely matching the national average for older adults while more than 40 percent of the Dickens County elderly had incomes below the poverty level. Dickens County elderly also are more isolated, with an average of four persons per square mile.

Dr. Karen A. Roberto, a Texas Tech graduate, was a researcher for the project while she worked toward the doctoral degree.

Because of worldwide concern regarding health among older citizens, the team's results were presented at the 15th World Congress of the International Federation for Home Economics, July 22-27, in Oslo.

Scott was one of three Texas Tech professors attending the meeting. Dr. Helen C. Britten of the Department of Food and Nutrition presented a paper on the nutritional advantages of cooking in cast-iron containers. Dr. Carolyn Ater of the Department of Family Management, Housing and Consumer Science represented a Texas Tech interdisciplinary Women in Development group.

Story ideas for the week of Aug. 6-10, 1984 6-7-31-84

A RANCHING HERITAGE GALA for members and prospective members of the Ranching Heritage Association will be held Aug. 11 at the Connell Ranch near Snyder. For more information, call 742-2498.

DENTAL LASERS could take place of X-rays making for safer and faster diagnosis of problems by dentists. For more details, call Dr. Roland Menzel at 742-2498.

BIOFEEDBACK is not some "hocus-pocus". Properly used it can be effective against pain. Patients train themselves to turn off pain to aid in the medical procedures and keep the benefits going. For more information, call Carmine U. Iacono at 742-3766.

THE REPUBLICAN CONVENTION will bring thousands to Dallas, and women in politics will be a topic for discussion. For more details call Murray Havens at 742-2987 or 792-5864. Other contacts are Roland Smith and Jerry Perkins at 742-3121.

MUSIC NEWS--CARRILLON RECITAL by Loyd Lott, President of the Guild of Carrillonneurs of North America, will be Sunday Aug. 5 at 8:15 p.m. at the Tech Administration Building tower. ORCHESTRA CAMP at Texas Tech will be Aug. 5-18. There will be junior high and high school students from all around Texas. The camp is sponsored by the Texas Tech Music Department. For more information, call Gail Littleton at 742-2294.

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

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CONTACT: Robert Cates

7-7-31-84

LUBBOCK--Since people began to gaze at the stars centuries ago, they have speculated on the possibility of life elsewhere in the cosmos.

"The Loneliness Factor," a presentation at Moody Planetarium Aug. 2 through Sept. 30, will explore the question of life in the universe.

Recent advances in astronomy and biology will be highlighted to show how scientists are tackling the age old question and the chance that we may not be alone in the universe.

Daily showings at The Museum of Texas Tech University are scheduled 2:30 p.m. weekdays, 7:30 p.m. Thursdays and 2 p.m. and 3:30 p.m. Saturdays and Sundays. Cost is \$1 for adults, 50 cents for children.

"The Loneliness Factor" is made available through the American Chemical Society and the Hansen Planetarium of Salt Lake City.

The show will examine the death of a massive star and how that leads to the nurseries from which worlds like our own were born.

Life is shown to begin from rather simple processes that may be common throughout the heavens.

Major scientific advances, the show points out, have been made in recent years, helping us become more aware of what makes up the universe and opening the door for speculation on whether we can ever make contact with other civilizations. Humans have already sent millions of messages into space both accidentally and intentionally. From radio broadcasts that stretch toward our neighbor stars to plaques of interstellar goodwill on our deep space vehicles, the attempt to find someone out there who can hear us has already begun. Sending messages to other planets and interpreting an alien reply will also be discussed.

The show was developed by the American Chemical Society to illustrate the story of the chemical evolution of planets and how life can arise. W.R. Grace & Co. helped sponsor the show to inform people of the major efforts being made today in the fields of astronomy and biology.

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CONTACT: B. Zeeck

8-7-31-84

LUBBOCK--Registration for the second summer session at

Texas Tech University Tuesday (July 31) stood at 7,864, a

5.74 percent increase over the second summer term registration of 7,437 in 1983.

First summer term registration in 1984 was 9,965, a 5 percent increase over the 1983 total of 9,490.

These unofficial totals will be reviewed and the official figures sent to the Coordinating Board, Texas College and University System, Texas Tech officials said.

LUBBOCK--Something about West Texas has flavored the music of every generation in this century and influenced the musical style from country and western to pop and rock.

Buddy Holly, Bob Wills, Waylon Jennings, Mac Davis, Roy
Orbison and Stuart Hamblen are included in the region's roster
of musical talents. That West Texas intangible that has so influenced
American music is hard to identify even though many musicians have
tried.

The nationally known Lubbock-based rock group the Nelsons said it is the area's openness, peacefulness and isolation.

The Maines Brothers, who have traveled with the group Alabama, said their music and other West Texas music comes from the heart, molded by the environment.

Buddy Holly's brother, Larry Holley of Lubbock, said there's a certain sound in the voice of West Texans that sounds sincere and has a resonance.

Sonny Curtis, songwriter and former member of Buddy Holly's band Buddy and Bob, attributed West Texas flavor in music to the quality of people who live in West Texas.

Waylon Jennings, a former Cricket, said music is inseparable from everyday life in Texas.

Many West Texas' musicians attribute their musical talent and drive to "nothin' else to do." Lubbock-based musician Terry Allen said it is probably "just really nothin' better to be done."

Whatever the reasons, the area has contributed significantly to music through the innovations of western swing, rockabilly and rock 'n' roll. Other musical masters from the area have included Floyd Tilman, Tanya Tucker, Don Williams, Joe Ely, Tommy Hancock and the Supernatural Family Band, Jeannie C. Riley, Slim Willett the Gatlin Brothers, John Denver, Dan Seals, Jimmie Gilmore, Red Steagall and fiddler "Eck" Robertson.

The West Texas music culture is being featured in a special exhibit, Sept. 1 through Oct. 7 at The Museum of Texas Tech University, complemented by a free concert Sept. 6 by the Maines Brothers and the Planets.

Dr. Clyde Jones, director of The Museum, said the exhibit is to be the first of a number of museum-oriented approaches to recognize -- through collection, preservation, study and exhibition -- the music which is integral to the region's cultural history.

In a catalog, prepared for the exhibit, some 30 of the musicians, their relatives and others in the music industry, discuss the area's music and its musicians. Family and publicity photographs are part of the catalog and the exhibit.

Beatle Paul McCartney said of Buddy Holly, "Like rock 'n' roll, Buddy Holly's music is timeless. He was one of the original influences on The Beatles. He gave the boy next door confidence."

Dick Clark, host of American Bandstand, said, "In the ultra-sophisticated world that is the music business today, it is not uncommon to see multi-faceted artists who write, record, produce, arrange and engineer. Buddy Holly was a man ahead of his time. He could do it all . . . and he influenced a generation of music makers, not the least of which were the Beatles."

Clark said "Holly became and will remain one of the true legends in the world of music. It was an honor knowing and working with him."

Al Stricklin of Cleburne, who played piano for Bob Wills' group for 22 years, said "Bob Wills was one of the greatest I ever knew . . . He could use his working tools, which were his musicians, and could get more out of a musician than any bandleader I ever knew . . . it left a great impression on me because of the rapport he had with people of all ages and classes."

Developers of the exhibit, Dr. Kristine Fredriksson and
Future Akins said they attempt to reveal some of the heart of the music.
Fredriksson is curator of history for The Museum. She said
research points to a true family quality and attitude among the
area's musicians. They help each other along the way, influence one
another and remain friends.

"Wayne Maines, an uncle of the Maines Brothers and member of the original Maines Brothers of the 1950s, taught Buddy Holly some chords early on," Fredriksson said. "And Tommy Hancock was among the first to let Holly perform on stage."

Akins said the area's music crosses the barriers of sex, culture, class, race and others which society places in its way.

The two say the exhibit depicts the evolution of the area's music, the transformation of its audiences through the years and the technological developments from radio to television which escalated its influence and enjoyment. Four sections include the Bob Wills era from the early 1900s to the 1950s, the Buddy Holly era of the '50s and into the '60s, the Contemporary contributions of the '70s and '80s and video, featuring tapes of Buddy Holly on Ed Sullivan and on the Arthur Murray Dance Party, the Nelsons on M-TV and Lubbock Tornado Jams. -more-

Items exhibited include Buddy Holly's first and last guitars, the latter sent on by bus as Holly boarded the plane the night of the fatal crash in Iowa, Feb. 3, 1959. Also shown will be Holly's shoes and Bob Wills' "Light Crust Doughboys" shirt.

Guitars, guitar cases, back-stage passes, itineraries, benches and decor from the Lubbock music hangout Stubb's Barbecue, posters and other items on loan from the musicians, family and friends, will be displayed. Music from every era will provide background.

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CONTACT: Clifford Cain

10-7-31-84

LUBBOCK--Seven nationally known scholars will discuss biological and behavioral relationships in mental disorders during the Fourth Annual Symposium on Interfaces in Psychology Oct. 25-26 at the Texas Tech University Center Senate Room.

Sponsored by the Texas Tech Department of Psychology, the symposium is titled, "Biological and Behavioral Correlates of Psychopathology."

About 100 psychologists, psychiatrists and persons in related fields are expected to attend.

The two-day meeting will begin each day about 9 a.m. and end about 4 p.m.

Speakers will include Dr. Bonnie Spring, who will join the department's faculty this fall. She will examine psychological aspects of psychopathology. She comes to Texas Tech from Harvard University, where she has been on the faculty since 1977. Her research involves examining cognitive and perceptual anomalies that may be markers for the predisposition to schizophrenia.

Dr. J. Thomas Hutton, Texas Tech University Health Sciences Center, Department of Medical and Surgical Neurology, will discuss aging and psychopathology, including Alzheimer's Disease and diseases of aging.

The symposium will be opened by Dr. Brendan Maher, Department of Psychology and Social Relations, Harvard University. Maher will discuss the biological and psychological aspects of psychopathology from a historical perspective.

Dr. Joseph Zubin, Veterans Administration Medical Center,
Pittsburgh, Pa., will close the symposium with a summary of
papers given and the current status of research on psychopathology.

Other speakers will include Dr. Christopher Coe, Department of Psychiatry, Stanford University, on animal models in psychopathology research; and Dr. Raymond Crowe, Department of Psychiatry, University of Iowa Hospitals and Clinics, on genetics and heredity in psychopathology.

Also, Dr. Ferris N. Pitts, Jr., Department of Psychiatry,
University of Southern California School of Medicine, will discuss
the biological aspects of psychopathology.

Symposium coordinators are Texas Tech psychology professors

Vernon J. Perez and June Chiodo. Proceedings from the presentations
will be published and edited by Perez, Chiodo and Department
Chairman John H. Harvey.

A luncheon will be Oct. 25 at the University Center. A barbecue dinner is planned Oct. 25 at Jug Little's Bar-B-Que at 1514 E. Broadway.

For more information, contact Chiodo at 742-3711 or Perez at 742-3729.

caption----

11-7-31-84

"NOTHIN' ELSE TO DO"--This Paul Milosevich oil painting depicts the West Texas musician and his open space, vast horizon, isolation and peaceful environment. The painting will be displayed in a special exhibit commemorating West Texas musicians and musical contributions to country and western, rock and pop. "Nothin' Else to Do: Celebrating 75 Years of West Texas Music" will be displayed Sept. 1 through Oct. 7 at The Museum of Texas Tech University.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897 Preston Lewis, Manager, News Bureau, (806) 745-1718 Christy Bingham, Manager, Broadcast Bureau, (806) 795-1865

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CONTACT: Preston Lewis

12-8-1-84

LUBBOCK--A pioneer in biotechnology, speaking on "You Can Fool Mother Nature," will discuss implications of reproductive technology to the livestock industry during a Livestock Day presentation Sept. 21 at Texas Tech University.

Animal Science Professor George E. Seidel Jr. of the Animal Reproduction Laboratory at Colorado State University will discuss the applications of the embryo-splitting technique he developed and forecast the directions genetic engineering will lead the livestock industry.

In the following presentation "Steers are Not Created Equal,"

Texas Tech animal science Professor Robert A. Long will discuss research which challenges the traditional methods and economics of cattle feeding. Using genetically identical calves derived from Seidel's embryo-splitting technique, Long will compare the effects of caloric density of diet, slaughter weight and genetic background upon carcass characteristics.

Also scheduled on the program are a discussion of the role of beef in the food services trade by David Hayes, director of the Restaurant, Hotel and Institutional Management program at Texas Tech; a talk by Texas Tech Home Economics Dean Elizabeth G. Haley on the home economics profession and its relationship to the livestock industry; and a presentation on "Diet and Health: Issues and Perspectives" by the National Livestock and Meat Board.

Livestock Day is the opening event of National Golden Spur
Weekend which will honor 1984 National Golden Spur Award recipient
Foy Proctor of Midland. Proctor, widely known southwestern
rancher who operates the C Ranch near Midland and the Foy Proctor
Ranch in Hartley County, is being honored by the nation's major
livestock organizations for his lifetime contributions to the industry.

Livestock Day will begin with registration at 9 a.m. and the program at 9:30 a.m. in the Livestock Arena on campus. The program is open to the public free. Tickets to a luncheon, served by students in the Hospitality Management Society in the College of Home Economics, will cost \$7. For reservations or information, contact the Texas Tech Department of Animal Science, P.O. Box 4169, Lubbock, Texas 79409, (806) 742-2825.

The annual Livestock Day is sponsored by the American National CowBelles, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Cattle Feeders, Texas Sheep and Goat Raisers and Texas and Southwestern Cattle Raisers associations. Presidents of the sponsoring organizations will be recognized on Livestock Day.

For years Seidel has been involved in research in biotechnology, a field some scientists predict will have as great an impact on society over the next 50 years as electronics has the past half century.

Seidel's research has touched upon several biotechnological methods which could have major ramifications for the livestock industry, including reducing the randomness in the reproductive process, increasing productivity and efficiency in breeding, and lowering production costs in taking an animal from birth to slaughter.

Methods Seidel will touch upon in predicting biotechnology's impact on the industry will include more reliable superovulation treatment; non-surgical recovering of embryos; non-surgical embryo transfer; reliable induction of twinning; superovulation of calves; long-term storage of embryos, including freezing; sexing sperm and embryos; in vitro fertilization; cloning; and possible use of an artificial uterus.

Long is directing a research project involving 10 pairs of identical twin calves. Previous research suggests an animal at a specific weight will have the same carcass composition -- muscle, fat and water -- regardless of how long it took to reach that weight.

He said faster feeding could save the industry money by reducing the time it takes to develop acceptable cattle which in turn means less interest on the investment and less feed wasted on weight maintenance. The industry, however, has been reluctant to accept the faster feeding method because data has not been generated from the same cattle.

With identical twin calves, the genetic variations will be removed. Using two sets of genetically identical twin calves, Long will feed one of each pair at an accelerated rate and the remainder at the traditional rate. After the two sets of animals reach a specified weight, they will be slaughtered and the carcass compositions compared.

Seidel is scheduled to speak at 10:30 a.m. and Long at 11:15 a.m. on Livestock Day.

At 11:45 a.m. demonstrations will be conducted of the urea space and ultrasound methods of determining the body composition rates of live cattle. The urea space method was developed by Rodney L. Preston, holder of the Thornton Distinguished Chair in Animal Science at Texas Tech. The ultrasound demonstration will be conducted by Texas Tech animal science faculty member C. Boyd Ramsey, who has extensive experience with the method.



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CONTACT: Preston Lewis

13-8-2-84

LUBBOCK--As leaders of the first federally backed expedition into the Red River Valley, Thomas Freeman and Peter Custis became to that region what Lewis and Clark were to the Pacific Northwest.

But while Lewis and Clark have survived as one of the most famous duos in the annals of America, Freeman and Custis have been largely forgotten by history. Until now.

With publication of "Jefferson and Southwestern Exploration:
The Freeman and Custis Accounts of the Red River Expedition of 1806,"
Texas Tech history professor Dan L. Flores has told their story.
Flores, who teaches environmental and Texas history, compiled the account from the records and journals of Freeman and Custis.

Historically significant because it marked the first organized Anglo-American penetration into the region, the expedition has contemporary importance because of the record it left behind, he said.

"Today the manuscript lists of plants and animals and the descriptions of the environmental setting of the Red River are invaluable," Flores said. "We have very little like that on the ecological systems of other rivers in this country before the white man settled along them."

By Flores' count Custis, the expedition's naturalist, discovered at least 60 new species or subspecies of plants and animals.

However, he was poorly served by the biological reference texts he took. Those books failed to include the geographic ranges of the then known species.

Consequently, Custis mistook more than 50 new plant and animal species for similar ones found elsewhere in the world but not previously in America. Today, Custis receives scientific credit for identifying only one new subspecies, the Louisiana fox squirrel.

"Nonetheless, Custis's journal today is an extremely useful piece of biological work for environmental historians," Flores said.

Environmental historians, like Flores, study the interaction of mankind with the environment over time.

"Keeping the environment viable and healthy is crucial to the long-term success of mankind," Flores said. "We must protect, in one way or another, the ground that supports us. Environmental historians study how man in a variety of cultures has adapted to new environments and how man has affected them. With this we can better learn to deal with our environment now and in the future."

The Freeman and Custis expedition, Flores said, was one of four planned by President Thomas Jefferson to explore the vast reaches of the Louisiana Purchase. However, it was the only one, besides the Lewis and Clark expedition, to be funded. And, it was potentially more explosive diplomatically than the Northwest expedition because it skirted territory that was claimed by Spain.

Goal of the Freeman and Custis expedition was to reach the headwaters of the Red River, then believed to have its origin near Santa Fe. However, the expedition only extended along the Red River through what is today Louisiana, Arkansas and a fraction of Texas.

At a spot on the Red River about 10 miles north of today's New Boston in the northeast corner of Texas, the expedition met a force of Spanish soldiers sent to stop it. After discussions with the Spaniards, expedition leaders turned around without a conflict, Flores said.

At the time the major significance of the expedition, Flores said, was in the Freeman-produced maps -- some of the best of that era -- and in the effect upon the Spaniards.

"The episode so unnerved the Spaniards," Flores said, "that they moved west of the Sabine River to stay and they backed off from stopping trading expeditions into the region.

"Although the expedition did not get far, it paved the way for Indian traders who got as far on the Red River as what became Wichita Falls and as far into Texas as the Hill Country," he said.

The six-month expedition covered slightly more than 600 miles and owes much of its obscurity to coincidence. Lewis and Clark returned from their 2½-year, 2,400-mile journey at the same time, Flores said, and their overwhelming success overshadowed the Freeman and Custis effort.

Further, international intrigue behind the expedition may have given President Jefferson cause not to desire much publicity. Flores provides in the introduction and epilogue details which suggest Aaron Burr and American Gen. James Wilkinson hoped to use this expedition to trigger a war with Spain and revolutionize Mexico with Burr becoming its president. This murky plot has become known as the Burr Conspiracy.

Though Flores provides extensive details on events preceding and following the expedition, he uses the words of Freeman and Custis to recount the expedition and its biological discoveries. He spent more than 12 years researching the book and compiling from the scanty records their story.

"Jefferson and Southwestern Exploration" was published by the University of Oklahoma Press as the 67th volume in its American Exploration and Travel Series. Cost is \$48.50.



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CONTACT: Terri Lloyd

14-8-2-84

LUBBOCK--A \$20,000 unrestricted faculty support grant has been presented to the Texas Tech University Petroleum Engineering Department by Amoco Foundation, Inc.

Department Chairman Robert E. Carlile accepted the donation from Larry D. McVay, district manager for the Amoco Production Co. Slaughter District in Tahoka. McVay is a 1970 graduate of Texas Tech's College of Engineering.

Also attending the presentation was William L. Huntington, public affairs advisor, Amoco Public and Government Affairs, Southwestern Area Office in Houston.

Amoco has given annual contributions to the Petroleum Engineering Department for more than 15 years, Carlile said.

McVay said the grant is part of an Amoco funding program to help relieve a nationwide shortage of engineering faculty members.

caption ---- 15-8-2-84

AMOCO GIFT--Texas Tech University's Department of Petroleum

Engineering has been awarded a \$20,000 unrestricted faculty
support grant by the Amoco Foundation Inc. Attending the
presentation are, from left, Department Chairman Robert E.

Carlile and Larry D. McVay, district manager for the Amoco Production

Co. Slaughter District in Tahoka. (TECH PHOTO)

16-8-2-84

caption----

NATIONAL CHAMPS?--Two Texas Tech University Law School moot court teams make final preparations before leaving for Chicago to compete in the American Bar Association's National Appellate Advocacy Competition this weekend. The three-member teams qualified for the ABA nationals by winning the top two positions in the regional contest in April. Regional runners-up are, from left, Mark Stradley, Brenda Norton and Randy Johnson, with coach Donald M. Hunt and regional champions Jeff Alley, James Dennis and Mark Lanier. (TECH PHOTO)



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CONTACT: B. Zeeck

17-8-3-84

LUBBOCK--Texas Tech University regents Friday (Aug. 3) approved expenditures of almost a million dollars in a major step toward meeting student and faculty computer needs.

They awarded contracts to Knox, Gailey and Meador General

Contractors of Lubbock to construct a 25,000-square-foot Computer

Users Center in the basement of the Tech Library and to renovate the

Computer Center where mainframe computers are located.

Cost for the library users' center construction was set at \$795,419 and for the Computer Center renovation at \$193,353.

Although the two centers are separated by a quarter of a mile on the Texas Tech campus, the library center users can store data in and retrieve data from Computer Center mainframe equipment.

Funds for the construction and renovation come from legislative appropriation and ad valorem tax funds. Budgets for the two projects total \$1.5 million.

Dr. Lee R. Alley, assistant vice president for computing and communication services, said the new users' laboratory was deliberately called a "usage center" instead of a "computer center."

"It was designed around student needs," he said, "not around computers."

Alley said the value of the new laboratory is indicated by increased student use.

"Virtually every student in the university will incorporate computer usage in coursework during his college career," Alley said.

"Average student connect hours have increased seven-fold in the '80s, and student use of computer terminals has increased in that time from 10,000 hours to about 300,000 hours per year.

"The good news," Alley said, "is that the computing expenditure per student user declined in that period from about \$3,000 to \$667 in 1984."

In addition to the future users' center, Texas Tech has 500 computer terminals in 20 clusters in 15 buildings. Fifty-six phone lines can support hundreds of users who want to hook into the mainframe computers.

"Two years ago," Alley said, "the university had only clusters of terminals in two rooms in two buildings."

Students who have been going to the Computer Center to work, Alley said, will have the choice of using the new library center when it is opened next year. The users' center, however, will be linked to mainframe computers by cable.

"Better yet," Alley said, "we have extended the campus to the student wherever he or she may be. If a student has computer work, he can dial into the computer from any telephone anywhere."

Persons throughout the university and the Texas Tech University Health Sciences Center -- including those at four regional academic health centers in Amarillo, El Paso, Lubbock and Odessa -- can also communicate through the Computer Center's IBM 3033, Digital Equipment Corp. VAX 11/780 and the National Advanced System AS/6.

"While traffic at the Computer Center should decrease dramatically when the library center is opened," Alley said, "the Computer Center's importance to both academic and administration users will continue to expand."

He said the new library center "will surround students with information." In addition to instructional space for beginners as well as advanced users, there will be small rooms for intensive, advanced work. Faculty can reserve space to develop new teaching methods or other instructional programs, or even to increase their own computer proficiency.

One area has been reserved for those whose special work requires computer graphics, another for personal computers and still another for computer terminals only. There also is space for teleconferences and space for vendors to demonstrate new equipment.

"For 25 years," Alley said, "we have been building monolithic computer centers where students have been working to make computers perform. That pattern is changing. In the new users' center, as elsewhere, Texas Tech students will be using computers to learn."



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CONTACT: B. Zeeck

FACT SHEET ON PROPOSED FY85 BUDGET FOR TEXAS TECH UNIVERSITY, TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER, THE MUSEUM OF TEXAS TECH UNIVERSITY.

The total FY85 budgets for the three Texas Tech institutions amount to \$208,373,944, which is almost level funding compared with an FY84 total of \$208,726,524. However, if a one-time \$12,500,000 construction project in the current budget is not considered there is a 6 percent funding increase.

Some funds are not included in the budget coming before the regents Aug. 3 but are addressed through different financial mechanisms. In total, the university, health sciences center and museum will be operating during FY85 with about a quarter of a billion dollars. Funds not included in the annual operating budget relate to such things as research contracts and grants, student loans, construction, endowments and gifts.

In the FY84 total budget for the three institutions was a \$12.5 million state appropriation for construction at the health sciences center. If this sum were omitted from the '84 budget, the '85 total budget would represent a 6 percent increase over FY84.

Largest increases in the budget are for utilities. For the university that cost went up from about \$9.38 million to \$10.74 million and in the health sciences center from \$4.98 million to \$5.59 million. The increase is due in a large degree to intentional underfunding of utilities in the current year by the state legislature.

A pay increase of 4 percent has been included for employees of the three institutions, but this will be awarded differently for staff and faculty. Three percent of the staff increase will be an across-the-board pay raise, and a 1 percent pool will be available for merit increases. Faculty increases will be awarded on the basis of merit, reclassification or promotion.

Of the 4 percent pay increases, 2 percent is funded by the Texas Legislature and the remaining 2 percent is derived from reserves and savings such as lapsed salaries.

Individual institutional budget totals are:

Texas Tech University \$143,255,894

Health Sciences Center 64,579,450

Texas Tech Museum 538,600

TEXAS TECH BUDGETS/FACT SHEET/ADD ONE

Faculty salaries represent the largest single item in the university and health sciences center budgets. Totals for these are:

Texas Tech University \$36,509,886

Health Sciences Center 16,695,810

Of the total budgeted, approximately 62 percent comes from state appropriations.



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CONTACT: B. Zeeck

19-8-3-84

LUBBOCK--Texas Tech regents Friday (Aug. 3) appointed 14 new members to the Texas Tech Foundation Board of Directors and reappointed 34 others to that board.

New appointments include Scott Egert, Lee Lewis, Don McLeod,
Ann Parsons, David Seim, Tommie Stevens, Bill Sims and Ben Stribling, all
of Lubbock;

And Edmond L. Bradshaw, Amarillo; Stan Edwards, Dallas; Clint Formby, Hereford; Thad McDonnell, Levelland; Gary Peterson, Houston; and James Snyder, Baird.

Lubbock residents reappointed to the board include:

Mrs. O.V. Adams, Eugene Alderson, William L. Bates, R.H. "Bob"

Brummal, J.C. Chambers, Mrs. Frances Christmann, Don G. Furr,

Lloyd Garland, M.D., Mrs. Frances Holden, W.D. Hord, R.C. Johnson Jr.,

Mrs. Helen DeVitt Jones, James H. Milam, George Miller, James

R. Ratliff, W.B. Rushing, John Scoggin, L. Edwin Smith, Lee Stafford,

Mrs. Jonisue Stiff, A.C. Verner and Alan White.

And Bill Burford and Mrs. Anna Belle Collier, Dallas; Tommy Craddick, Midland; Marshall Formby, Plainview; J.J. Gibson, Guthrie; L. Jack Gross, Borger; Mrs. Jean McLaughlin Kahle, Fort Worth; Giles W. Dalby and Mrs. Ruby Kirkpatrick, Post; Berl Springer and E.W. Williams Jr., Amarillo; and George W. Weiss, Brownfield.

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CONTACT: Cheryl Duke

20-8-3-84

(EDITOR'S NOTE: Senegalese students will be available to talk to media upon request. For arrangements, call Dr. Dorothy Wills at (806) 742-3878.)

LUBBOCK--Eighteen Senegalese students are learning management skills to use on agricultural and rural development projects in their country, during a three-week workshop through Aug. 20 at Texas Tech University.

The workshop is part of the Texas Tech Rural Management Senegal Project. The \$2 million project funds short-term training for 20-40 Senegalese and long-term, university degree training for 10 others. Students are selected by their government to participate. Each participant is involved in governmental administration or in governmental training college.

Dr. Dorothy Wills, project administrator, said the training is to help the Senegalese make the best use of available technology through better organization, planning and management. Texas Tech political science Professor Richard Vengroff is project director.

In sponsoring the programs, the Texas Tech Center for Applied International Development is working with Senegal's National School of Applied Economics. The program is funded under the auspices of the U.S. Agency for International Development.

During the workshop, students will visit the Texas Tech Feedlot, the Texas Agricultural Experiment Station, cotton co-ops and the 6666 Ranch. The group will observe water conservation experiments and agricultural and veterinary stations in Colorado and visit grain farms, a pest control marketing project, a farmers' market and irrigated farms in New Mexico.

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CONTACT: Clifford Cain

21-8-3-84

LUBBOCK--About 150 scientists, nutritionists and feedlot managers from around the country are expected to attend Texas Tech University's Feed Grains Utilization Symposium Sept. 20 at the Holiday Inn-Civic Center.

Texas Tech Animal Science Department Chairman Jack E. McCroskey said the daylong symposium will focus on utilizing feed grains for feedlot cattle.

The meeting will review current research data and feeding practices related to the comparative feeding value, processing and pricing of the four major feed grains -- sorghum, corn, wheat and barley -- and will identify high-priority research needs, he said.

The symposium is sponsored by the university, the Grain Sorghum Producers Association Sorghum Promotion Committee and the Texas Cattle Feeders Association.

Program participants will include Dr. Rodney L. Preston,
Texas Tech Thornton Distinguished Professor of Animal Science;
Dr. C. Reed Richardson, Texas Tech animal scientist; Dr. Brent
Theurer, Animal Science Department chairman, University of Arizona;
Dr. Jack Riley, Kansas State University; Dr. Rick Stock, University
of Nebraska; Dr. Don Wagner, Oklahoma State University; feedlot
consultant Dr. Kenneth Eng of Eng Inc., Casa Grande, Ariz.;
Dr. Lowell Schake, Texas A&M University; and feedlot consultant
Dr. Walter Koers of Koers Consulting Services Inc., Salina, Kan.

Other speakers will be Dr. Don Gill, Oklahoma State University; ruminant nutritionist Dr. Bill Mies of Friona Industries, Hereford; John Brethour, Fort Hayes Experiment Station, Kansas State University; Dr. Bill Hale, University of Arizona; feedlot consultant Dr. Melvin Karr of Mel Karr Inc., Route 9, Lubbock; and Bob Carter, feedlot manager, Carter-Kirchoff Feedyard, Plainview.

Topics to be discussed include digestibility differences among the grains, comparative feedlot performance, blends and grades of grains, pricing based on nutritional data, comparison of dry and wet processing methods, grain processing techniques and quality control and future research.

Registration is \$30 per person. Advance registration is requested by Aug. 20. Registration should be sent to J.E. McCroskey, Animal Science Department, P.O. Box 4169, Texas Tech University, Lubbock, Texas 79409.

Motel reservations will be guaranteed if made by Sept. 5 with the Holiday Inn-Civic Center, 801 Ave. Q, Lubbock, Texas 79401 (806) 763-1200.



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CONTACT: B. Zeeck

22-8-3-84

LUBBOCK--An ad hoc committee for the Boards of Regents of Texas Tech University and the TTU Health Sciences Center was appointed Friday (Aug. 3) to study the organizational structure of the two institutions.

Appointment of the committee by Chairman B.J. Pevehouse followed a report by another ad hoc committee on presidential evaluation. Regent Jerry Ford, speaking for that committee, said that while Dr. Lauro F. Cavazos, president of each of the Texas Tech institutions, "does an outstanding job," alternatives to the present structure should be studied.

Appointed to the committee to study structure were Regents J. Fred Bucy, chairman, and John E. Birdwell and Ford.

President Cavazos, in a summary report to the board, pointed out that he is the only one of the Texas university presidents who holds the presidential position for each of two institutions, a university and a health sciences center.

Earlier the regents approved 1984-85 budgets totaling \$208.4 million and legislative requests for fiscal years '86 and '87 totaling more than \$400.5 million.

Should Proposition 2 on the November ballot be approved by voters, however, the appropriations requests could be reduced by more than \$42 million.

Proposition 2 would establish a fund for state colleges and universities who do not receive monies from the Permanent University Fund which serves the University of Texas and A&M University. The proposed dedicated fund would provide money for construction and renovation previously funded by ad valorem taxes voted out in the 1980 general election.

Appropriation requests the regents voted to submit to the Texas Legislature next year include: for the university \$123 million for FY86 and \$133 million for FY87; for the health sciences center, \$69 million for FY86 and \$74.5 million for FY87; and for The Museum, \$1,019,000 for FY86 and \$884,000 for FY87. Museum increases include \$50,000 annual funding for the Lubbock State and National Landmark, construction of an industrial gallery and a cooling tower.

In the health sciences center request for FY86 is \$4.1 million for construction of a clinical education building in El Paso.

Operational totals included in the requests provide for FY86 and FY87, respectively: at the Amarillo Regional Academic Health Center, \$5 million and \$5.7 million; Odessa RAHC, \$1.9 million and \$2.5 million; El Paso RAHC, \$6.3 million and \$7.4 million.

For the School of Nursing, the FY86 request stands at \$1.5 million and almost \$2 million for FY87. School of Allied Health appropriation requests are \$1.9 million for FY86 and \$2.5 million for FY87.

Regents approved leasing an acre of land to The Family House, Inc., of Lubbock for construction of a Ronald McDonald House at Indiana Avenue and the Brownfield Highway to provide temporary housing for families of seriously ill children being cared for in Lubbock General or other area hospitals.

They awarded to Pharr and Pharr Enterprises a contract for \$1,108,700 for construction and to Montgomery Elevator a contract for \$233,784, for completion of Phase A core space between Pods B and C of the Health Sciences Center Building.

They also awarded to Knox, Gailey and Meador General Contractors, Lubbock, two contracts -- one for \$795,419 to construct in the Tech Library basement a Computer Users Center and the other for \$193,353 for renovation of the Computer Center where mainframe computers are located. O.W. Chisum Co. Mechanical Contractors was awarded a \$135,222 contract for modification of the air conditioning system to provide temperature and humidity control for The Museum of Texas Tech University.

Regents approved new academic programs offering a bachelor's degree in health education and master's degrees in petroleum engineering and gerontology. All degree programs must be approved by the Coordinating Board, Texas College and University System, before they can be offered by a state institution.

Story ideas for the week of August 6-10, 1984 23-8-3-84

Texas Tech University

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BILINGUAL TEACHERS have an edge in finding a job because their skills are in great demand. Some school districts offer higher pay for certified bilingual teachers. For more information, call Dr. Herman Garcia, director of bilingual education at 742-2313.

WHY LACE?--Lace, at one time, was as desired as gold and smuggled throughout Europe. The Texas Tech Museum will open an exhibit Aug. 26 on the "Language of Lace;" with lace from its "Golden Age," the 16th-18th centuries. For more information, call Betty Mills at 742-2461.

RED RAIDER celebrates a 30th anniversary this year. Texas Tech's Red Raider horse and rider will be honored in special events. For more information, call Judi Henry at 742-2192.

LAND OWNERSHIP patterns in West Texas could change as water diminishes and costs rise. For more details, call Don Ethridge at 742-2821.

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

FOR AMARILLO

Texas Tech regents meeting Friday approved 1984-85 budgets totaling more than 208 million dollars and legislative requests for fiscal years '86 and '87 totaling more than 400 million dollars. For the Amarillo Regional Academic for Health Center, the requests call/an operational total of 5 million dollars for fiscal year 86 and five point 7 million dollars in fiscal year 1987.

FOR EL PASO

Texas Tech regents meeting Friday approved 1984-85 budgets totaling more than 208 million dollars and legislative requests for fiscal years '86 and '87 totaling more than 400 million dollars. For the El Paso Regional Academic Health Center, the requests call for an operational total of \$6,300,000 xxxxx for fiscal year '86 and \$7,400,000 in Fiscal Year 1987.

FOR ODESSA