

Oct. 6 - 10, 1986

DATE	Stories and Cutlines	75 Locals	25 Reg. Dailies	39 A 37 Reg. Weeklies	16 50 M's	26 Reg. Radio	15 X-List	15 Adj. Counties	Hometowners	PSA's	Ag list	16 Ag boxes	MISC. (#)	CONTACT	REMARKS
1-10-6-86	Lorne Ec.	80	✓											dw	
2-10-6-86	Kallikur	80	✓											pl	
3-10-6-86	COBA	90	✓											slp	B ¹⁰
4-10-6-86	heck	160	✓	✓	✓									pl.	pc / nat'l media
5-10-7-86	midsouth	90	✓										9	slp.	
6-10-7-86	Trostout	26					✓							pl	
7-10-7-86	quiltsto.	118	✓	✓				✓						bt	
8-10-7-86	smith	118	✓	✓				✓						bt	
9-10-7-86	english	80	✓											pl	
10-10-7-86	WIL	83	✓										4	bt	
11-10-7-86	alesch	93	✓					✓						bt	
12-10-9-86	tip													dp.	
13-10-8-86	peru	145	✓	✓	✓						13	✓		slp	
14-10-8-86	11-7	100	✓					✓					3	bt.	
15-10-9-86	stars	120	✓	✓				✓						bt	
16-10-9-86	myth	183	✓	✓	✓			✓			24	✓		slp.	F ¹⁰ L
17-10-9-86	caiel	120	✓	✓				✓						pl	
18-10-10-86	guman	28					✓							slp	
19-10-10-86	EMS	118	✓	✓				✓						slp.	

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TexasTech News

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TEXAS TECH UNIVERSITY/TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

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

CONTACT: D. Whitney/P. Lewis

1-10-6-86

LUBBOCK--Internationally recognized leaders in the field of interior design will address Design Day participants Friday (Oct. 10) at the Texas Tech University College of Home Economics.

Featured speakers will include Professor Sivon Reznikoff, Arizona State University, recipient of the American Society of Interior Design's prestigious Human Environment Award and author of three books; Jerry Cooper, senior editor of Interior Design magazine, New York; and Randy Gebhardt, vice president of client services, Retail Planning Associates Inc., Columbus, Ohio.

Also participating will be Sue Wade, president of Sue Wade Associates, Dallas.

The session's purpose is to address issues important to current and future interior design and retailing professionals. It is sponsored by the housing and interiors program in the Department of Merchandising, Environmental Design and Consumer Economics at Texas Tech.

Design Day will open with a reception at 8:30 a.m. in the college's El Centro area where student designs will be displayed and computer-aided design demonstrations will be featured. College of Home Economics Dean Elizabeth G. Haley will give a welcome at 9:30 a.m. in Home Economics Room 169.

Cooper will speak at 9:45 a.m. in Room 169 on "Future Directions in Interior Design." He is the author of "The Low Cost Guide to Designing Your Living Space" and is former senior editor of Restaurant and Hotel Design. He holds a bachelor of science degree in journalism from Syracuse University.

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At 10:30 a.m., Reznikoff will present "Forecasting Design Trends: Part I." Gebhardt will speak at 1 p.m. on "New Importance of Design and Visual Appeal to Store Sales."

Reznikoff will discuss the second part of her presentation at 1:45 p.m. Wade's speech at 2:45 p.m. is titled "Toward Excellence in Design."

CONTACT: Preston Lewis

2-10-6-86

LUBBOCK--The national president of the American Society of Civil Engineers will deliver an Oct. 14 address in the Halliburton Distinguished Lecture Series in the Texas Tech University College of Engineering.

Robert D. Bay will speak on "Quality Engineering -- A Commitment to Excellence" at 4:30 p.m. Oct. 14 in the Lankford Lab of the Electrical Engineering Annex.

Bay is engineering manager of the Civil-Environmental Division of Black & Veatch, Engineers-Architects in Kansas City.

He will be the second of four fall speakers in the lecture series. Upcoming speakers and their topics will be Jack S. Kilby, inventor of the monolithic integrated circuit, "Trends from Integrated Circuit History," Nov. 4, and Joseph E. Minor, Horn Professor of civil engineering at Texas Tech, "The Developing Field of Wind Engineering," Dec. 2.

Bay is recognized nationally for his research and development in continuously reinforced pavement. He has been both a consultant and manager for major quality control programs in the steel industry. A retired U.S. Army Major General, he was awarded the Distinguished Service Medal, the highest peace time award for military achievement.

The Halliburton Distinguished Lecture Series is sponsored annually by the Halliburton Foundation in conjunction with the Texas Tech College of Engineering.

CONTACT: Sally Logue Post

3-10-6-86

LUBBOCK--The latest computer equipment and technology will be available to students in the Texas Tech University College of Business Administration's new Computer Learning Center.

The \$500,000 facility, which was dedicated Wednesday (Oct. 1), was made possible by major cash donations by two West Texas foundations and equipment and software gifts from several Texas corporations.

Business administration Dean Carl H. Stem said the facility will allow the college to offer its 5,400 students the latest in computer equipment and technology. The center contains 105 individual work stations and a fully electronic classroom equipped with overhead video projectors.

"Some of the technology we have available to our students is so new it is still in the experimental phase," Stem said.

Marketing professor Roy Howell, who chaired the college's computer action committee last year, said during the dedication ceremonies that it is important for the college to keep up with the private sector in computing and information transfer technology.

"We can't send students into the business world to find out what is going on," Howell said. "We are supposed to teach them so they are able to go into the private sector ready to perform. The new Computer Learning Center will help us fulfill that mission."

LUBBOCK--The promise of biotechnology will be slow to move from the laboratory to the home until scientists begin to think bigger and engineers start to think smaller.

The reason, says Texas Tech University Chemical Engineering Chairman Steven R. Beck, is that the two disciplines approach the same problems from different perspectives.

"Scientists want to know if it can be done and engineers want to know if it can be done in large quantities," Beck said. "Scientists are performing miracles in the laboratory and doing it routinely on the small scale. The difficulty comes with the tradeoffs which must be made by engineers to do the same thing on a large or commercial scale."

Beck defines biotechnology as any process which uses or manipulates naturally occurring, renewable materials to produce a product through a chemical transformation. These transformations are accomplished through techniques as established as gasification and fermentation or as complex as gene splicing and cell culturing.

Though a fast growing industry, biotechnology is still an infant with its future growth highly dependent upon the ability to manipulate naturally occurring microorganisms through genetic engineering, Beck said.

"There is a tremendous potential in biotechnology," Beck said, "but we have to temper its potential with realism. It may be 15-20 years before the products of biotechnology become commonplace."

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One limiting reality of biotechnological processes is the minute quantities that can be manufactured. For instance, it may require a thousand gallons of one liquid to extract a single tablespoon of the desired chemical or compound, Beck said.

The second limiting factor is the problem of equipment design because biotechnological products are much more sensitive, for instance, than the products of the petrochemical industry. Here is where the scientific and engineering disciplines must merge, Beck said.

"Chemical engineers tend to be oriented toward large-scale, continuous processing while the biotechnology industry is oriented towards much smaller batch processes," Beck said. "The purity and sterility requirements for the biological processes are also drastically different. Because of these and other differences, the engineer must have a different viewpoint and design philosophy than those involved in the petrochemical-based processes."

A third problem hindering the widespread commercialization of biotechnology is the high research and development costs which tend to scare management in the chemical industry, Beck said.

In contrast to those limitations are several advantages for the chemical industry to move deeper into biotechnology. For instance, many biotechnology processes can be conducted at low temperatures and low pressures, presenting a significant potential for energy savings, Beck said. Even though produced in smaller quantities than petrochemicals, biotechnology products are of higher value than other chemicals.

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Beck said biotechnology could move more quickly from the laboratory to the home if the chemical industry were more deeply involved. He said the chemical industry should commit to long-range development programs in the field, develop common lines of communication among chemical engineers, biochemical engineers, natural scientists and life scientists, and communicate honestly and in non-technical terms with the public.

"I am a strong believer in the future of biotechnology, but we run a serious risk of damaging that future if we are not prudent in our actions and in our words," Beck said.

"We've made major laboratory breakthroughs that we see great potential in," he said. "We publicize these breakthroughs -- and they are news -- but I think at times we are possibly guilty of exaggerating their immediate significance. What is in the laboratory today may not reach the general public for 20 or more years."

CONTACT: Sally Logue Post

5-10-7-86

LUBBOCK--The Texas Tech University Livestock Judging Team has won first place at the Mid-South Fair competition in Memphis, Tenn.

The A team finished first out of 20 teams in the competition. The Texas Tech B team finished 13th.

Besides finishing as the high overall team, the A team also finished first in swine judging, sheep judging and oral reasons and second in beef cattle judging. The contest was Sept. 20.

Individual winners on the A team were Mark Chavez of Torreon, N.M., who took fourth place in swine, second in oral reasons and fourth overall; Eddy Vance of Amarillo, took fifth in oral reasons; Andy Forehand of Grady, N.M., took fourth in oral reasons and eighth overall; and Terry Millican of Robert Lee took 10th place overall.

Members of the A team are: Chavez, son of Mr. and Mrs. Joe Chavez of Torreon; Forehand, son of Barbara Holloway of Grady; Vance, son of Mrs. and Mrs. Bill Dean, Route 7, Amarillo; Millican, son of Mr. and Mrs. Wilburn Millican, Edith Route, Robert Lee; and Lissa Parish, daughter of Mr. and Mrs. Bill Parish, 2302 S. 11th, Tucumcari, N.M.

Members of the B team are Tony Janes, son of Mr. and Mrs. Jimmie Janes, 5801 Shady Lane, Amarillo; Tony Pardo, son of Mr. and Mrs. Antonio Pardo Jr., Sinton; Mauri Sanders, daughter of Mr. and Mrs. Ernest Sanders, Route 3, Roswell, N.M.; Brett Sterling, son of Mr. and Mrs. J.M. Sterling, Route 1, Colorado City; and Bryan Limmer, son of Mr. and Mrs. Howard Limmer, 4504 El Paso, Snyder.

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CONTACT: Preston Lewis

6-10-7-86

LUBBOCK--Texas Tech University electrical engineering Professor Thomas F. Trost has been honored with the Commander's Award for Public Service after a year as a visiting professor at the U.S. Military Academy.

West Point Superintendent Willard W. Scott Jr. announced the award to Trost for his service as a visiting professor for the 1985-86 academic year. Trost was selected for the academy appointment after a national search.

He taught electrical engineering courses and proposed changes in the academy's electrical engineering laboratory program. For the six years prior to his temporary West Point appointment, Trost supervised undergraduate laboratory courses in Texas Tech's Electrical Engineering/Computer Science Department.

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CONTACT: Beverly Taylor

7-10-7-86

LUBBOCK--Quilts and the legacy of the pioneer women who made them will be highlighted in a quilt show at the Ranching Heritage Center (RHC) of The Museum of Texas Tech University Oct. 19 through March 8.

The show, "150 Years of Quilts and Quiltmakers on the Texas South Plains: 1836-1986" includes 40 antique quilts made from 1839-1937. Also to be displayed is a 10-foot-square Legacy Quilt made by area quilters for a Texas Tech theatre arts production of "Quilters," which continues through Oct. 19 at the Laboratory Theatre.

The musical, originally produced by the Denver City Theatre Company, will show at 8 p.m. Oct. 9-12 and 16-19 with 2 p.m. matinees Oct. 12 and 19. Tickets, available at the University Theatre or at the door, are \$6 for evening performances, \$5 for matinees and \$2 for Texas Tech students. For more information, contact the University Theatre at (806) 742-3601.

An opening reception for the quilt show will be from 2-3:30 p.m. Oct. 19 in Edith Whatley McKanna Parlor of the RHC. Ranging from small crib quilts to very large creations, the quilts are from The Museum and private collections.

David Dean, assistant director of operations at The Museum, said quilts made by pioneer women reflect the need for economizing, for protection from a harsh environment, and for social activities for women of that time.

"Pioneer women in this area were always making quilts," Dean said. "They used quilts for warmth during the cold winters and as protective wall coverings during sand storms."

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The earliest ancestor of patchwork quilting was mending of damaged or worn material with patches by the ancient Greeks and Chinese, he said. In medieval Europe, flags were pieced together and peasants made patchwork quilts for bedclothing. Immigrants to America continued the tradition.

"Besides providing protection and making an economical use of material scraps, the quilt was to the pioneer woman a thing of beauty in what was otherwise a harsh environment," Dean said. "Quiltmaking was also a time for socializing as women would get together to work on each other's quilts."

Material scraps were also traded among the women so that quilts were reminders of friends and families, he said.

In the past decade, quiltmaking has been revived as more of an art form than for the functional purposes of the past.

The quilts will be displayed among historic furnishings from The Museum and RHC.

Members of the Prairie Windmill Quilt History and Research Chapter of the National Quilting Association, who organized creation of the Legacy Quilt and are co-sponsoring the show, will also conduct four workshops.

From 10 a.m. to noon and 1-3 p.m. Oct. 23 and March 5, individuals may bring their quilts to the RHC for dating and pattern identification. Information on preserving quilts will be presented 10 a.m. to noon and 1-3 p.m. Nov. 20. From 10 a.m. to noon Jan. 17 a how-to workshop on quiltmaking will be given for children and adults.

The workshops and quilt show are free. A catalog with photographs of each of the quilts, their histories and general information about quilting will be available.

The Legacy Quilt which links the quilt show and the musical "Quilters," has a Lone Star pattern in the middle and is bordered by 15 blocks which signify important aspects in the lives of pioneer women and the story of the musical. Around 200 hours of volunteer work were done on the quilt.

Written by Barbara Damashek and Molly Newman, the musical tells the story of quilting and its significance in the lives of pioneer women through Sarah, the matriarchal figure of the play, and six daughter figures who play a variety of characters to whom Sarah passes on the tradition while she makes her "legacy quilt."

Blocks in the quilt symbolize birth, death, marriage, education, labor, the land, a family's move to California, a child's coming of age and other events.

Sarah will be portrayed by graduate theatre arts major Kay Fuselier from Eunice, La. The daughters will be played by theatre arts students Bethany Larson, senior from Sherman; A. Paige Parker, senior from Midland; Robin J. Reddell, sophomore from Lubbock; Erica R. Springfield, a freshman from Germany; Ira Lynne White, a graduate student from Tahoka; and Julie M. Tucek, senior from The Woodlands.

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CONTACT: Beverly Taylor

8-10-7-86

LUBBOCK--Tickets are still available for seminars and lectures Wednesday through Monday (Oct. 8-13) by Smithsonian Institution experts on everything from fashion to space exploration and fossils.

Advance ticket sales have been strong, but openings remain for each of the events at The Museum of Texas Tech University. Remaining tickets are being sold at the door, beginning a half hour before each event.

One of the world's leading scholarly research centers, the Smithsonian is a complex of 13 museums -- 12 in Washington, D.C., and one in New York.

The series begins with a slide lecture "Kindred Spirits: America's Early Artist-Naturalists" from 7:30-8:30 p.m. Wednesday. Martina Norelli, curator of graphic arts in the Smithsonian's National Museum of American Art, will discuss the works of pioneer wildlife artists, such as Alexander Wilson and John James Audubon. Tickets are \$2.50.

"Buffalo Soldiers and Land Owners: Blacks in the American West" will be from 7:30-8:30 p.m. Thursday (Oct. 9). James Horton, director of the Afro-American Communities Project of the Smithsonian's National Museum of American History, will talk about the involvement and impact of blacks in the early West. Admission is \$2.50.

Clothing from the National Museum of American History will be shown by curator of costumes Claudia Kidwell from 7:30-8:30 p.m. Friday (Oct. 10). Masculine and feminine ideals of the past will be explored in "American Costume: Men and Women Dressing the Part." Admission is \$2.50.

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"The Golden Age of Flight" will be the topic for Claudia Oakes, curator of aeronautics at the National Air and Space Museum, from 10 a.m. to 1 p.m. Saturday (Oct. 11). Slides and historic films will provide an overview of the era from 1919 to 1939. Tickets are \$20.

Oakes will give a slide tour of the National Air and Space Museum from 7:30-8:30 p.m. Saturday. "Behind the Scenes at the National Air and Space Museum" will include slides of the Wright Brothers' Flyer, Lindbergh's Spirit of St. Louis, Skylab and Apollo II. Tickets are \$2.50.

Paleontologist John Hanley of the U.S. Geological Survey will point out the distinguishing features of vertebrate and invertebrate species and the major fossil groups from noon to 2 p.m. and 3-5 p.m. Sunday (Oct. 12). The hands-on workshops are designed for children eight and older and adults. Admission is \$7.

American Indian customs as they have been portrayed in art and photography will be surveyed from 7:30-8:30 p.m. Sunday. Dan Fowler, a researcher at the National Museum of Natural History, will present "Indians, Artists and Photographers." Admission is \$2.50.

Fowler will close the series with a seminar "Archaeologists and the American West" from 9 a.m. to noon Monday (Oct. 13). Major archaeological investigations in the southwest and the cultures which dominated before the first European invasions will be explored in the seminar which costs \$20.

All the events are at The Museum except the fossil identification workshops which will be at The Museum's Ranching Heritage Center.

Local co-sponsors for the series are the West Texas Museum Association (WTMA), The Museum, Texas Tech University, Lubbock Cultural Affairs Council, the Lubbock Chapter of the Air Force Association and Lubbock Inn.

For more information, contact WTMA at (806) 742-2443.

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CONTACT: Preston Lewis

9-10-7-86

LUBBOCK--National Council of Teachers of English (NCTE) Delegate Frank Schlatter of Roswell High School will deliver the keynote address at the annual Fall Conference of Teachers of English at Texas Tech University Saturday (Oct. 11).

The conference will meet 8 a.m. to 3 p.m. in the Texas Tech University Center. Registration costs \$12 and may be paid at the door. Continuing education credits also will be available for an extra \$5 fee.

Schlatter will speak on issues currently facing English teachers. He is former president of Support for the Learning and Teaching of English, the political action wing of NCTE.

Other speakers will include Texas Tech faculty Michael Angelotti of education and Lady Falls Brown of English and Fred W. McClung, instructional television coordinator for KTXT-TV, Texas Tech's educational television station. Lubbock writer Etta Lynch and English teachers Tidley Blakely of Littlefield High School and Sherry Turnbow of Lubbock Cooper also will speak.

Representatives from several publishers and from area computer stores will have displays at the conference.

The conference is sponsored by the NCTE South Plains Area Council with the Texas Tech English Department. For more information, contact David W. Chapman, Texas Tech English Department, (806) 742-2529, or Susan Lake, South Plains Area Council president, (806) 745-1467.

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CONTACT: Beverly Taylor

10-10-7-86

LUBBOCK--High school students who plan to compete in University Interscholastic League (UIL) events this spring and their sponsors may attend a training workshop Saturday (Oct. 11) at Texas Tech University.

Sponsored by Texas Tech and UIL, the morning workshop is free and advance registration is not necessary. Students from all classes of high schools in the Panhandle and West Texas may attend.

Consultants from the University of Texas (UT) at Austin and other experts will coach students on the content of various events and on how to compete.

Journalism, science, number sense, calculator, ready writing, spelling, persuasive and informative speaking, team debate and drama all begin at 9 a.m.

Bobby Hawthorne, state director of journalism for UIL, will lead the journalism workshop which will include tips on writing news, features, editorials and headlines. The event is in Holden Hall, Room 150.

Science events will be coached by Pete Antoneiwicz, chairman of UT's physics department, in Holden Hall, Room 72.

Consultant for number sense is Dewey Curbo, math teacher at Monterrey High school. The workshop will be in Holden Hall, Room 74.

Calculator events will be coached by John Cogdell of electrical engineering at UT in Holden Hall, Room 73.

Ready writing skills will be emphasized in Holden Hall, Room 4, by Carol MacKay of UT's English department.

Spelling tips will be given by Elizabeth Bell, UT speech professor, in Holden Hall, Room 5.

Consultants for various speech events are Bell, J.E. Masters of Texas Tech, Glenn Hopkins and Donna Hopkins of O'Donnell High School, Kerry Moore of Muleshoe High School, Sandy Sage of Hobbs (N.M.) High School and a debate team from Hobbs.

Persuasive and informative speaking will be held in Holden Hall, Room 75, and team debate in Holden Hall, Room 77.

Lincoln-Douglas debate will be at 10 a.m. in Holden Hall, Room 75, and interpretation will be at 10 a.m. in Holden Hall, Room 76.

Drama events will be at the University Theatre Main Stage and Lab Theatre. Consultants are Richard Weaver, George Sorenson, Forrest Newlin and Clifford Ashby, all of Texas Tech, and Lynn Murray, UIL state drama director.

The drama workshop will include tips on auditioning and making scenery.

For more information, contact Texas Tech education Professor Ray Purkerson, director general of Region I UIL, at (806) 742-2350.

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CONTACT: Beverly Taylor

11-10-7-86

LUBBOCK--The painting of Grunewald will be highlighted at 11 a.m. Tuesday (Oct. 14) at The Museum of Texas Tech University.

Eugene Alesch of the art faculty at Texas Tech will discuss the painter and his works as part of Tuesday art seminars sponsored by the Women's Council of the West Texas Museum Association (WTMA). Registration and coffee begin at 10:30 a.m.

"Art through the Ages," the 26th year of art seminars for the group, focuses this fall on the Renaissance in northern Europe.

Admission is \$3.

For information, contact WTMA at (806) 742-2443.

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Story ideas for the week of
October 13-15, 1986
12-10-9-86

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

Radio & Television New Service

DESIGNING DECISIONS--Interior design and retailing professionals will look into future trends during Design Day Friday (Oct. 10) at the Texas Tech University College of Home Economics. Design Day will open with a reception at 8:30 a.m. and feature nationally recognized experts. Topics include the future directions of interior design, forecasting trends and the importance of design to retail store sales. For assistance in setting up interviews, contact Dorothy Power, News and Publications, 742-2136.

A WORKING ADDICTION--A workaholic and an alcoholic may not both be ill, but work dependency can still harm the family unit. Texas Tech University family studies Professor Harvey Joanning says some people don't know when to leave work and turn their attention to the family. Others are using work to escape a problem at home. He says both types might benefit from counseling in order to treat or prevent detrimental effects on the family. For more, contact Dr. Joanning at 742-2898.

UP TO DATE--Students in the Texas Tech University College of Business Administration now have access to the latest computer equipment and technology. Business administration Dean Carl H. Stem says some of the technology available in the new Computer Learning Center is still in the experimental phase. Donations of cash and equipment made the \$500,000 facility possible. For a look at the Computer Learning Center and for more information on the advantages the Center offers, contact Dr. Stem at 742-3188.

EXPANDING POSSIBILITIES--The U.S. Food and Drug Administration recently approved human interferon for commercial marketing. Texas Tech University Health Sciences Center has received its first shipment of the tumor and infection fighting protein. The substance will be used to treat hairy cell leukemia. But Dr. Davor Vugrin, professor and chief of oncology/hematology, plans to expand its use in research. He says it has shown positive results in fighting kidney cancer, melanomas, Kaposi's sarcoma in AIDS patients and several other disorders. For more on the new research interferon will allow, contact Dr. Vugrin at 743-3132.

For assistance in developing these
and other story ideas, contact
Dorothy Power/Don Vanlandingham,
News & Publications, 742-2136.

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CONTACT: Sally Logue Post

13-10-8-86

LUBBOCK--Texas Tech University's agricultural expertise is helping Peru improve the economic situation of its people.

Range management professor Fred C. Bryant said the livestock work Texas Tech has done in Peru since 1979 has resulted in a two-year \$1.3 million program to improve Peru's livestock sector.

"The World Bank has made a loan to Peru which Texas Tech will administer," Bryant said. "From the loan Texas Tech will find and pay consultants who have expertise in areas vital to Peru's new National Livestock Program."

Peru's 13 million sheep, 2 million alpacas, 2 million goats and 500,000 llamas account for the majority of Peru's food and agricultural income.

Bryant said about 10 years ago Peru entered an economic crisis that forced cuts in higher education and science programs.

"What happened is they experienced a brain drain when they lost many of their top scientists to other countries and higher paying positions," Bryant said. "This loan program will enable us to pay competitive salaries to their own top people and also to bring in other scientists from other countries."

Bryant said providing better range management and animal production will help the economic situation of even the poorest Peruvian people because most have some sheep, alpacas and llamas.

"If we can help farmers increase their livestock through better range management and production, then they can increase their economic returns," Bryant said.

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Bryant said livestock is Peru's prime agricultural commodity since much of the land, especially in the highlands, is only suitable for grazing.

"In the semi-arid Sierra highlands of the Peruvian Andes most of the agriculture land is between 12,000 and 17,500 feet," Bryant said. "Only about 2 percent of this land is arable, with frost, hail and snow threatening crops. With 98 percent of the land suitable only for grazing, if anything at all, the Highland Indians depend on their small livestock for food, barter and cash income."

The country's new National Livestock Program, which is part of the National Institute for Agricultural Research and Extension, will allow the Peruvian government to request consultants in many agricultural areas from Texas Tech.

"We will then send experts either from Texas Tech or other institutions across the country to Peru to help them develop programs," Bryant said.

Bryant said the new program will benefit both Peru and Texas Tech in the long run.

"Because of the small ruminant research Texas Tech has done in the country it has created an environment in which Peru could develop a National Livestock Program with our help," Bryant said. "They need the help and we have the expertise. It's really a great program because both parties benefit from it."

CONTACT: Beverly Taylor

14-10-8-86

LUBBOCK--Gerontological nursing will be highlighted Nov. 7 in a one-day seminar offered by the Continuing Nursing Education program of the Texas Tech University Health Sciences Center School of Nursing.

Dolores Alford, a partner in a Dallas firm specializing in health care for adults and president of the Institute of Gerontic Nursing, Inc., will be the speaker for "Gerontology Update" 8:30 a.m. to 4:30 p.m. in Health Sciences Center, Room 2B152.

The course will be an overview of the physiological aspects of aging, current and needed research in gerontological nursing and projections for the future of gerontological nursing. Lecture, discussion and slide shows will be included.

Alford is a registered nurse and has a master's degree in nursing. She is author of "Caring for the Individual Patient" and has had articles in the Journal of Gerontological Nursing, American Journal of Nursing and Nursing Life.

Fee for the course, worth .6 continuing nursing education units, is \$46 by Oct. 24 or \$61 later. The Continuing Nursing Education program is accredited by the Western Regional Accreditation Committee of the American Nurses' Association.

For more information or to register, contact Helen Cox, Continuing Nursing Education, Texas Tech University Health Sciences Center School of Nursing, Lubbock, Texas 79430 or (806) 743-2734.

CONTACT: Beverly Taylor

15-10-9-86

LUBBOCK--The stars Galileo observed in 1610 are the same ones which dot the night skies today, but they look drastically different because of advanced methods of viewing them.

"Starbound," an audio-visual exploration of the stars, will run Oct. 18 through Nov. 21 at Moody Planetarium of The Museum of Texas Tech University. Show times are 2 p.m. Tuesdays through Fridays, 7:30 p.m. Thursdays and 2 and 3:30 p.m. Saturdays and Sundays. Admission is \$1 for adults and 50 cents for Texas Tech students and children.

With invention of the telescope, Galileo was able to make discoveries which had been hidden to the naked eye for centuries, including thousands of stars and their seasonal pattern and the moons of Jupiter which scientifically proved the earth is not the center of the universe.

Just as those observations were surprising to 17th century peoples, new ways of looking at the heavens are causing wonder today as they alter perceptions of the universe.

Instruments which can see the various wavelengths of electromagnetic energy or light of stars have created a totally new astronomy, according to the program. The devices can detect wavelengths shorter than the color violet which is the shortest wavelength the human eye can see and ones longer than the color red which is the longest wavelength man can see.

Such devices have observed black holes or abysses in the universe, cosmic bursters which release more x-ray energy in one burst than our sun does in a week and quasars which are no bigger than the Milky Way and yet radiate as much light as a thousand galaxies.

Texas Tech News

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CONTACT: Sally Logue Post

16-10-9-86

(MEDIA ADVISORY: The one-day conference "Trading Away the Agriculture Problem: Myth or Reality," is set for Oct. 31 in the Civic Center Theatre. The program, which is sponsored by the Texas Tech University Agricultural Economics Former Students Association, begins at 8 a.m. with registration. Sen. Phil Gramm will speak at a banquet at 7:30 p.m. in the Lubbock Hilton Inn. A conference program is included for your convenience. For more information, contact Professor T.R. Owens, Department of Agricultural Economics, (806) 742-2821.)

LUBBOCK--Some experts contend that the decline of the dollar will bring increased agricultural trading and an end to the farm crises. But, a Texas Tech University agricultural economist warns that trading is not a magic answer to the farm problem.

Agricultural economics Chairperson Kary Mathis said despite the notion that with a cheaper dollar the farmer will be all right, people in agriculture know that increased agricultural trading is not a quick fix for agriculture's problems.

Mathis said the dollar has fallen about 20 percent in the past year. But that has not increased trading of any kind.

"The theory is that a cheaper dollar would result in higher import prices in the U.S. and lower export prices," Mathis said. "Based on that premise U.S. consumers would buy less foreign goods and more domestic goods while foreign customers would want the now cheaper U.S. goods."

Mathis pointed out that those results have not happened. In fact, imports have risen while exports have continued at low levels.

"Trading is not a magic answer. The dollar's 20 percent decline doesn't begin to equal its increase of 70 percent from 1979 to 1985. In the long run trading may increase and help, but that hasn't materialized yet. In the short run, there will still be a large number of farmers go out of business, maybe even more than before."

U.S. agricultural trading problems began in the late 1970s. Mathis said in the 1970s the world economy was strong and the climate for both production and exports was favorable. During those years the worldwide economy was strong, prices were high, oil exporting countries were earning lots of money and many agricultural producing countries were developing their capabilities and increasing production.

Then in the late 1970s the economic climate turned around, Mathis said. Interest rates jumped, oil prices fell, the value of the U.S. dollar rose and the rest of the world economy went into a recession. Those factors combined with continued heavy worldwide agricultural production and new trade competitors entering the marketplace took a heavy toll on American farmers.

Mathis said many of America's trading partners are heavily in debt and depend almost exclusively on agricultural exports for money. As prices fell, those nations did everything possible to increase their exports, including offering drastic price discounts to their customers.

"That hurt our farmers because importers don't care where their cotton or grain come from. They are just interested in buying the cheapest prices," Mathis said.

Mathis said continued record crops in the 1980s have left U.S. farmers with large surpluses, a problem that hinders the farmers' ability to make profits from agricultural trading.

Mathis said at the start of the 1986 trade year, there were 4 billion bushels of corn on hand in U.S. storage. The harvest is expected to be 8.3 billion more bushels.

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"Even though we expect to use or export 7 billion bushels, that will leave us with a projected surplus of more than 5 billion bushels on Aug. 30, 1987," Mathis said. "We have started the 1986 year with a seven-month supply of corn and will end the 1987 year with nine-month supply."

Mathis said cotton, wheat and food grains are also caught in the same surplus situations. Even though domestic mill use of cotton is up, Mathis said estimates show that there will be a seven-month supply of cotton at the end of 1987.

"There is just too much surplus for the prices to go up," Mathis said. "Right now we have almost a year's supply of our major commodity exports without even planting another seed. Exports are not a magic wand that will whisk away all our commodity surpluses and raise prices over night," Mathis said.

CONTACT: Preston Lewis

17-10-9-86

LUBBOCK--The 28th annual Carol of Lights, a Texas Tech University tradition that helps kick off the holiday season on the South Plains, is scheduled for Dec. 5 this year.

A carillon concert at 6:30 p.m. and a musical program at 7 p.m. that Friday will herald the lighting of more than 15,000 colored bulbs outlining the 10 campus buildings around Memorial Circle and the Broadway entrance to campus.

Installation of the lights will begin this month on campus.

After this year's 1986 Carol of Lights program, a carol concert is planned by the Texas Tech Choir, directed by Dr. Donald Bailey, in Hemmle Recital Hall.

The Carol of Lights ceremony is sponsored by the Residence Halls Association (RHA) and is funded by donations from alumni and the public. The 1986-87 RHA president is Mike Callahan and Mark Worthington is chairman of the RHA Carol of Lights Committee.

Other campus organizations which assist with the annual celebration are Saddle Tramps, Women's Service Organization, Chi Rho and Alpha Phi Omega.

CONTACT: Sally Logue Post

18-10-10-86

LUBBOCK--Professor Max Peter of Frauenfeld, Switzerland, will present a free slide show and lecture on Switzerland at 7 p.m. Wednesday (Oct. 15) in the Qualia Room, Foreign Language Building on the Texas Tech University campus.

Peter, a former student and visiting professor at Texas Tech, is in Lubbock with 17 of his students from the Kantonschule, or Canton School in Frauenfeld.

In 1982, Peter hosted a group of Texas Tech German language students as part of a cultural exchange program.

The slide show and lecture is open free to the public. For more information contact Professor Thomas Bacon in the Department of Germanic and Slavic Languages at (806) 742-3282.

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CONTACT: Sally Logue Post

19-10-10-86

LUBBOCK--Emergency Medical Service personnel will have the opportunity to discuss new pre-hospital treatment procedures during a two-day conference at the Holiday Inn Civic Center Oct. 24-25.

The conference, "EMS Update 1986," is designed to not only increase participants skills in new emergency medicine techniques, but also to examine state political developments which will influence the growth of EMS in Texas and New Mexico.

Special guest speaker is Dr. James M. Atkins, professor of internal medicine and director of emergency medical education at the University of Texas Health Sciences Center at Dallas and Southwestern Medical School.

The conference is sponsored by the South Plains Emergency Medical Services, Inc. (SPEMS), the Mid-America States Rural EMS Council, the Eastern New Mexico EMS Region III, and the Texas Tech University Health Sciences Center (TTUHSC) Department of Surgery, the Office of Continuing Medical Education and the Continuing Nursing Education Program.

Registration should be mailed by Oct. 21 to the TTUHSC Office of Continuing Medical Education. Registration fees are \$65 for both days of the conference and includes luncheon, dinner and packet materials. Special rates of \$50 are available to SPEMS member counties of Cochran, Crosby, Dickens, Garza, Hale, Lamb, Lubbock, Motley and Yoakum, and \$40 for one-day registration.

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Topics will include reports on Texas and New Mexico EMS performance in 1985-86, the role of trauma centers in rural EMS systems, managing catastrophic injuries at the scene, new CPR techniques, legal liability and risk management and a discussion of farm and ranch suicide attempts as a new problem.

The conference has been approved for physician, nurse and emergency medical technician continuing education credits.

For more information, contact Vicki Hollander, Office of Continuing Medical Education, (806) 743-2929 or South Plains Emergency Medical Services, Inc., (806) 762-8721.

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CONTACT: Preston Lewis

20-10-10-86

LUBBOCK--Texas Tech University law Professor Thomas E. Baker has been named the U.S. Supreme Court's Tom C. Clark Fellow of the Year for his work during 1985-86.

As a Judicial Fellow, Baker served in the office of the administrative assistant to former Chief Justice Warren Burger. Baker was asked to stay on with the court through 1986 to help assure a smooth transition upon Burger's retirement and the appointment of William H. Rehnquist as his successor.

The Judicial Fellows Program was initiated in 1973 to help bring new approaches to solving the major administrative problems hindering federal courts and to modernizing the judicial process.

Baker, a Texas Tech faculty member since 1979, was one of three fellows appointed to the program for 1985-86. The Tom C. Clark Fellow of the Year award is presented to a fellow who shows outstanding dedication to the improvement of the administration of justice.

Baker is the author of more than two dozen articles dealing with Constitutional law, federal jurisdiction and criminal law and procedure.

Last year Baker was elected to the prestigious American Law Institute. His professional affiliations include the American Bar Association, Florida Bar and American Judicature Society. He holds a bachelor's degree from Florida State University and a law degree from the University of Florida.

LUBBOCK--In 1980, the elderly used 29 percent of the total U.S. health care resources, but by the year 2030, they will use about 45 percent of those resources.

Internal Medicine Department Assistant Chairperson Sheryl Boyd of the Texas Tech University Health Sciences Center (TTUHSC) said chronic diseases that linger and produce progressive loss of organ resources are the senior citizen's greatest problem.

"The U.S. Administration on Aging estimates that the number of aged individuals who have significant difficulty with carrying out some or all of their daily living functions is growing by about 100,000 people per year and could reach nearly 9 million by 2030," Boyd said. "That's why all communities need to develop private and public partnerships for identifying, coordinating and communicating senior health care information."

To meet that need, Boyd cited a local effort by the Health Sciences Center and Lubbock General Hospital which are sponsoring a series of popular programs geared to whole person wellness for the senior citizen. The "Seniors Are Special" program will continue through October. Older citizens meet from 2-4 p.m. each Wednesday in the Lubbock General cafeteria.

The program has drawn more than 350 people to each of the first two sessions. Each session is in two parts with the first segment focusing on lifestyle issues and the second devoted to medical care updates. Free testing or screening is be provided at each session.

The sessions are geared not only to seniors, but also to their children, employee benefits managers, health service delivery professionals, community leaders and service agency directors.

Boyd said programs like "Seniors Are Special" fill an important need because senior citizens make up 11 percent of our population and by 2030, when today's baby boomers become seniors, they will constitute 20 percent of the U.S. population.

"Seniors are the United States' fastest growing and most valuable natural resource," she said.

Boyd said surveys report that up to 80 percent of the care received by the elderly is given by family members, usually daughters or daughters-in-laws.

"For many working women, caring for parents has become a second full-time career outside the home," Boyd said.

Boyd also pointed out that the need for professionals to service the aging far outweighs the number of practitioners. She said the Rand Corp., estimates that 7,000 to 10,000 geriatricians will be needed by 1990.

"In 1980, the American Medical Association reported that there were only about 1,000 doctors with special training in geriatrics in the U.S.," she said. "We have to change our thinking as our population grows older. The first department of geriatrics was founded in 1982 at Mount Sinai Medical Center whereas the first pediatrics department was established at Johns Hopkins in 1912. Those children have now become senior citizens with very different and special needs."

Future "Seniors Are Special" programs will include:

On Oct. 15, a discussion by Lubbock Village Director Carol Anderson on "Exploring Alternative Living Arrangements and Understanding Home Health Service." Dr. James Buell, TTUHSC chief of cardiology, will speak on managing hypertension and heart disease.

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On Oct. 22, a discussion by Kay Thompson, director of Lubbock General's food and nutritional services, on "Looking at the Whole Issue of Diet and Nutrition." William Reed, clinical pharmacist at Methodist Hospital, will discuss "Understanding Drug Interactions." Dr. Martha Elks, TTUHSC chief of endocrinology, will present a "Diabetes Update," as the medical segment of the program.

On Oct. 29, Peter Laverty, director of the seniors program for the City of Lubbock, will speak on identifying community opportunities for senior citizen activities. Peggy Forgason, director of the Retired Senior Volunteer Program at Texas Tech, will also participate in the program. The medical segment, "Progress in the Treatment of Cancer," will be presented by Dr. Davor Vugrin, chief on oncology and hematology at TTUHSC.

Sessions are free to the public. A golf cart will be available for those with difficulty walking long distances. Valet parking, assistance with transportation, nutritional breaks and wheelchair assistance are also provided.

For more information, contact Judy Schultz, director of volunteer services, Lubbock General Hospital, (806) 743-3349.

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22-10-10-86

SENIOR CITIZEN PROGRAM--Lubbock Mayor B.C. "Peck" McMinn, left, declared October Seniors Month in Lubbock in honor of the Texas Tech University-Lubbock General Hospital "Seniors Are Special" program. With McMinn is program chairperson Rayma Patterson, a volunteer at Lubbock General. The program meets from 2-4 p.m. each Wednesday in October in the Lubbock General cafeteria. (TECH PHOTO)