

Locals	(75)
Reg. Dailies	(25)
Reg. Weeklies	(37) (38) (39)
50 M's	(16)
Reg. Radio	(26)
X-List	(15)
Adj. Counties	
Hometowners	
PSA's	
Ag list	
Ag boxes	(16)
MISC. (#)	

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Texas Tech News

AFTER HOURS CALL:

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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: Beverly Taylor

1-8-10-87

(EDITOR'S ADVISORY: A student from your area was honored in the TTU-PREP program.)

LUBBOCK -- Alex Hsia, a sophomore at Lubbock High School this fall, was honored as the top student in the Texas Tech University Prefreshman Engineering Program (TTU-PREP), an eight-week program for high ability junior and senior high students interested in engineering, mathematical or scientific careers.

Hsia, son of Dr. and Mrs. H.J. Hsia, 5413 W. 76th St., Lubbock, was the top overall student with a 97 average, the highest score any student has achieved in the two years the program has been offered at Texas Tech. A student at Hutchinson Junior High last year, Hsia also had the highest score in each of the categories taught -- mathematics, computer science, science, engineering and problem-solving skills.

Other students honored for high achievement were Allyn Guffey of Bellaire High School, daughter of Phylis Tomlinson, 5215 Mimosa, Bellaire; Sam Black of Lorenzo High School, son of Lisa Pruitt, 502 Harrison Ave., Lorenzo; Eric Hetherington of Frenship High School, son of Mr. and Mrs. Tom Hetherington, 2025 Jason Ave., Lubbock; Ashley Kester of Abernathy High School, daughter of Sharon Kester, 1012 15th St., Abernathy; Tammy Pruitt of Brownfield High School, daughter of Mr. and Mrs. Tommy Pruitt, Box 45, Wellman; Michael Moss of Wellman High School, son of Mr. and Mrs. Bobby Moss, Route 3, Brownfield; and Kevin Ham of Estacado High School, son of Mr. and Mrs. Billy Ham, 3106 Emory, Lubbock.

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Besides taking college-level courses, the 44 students who participated heard Texas Tech professors explain their research and discuss current and future professional engineering, mathematical and scientific opportunities.

The program is accredited by the Coordinating Board, Texas College and University System, and is offered by Texas Tech's Department of Mathematics. The University of Texas, San Antonio, has offered a similar program for nine years.

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CONTACT: Marydawn Webber

2-8-10-87

(EDITORS NOTE: The Texas Tech Law School placed big in national moot court competition during the American Bar Association meeting in San Francisco. The team won 2nd Place in the nation in Moot Court and 2nd in nation for Best Brief. Graduate law student June Higgins, a team member, won Best Oralist in nation. Coach is Don Hunt with Carr, Evans, Fouts and Hunt law firm in Lubbock. The team will arrive in Lubbock from San Francisco at 5:55 p.m. today, Monday, Aug. 10, at the Southwest Airlines terminal and can be met there for comments and photos before they disperse. Law School Assistant Dean Carolyn Thomas can be reached for information at 742-3804.)

CONTACT: Joe Sanders

3-8-11-87

LUBBOCK -- Nancy L. Birdwell has joined the Texas Tech Office of Development as director of corporations and foundations.

Announcement of her appointment was made by T. Jones, who is serving as interim vice president for development.

Birdwell will be responsible for increasing donations to the university and the Texas Tech University Health Sciences Center from private corporations and foundations, which contributed more than \$5 million to the two institutions in 1986.

"Support by corporations and foundations will become increasingly important to the university and HSC." Jones said. "Ms. Birdwell will provide the expertise we need."

Birdwell has served as vice president of Sunbelt Management Company, an agribusiness firm specializing in property management, finance, and tax shelters. She also served as a consultant for the Lubbock Women's Protective Service capital fund drive in 1986.

She is on the board of overseers and has served on the executive committee of the Tech Ranching Heritage Association. She has also served on the boards of directors for the Lubbock Cultural Affairs Council and the Lubbock Civic Ballet.

Birdwell received her bachelor of arts degree in advertising and public relations from Texas Tech in 1974.

"Last year, corporations gave more than \$1.7 billion and foundations gave nearly \$1.4 billion to higher education," Birdwell said. "Grants and donations from these sources have increased rapidly in recent years; I want to help the university and health sciences center build their case for greater support."

caption-----

4-8-11-87

FUTURE POSSIBILITIES--Texas Tech University Health Sciences Center Nursing Professor Helen C. Cox, who serves as project coordinator for the Kellog Project, and Jon K. Hays, data base administrator, examine a True Vision system which one day could allow transmission of x-rays and other visuals between Cochran Memorial Hospital and the Health Sciences Center. (TECH PHOTO)

CAPTION-----

5-6-11-87

INSTANT CONSULTATION--With a 510A AT&T terminal, health professionals like Kellogg Project Manager Linda Vengroff, from left, and Nursing Professor Helen C. Cox at the Texas Tech University Health Sciences Center can simultaneously transmit data and voices to assist personnel at Cochran Memorial Hospital with diagnosis and treatment of patients. (TECH PHOTO)

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CONTACT: Beverly Taylor

7-8-12-87

LUBBOCK -- Suggesting that grain sorghum producers break into new markets by producing hybrid seed on contract, recent Texas Tech graduate Richard Schad broke into the prestigious field of academic writing.

Schad, who earned a bachelor's degree in agricultural economics from Texas Tech in May 1986, had a research article published in the first issue of the Texas Journal of Agriculture and Natural Resources.

Although getting articles published in academic journals is fairly uncommon for undergraduate students, several Texas Tech agricultural economics students have done so in recent years.

"Not many departments can boast of their undergraduates publishing at the professional level," said Kary Mathis, chairman of the Department of Agricultural Economics. "This achievement reflects the department's attention to teaching and taking that extra step to ensure that students know how to apply economic theory to agricultural problems and decisions."

Schad, who is now working in his family's farming operation in Gruver, co-wrote the article, "Production of Cash Market Grain Sorghum versus Contracting Hybrid Seed," with agricultural economics professor R. Terry Ervin. He is the son of Mr. and Mrs. D.D. Schad, Box 605, Gruver.

-more-

Schad and Ervin compared the profitability of producing irrigated grain sorghum for the cash market to producing two types of irrigated hybrid sorghum seed for sale to a seed company. The study showed that hybrid seed enterprises result in considerably higher net returns per acre than grain sorghum ventures, leading the authors to suggest hybrid seed production to farmers with appropriate conditions.

Schad and the previous students who have had research articles published have been enrolled in Honors Program courses designed to teach them research and academic writing skills.

By KIPPPIE HOPPER

8-8-12-87

LUBBOCK -- A pioneer in the creation of a television public service news program, Jack Bowen, and a longtime political consultant, M.Y. "Jerry" Hall, have been named 1987 Outstanding Alumni of the Texas Tech University Mass Communications Department.

The two alumni will be recognized during Homecoming at an 8 a.m. breakfast Oct. 10 in the University City Club. A reception will follow from 10-11:30 a.m. in Room 223 Mass Communications Building.

Bowen, who earned a bachelor's degree in telecommunications in 1971, works at KOCO-TV in Oklahoma City and has been recognized nationally for his "Wednesday's Child" program, which focuses on finding permanent adoptive homes for children with special needs.

Hall has owned his Austin-based public relations firm since 1974 and focuses on public and press relations, governmental liaison activities and political campaigns. He earned a bachelor's degree in journalism in 1950.

Bowen's television news feature has won nine national awards, including the Scripps-Howard award for public service, and helped to place KOCO-TV as one of nine finalists for a public service Emmy, awarded by the National Academy of Television Arts and Sciences. Bowen, who was one of the first broadcasters to develop a successful news feature about adoptive children, has received commendations for his work from presidents Jimmy Carter and Ronald Reagan and has been included in stories in both Time and TV Guide magazines.

-more-

The recipient of several media awards, Bowen also has been honored with many public service merits. He recently served on the Governor's Committee on Employment of the Handicapped and the Oklahoma Commission of Human Services.

Bowen began his career in 1966 at KWAB-TV in Big Spring where he had attended public schools. From 1971 to 1974, he worked as news anchor, producer, reporter and assignment editor at KERP-TV in El Paso. Currently news anchor at KOCO-TV in Oklahoma City, Bowen will begin at the end of August a new position as anchor at KWTW Channel 9 in Oklahoma City.

Hall, a Stanton native, travels the state scheduling editorial board meetings, television talk shows and interviews concerning various issues to be voted on by the Texas Legislature. He has served as press secretary and traveling press aide in more than 30 campaigns, ranging from Sen. Lloyd Bentsen's 1976 presidential effort to state senators' bids for office. Hall also has acted as consultant and press advisor in eight congressional campaigns with seven successes.

Hall served as administrative assistant to Texas Congressman George Mahon in Washington, D.C., from 1955 to 1958. He was appointed in 1969 as press secretary to Texas Gov. Preston Smith. In 1973, he served as director of public information for the Constitutional Revision Commission and the Constitutional Convention.

During his time at Texas Tech, Hall was sports editor of the Texas Tech yearbook, La Ventana, and editor of the student newspaper, the Toreador, the precursor to The University Daily. Hall has worked as a reporter for the Stanton Reporter, the Lubbock Avalanche-Journal, the Fort Worth Star Telegram and the capitol bureau of Newspapers Inc.

Tickets for the outstanding alumni breakfast are \$7.50 and reservations can be made by telephoning the Mass Communications alumni office at (806)742-3381.

CONTACT: Marydawn Webber

9-8-12-87

LUBBOCK -- Law students from Texas Tech University, School of Law carried laudable awards away from the American Bar Association National Appellate Advocacy Competition, Aug. 8-9 at the annual ABA convention in San Francisco.

The team was recognized as second in the nation, receiving the Garland Walker trophy. The team also tied to share the national second-place spotlight for Best Brief.

Graduate law student June Higgins carried the competition for Best Oral Advocate in the nation and will receive the Morristown, N.J. law firm of Porzio, Bromberg & Newman trophy. Ms. Higgins will go to work soon in Austin as a briefing attorney for the Texas Supreme Court.

Other team members are graduate student Katherine H. DiSorbo of New Milford, CT., and 2nd year students at Tech Guy D. Kidd and Terry Hamilton. Kidd ranked eighth of about 50 competitors for the oral advocacy award.

Coaching the team was Donald M. Hunt, an attorney with the Lubbock law firm of Carr, Evans, Fouts and Hunt.

"This is a competition that we don't take lightly. Tech is very proud of these young advocates. To have accomplished what this team did, while two members were studying for the bar, makes this team very special," said Hunt.

Tech law students placed first in the competition in 1984.

Hunt also recognized the team's fellow regional representative competitors, South Texas College of Law in Houston, which finished in the semi-finals.

MEDICAL TIPSHEET

from

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

August 13, 1987

A TOUCH OF HEALING--It is the most intimate of our senses and, perhaps, the most powerful. It is the sense of touch, and health practitioners are finding that it can help reduce hypertension, help control pain, help stimulate growth in newborns and help provide a therapeutic alternative to drugs in some cases. Susan Newfield of the TTUHSC nursing faculty says touch not only helps the muscles relax, but also stimulates the release of endorphins into the blood system. These endorphins can reduce stress, a major contributor to hypertension, as well as provide other health benefits. To help nursing students incorporate the benefits of touch into their education, Newfield instructs them on a variety of touch techniques. These include massage therapy; therapeutic touch or sensitivity to the body's energy fields; acupressure which follows the theory behind acupuncture but uses hand or thumb pressure rather than needles at key body points; and reflexology which manipulates reflexes in the feet to affect other parts of the body. For more on the benefits of touch, contact Newfield, R.N., M.S.N., at (806) 743-2730.

TRACKING EPILEPSY--Without a standard approach to treating epilepsy, a combination of anticonvulsants may be used to help control a patient's seizures. Over time, a patient may be prescribed multiple medications but may receive only periodic evaluations of their effectiveness. However, a more careful monitoring of the patient and a change in medication strategies, says TTUHSC Neurology Professor Daniel L. Hurst, M.D., can provide dramatic improvement in epileptics. Hurst bases his observation on results in patients treated through the TTUHSC Regional Epilepsy Clinics which he directs. In some cases, both adult and pediatric patients who have had years of uncontrolled seizures have had their seizures eliminated or at least reduced in number and severity. Epilepsy can be difficult to treat because it is what amounts to a short circuit among the brain cells. This short circuit disrupts the brain cell network, causing a temporary interruption of brain functions and producing changes in consciousness, behavior, sensation or muscle activity. For more on epilepsy or the TTUHSC Regional Epilepsy Clinics' comprehensive work with epileptics, contact Hurst at (806) 743-2391.

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

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BY KIPPIE HOPPER

11-8-13-87

LUBBOCK -- Television as a medium has not quite reached the state of existence called art, but a project at Texas Tech University focuses on the use of images and effects to move television into that arena.

The project, "TV on TV: Television Art for the 1980s," is an open-ended series of television works that stress television as an art form, says art professor and project originator Kim Smith, Ph.D.

"Photography didn't become photography until it stopped trying to be painting. And, film or cinema didn't become film until it stopped trying to be theater. Currently, television is used to carry other art forms rather than being an art form itself," Smith said.

The latest in the project series, a production called "heartBEAT," a 24-minute video scheduled to premier in Lubbock in early fall, centers upon a stream of thoughts passing through a young man's mind as he contemplates the end of a day.

"'heartBEAT' is a narrative-format music video which embraces music, movement, image, voice and text in an electronic marriage specifically conceived for television broadcast," Smith said. "It has live action, graphics and animation among other effects."

"The 'TV on TV' project is an attempt to produce works that employ the idea of viewing what we see on the screen as art itself. When a play, an opera or a concert is put on television, we are watching another art form on television," Smith said. "This project is an attempt to watch TV on TV."

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The first conscious effort at creating television for television, or video art, came with the new genre of the music video, Smith said.

Video art makes possible the realization of the surrealistic component of modern art through manipulation of colors and images and the use of sound, he said.

"The image can dominate over the verbal or narrative. It's real and it's not real. It's like opera in which there is an organization of the senses and a synthesization," Smith said.

Television is a medium that can orchestrate many different types of information, such as the written word, animated effects and live action. With the aid of a computer, the elements can be synchronized in ways that were not feasible before, he said.

"Television art might employ a more systematic juxtaposition of different kinds of television, such as a word superimposed on an image," he said.

Smith makes the distinction between video and film: "Film is like a single voice, or monophonic, and television is multi-voiced, or polyphonic, with more thickness and more dimensions."

"When you go to see a film, you expect to get a story from the beginning to the end. Television is a constant interruption," Smith said. "Obviously, commercials interrupt the TV program. It can be very frustrating when an advertisement picks up where the television dramatic action leaves off. The TV artist transforms the frustrating break into a stylistic device and as a further extension of the work."

The "TV on TV" project emerged from the Electronic Arts Archive and Research Institute, a facility at Texas Tech where scholarly research and creative work is conducted in the electronic arts.

"The institute is a pioneering project in terms of its complexity and goals," Smith said.

Two films previously produced through the "TV on TV" project have won critical acclaim. A 1984 video, "Go For It Mike" by Michael Smith of New York, won the Video/Culture Canada Award for the best independently produced music video. Another video, "Vault" by Bruce and Norman Yonemoto of Los Angeles, won the highest honor among 246 American entries at the Seventh Tokyo Video Festival.

The most recent "TV on TV" video, "heartBEAT," will be distributed for both national and international broadcast, with possibilities for cable television's arts and entertainment channels, public television's program "Live From Off Center," alternative media spaces and European and Japanese outlets. The video also will be distributed for non-broadcast outlets, such as video festivals, Smith said.

"heartBEAT" -- which involves about 50 persons from the university and the community who work in the visual arts, theater, dance, music and mass communications -- will be edited in New York with camera director Mark Fisher.

The music for the video is described as "new music" and was written by David Kneupper, of the Texas Tech Music Department. The music was composed on a Kurzweil 250 Digital Sampling Keyboard.

CUTLINE--

"TV ON TV" -- Texas Tech University students perform during the making of the video "heartBEAT" which is part of a project to create television as an art form and will be released in early fall. (TEXAS TECH PHOTO)

CONTACT: K. Hopper

16-8-13-87

LUBBOCK -- Architecture students at Texas Tech University are proposing their concepts of what a science and technology museum for Lubbock, the Science Spectrum, might look like.

Fourth-year architecture students will display their proposals for the architectural design of the Science Spectrum from 1-4 p.m. Saturday, Aug. 15, in Room 5 of the Architecture Building, located at the corner of 18th Street and Flint Avenue.

The architecture students have worked during the summer to produce drawings and models for the center, which will be located within 30,000 square feet of space that formerly housed a grocery store. Furr's Supermarkets recently donated space within the building, located at the intersection of Slide Road and 50th Street.

The architecture class project, under the direction of associate professor Michael Peters, will generate concepts and ideas that could affect the design of the proposed Science Spectrum and the exhibits that will be housed there.

"The Science Spectrum would be an educational tool for young minds and adults that would teach about the world and technological advances and changes," said architect Joe D. McKay, vice chairperson of the Science Spectrum board.

About 200 science centers are operated in the United States, with the most famous being the San Francisco Exploratorium and the Chicago Museum of Industry, McKay said.

The Science Spectrum is a participating museum with hands-on exhibits. A tentative exhibit, "The Science of Sport," is planned for February through April next year.

The Science Spectrum already brought in the "Sight and Light" exhibit from the Franklin Institute that was seen at the Lubbock Arts Festival earlier this spring.

The Lubbock Science Spectrum board, formed in 1986, currently is proceeding with fundraising and planning for the museum.

A review panel for the architecture presentations will consist of Sandy Henry, chairperson of the Lubbock Science Spectrum board, McKay, Ray Schafer, director of the Center of Science and Industry of Columbus, Ohio, and R. Wayne Drummond, dean of the Texas Tech College of Architecture.

CONTACT: Joe Sanders

17-8-13-87

LUBBOCK -- Budgets for 1988 totaling nearly \$216 million will be considered Thursday (Aug. 20) by the Boards of Regents of Texas Tech University and the Texas Tech University Health Sciences Center (HSC).

The budgets provide the first increase in operating funds for the two institutions since 1985. Tech officials will propose a \$147.8 million budget for the university, a \$68.6 million budget for the Health Sciences Center, and \$459,000 for the TTU Museum.

The budgets would also provide the first raises for employees since 1985. Only merit raises would be given, averaging six percent for university faculty, four percent for university staff, and three percent for health sciences faculty and staff.

Of the \$216 million, \$123 million are state appropriations, which are used for teaching and direct support for teaching. Although state funds will increase 5.5 percent over the 1987 budget, they will still fall nearly six percent below their level 1985 level of \$131 million.

Other business to be taken up by the boards include:

-- A proposal to offer a master's degree in restaurant, hotel and institutional management. Courses would be offered in the colleges of business and home economics. Although Tech offers an undergraduate program in this field, a master's program would be the first in the Southwestern U.S.

-more-

-- A request for a \$1.27 million expansion of clinic space on the first floor of the HSC. Approximately 9,500 square feet of unfinished space would be converted into three patient clinics that would operate round the clock.

-- Approval of bids totaling more than \$1.7 million for campus renovations and improvements.

-- Acceptance of approximately \$10,000 in donations to begin building a \$1 million endowment for a new chair in engineering. The chair would be named for engineering professor John R. Bradford, who served for 26 years as Tech's dean of engineering.

-- Acceptance of gifts that will provide lights for the Intercollegiate Baseball Field.

The Boards will meet in committee to hear reports on Wednesday (Aug. 19) at 8:30 a.m. in room 2B152 of the HSC. They will meet to take formal action at 10 a.m. Thursday (Aug. 20) in the board suite on the second floor of the Administration Building. Both meetings are open to the public.