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CONTACT: Sally Logue Post

1-3-25-85

LUBBOCK--Hispanics, although they will account for 10 percent of the U.S. population by the year 2000, have until recently been overlooked as a viable target market, according to a Texas Tech University marketing professor.

The U.S. Hispanic consumer market numbers about 18.2 million people who had a purchasing power of more than \$62.5 billion in 1983, Professor Humberto Valencia said.

Valencia has written the U.S. Hispanic Market Report to aid product marketers, advertisers, researchers and related business operators in utilizing this emerging market.

"Marketers must demographically fit their marketing strategies to the Hispanic market for several reasons," Valencia said. "Hispanics tend to be younger, economically downscale, less educated and have larger families than non-Hispanics."

Besides the demographic differences, marketers must also be aware of the strong cultural feelings Hispanics maintain. Valencia said that Hispanics have a strong sentiment for their culture and its preservation which means marketing strategies must be culturally adapted to reach Hispanics.

"Hispanic culture and lifestyles are distinct from non-Hispanics and play an important role in the perceptions Hispanic consumers form about products and services," Valencia said. "Because of the cultural differences many advertisements and marketing strategies geared to non-Hispanics will not work when directed at the Hispanic market."

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Language is also a problem for advertisers because many Hispanics either speak no English or just enough to get by.

"Two-fifths of all Hispanics do not understand English well and are unreachable through conventional channels of communication," Valencia said.

The Report, published in December 1984, contains the most comprehensive and up-to-date information from publicly available sources, Valencia said. It contains information on income and expenditure patterns, demographics, geographical distribution, media habits, culture and lifestyle.

Valencia said, "The Hispanic market is an emerging market whose importance is being recognized today."

CONTACT: Sally Logue Post

2-3-25-85

LUBBOCK--J.E. Hobbs, professor of geography at the University of New England in Armidale, New South Wales, Australia, will speak on "Climatic Patterns and Climatic Variability in the Australian Wheatbelt" at 3 p.m. Tuesday (March 26) in Holden Hall, Room 8, on the Texas Tech University campus.

Hobbs, a climatologist, has been a member of a tornado chase team at the Texas Tech Institute of Disaster Research and a resident consultant at the Regional Disaster Preparedness Seminar arranged by the Australian Counter Disaster College.

His current research involves evaluating the impact and patterns of weather related disasters such as drought and severe storms in Australia.

A widely published author, Hobbs received his bachelor's degree from the University College of London and master's and doctoral degrees from the University of New England, Armidale.

The lecture is sponsored by the Institute for Disaster Research; the Departments of Geography, Atmospheric Science and Civil Engineering; and the International Center for Arid and Semi-Arid Land Studies. The lecture is open free to the public.

Texas Tech News

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CONTACT: Preston Lewis

3-3-25-85

LUBBOCK--Seven university and three health sciences center faculty at Texas Tech have been named 1985 recipients of the President's Excellence in Teaching Award.

University recipients, by college or school, are: Agricultural Sciences, Jack R. Gipson of plant and soil science; Arts and Sciences, Charles W. Myles of physics; Business Administration, Robert J. Ritchey of finance; Education, Julian L. Biggers of education; Engineering, Thomas F. Krile of electrical engineering; Home Economics, Myra J. Timmons of clothing and textiles; and Law, Rodric B. Schoen of law.

Health sciences recipients are: Allied Health, Judith R. Flagle of occupational therapy; Medicine, David E. Potter of Pharmacology; and Nursing, Pat S. Yoder Wise of nursing.

Recipients will be recognized by Texas Tech President Lauro F. Cavazos during a faculty convocation at 3:30 p.m. March 27 in the University Theatre. Each recipient will receive a Texas Tech medallion and a \$1,500 honorarium.

The awards were established in 1981 by Cavazos to recognize teaching merit. One recipient is chosen from each of the seven colleges and schools at the university and from the three schools at the health sciences center.

Gipson joined the university faculty in 1977. He was praised for his dedication and enthusiasm for teaching and his commitment to students. He holds bachelor's, master's and doctoral degrees from Texas A&M.

Myles, a Texas Tech faculty member since 1978, was lauded for his compassion for individual students and his impact on their ability and desire to learn. He received his bachelor's degree from the University of Missouri-Rolla and his master's and doctoral degrees from Washington University in St. Louis.

Ritchey has taught in the area of finance since 1982. He was commended for his high quality work in the classroom and his attention to students outside of class. He received a bachelor's degree from Penn State University and master's and doctoral degrees from the University of Arizona.

Biggers, who came to Texas Tech in 1966, was honored for creating an inquiring, humane atmosphere in the classroom. He holds a bachelor's degree from East Texas State University and master's and doctoral degrees from the University of Texas at Austin.

Krile joined the Texas Tech faculty in 1979. He was noted for his teaching innovation, involvement with students outside the classroom and his professional and service activities. He holds a bachelor's and a master's degree from the University of North Dakota and a doctorate from Purdue University.

Timmons joined the Texas Tech faculty in 1961. She was recognized for her unwavering attention to the needs of individual students and their creative development. She holds bachelor's and master's degrees from Texas Tech.

Schoen came to Texas Tech's School of Law in 1971. He was recognized for his outstanding teaching abilities and legal expertise. Schoen holds a bachelor's degree from the University of Colorado and a law degree from the University of New Mexico.

Flagle joined the health sciences center faculty in 1983. She was noted for her contributions to research and education on physical dysfunction among children. She holds a bachelor's degree in occupational therapy and a master's degree in pediatric occupational therapy from Colorado State University.

A health sciences center faculty member since 1976, Potter was lauded for his dedication to high standards of teaching excellence, to the clarification of concepts and to free interchange among students and faculty. He holds a bachelor's degree in zoology from Texas Tech and a doctorate in pharmacology from Kansas University Medical Center.

Yoder Wise, a faculty member since 1979 at the health sciences center, was praised for her classroom presentation excellence and her expertise on nursing management, nursing staff development and nursing professionalism. She holds a bachelor's degree in nursing from Ohio State University, a master's degree in nursing from Wayne State University and a doctorate in education from Texas Tech.

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CONTACT: Preston Lewis

4-3-25-85

LUBBOCK--A free Texas Sesquicentennial Oral History Workshop will be conducted Saturday (March 30) in The Museum of Texas Tech University.

The workshop will cover interviewing techniques and problems; oral history uses in print, exhibits and other media; funding for oral history; interviewing problems and transcribing and editing difficulties; the Texas Sesquicentennial oral history project; and the Texas State Library's regional depository program.

The program will run 9 a.m. to 4 p.m. in The Museum, Fourth Street and Indiana Avenue. The morning session will be conducted on levels appropriate for oral history novices and for those with experience. In the afternoon, presentations on oral history projects in progress will be made.

Speakers for the session will include Thad Sitton, oral historian, Texas Sesquicentennial Commission; David J. Murrah, director of Texas Tech's Southwest Collection; Rebecca S. Jimenez, assistant director, and Thomas L. Charlton, director, Baylor Institute for Oral History.

Participation will be limited to the first 200 people so advanced registration is suggested. For more information, contact Rebecca Herring, Southwest Collection, Texas Tech, P.O. Box 4090, Lubbock, Texas 79409, (806) 742-3749.

The workshop is sponsored by the Texas State Library, Texas Historical Commission, Texas Oral History Association, Texas 1986 Sesquicentennial Commission, Southwest Collection, Lubbock County Historical Commission and Lubbock Sesquicentennial Committee.

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CONTACT: Sally Logue Post

5-3-26-85

LUBBOCK--Timing is critical for effective herbicide spraying on ranch lands. By altering traditional herbicide spraying times, ranchers can save thousands of dollars annually in aborted or weak calves and lost grazing potential due to snakeweed.

"When a pasture is infested with snakeweed, or perennial broomweed, it may take as much as 100 acres to support a cow and calf, where it normally takes about 30 acres," Ronald E. Sosebee, professor of range management at Texas Tech University, said.

Sosebee has found that if snakeweed is sprayed during the fall, after the plants have bloomed, the kill is more effective. In the past, ranchers traditionally sprayed during the spring months.

"After flowering, carbohydrates, which transport the herbicide, are distributed throughout the plant making the treatment much more effective," he said.

"Our mission with the physiological studies is to determine when the snakeweed is most receptive to the herbicides," Sosebee said. "Because of our work many of the chemical companies, which produce herbicides for snakeweed have written their labels to include recommendations of spraying in the fall. These recommendations are almost exclusively from our research."

While snakeweed normally grows west of the Lubbock area, but Sosebee said he is seeing more problems developing east of Lubbock.

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"We don't know if the snakeweed has always been in parts of the Rolling Plains and been suppressed or whether it is just now moving east. It may be that the conditions are just right for the weed to increase there," he said.

Sosebee pointed out that a pasture can have snakeweed, but if it is grazed correctly and the climate cooperates, grass will suppress the weed.

"Snakeweed doesn't go dormant during the winter like grass does. If it's a wet winter with plenty of ground moisture available, both plants will get enough water and the grass will control the snakeweed. But if it's a dry winter, the snakeweed will use up most of the ground moisture so there won't be any left to support the grass in the spring. In this case you can look for snakeweed to take over a pasture," Sosebee said.

Sosebee said one of the most important things a rancher can do to manage snakeweed is to use proper grazing management once the snakeweed has been treated.

"Grazing won't determine if snakeweed is present or not, but if the pasture is overgrazed, the rancher is opening up his land for new weeds to establish themselves," he said.

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CONTACT: Darla Hightower

6-3-26-85

LUBBOCK--A variety of art forms will be included in the Texas Tech University Department of Art Faculty Exhibition March 31 through May 10 at The Museum of Texas Tech University.

The exhibit will include more than 60 artworks by Art Department faculty. Department Chairperson Gary Edson said works will include paintings, prints, drawings, watercolors, ceramics, sculpture, mixed media pieces and design boards.

"This show will demonstrate the wide range of talent in the Art Department," Edson said. "Many of our faculty have national reputations. Visitors will see outstanding artwork by professional artists, designers and educators."

Among contemporary artwork exhibited will be tall ceramic figures by Verne Funk. The low-fire pieces depict dancing couples in close embrace. Attention is given to the details such as hands, shoes and faces which allow easy recognition, and produce a fanciful or super-real quality. The dancing figures wrap around a center core which is fixed on a harlequin dance floor.

Four screen prints by Lynwood Kreneck demonstrate exceptional technical ability combined with humor. Of special interest are two pieces from a series "Great Moments in Food Law." The pieces have additional titles "Shower Pie" and Yankee Potatoes." The pieces have silhouettes which occupy a large part of the background to set the stage for the detailed imagery narrative. Kreneck includes a written newspaper-type clipping which explains and verbally defines the visual elements.

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Paintings by Hugh Gibbons, a construction by Sara Waters and a complicated mixed media construction by Leslie Leupp are among other works displayed.

The faculty show will begin with a reception 2-4 p.m. March 31 in The Museum.

"The opening is for everyone," Edson said. "Many of the art faculty will be there and we hope everyone will join us."

Faculty participating in the exhibition include Peggy Bright, Bill Bagley, Jody Brotherston, Frank Cheatham, Jane Cheatham, Rick Dingus, Ken Dixon, Don Durland, Gary Edson, Kathy Ford, Charlotte Funk, Verne Funk, Hugh Gibbons, Karen Greenbaum, Paul Hanna, Jim Howze, Lynwood Kreneck, Leslie Leupp, Bill Lockhart, Michael Martin, Marvin Moon, Terry Morrow, John Queen, Kim Smith, Betty Street, Sara Waters and James Watkins.

CONTACT: Darla Hightower

7-3-26-85

LUBBOCK--Embroidered textiles of the Middle Ages will be discussed in an 11 a.m. lecture Tuesday (April 2) at The Museum of Texas Tech University.

Sarah Ince Hamilton, an international student of medieval embroidery, will describe textiles from England, Italy and Hungary. She will illustrate her lecture with slides of church textiles from the 13th and 14th centuries.

Most of the textiles are church textiles using silk and gold thread, Hamilton said. The "Opus Anglinum" or English work is the most famous embroidery of the period, she said.

"The people didn't weave patterns into their fabrics, so they embellished the fabrics with embroidery," she said.

The purpose of the topic is to relate textile designs, themes and patterns to other medieval art.

Hamilton studied medieval textiles at the Victorian Albert Museum in England in 1981. She is an internationally known teacher of silk and metal thread embroidery.

The lecture is part of the spring series of Tuesday art seminars sponsored by the Women's Council of the West Texas Museum Association. Admission is \$3 per lecture.

The 24th annual art seminar, "Art Through the Ages," is a study of art and its historical context.

CONTACT: Preston Lewis

8-3-26-85

LUBBOCK--The topic of "Proposed Strategic Defense Initiative (SDI) Research at Texas Tech University" will be discussed in a panel session 12:30-2:30 p.m. Wednesday (March 27) at Texas Tech.

Featured speaker will be Horn Professor of electrical engineering Magne Kristiansen, who is director of the SDI project being negotiated between the university and the Strategic Defense Initiative Organization Office of Innovative Science and Technology.

Panelists for the session will include Academic Affairs and Research Vice President John R. Darling, Engineering Dean Mason H. Somerville and Physics Department Chairperson Walter L. Borst.

Sponsored by the Physics Department, the session is open to the public in the Lubbock Room of the University Center.

The proposed \$3.9 million, 45-month grant for Texas Tech would be funded through the Defense Nuclear Agency. The Texas Tech research would study pulsed power applications for an advanced space defense technology.

Texas Tech is one of five universities nationally chosen to do the unclassified research which also has potential applications in producing clean nuclear energy through fusion. The Texas Tech research will involve faculty in electrical engineering/computer science, industrial engineering, mechanical engineering, physics, engineering physics, mathematics and chemistry.

For more information on the panel session, contact physics Professor M.A.K. Lodhi at 742-3767.

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CONTACT: Preston Lewis

9-3-27-85

(MEDIA ADVISORY: You are invited to a news conference for Air Force Brig. Gen. Robert R. Rankine Jr. at 1:30 p.m. Thursday (March 28) in the Holiday Inn-Civic Center, Rayner/Wheelock Room. Rankine will be available to discuss Strategic Defense Initiative research to be conducted at Texas Tech on an advanced space defense system. For more information, contact Preston Lewis at 742-2136.)

LUBBOCK--Air Force Brig. Gen. Robert R. Rankine Jr. will visit Texas Tech University Thursday (March 28) and meet with students and faculty in the Air Force Reserve Officer Training Corps and in the College of Engineering.

Rankine is special assistant for the Strategic Defense Initiative to the deputy chief of staff for research, development and acquisition at Air Force Headquarters in Washington. He oversees the Air Force's science and technology program, including the development of an advanced space defense technology.

Texas Tech is one of five universities nationally selected to conduct research on the advanced space defense technology. Texas Tech is negotiating with the Strategic Defense Initiative Organization (SDIO) Office of Innovative Science and Technology a proposed \$3.9 million, 45-month grant to be funded through the Defense Nuclear Agency. The Texas Tech research would study pulsed power applications for the space defense system.

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During his visit, Rankine will meet with Horn Professor of electrical engineering Magne Kristiansen, who is director of the Texas Tech project, and with university administrators and faculty in electrical engineering/computer science, industrial engineering, mechanical engineering, engineering physics, mathematics, chemistry and aerospace studies.

Rankine began his Air Force career in 1958. In 1982 he was assigned to the Pentagon as deputy director for space systems and command, control and communications in the Office of the Deputy Chief of Staff for Research Development and Acquisition. A year later he was assigned to the Office of the Under Secretary of Defense for Research and Engineering as the assistant for directed energy weapons and had responsibility for initial planning of President Ronald Reagan's strategic defense initiative.

He acted as the deputy director of the SDIO beginning in April of last year and assumed his present duties in September.

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CONTACT: Darla Hightower

10-3-27-85

LUBBOCK--Anyone interested in the art and history of Spain and Catalonia can explore sites firsthand through a summer program in Sitges, Spain, offered through the Texas Tech University Department of Art.

The program for teachers, art students or anyone interested in art is offered in two sessions -- May 8-25 or June 2-19. The program will include lectures in Sitges and day-long study tours to important artistic, cultural and historical sites.

Tour sites include Barcelona, Tarragona, the medieval monasteries of Poblet and Santes Creus, the historic mountain-top monastery of Montserrat and the castle at Cardona.

The program is offered through one course team taught by two instructors. Studies in the history and culture of Spain and Catalonia will be directed by Joseph Roca-Pons, professor emeritus of the Spanish Department of Indiana University. Studies in art history and art criticism will be directed by Professor Gene Mittler of the Texas Tech Art Department.

Participants will attend classes at several locations in Sitges to learn how to look at works of art and what to look for in the works. The study of the various works will lead to examination of the time and place the works were produced, according to Mittler.

For more information, including cost estimates, a complete itinerary and application forms, write Gene Mittler at Summer Study in Spain, Department of Art, Box 4720, Texas Tech University, Lubbock, Texas 79409.

CONTACT: Sally Logue Post

11-3-27-85

LUBBOCK--The Sun Exploration and Production Co. has given the Texas Tech University Geosciences Department \$1,600 for new beds and mattresses at the department's summer field camp in Salida, Colo.

E.D. Dowd, senior geologist with the Dallas-based Sun Oil Co. and Texas Tech graduate, presented the check to Professors Alonzo Jacka, department chairman, and Rae Harris, field camp director.

The camp, located in the central Rocky Mountains, has been operated by the department for 30 years. Students from Texas Tech and other universities participate in a variety of field experiences during the five-week course. The course begins July 14.

Students receive six semester hours credit in geology.

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13-3-27-85

NEW SCHOLARSHIP--A new scholarship fund in honor of Ollie Liner has been established at the Texas Tech University College of Agricultural Sciences. Liner was Hale County Agricultural Agent from 1950 to 1984. The fund was established with a \$10,000 donation by John Anderson, president, Hale County State Bank, and Harry Igo, Plainview agribusinessman. Attending the check presentation were, from left, Anderson; Mrs. Ollie Liner; Dr. Sam E. Curl; dean, College of Agricultural Science, and Igo.

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CONTACT: Preston Lewis

14-3-28-85

LUBBOCK--"Careers in Law," a free publication of the Texas Tech University School of Law, is available to high school and college students and career counselors interested in the legal field.

Texas Tech Law Dean Byron Fullerton said, "Students who think they would like to be a lawyer and many who have never considered a career in law are likely to be surprised at the many careers available for lawyers.

"Many people think of a lawyer's work as limited to making arguments in the courtroom, a vision created by dramatic movies and television programs," Fullerton said. "In reality, only a small portion of any lawyer's time is spent in court and many lawyers never appear in court."

The publication covers legal careers in private practice, corporations, government, public interest practice and other options such as banking, real estate and administration.

Additionally, information is provided on law school admission, pre-legal education, law school life and the benefits of a law degree. The free publication was written by members of the Texas Tech law faculty and was published as a public service.

Copies are available by writing "Careers in Law," School of Law, Texas Tech University, Lubbock, Texas 79409 or by calling (806) 742-3791.

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15-3-28-85

SCHOLARSHIP WINNER--David Lust, an agricultural education major in the Texas Tech University College of Agricultural Sciences from Muleshoe, has been awarded the \$1,000 Krista Simpson Agricultural Achievement Scholarship. The scholarship is donated by Mr. and Mrs. Jim Simpson of Floydada. Attending the presentation luncheon were, from left, Rusty Simpson; Mrs. Jim Simpson; Jim Simpson; Lust; and Dean Sam E. Curl, College of Agricultural Sciences. (TECH PHOTO).

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16-3-28-85

SCHOLARSHIPS AWARDED--Two \$1,000 scholarships have been awarded to Texas Tech University College of Agricultural Sciences students. The Krista Simpson Agricultural Achievement Scholarships are donated by Mr. and Mrs. Jim Simpson of Floydada. Attending the presentation luncheon were, from left, Rusty Simpson, their daughter; Mrs. Jim Simpson; Anne Morton, recipient from El Paso; David Lust, recipient from El Paso; and Jim Simpson. (TECH PHOTO).

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17-3-28-85

SCHOLARSHIP WINNER--Anne Morton, a pre-veterinary major in the Texas Tech University College of Agricultural Sciences from El Paso, has been awarded the \$1,000 Krista Simpson Agricultural Achievement Scholarship. The scholarship is donated by Mr. and Mrs. Jim Simpson of Floydada. Attending the presentation luncheon were, from left, Jim Simpson; Rusty Simpson, their daughter; Mrs. Jim Simpson; Anne Morton; and Dean Sam E. Curl, College of Agricultural Sciences. (TECH PHOTO).

CONTACT: Sally Logue Post

18-3-28-85

LUBBOCK--Two Texas Tech University College of Agricultural Sciences students have received \$1,000 Krista Simpson Agricultural Achievement Scholarships. The scholarships are donated by Mr. and Mrs. Jim Simpson of Floydada in memory of their late daughter Krista.

David Lust, an agricultural education major, and Anne Morton, a pre-veterinary major, received the one-year scholarships.

The scholarships annually go to junior students majoring in agricultural sciences who have demonstrated excellence in agricultural areas outside the classroom, shown leadership abilities and maintained a high academic grade point average.

Lust is the son of Mr. and Mrs. Glenn Lust, Route 3, Muleshoe.

Morton is the daughter of Mr. and Mrs. Fred Morton, 211 Lombardy, El Paso.

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CONTACT: B. Zeack

19-3-28-85

AUSTIN--At a meeting Thursday morning with Lt. Gov. Bill Hobby, Texas Tech University President Lauro F. Cavazos expressed his appreciation for Hobby's proposal to insure continued quality of higher education in Texas.

According to Dr. Cavazos, Lt. Gov. Hobby's and House Speaker Gib Lewis's support of higher education in Texas is a key to the future overall well-being of the state.

The proposal would enable Texas institutions of higher education to retain and attract quality faculty and continue to enhance the research capability of the faculty that is essential to the economic development of the state, Cavazos said.

The proposal would fund faculty salaries at 1985 levels and add additional research dollars for developing and emerging technologies.

In view of the revenue projections, Cavazos expressed his support of and gratitude to Hobby's and Lewis's recognition of higher education's role in the future of Texas.

Cavazos also expressed his appreciation for "the difficult and often thankless role" played by Comptroller Bob Bullock in trying to accurately project revenues available for appropriation by the legislature.

"Few people really understand," Cavazos said, "the important role of the comptroller in making the state function smoothly and progressively."

Cavazos was in Austin to attend a meeting of the Education Committee of the Science and Technology Council to which he was appointed by Gov. Mark White.

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CONTACT: Preston Lewis

20-3-29-85

LUBBOCK--Eighteen Texas Tech University faculty have been granted faculty development leaves during the 1985-86 academic year.

Academic Affairs and Research Vice President John R. Darling announced the leaves which allow faculty members to conduct research and write full time for one semester at full pay or two semesters at half pay.

Darling said the faculty development leaves were granted, pending adequate funding by the Texas Legislature for the next academic year.

He noted that the quality of the applications and the diversity of research interests were quite high this year.

Approved leaves were for: Robert J. Baker of biological sciences, to test hypotheses of how genetic change in chromosomes is accomplished under natural conditions; Clarke E. Cochran, political science, to study "Religion and Politics: The Role of Public Policy Values; Donald T. Dietz, classical and romance languages, to investigate Spanish sacramental dramas of Pedro Calderon de la Barca.

Bruce R. Ebanks, mathematics, to conduct reserach in functional equations and measurements of information; Nelson C. Dometrius, political science, to develop an "executive behavior data bank" on political executives; William G. Hartwell, music, for concentrated study in the area of voice science; Leona M. Little Soldier, elementary/early childhood education, on "Sociological Context and Classroom Language Learning of Young Native American Pupils."

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Also, Walter R. McDonald, English, to write poetry and study techniques for teaching creative writing; Kishor Mehta, civil engineering, to develop expertise in full-scale field testing for wind loads; R. Charles Moyer, finance, to research the accuracy of long-term forecasts and develop microcomputer software for course use; Paul Nelson, mathematics, to do research in numerical modeling of small-scale semiconductors.

Neale J. Pearson, political science, to study civilian regime policy-making and delivery of essential public services to urban squatter settlements and to rural areas in Honduras, Panama and Peru; C. Boyd Ramsey, animal science, to study red meat production and processing techniques at the Meat Industry Research Institute and Ruakara Animal Research Center in New Zealand; Jeffrey R. Smitten, English, to study manuscript materials in Edinburg pertaining to the career of William Robertson (1720-1793) as a historian.

George W. Sorensen, theatre arts, to investigate audition procedures for a textbook for universities; Ernest W. Sullivan, English, to research John Donne's elegies in libraries in England, Wales and Ireland; Ashton Thornhill, mass communications/photocommunications, to complete photography project focusing on the unique physical and cultural landscapes of West Texas with an emphasis on the people; and Richard E. Wilde, chemistry, to conduct infrared and raman spectroscopic studies.

CONTACT: Darla Hightower

21-3-29-85

LUBBOCK--Young children generally do not understand the concept of luck or chance, but believe that "all-powerful" adults control their lives, according to a Texas Tech University researcher.

Professor Paul N. Dixon, area coordinator of educational psychology at Texas Tech, is testing a group of first graders to see if they comprehend the concept of luck. Doug Yarborough, a graduate assistant, is a co-worker in the research.

The research is based on Dixon's long-term study of locus or center of control. An internal locus of control is attributing consequences to one's own behavior. External locus of control is attributing consequences to luck, chance, fate or the control of others.

Dixon believes that children with an external locus of control attribute events to the control of a "powerful other" instead of fate, luck or chance. Research has shown that children rarely understand the concept of luck before age 10 or 11, Dixon said.

Dixon's research involves a sample of 60 first graders who have an external locus of control. The experiment uses a board with four colored buttons. A light at the top will randomly go on or not go on when a button is pushed. A spinner with matching colors will determine which button a student pushes.

The first time the experiment is performed the light will come on through a random process. During the second session the experimenter will explain that he will make the light come on when the button is pushed.

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"We don't think the children will be able to tell the difference," Dixon said. "They will think both times are under the control of the experimenter."

"But, we may be wrong," Dixon said. "First graders can throw a curve."

The children involved in the research will also be interviewed about their perceptions of luck.

"When a parent dies, a child will become angry at the parent because he sees parents as all powerful. He thinks the parent could have controlled the death," Dixon said.

In playing games that are won by luck or chance, children will try to change the rules or will become angry at the winner, he said. The child believes that someone controls the outcome of the game instead of chance.

In addition to measuring a child's perception of luck, the experiment will also help researchers develop a better method for measuring locus of control, Dixon said.

Determining if a child is highly external or internal will help educators use appropriate teaching methods, Dixon noted. A student who is highly external will wait for the teacher's instructions, while a highly internal student may work better in an unstructured setting. An internal child will take more initiative and use the discovery approach to education.

"The two extremes are not good," Dixon said. "But we prefer that students be a little more internal."

Parents play an important role in determining whether a child has an internal or external locus of control, he said. A parent who commands a child "do not go in the street or I'll spank you" is more likely to produce a child with an external locus of control.

A parent who says "don't go in the street because a car will hit you" gives the child a better perspective of the consequences of the behavior and will be more likely to produce a child with an internal locus of control, Dixon said.

"We probably rear our children the way we were raised so external people more than likely have external children," he said.

Tip Sheet
Week of March 31 - April 5, 1985
22-3-29-85

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University News & Publications
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Radio & Television New Service

WRITING RIGHT--Participating in a national project extended to Region 17 schools, Texas Tech College of Education will assist in improving the teaching of writing in efforts to improve student writing skills. Education Professor Shirley Koeller (pronounced kō-ler) suggests that there is a definite need according to low scores on writing composition tests of the majority of students in the region. Contact Dr. Koeller at 742-2368.

WHERE ARE ALL THE LAWYERS--The Texas Tech University School of Law has published a public service bulletin regarding careers in law. It turns out, lawyers are ubiquitous--everywhere, that is. To find out what lawyers do, ask Dean Byron Fullerton, 742-3791.

TO MARKET, TO MARKET--Because of distinct cultural differences, Hispanics and non-Hispanics react differently to advertisements of products and services. Texas Tech University marketing professor Humberto Valencia suggests Hispanics may be overlooked by many product marketers, advertisers and researchers. Contact Dr. Valencia, 742-3161.

HIGHLIGHTED DUCKS--An experimental marking technique, using fluorescent-marked West Texas lakes, may increase knowledge about diseases that kill thousands of ducks annually. Contact professor of wildlife management, Dr. Eric G. Bolen, 742-2784.

FACULTY ART--More than 60 artworks by Art Department faculty will go on display at the Museum of Texas Tech University beginning Sunday, March 31 through May 10. Department Chairman Gary Edson said works will include painting, prints, drawings, watercolors, ceramics, sculpture, mixed media pieces and design boards. Contact Dr. Edson at 742-3825.

For assistance with developing these and other story ideas, contact Mark Davidson/Jane Prince Jones, UN&P, 742-2136.

NOTE: Washington has its cherry trees, but so does Texas Tech. Best photo opportunities are on 19th Street side of Wall-Gates Residence Hall and on west and east sides of Horn-Knapp. Best tree might be one between Ex-Students Building and Horn Hall.