

May 27-31 1985

DATE	Stories and Cutlines	(75) Locals	(25) Reg. Dailies	(37) Reg. Weeklies	(16) 50 M's	Reg. Radio	(26) X-List	(15) Adj. Counties	Hometowners	PSA's	Ag list	(16) Ag boxes	MISC. (#)	CONTACT	REMARKS
1-5-27-85	Fire Management	✓										✓		Sally	Bacon
2-5-27-85	Land Erosion	✓										✓		Sally	Bacon
3-5-27-85	Honky Tonk	✓	✓		✓			✓						Darla	
4-5-28-85	Home & Discing Service Award	✓						✓						Darla	
5-5-29-85	PSA - Volleyball													Gene	(Cont'd)
6-5-29-85	" Basketball													"	"
7-5-29-85	" Baseball													"	"
8-5-29-85	" - Soccer													"	"
9-5-29-85	" Golf													"	"
10-5-29-85	1985 Golden Spur	✓	✓	✓	✓					✓				PT	EVERYWHERE!
11-5-29-85	Heinrich Awards	✓												PT	
12-5-29-85	Donaldson Award	✓												PT	SAN ANTONIO
13-5-29-85	Sifuentes Award	✓						✓						Darla	
14-5-29-85	Outstanding Teachers	✓	✓					✓						Sally	+ 5 special list
15-5-30-85	Conoco	✓												PT	
16-5-30-85	Open Courses	✓												PT	
17-5-30-85	Prize	✓												Darla	
18-5-30-85	Top Shot													Gene	
19-5-31-85	Pigs	✓	✓					✓						Sally	
20-5-31-85	Aware Conference	✓	✓					✓						Darla	

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: Sally Logue Post

1-5-27-85

LUBBOCK--Of all the land and animal management techniques available to a rancher, fire can be one of the most effective, according to a Texas Tech University researcher.

Range and wildlife management Chairperson Henry W. Wright said fire can accomplish many range management objectives simultaneously.

Wright, who began working with fire management in Texas 18 years ago, will speak on manipulating rangeland ecosystems with fire at the American Association for the Advancement of Science annual meeting May 26-31 in Los Angeles.

"My students and I found in 1968 that we could burn down standing dead mesquite," Wright said. "This was a major breakthrough for ranchers because even dead brush is a major obstacle in gathering and handling livestock."

Wright has also found that fire is beneficial in short-term control of annual broomweed and will kill around 70 percent of prickly pear. Fire also enhances the growth of coarse grasses such as tobosagrass.

"Because fire raises the soil temperature, bacteria are able to increase 10 to 20-fold," Wright said. "The bacteria breakdown soil organic matter and increase the supply of nitrogen which will increase grass production."

Wright's fire research has also focused on the effect burning can have on wildlife populations.

-more-

Because bobwhite quail, deer and turkey depend on mesquite and other brush along river bottom areas as cover, roosts and winter feeding, at least 5 percent of the brush should be preserved, Wright said.

Wright said strips of mesquite running out from rivers should be left unburned to enable deer and turkeys to fully utilize burns in the spring and summer.

"These stringers are particularly important for deer because they will not travel more than a few hundred feet from their cover to feed," Wright said.

Because fire can greatly reduce the numbers of wildlife, ranchers should examine both their wildlife and livestock management priorities before using fire as a management tool.

"Hunting leases in Texas have become extremely profitable for many ranchers," Wright said. "While burning can make it easier for the hunter to work his dogs and get to crippled birds, the burning can also reduce the amount of wildlife available. So we need to look at all the consequences and try to strike an even balance."

Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS/P.O. BOX 4640/TEXAS TECH UNIVERSITY/LUBBOCK, TEXAS 79409/(806) 742-2136
CONTACT: Sally Logue Post 2-5-27-85

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

LUBBOCK--Continued population growth in arid northwestern China is creating a cycle of overcultivation and excessive grazing, causing severe environmental deterioration.

Texas Tech University range management Professor Bill E. Dahl said rangeland deterioration and increased desert encroachment are common throughout the world where overpopulation and poor land management exist. Overcultivation and overgrazing have accounted for about 72 percent of the desertification of northwestern China.

Dahl will speak on the abuse of China's deserts and rangelands at the American Association for the Advancement of Science annual meeting May 26-31 in Los Angeles.

"Population growth is generally accepted as the cause of environmental degradation," Dahl said. "But governmental policies resulting from uninformed decision makers or for political expediency often increased the severity of land abuse in fragile ecosystems."

Dahl said the MuUs Desert exemplifies how government policy can accelerate the desertization process during drought conditions. Records show little desertification during the 1955-57 drought but rapid deterioration occurred during the 1971-75 drought.

The difference, Dahl said, was in government policy during the two time periods. During the 1950s, the government provided technical support for establishing forestry stations and tree nurseries that slowed the desertification process. In the early 1970s, the government changed its focus to raising grain.

"Excessive land clearing combined with drought conditions accentuated the desertization of the land," Dahl said. "Between 1970 and 1973 some 200,000 hectares per year in the League alone were desertized because of poor land management resulting from those grain first at any cost policies."

A current push by the Chinese government to expand human consumption of meat has resulted in increased numbers of livestock. With private herds growing at 15-20 percent per year, overgrazing is contributing to increased desertification.

Developing countries in Africa and the near East are facing the same rapid desertification process. But Dahl cautioned that developed nations, such as the U.S., are also subject to the same desert causing erosion unless careful land management is used in the semi-arid agricultural regions.

"Increasing populations need food and the exploitative land management policies of overcultivation are producing a vicious cycle," Dahl said. "Expanding cultivation leads to wind erosion, which leads to loss of soil fertility, which leads to loss of productivity, which leads to further expansion of cultivation."

CONTACT: Darla Hightower

3-5-27-85

LUBBOCK--West Texas music, its heritage and its artists will be celebrated during the Texas Sesquicentennial through the first traveling exhibit produced by The Museum of Texas Tech University.

The exhibit, "Honky Tonk Visions," is a study of West Texas music through artistic and historical interpretations. Paintings by Terry Allen, Ed Blackburn and Paul Milosevich will be displayed. Also included will be photographs by Butch Hancock, graphics by Guy Juke and computer graphics by Joe Ely.

The historical interpretation will include photomurals and artifacts of West Texas musicians such as Buddy Holly. Videos will relive past performances of Bob Wills, Buddy Holly, Joe Ely, The Maines Brothers, Terry Allen, The Nelsons and others. A one woman show by Jo Harvey Allen is also planned.

"Honky tonks are so much a part of West Texas music," said Future Akins, curator of art for The Museum. "The exhibit has to deal with the interpretation of that history."

The Museum is producing the exhibit through a program called TexArt/150, a consortium of 30 Texas art museums. The group was organized to help museums better represent Texas art during the sesquicentennial.

"We knew that each museum couldn't do it all," Akins said. "Through this plan a museum can do one exhibit focusing on a singular aspect of the sesquicentennial."

-more-

"Honky Tonk Visions" will be at The Museum March 2, 1986, through June 22, 1986. The exhibit will then travel to other Texas museums in Corpus Christi, Austin, Houston and other cities to be scheduled.

A concert featuring various West Texas musicians will be sponsored separately but booked in conjunction with the exhibit openings.

The idea for an exhibit honoring West Texas music is not new to The Museum. The seed was planted in 1984 when The Museum sponsored "Nothin' Else to Do," a major exhibit on the history of West Texas music. The event received worldwide attention and more than 22,000 people visited the exhibit.

A catalog for "Honky Tonk Visions" will feature two essays. One is by Russ Parsons, music critic and reviewer for the Albuquerque Journal, and one by Mikal Gilmore, music critic for the Los Angeles Herald Examiner. Also included will be a biographical section featuring each artist and a history of the exhibit.

During the sesquicentennial, The Museum will sponsor four exhibits from other museums in the TexArt/150 program. The exhibits include "Julian Onderdonk: A Texas Tradition," from the Amarillo Art Center; "Texas Regionalism: The Dallas Nine and Their Circle, 1928-1945," from the Dallas Museum of Art; "Twentieth Century Mexican Prints and Drawings," from The Museum of Fine Arts in Houston; and "Woody Gwyn," from The Museum of the Southwest in Midland.

CONTACT: Darla Hightower

4-5-28-85

LUBBOCK--The first Distinguished Service Award in the Texas Tech College of Home Economics has been awarded to former Home Economics Professor Billie Wolfe for outstanding service to the college.

The award was presented by home economics Dean Elizabeth G. Haley at the college's spring graduation ceremonies.

"Our first recipient of the Home Economics Distinguished Service Award has consistently demonstrated her love for Texas Tech through devotion to areas of concern and programs of educational and civic outreach," Haley said.

Wolfe earned a bachelor of science degree in 1937 from the University of Texas and one year later completed work toward a master of science in food and nutrition. She then did post-masters level work at Texas Woman's, Cornell, Michigan State, Oklahoma State, Iowa State and Texas Tech universities.

Wolfe served as a supervisor for the school lunch program with the WPA project for two years. She also served as head dietitian at the Austin State Hospital for two years. She taught high school home economics for 10 years before accepting a faculty position in the Texas Tech College of Home Economics in 1955. She was also instrumental in developing a harp program in the Texas Tech Music Department. She retired from the university in 1975.

Wolfe recently raised more than \$8,000 for an endowed scholarship fund in honor of Lila Allred Kinchen, a colleague who also taught in the College of Home Economics.

To: PSA Director
From: Jane Prince Jones
Re: Public Service Announcement

5-5-29-85

Who: Texas Tech University Division of Continuing Education

What: Red Raider Girls' Volleyball Camp (Girls 12 years and older)

Where: Texas Tech University Student Recreation Center

When: June 30 through July 5

Why: To give athletes the tools necessary to become a complete volleyball player and emphasis will be placed on learning what is required in order to grow mentally and physically as an athlete.

Fees: Student, \$170; Coach Commuter, \$100; Student Commuter, \$100

Contact TTU Division of Continuing Education for more information,
742-2354

KILL DATE: 6-15-85

6-5-29-85

To: PSA Director
From: Jane Prince Jones
Re: Public Service Announcement

Who: Texas Tech University Division of Continuing Education

What: Red Raider Girl's Basketball Camp (5th grade up)

Where: Texas Tech University Student Recreation Center and
Texas Tech Women's Gym

When: June 10-14, Day Camp July 21-26, Overnight Camp

Why: To develop individual skills and team concepts which will
improve the playing ability of the participant

Fees: Day Camp-\$110.00 (tuition, basketball and camp t-shirt)
Overnight Camp-\$175.00 (room, meals, basketball, tuition,
entertainment and t-shirt)

For more information, contact TTU Continuing Education, 742-2354.

KILL DATE: 6-7-85

To: PSA Director
From: Jane Prince Jones
Re: Public Service Announcement

7-5-29-85

Who: Texas Tech University Division of Continuing Education

What: Red Raider Baseball Camp '85 (for youth 10 years of age & older)

Where: Texas Tech University

When: Session 1 (July 14-18) or Session 2 (July 28-Aug. 1)

Why: The camp will assist in developing skills in youth sports.
The camp improves knowledge, appreciation and enjoyment of
the game.

Resident fee(includes room, board and all instructional materials) \$190

Commuter fee(includes four lunches and all instructional materials) \$130

For more information contact TTU Continuing Education, 742-2354.

KILL DATE: 7-1-85

To: PSA Director
From: Jane Prince Jones
Re: Public Service Announcement

8-5-29-85

Who: Texas Tech University Division of Continuing Education

What: Texas Soccer Academy for boys and girls, ages 6-19

Where: Texas Tech Campus

When: July 29-August 2

For more information contact TTU Continuing Education, 742-2354.

KILL DATE: 7-1-85

9-5-29-85

To: PSA Director
From: Jane Prince Jones
Re: Public Service Announcement

Who Texas Tech University Division of Continuing Education
What: Junior Golf Academy (for junior and senior high school students)
Where: Texas Tech University Center at Junction, Texas
When: July 29-August 2
Fees: \$159, Resident; \$99, Commuter
Contact TTU Division of Continuing Education for more information,
742-2354.

KILL DATE: July 1, 1985

CONTACT: Preston Lewis

10-5-29-85

LUBBOCK--Had Marie Tyler never worked in a dress shop, the livestock industry might have missed one of its earliest and most innovative promoters of beef.

A North Dakota native, Tyler grew up on her family's Cordner Ranch near Moffet and to this day praises ranch life.

"It's a wonderful, wonderful way of life," she said. "Lots of hard work, but it's worth every bit of it."

But while ranching can provide many personal satisfactions, the economic cycles do not always provide matching monetary returns. So during the Great Depression, without many ranching opportunities for any one, much less a young woman, Tyler went to work in a Bismarck dress shop.

"I was a sales lady for a fashion store before I married," Tyler said. "I learned that even if you had quality, you still had to promote it."

"Many of our ranchers had the idea they had a good product and consumers were going to buy it anyway. That isn't so. Ranchers have a good product, but they still must market it. I'm a firm believer you've got to promote your product, no matter how good it is," she said.

That lesson stayed with Tyler, even after she and her husband, the late James W. Tyler, started their own ranching operation. For the last 25 years, she has carried the beef industry's message from coast to coast, from the Washington Press Club to the New York Overseas Press Club, from the local radio station to the major metropolitan television outlet.

Known by her peers as the "first lady of beef promotion," Tyler will be honored Sept. 20 with the National Golden Spur Award for a lifetime of achievement in the livestock industry.

John L. Huston, president of the National Live Stock and Meat Board, said Tyler "has been a tireless leader and continuing advocate of industry self-help efforts -- especially promotion and market development programs."

He noted that under her leadership as chairman, the National Live Stock and Meat Board vastly expanded advertising, research and education activities as she had been urging since the 1950s. The results have been noticeable.

"I think more and more that people are seeing that beef is a part of their diet they need for nutrition and strength," she said. "And, in the long run, beef is less expensive than chicken and fish, if you figure the cost per serving."

To help get that message across, she carried beef dishes in hat boxes for appearances on television back in the 1960s, helped organize the National BEEF Cook-off in the 1970s and watched her early promotional efforts blossom into sophisticated awareness programs in the 1980s.

Tyler becomes the eighth recipient and first woman holder of the National Golden Spur Award bestowed by the nation's major livestock organizations.

The award is sponsored annually by the American National CowBelles, American Quarter Horse, National Cattlemen's (NCA), National Wool Growers, Ranching Heritage (RHA), Texas Sheep and Goat Raisers and Texas and Southwestern Cattle Raisers associations.

She will be honored during National Golden Spur weekend Sept. 20-21 when several activities, including Livestock Day and Ranch Day, are centered around Texas Tech University.

Tyler was born, the daughter of Joseph and Estella Marvel Cordner, and reared on the Cordner Ranch near Moffet, N.D.

"I always liked to be out and with the cattle," she said. "My mother used to say that she'd tell me to stay in the house and the first thing she knew I was gone and had climbed the fence to be with Dad."

During the Depression she moved to Bismarck, N.D., where she resides today, and there met her future husband who was working in a drugstore because of hard times on his family's Montana ranch.

"Jim and I had a very good life together," she said. "Jim had a ranch background so both of us always leaned toward ranching."

In 1947, they started their own ranch and for 30 years operated the 1,000-acre Tyler and JJ Overbar Ranch north of Bismarck on the Missouri River Road. At their peak they ran 100 mother cows on the place. They were the first ranchers to raise Santa Gertrudis that far north.

"We started with Hereford, but realizing we couldn't do a whole lot with them because we didn't have a big enough setup, we decided to try another breed," she said. "We read a great deal about various breeds and decided on Santa Gertrudis."

On a trip into Oklahoma and Texas, they bought 12 cows in Bartlesville and a bull from the King Ranch in Texas.

"We didn't buy many because we weren't sure they would live in North Dakota and neither was any one else," she said. "Many, many people thought we certainly were crazy and they came out to look at the cattle just out of curiosity."

The cattle thrived so the Tylers maintained a purebred herd until shortly before her husband's death in 1976.

The Tylers were also among the first to raise registered Quarter Horses in North Dakota, buying 17 in Texas and unloading them in Bismarck in 17-below zero temperatures.

"We thought, goodness sake, we'll lose all of them, but we didn't. They all survived," she said.

Tyler was at home on a horse, her equestrian skills winning for her the first Minnesota State Fair Western Pleasure Stake Riding championship ever to go to a woman. She was also active in rodeo-related activities, including six years as director of the Miss Rodeo North Dakota Contest and for two years on the board of the national Miss Rodeo America.

In the 1960s she increased her participation in the state and national livestock organizations. She was president of the North Dakota CowBelles in 1962 and 1963. In 1963 she was elected president of the American National CowBelles. She remains an honorary director of both organizations.

She was elected chairman of the National Live Stock and Meat Board in 1978, becoming the first woman to serve in that position in the board's 63-year history. She was a charter member of the American National Cattlemen's Association, later the NCA, and was the first woman to chair an NCA committee. The NCA awarded her its Outstanding Leadership and Service Award in 1977.

Tyler was the first woman officer of both the U.S. Meat Export Federation and the Livestock Merchandising Institute.

Among her numerous awards, she is the only woman to be named "Agriculturist of the Year" by the North Dakota State University Saddle and Sirloin Club. The Greater North Dakota Association has recognized her "for outstanding leadership on a national level, reflecting credit on North Dakota" in 1963 and with the Agricultural Achievement Award for 1979.

She was named the North Dakota Farm Bureau's "Rural Progressive Person" of 1977 and was inducted into the Montana Livestock Hall of Fame in 1979.

She is an honorary member of the North Dakota Stockman Association and honorary director of the National Live Stock and Meat Board.

About all her accomplishments, she said, "I had a lot of help and I enjoyed every minute of it."

In conjunction with the National Golden Spur Award, Texas Tech will be the site of Livestock Day on Sept. 20 and Ranch Day on Sept. 21. The Livestock Day program will focus on the sheep and goat industry. Ranch Day will feature demonstrations of ranch activities at the Ranching Heritage Center, a 14-acre exhibit of The Museum of Texas Tech. The center depicts the development of ranching in the American West through authentic restoration of ranch structures.

Previous National Golden Spur Award recipients have been Foy Proctor, Midland, Texas, 1984; John B. Armstrong, Kingsville, Texas, 1983; J. Ernest Browning, Wilcox, Ariz., 1982; Watt R. Matthews, Albany, Texas, 1981; Fred H. Dressler, Gardnerville, Nev., 1980; the late Jay Littleton Taylor, Amarillo, Texas, 1979; and the late Albert K. Mitchell of Albert, N.M., 1978.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: R. Gary Cates

11-5-29-85

LUBBOCK--Texas Tech University electrical engineering senior Mark Heinrich of Lubbock has been named the recipient of two awards from the Texas Society of Professional Engineers (TSPE).

Heinrich was named Student of the Year by the organization and will also receive the TSPE Texas Engineering Foundation Scholarship. The Foundation allocates one scholarship per year to each major engineering school in the state.

Heinrich was also chosen by the Massachusetts Institute of Technology to receive a \$2,500 11-week summer scholarship. He will be introduced to various aspects of materials processing before returning to his studies at Texas Tech in the fall.

Heinrich is the son of Mr. and Mrs. Paul Heinrich, 5422 15th St., Lubbock.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT : R. Gary Cates

12-5-29-85

LUBBOCK--Texas Tech University electrical engineering graduate student Anthony Donaldson has been chosen to receive the Institute of Electrical and Electronics Engineers Pulsed Power Conference Outstanding Graduate Student Award.

Donaldson's selection will allow him to attend the fifth International Pulsed Power Conference in Washington D.C. June 10-12.

According to Texas Tech Horn Professor Magne Kristiansen of electrical engineering who nominated him for the award, Donaldson has exhibited remarkable professionalism in his approach to research projects involving Texas Tech's spark gap laboratory. He has also been cited for his high number of publications as a student at Texas Tech.

Donaldson is the son of Mr. and Mrs. W. Lyle Donaldson of 104 Pontiac, San Antonio.

Texas Tech News

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

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: Darla Hightower

13-5-29-85

LUBBOCK--Michelle Sifuentes, a seventh-grade student at Matthews Learning Center in Lubbock, won a \$100 Hallmark Honor Prize for a pastel drawing entered in the 1985 National Scholastic Art Awards.

The drawing was one of 32 artworks by junior and senior high school students honored in the West Texas Regional Scholastic Art Awards Exhibition in the Texas Tech University Department of Art in February.

Sifuentes, 12, was one of 65 individuals nationally to receive the award. She is the daughter of Mr. and Mrs. Oscar Salazar of 5234 89th St.

The regional artworks were selected from over 300 secondary school entries from a 31-county area of the South Plains and southeastern New Mexico. Blue ribbon finalists were sent to the national headquarters of Scholastic Inc. where they competed with finalists from 64 other regions for national awards. National judges chose the winners of scholarships, gold medal awards and cash awards.

The winning entries will be included in the 58th National High School Art Exhibition in The Tampa Museum in Tampa, Fla., June 8-30.

The Scholastic Art Awards are conducted nationally by Scholastic Inc. and sponsored in the West Texas region by the Texas Tech University Department of Art.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: Sally Logue Post

14-5-29-85

LUBBOCK--Ten Texas Tech University graduate students have been named 1985 Outstanding Graduate Student Teachers.

The recipients were nominated by the graduate faculty of their departments or colleges based on classroom performance and student evaluations. All recipients are working toward doctoral degrees.

Graduate School Associate Dean Thomas A. Langford commented on the awards. "It is interesting that two of the 10 awards were made to international students, even though such students represent only 15 percent of the graduate student body," he said.

Mandri Obeyesekere of Kurunegala, Sri Lanka, teaching assistant in the Mathematics Department, received student evaluations typical of all the recipients.

Of Obeyesekere's teaching skills one student wrote, "She understood the material and made an effort to be sure you learned. She is more than fair in her grading and in the material she tests over. Undoubtedly she is the best instructor I've ever had."

Also named Outstanding Graduate Student Teachers were: Susan Baer of Alderwood, Wash., Department of Music; Rebecca Cannon of 5301 43rd St., Lubbock, Department of Human Development and Family Studies; Linda Hollabaugh of 6121 37th St., Lubbock, Department of Classical and Romance Languages; Gene Johnson of 612 N. Stratton, Seymour, College of Business Administration; Beverly Miller of Route 1, Elverson, Pa., Department of Psychology.

Also, Michael O'Hara of Ruidoso, N.M., College of Engineering; Rabi Prusti of Balasore, India, Department of Chemistry; Preston L. Waller of Pueblo West, Colo., Department of English; and Carole Young of 23 Ledgetree Road, Medfield, Mass., Department of Biological Sciences.

Student evaluations of Obeyesekere from a beginning calculus class she taught in the Spring 1985 semester consistently noted her grasp of the subject matter and her dedication to ensuring students learned the material.

One calculus student wrote, "She explains the topic very clearly. She helped me in every way possible so that I understood the material. I would recommend her to anyone."

Mathematics Graduate Adviser Thomas G. McLaughlin said, "Mandri has done an outstanding job in the classroom for us the past two years. She has been cooperative and has made excellent progress toward her ultimate goal of obtaining her doctorate in mathematics."

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: Preston Lewis

15-5-30-85

LUBBOCK--Conoco Inc. has awarded \$4,500 to the Texas Tech University College of Engineering for use in the Industrial Engineering Department, for scholarships and for discretionary funds.

Amounts of \$1,500 will go to each specified area.

The check was presented to Texas Tech Engineering Dean Mason H. Somerville by Don Clark, Conoco executive vice president, petroleum products, North America, Houston.

Also attending the presentation for Conoco's Houston offices were Rick Hamm, manager, natural gas products, and Jennie Vought, director, administration, petroleum products, North America. Hamm, a 1970 Texas Tech civil engineering graduate, is a member of the university's Civil Engineering Industrial Advisory Board. Vought is a 1979 marketing graduate of Texas Tech.

Texas Tech representatives at the presentation were Industrial Engineering Department Chairperson Richard A. Dudek, Mechanical Engineering Department Chairperson James H. Lawrence, Chemical Engineering Department Chairperson Steven R. Beck and College of Engineering Development Director Elizabeth Orem.

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: Deborah Palmer/P. Lewis

16-5-30-85

LUBBOCK--The Graduate Record Examination (GRE) Review and Pre-Professional Skills Test (PPST) Review will be offered by the Special Activities Unit of the Texas Tech University Division of Continuing Education this summer.

People planning to take the GRE on June 8 can participate in the GRE Short Course. Offered 9 a.m. to 4 p.m. Saturday (June 1) the six-hour course familiarizes participants with the GRE format and reviews test-taking techniques. The short course will meet in Room 105, Foreign Language Building. Fee is \$25.

The GRE Review Course will meet 6:30-9:30 p.m. Tuesdays and Thursdays, June 4-27, in Room 38, Holden Hall. The course provides a comprehensive review of the math and verbal skills tested by the GRE. Study skills and test-taking tips also are covered. Cost for the five-week course is \$55.

The one-day PPST Review will meet 8 a.m. to 3 p.m. Saturdays in Room 112, Foreign Language Building. The course reviews the types of questions contained on the test, identifies content areas and explores test-taking strategies. Participants can take the course on June 8, June 15 or June 22. Fee is \$30.

For more information or to register, contact Helen Otken, Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-1523.

To register for the tests, contact the Testing and Evaluation office, 742-3671.

CONTACT: Darla Hightower

17-5-30-85

LUBBOCK--Texas Tech University senior Renee Hoke has won a \$100 second prize in the Wichita State University 11th Annual Scene Design Competition in Wichita, Kan.

Hoke, a theatre arts major in design, won the prize for her scene for "Agnes of God." The design was produced on the Texas Tech campus in February.

She is the daughter of Mr. and Mrs. Tommy Guy of Pagosa Springs, Colo.

Tip Sheet
Week of June 3-7, 1985
18-5-30-85

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

Radio & Television New Service

SUMMER SCHOOL--Texas Tech University campus comes to life as residence halls reopen Monday, June 3, registration is Tuesday, June 4 and summer school classes begin Wednesday, June 5. The first summer session at Texas Tech runs through Friday, July 12. The second session is July 15 through August 24. Contact UN&P, 742-2136.

FIRST WOMAN--North Dakota livestock leader, Marie Tyler, has been named the recipient of the 1985 National Golden Spur Award. It the first time a woman has received the award. The award will be presented at the National Golden Spur weekend at Texas Tech University Ranching Heritage Center which includes Livestock Day, Friday, September 20 and Ranch Day, Saturday, September 21. Contact Marie Tyler at 1005 North First Street, Bismarck, N.D. 58501, 701-258-3115. Bismarck television network affiliates are: ABC, new TV, Channel 17, 701-237-6500; CBS, KXMB TV, 701-223-9197; and NBC, KFYZ TV, 701-223-0900. For more information on local events, contact Alvin Davis, executive vice president, Ranching Heritage Association, 742-2498.

BETTER ECONOMY--FOR SOME--As prices, inflation and interest rates go up and unemployment numbers go down, the economy will remain strong through 1985. It's expected this area of the country will not experience as strong an economy as the rest of the country because of agriculture problems. That is suggested by Texas Tech University Institute for Banking and Financial Studies Advisory Board. For more information contact finance professor, Scott Hein, 742-3196.

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

CONTACT: Sally Logue Post

19-5-31-85

LUBBOCK--Though consumer demand for lean pork has remained constant, producers have reverted to breeding fatter hogs.

While producers want to satisfy consumer preferences, lean hogs produced in response to the consumer demand are genetically susceptible to Porcine Stress Syndrome (PSS). PSS causes excessive mortality in pigs that are subjected to mild exertion or heat stress.

Texas Tech University animal science Professor Leland F. Tribble said, "When producers began to genetically select hogs to avoid PSS, they got fatter hogs, and consumers don't want fat pork. So we need to concentrate on ways to maintain productivity yet minimize PSS."

Tribble and other hog experts will discuss PSS and lean pork production during the 33rd annual Texas Tech Swine Short Course July 11 in the Livestock Arena.

The short course is open to all interested persons. A variety of topics including facility research, market price studies, processed pork products and performance will be discussed. A number of research poster presentations will also be available for participants to examine.

"We want to make this information available to large scale or small producers, individuals who raises hogs as a hobby or for show and allied industries," Texas Tech Animal Science Professor John J. McGlone said.

Registration fee for the one-day course is \$10. There is no advanced registration. Registration will begin at 8 a.m. with the program beginning at 9 a.m. Lunch will be provided.

For information call Tribble or McGlone at (806) 742-2826.

Texas Tech News

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

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

Preston Lewis, Manager, News Bureau, (806) 745-1718

Mark Davidson, Manager, Broadcast Bureau, (806) 745-9235

CONTACT: Darla Hightower

20-5-31-85

LUBBOCK--Women administrators in education are a minority, but a Texas Tech University conference June 12 is aimed at helping more women move into administrative positions.

The conference will run 9 a.m. to 4 p.m. in the Pioneer Room of the Ranching Heritage Center at Texas Tech. The event is partially funded by the Ford Foundation through AWARE (Assisting Women to Advance through Resources and Encouragement).

"We want to raise the awareness of leadership skills in women," said Duane Christian, director of the Center for Educational Research and Service in the Texas Tech College of Education. "Women are under-represented in educational administration and are very rarely superintendents."

The meeting will explore the general theme "Effective Leadership" through speakers, panelists and open discussions. Keynote speaker will be June Gabler, superintendent of schools in Fort Dodge, Iowa, and the first woman vice-president of the American Association of School Administrators. Gabler will speak on the topic "Leadership Skills for Success."

The conference will be aimed at educators but should benefit all women, Christian said. The discussions will be good for women who want to move into administration or women who are already administrators but want to be more confident in their position.

-more-

"Women need to know that if they go into administration it will cost them something," Christian said. "The position will involve more responsibility, stress and time."

The conference is organized through the Center for Educational Research and Service in the College of Education and the Texas Tech University Division of Continuing Education.

Registration fee is \$25. For more information, call (806) 742-2307 or 742-1523.