

Sept. 8-12,
1986

DATE	Stories and Cutlines	(75) Locals	(25) Reg. Dailies	(39) Reg. Weeklies	(16) 50 M's	(26) Reg. Radio	(15) X-List	Adj. Counties	Hometowners	PSA's	Ag list	(16) Ag boxes	MISC. (#)	CONTACT	REMARKS
1-9-8-86	Ranch Day	145	✓	✓				✓						BT	
2-9-8-86	Ford	78	✓											PL	
3-9-8-86	CPAS	153	✓	✓	✓									SLP	Freelance, ¹⁴ Bacon ²⁰
4-9-9-86	sated	170	✓											bt	¹⁰⁰ newspapers
5-9-9-86	octlo	110 165	✓	✓										bt	³ newspapers
6-9-9-86	TSMT	120	✓	✓				✓						bt	
7-9-9-86	hallibur	93	✓					✓						pl	
8-9-10-86	Tax Break	155	✓	✓	✓									SIP	FL ²⁷ /B ³⁴
9-9-10-86	Thompson	78	✓											PL	
10-9-10-86	media waste lecture	125	✓	✓				✓					6	BT	newspapers
11-9-10-86	tickets to NOSA weekend	110	✓	✓				✓						BT	
12-9-10-86	plagues	120	✓	✓	✓									hy	
13-9-11-86	tip	29												div.	
14-9-11-86	stroke	90	✓					✓						lit	
15-9-11-86	advertising	145	✓	✓	✓									slp	¹³ freelance/ ¹⁴ Bacon
16-9-11-86	horses	131	✓	✓				✓				✓		slp	
17-9-11-86	memory	90	✓					✓						pl	

LUBBOCK--Fay Westmoreland reminisces about her pioneer life the third Saturday of September as the smoke wafts from a boiling mixture of lye and lard.

That is not the only day Westmoreland remembers her past, but on that day she can't help remembering as she stirs up a batch of lye soap for visitors to Ranch Day at the Ranching Heritage Center.

Ranch Day, from 10 a.m. to 4:30 p.m. Sept. 20, is a celebration of pioneer life filled with demonstrations, games, music and storytelling -- all reminiscent of life on early day ranches. More than 2,000 people gather annually at The Museum of Texas Tech University's Ranching Heritage Center (RHC), a 14-acre site with more than 30 authentically restored ranch structures.

Ranch Day is a part of National Golden Spur weekend, an annual salute to ranching and its founders. Other activities are Livestock Day on Sept. 20 and the National Golden Spur Award and Prairie Party Sept. 19.

For the 85-year-old Westmoreland, and hundreds of others who gather to chat while she concocts lye soap, the demonstration is a vivid reminder of a chore performed every year for more than 40 years of her life.

For younger folks, the soapmaking demonstration and re-enactments of other typical ranching chores show what life was like on an early ranch.

-more-

Rosalie Newsom of Hobbs, N.M., will dye yarn; Sandye and Doug Williams of Idalou will craft corn husk dolls; Tom Beck of Lubbock will weave; and Sach Morman and Doug Criswell, both of Lubbock, will replace cane bottom chair seats with rawhide.

South Plains Quilters Guild members will demonstrate their talents; Larry and Carol Kyle of Lubbock will brew coffee and fry sourdough doughnuts over a campfire; Al Sibert will churn and mold butter; and Bryce Chapman and Baker Chapman will trim horses' hooves.

Also, Bob Grice and Jerry Grice of Shallowater will shuck and shell corn; Frank Smith of Flatlander's Dairy will milk a cow; and Evelyn Green of Lubbock will demonstrate making leather boots.

The theme for the day, "Fun for the Young and Young at Heart," will be emphasized in games which the Bairfield Schoolhouse children will stage. Children and adults can play old-fashioned games like marbles, sack races and red rover.

Visitors can play croquet with gourds and homemade mallets on the lawn of the Barton House and try their hand at roping a dummy steer head from atop a saddled barrel.

New to this year's celebration is a baking contest for breads, cakes and cookies. Entries should be taken to the Harrell House from 10-11 a.m. and judging will be done by noon. Baked goods will be displayed throughout the day.

Recollections of life on the frontier will be told by old-timers. Ben Loe of Spur will talk about living in the Matador Half Dugout; Hiley Boyd of Shallowater will tell about early days of the C.C. Slaughter range; and Guy Goen will relate the saga of a cowboy's bedroll.

-more-

Inside the David M. DeVitt and Mallet Ranch Building, a collection of all sizes and shapes of ladies bonnets will be displayed. Slide shows will recount the process of reconstructing RHC structures and this year's Sesquicentennial Wagon Train as it passed through the YO Ranch at Mountain Home, near Kerrville.

Stinson Behlen of Slaton will play the dulcimer, an early stringed musical instrument, in Edith Whatley McKanna Parlor.

A catered barbecue luncheon, from 11:30 a.m. to 1 p.m., will be served in the D and Mamie Burns Barbecue Pavilion. Jack Taylor and a group of musicians will play music popular with early cowboys before and after the lunch.

Ranch Day events are free, except for the lunch costing \$6 for regular plates and \$3 for smaller servings.

Ranch Day is sponsored by the Ranching Heritage Association (RHA) in conjunction with the National Golden Spur Award which honors livestock industry leaders. This year's award will be presented to William D. Farr of Greeley, Colo., during the National Golden Spur Award and Prairie Party at 7:30 p.m. in the Lubbock Memorial Civic Center Exhibit Hall.

Farr -- the ninth recipient of the award -- is chairman of the board and major stockholder of Farr Farms, an integrated farming, feeding and ranching operation. Recognized for more than 50 years of service to the cattle industry, he became an influential national and international spokesman for the industry as a young man and has pioneered innovations which have improved production of feeder cattle.

Golden Spur festivities will begin at 6:30 p.m. with a reception for Farr in the Civic Center Banquet Hall. A dance will follow the dinner. The \$25 tickets are available from the RHA, P.O. Box 4040, Lubbock, Texas 79409, (806) 742-2498.

Singer Rick Sudduth of McAdoo will entertain during the award ceremony with a medley of western songs romanticizing pioneer ranch days when Farr's home state and Texas were linked by cattle drive trails. Sudduth and a member of his Blue Denims Band will play the guitar and violin during the meal and the Blue Denims will perform for the dance.

Farr's accomplishments will be told in a slide show and through an original musical composition by Sudduth.

Byron Fullerton, former dean of the Texas Tech Law School and now of Austin, will be master of ceremonies.

Livestock Day registration will begin at 9 a.m. Sept. 19 at the Texas Tech Livestock Arena. The day's focus is horses, an integral part of early and modern ranching operations.

Highlight of the day will be a horse-training exhibition by Ray Hunt, a nationally known trainer from Mountain Home, Idaho. Hunt plans to spend two short training sessions, at 9:45 a.m. and 2 p.m., with an unhandled two-year-old horse before saddling and riding the horse without a bridle.

Individuals can participate in an amateur livestock judging contest, featuring cattle, horses and sheep, at 11:30 a.m.

Livestock Day is free except for a 12:30 p.m. luncheon which will cost \$7.50. Tickets are available by calling the Saddle and Sirloin Club at (806) 742-2825 or the RHA.

Gene McKown of McKown Limousin Ranch, Norman, Okla., is the luncheon speaker. Golden Spur honoree Farr will be introduced at the luncheon.

The National Golden Spur Award is sponsored by the American National CattleWomen, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas and Southwestern Cattle Raisers and Texas Sheep and Goat Raisers associations.

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

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

Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

TEXAS TECH UNIVERSITY/TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

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

CONTACT: Preston Lewis

2-9-8-86

(MEDIA ADVISORY: The manager who oversees the exterior design of automobiles produced worldwide by the Ford Motor Co. will be visiting the Texas Tech University Mechanical Engineering Department Sept. 11-12. Larry Socha, manager of Ford's Exterior and Aerodynamic Design Engineering Department, will be one of three Ford representatives on campus for a scholarship presentation.

Ford is giving \$15,000 in scholarship funds to the Mechanical Engineering Department. You are invited to attend the presentation at 12:45 p.m. Thursday (Sept. 11) in the University Center Anniversary Room.

After the presentation, Socha will be available to answer media questions on the design of future cars, Ford's exterior design program and other issues related to the automotive industry. For additional information, contact Mechanical Engineering Professor Tim Maxwell at 742-3563.)

CONTACT: Sally Logue Post

3-9-8-86

LUBBOCK--Client requests to alter tax returns is the major ethical problem facing most certified public accountants (CPA).

Texas Tech University accounting professor Don W. Finn said, "Ethical conflict occurs when people perceive that their duties toward one group are inconsistent with their duties and responsibilities toward some other group," Finn said. "When an individual deals with other people sometimes the interests of self, partner, firm, client and society conflict."

Finn, along with Texas Tech Horn Professor of Marketing Shelby D. Hunt and Baylor University Professor Lawrence B. Chonko examined the major ethical problems facing accountants.

Finn said 33 percent of all CPAs surveyed indicated that questionable deductions, underreporting, requests to deduct personal expenses and deductions that were not 100 percent supportable are the most common ethical problems that the CPAs encountered.

The CPAs said, while clients were requesting that they alter tax forms, the clients were trying to reduce their taxes rather than evade taxes entirely, Finn said.

Conflict of interest and independence was the second ranked ethical problem. This category included such activities as audit of close friends and associate's businesses, client-accountant privilege when testifying and conflict of interest for not-for-profit boards, Finn said.

Client efforts to commit tax fraud was the third problem listed by accountants in the survey.

"This category included clients who include false information, cheat to reduce taxes, lie and utilize the underground economy," Finn said. "Many respondents said this was their most difficult ethical problem."

Other problems listed were client proposals to alter financial statements, fee problems, concerns over technical competence and integrity in admitting mistakes made by the firm, Finn said.

Finn said the study also found that while about 35 percent of those CPAs surveyed perceived opportunities for unethical activities within firms, only 3 percent felt that their fellow accountants actually engaged in those practices.

"We also found that 76 percent agreed that there are numerous opportunities for CPAs outside of their firms to engage in unethical activities, but only 42 percent felt accountants participated in those activities," Finn said.

Finn said the study showed that 9 percent believed that generally unethical behaviors lead to success in CPA practice and 10 percent agreed that it is necessary to compromise one's ethics in order to be successful.

Finn said that specific actions by top management to encourage ethical behavior and discourage unethical practices decreased the extent of ethical problems perceived by CPAs.

Finn said both academics and practitioners have roles to play in future research involving accounting ethics and behaviors.

"Academicians can help improve knowledge through research aimed at understanding the ethical decision-making process," he said. "Practitioners can help improve behavior by establishing organizational climates that deter unethical behavior and reward ethical practices."

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

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

Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

4-9-9-86

(MEDIA ADVISORY: The following school districts are members of the TI-IN Network and can receive college-credit classes this fall: Bruni, Edinburg, Mirando City, Roma, San Isidro, San Perlita, Corpus Christi, Freer, Riviera, San Diego, Cuero, Palacios, Nordheim, Tivoli, Van Vleck, Victoria, Webster, Beaumont, Bridge City, Burkeville, Sabine Pass, Conroe, Grapeland, Huntsville, Latexo, Livingston, Milano, Thorndale, Joaquin, Kilgore, Longview, Mount Enterprise, Quitman, Trinidad, Winnsboro, Como, Cooper, Mount Pleasant, Texarkana, Wichita Falls, Allen, Coppel, Dallas, Frisco, McKinney, Mesquite, Nevada, Richardson, Denton, Dublin, Fort Worth, Little Elm, Millsap, Weatherford, Belton, Chilton, Lampasas, Waco, Austin, Dime Box, Fayetteville, Lago Vista, Abilene, Albany, Blackwell, Hamlin, Hermleigh, McCaulley, Moran, San Angelo, Amarillo, Dumas, LeFors, Denver City, Earth, Lockney, Lubbock, Olton, Paducah, Ralls, Slaton, Spur, Tahoka, Wellman, Whitharral, Wilson, Wolfforth, Balmorhea, Midland, Sanderson, Van Horn, Anthony, Dell City, El Paso, Fabens, Fort Hancock, Brackettville, Center Point, Poteet and San Antonio.)

LUBBOCK--Education history will be made this fall as university courses are broadcast to students across the state.

Texas Tech University and the University of Houston-Clear Lake will teach courses via satellite as part of a pilot project with the Coordinating Board, Texas College and University System, to determine the feasibility of offering college-level courses through interactive satellite transmissions.

Michael Mezack, director of Continuing Education at Texas Tech said that through the Texas Interactive Instructional Network (TI-IN) the two graduate education courses will be taught to students at 100 receiving sites.

"Satellite education has been introduced to high school students, but the concept has not been tried for post-secondary education," Mezack said. "We need to study all the possibilities of making higher education accessible to more people and TI-IN could be a very cost-effective way to do that."

-more-

Shamus Mehaffie, associate dean of the College of Education at Texas Tech, said teachers can take the courses to earn continuing education credit and to meet career ladder requirements, he said.

Students can enroll for the course at any of 19 participating universities and then attend the class at one of the 100 receiving sites, most located in local schools.

The courses, which will consist of live as well as taped material, will be transmitted from TI-IN headquarters in San Antonio. Class members will be able to see instructors and can ask questions and participate in discussion by telephone.

Courses to be offered include "Models of Teaching," taught by a Texas Tech University College of Education team and "Applied Linguistics for Bilingual Education" by the University of Houston-Clear Lake.

"Models of Teaching" will meet from 5:30-8:45 p.m. Thursdays from Sept. 18, the last day for registration in the course, through Dec. 18. The teaching team includes Mehaffie and education Professors Marvin Platten, Gerald Skoog, Alice Denham and Duane Christian. Texas Tech's course number for the class is EDSE 5335.

Dr. Platten, head of the instruction, said the course will cover the four major strategies of teaching, including the information-processing, personal, social and behavioral systems models.

"So often we see that teachers use only one teaching strategy, no matter what the educational goal," Platten said. "But if teaching creativity is the goal, then the way of teaching will probably be very different than if the goal is mastery learning."

"Applied Linguistics for Bilingual Education" will meet 5:30-8:45 p.m. Mondays from Sept. 15 through Dec. 15. The course number at University of Houston-Clear Lake is BLNG 5033.

Students can sign up for the classes at Texas Tech, the University of Houston-Clear Lake, East Texas State, Lamar University, Laredo State, Midwestern State, North Texas State, Pan American, Prairie View A&M, Sam Houston State, Southwest Texas State, Stephen F. Austin, Texas A&I, Texas Woman's, University of Houston-Victoria, University of Texas-Arlington, UT-Dallas, UT-San Antonio and UT-Tyler.

Individuals interested in the courses can get more information from the Division of Continuing Education at Texas Tech or from registrars' offices at participating universities. Registration officials can provide the corresponding course number for individual institutions. Students registered at universities other than participating ones are responsible for determining if the course meets degree requirements.

Although the deadlines for registering for the classes are actually the first night of class, students are encouraged to register early.

Through the pilot project, researchers at Texas Tech University hope to determine which courses are appropriate for satellite teaching, how to train faculty and students to use the new medium and how courses should be designed and delivered for satellite.

CONTACT: Beverly Taylor

5-9-9-86

LUBBOCK--The latest techniques being used in emergency care will be studied in a course to be offered Oct. 10 by the Continuing Nursing Education program of the Texas Tech University Health Sciences Center School of Nursing.

Janet Barber, emergency room chief nurse at Carswell Air Force Base, will teach "Nursing Therapeutics in Trauma: Update and Advances" 8 a.m. to 4:30 p.m. in Health Sciences Center, Room 2B152.

The class is designed to provide nurses, emergency medical technicians and paramedics with the latest information and techniques used in treating emergency patients. Participants will review recent changes in shock management and cardiac resuscitation techniques and learn to use new techniques and equipment for stabilizing emergency patients.

A section on care for critically ill children will be presented along with the legal and administrative aspects of emergency care.

Barber, who received the Air Force Association's Juanita Redmond Award for Nursing, is editor of Critical Care Quarterly and co-editor of "Emergency Handbook of Pharmacology," "Mosby's Manual of Emergency Care" and "Emergency Nursing Principles and Practices."

Worth .7 continuing nursing units, registration is \$36 by Sept. 26 or \$51 later. The Continuing Nursing Education program is accredited by the Western Regional Accreditation Committee of the American Nurses' Association.

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

CONTACT: Beverly Taylor

6-9-9-86

(MEDIA ADVISORY: You are invited to attend any of the Texas Society of Medical Technologists Traveling Seminar sessions on Saturday.)

LUBBOCK--Hormones, the structure of red blood cells and diagnosing chlamydia and parasites will be the focus of a traveling seminar of the Texas Society of Medical Technologists (TSMT) at Texas Tech University Health Sciences Center (TTUHSC) Saturday (Sept. 13.)

Registration for the seminar, designed to update clinical skills of medical technologists in rural areas, will begin at 8:30 a.m. in Room 2C223, TTUHSC.

The first session, from 9-10 a.m., will be "Those Raging Hormones." Martha Elks, chief of endocrinology in the TTUHSC School of Medicine Department of Internal Medicine, will talk about hormones and testing for them.

David Folwer of the School of Allied Health medical technology faculty will present "Red Cell Morphology: Recognition, Relevance and Reality" from 10:30 a.m. to noon.

Brent Harris, a pathologist at Lubbock Methodist Hospital, will speak about diagnosing chlamydial diseases from 1-2 p.m.

Shirley McManigal, head of the Department of Medical Technology and chairperson of the TSMT Traveling Seminar program, will present "Review of Diagnostic Parasitology" from 2-3 p.m. and 3:15-4:15 p.m.

Members of professional laboratory societies can register at the door for \$15. Registration for non-members is \$20. Student members can attend free and student non-members for \$10.

A noon luncheon is available for \$5.50.

For more information, contact McManigal at (806) 743-3247.

CONTACT: Preston Lewis

7-9-9-86

LUBBOCK--The director of corporate engineering for Hewlett-Packard will be the lead speaker in the Halliburton Distinguished Lecture Series this fall in the Texas Tech University College of Engineering.

Charles H. House will speak on "Move Over Gutenberg! Computers, Communications and the Golden Age of Electronics" at 4:30 p.m. Sept. 23 in the Lankford Lab of the Electrical Engineering Annex.

House coordinates engineering activities and productivity among Hewlett-Packard's 25 research and development sites worldwide.

He will be the first of four fall speakers in the lecture series. Others and their topics will be Robert D. Bay, president of the American Society of Civil Engineers, "Quality Engineering -- A Commitment to Excellence," Oct. 14; Jack S. Kilby, inventor of the monolithic integrated circuit, "Trends from Integrated Circuit History," Nov. 4; and Joseph E. Minor, Horn Professor of civil engineering at Texas Tech, "The Developing Field of Wind Engineering," Dec. 2.

House is active in the Institute of Electrical and Electronics Engineers and serves as its vice president for publications. He is on the board of the California Educational Foundation and of the National Technological University. He holds a Distinguished International Contributions Award from the Society of Manufacturing Engineers.

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

CONTACT: Sally Logue Post

8-9-10-86

LUBBOCK--Second businesses offer many tax advantages, but a Texas Tech University tax expert says the courts are taking a tougher look at whether those endeavors are actually businesses or hobbies.

Dr. Jane O. Burns, who holds the Frank M. Burke Chair in Taxation, at Texas Tech, said original tax laws were aimed at keeping the gentleman farmer from deducting substantial losses from one operation against income from other sources.

"In 1970, Congress enacted Section 183 of the Internal Revenue Service Code," Burns said. "That section was directed primarily at the hobby farm, but is applicable to all activities not engaged in for profit."

Farming, under Section 183, includes not only regular crop farming, but also the raising, showing, or racing of animals, Burns said.

The intent of the business/hobby tax provisions is to ensure that a second business is not a hobby set up as a tax shelter, Burns said. The key thing taxpayers must prove is that they entered a second business with the intent to make a profit. In this case, all losses are deductible against other income sources. If an intent to make a profit is not shown, then expenses may not be deducted in excess of revenues earned from the second business.

"If taxpayers can prove their second business is really a business and not a hobby, then they can deduct all their losses and that can account for quite a bit of tax savings," she said.

-more-

The burden of proof in the courts is normally borne by the taxpayer. But unless the Internal Revenue Commissioner can prove otherwise, Section 183 assumes a taxpayer meets the profit-motive requirement if a taxpayer can show the farm or business made a profit in two of seven consecutive years when the major activity is breeding, training, showing or racing horses or any two of five consecutive years for all other endeavors, she said.

Burns said the minimum a taxpayer must do to defend a business operation is to keep good financial records that are used throughout the year for decision-making and planning purposes and to consult experts before and during operation.

The taxpayer also should devote considerable personal time to the activity, especially to managerial and financial duties and hire personnel to do the things the taxpayer cannot do, Burns said.

Another major factor courts use in deciding if a farm is a business or a hobby is the recreational advantages of the operation.

"Avoid swimming pools, tennis courts, guest cabins and hunting and fishing places," Burns said. "If these things are present, keeping them separate from farm operations does not remove their potential damage in court."

Burns also suggested that taxpayers develop a profit plan in writing and update it periodically. Keeping nonfinancial records such as animal and crop performance trends and documenting extraordinary events such as fire or drought that affect the operation also is important proof of intent to make a profit, Burns said.

Burns said a simple matter of selecting a name for the operation and registering that name where appropriate can have an impact on court decisions.

"Also advertising frequently in the manner appropriate to the activity is important in determining if the taxpayer intends to make a profit," she said.

Burns also suggested taxpayers be able to document that they implemented some cost-cutting measures when possible and periodically obtain information about fair market values for all assets used in the business.

Burns warned that any taxpayer trying to convert what was previously a hobby to a business may have to prove to the court they are more conscientious about making a profit than other taxpayers with similar operations.

Burns also noted that taxpayers should be careful to discontinue unsuccessful methods and arrange transactions to ensure profits occur under the provisions of Section 183.

"Just because profits do occur in two of the five or seven years does not guarantee that losses are deductible, Burns said. "All that does is transfer the burden of proof from the taxpayer to the IRS."

Burns said if all else fails, the taxpayer should either earn a profit or decide no profit can be made and abandon the activity before the court date.

"While this may be personally and financially objectionable to the owner, it may be the only action that will convince the court that a profit motive did exist and save the deductions that have been claimed," Burns said.

CONTACT: Preston Lewis

9-9-10-86

LUBBOCK--Works by Texas Tech University Architecture Professor Virginia Mahaley Thompson have been selected for exhibition in two national shows this fall.

A mixed media work titled "Change of Address" of the former Lubbock Post office on Broadway has been accepted for "The Artist Views the City" exhibition Sept. 16 through Oct. 23 in the Gallery at the Old Post Office in Dayton, Ohio.

"Bells, Bells, Bells," a pen and ink rendering of the Texas Tech Administration Building's west bell tower as viewed through the Chemistry Building arches, has been selected for the first American Society of Architectural Perspectivists (ASAP) competition, "Architecture in Perspective," in Boston Oct. 6 through Nov. 14.

Thompson's "Change of Address" is one of 76 works chosen from 258 entries in the Dayton competition. Her "Bells, Bells, Bells" is one of 60 drawings selected from 467 works for the ASAP show.

Thompson has been a member of the Texas Tech architecture faculty since 1964.

CONTACT: Beverly Taylor

10-9-10-86

(MEDIA ADVISORY: A news conference with Gary Jacobs will be at 9:30 a.m. Friday (Sept. 19) in Holden Hall, Room 129.)

LUBBOCK--The geochemical aspects of isolating high-level nuclear waste will be the topic of a public lecture at 8 p.m. Friday (Sept. 19) at Texas Tech University.

Gary Jacobs, a geochemist with Oak Ridge National Laboratory in Oak Ridge, Tenn., will speak on "A Geochemist's Perspective on the Isolation of High-Level Nuclear Waste" in the Chemistry Building, Room 38.

Jacobs, who holds a doctoral degree in geochemistry, is manager of the U.S. Nuclear Regulatory Commission (NRC) Waste Programs. The NRC sponsors laboratory experiments and computer modeling to determine geochemical reactions in nuclear waste repositories.

The speech is part of the U.S. Department of Energy traveling lecture program administered by Oak Ridge Associated Universities. Free to the public, the speech is sponsored by the Permian Basin, South Plains and Panhandle Plains sections of the American Chemical Society.

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

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

Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

11-9-10-86

(MEDIA ADVISORY: Media representatives may reserve tickets for National Golden Spur Award (NGSA) and Ranch Day activities they plan to cover. Tickets are available to working media for the NGSA dinner and awards ceremony at 7:30 p.m. Sept. 19 in the Lubbock Memorial Civic Center Exhibit Hall, the Ranch Day luncheon from 11:30 a.m. to 1 p.m. Sept. 20 at the Ranching Heritage Center and the Livestock Day luncheon at 12:30 p.m. Sept. 19 at the Texas Tech Livestock Arena. To reserve tickets to any of the functions, contact the Ranching Heritage Association at (806) 742-2498.)

-30-

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897

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

Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

TEXAS TECH UNIVERSITY/TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

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

CONTACT: B. Zeeck

12-9-10-86

LUBBOCK--The nine former Texas Tech presidents will be honored Oct. 3 when bronze plaques commemorating progress made in each administration will be dedicated in two ceremonies -- the first at the health sciences center and the second at the university.

Both ceremonies and a 9:30 a.m. reception for former presidents, their families and friends are open to the public. There is no charge.

Former Presidents Robert C. Goodwin, Grover E. Murray and Cecil Mackey have said they will attend, and relatives of most of the former presidents have indicated they, too, will be present.

The plaques are the gift of an anonymous donor and were commissioned by the Boards of Regents. The plaques are worded so that anyone reading them consecutively will have some concept of the history of Texas Tech.

Each will bear the likeness of the president it honors. Texas Tech historians Lawrence L. Graves and David J. Murrah have had primary responsibility for the text on each plaque. They were designed by Texas Tech artist Gary Edson who is director of The Museum of Texas Tech University. Graves, emeritus dean of the College of Arts and Sciences and professor of history emeritus, served as interim president, 1979-80. Murrah is director of the Southwest Collection.

The first ceremony on Oct. 3 will take place at 7:45 a.m. at the second floor entrance to the library of the Texas Tech University Health Sciences Center. Plaques placed there will commemorate the administrations of Grover E. Murray and Cecil Mackey.

-more-

Dedication ceremonies for plaques honoring the first nine presidents of Texas Tech University will take place on the north side of the Administration Building at 11 a.m. The location is the site of the Tech's opening convocation held 61 years ago on Sept. 30, 1925. University plaques will be placed in the sally port of the Administration Building.

From 9:30 to 10:30 a.m. there will be a public reception in the courtyard of the University Center for former presidents, their families and friends.

Former presidents are: Paul Whitfield Horn (1925-1932); Bradford Knapp (1932-1938); Clifford Bartlett Jones (1938-1944); William Marvin Whyburn (1944-1948); Dossie Marion Wiggins (1948-1952); Edward Newlon Jones (1952-1959); Robert Cabaniss Goodwin (1960-1966); Grover Elmer Murray (1966-1976); and Maurice Cecil Mackey Jr. (1976-1979).

Story ideas for the week of
Sept. 15-19, 1986
13-9-11-86

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

Radio & Television NewService

BACK TO LIVING LIFE--Newly disabled people must be allowed to set their own goals and define their needs if they are to successfully adapt to their new lifestyle. Occupational therapy Professor Ted James of the Texas Tech University Health Sciences Center School of Allied Health says occupational therapists encourage handicapped people to adapt to their environment as inconspicuously as possible. With newly developed independent living skills, patients can function easier at home, at work and in social settings. For more, call Mr. James, 743-3242

THE RIGHT THING TO DO--Client requests to alter tax returns is the major ethical problem facing most certified public accountants. Texas Tech accounting Professor Don W. Finn says ethical conflict occurs when people perceive that their duties toward one group are inconsistent with their duties and responsibilities toward some other group. Finn, with other researchers, recently examined the major ethical problems facing accountants. For more on what they found, call Dr. Finn, 742-2038.

CATTLE THAT FIGHT BACK--Brahman-cross cattle can save ranchers money because they are more resistant to the Lone Star tick than European breeds. Texas Tech agricultural economics Professor R. Terry Ervin says average daily weight gain of the Brahman-cross cattle was not affected by ticks. The average gain of Hereford cattle was reduced about 57 pounds per head of the 100-day tick season resulting in a loss of about \$40 per head when cost of beef is .70 per pound. For more on Dr. Ervin's two year study call him at 742-2821.

MEDIA ADVISORY--The 9th annual Golden Spur Award and Prairie Party will be Sept. 19th at the Lubbock Memorial Civic Center. Greeley, Colo. native William D. Farr will be honored for his contributions to the ranching industry. Included in the weekend of events will be Livestock Day...also the 19th, and Ranch day...Sept. 20. Tickets for the Golden Spur Award and Prairie Party and the Ranch Day and Livestock Day luncheons are available by calling the Ranching Heritage Association at (806) 742-2498. All other activities are free.

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

CONTACT: Beverly Taylor

14-9-11-86

LUBBOCK--Treating stroke victims' inability to move and communicate will be the subject of a national video conference to air from 11 a.m. to 3 p.m. Tuesday (Sept. 16) at the Texas Tech University Health Sciences Center (TTUHSC).

Participants can learn assessment and treatment techniques from nationally known practitioners and can phone in questions and comments.

Presenters are Edith Kaplan and Nancy Helm-Estabrooks, both of Boston Veteran's Administration Medical Center and Boston University School of Medicine, and Beatriz Colon Abreu, supervisor of the graduate program in developmental disabilities in occupational therapy at New York University. Kaplan is a clinical neuropsychologist and Helm-Estabrooks is an audiologist and speech pathologist.

Apraxia, the inability to complete skilled movements, and aphasia, the inability to communicate, will be the focus of the conference in TTUHSC, Room 5B148.

The video conference was produced by the American Rehabilitation Educational Network (AREN) for physicians, occupational and physical therapists, nurses, speech pathologists and psychologists, as well stroke victims and their families. Health care professions can attend for continuing education credit.

Registration is \$65 for individuals or \$45 per person for groups of five or more. Snacks will be served.

The conference is sponsored by the TTUHSC Library. For more information, contact Mary Moore at (806) 743-2213.

CONTACT: Sally Logue Post

15-9-11-86

LUBBOCK--Advertising often serves as a somewhat fuzzy mirror reflecting the attitudes of a society, according to a Texas Tech University marketing professor.

Humberto Valencia said that while there have been significant changes in attitudes toward sex-role stereotypes, Latin American magazine advertising is not reflecting those changes.

"Significant socioeconomic changes related to the woman's position in Latin American society have taken place in the last decade," Valencia said. "These changes include an increased number of women in the labor force and pursuing careers, changing family role structure, and unfavorable social attitudes toward traditional sex-role stereotypes. While the strong traditional norms of these countries are changing, it is not necessarily being reflected in their magazine advertising."

Valencia and doctoral student Arturo Vasquez have examined the portrayal of men and women in Latin American magazine advertising and have found that as women have taken a larger economic role in society, the incidence of females in significant roles in the ads decreased.

While the changes are occurring, Valencia points out they are happening at a much slower rate than in more economically advanced societies because of more stringent cultural, religious and ideological norms.

"The number of women working in Argentina, Brazil, Mexico and other densely populated Latin American countries ranges between 20 and 40 percent," Valencia said. "In the U.S., Canada and England, for example, that number ranges between 40 and 60 percent."

Despite gains by women, the magazines researched showed a slight decline in the role of women over the last 10 years. Valencia and Vasquez used 12 general interest magazines from Argentina, Brazil, Colombia, Mexico, Peru and Venezuela for their study.

While men and women appeared equally in about one-fourth of the advertisements sampled, Valencia said there was a difference in the roles of those characters.

"Females were half as likely as men to be portrayed in a work situation and twice as likely to be found in a decorative role or a family scenario," he said.

Substantial evidence of female sex appeal was found in the research, Valencia said. While there was very little nudity, females were 10 times as likely as men to appear nude. Females were also twice as likely as males to appear as sexy and seductive.

When the occupational status of the characters was apparent, females were significantly more likely to appear as professional endorsers such as models, entertainers or athletes rather than holding business or office jobs.

Valencia said the advertising was studied over a 10-year period because culture and society evolve over time.

"We found that while the number of persons featured in advertisements remained about the same, there was a slight increase in the number of males, while female numbers declined," he said. "Also, the incidence of males in significant roles increased while the number of females in similar roles decreased. Both of these trends are contrary to expectations about social change."

LUBBOCK--Letting a horse learn rather than making him learn is the cornerstone of Ray Hunt's horse training philosophy.

Hunt, a nationally respected trainer, will demonstrate his methods Sept. 19 during the annual Livestock Day conducted by the Texas Tech University Animal Science Department.

Texas Tech Animal Science Chairperson Robert A. Long said Hunt's method is more like a parent-child or teacher-student relationship.

"Hunt wants respect, not fear from the horse," Long said. "Hunt wants the horse to obey because he wants to, not because of fear."

During Livestock Day -- beginning at 9 a.m. in the Livestock Arena -- Hunt will saddle and ride an unhandled two-year-old horse from the training ring under control and without a bridle after only two short training periods.

Hunt, from Mountain Home, Idaho, has worked repeatedly with such ranches as the 6666 Ranch and has given clinics and demonstrations throughout the U.S. and Canada.

"Through the years, good horses have been a source of help, profit and pride to Texas ranchers," Long said. "Their effective and timely training is essential for a positive contribution to a ranch economy either as breeding stock or for successful completion of ranch work."

Livestock Day participants will have an opportunity to test their knowledge and skills during an amateur livestock judging contest featuring Texas Tech cattle, sheep and quarter horses.

Livestock Day, which is held in conjunction with with National Golden Spur Weekend, will feature as luncheon speaker Gene McKown of McKown & Sons Limousin Ranch in Norman, Okla.

McKown, who is also a realtor, builder and developer, has been named Limousin Association National Premiere Breeder of the Year every year since 1983.

William D. Farr, the 1986 Golden Spur Award winner, will be introduced at the luncheon. Farr, a Colorado livestock leader, is the ninth recipient of the award.

Livestock Day is sponsored by the College of Agricultural Sciences and the Ranching Heritage Association. Registration will begin at 9 a.m. in the Livestock Arena, Indiana Avenue and Brownfield Highway. All activities, except the prime rib luncheon, are free. Luncheon tickets are \$7.50 and are available at registration or by calling the Animal Science Department at (806) 742-2825 or the Ranching Heritage Association at (806) 742-2498.

Also scheduled during the weekend are the presentation of the Golden Spur Award during the annual National Golden Spur Award and Prairie Party Sept. 19 and Ranch Day Sept. 20.

Ranch Day will feature demonstrations of ranch activities from 10 a.m. to 4:30 p.m. at the Ranching Heritage Center of The Museum of Texas Tech University. The 14-acre center depicts the history of ranching in America through more than 30 authentically restored ranch structures.

Sponsors of the National Golden Spur Award are the American National CattleWomen's, American Quarter Horse, National Cattlemen's, National Wool Growers, Ranching Heritage, Texas Sheep and Goat Raisers and Texas and Southwestern Cattle Raisers associations.

Texas Tech News

AFTER HOURS CALL:

Bee Zeeck, Director, (806) 799-8897
Preston Lewis, Manager, News Bureau, (806) 745-1718
Dorothy Power, Manager, Broadcast Bureau, (806) 745-4493

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

17-9-11-86

LUBBOCK--Alzheimer's Disease and other memory disorders will be the subject of a live teleconference Sept. 24 at the Texas Tech University Health Sciences Center (TTUHSC).

The seminar, from 10 a.m. to 2 p.m. in TTUHSC, Room 5A100, will cover the physician's role in treatment, research, diagnosis and helping families cope, drug use in treating memory disorders and the role of nursing homes, adult day care and support groups.

Participants can phone in questions and comments during the conference which is open to the public and health care professionals. The conference has been approved for continuing education credit.

The seminar will be broadcast from the Annenberg Center for Health Sciences in California. David Drachman, chairman of the medical and scientific advisory board of the Alzheimer's Disease and Related Disorders Association, will be moderator.

Other speakers are Robert Katzman, professor of neurosciences at the University of California at San Diego; Kenneth Davis, director of the Alzheimer's Disease Research Center at Mount Sinai Medical Center; Gary Steinke, chief of primary care at Santa Clara Valley Medical Center and Stanford University professor; Peter Davies, professor of neurosciences at Albert Einstein College of Medicine; Floyd Rhoades, president of ARA Living Centers; and Anne McGivern, director of the Five Star Club, an adult day care center at Eisenhower Medical Center.

Registration is \$10, which includes a seminar workbook and meal. Registration deadline is Wednesday (Sept. 17).

To register, contact Mary Moore at (806) 743-2213.

The teleconference is sponsored by the TTUHSC Library and Alzheimer's Center and ARA Living Centers' Levelland Nursing Home.