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April 15-1985

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**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

1-4-15-85

LUBBOCK--Artworks by seven living Texas artists have been purchased by the West Texas Museum Association (WTMA) to add to the permanent collection of The Museum of Texas Tech University.

The pieces, including paintings, prints and mixed media, are by David Bates, Ed Blackburn, Jack Boynton, James B. Janknegt, Lynwood Kreneck, Lee N. Smith and Terry Allen. The works will be exhibited at The Museum May 19 through Dec. 8.

"It provides an opportunity to see the exciting things going on in Texas. It's important to know that there are a lot of good artists in Texas," said Future Akins, interim curator of art for The Museum.

A work by David Bates, "Eight Ball," gives an overhead view of a pool table with five people around it and one shooting the eight ball. Bates was born in Dallas and attended Southern Methodist University. He lives and works in Dallas. His work has been exhibited in museums and galleries across the country.

Blackburn's painting, "Painting No. 2," illustrates a scene from a movie, "The Tender Trap." Blackburn often uses movie scenes as subjects for his paintings because it "is a way of painting realistically without being too real," he says. Blackburn was born in Amarillo. He received his master's degree from the University of California at Berkeley. He did his undergraduate work at the University of Texas at Austin and The Brooklyn Museum of Art in New York.

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Boynton's work, "Santa Fe Smoker," is a contemporary lithograph of various objects hanging from a piece of wood. The design obscurely spells the word art. Boynton was born in Fort Worth. He received his bachelor's and master's degrees from Texas Christian University.

"Urban Landscape #5" is the title for Janknegt's work showing a busy urban street intersection. The background pictures a McDonald's sign and a billboard advertising Wild Turkey. Janknegt was born in Austin. He received a bachelor's degree from the University of Texas, and two master's degrees from The University of Iowa.

Kreneck's work, "Every Artist has an Attic," is a contemporary serigraph with air stencils containing hidden symbols of other artists. Kreneck, a professor of art at Texas Tech, was born in Kenedy. He received his bachelor's and master's degrees from the University of Texas. His work has been exhibited in more than 70 national and international juried and invitational exhibitions, and he has received 18 national and international prizes, awards and honors.

A painting by Lee N. Smith is titled "Pink is for Girls Blue is for Boys." The work is reminiscent of the school child's trip to the school nurse. A line of girls colored in pink and a line of boys colored in blue wait in front of a receptionists desk. Smith was born in New Orleans, La. He studied architectural delineation at El Centro Junior College in Dallas, but had no formal education in painting. His work has achieved critical acclaim and has been exhibited in many shows and museums.

The Museum also acquired the painting titled "Stubbs" by Terry Allen. The piece which was included in the West Texas Music Exhibit at The Museum, was done for Stubbs Barbecue and was displayed in the restaurant for years. Although Allen lives in Fresno, Calif., he considers Lubbock his home and frequently returns to record music.

"We have contemporary works that visitors can identify with," said Akins. "These are good examples of the best in contemporary art."



CONTACT: Darla Hightower

2-4-15-85

LUBBOCK--The Texas Tech Co-op for More Effective Schools will report on the activities of a three-year project with a dinner and informative program at 6:30 p.m. Wednesday (April 17) at the Holiday Inn Civic Center.

The project was established to apply Texas Tech University research and expertise in surrounding school districts. The project has included conferences for teams of principals, teachers and superintendents from each of six districts. The school districts involved are Lubbock Cooper, Southland, Spur, Lorenzo, Ralls and Tulia.

Project Director Weldon E. Beckner said the dinner is for administrators, school board members and teachers from each district to inform them of what has been accomplished and encourage them to continue with the improvements.

State Board of Education Representative Paul Dunn will make comments at the end of the program and will be available to meet with participants.

Over the three years, the co-op has helped districts set goals and plan ways to meet the goals, Beckner said. Other training sessions were on training administrators to deal with change and improving communications and relations among faculty.

"The project has helped us explore ways the university faculty might become more involved," Beckner said.

For more information on the dinner, call (806) 742-2391.



CONTACT: Deborah Palmer/P. Lewis

3-4-15-85

LUBBOCK--Participants in the Young Actors Production class will conclude six months of training by performing "Yankee Doodle" Saturday (April 20) in the Texas Tech University Theatre.

The musical, written by Aurand Harris, is a rousing salute to historical American figures from 1776 to 1927. Forgotten events such as the creation of the ice cream cone, discovery of chewing gum, and development of mass-produced Valentines are shown to be as American as the inventions of Thomas A. Edison and the signing of the Declaration of Independence.

The cast for "Yankee Doodle" includes Antroy Arreola and Brandon Stacker of Iles Elementary; Becky Brookshire of Murfee Elementary; Ambie Gentry and Leigh Gentry of Roosevelt Elementary; Katie Hall of Frenship Junior High; Marc Harmon of Idalou Elementary; Kyle Karpe of Guadalupe Elementary; John Littell of Tubbs Elementary; and Kent Oliver of Honey Elementary.

Free performances will be at 2 p.m. and 8 p.m. Saturday in the University Theatre. A partial performance will be given at 12:45 p.m. Sunday (April 21) in the Little Theater at the Lubbock Civic Center as part of the Lubbock Arts Festival.

The Young Actors Production class is conducted through the Institute for the Gifted. Co-sponsored by the Texas Tech University Division of Continuing Education and College of Education, the institute directs programs for gifted and talented students in kindergarten through high school.

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For additional information on "Yankee Doodle" or the Young Actors Production class, contact the Institute for the Gifted, P.O. Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-2353.



# Texas Tech News

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CONTACT: Darla Hightower

4-4-15-85

(MEDIA ADVISORY: You are invited to a news conference with Harold Le Doux, cartoonist for the comic strip "Judge Parker," at 10 a.m. Thursday (April 18) in the Lubbock International Airport media room. Le Doux will be speaking with students in a cartoon class at the Texas Tech University Art Department at 3 p.m. Thursday. Le Doux has worked on "Judge Parker" with News America Syndicate since 1953. For more information, contact Darla Hightower, 742-2136.)

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CONTACT: R. Gary Cates

5-4-15-85

LUBBOCK--The Texas Tech University Department of Biblical Literature and the Wesley Foundation will sponsor a three-lecture leadership conference featuring author and lecturer David L. McKenna Thursday (April 18).

The annual leadership lecture series consists of three addresses by a prominent religious leader concerning what he considers to be the world's most significant problems. McKenna's first lecture will begin at 10 a.m. and following a lunch break he will continue from 2-4 p.m. The series is coordinated by the Center for Advancing Learning.

McKenna's topics will be "Power vs. Authority," "Servant Leadership: A Radical Call to the University" and "Foundational Hope for the 21st Century."

McKenna serves on the editorial boards of "Christianity Today" and "Guidepost" magazines and is the author of four books and numerous articles on religious issues. He also is a member of the World Methodist Council and several other advisory councils.

The conference will be at the Wesley Foundation at 2420 15th St., Lubbock.



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CONTACT: Deborah Palmer/P. Lewis

6-4-15-85

LUBBOCK--Mary Tallent has been named assistant director of the Texas Tech University Division of Continuing Education. Division Director Michael Mezack announced the appointment, effective in August.

As assistant director, Tallent will head the Institute for the Gifted which develops, coordinates and administers programs for gifted and talented students in kindergarten through high school. Institute programs include Shake Hands With Your Future, Young Actors Workshop, Super Saturdays and the Shake Hands With Your Future Computer Camp. The Institute also offers in-service programs and intensive workshops.

Tallent is completing her doctorate in educational psychology at Texas A&M University. She also works as a graduate assistant with the Gifted and Talented Institute and as an educational psychology teaching assistant at Texas A&M.

Tallent holds a master's degree in elementary education and remedial reading from Southern Illinois University and a bachelor's degree in elementary education from the University of Houston.

Tallent's experience for the past eight years includes teaching gifted children, supervising teachers of the gifted, planning staff development and giving numerous presentations and workshops.

PRODUCTION PROJECT

READING TO KIDS-Educ. Dept.

PAGE Dr. Lester Butler

TIME :67

DATE 4-15-85

7-4-15-85

VIDEO

LOG NUMBER

AUDIO

READING IS STILL ONE OF THE FUNDAMENTALS OF LEARNING. THE PAST PRESIDENT OF THE TEXAS ASSOCIATION FOR THE IMPROVEMENT OF READING, TEXAS TECH EDUCATION PROFESSOR LESTER BUTLER SAYS THERE ARE SEVERAL THINGS PARENTS CAN DO TO ENCOURAGE READING.

CT ONE: "...One of the things and it is so simple and easy to do is for parents to read to their children. This is so critically important and I know that parents are very very busy today that we're trying to make ends meet and everything. It's so easy to crowd out that maybe tomorrow nite or maybe next week that we'll read. But we have increasing evidence that children who have been read to on a regular basis progress and do much better, generally, in their schoolwork and reading than those who don't.

HE ADDS THAT BOOKS CAN SOMETIMES HELP KIDS WORK OUT PROBLEMS.

CT Two: "...A lot of problems of adjustment of adolescents that all of us have experienced, and good literature, one of the reasons it has survived is that it helps us understand ourselves. It helps us to understand our world and if children can begin to see that fairly early on, they'll probably turn to this to help them to see how other people have dealt with some of the same problems they deal with.

AT TEXAS TECH UNIVERSITY, I'M JANE PRINCE JONES.



CONTACT: Damon Pearce

8-4-16-85

LUBBOCK--Thirty-five Texas Tech University seniors have been initiated in the university's chapter of Mortar Board, a national scholastic honor society.

Members must be classified as seniors and are selected on the basis of leadership, scholarship and service.

Students selected for Mortar Board include the following from

CONTACT: Preston Lewis

9-4-16-85

LUBBOCK--Computer crime, its detection, investigation and adjudication will be explored in the National Computer Crime Conference May 6-7 in Lubbock.

The conference will bring together law officers, attorneys, computer experts and public policy makers to examine computer crime and the special problems in computer-related litigation, according to Texas Tech University computer science Professor Kathleen Hennessey, conference chairperson.

"This will be the first time in this type setting," Hennessey said, "that representatives from these various fields will sit down together to discuss problems with computer crimes and the legislation necessary to deal with them. The conference is particularly timely for Texas, which is one of three states currently considering computer crime legislation in its legislature."

Speakers for the conference will be Jay Bloombecker, director, National Center for Computer Crime Data, Los Angeles; George Lane, special investigator, Financial Crime Unit, Federal Bureau of Investigation, Washington; Carlton Fitzpatrick, Federal Law Enforcement Training Center, Glynco, Ga.; and Morris Wilkes, assistant for Texas State Sen. John T. Montford.

Also, Susan Nycum of Gaston, Snow and Ely Bartlett law firm in Palo Alto, Calif.; Ray Keown, University of Arkansas law professor and president of Keown Komputers and Law, Fayetteville, Ark.; J.T. Westermeier of Abrams, Westermeier and Goldberg, Washington law firm; and Texas Tech industrial engineering Professor William M. Marcy.

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Conference sessions will run 9:30 a.m. to 5 p.m. May 6 and 9 a.m. to 3 p.m. May 7 in Holiday Inn Civic Center. Cost for the conference is \$345 for the public and \$295 for members of the Data Processing Management Association, one of the sponsors. The Texas Tech School of Law and Colleges of Business Administration and of Engineering are also sponsors.

The sessions will cover the issues in computer-based litigation, defining computer crime, protecting evidence and the innocent, forensic techniques, presenting evidence, arguing the case, challenging evidence and witnesses, dealing with circumstantial evidence, civil litigation arising from legal but harmful actions and from computer abuse, reducing risk and liability, and unresolved issues in computer crime and abuse.

Hennessey said "Many computer criminals who have been caught are never prosecuted in court. Preparing and presenting computer-based evidence in court is a serious challenge because computer-based media such as disks and tapes can be easily changed. This makes evidence of computer crime and abuse difficult to uphold in court."

For more information, write Computer Crime Conference, P.O. Box 6608, Lubbock, Texas 79493, or call Hennessey at (806) 742-1609.

# Texas Tech News

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CONTACT: B. Zeeck

10-4-16-85

LUBBOCK--Texas' first statewide symposium on Hispanic educational issues April 22 will feature three speakers -- Texas Tech President Lauro F. Cavazos, Brownsville school Superintendent Raul A. Besteiro and San Francisco attorney Norma Cantu.

Their addresses will precede work sessions for teams and educators and community leaders from a score of Texas cities participating in the seminar on "The Quest for Excellence in the Education of Hispanics." Sessions will take place all day at the Texas Tech University Center.

Each of the three speakers has firsthand experience in the field of education as well as having a reputation for special concerns regarding the education of Hispanics.

Symposium resource persons who will work with the teams in developing workable strategies to improve the retention rate for Hispanic public school students include:

Teresa Palomo Acosta, director of Student Retention Services, Coordinating Board, Texas College and University System; Dr. Jose Cardenas, executive director, Intercultural Research Association, San Antonio, Dr. Estevan T. Flores, director, Mexican American Studies, Southern Methodist University; Dr. Herman S. Garcia, director, Bilingual Education, Texas Tech; Tomas Garza, attorney, Lubbock; Dr. George Gonzalez, professor of education, Pan American University; Dr. W.N. Kirby, interim commissioner, Texas Education Agency; Dr. Manuel Pacheco, president, Laredo State University; and Rodolfo Resendez, assistant superintendent, Ysleta Independent School District.



A major purpose of the conference is to reduce the rate at which Hispanic students drop out of high school. The national rate stands now at 45 percent.

The symposium is privately sponsored by the Meadows Foundation, Mr. Mike Higgins, the Texas Tech University Foundation and other private individuals and groups. It is being held under the auspices of the Texas Tech University College of Education.

Cavazos will deliver the keynote address. He is known nationally and internationally for a wide range of interests that go behind educational administration. He has served as chairman of the Governor's Higher Education Management Effectiveness Council. Currently he is chairman of the Education Committee of the Texas Science and Technology Council, serving on the council's Executive Committee. Other professional activities include membership on the Board of Regents, Uniformed Services University for the Health Sciences, and the Biomedical Library Review Committee, National Institutes of Health.

He was a founding member of the Pan American Association of Anatomy and works with a variety of inter-American health groups.

Since coming to Texas Tech in 1980, as president of the university and the health sciences center, Cavazos has become widely known, through testimony and lectures he has given, for his efforts on behalf of Hispanic education. Before assuming the presidency at Tech, he was dean of the Tufts University School of Medicine in Boston.

Besteiro, superintendent of schools for the Brownsville Independent School District since 1976, is known nationally as a result of frequent requests for his testimony at congressional and other hearings on public education, immigration and the education of undocumented students.

In addition to a wide variety of civic activities, Besteiro is Texas chairman, Secondary Committee, Southern Association of Colleges and Schools; District Chairman IV, SACS; member, National Institute of Education Review Panel of National Laboratories; president, Rio Grande Valley Association of School Administrators; and member, Governor's Committee for Standards and Goals for Texas, Task Force on Immigration, and Governor White's Transition Team. He is listed among the Most Prominent Educators of Texas.

Besteiro began his career as a teacher in Brownsville High School, was made assistant principal in 1963 and principal in 1968. As principal he introduced the dual division concept in Texas' largest high school. He served two years as deputy superintendent of schools for Brownsville before being named superintendent.

Cantu has been director of education programs for the Mexican American Legal Defense and Educational Fund, Inc., since 1983, and worked as a staff attorney in MALDEF's San Antonio regional office from 1979 to 1983. She has taught English in Brownsville and San Antonio Schools, served as a law clerk in a private firm, and as a legal intern in the Texas attorney general's office.



She was 16 years old when she graduated from Brownsville High School in the top 5 percent of her class. She earned a degree summa cum laude, with majors in English and government, in two and a half years at Pan American University. She enrolled in Harvard Law School at the age of 19, and she is now gaining a national reputation as a public speaker on issues relating to Hispanic education and women and the law.

CONTACT: Damon Pearce

11-4-17-85

LUBBOCK--Students can receive instruction in recreational activities such as swimming, wrestling, aerobics, archery and tennis during the Summer Sports Camp at the Texas Tech University Recreation Center.

Children ages 7-14 can attend the camp each morning during three two-week sessions this summer. The sessions will run June 3-14, June 17-28 and July 8-19.

The first two camps are identical, with instruction in swimming, tennis, soccer, softball, wrestling, aerobics, volleyball and basketball.

The third session is more advanced than the other two and is open only to children ages 10-14. Included in the third camp is instruction in diving, boating safety and basic water rescue.

Third session participants are encouraged to have had some swimming instruction before attending.

Each camp costs \$45 for the first child and \$40 for the second child from a family. The cost is \$35 for each additional child. Camp insurance is included in the fee.

Registration is accepted on a first-come, first-served basis. Parents can register their children at the Recreational Sports Office in the Student Recreation Center.

Registration forms are available from the Student Recreation Office, Box 4390, Texas Tech University, Lubbock, Texas 79409.

For more information about the camp or to register, call the Recreational Sports Office, 742-3351.



CONTACT: R. Gary Cates

12-4-17-85

LUBBOCK--The Texas Tech University Chapter of Phi Kappa Phi national honorary society has initiated five faculty members into the society.

They are Bernard Davidson of home and family life, Paul W. Dixon of education, Shirley Koeller of education, William M. Marcy of industrial engineering and James K. Wangberg of entomology.

Faculty are granted membership in the society for their scholarly achievements and their dedication to the activities and principles of Phi Kappa Phi.

They and 248 students were initiated during the annual Phi Kappa Phi banquet April 10.

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CONTACT: Sally Logue Post

13-4-18-85

LUBBOCK--Jimmie Lee Mason, president of the Texas Society of Certified Public Accountants, has been named the 1985 Distinguished Accounting Alumnus in Texas Tech University's Area of Accounting.

Mason, who earned bachelor's and master's of business administration degrees from Texas Tech, will also be the featured speaker at the 13th annual Accounting Emphasis Week banquet at 6 p.m. Wednesday (April 24) in the Holiday Inn Civic Center. Accounting's outstanding students, including about 70 scholarship recipients, and Mason will also be recognized at the banquet.

Mason began his accounting career with Cosden Petroleum Corp. in Big Spring. In 1963 he opened his own firm in Lubbock and in 1968 formed his current company, Mason, Nickels and Warner.

He has been president of the Southwest Center for Accounting Education; chairman of the Texas Tech Accounting Advisory Council and President of the Texas Tech Tax Institute.

He has also served as president of the Lubbock chapter of CPAs; on more than 11 committees of the Texas Society of CPAs; and on the council of the American Institute of Certified Public Accountants.

The annual accounting week activities will open with a noon luncheon Monday (April 22) in the Texas Tech University Center. Keynote speaker will be Martin Ives, vice chairman and director of research for the Governmental Accounting Standards Board (GASB).

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Ives will speak on "The GASB Approach to Standard Setting," including a discussion of how the GASB application of standards to small governments and special purpose governments.

The GASB is a five-member panel charged with examining needed changes in generally accepted accounting principles and financial reporting standards for state and local governments, including school districts.

The GASB operates under the auspices of the Financial Accounting Foundation, a non-profit organization jointly funded by government and business to set accounting standards.

All Accounting Emphasis Week events are open to the public. For reservations for the luncheon or banquet or further information, contact the Accounting Area, (806) 742-3181.

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CONTACT: Damon Pearce

14-4-18-85

LUBBOCK--When he was young, Jerrell Key came to Texas Tech University football games mainly to see the Masked Rider, the university's mascot.

Now, Key is the 1985-86 Masked Rider, achieving a goal he set in high school.

"I didn't really set my mind to it until Coke Hopping, who lived just around the corner from me, got it in 1979," Key said. "Then I realized it was something I wanted."

The son of Mr. and Mrs. Charles E. Key, 2516 56th St., Lubbock, is a senior agricultural economics/real estate major with a minor in finance.

Key is accustomed to horses, receiving his first mount as a gift while he was in the fifth grade.

"My parents weren't really that interested in horses, but my uncle was active in team roping and he got me interested in the sport," Key said.

In high school, Key's interests turned to basketball, and he left horse sports for a while. By the time he enrolled in Texas Tech, however, he had resumed his interest in horses, and for three summers taught horseback riding at two boys camps.

Key helped last year's Masked Rider, Zurick Labrier, with the many tasks the Masked Rider must perform, becoming familiar with the responsibilities and chores of the job.

-more-



In addition to appearing at football games, the Masked Rider is featured at other athletic events, parades, and rodeos. He also makes numerous appearances at schools, where he and his mount -- Happy VI-II -- are a big hit with the kids.

At Key's first Masked Rider appearance at the American Business Club Rodeo in Lubbock, he "had a ball."

Key's selection as the 1985-86 Masked Rider continues a tradition at Texas Tech that started at the 1954 Gator Bowl. Joe Kirk Fulton donned a cape and mask and mounted a borrowed horse to lead the underdog Red Raiders onto the field.

Speaking of the debut, one Atlanta sports writer noted, "No team in any bowl game has ever made a more sensational appearance."

Fulton's example inspired the Red Raiders to a 35-13 upset win over Auburn, and the Masked Rider went on to become one of the most colorful traditions in intercollegiate sports.

Key said he hopes to leave his mark as part of that tradition.

"My father was a pretty good basketball player, and I've always been known as Chuck Key's son because of that."

"I was a pretty good basketball player in high school, but I'm not really good enough to carry on my dad's tradition in college. Being the Masked Rider is my way of leaving my mark."

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CONTACT: Damon Pearce

15-4-18-85

LUBBOCK--Mark St. Amant, a Texas Tech University Theatre Arts major, will compete for the Irene Ryan Acting Competition National Championship Sunday (April 21) at the Kennedy Center for the Performing Arts in Washington D.C.

St. Amant, the son of Mr. and Mrs. John St. Amant of Canby, Ore., earned the right to compete in the national contest by winning the regional Ryan Competition in January.

The contest is sponsored by the American College Theatre Festival.

St. Amant will be competing for a \$2,000 scholarship for the opportunity to audition for casting agents for both stage and television.

For the competition, St. Amant, with the help of his acting partner, Jeffrey Paul Johnson, will be performing a selected scene from a play and presenting a monologue. For his scene, St. Amant and Johnson will perform a selection from "The Life and Adventures of Nicolas Nickelby." For his monologue, he will do a piece from "Hanging by the Rafters."

St. Amant has appeared in a number of productions in Lubbock, including "The Last Meeting of the Knights of the White Magnolia," "Pippin," "West Side Story," "South Pacific" and "Cabaret."

The Irene Ryan Acting Awards were established by the Irene Ryan Foundation. Ryan was best known for her role as Grannie in the "Beverly Hillbillies" television show.



caption-----

16-4-18-85

ACTOR AWARDED--Mark St. Amant, a Texas Tech University theatre arts major, will be competing in the national finals of the Irene Ryan Acting Competition Sunday (April 21) in Washington, D.C. St. Amant, from left, is congratulated by Texas Tech President Lauro F. Cavazos. (TECH PHOTO)

17-4-18-85

Tip Sheet

Week of April 21-27, 1985

HISPANIC EDUCATION--Forecasters predict by the year 2000, minorities in Texas will be in the majority. With the national Hispanic high school dropout rate at nearly 45 percent, educators are becoming concerned. The first statewide symposium on education of Hispanics will be held Monday, April 22 at Texas Tech University. Twenty-one cities will be represented by 150 delegates, including some of Texas' leading school superintendents. Contact Bee Zeeck, UN&P, 742-2136.

PETRO'S FUTURE--Vice President of Sun Exploration and Production Co., B.L. Franks will evaluate the future of the petroleum industry at a noon luncheon Wednesday, April 24, University Center Ballroom. Franks is one of many industry professionals visiting for the 32nd annual Southwestern Petroleum Short Course, April 23-25 at Texas Tech University. For more information contact Duane Crawford, 742-3573.

UNINFORMED CONSUMERS--Most Americans are not aware of the consequences of today's farm situation suggests Agricultural Economics professor Gary Condra. With consumers buying food for the last ten years for less than what it takes the farmer to produce it, the medium-sized farms are now facing the greatest danger of extinction and consumers will be facing higher food prices in the future. Contact Dr. Condra at 742-2821.

OUTSTANDING EDUCATORS--At the annual awards banquet Texas Tech's College of Education will honor Nat Williams and Jess H. Parrish. Williams was Lubbock school superintendent for 19 years (1951-1970), and Parrish, president of Midland College, received three degrees from Texas Tech. Williams will receive the Friend of Education Award and Parrish, the Distinguished Alumnus Award. The banquet is set for 6:30 p.m., Thursday, April 25. Contact Mackie Bobo for more information, 742-2377.

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



PRODUCTION PROJECT

HISPANIC SYMPOSIUM

INTERVIEW \_\_\_\_\_

DEPT COLLEGE OF EDUCATION

TIME

:48

DATE 4-17-85

18-4-18-85

VIDEO

LOG NUMBER

AUDIO

HIGH SCHOOL STUDENTS WHO DROP OUT BEFORE THEY GRADUATE WORRY EDUCATORS EVERYWHERE, BUT THE HISPANIC DROPOUT RATE MOST OF ALL. 45 PERCENT OF THE NATION'S HISPANIC STUDENTS LEAVE HIGH SCHOOL WITHOUT A DIPLOMA. IN TEXAS THE PROBLEM IS CRITICAL PARTLY BECAUSE FORECASTERS SEE MINORITIES IN TEXAS SCHOOLS BECOMING MAJORITY IN LITTLE MORE THAN A DECADE.

ISSUES RELATED TO THE EDUCATION OF HISPANICS IN TEXAS WILL BE ADDRESSED MONDAY, APRIL 22, IN THE FIRST STATEWIDE SYMPOSIUM ON EDUCATION FOR HISPANICS. MEETING AT TEXAS TECH UNIVERSITY WILL BE SCHOOL SUPERINTENDENTS, ELECTED CITY OFFICIALS AND CIVIC LEADERS FROM ACROSS THE STATE. THEY'LL WORK TOGETHER IN TEAMS TO FIND PRACTICAL STRATEGIES LEADING TO A COMMON GOAL -- REDUCING DROPOUT RATES AND ENCOURAGING HISPANIC STUDENTS TO WANT EDUCATION.

AT TEXAS TECH UNIVERSITY, I'M JANE PRINCE JONES.

CONTACT: Sally Logue Post

19-4-19-85

LUBBOCK--Five national accounting firms have donated funds for professorships and faculty fellow awards to the Texas Tech University Accounting Area.

The five professors and representatives from corporate donors will be present for a reception at 3:30 p.m. Wednesday (April 24) in the Business Administration Rotunda. The reception is part of the 13th annual Accounting Emphasis Week activities.

Professor Frank Collins has been named the Arthur Andersen and Co. Professor of Accounting.

Professor M. Herschel Mann has been appointed the Peat, Marwick, Mitchell and Co. Professor of Accounting.

Professor Lane K. Anderson had been named the Ernst and Whinney Faculty Fellow in Accounting.

Professor Donald K. Clancy has been appointed the Main Hurdman Faculty Fellow in Accounting.

Professor Mary Sue Gately has been named the Haskell Taylor Faculty Fellow in Taxation.

"The recipients were selected for these awards for their superior teaching, research and professional service," Gary E. White, director of Accounting Area programs, said.

"The five firms that donated term endowments for these awards are aware that for business schools to produce quality graduates, the faculty must be of top quality. These awards help us keep superior professors."



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CONTACT: R. Gary Cates

20-4-19-85

LUBBOCK--Norman D. Finch, a graduate speech communications and pre-law student at Texas Tech University, has been selected to receive a \$6,000 graduate study fellowship from Phi Kappa Phi.

The Phi Kappa Phi honor society chose Finch as one of 23 students who would receive special fellowships from the organization's West Central region. Finch received the only \$6,000 fellowship offered. Finch was chosen for his outstanding academic record and extracurricular involvement while an undergraduate.

The fellowship will go to supplement Finch's graduate studies for the 1985-86 school year.

Finch is the son of Mr. and Mrs. Norman Dale Finch Sr. of 2163 Clover, Northbrook, Ill.

Phi Kappa Phi was the first honor society to recognize the superior scholarship in all fields of study and to take into membership the highest ranking students from any branch of learning.

# TexasTech News

## AFTER HOURS CALL:

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21-4-19-85

LUBBOCK--English graduate student Peter Myers of Lubbock and junior English major Marina Houghton of Borger have been named winners of the Robert S. Newton Creative Writing Awards for 1984-85 at Texas Tech University.

The awards are presented annually for the best fiction and the best poetry written in the English Department's creative writing classes. Each winner receives a \$100 award.

Myers was honored for his short stories "A Change of Plans" and "The Yardmaster." Houghton was recognized for her poems "One Quilt of a Farmer's Wife" and "Origins."

Myers is the son of Mr. and Mrs. Troy Myers of Lubbock. Houghton is the daughter of Rev. and Mrs. William C. Houghton of Borger and Mr. and Mrs. Gabriel Baguyos of Kansas City.

The winners were selected by members of the English Department's creative writing faculty -- Douglas E. Crowell, Daryl E. Jones and Walter R. McDonald.

The awards were begun by Mr. and Mrs. O.V. Scott Jr. in 1975 and are continued annually by Mrs. Marjore Chronister of Los Angeles in memory of her late husband. Newton was a Lubbock businessman and writer, who had studied in Texas Tech's creative writing program in the early 1970s.



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22-4-19-85

LUBBOCK--Street and parking lot designs that focus on people rather than automobiles make the best sense, according to a Texas Tech University landscape architect.

Thomas W. Schurch, who teaches in the Department of Park Administration and Landscape Architecture, has won a prize for his concept that integrates open space used for parking with the aesthetic needs of people.

The people-oriented concept breaks down barriers that parking lots and streets create, he said.

"In too many cases the automobile actually dominates the area," Schurch said. "We see vast areas of urban setting covered with parking lot, or neighborhoods which are obstructed and divided by insensitively placed freeways and streets."

Schurch said many developers, aware of these problems, are showing as much concern for moving pedestrians in and out of areas as they are for creating access for automobiles.

"By making parking lots into tree lined plazas with landscaped walkways, the area becomes more pleasing and satisfying for people walking to and from their cars," Schurch said.

Schurch recently won an award from the American Institute of Architects, California Chapter, for just such a concept.

"When I designed the two-acre entry area for South Court business park in San Diego, I was careful to make the main vehicular entry area a plaza for people first and a parking lot second," he said.

Schurch says typical urban streets are lined with parking lots that hide the businesses they serve. Even the front of many residential homes are dominated by garages and driveways.

"The typical home is dominated by a garage and people frequently have to walk up a driveway to get into the house," Schurch said. "Business areas become seas of asphalt with sun rays reflecting from auto windshields."

Schurch believes by placing parking areas behind businesses and homes, builders can create more pleasant environments. Park-like areas in street medians and landscaped sidewalks, complete with benches and occasional commercial and recreational features, make residential areas more pleasing and increase property values at the same time, he said.

Traveling in a fast-moving car diminishes the ability to truly perceive a particular environment, Schurch said.

"When this condition becomes a daily routine, which it is for a majority of people, we begin to lose our sensitivity to what is really happening in our environment," he said.

Schurch's concepts may cost more initially to build, but he believes the long-term dividends in terms of how people feel about their environment are worth the expense.

"When you consider the social impacts of creating a more liveable and enjoyable environment in both business and residential areas, the cost of good site design is justified," he said.



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23-4-19-85

AUSTIN--The Coordinating Board Friday (April 19) approved the formal mission statement of Texas Tech University, making it the first institution of higher education in the state to meet board requirements in regard to a statement of its role and scope.

The Coordinating Board, Texas College and University System, also approved for Texas Tech a master's degree program in gerontology, to be administered through the College of Home Economics.

In regard to the mission statement, the state Coordinating Board is required to "approve for each senior college and university a mission statement consistent with" the Texas Education Code.

Requests for new programs and administrative changes are then considered by the board in the context of the approved role and scope for each institution.

The purpose is to better assess the scope of academic programs and higher education missions throughout the state. A table of programs, which accompanies the statement, eventually will allow better national comparisons.

Dr. John R. Darling, Texas Tech vice president for academic affairs and research, said that the statement's "broad diversity within our role and scope should enable the university to be responsive to future needs of students."

-more-

Texas Tech University, he said, "is academically the most diverse institution of higher education in the state and one of the most diverse in the nation."

The master of science degree in gerontology is an interdisciplinary program which will be offered for the first time to students enrolling in the fall 1985 semester.



PRODUCTION PROJECT

Awareness of Farm Crisis

INTERVIEW Dr. Gary Condra

DEPT Ag. Economics

TIME :52

DATE 4-18-85

VIDEO

LOG NUMBER

AUDIO 24-4-19-85

IN THE CURRENT FARM CRISIS, MEDIUM SIZED FARMS ARE FACING THE GREATEST DANGER OF EXTINCTION. THAT IDEA IS SUGGESTED BY TEXAS TECH UNIVERSITY AG ECONOMICS PROFESSOR GARY CONDRA WHO ADDS THAT MOST AMERICANS DON'T REALIZE THEY'LL ALL BE AFFECTED AS WELL.

"....I think all the consumer has to do is look and see...do they buy an automobile, and I'm certainly not taking...you know, taking a cut at the automobile industry... I'm simply saying, how many consumers buy automobiles below the cost of production? You don't do it. Every consumer in the United States for the last 10 years has been buying food below the cost of production."

DR. CONDRA SAYS THE FARMING FUTURE DEPENDS ON DECISIONS ABOUT THE BUDGET DEFICIT, INTEREST RATES AND THE 1985 FARM BILL.

AT TEXAS TECH UNIVERSITY, I'M JANE PRINCE JONES.