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Locals

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Reg. Radio

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X-List ①

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Hometowners

PSA's

Ag list

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CONTACT

REMARKS

Ad Day

Range Plant ID team

Media Adv.

Caption - Plant + Leaf - Caption

King - Abbe Leane

33A

Economic Census

Sesame Street

Media Advisory

Tip Sheet

TAX BREAK

Rivers, Salvatore
Romely, Mary H 4/14/50
BA

CONTACT: Sally Logue Post

1-2-18-85

LUBBOCK--Five percent of U.S. farms could go out of business in the near future without major long-term economic changes, according to a Texas Tech University agricultural economist.

Dr. Dean W. Hughes, director of the Thornton Agricultural Finance Institute, said while the debt-to-asset ratio for farmers nationally average is about 20 percent, the numbers hide wide differences in financial conditions for different sizes and types of farms.

"The total farm debt is about \$215 billion against total assets of \$1 trillion. That doesn't sound too bad, especially when you consider that corporate business operates with about twice as much leverage," Hughes said.

But he said the problem is that the 5 percent of farmers likely to go out of business represents about 10 percent of all farm assets and about 30 percent of all farm debt.

In a study done last year, Hughes found the large government deficit and resulting higher interest rates to be the fundamental cause of farm fiscal problems.

-more-

"Farming, along with many other industries, is capital intensive which means there is a lot of cash tied up in machinery, equipment and buildings. With our huge deficit, more dollars are needed to finance government borrowing which raises the cost of borrowing to farmers and increases their interest bill," Hughes said.

Hughes said farmers are also export sensitive. When the U.S. dollar is strong in foreign markets it costs international buyers more to maintain their buying levels, Hughes said.

Hughes also said recent deregulation in the banking industry may hurt farmers.

"The banks, particularly the rural banks aren't locked into farm financing anymore. If they decide farm loans are too risky, they are going to invest money in other things," he said.

Hughes says American farm policy makers have three options. They can do nothing, which means farm production and farm land values will continue to decrease causing many farmers, agribusinesses and farm lenders to go out of business.

Large government subsidies are another possible solution but Hughes doesn't think these options are politically possible or economically wise.

"While the use of debt forgiveness, land set asides or other subsidy programs might preserve current levels of production and even generate incentives to expand, they would probably collapse of their own weight, leaving an even more difficult problem for farmers in the future," Hughes said.

-more-

Hughes advocates a change in government fiscal policies but said it's unlikely farmers have the power to cause major fiscal policy change alone.

"If farmers can join with the auto, steel and construction industries, for instance, they might have a chance to bring about favorable economic change," he said.

But Hughes says farmers should be cautious about such coalitions. Farmers must be sure the government continues to recognize the unique characteristics that justify continued government support.

"Farmers operate in an uncontrollable atmosphere that involves more risks than other industries. Economic theory states that when the risk is great enough, then it is in the best interest of the economy to provide governmental support to offset those risks," Hughes said.

Texas Tech News

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CONTACT: Darla Hightower

2-2-18-85

LUBBOCK--An outstanding researcher, an exceptional new professor and a student organization providing outstanding public service have been selected to receive awards from the Texas Tech University Dads Association.

Dr. J. Knox Jones Jr., professor of biological sciences, has been named 1985 recipient of the Barnie E. Rushing Jr. Faculty Distinguished Research Award.

Dr. H. Scott Norville, of the civil engineering faculty has been chosen to receive the New Professor-Excellence in Teaching Award, given annually to a faculty member demonstrating teaching excellence within the first four years of employment at Texas Tech.

The J.H. Murdough Student Chapter of the American Society of Civil Engineers has been named recipient of the award for Distinguished Public Service by a Student Organization.

The awards will be presented at the association's annual Mid-Winter Trustees Luncheon at noon Saturday (Feb. 23) in the University Center Coronado Room. The luncheon costs \$6.50. For reservations, call 742-3630.

Jones is the eighth recipient of the distinguished research award. His research in the systematics, evolution and natural history of mammals has aided him in producing a total of 261 scientific publications, including 12 books he either wrote or edited.

-more-

He was formerly vice president for Research and Graduate Studies at Texas Tech (1974-84) and dean of the Graduate School (1971-84).

Jones has served in administrative positions in museums, including director of The Museum of Texas Tech University (1971-72), and coordinator of museum studies (1971-82). He has held editorial positions including the review editor, Joslyn Museum; and editor of Museum Publications for The Museum. In addition, he regularly reviews manuscripts for scientific publications.

Jones was the 1983 recipient of the H.H.T. Jackson Award from the American Society of Mammalogists for outstanding service to the society. In 1977, he received the C. Hart Merriam Award from the American Society of Mammalogists for outstanding contributions to mammalogy in research, education and service.

Jones holds a bachelor's degree from the University of Nebraska and the doctoral degree from the University of Kansas.

A faculty member since 1981, Norville is known for his enthusiastic teaching method and dedication to students. He has taken extra steps to help students learn including holding late night help sessions.

Norville initiated a new course format for one of his courses. Chairman Ernst W. Kiesling praised the move and said, "It appears that students are receiving it well and that the quality of instruction has been enhanced in that course."

-more-

Norville's research interest is in probabilistic methods and random processes as applied to engineering structures. He has expertise in the areas of window glass strength, time series analysis of wind loads and random vibrations of structures.

His nomination was accompanied by eight letters from students praising his sincere approach to his students. Comments included "Dr. Norville generally cares whether his students understand the material or not," "His lectures are made more interesting by his humor," and "He is an excellent educator -- few instructors can match him."

Norville holds a bachelor's degree from the University of Toledo and the doctoral degree from Purdue University.

The J.H. Murdough Student Chapter of the American Society of Civil Engineers is being honored for service projects performed for the cities of Sundown and Levelland.

The organization annually conducts an engineering-oriented to provide a service to a local organization or community. The chapter completed two such projects in 1984. One project required students to analyze the solid waste collection system for the city of Levelland and devise an optimum routing system for the collection trucks. Almost 100 hours were volunteered on weekends for the project.

-more-

The second project involved an extensive analysis of the potable water distribution system for Sundown. The students expended a total of 494 volunteer man-hours on the project. It included recommendations for solving or relieving low water pressure areas which could have a definite influence on the city's fire fighting abilities.

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

Radio & Television New Service

TO: PSA DIRECTORS

3-2-18-85

FROM: Jane Prince Jones

WHO: KTXT TV - Channel 5

WHAT: Festival '85

WHEN: March 9-24, 1985

KTXT is public broadcasting for the South Plains. There are shows such as "Sesame Street," and features like "National Geographic Specials," documentaries, music performances, drama series and much more. Channel five is your public television.....worth watching.....and worth contributing to.

Support public television. Join in everyday and help us make the \$150,000 goal.

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CONTACT: Damon Pearce

4-2-18-85

LUBBOCK--Thirty-three Texas Tech University students have been selected for the 1984-85 edition of Who's Who in American Universities and Colleges.

The students were chosen for the one-time honor from all junior, senior, graduate, law and medical students at Texas Tech. Selections were made by a committee of faculty members, staff and students, based on outstanding achievement in scholarship, leadership and service while at Texas Tech.

The honorees are, by hometown:

From Abilene: accounting senior Christopher Scott Taylor, son of Mr. and Mrs. Bernard W. Taylor, 2525 Brentwood Drive;

From Amarillo: psychology graduate student Kevin Timothy Jones, son of Dr. and Mrs. Billy R. Jones, 2808 Teckla Blvd.; music education senior Charlotte Reavis, daughter of Mr. and Mrs. Don Reavis, 3527 Kileen;

From Canyon: accounting junior Nolan Charles Dees, son of Mr. and Mrs. Myron Dees, 2414 14th Ave.;

From Clovis, N.M.: petroleum engineering senior Craig Harold Adams, son of Mr. and Mrs. Jimmy Adams, Route 2;

From Dallas: journalism/public relations senior Laurie Jane Cross, daughter of Mr. and Mrs. William Cross, 7019 Meadowbrook Drive; journalism/public relations senior Michelle Ann Fischer, daughter of Mr. and Mrs. Jonathan Fischer, 3449 Pebble Beach;

-more-

From Denison: accounting senior Leigh Ann Price, daughter of Mr. and Mrs. Robert Price, 1600 West Gandy;

From Dumas: agricultural economics senior Russell Dean Fangman, son of Mr. and Mrs. Arnold Fangman, 208 Carson;

From Fredericksburg: range and wildlife science senior Carrie Maenius, daughter of Mr. and Mrs. Guenther Maenius, 120 Ridgewood Drive;

From Garland: finance senior Rhonda Kay McDowell, daughter of Mr. and Mrs. Glen McDowell, 2306 Pembroke;

From Hale Center: agricultural communication junior Tanya Lea Tyer, daughter of Mr. and Mrs. Gene Tyer, 307 W. Second;

From Harlingen: third-year law student Richard Dolman Davis, son of Mr. and Mrs. Richard Davis Jr., 1001 Ferguson Drive;

From Hereford: political science junior Cynthia Josette Barela, daughter of Mr. and Mrs. A.D. Barela, 329 Centre;

From Houston: second-year medical student William Allan Alexander, son of Mr. and Mrs. R.L. Alexander, 2106 Longhorn; management junior Carolyn Anne Blackman, daughter of Mr. and Mrs. Patrick Blackman, 8902 Pontiac;

From Irving: finance junior John David Joyner, son of Mr. and Mrs. Charles Joyner, 3320 Hillside;

From Lubbock: political science junior Alison Kaye Bennett, daughter of Mr. and Mrs. Kent Bennett, 8611 Kenosha Drive; psychology junior David Thelon Daniell, son of Mr. and Mrs. Max Daniell, 3432 60th St.; elementary education senior Kimberly Marie Fouts, daughter of Mr. and Mrs. Aubrey Jan Fouts, 3504 66th Drive; electrical engineering senior Mark L. Heinrich, son of Mr. and Mrs. Paul Heinrich, 5422 15th St.

From McKinney: architecture senior Danielle Audrey Lang, daughter of Mr. and Mrs. A.B. Dabney, 213 N. Westpark;

From O'Donnell: advertising/public relations senior Heather Elizabeth McPhaul, daughter of Mr. and Mrs. Jack McPhaul, Route 1;

From Olton: restaurant, hotel and institution management senior Barry Allen Giles, son of Mrs. Brenda Light;

From Pampa: accounting senior Mark Jeffrey Alexander, son of Mr. and Mrs. Jack Alexander, 2409 Navajo;

From Round Rock: fashion design senior Karen Jean Rowland, daughter of Mrs. Kay Rowland, 1005 Rabbit Run Road;

From San Angelo: accounting/finance senior Brent Clark McCarty, son of Dr. and Mrs. Robert McCarty, 2801 Oak Mountain;

From San Antonio: advertising/public relations senior Suzanne Kathleen Brennan, daughter of Nancy Brennan, 454 Pamela; psychology junior Elizabeth Harper Rote, daughter of Mr. and Mrs. Gerald Rote, 602 Barchester;

From San Marcos: management information systems senior Della Elizabeth Anderson, daughter of Dr. and Mrs. Robert Anderson, BSR-CE 114;

From Stanton: agricultural economics senior Douglas Clay Holcomb, son of Mr. and Mrs. Vernon Holcomb, Star Route;

From Vernon: clothing and textile senior Gail Ann Neel, daughter of Mr. and Mrs. Joel B. Neel, Route 1;

From Wolfforth: home economics education senior Donna Elizabeth Bell, daughter of Mr. and Mrs. Don Bell.

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CONTACT: P. Lewis/D. Hightower/S. Post

5-2-18-85

LUBBOCK--Media representatives must make the same demands of themselves that they require of others, the immediate past president of the Society of Professional Journalists, Sigma Delta Chi, said in a keynote address opening Mass Communications Week at Texas Tech University Monday (Feb. 18).

Phil J. Record, associate executive editor of the Fort Worth Star-Telegram, said if media are to counter public hostility against them, they must view themselves as servants to the public.

Better performance, more accountability and improved self-regulation are factors, Record said, that the public demands of the media.

"They all add up to professionalism," he said.

Also speaking Monday on Public Relations Day were Walker Merryman, vice president, Tobacco Institute, Washington, D.C., and Dale Johnson, news coordinator, Southwestern Bell Telephone Co., Dallas.

Record said the media must help convince the public that the First Amendment -- assuring freedom of speech and press, freedom of religion and right to assemble -- belongs to the people, not just the press. He said American media today are much more objective and responsible than the partisan press of the previous two centuries. There is not more bad news, he said, but more intense and pervasive news through both print and broadcast media.

-more-

"We are far from perfect, but the good we do still outweighs our faults," Record said. "We will never reach perfection, but we must continue to strive for it."

Merryman described the role of the Tobacco Institute, saying it is a vocal advocate for the tobacco industry. In a public relations role, he said he provides information to the media and other professionals on the latest tobacco issues.

"We do not promote cigarettes or try to convert non-smokers," he said. "We try to make it as easy as possible for member companies to operate in a market as free as possible."

The Tobacco Institute provides information on controversial topics such as taxes and fires from smoking, Merryman said, but refrains from comment on controversial topics.

"The Institute would not get involved in issues such as should high schools allow smoking," he said.

Johnson said Southwestern Bell is the only one of the seven companies formed during the AT&T breakup that is using a systematic customer education campaign.

"Despite massive public education campaigns before and since the divestiture occurred Jan. 1, 1984, many people are still confused about billing, equipment options and repairs, long distance service and exactly what company is responsible for what," Johnson said.

Southwestern Bell has initiated a series of brochures called "Tele-Help" to help customers and employees understand what the breakup means.

-more-

"We have found that there is a strong feeling of customer awareness among our employees. They are frustrated because they can no longer do for our customers some of the things they could do in the past," he said.

Mass Communications Week will continue Tuesday (Feb. 19) with Telecommunications Day. Featured speakers will be Tim Gardner of KTBC-TV, Austin, at 9:05 a.m. and former Federal Communications Commission member Bob Wells, vice president of Harris Enterprises, Garden City, Kan., at 10:35 a.m. Both sessions will be in the University Center Coronado Room.

An afternoon panel will include telecommunications professionals Mark Ross of KSET-FM, El Paso; Brent Boynton of KOSA-TV, Odessa; Rod McClendon of KCBD-TV, Lubbock; and Nancy Sullivan, vice president of NTS Communications Inc., Lubbock. The panel will begin at 1:35 p.m. in Mass Communications Building, Room 101.

The 1984 CLIO Awards film of award-winning commercials will be shown at 3:05 p.m. in Mass Communications Building, Room 101.

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CONTACT: Sally Logue Post

6-2-19-85

LUBBOCK--Professor George Tereshkovich of the Texas Tech University Plant and Soil Science Department has received the 1985 L.M. Ware Distinguished Teaching Award presented by the Southern Region of the American Society for Horticultural Sciences.

The annual award recognizes a distinguished teaching career in horticulture.

The society's Southern Region includes 13 states. The award is based in part on student and colleague evaluations, letters of recommendation and a nominee's resume.

Tereshkovich joined the Texas Tech faculty in 1968 and was appointed associate chairperson of the department in 1981. Tereshkovich holds a doctoral degree from Louisiana State University, master's degree from the University of Georgia and bachelor's degree from Louisiana Tech University.

Tereshkovich's research interests are broad and include vegetable production in West Texas and the study of ornamental vegetation. Last year he received the Texas Tech President's Award for Excellence in Teaching.

CONTACT: Darla Hightower

7-2-19-85

LUBBOCK--Eleanor Kreneck, artist and art historian, will discuss painting and illumination in medieval Romanesque art at an 11 a.m. lecture Tuesday (Feb. 26) in The Museum of Texas Tech University.

The lecture will focus on the revival of wall painting and the illumination of ancient manuscripts, Kreneck said. The discussion will center on the churches of France, Spain, England, Italy and Germany in the 11th and 12th centuries.

"The fact that we're talking about wall painting is significant because it was revived during that period," Kreneck said.

The Romanesque period brought a stable government for Europe, Kreneck said. Countries settled from the migration period and began building large churches again. The wall painting is found mostly in churches of Spain, she said.

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

Admission is \$3 per lecture.

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

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CONTACT: Darla Hightower

7-2-19-85

LUBBOCK--A senior from each of Texas Tech University's six colleges has been named a 1985 recipient of the Texas Tech University Dads Association Scholarship-Leadership-Service Award.

Students by their respective colleges are: Agricultural Sciences, Richard K. Lawrence of Clayton, N.M.; Arts and Sciences, Beverly Smith of Lubbock; Business Administration, Macey Winn of Fort Worth; Education, Patsy Jane Robles of Lubbock; Engineering, Larry P. Heck of Marfa; and Home Economics, John McNerney of Lubbock.

The awards are given annually to students showing academic excellence and demonstrating outstanding public service and community leadership. The awards will be presented at the Dads Association's Mid-Winter Trustees Meeting at noon Saturday (Feb. 23) in the University Center Coronado Room.

Lawrence, a wildlife management major, has worked in fund raising for the Student Chapter of the Range and Wildlife Society. He has voluntarily conducted research under several department professors. Currently, he is researching the deer thyroid gland under Research Scientist Steve Demarais.

He has served as assistant Scoutmaster for Troop 500, Lubbock (Chapparral) Council of the Boy Scouts of America. He teaches a Sunday School Class for 11-year-olds at his church. He aided in camp activities for Boy Scouts and helped renovate structures at Camp Post. Lawrence is the son of Robert K. Lawrence, 702 S. First, Clayton, N.M., and Amanda Parker, Route 1, Brownsboro.

-more-

Smith, a biology major, is a member of Mortar Board and Omicron Delta Kappa, honorary societies. She also serves as philanthropy chairperson for Kappa Kappa Gamma social sorority. She was 1984 president of the student Presbyterian Ministries.

Smith is a volunteer for Contact Lubbock, a telephone ministry for the citizens of Lubbock. She is a deacon at First Presbyterian Church. She plans to serve with the Peace Corps in an underdeveloped country. She is the daughter of Mr. and Mrs. Joe T. Smith, 5016 Second St., Lubbock.

Winn, an accounting major, has been fraternity education officer for Kappa Kappa Gamma social sorority, vice president of Cardinal Key and secretary for Beta Alpha Psi. She is also a member of the Business Administration Council, Mortar Board and the President's Hostess.

She has participated in benefits for the American Heart Association, service to Buckner Baptist Children's Home and a program sponsored by Mothers Against Drunk Driving. She is the daughter of Mr. and Mrs. Herschel Winn, 2705 Simoadale, Fort Worth.

Robles, a bilingual and elementary education major, is a member of Sigma Delta Pi Spanish honorary, Kappa Delta Pi education honorary and is secretary of the Bilingual Education Student Organization.

She has been a facilitator in Bilingual Education conferences in 1983 and 1984. She is the daughter of Mr. and Mrs. Rogelio Robles, 4810 46th St., Lubbock.

-more-

Heck, an electrical engineering major, is a member of the Institute of Electrical and Electronic Engineers; Eta Kappa Nu, electrical engineering honorary; Tau Beta Pi, engineering honorary; Mortar Board, chaplain; and Kappa Kappa Psi band honorary, vice president.

He belongs to several Texas Tech Music Department groups, and sings with New Vision, a Christian music group performing in the southwestern United States. He is the son of Mr. and Mrs. Melvin Heck of Marfa.

McNerney, a dietetics major, works as an air traffic control specialist. He is a member of the American Dietetic Association, the National Association of Air Traffic Specialists, the Texas Tech Student Dietetic Association and the Phi Kappa Phi Honor Society.

He has presented public school lectures on drug and alcohol abuse. He has sponsored a local chapter of the Council on Adoptable Children and has volunteered for the Lubbock Council on Alcoholism free ride home program on New Year's Eve. He is married and has two children. He is the son of Mr. and Mrs. J.E. McNerney, 1207 Morningside N.E., Albuquerque, N.M.

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CONTACT: Darla Hightower

8-2-19-85

LUBBOCK--As part of a 38-year tradition, the German Play "Armer Ritter" will be performed in German by students studying German language and literature at Texas Tech University March 1,2,4 and 5.

The play will begin at 8 p.m. in the Qualia Room of the Foreign Language Building. Admission is \$2. The audience will receive an English synopsis of the play. The play will also be performed March 22 at Baylor University as part of the Texas Association of German Students annual convention.

"Armer Ritter" is a folktale drama written by Peter Hacks, who is universally considered to be East Germany's foremost living dramatist. The play is the first by an author from the German Democratic Republic to be produced at Texas Tech, according to director Thomas I. Bacon, German professor.

"Armer Ritter" in English is "Poor Knight." The story is a medieval tale of Poor Knight played by junior Robert Mayne Jr. of Lubbock, who sets out to slay "Firesnoot," the thirteen-headed dragon and thereby win the hand of the Rose King's daughter and the kingdom itself.

The characters include both common people and aristocrats. Performers are Amarillo graduate student Trey Hill as Kaspar, Poor Knight's companion; San Antonio sophomore Alan Parker as the blacksmith; Richardson junior Suzanne French as a farmer; Crane senior Julie Everett as an editor; Wichita, Kan., sophomore Doug Thome as the innkeeper; Lubbock graduate student Grady Simmons as the Rose King and Midland graduate student Paula Hanssen as the Blossom Princess.

-more-

In the story, Poor Knight must overcome three obstacles to succeed in his mission to slay the dragon. He needs a decent pair of trousers, some food for his starving horse, Ajax, and to have his spear repaired.

After the villagers supply Poor Knight's needs, he sets out to seek the dragon in the forest. At the wood's edge he meets his cousins Gurlewanz (graduate student Ronny Bingham of Lockhart) and Firlefan (sophomore Don Entz of Lubbock) who decline to help him slay the dragon.

Poor Knight returns with one of the dragon's heads and the dragon treasure. He gives the treasure to the cousins except for enough money to repay the villagers, then accompanies his cousins to the palace.

At the palace, Kaspar meets the chambermaid Gretel -- graduate student P.J. Pierce of Amarillo -- who reveals the secret of the Blossom Princess. The princess is covered by rose blossoms, as well as deadly thorns, but Poor Knight is determined to marry her.

Through a conversation with Gretel, Kaspar discovers that by disagreeing or saying no to the Princess the thorns and blossoms fall off. When the Princess insists that the Poor Knight embrace her, he says no repeatedly until all the thorns and blossoms are gone. He is then able to love her freely.

Gurlewanz spreads the rumor that Poor Knight was killed by the thorns of the Princess. The truth eventually surfaces in more ways than one. Gurlewanz finally admits that he spilled ink over Poor Knight's name in their rich uncle's will. Poor Knight is then properly recognized as Duke Poor Knight von Famagusta.

The happy ending to the story involves two marriages -- Poor Knight marries the Princess, and Gretel marries Kaspar, Poor Knight's helper.

In "Armer Ritter," Hacks is talking about human concerns and how people deal with each other, Bacon said.

"The play is a colorful show with a positive message. It has a life-enhancing quality and everyone will leave feeling good," Bacon said.

caption-----

9-2-19-85

GERMAN THEATER--Two dozen German students are preparing for the staging of "Armer Ritter," a German play at Texas Tech University March 1,2,4 and 5. Starring in the production are, from left, Robert Mayne Jr. of Lubbock as Poor Knight, Trey Hill of Amarillo as Kaspar and Grady Simmons of Lubbock as the Rose King. (TECH PHOTO)

caption-----

10-2-19-85

GERMAN DRAMA--Two dozen German students are preparing for the staging of "Armer Ritter," a German play at Texas Tech University March 1,2,4 and 5. Starring in the production are, from left, Robert Mayne Jr. of Lubbock as Poor Knight, Grady Simmons of Lubbock as the Rose King and Paula Hanssen of Midland as the Blossom Princess. (TECH PHOTO)

caption-----

11-2-19-85

GERMAN DRAMA--Two dozen German students are preparing for production of "Armer Ritter," a German play at Texas Tech University March 1,2,4 and 5. Cast members include, from left, Robert Mayne Jr. of Lubbock as Poor Knight, Trey Hill of Amarillo as Kaspar and Grady Simmons of Lubbock as the Rose King. (TECH PHOTO)

caption-----

12-2-19-85

GERMAN THEATER--Two dozen German students are preparing for production of "Armer Ritter," a German play to be performed at Texas Tech University March 1,2,4 and 5. Starring in the production are, from left, Robert Mayne Jr. of Lubbock as Poor Knight, Grady Simmons of Lubbock as the Rose King and Paula Hanssen of Midland as the Blossom Princess. (TECH PHOTO)

caption-----

13-2-19-85

GERMAN DRAMA--Two dozen German students are preparing for production of "Armer Ritter," a German play to be staged at Texas Tech University March 1,2,4 and 5. Starring in the production are, from left, Don Entz of Lubbock as Herr Firlefan, Paula Hanssen of Midland as Blossom Princess, Grady Simmons of Lubbock as the Rose King and Ronny Bingham of Lockhart as Herr Gurlewanz. (TECH PHOTO)

caption-----

14-2-19-85

GERMAN DRAMA--Two dozen German students are preparing for the production of "Armer Ritter," a German play at Texas Tech University March 1,2,4 and 5. Cast members include, clockwise from front, Robert Mayne Jr. of Lubbock as Poor Knight, Trey Hill of Amarillo as Kaspar and Grady Simmons of Lubbock as the Rose King. (TECH PHOTO)

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CONTACT: S.Post/D. Hightower

15-2-19-85

LUBBOCK--The public is more aware of communicators and more critical of the jobs they do than ever before, Tim Gardner, news director for KTBC-TV in Austin, said Tuesday (Feb. 19) during Mass Communications Week at Texas Tech University.

"Gone are the days when journalists were knights in shining armor riding off to save America," he said.

Gardner said people are quicker to sue for libel now and are more likely to win in lower courts because jurors believe journalists, as a whole, are not adhering to the highest ethical standards.

Gardner spoke during Telecommunication Day. Also speaking was Bob Wells, vice president, Harris Enterprises, Garden City, Kan. Wells is a former federal communications commissioner.

No matter what field of mass communications one goes into, "we are all information merchants selling the truth," Gardner said.

All we have is our credibility. Once we lose that for whatever reason, we have to start from scratch and it takes a long time to rebuild what we've lost," he said.

Wells said flexibility is the key word for broadcasting. Broadcasters, he said, must be able to step back and take a fresh look at the business each day.

"We need to satisfy that day's requirements. It's not like yesterday and it's different from tomorrow," he said.

-more-

Wells also said that the media is under fire and the public pressure instills a heavier burden to do a job fairly.

The former FCC member said he is against the FCC regulating news quotas for broadcasting. The next step, he said, would be judging quality of news and a violation of the first amendment.

Mass Communications Week activities will continue with Journalism Day Wednesday (Feb. 20). Featured speakers will be Marjorie Paxson, publisher of "The Muskogee (Okla.) Phoenix," and Kristin Gazlay of the Associated Press in Dallas. Paxson will speak at 9:35 a.m. and Gazlay at 10:35 a.m., both in the University Center Theater.

An afternoon panel discussion on issues in journalism will include Ira Perry of the "Houston Chronicle," Inez Russell of the "San Angelo Standard Times" and Kathy Watson of KVII-TV, Amarillo. The panel will meet at 1:35 p.m. in Mass Communications Building, Room 101.

The 1984 Clio Awards film of award-winning commercials will be shown at 3:05 p.m. in Mass Communications Building, Room 101.

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CONTACT: Deborah Palmer/P. Lewis

16-2-20-85

LUBBOCK--The second annual "South Plains Regional Gifted and Talented Education Conference" will examine developments in gifted and talented education with teachers, parents, school administrators and counselors March 28-30 at Texas Tech University.

Educators Elizabeth Meckstroth, co-author of "Guiding the Gifted Child: A Practical Source for Parents and Teachers," and Bruce Kline, author of "Awareness and Change," will jointly address topics involving encouragement, assessment and discipline of gifted children at home and school. Joanne Rand-Whitmore, author of "Giftedness, Conflict and Underachievement," will explore achievement motivation, underachievement and development of giftedness in early childhood.

Special interest workshops will be offered March 28, including the "Computer-Assisted Instruction Workshop," led by Jim Edgar, senior consultant in computer-assisted instruction for the National Computing Center in England. This hands-on workshop will acquaint teachers with computer-assisted instruction for the gifted.

A "Curriculum Development Workshop" will focus on the concept of a differentiated curriculum for the gifted student. Margaret Kress, director of Houston Independent School District's gifted programs, will lead the session.

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The conference is co-sponsored by the Texas Tech University Division of Continuing Education's Institute for the Gifted and the College of Education in conjunction with the Texas Association for the Gifted and Talented. The \$105 registration fee includes breakfast and lunch March 28-29 and a March 29 reception.

Reduced fees are available for one-day participation, two-day participation, university students, Texas Association for the Gifted and Talented members and school districts sending more than 10 participants.

For additional information, contact Mary Anne Speck, Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-2353.

Texas Tech News

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CONTACT: S. Post/D. Hightower

17-2-20-85

LUBBOCK--A code of ethics may not provide all the answers for journalists, but it does let readers know what a newspaper's guidelines are, Marjorie B. Paxson, president and publisher of the Muskogee (Okla.) Phoenix, said Wednesday (Feb. 20) during Mass Communications Week at Texas Tech University.

"We need to tell our readers what our principles are, although there is no way we can attain them completely. Our readers know that nobody is perfect, least of all journalists. But they should know that we are making the effort," Paxson said.

Paxson spoke during Journalism Day. Also speaking was Kristin Gazlay of the Associated Press in Dallas.

Paxson said many citizens think journalists have usurped the First Amendment as their right alone, not the public's right.

"They think we hide behind the first amendment and use it as our right to rush into print or on the air with anything we choose. They think we are arrogant and uncaring," she said.

Journalists must remember the First Amendment only provides for freedom of the press and doesn't mention accuracy, truth or impartiality, she said.

Paxson said the debate will continue on whether news gathering organizations should have codes of ethics, but she believes that, "if nothing else, a code will make us stop and think before we charge ahead."

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Gazlay said that the Associated Press deals with ethics differently from a newspaper because the reader is one step removed. The AP is not accountable to a community or to advertisers but to member newspapers, she said.

"We try to be accountable to our members and listen to them," Gazlay said. "When we make a mistake we get calls from the newspapers. We don't get a call from a local banker threatening to withdraw advertising because we have nothing to do with advertising."

Although the AP does not have a published code of ethics, issues are discussed every day, Gazlay said. Many times, AP will print the name of a juvenile or rape victim and let the newspapers make their own decision about printing it, she said.

Gazlay explained the structure of the AP, the oldest and largest wire service in the world. The AP is a non-profit organization with 1,500 newspaper members in the United States.

Mass Communications Week will continue Thursday with the induction of New York advertising executive Donald H. Waddington into the Texas Tech Mass Communications Hall of Fame.

Waddington, president of Branham/Newspaper Sales, will be inducted by Bill Crume, president, Crume and Associates, Dallas, during a lunch beginning at 11:45 a.m. Thursday in the University Center Ballroom.

Thursday also will feature the World of Advertising Seminar with speeches by national advertising professionals. Jack Jacobs, account supervisor for Foote, Cone and Belding/Honig, San Francisco, will speak at 9:05 a.m. on the Levi 501 jeans advertising campaign.

At 10:35 a.m. Mike Kearns, vice president and account supervisor of Needham Harper Worldwide Inc., Chicago, will discuss the Budweiser Light campaign. Both talks will be in the University Center Theater.

An afternoon discussion group will include Janet Bustin, Berry-Brown Advertising, Dallas; Ellen Ross, Procter and Gamble, Dallas; Charla Sailor, Winius-Brandon Advertising, Houston; and Janice Boyle, McCaffrey and McCall, New York. The panel will meet at 1:35 p.m. in the Mass Communications Building, Room 101.

CONTACT: Preston Lewis

18-2-20-85

LUBBOCK--Accreditation will be the main discussion topic when the Texas Tech University Mass Communications Advisory Committee meets Saturday (Feb. 23).

The meeting will run 8:30 a.m. to 2:30 p.m. in the Mass Communications Building, Room 105. Major reports to the committee will relate to the scheduled accreditation visit for the Mass Communications Department next academic year by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Newly adopted ACEJMC standards will dominate most of the reports, said Department Chairman Bill Ross.

Also, two new members will join the advisory committee. They are Bronson Havard, assistant to the editor, Dallas Times Herald, and John Frankhouser, executive vice president, KAMZ-FM, El Paso.

Ray Poindexter, vice president KAMR-TV, Amarillo, is chairman of the advisory committee.

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19-2-20-85

LUBBOCK--Jack Jacobs of Foote, Cone, & Belding advertising agency in San Francisco discussed strategy behind the current Levi 501 Jeans campaign Thursday (Feb. 21) during Mass Communications Week at Texas Tech University.

Jacobs, who is the Levi 501 Jeans campaign supervisor, said Levi Strauss and Co. decided to focus advertising for 1984 around the 501 Jeans because "these are the original flag ship of the company. Except for removing a couple of rivets, the pants haven't changed in 130 years."

Also speaking during the World of Advertising Seminar was Mike Kearns, vice president of Needham Harper Worldwide Inc., Chicago, and account supervisor of the Budweiser Light campaign.

Kearns explained the development and success of Budweiser's "Bring out your best" and "Everything else is just a light" advertising campaigns. He also explained the reasoning behind a name change from Budweiser Light to Bud Light in January 1984. The company's goal, he said, is to come from the number two light beer to replace Miller Light as number one.

The presentation of the Thomas Jefferson Award to Vermont Sen. Patrick J. Leahy Friday will highlight Photocommunications Day.

The Thomas Jefferson Award Banquet will begin at 7 p.m. in the University Center Ballroom. A reception for Leahy will follow at 8:30 p.m. in the American State Bank Operations Building.

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Leahy is the 12th recipient of the Thomas Jefferson award which annually recognizes supporters of the public's First Amendment rights -- freedom of speech and the press, freedom of religion, right to assemble and right to petition the government. The award is named for Thomas Jefferson, framer of the Declaration of Independence, third president of the United States and a strong proponent of First Amendment rights.

The award is sponsored by the Texas Association of Broadcasters, Texas Press Association and Texas Tech University.

Photocommunications Day will begin with lectures by Randy Cochran of Scripps-Howard Newspapers, Cincinnati, at 9:35 a.m. and 10:35 a.m. Friday in the Mass Communications Building, Room 101.

A 1:30 p.m. panel discussion in the same room will include chief Photographer Adrin Snyder and Photojournalist Mark Rogers of the Odessa American and Photo Editor Paul Moseley and Photojournalist Ron Jenkins of the Fort Worth Star-Telegram.

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CONTACT: Sally Logue Post

20-2-20-85

LUBBOCK--The Texas Tech University Range Plant Identification team has finished third overall at the International Plant Judging Contest in Salt Lake City, Utah.

The team earned 2,809 out of a possible 3,000 points. Joseph Wipff finished second overall in the individual competition.

Ninty-five students from 21 colleges and universities competed in the international event Feb. 12.

Members of the Texas Tech team are, Wipff, son of Mr. and Mrs. J.K. Wipff of Mason Road, Fredericksburg; Nancy Wilson, daughter of Mr. and Mrs. Guy W. Wilson of 3428 55th St., Lubbock; Richard Casner, son of Mr. and Mrs. Keith Casner of 3703 67th St., Lubbock; Robert Livingston, son of Jim Livingston of Ruidoso, N.M.; and Pat Livingston of Route 3, Roswell, N.M.; Roby Wallace, son of Mr. and Mrs. Jack Wallace of 4510 Caduceus, Galveston; and Tim Clippinger, son of Mr. and Mrs. Harold Clippinger of 209 Hill Street, Mount Holly Spring, Pa.

The team is coached by Professor Russell D. Pettit of the Department of Range and Wildlife Management.

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21-2-21-85

(MEDIA ADVISORY: You are invited to a news conference for 1985 Thomas Jefferson Award Winner Patrick J. Leahy at 6:30 p.m. Friday (Feb. 22) in the University Center Anniversary Room. The Senator from Vermont will receive the award at a 7 p.m. banquet in the University Center Ballroom. The award is given annually to an elective or appointive public official who has supported and defended the public's First Amendment rights of religious freedom, right of assembly and freedom of the press. The award is sponsored by Texas Tech University, the Texas Association of Broadcasters and the Texas Press Association. For more information, contact Preston Lewis at University News & Publications, 742-2136.)

CAPTION-----

22-2-21-85

PLANT TEAM--The Texas Tech University Range Plant Identification team recently won third place in the International Plant Judging Contest in Salt Lake City, Utah. Members of the team are front row, from left, Tim Clippinger, Mount Holly Sping, Pa.; Professor Russell D. Pettit, coach; and Nancy Wilson, Lubbock; back row, Robert Livingston, Rowsell, N.M.; Roby Wallace, Galveston; Joseph Wipff, Fredericksburg; and Richard Casner, Lubbock. (TECH PHOTO)

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CONTACT: Damon Pearce

23-2-22-85

LUBBOCK--Joseph E. King and Donald R. Abbe, both of the Texas Tech University Center for History of Engineering and Technology, will speak on "Courthouses of West Texas" at 7:30 p.m. Thursday (Feb. 28) in the Texas Tech Library Special Collections Area.

The lecture is in conjunction with the Library of Congress Exhibit "Houses of Justice: County Court Architecture Across America" on display at the Library.

Both King and Abbe have done extensive research on older structures in Texas and other southwestern states.

Since 1983, King has been directing a multi-phase historic architectural survey of West Texas. The survey has covered more than 20 percent of the state's land area, including all of the Panhandle, South Plains, Permian Basin and parts of the Trans-Pecos as far south as Del Rio.

King has also directed surveys in the copper mining region of eastern Arizona, a historic overview of bridges and road building in New Mexico and a comprehensive historic engineering survey of Colorado for the Colorado Historic Society.

Abbe has worked on historical engineering surveys of New Mexico, Arizona and Nevada. He has done a New Mexico architectural survey of Chavez and Roosevelt counties which documented more than 8,000 pre-1945 structures.

He has also directed a multi-year survey of 48 counties in the Texas Panhandle and South Plains.

King is the director of the Texas Tech Center for History of Engineering and Technology, where Abbe is a research assistant. Both King and Abbe are on the Texas Tech history faculty.

The "Houses of Justice" collection includes more than 60 photographs of courthouses from around the United States. The photographs represent the varying styles of the nation's 1,400 plus county courthouses.

The exhibit is open to the public free and is located on the third floor of the library through March 1. It is sponsored locally by the University Library, the Southwest Collection, the Texas Tech Division of Architecture, the Lubbock Heritage Society and the Lubbock Chapter of the American Institute of Architects.

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CONTACT: Sally Logue Post

24-2-22-85

LUBBOCK--The Future Farmers of America (FFA) has come a long way from its original cows and plows image, at least in the eyes of its more than 500,000 members.

"The FFA does a lot more than teach you how to be a farmer," Bruce Cobb, Texas Tech University freshman and Area I FFA vice president said. "It introduces high school students to all aspects of agribusiness. If it hadn't been for FFA I wouldn't be an agriculture major now."

Texas Tech Agricultural Education and Mechanization Chairperson Jerry Don Stockton agrees with Cobb's assessment of the FFA.

"The name Future Farmers is almost a misnomer now. The organization has grown and expanded to keep pace with the agriculture industry," he said.

With more than 60,000 members in Texas, Stockton said the Texas FFA chapters have made significant contributions to the national organization.

Because of his long-term personal involvement with FFA and a desire to see his department contribute to the organization, Stockton has received a three-year \$60,000 grant from the FFA Alumni Association to write a history of the Texas FFA.

"When we first proposed this project, I envisioned a 150-page book. Now that we have started gathering and sorting the material, that 150 pages might only be the introduction," Stockton said.

Stockton, his faculty and students have made the book a joint project. Two students are currently sorting and cataloging material and Stockton and department faculty members will each write sections of the book.

"The history will include major events in the FFA's history from its 1929 formation in Texas to the present. We are going to examine everything from the contributions and eventual merger of the Black FFA members to the admission of women in 1969," Stockton said.

Stockton's goal is to see a copy of the Texas FFA history in each of the more than 900 agricultural libraries in the U.S.

"FFA produces a lasting bond. Current and past members have more in common than their blue jackets. They have an interest in agriculture and a tie to an organization that has always meant a lot to them," he said.

CONTACT: Damon Pearce

25-2-22-85

LUBBOCK--Local government officials, business people and information specialists can learn to use the 1982 Economic Census during a conference March 1-2 at Texas Tech University.

"The Economic Census: Working for Business and Government" will acquaint participants with the wealth of information available from the U.S. Census Bureau and how to obtain it.

The conference will demonstrate uses of economic census information for government planning, business site selection and industrial and labor profiles. The program will also examine techniques of population estimation and data products related to the economic census, including the Census of Population and Housing.

Conference organizers said the program would interest government officials from small communities and owners of businesses without census data information specialists. The program will also help professionals, such as librarians, who deal with information needs regularly.

Cost for the conference is \$50 for the general public, \$20 for students. A limited number of scholarships is available. For more information on how to apply, contact Mary Ann Higdon, 742-2268.

For more information on the conference, contact Martha Hise, Division of Continuing Education, 742-2354.

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CONTACT: Preston Lewis

26-2-22-85

LUBBOCK--Oscar the Grouch is mad about it! The Count is already counting his votes! And, Cookie Monster is going on a diet.

The reason is the Sesame Street popularity contest which will run weekday mornings and afternoons, March 11-22, during Festival '85, KTXT-TV's annual fund-raising drive.

This year the Sesame Street Club will be back for the third time and each club member will be able to vote for a favorite Sesame Street character.

Children with parents contributing at the \$40 family membership level will receive Sesame Street bumper sticker/membership cards and see and hear their names over the air. In addition, their parents will receive 12 issues of Channel 5's monthly program guide and either a rainbow windsock or two KTXT coffee mugs. A \$15 donation will also qualify a child for club membership, though the additional benefits of the family membership will not be available.

As Sesame Street Club members, children will get to cast a vote for their favorite Muppet pals. Those Muppets entered in the contest are the team of Bert and Ernie, Cookie Monster, The Count, Big Bird, Mr. Snuffleupagus, Kermit and Grover. Oscar the Grouch, entered in the contest against his will, has been quoted as saying "Yuck."

Sesame Street airs at 8 a.m. and 3 p.m. weekdays.

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KTXT Development Director Karen Payne said contributions to Festival '85 are used to purchase rights to programming during the year. Sesame Street, 3-2-1 Contact, The Electric Company and Mister Roger's Neighborhood are a few of the quality children's programs aired on Channel 5.

27-2-22-85

(MEDIA ADVISORY: The news conference planned at 6:30 p.m. Friday (Feb. 22) for Vermont Sen. Patrick J. Leahy, the 1985 Thomas Jefferson Award Recipient, has been cancelled. Leahy, who serves on the Senate Agriculture Committee, was detained in Washington on business related to the farm policy. The Thomas Jefferson Banquet will continue as scheduled at 7 p.m. Friday in the University Center Ballroom with a video taped message from Sen. Leahy. For further information, contact Preston Lewis, University News and Publications, 742-2136.)

Story ideas for the week of
February 25-March 1, 1985
28-2-22-85

Texas Tech University
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Radio & Television New Service

USER STRESS--Preliminary findings of a study by managerial communications professor Grant T. Savage show a much higher frustration level on students using word processors than students using typewriters when working on complicated projects. For more information contact Dr. Savage, 742-3902.

NO DRESS STRESS--Wondering what to wear was not a major problem for the pioneer woman suggests Betty J. Mills, curator of costumes and textiles for The Museum of Texas Tech University. In research for her book, "Calico Chronicle," to be published this spring, Mills says the frontier woman usually had no more than two or three dresses in her wardrobe. For more information, contact Mills, 742-2461.

DRAGONSLAYER--The 38th annual German play performed by Texas Tech students studying German language and literature opens Friday, March 1, at 8 p.m. in the Qualia Room of the Foreign Language Building. "Armer Ritter" is the story of a "Poor Knight" who sets out to slay "Firesnoot," a thirteen-headed dragon. For more information or tickets, contact the Germanic and Slavic Languages Department, 742-3282.

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

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29-2-22-85

LUBBOCK--"Tax Break '85," a two-hour Public Broadcasting System special designed to help taxpayers fill out their tax forms and understand tax law changes, will be broadcast Sunday (Feb. 24) on KTXT-TV, Channel 5.

Tax experts from the Internal Revenue Service will provide advice on completing and submitting tax returns and will review the latest changes in tax law. The toll free IRS assistance phone line, (800) 424-1040, will be open during the program to respond to viewer questions.

The program will air at 3 p.m. Sunday on KTXT. It will pre-empt "Wall Street Week," "Pet Action Line" and "Firing Line" this week only.

During the first hour the show will give line by line instructions on finishing the 1040-EZ and 1040-A forms. During the second hour, parts of the 1040 form and Schedules A and B will be covered. Permissible deductions and credits and the tax law changes will also be reviewed during the second hour.