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Texas Tech News

UNIVERSITY NEWS AND PUBLICATIONS / P.O. BOX 4650 / TEXAS TECH UNIVERSITY / LUBBOCK, TEXAS 79409 / (806) 742-2136
Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

LUBBOCK--The Texas Tech University College of Engineering, in conjunction with the Engineering Student Council, has named five seniors as 1979 Outstanding Engineering Students.

The award is based on scholastic achievement, activities and leadership.

Chosen from 30 nominees were Arati Prabahkar, Lubbock, and Becky S. (cq) Taube, Waco, both in the Department of Electrical Engineering; Lonnie F. Gary, Big Spring, architecture; James L. Cromer, San Saba, agricultural engineering, and Mary Anne Aldrich, Blacksburg, Va., industrial engineering.

Prabahkar, daughter of Mrs. Raj Prabhakar, 2702 52nd St., Lubbock, is president of the Texas Tech student chapter of the Institute of Electrical and Electronics Engineers (IEEE). She is a member of the engineering honorary Tau Beta Pi, was vice president of the electrical engineering honorary Eta Kappa Nu, member of the Engineering Student Council two years and last year was a member of the electrical engineering track team. She held four scholarships during her undergraduate years, including a National Merit Scholarship, and she recently was awarded a Tau Beta Pi Fellowship for graduate study.

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Taube, daughter of Mr. and Mrs. Joe B. Taube, 5613 Caldwell, Waco, has been IEEE secretary for the past two years. She has been a member of the Texas Tech marching and varsity bands for four years and is active in the band honorary Tau Beta Sigma. She is a member of the Society of Women Engineers and has been an officer of the social sorority Gamma Phi Beta. She belongs to honor societies Tau Beta Pi, Eta Kappa Nu, Mortar Board, Alpha Lambda Delta and Rho Lambda. She also was a member of Junior Council. She has held the Fluor Academic Scholarship and was named this year to "Who's Who in American Colleges and Universities."

Gary, son of Mr. and Mrs. John Gary, 2516 East 24th, Big Spring, has been vice president of the Texas Tech student chapter of the American Institute of Architects, vice president and president of architecture honorary Tau Sigma Delta, student representative to the Associated College Schools of Architecture, a former contributing editor for the engineering student publication, "Technology," member of the freshman honorary Phi Eta Sigma and former member of the Engineering Student Council. He was a 1977 winner of the AIA-ACSA Mount Rushmore Competition Award and recipient of the 1978 AIA Scholarship Award. He has been active in the Baptist Student Union off campus.

Cromer, son of Mr. and Mrs. James R. Cromer of San Saba, earlier was honored for highest scholastic achievement in the College of Agricultural Sciences. He is president and former secretary of the student chapter of the American Society of Agricultural engineers and is corresponding secretary of Tau Beta Pi. He has been president of the agricultural engineering honorary Alpha Epsilon and served on the Engineering Student Council. He is a member of the mathematics honorary Kappa Mu Epsilon, agriculture honorary Alpha Zeta and the all-university honorary Phi

Kappa Phi. He has held the Clayton Fund, Agricultural Sciences, ARCS and Alpha Epsilon Scholastic Achievement scholarships. Cromer also has worked since 1976 as a student assistant in the Department of Agricultural Engineering.

Aldrich, daughter of Col. and Mrs. Theodore Aldrich, 213 Price St., Blacksburg, is secretary of the student chapter of the American Institute of Industrial Engineers, treasurer of Tau Beta Pi and student-faculty representative for students in industrial engineering. She has been vice president of the Society of Women Engineers and was chairperson of the 1978 Women in Engineering Seminar. She has been a "Technology" associate editor and a member of the Engineering Student Council. Other honors include memberships in Alpha Lambda Delta, Alpha Pi Mu and Kappa Mu Epsilon. For the past two years she has worked with Dr. Milton Smith as a research assistant in a cotton research project for Cotton Inc.

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CONTACT: Dan Tarpley

LUBBOCK--Mass communications and journalism departments and schools in 23 Texas colleges and universities will graduate more than 1,600 men and women this spring, an increase of almost 13 percent over the 1,446 who received bachelor's degrees a year ago. And they will be moving into a healthy job market.

Total enrollment in those departments is 7,775.

Figures were released this week by Prof. Ralph L. Sellmeyer, president of the Texas Journalism Education Council. He is a professor of mass communications at Texas Tech University.

Despite increases in enrollment and graduates, Sellmeyer said, record numbers of 1978 journalism school graduates were hired by daily newspapers. That is true not only in Texas, but also at the national level.

He quoted a study of 1978 journalism and communications graduates by the Newspaper Fund, a foundation supported by Dow Jones & Co. Inc. to encourage careers in journalism. The newspaper fund projects that approximately 3,600 of the class of 15,924 graduates took daily newspaper jobs immediately after graduation. That was the largest number of jobs offered in the past four years and represents an increase from the approximately 2,500 graduates who took daily newspaper jobs in 1977.

Sellmeyer said statistics for Texas "pretty well parallel" those of the nation. Virtually every school contacted by the Newspaper Fund said it had no problem placing graduates who were looking for work, and most said the demand for their grads was greater than they could satisfy.

The only disturbing aspects of the employment report, Sellmeyer said, are the slow increases in the proportion of minority graduates and a high rate of unemployment of minorities. They comprised 8.5 percent of the class of 1978 as compared with 8.1 percent of the 1977 class. Most minorities chose news-editorial and broadcast majors, but the totals were down from one year ago.

Another group that has traditionally been classified as minority is no longer that. For the first time, female graduates outnumbered males by 53.2 percent to 46.8 percent.

The median salary range for those in daily and weekly newspaper and wire service work was \$161-\$170 a week, the same as in 1977. Median salaries for all graduates was \$171-\$180 a week and that was bolstered by the \$201-\$210 median public relations salary.

Graduates in 1978 found media jobs most abundant in the Midwest and South.

The University of Texas at Austin led in Mass Communications enrollment with 2,798; Texas Tech University was second with 1,003; University of Houston, third with 782, and The University of Texas at El Paso, fourth with 386.

Others reporting included Texas A&M University, 372; Stephen F. Austin State University, 355; North Texas State University, 352; Trinity University, 312; The University of Texas at Arlington, 198; Abilene Christian University, 169; Texas Christian University, 165; Southern Methodist University, 163; Lamar University, 125; Pan American University, 120; Sam Houston State University, 114; Texas Southern University, 76; Angelo State University, 75; West Texas State University, 47; Texas Woman's University, 43; Hardin-Simmons University, 37; Midwestern University, 29; Texas A&I University, 28; and The University of Texas of

the Permian Basin, 26.

The reporting Texas schools showed 2,264 freshman in mass communications, 1,723 sophomores, 1,774 juniors and 1,632 seniors. There are 382 graduate students enrolled in the eight institutions with graduate programs.

Six of the Texas schools hold accreditation in the American Council for Education in Journalism and most of the others make efforts to conform to its principles. One of those guidelines is a requirement that undergraduate students achieve a ratio of approximately three-fourths of broad liberal arts and sciences courses to one-fourth of mass communications.

Sellmeyer said the Texas Journalism Education Council has as its broad purpose to help coordinate journalism and mass communications education in the state. The council is made up of administrators of the 25 institutions in the state with journalism or mass communications programs. Membership is open to all persons associated with mass communications education in Texas.

"Go West, young man," was the advice given a century ago by newspaperman Horace Greeley to those seeking outstanding career opportunities. Today, for those looking for newspaper work, that could read:

"Go West, young man or woman, or to the South, the Midwest, the Sunbelt, or stay in the East." Reports from all over the nation indicate that there is no shortage of jobs for journalism graduates who can say, "Have newspaper skills, will travel."

That is what emerged from a nationwide survey of journalism schools sponsored by the ANPA with cooperation of the Association for Education in Journalism.

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HONORS--Linda K. Goehman, right, of Menard, walked off with honors awarded both by faculty and students at the recent Honors Banquet-Pig Roast of the Texas Tech University College of Agricultural Sciences. Faculty named her the Outstanding Student of the college and the Outstanding Student of the Department of Agricultural Economics. Students presented her a certificate for their choice of her as Aggie of the Month of December. She stands with other Aggies of the Month, Terry Moore of Lubbock, honored in September, and Byron R. Studdard, Lampasas, honored in November. (TECH PHOTO)

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CONTACT: Becky Patterson

LUBBOCK--Design communicators -- sometimes called commercial artists -- combine artistic skills with specialized problem-solving processes to create design solutions ranging from corporate identity programs to book covers.

Design communicators are often confused with advertising artists. Although these two disciplines both require problem-solving skills, they represent different branches of applied art, according to Frank Cheatham, Texas Tech University art professor and member of the university's Design Communication Area.

"Advertising artists work with ad agencies and they design advertisements to sell products or services to large numbers of people through the mass media. Design communication artists work in design studios and usually their work is directed toward smaller audiences -- such as those who view the business card of a corporation, or a shopper whose eye is caught by a well-designed container," the art professor explains.

Cheatham maintains that Texas Tech has one of the best design communications schools in the country -- as good or better than many private art schools. "Our graduates compete favorably in the market with graduates of the more prestigious art schools," he said.

The university's design communication majors and graduates are achieving prominence through nationwide exhibitions of their work, which includes such varied designs as packages, trademarks, illustrations and posters. "Our students learn to create items that meet a client's needs

-- anything that needs to be designed, be it record album covers, brochures or exhibit designs."

In the terminology of art the client's specified need is called a "problem" that must be extensively examined before the artist can decide how to solve it and produce a solution that meets the client's needs.

"Intense intellectual involvement is required. The problem-solving process is a matter of analysis, generating ideas and finding an appropriate and effective solution.

"We try to give our students a basis on which to formulate a problem-solving philosophy. We encourage them not to follow rules or accept limitations without first asking 'why?'

"If no one ever asked why, or was afraid to break the rules, no progress would ever be made anywhere."

The department is good because of faculty effectiveness, Cheatham said. "All the faculty have worked with design studios or freelanced extensively. They have a close professional relationship with students, one that many times does not end with the class period."

The curriculum also contributes to the excellence of the department, Cheatham said. "In most schools students have to wait until they're juniors or seniors to take design communication courses. Our students can start when they're sophomores."

Standards are high for design communication students, the professor pointed out, because the art world demands excellence. "Since design students are hired on the basis of their portfolios, we review junior and senior portfolios every semester, and students are not allowed to proceed to higher level courses unless their portfolios meet very high standards."

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LUBBOCK--One of the nation's outstanding estate planning authorities, Conrad Teitell, New York and Washington, D.C., attorney, will conduct two seminars at Texas Tech University Thursday (May 3).

The first seminar, on "Latest Estate Planning Techniques for Professional Advisors, Including Charitable Giving," is scheduled for 8:30 a.m.-12:30 p.m. for professional counselors, including attorneys, CPAs, trust officers, chartered life underwriters and business executives. The second, from 1:30-3:30 p.m., is "Estate Planning for the General Public" and is designed for individuals and families interested in planning estates to provide for maximal benefit to their heirs. Both sessions will be conducted in the Texas Tech School of Medicine, fifth floor auditorium.

Teitell is author and lecturer on tax-encouraged giving and estate planning, director of the Philanthropy Tax Institute and editor and publisher of "Taxwise Giving," a monthly tax guide on charitable giving.

Since passage of the Tax Reform Act of 1969, Teitell has lectured for bar associations, estate planning councils, colleges, universities, law schools, hospitals and religious, health, social welfare and other organizations.

The seminars are presented by the Texas Tech Division of Continuing Education and sponsored by the Texas Tech, School of Medicine and Law School foundations and co-sponsored by the Lubbock County Bar Association and Lubbock chapters of the Texas Society of CPAs and Chartered Life Underwriters.

Teitell's presentation for professional advisors will cover latest estate and gift tax rules; unified rate schedule and transfer tax credit; planning techniques for increased gift and estate tax marital deductions; joint tenancy rules; special estate tax valuations rules for farms and closely-held business real property; generation-skipping transfers; orphans' exclusion; filing requirements for estate and gift tax returns, disclaimers and pitfalls.

Charitable giving topics will cover income, gift, estate and capital gains tax considerations in planning outright and deferred charitable gifts.

For donors and prospective donors, alumni groups, women's estate planning groups, senior citizens, boards of trustees and deferred giving and bequest committees, Teitell will treat how the tax reform act affects estate planning; objectives of a modern estate plan; importance of a will; how to save federal estate, gift and capital gains taxes and probate costs and how charitable gifts during life and by will are an important part of an estate plan, including life income gifts.

Registration for the morning session is \$40 and for the afternoon session \$15. Morning registrants may attend the afternoon presentation without additional fee. Pre-registration can be accomplished through a call to the Tech Division of Continuing Education. There also will be registration periods at the door prior to each session.

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MILITARY AWARD--Clyde J. Morganti, left, presents the President's Award to Edward M. Rogers III of Lubbock during the National Awards Ceremony for Army and Air Force ROTC cadets at Texas Tech University. The award is presented annually by the president's office to recognize military excellence. Rogers is a senior Air Force ROTC major and head resident of Murdough Residence Hall. (TECH PHOTO)

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ROTC AWARD--Lt. Col. Clayton S. Roberson (left) presents the Professor of Military Science Proficiency Award to Steven W. Long of 1810 Sorry Oaks, New Caney, a senior at Texas Tech University. The award was presented at the National Awards Ceremony for Army and Air Force ROTC cadets at Texas Tech. Long also received four other awards: The American Legion Army ROTC Award for Military Excellence, American Logistics Association Awards, and Department of the Army Superior Cadet Award, and the National Defense Transportation Award. (TECH PHOTO)

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AIR FORCE AWARD--Col. Fred D. Barnes, right, professor of Aerospace Student at Texas Tech University, presents the Senior Leadership Award to Air Force ROTC cadet Major Gary C. Cox of 1821 Avenue I, Levelland. The award was presented during the National Awards Ceremony for Army and Air Force ROTC cadets at Texas Tech University. (TECH PHOTO)

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TOP STUDENT--Becky S. Taube, left, of Waco receives one of the five 1979 Outstanding Engineering Student Awards presented by the Texas Tech University College of Engineering. Dean John R. Bradford, right, presented the awards at a spring honors banquet. (TECH PHOTO)

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TOP STUDENT--Lonnie F. Gary, left, of Big Spring receives one of the five 1979 Outstanding Engineering Student Awards presented by the Texas Tech University College of Engineering. Dean John R. Bradford, right, presented the awards at a spring honors banquet. (TECH PHOTO)

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TOP STUDENT--James L. Cromer, left, of San Saba receives one of the five 1979 Outstanding Engineering Student Awards presented by the Texas Tech University College of Engineering. Dean John R. Bradford, right, presented the awards at a spring honors banquet. Cromer also was named top scholar in the Texas Tech College of Agricultural Sciences.

(TECH PHOTO)

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TOP STUDENT--Mary Anne Aldrich, left, of Blacksburg, Va., receives one of the five 1979 Outstanding Engineering Student Awards presented by the Texas Tech University College of Engineering. Dean John R. Bradford, right, presented the awards at the spring honors banquet. (TECH PHOTO)

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CONTACT: B. Zeeck

LUBBOCK--Tony C. Apel of Burleson has been awarded a \$300 first prize for his design of a Furr's Cafeteria.

Apel was one of seven winners receiving a total of \$1,000 awarded by the cafeteria chain in a competition among third-year architecture students at Texas Tech University.

Second prize of \$200 went to Don E. Murray of Waxahachie, and \$100 honorable mention awards were presented Michael A. Monsalve, Plano, Erston L. Senger, Richardson, Chad R. Hines, Barrien Springs, Mich., Bruce B. Bone, Commerce, and Michael J. Martin, Niles, Mich.

Chairman Don Furr of Furr's Cafeterias Inc. said the company sponsored the competition to develop new ideas for cafeteria design. Some of the students' concepts, he said, will be considered in designing new buildings.

Faculty serving as jury included Bill W. Felty who was project coordinator, John P. White, Carol M. Watts, Horace H. Williamson and Eray Derman.

The competition called for free-standing cafeteria buildings. Students were to produce a strong exterior concept derived from interior relationships and volumes.

For building interiors students were given detailed specifications, even to such needs as a place for high chair storage. Helpful additional information told student designers, for instance, that 97 percent of

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the patrons arrive one or two at a time and want easy access to a drinking fountain and a place to hang coats and that areas for people to stand in line should be wide enough for two persons side by side.

More than 70 Furr's cafeterias are located in seven states. Five are under construction.

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EDITORS' NOTE:

Apel's parents are Mr. and Mrs. Irvin C. Apel, 108 S. E. Harris, Burleson.

Murray's parents are Dr. and Mrs. Hugh Murray, 903 W. Main, Waxahachie.

Monsalve's parents are Mr. and Mrs. Adolph L. Monsalve, 909 Harvest Glen, Plano.

Senger's parents are Mr. and Mrs. Jed Senger, 1003 N. Cottonwood, Richardson.

Hines' parents are Mr. and Mrs. Richard Hines, Rt. 2, Barrien Springs.

Bone's parents are Dr. and Mrs. Larry I. Bone, 2605 Washington, Commerce.

Martin's parents are Mr. and Mrs. John D. Martin, 2418 Burton, Niles.

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WINNER--Chad R. Hines, left, of Barrien Springs, Mich., accepts a \$100 check from Chairman Don Furr of Furr's Cafeterias Inc. for winning honorable mention with his design of a Furr's Cafeteria. The competition, sponsored by the cafeteria chain, was among third-year architecture students at Texas Tech University.

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FIRST PRIZE--Tony C. Apel, right, of Burleson accepts a \$300 check from Chairman Don Furr of Furr's Cafeterias Inc. for winning first prize with his design of a Furr's Cafeteria. The competition, sponsored by the cafeteria chain, was among third-year architecture students at Texas Tech University.

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OUTSTANDING STUDENT--Texas Tech Aggie Council Scribe Tim Mills, left, congratulates James W. Stalder, 115 Houston, Borger, on Stalder's being named Outstanding Student in Food Technology in Texas Tech's College of Agricultural Sciences. (TECH PHOTO)

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PRIZE WINNER--Don E. Murray, right, of Waxahachie, accepts a \$200 check from Chairman Don Furr of Furr's Cafeterias Inc. for winning second prize with his design of a Furr's Cafeteria. The competition, sponsored by the cafeteria chain, was among third-year architecture students at Texas Tech University.

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WINNERS--Third-year architecture students at Texas Tech University who won honorable mention in a design contest sponsored by Furr's Cafeterias Inc. were, left to right, Michael A. Monsalve, Plano, Michael J. Martin, Niles, Mich., and Erston L. Senger, second from right, Richardson, and Bruce B. Bone, right, Commerce. Congratulating them is Chairman Don Furr, center, of Furr's Cafeterias Inc. Students competed in the design of one of the company's cafeterias. First prize was \$300, second \$200 and honorable mention \$100.

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CONTACT: Dan Tarpley

LUBBOCK--Courses for practicing engineers interested in professional development will be offered in Amarillo and Borger this summer by Texas Tech University's Continuing Engineering Education Division.

The course in Amarillo is "Theoretical Investigations in Engineering Applications" (EE 5331) for non-electrical engineering students. Classes will meet from 6-9 p.m. on Tuesdays and Thursdays in Room 310, Technology Building, Amarillo College campus. Registration will be at the first class meeting on May 29. The course will continue through July 19.

The Borger course is "Analysis of Equilibrium and Rate Operations" (ChE 5302) for non-chemical engineering students. Classes will meet from 6-10 p.m. on Tuesdays in Room 16, Administration Building, Frank Phillips College. Registration will be at the first class meeting on May 15. The last class will be conducted on July 31.

"The off-campus program enables engineers to earn master's degrees with 36 semester hours of course work plus a comprehensive oral examination," said Jo King, director of Continuing Engineering Education at Texas Tech. No thesis is required. All work can be completed off campus, which enables the engineer to remain on the job and at home, she explained.

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Up to nine years are allowed for completing the program. Credit for graduate course work completed in residence at another accredited graduate school may be accepted for as much as half of the 36-semester-hour requirement.

The program was initiated in 1966 to comply with requests from professional engineers employed in area industries. Fifty engineers have earned Master of Engineering degrees through the program. Additional information may be obtained from the Continuing Engineering Education Division, College of Engineering, Texas Tech University, Lubbock (806-742-3429).

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CONTACT: B. Zeeck

LUBBOCK--International Museum Day will be observed May 18 at The Museum of Texas Tech University with an open house and special guided tours, giving the public an opportunity to see areas usually not on view.

The Museum will be open from 6 to 9 p.m., Friday, May 18, and the guided tours will take visitors to the basement areas where there are collections in historic costumes, historic furnishings, art, archeology, ethnology, anthropology and geosciences.

Dr. Leslie C. Drew, director of The Museum, explained that this is the second International Museum Day observance, and he encouraged all ages to participate.

The museums of Texas are among the finest in the nation, he said, and The Museum of Texas Tech University is one of the finest in the state.

"It offers educational programs for very young, enlightenment and advanced educational opportunities for scholars, and it is a continual source of enjoyment, cultural enrichment and lifelong learning for all," he said.

The Museum annually has visitors from almost every state in the Union and from a great many foreign countries, but on this International Museum Day the emphasis will be directed especially toward visitors from the Lubbock area who may come frequently but seldom have a chance to view the work that goes on behind the scenes.

Refreshments will be served.

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CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill May 16)

A COURSE FOR AREA ENGINEERS INTERESTED IN PROFESSIONAL DEVELOPMENT WILL BE OFFERED THIS SUMMER ON THE FRANK PHILLIPS COLLEGE CAMPUS IN BORGER. THE COURSE, "ANALYSIS OF EQUILIBRIUM AND RATE OPERATIONS," IS DESIGNED FOR NON-CHEMICAL ENGINEERING STUDENTS. CLASS SESSIONS WILL MEET FROM 6 TO 10 P.M., TUESDAYS, MAY 15TH THROUGH JULY 31ST. REGISTRATION WILL BE AT THE FIRST CLASS SESSION IN ROOM 16 OF THE ADMINISTRATION BUILDING. FOR ADDITIONAL INFORMATION CONTACT THE CONTINUING ENGINEERING EDUCATION DIVISION AT TEXAS TECH UNIVERSITY AT (806) 742-3429.

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CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill May 30)

A COURSE FOR ENGINEERS INTERESTED IN PROFESSIONAL DEVELOPMENT WILL BE OFFERED THIS SUMMER ON THE AMARILLO COLLEGE CAMPUS IN AMARILLO. THE COURSE, "THEORETICAL INVESTIGATIONS IN ENGINEERING APPLICATIONS," IS DESIGNED FOR NON-ELECTRICAL ENGINEERING STUDENTS. CLASS SESSIONS WILL BE FROM 6 TO 9 P.M., TUESDAYS AND THURSDAYS, MAY 29TH THROUGH JULY 19TH. REGISTRATION WILL BE AT THE FIRST CLASS MEETING IN ROOM 310 OF THE TECHNOLOGY BUILDING. FOR ADDITIONAL INFORMATION CONTACT THE CONTINUING ENGINEERING EDUCATION DIVISION AT TEXAS TECH UNIVERSITY AT (806) 742-3429.

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LUBBOCK--Electrical engineering students at Texas Tech University have named Dr. Frazer Williams "Outstanding Teacher" of the year and have chosen nine of their colleagues to receive awards of distinction for the 1978-79 academic year.

Williams is assistant professor of electrical engineering. He earned the bachelor's degree at the California Institute of Technology in 1967 and doctorate at the University of Southern California in 1973. He joined the Texas Tech faculty in 1976. Williams' special interests are in laser technology and Raman scattering. He has been serving as adviser to the student chapter of the Institute of Electrical and Electronics Engineers (IEEE).

Chosen outstanding students in the Department of Electrical Engineering were: Kevin L. White, sophomore, son of Darrell L. White, 309 Greer, San Angelo; David L. Nelson, junior, son of Mr. and Mrs. Jack L. Nelson, 1403 20th, Golden, Colo.; Ronald J. Miller, senior, son of Mr. and Mrs. Darrell L. Miller, 503 James Drive, Brownfield; and Gary Froehlich, graduate student, son of Mr. and Mrs. Theodore M. Froehlich, 8503 Dillon, Houston.

The IEEE student chapter also elected five students to receive special service awards for the year. Recipients are: Harold Keith Seawright, son of Mr. and Mrs. Kenneth R. Seawright, 153 NW Suzanne, Burleson; Steven J. Schreur, son of Harm K. Schreur, 3001 E. Cortez

Court, Irving; Judith L. Johnson, daughter of Lt. Col. and Mrs. Glenn E. Johnson, 519 Shay Drive, Marietta, Ga.; James E. Gilmer, son of Elliott G. Gilmer, 3415 Concord Road, Amarillo; and David L. Ruhberg, son of Mr. and Mrs. Delbert L. Ruhberg, 10815 Kit, Houston.

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LUBBOCK--Regina Ann Nobles' design of a portable unit for a midwife-assisted delivery of a baby has won her a \$300 prize from the Reynolds Metals Co., Richmond, Va.

Nobles is a fifth-year architecture student at Texas Tech University and expects to receive a degree in December. She was named regional winner of the 1979 Reynolds Aluminum Prize for Architectural Students.

Her "Portable Midwife Assisted Delivery Unit" can be made into a backpack measuring 3 feet by 19 inches; yet, it can be folded out to a unit measuring 3 by 6.25 feet. It includes the sterilized instruments a midwife might need and folds out to make a sterile tent.

"It's the kind of a unit a midwife could take into the mountains or other remote areas to help in the delivery of a baby," Nobles explained.

The student competition is administered by the American Institute of Architects, Washington, D.C. Prizes recognize the "best original architectural design in which creative use of aluminum is an important contributing factor."

Nobles is the daughter of Mr. and Mrs. Herbert Nobles, 6300 Kingswood Drive, Fort Worth.

cutline-----

DESIGN WINNER--Regina Ann Nobles, right, of Fort Worth accepts a \$300 check for her prize-winning design of a midwife-assisted portable delivery unit. The prize was the regional award made by the Reynolds Metals Co., Richmond, Va. It was presented by Texas Tech University architecture Prof. James A. Burran who directed the Texas Tech student competition. Nobles is a fifth-year architecture student at Texas Tech.
(TECH PHOTO)

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Texas Tech News

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Residence telephones: Jane Brandenberger, Director, 829-2108 / Bea Zeeck, Associate Director, 296-7125 / Dan Tarpley, Manager, News Bureau, 792-5596

CONTACT: B. Zeeck

LUBBOCK--Dr. John D. Reichert, director of the widely known Crosbyton Solar Power Project, is the recipient of the 1979 College of Engineering Research Award at Texas Tech University.

Reichert, a physicist, mathematician and engineer, is nationally recognized for theoretical research related to high power lasers, particularly for his work in developing a mathematical model to determine performance of a laser before it is built. Related to that interest is his study of numerical analysis, which encompasses methods for solving complex nonlinear equations on a digital computer. A continuing research interest is holography -- the processing, storage and transmission of information by three-dimensional images.

He is gaining international acclaim as director of the unique Crosbyton Project, which eventually could provide electricity for the town of Crosbyton as well as point the way toward practical solar energy production in other rural areas.

Reichert coordinates activities of some 30 Texas Tech researchers working on that project. He is technical director and responsible for financial management of the multi-million dollar project and negotiation of primary and subcontracts related to it. The Crosbyton research project is the largest ever undertaken at Texas Tech.

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Reichert, a professor of electrical engineering, holds degrees from The University of Texas at Austin and the California Institute of Technology.

His late father, Ben F. Reichert, was editor of the "Cameron Enterprise." When the family moved to Austin, Reichert attended Stephen F. Austin High School.

He recalls that Li'l Maroo, the mascot, originated in 1956 as a campaign character supporting his election as Student Council president. He was succeeded as president by Austin Mayor Carol Keeton McClellan. In high school Reichert was an outstanding science student and winner in the Westinghouse National Science Talent Search.

At The University of Texas he completed 168 hours with a perfect 4.0 grade point average and was a student assemblyman and member of the Texas Student Publications Board.

His mother, Mrs. Iva Reichert, lives at 2803 Bonnie Road, Austin.

cutline-----

RESEARCH AWARD--Dr. John D. Reichert, left, Texas Tech University professor of electrical engineering and project director of the Crosbyton Solar Power Project, accepts a check for \$250 and the 1979 College of Engineering Research Award from Dr. Arnold J. Gully, interim associate vice president for research and associate dean of the college.

cutline-----

DOUBLE HONORS--Gary K. Froehlich, son of Mr. and Mrs. Theodore Froehlich, 8503 Dillon, Houston, won double honors at Texas Tech University this spring. He accepts a \$100 check and a presidential citation as an "outstanding graduate student teacher" in the Department of Electrical Engineering. Electrical engineering students also selected Froehlich as outstanding graduate student in the department. Dr. Arnold J. Gully, right, interim associate vice president for research and associate dean of engineering, made the outstanding teacher presentation. Froehlich, whose special interest is communications theory, expects to complete his doctoral work next year.

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CONTACT: Dan Tarpley

LUBBOCK--Dr. Lawrence L. Graves, dean of the College of Arts and Sciences at Texas Tech University, has been elected vice-president of the Southwestern Social Science Association.

The organization, with more than 1,200 members, is an interdisciplinary association for the areas of environment, history, geography, political science and sociology.

Graves will assume the vice-presidency at the 1980 annual meeting in Houston. He has served on several committees and appeared on programs of the organization which represents Louisiana, Arkansas, Oklahoma, New Mexico and Texas.

19-5-3-79

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CONTACT: Dan Tarpley

LUBBOCK--German Prof. Theodor W. Alexander of Texas Tech, director and producer of German language plays at the university since 1947, will join theater production leaders from 11 European countries on a seminar tour in Germany this month.

Alexander will leave Saturday (May 5) to join the group of 15 who will attend and participate in seminars in Hamburg, Berlin and Munich and attend dramatic productions in Stuttgart.

From May 7-9 they will attend the Theater of Nations Convention in Hamburg and, from May 10-14 a Berlin seminar for top production personnel for other theaters in Europe where German is spoken. The group will be in Munich from May 15-17 to visit theaters and hold discussions with directors and actors and in Stuttgart on May 18 to see theater productions.

Following the series of seminars Alexander will spend five days in Vienna to see dramatic productions by both small and large theaters.

The Texas Tech professor was selected for the honor largely on the basis of his lengthy record of German play productions at the university. His annual spring productions have long been acclaimed not only by the university but also by the public, particularly area residents of German heritage and culture.

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"I am humbly grateful for my selection and the opportunity to join the group of leaders in drama production and direction for the series of seminars. I know they will be beneficial to me in my teaching and production of German plays at Texas Tech," Alexander said.

Others are from Rumania, Hungary, Poland, France, Switzerland, England, Finland, Yugoslavia, Belgium, Austria and Ceylon. Alexander is the only representative from the United States.

Another of Alexander's innovations is the Kinderscule, in which he teaches selected primary level, public school pupils in conversational German one afternoon a week for 12 weeks in the fall.

A native of Vienna, Prof. Alexander came to the United States in 1938.

He began as an instructor on the Texas Tech faculty in 1947. He now holds the rank of full professor of German and is associate chairperson of the Department of Germanic and Slavic Languages.

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CONTACT: Pat Broyles

ATTN: Public Service Directors (Kill May 16)

AGRICULTURE IS EVERYBODY'S BUSINESS AND EVERYBODY IS WELCOME TO THE OPEN HOUSE AT THE NEW DEAL FARM, TUESDAY, MAY 15TH, FROM 1 TO 5 P.M. REFRESHMENTS WILL BE SERVED AND THE PUBLIC IS INVITED TO SEE THE IMPROVEMENTS BEING MADE IN AGRICULTURAL PRODUCTION. EXPERIMENTS WILL BE EXPLAINED AND TOURS CONDUCTED OF THE FACILITIES INCLUDING THE SWINE, SHEEP AND DAIRY OPERATIONS. THE NEW DEAL FARM IS LOCATED ON FARM ROAD 1729, FIVE MILES EAST OF NEW DEAL OFF U.S. HIGHWAY 87. THE EVENT IS SPONSORED BY THE LUBBOCK CHAMBER OF COMMERCE IN COOPERATION WITH THE TEXAS TECH COLLEGE OF AGRICULTURAL SCIENCES.

21-5-4-79

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EDITOR'S NOTE: You are invited to attend this event. To make pre-arrangments for special interviews or photographs, please call Bob Etheredge, manager, Agriculture Department, Lubbock Chamber of Commerce, (806) 763-4666, or the Office of University News and Publications, Texas Tech University, (806) 742-2136.

LUBBOCK--Students at Texas Tech University have a new, fully operational 980-acre laboratory, and it will be shown off for public inspection from 1 to 5 p.m. Tuesday, May 15.

Sponsor for the open house is the Livestock Industry Committee of the Lubbock Chamber of Commerce in cooperation with the Texas Tech College of Agricultural Sciences.

There is no charge for the open house at the Lubbock County Laboratory of the Texas Tech College of Agricultural Sciences, five miles east of New Deal on Farm Road 1729. The farm road intersects U.S. Highway 87.

Bob Etheredge, manager of the Chamber of Commerce Agriculture Department, explained that the laboratory is designed to solve many problems which confront producers in the West Texas area.

"The work done there will benefit all public sectors directly or indirectly," he said, "and the Livestock Industry Committee arranged the open house so that the public could see some of what the future holds."

Visitors who want to know how their favorite dinner steak begins can learn some of the intricacies of beef production at the beef cattle center and feedlot. Faculty and graduate students will be the interpreters at all locations.

Most visitors will want to stop at the centerpiece of the laboratory, the feedmill, where there will be maps of the agricultural center and light refreshment.

The unique feedmill operation serves all research areas in the Department of Animal Science. Because many animal studies are related to nutrition, the mill -- the only one of its kind -- is built to handle small batches of meticulously formulated feeds. A flushing system permits complete cleaning between batches. Currently 32 different rations are formulated for various research projects.

In the building allocated as a research center, there are small animal, physiological and surgical laboratories, 36 metabolism stalls, four environmental chambers, animal holding areas, a classroom and two offices.

Four buildings serve swine research. The sow-boar building can hold 80 sows and four boars. A combination farrowing-nursery building has two farrowing and two nursery wings and can hold 32 sows and their litters up to nine weeks of age. Of special interest to swine producers are the modern features, slatted floors, flush tanks for manure disposal and a forced air ventilation system.

Texas Tech's horse program, under direction of Dr. James C. Heird, is gaining nationwide attention, and the horse center is expected to be a major attraction during the open house.

A vastly improved dairy facility, necropsy laboratory and sheep facility will be interpreted for visitors.

For crop farmers, faculty in the Department and Soil Sciences will explain their use of 80 acres set aside for field research. Their studies are both basic and applied and relate particularly to High Plains farming.

The irrigation system for the field laboratory is designed to use runoff water from livestock areas, and will be of special interest to producers concerned with the redesign of their own systems to take advantage of advances in water conservation methods.

Even the laboratory shop will be open to visitors. While it duplicates the operations found on almost every farm or ranch, it is designed and equipped to reduce downtime for machinery.

Dr. A. Max Lennon, assistant dean for research for Agricultural Sciences, has worked with the planning of the laboratory from its beginning.

"We hope that the public will learn much of what we are doing in this superb new facility," he said, "but we also hope to learn from the public as well. Some of our best ideas come from industry, and certainly producers are the only ones who can pinpoint some of the future problems researchers need to be studying."

