

DATE	Stories and Cutlines	Locals	Reg. Dai.	Reg. Wee.	50 M's	Reg. Rad.	x-list	Adj. Co.	Hometown	Explanations
1-8-7-78	Philosophy meeting	/								
2-8-7-78	Board of Regents ^{Aug 4} Meeting		/							Junction Eden
3-8-7-78	Drought bibliography	/								Selected Ag list
4-8-7-78	Seeding forage grass	/		/						Selected Ag list
5-8-7-78	Desert workshop	/								
6-8-7-78	Transferring Atriplex	/								
7-8-8-78	PSA - Donna Stockton									Regional radio
8-8-8-78	Sellmeyer appointment	/								
9-8-9-78	Ag Eco Scholarship	/								
10-8-10-78	DeLong recruitment	/							/	Coeur d'Alene, Idaho
11-8-10-78	Foreign Ag Students	/								
12-8-11-78	Roy - Ford Foundation	/								

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CONTACT: Heinrich H. Steiner

LUBBOCK--Two Texas Tech University professors will make contributions to major philosophical meetings in Germany.

Dr. Kenneth L. Ketner, director of the Institute for Studies in Pragmatism at Texas Tech and this year's president of the Peirce Society, will represent his society at the 16th World Congress of Philosophy in Duesseldorf, Aug. 27-Sept. 2, as a member of the American delegation.

The congress, sponsored by the French-based Federation Internationale des Societies de Philosophie, is held periodically in various cities around the world.

The general subject for this year is "Philosophy and the World-Views of the Modern Sciences."

From Sept. 3-6, Ketner will attend a semiotic colloquium in Regensburg in southern Germany as a representative of the Semiotic Society of America and to present a paper on the approach to semiotics of the American philosopher, mathematician and logician Charles Sanders Peirce (1839-1914).

At the same colloquium Texas Tech professor Joseph M. Ransdell will add to the discussion about the history of semiotics with a lecture, "Plato's Semiotic Analysis of Human Life."

-more-

philosophy meeting/add one

Semiotics represents a general philosophical theory of signs and symbols that deals especially with their function in both artificially constructed and natural languages and encompasses syntactics, semantics and pragmatics.

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1-8-7-78

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LUBBOCK--Robert L. Pfluger of San Angelo and Roy K. Furr of Lubbock were elected 1978-'79 chairman and vice chairman, respectively, of the Boards of Regents of Texas Tech University and School of Medicine today (Aug. 4).

Pfluger, who moves to his new position of leadership from the vice chairmanship of the board, succeeds Dr. Judson F. Williams of El Paso, who is retiring from the chairmanship after two years of service.

A rancher and graduate of Texas Tech, Pfluger has served on the board since 1975.

Furr, president of Furrs, Inc., was appointed by Governor Dolph Briscoe to the board in early 1977. His father, Roy L. Furr Sr., now deceased, served on the Tech board from 1963-71 and as chairman from '66-'68.

In other action in its regular meeting the Regents clarified the university's bowl policy in terms of proper channels for review and acceptance or rejection of bowl bids and appropriate payment to members of the athletic staff.

Acting as the board for the School of Medicine, they approved seeking legislative approval to establish Texas Tech University

tech board of regents/aug. 4 meeting/add one

Health Sciences Center as the legal name for all of Tech's health professional education complex.

In other action the board agreed to interagency contracts continuing usage of Thompson and Gaston Halls by the School of Medicine during the forthcoming year.

The Regents approved establishment of the C. T. McLaughlin Endowment Fund for the Ranching Heritage Center of The Museum of Texas Tech University. The fund will assist the Ranching Heritage Center in continued development and operation of cultural and educational programs.

McLaughlin, who died in 1975, was long a supporter of Texas Tech and member of the Board of Directors from 1949-'55. He also established the Diamond M Foundation and Museum in Snyder.

Accepting the Regents' expression of gratitude was Mrs. Jean Krahle, daughter of Mr. and Mrs. McLaughlin, president of the Diamond M Foundation in Snyder and a resident of Fort Worth.

The board approved a faculty workload policy, which calls for each faculty member to teach nine hours of undergraduate courses. Exceptions are made for faculty teaching graduate courses or performance and activity courses.

The code of student affairs for '78-'79 was approved virtually unchanged.

Construction contracts were awarded to Page & Wirtz Co. of Lubbock for renovation of the Old Library Building for use by the Mathematics Department and to Haygoods, Inc., of Junction for renovation of the Tech Center at Junction. Bob L. Ford was approved as architect for renovation plans for West Hall.

tech board of regents/aug. 4 meeting/add two

The board received a report outlining Tech's new record in achieving more than \$11 million in research grants, contracts, and awards this year to date.

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WASHINGTON--The Hon. George Mahon, U.S. representative from Texas, today congratulated the National Science Board on its tenth annual report on basic research.

Rep. Mahon particularly cited the work of NSB vice chairman and report committee chairman Dr. Grover E. Murray, University Professor and past president of Texas Tech University, for his leadership in the report's preparation.

"Continued support of the vital research sponsored by the National Science Foundation is high on the list of this nation's priorities," Congressman Mahon said.

The report, "Basic Research in the Mission Agencies: Agency Perspectives on the Conduct and Support of Basic Research," emphasizes the following:

- Usefulness of basic research. Federally supported basic research has produced and continues to produce significant additions to scientific knowledge of high potential in addressing national problems and concerns.
- Considerable increase in basic research in universities, with much less increase in industry. Performance of basic research by universities increased 25 fold, in

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current dollars, during 1953-77, and only 5 fold by industry. (For example, Murray cited Texas Tech's research program, which has grown from a few hundred thousand dollars to more than \$10 million in that same time frame.)

•Need for basic research in traditional scientific disciplines.

In listing priorities and gap areas in their research agendas, most agencies frequently cite this need.

Therefore, many of the same disciplines occur repeatedly on priority lists of several agencies. These disciplines include materials sciences, environmental sciences, food and nutrition research, physics, chemistry, mathematical and computer sciences, and the life sciences.

In transmitting the report to President Jimmy Carter, Dr. Norman Hackerman, NSB chairman and Rice University president, commented, "We hope this report will serve as a source of information about federally supported basic research for the executive branch, the Congress, the scientific, educational and business communities, and others concerned with federally supported basic research.

"The report includes agency perspectives on how fundamental scientific inquiry assists the federal government to carry out its varied missions. The organization and management of this effort, which includes research performers in government, academia, industry and the nonprofit sector, also are described."

Murray added, "As a result of this review of the agencies and their activities, the board affirms its strong belief in the

nsb report & mahon's comments/add two

value of multiple support of scientific research by the federal government and in the key role of the mission agencies."

President Carter submitted the report to Congress on Aug. 2.

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CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--What happened during the droughts of the 30's and the 50's?

Texas Tech University's International Center for Arid and Semi-Arid Land Studies (ICASALS) has compiled an exhaustive bibliography on every aspect of the two droughts to answer the question. A 108-page volume, the bibliography lists more than 700 publications dating back to the 1930's on the social, economic, political and agricultural impacts of the two droughts.

The bibliography was prepared by Alison Davidow, a graduate student in the political science department at Texas Tech, and edited by Dr. Frank L. Baird, a faculty member in the same department.

"The bibliography will be of use to Texas Tech and other researchers who are interested in an in-depth analysis of the two droughts, their impacts, and the corrective and preparatory measures taken to combat them," Baird said.

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LUBBOCK--In areas with limited rainfall and high temperatures, when is the "right time" to seed forage grasses?

This question was partly answered by a Texas Tech University student in his master's thesis on water and temperature influences on germination of range seedings.

Using four temperatures (63, 75, 86 and 100 F) and 16 combinations of dry and wet days, each wet day receiving 2/10 of an inch of rainfall, David B. Wester of the Range and Wildlife Management Department concluded that two consecutive days of 2/10 of an inch of moisture at 75 or 86 degrees would result in maximum germination of range seeds.

Wester's thesis, supervised by Dr. Billie E. Dahl, used alfalfa, sideoats grama, weeping lovegrass, and Kleingrass for the controlled moisture-temperature study.

"The failure of many seeding projects is often blamed on unsatisfactory moisture and temperature conditions. My thesis was aimed at putting a value on the conditions so that ranchers may get a better idea of when to seed their range land," Wester said.

Of the four species: Kleingrass did not perform well under the low moisture levels even after two consecutive days of

-more-

germination rates/add one

watering, while the other three grasses demonstrated 60 to 90 percent germination.

The rate of germination for the four forages occurred progressively slower as the number of days between the first and second watering increased; thus two consecutive days of watering produced high germination rates, as opposed to one day of watering followed by one, two or three dry days, Dahl explained.

Two consecutive days of watering also reduced the amount of days the seed took to germinate, although all grasses took at least two days to germinate after the first watering.

"The significance of Wester's work," Dahl said, "is in the fact that if a rancher can expect two consecutive days of rainfall at prescribed temperatures, then he can also expect a better germination rate from the seedlings."

At 100 degrees, germination of all four species was extremely low, while germination at 63 degrees was slower than at other temperatures. At 63 degrees, however, the seedlings survived longer dry periods after the first watering than they die at other temperatures.

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LUBBOCK--The American University in Cairo and the National Science Foundation have invited Dr. Harold E. Dregne of Texas Tech University to be one of two keynote speakers at the Applications of Science and Technology for Desert Development workshop on Sept. 9-15.

The workshop, to be held in Cairo, will survey the current state of applications of science and technology for desert development and to formulate an integrated and interdisciplinary approach to desert development in Egypt.

Dregne, director of the university's International Center for Arid and Semi-Arid Land Studies (ICASALS), will speak on "Technological Limitations to Arid Zone Development."

Dr. Mostafa K. Tolba, executive director of the United Nations Environmental Programme^(cg) and Secretary General of the 1977 U.N. Conference on Desertification, is the other keynoter. Tolba's address will focus on "What Can be Done Now to Combat Desertification."

The workshop is expected to bring together representatives of leading centers of desert and arid land research for discussions and consultations. Special attention will be given to current and proposed Egyptian-U.S. projects in the area of desert technology.

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desert workshop/add one

Texas Tech has a project in Egypt, financed by the Smithsonian Institution, studying feasibility of transferring the North American four-winged saltbush to the Egyptian deserts for forage production.

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5-8-7-78

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LUBBOCK--Texas Tech University scientists, in cooperation with their Egyptian counterparts, have begun planting operations to study feasibility of transferring atriplex canescens, a salt tolerant forage plant, to the Egyptian deserts.

Atriplex is a native North American halophyte and known commonly as the four-winged saltbush. It has potential as a high-protein forage for rangelands in Egypt.

Two field sites were established near Wadi El-Natrun when Drs. Joe R. Goodin, botanist, and David E. Foster, entomologist, both of Texas Tech, visited Egypt and the University of Cairo this summer. Follow-up and supervision of the work is being conducted now by Drs. David K. Northington and James K. Wangberg during their visit to Egypt this week. Northington is also a botanist and Wangberg an entomologist at Texas Tech.

The project is being funded by the Smithsonian Institution.

Dr. Sami El-Abyad, mycologist at the University of Cairo, is coordinator for the soil microbiology aspects of the project. Dr. Esmat M. Hegazy, entomologist at the University of Alexandria, is studying insects associated with the plant.

Hegazy will examine the type and extent of possible damage caused by insects and assess relative importance of the various

-more-

transferring atriplex/add one

insects involved. He will use atriplex halimus, a native Egyptian halophyte, to check for insect associations and then determine if the same insects will affect the saltbush.

Dr. M. A. Zahran of Mansoura University in Egypt has overall responsibility for the project.

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CONTACT: Pat Broyles

ATTN: Sports Directors

NEWEST ADDITION TO TEXAS TECH WOMEN'S ATHLETICS IS DONNA STOCKTON, WHO WILL DIRECT THE TENNIS PROGRAM BEGINNING THIS FALL. THE 23-YEAR-OLD STOCKTON, MOST RECENTLY DIRECTOR OF ONE OF JOHN NEWCOMBE'S TENNIS CAMPS, HAS BEEN A TRAVELING PRO SINCE 1976....HAVING ONE OF THE TOP PROFESSIONALS IN THE WORLD, DICK STOCKTON, FOR AN OLDER BROTHER HASN'T HINDERED HER TENNIS CAREER. DONNA STOCKTON PLAYED ON THREE NATIONAL CHAMPIONSHIP TEAMS WHILE ATTENDING TRINITY UNIVERSITY AND WAS NATIONAL INTERCOLLEGIATE DOUBLES CHAMPION IN 1975. STOCKTON REPLACES EMILIE FOSTER AS TECH'S TENNIS COACH.

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7-8-8-78

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CONTACT: Pat Broyles

ATTN: Sports Directors

NEWEST ADDITION TO TEXAS TECH WOMEN'S ATHLETICS IS DONNA STOCKTON, WHO WILL DIRECT THE TENNIS PROGRAM BEGINNING THIS FALL. THE 23-YEAR-OLD STOCKTON, MOST RECENTLY DIRECTOR OF ONE OF JOHN NEWCOMBE'S TENNIS CAMPS, HAS BEEN A TRAVELING PRO SINCE 1976....HAVING ONE OF THE TOP PROFESSIONALS IN THE WORLD, DICK STOCKTON, FOR AN OLDER BROTHER HASN'T HINDERED HER TENNIS CAREER. DONNA STOCKTON PLAYED ON THREE NATIONAL CHAMPIONSHIP TEAMS WHILE ATTENDING TRINITY UNIVERSITY AND WAS NATIONAL INTERCOLLEGIATE DOUBLES CHAMPION IN 1975. STOCKTON REPLACES EMILIE FOSTER AS TECH'S TENNIS COACH.

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CONTACT: Pat Broyles

ATTN: Sports Editors

LUBBOCK--Donna Lynne Stockton, newly appointed tennis coach for Women's Athletics at Texas Tech University, has both the talent and the name to continue the successful tennis program at the university.

The 23-year-old graduate of Trinity University was most recently the winner in singles and doubles competition in the 1977 Australian Summer Circuit Tournament. And having Dick Stockton, one of the top 20 professional tennis players in the world, for a brother should not hurt her in recruiting for the Women's Athletics tennis program.

Stockton said that matching the success of her older brother has been hard but has had its advantages.

"Dick usually finished number one or two in all the tournaments he played when we were younger," Stockton said, "and following that kind of record has been hard. But it has helped to improve my playing and to open a lot of doors to me. People think that because I'm Dick's younger sister, I can't be too bad."

Stockton doesn't anticipate any changes in the women's tennis program at Tech. She initially wants to get to know the team and have the women compete as much as possible. Even though

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stockton/add one

she has not had an opportunity to recruit new players this season, she feels it won't hurt the team in the long run.

"This is a good area for tennis and Texas Tech has a lot to offer besides tennis. It's a great school to attract students, and I see no problems in bringing good players to Tech and continuing to build a winning program."

Stockton will be taking over the women's tennis program this fall. She replaces Emilie Foster, who has been named head tennis coach at Trinity.

For the past year Stockton has been director of John Newcombe's Tennis Center at Stratton Mountain, Vt. She was a traveling professional player for the Newk Plus Two Corporation from 1976-78. She played on three national championship teams at Trinity from 1973-76 and was National Intercollegiate Doubles Champion in 1975. She received the B.A. in history from Trinity.

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CONTACT: Kim Palmer

LUBBOCK--Ralph L. Sellmeyer, professor of journalism, has been named director of the Advertising Division of the Mass Communication Department at Texas Tech University and associate Prof. Robert A. Rooker director of the Journalism Division.

Sellmeyer will serve one year as Advertising Division director, after which he will devote his time to developing an area of study in public relations. Sellmeyer is also associate chairperson of the Mass Communications Department.

When he leaves the directorship of the Advertising Division, the faculty will elect a new director.

Dr. Billy I. Ross, chairperson of the Mass Communications Department, announced the changes in assignments.

Jon P. Wardrip, assistant professor of advertising, has served as interim director of the Advertising Division while Dr. Bernard S. Rosenblatt, division director, was on a leave of absence. Rosenblatt recently resigned his position with Texas Tech.

Rooker replaces Sellmeyer as Journalism Division director. He specializes in the teaching of communications law. Rooker came to Texas Tech in 1964 from the Austin bureau of the Associated Press.

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CONTACT: Marcia Lundy

LUBBOCK--Two \$200 scholarships have been established by Texas Tech University's Agricultural Economics Former Students Association.

Requirements for the two scholarships include scholastic achievement, economic need and a major in agricultural economics.

The association also established a non-interest \$200 loan for agricultural economics majors demonstrating financial need.

The scholarships will be administered from an endowment fund established by the association.

Applications for the scholarships and the loan may be obtained from the Department of Agricultural Economics at Tech, phone 742-2821. All applications will be reviewed by the departmental scholarship committee, composed of faculty and former students.

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CONTACT: Pat Broyles

ATTN: Sports Editors

LUBBOCK--Outstanding athletes inspire teammates and this fall Texas Tech University Women's Athletic golf team will receive abundant inspiration from freshman Mary DeLong of Coeur'd Alene, Idaho.

The 18-year-old DeLong played nearly flawless golf recently to capture the first-place title in the Idaho State Women's Amateur Golf Tournament. Playing in her first state tournament, DeLong easily led a field of 60 competitors and finished the three-day affair with a 54-hole score of even-par 222. The second-place contestant was 13 strokes back at 235.

DeLong was signed to play at Texas Tech by golf coach Jay McClure prior to her winning the state championship. According to McClure, her recruitment was the kind that every coach dreams about.

"Mary wrote me a letter and said that she wanted to come to Texas Tech," McClure said. "She had heard the weather was better in Texas than Idaho and wanted to know what type of scholarship program Tech has. I checked with several coaches and pros in her area and found out she was a quality player with a lot of potential. I really wasn't sure how much potential until I heard

delong/add one

she had won the Idaho State Championship."

After signing good recruits and expecting to pick up some more quality players as walk-ons, McClure is anticipating a successful season in 1978-79.

"We only finished sixth in the State last year, but, with the players we've got coming back and new talent coming in, I'm certain we'll have some strong contenders playing for us this season."

DeLong was a member of the National Honor Society at Coeur'd Alene High School. She was graduated in the top ten percent of her class and lettered three years on the school golf team.

Also new to the Tech golf team this year is Linda Hunt, junior transfer from Houston Baptist College. The physical education major, a graduate of Olney High School with an average 18-hole score in the mid-seventies, should be an asset to the Tech program.

Returning to the women's team this season are sophomores Kerri, Kranz, Brigham City, Utah; Liz Remy, Amarillo; and Beverly Winters, Vega. Also back is Cindy Barron, senior from Lamesa, and Jane Gray, junior from Ballinger.

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CONTACT: Prabhu Ponkshe

ATTN: Agriculture Editors

LUBBOCK--There is a shortage of food in the world today, but even more worrisome is the shortage of people who can advise the world's farmers on how to make appropriate use of technological resources and materials.

"Short-term humanitarian assistance can help nations overcome temporary food shortages arising out of natural disasters, but a lasting impact can only be achieved by training individuals in the lesser developed countries through educational and technical assistance programs," Dr. William F. Bennett, interim dean of Texas Tech University's College of Agricultural Sciences, comments.

More than 40 international students enrolled in the agricultural sciences program at Texas Tech are working toward undergraduate and graduate degrees in subjects ranging from food technology to agricultural engineering and agricultural economics.

"Most of our students are from Africa, especially Nigeria and Kenya, along with others from South America and Southeast Asia," Bennett said.

A majority of the international students enrolled at Texas Tech are sponsored by their governments or are dependent on their

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agriculture/add one

own resources, "with a few supported by the U.S. Agency for International Development (AID)," he said.

The Texas Tech dean said that he was satisfied with the academic performance of the international students on the basis of comparisons of their grade point averages with those of average American students.

"International students usually work harder because they are aware of their deficiencies and are trying to adjust to a new educational system. It is also important for them to finish schooling here as soon as possible and return home," Bennett said.

After their training at Texas Tech the students return to their countries, either to assume governmental positions in agriculture or enter production agriculture.

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11-8-10-78

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Locals only

CONTACT: Prabhu Ponkshe

LUBBOCK--- The Ford Foundation has invited Dr. Sujit Roy of Texas Tech University to advise ~~on~~ and participate in ~~the~~ development of a graduate teaching and research program in agricultural economics at the University of Khartoum, Sudan.

As a Ford Foundation visiting professor, Roy will ~~be involved in~~ developing and teaching courses in econometrics and related techniques and ~~also~~ serve as academic ~~advisor~~ and research supervisor to graduate students.

He will ~~be leaving~~ Lubbock mid-September on leave of absence from Texas Tech.

A professor of agricultural economics at Texas Tech, Roy will ~~also~~ assist the Sudanese Ministry of Agriculture and other research agencies in identifying and defining research priorities and future needs for research capabilities related to the country's agricultural development.

Sudan, ~~the~~ largest country in Africa, has potential to be a major supplier of food and other agricultural products for the African continent and other areas of the world. Current emphasis is being placed on agricultural and economic research and training programs.

The University of Khartoum is a widely recognized and reputed ~~university~~ institution with a traditional emphasis on quality and high standards in its academic programs.

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Dr. Roy has been at Texas Tech since 1968. He is the recipient of several awards including the university's Distinguished Teaching Award (AMOCO), the Mortar Board's award for excellence in teaching, the College of Agricultural Sciences Teacher of the Year, Outstanding Educator of America, and Outstanding Professor of Agricultural Economics.

Dr. William F. Bennett, interim dean of ~~Texas Tech's~~ College of Agricultural Sciences, said that "although we will miss Dr. Roy ~~at Texas Tech~~ during his leave of absence, the university will ultimately benefit through the contacts he will develop in the Ford Foundation and in Sudan. His experience in international agriculture will benefit other faculty members ~~at the university.~~"

Roy is planning on ~~completing~~ finishing up his responsibilities related to research and supervision of graduate dissertations before he leaves Texas Tech ~~for~~
~~He is going to stay in the area.~~

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