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TEXAS TECH UNIVERSITY

# Advisory

DATE: May 1, 2007

WRITTEN BY: Gretchen Pressley, Gretchen.m.pressley@ttu.edu  
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## **Texas Tech Schedules Quality Service Awards**

- WHAT:** The 2007 Quality Service Award presentation
- WHEN:** 3 p.m. on Thursday (May 3)
- WHERE:** City Bank Conference Center in the United Spirit Arena
- EVENT:** The Quality Service Awards recognize Texas Tech staff members who have provided excellent service in support of the university's mission and vision. Their exemplary effort and positive attitude serve as a reminder to all of what can be achieved.

The recipients of the Chancellor's Award of Excellence also will be announced during the ceremony. A reception will follow the ceremony, and the public is invited to attend.

**CONTACT: Chad Covey, unit coordinator in the Department of English, (806) 742-2500 ext. 265 or chad.covey@ttu.edu**



TEXAS TECH UNIVERSITY

## News Release

FOR IMMEDIATE RELEASE

DATE: 5/1/07

CONTACT: Christy Hammett, [christy.m.hammett@ttu.edu](mailto:christy.m.hammett@ttu.edu)  
(806) 742-2136

### **Texas Tech Professor Receives Harvard Research Grant**

David Larmour, professor of classics in Classical and Modern Languages and Literatures, received a \$10,000 research grant from the Loeb Classical Library Foundation of Harvard University.

The grant supports his travel to the University of London and Rome to gather materials for his book "The Arena of Satire: Juvenals Search for Rome." This is a study of the close connections between the literary form of satire, which attacks its targets with violent and abusive language, and the spectacles presented in the Roman arena where criminals, foreigners and other outcasts were violently and sadistically killed.

The Loeb Classical Library is the most famous series in existence of texts and translations of ancient authors. Each volume contains the Greek or Latin text on one side of the page and an English translation on the other. Greek authors are in a green jacket; Latin authors in a red one. Winston Churchill had a set of Loeb's in his study and used them for inspiration when he was composing his political speeches or his inspirational radio addresses during the second world war.

Larmour also published the book "Stage and Stadium" in 1999 based on the relationship between Greek drama and ancient Greek athletics.

**CONTACT: David Larmour, professor of Classics in Classical and Modern Languages and Literatures, Texas Tech University at [david.larmour@ttu.edu](mailto:david.larmour@ttu.edu) or 742-3145 x 260**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: May 3, 2007

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
(806) 742-2136

### **'Friday Night Lights' Star, Others, Earn Diplomas at a Distance Through Texas Tech University Independent School District**

Like all high school seniors, Jesse Plemons can't wait to walk across the stage and graduate from high school.

But unlike most seniors, the 19-year-old who stars as Landry Clark on NBC's "Friday Night Lights" will meet his fellow graduates for the first time when he walks across the stage for Texas Tech University Independent School District graduation.

The ceremony will take place at 1:30 p.m. Sunday (May 6) at the Merket Alumni Center, located at 17<sup>th</sup> Street and University Avenue in Lubbock. Though not open to the public, the media can attend the ceremony.

"I'm anxious to come down for graduation and meet everyone," Plemons said. "I'm very ready to close that chapter. Even though I got my GED when I was 16, I really wanted to get an actual diploma. I'm really glad that I did."

Plemons completed his high school curriculum through Texas Tech's distance learning diploma program after enrolling his sophomore year. He is one of 161 seniors graduating during the 2006-2007 graduation year.

About 20 of the students will travel to Lubbock to attend Sunday's festivities. Tibor Nagy, Texas Tech's vice provost for International Affairs, will give the graduation address.

Plemons' professional acting career took off in the last few years, with appearances in TV shows such as "CSI: Crime Scene Investigation," "Judging Amy," "Walker: Texas Ranger" and "Grey's Anatomy." He said he needed an alternative to traditional school. TTUISD's flexible yet rigorous program fit the bill.

"With Texas Tech, I couldn't have asked for more with them," Plemons said. "My instructors helped me out so much. Any time I had a question, they were right there for me. I don't know how I could have done it without them."

In addition to television work, Jesse's movie credits include "Varsity Blues" and "Like Mike."

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## TEXAS TECH UNIVERSITY

The TTUISD 2007 graduates come from 14 states and five foreign countries. Texas Tech University High School was established in 1993 as a Texas public high school able to offer diplomas at a distance. The elementary and middle school grade levels were added in 1998, making the entire kindergarten through twelfth grade curriculum available at a distance. The number of graduates has increased steadily each year, with this year's graduates pushing the total to 1,205. Most of the 2007 graduates of Texas Tech University High School will be attending some 50 different community colleges, colleges and universities, and some will serve in the military.

Many other actors, entertainers, athletes and young people pursuing other professional careers have chosen TTUISD to complete their secondary education. Hunter Parrish, seen on the Showtime series "Weeds" and featured in the recent Hilary Swank movie "Freedom Writers," is also a graduating senior. He was seen in "RV" with Robin Williams, and has many television credits, including "Law & Order: SVU" and "CSI: Crime Scene Investigation." Hunter hosts a popular talk show podcast called "Two Guys and a Girl." Leven Rambin, a Daytime Emmy-nominated actress, and regular on ABC's "All My Children" is a TTUISD junior.

Plemons can be interviewed after the graduation ceremonies. For telephone interviews prior to the event, please call John Davis at (806) 742-2136.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: May 4, 2007

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
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### **Two Centers to Host Community Seminars**

The Center for Public Service and the Cross Cultural Academic Advancement Center will hold two seminars for citizens interested in serving on boards and commissions for the City of Lubbock.

The first seminar, Effective Board Participation and Guidelines, will run from 9 a.m.-1 p.m. June 2. The second, Ethics and Conflicts of Interest, will run from 9 a.m.-1 p.m. June 9. Both will take place in room 107 of Holden Hall on the Texas Tech campus.

Thirty participants will be selected. They will be expected to attend both seminars. While no guarantee of appointment to a board or commission is made, the expectation is that the number of potential board members will increase as a result of these seminars. Deadline for the limited enrollment is May 23.

The Center for Public Service is a leading provider of public-sector management training, technical assistance and project management in West Texas. It serves as the sole provider of the Certified Public Manager program in the region.

The Cross-Cultural Academic Advancement Center concentrates on issues and activities that promote an inclusive environment for all Texas Tech students and faculty. It offers cultural and educational programs that celebrate, embrace, and enhance students' learning experiences. The Cross-Cultural Academic Advancement Center builds positive community relations by establishing links between students, faculty, and staff by organizing, developing, and participating in community programs and services.

Thomas Longoria, director for the Center for Public Service, and Juan Munoz, special assistant to the president for institutional diversity, are available for interviews relating to the seminars prior to the event at (806)742-3125.

**CONTACT: Thomas Longoria, director, the Center for Public Service, Texas Tech University, (806) 742-4786, [thomas.longoria@ttu.edu](mailto:thomas.longoria@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 4, 2007

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
(806) 742-2136

**Texas Tech Expert Addresses Educational Fears in Light of  
NCAA High School Requirement**

As part of its continuing crackdown on fraudulent preparatory schools, the NCAA passed legislation last week designed to prevent high-school athletes with low grades from taking fluff courses at diploma mills to increase their chances of playing college sports.

However, thousands of high-school athletes can attend legitimate preparatory schools, including Texas Tech University Independent School District, said Supt. Gib Weaver.

Weaver, a sports official for football, basketball and baseball for 25 years, can discuss how programs such as TTUISD offer non-traditional education without sacrificing quality.

Last year, various news reports detailed how some athletes had used transcripts from bogus private schools to help shore up their grade-point averages and qualify for major-college sports programs.

Several college-sports officials believe the NCAA's new legislation could lead many poor-performing high-school athletes to consider attending junior colleges instead of preparatory schools.

Students who successfully complete full-time curriculum at schools such as TTUISD will meet NCAA requirements. Students can enroll anytime and have six months to finish their courses at their own pace with no need for traveling to a community college campus, and courses can fit in to the student's schedule. Many courses are online; the rest are print-based, through fax, e-mail and postal mail.

**CONTACT: Gib Weaver, supt. of Texas Tech University Independent School District, (806) 742-7200, ext. 266, or [gilbert.weaver@ttu.edu](mailto:gilbert.weaver@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: May 7, 2007

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### **TIEHH Celebrates Decade of Excellence With Two-Day Event**

The Institute of Environmental and Human Health (TIEHH) at Texas Tech University will celebrate its 10-year anniversary with a two-day celebration May 9 and 10.

A news conference will be held at 11 a.m. Wednesday (May 9) in the TIEHH Auditorium, Building 555 at Reese Technology Center. Leaders will discuss TIEHH's accomplishments over the past 10 years and announce the institute's 10 Year Anniversary Events to the public. Also, TIEHH will receive special recognition from the State of Texas Legislature and the U.S. Congress during this event.

The event serves to celebrate as well as educate, said Ron Kendall, director of TIEHH.

"Ten years ago, the dream was to establish a top-flight environmental toxicology program at Texas Tech University," Kendall said. "Now, as we celebrate our accomplishments for a program that has been rated at the top of its field in the nation, we can reflect on what can happen when Texas Tech University and the Lubbock community, along with the State of Texas, work together to achieve excellence."

A student toxicology expo will follow at 1 p.m. in the auditorium. At 6 p.m., TIEHH will hold a 10-Year Anniversary Gala, "Reviewing the Past, Shaping the Future," at Cagle Steaks Banquet Facility, The Rafters, to celebrate its accomplishments and recognize everyone who has helped the institute become a success.

On Thursday (May 10), TIEHH will host an open house and tours that will be open to the public from 11 a.m.–1 p.m. in Building 555 at Reese Technology Center.

The anniversary events will end at 1:30 p.m. with a Scientific Research Symposium in the TIEHH Auditorium. Guest speakers include David Schmidly, University of New Mexico president; Gary Dickson, head of Global Risk Assessment at Syngenta Crop Protection; and Roger McClellan, professional advisor and president emeritus at Chemical Industry Institute of Technology.

TIEHH will receive a special recognition and acknowledgement from Lubbock Mayor David Miller and the City Council at the City Council Meeting at 9:30 a.m. Friday (May 11) at the Municipal Building.

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For more information, visit [www.tiehh.ttu.edu](http://www.tiehh.ttu.edu)

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TEXAS TECH UNIVERSITY

# News Release

DATE: May 8, 2007

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## **Wind Research Experts Available as 37th Tornado Anniversary Nears Battered United States Suffers Deadly Tornado Year.**

On May 11, Lubbock will mark the 37<sup>th</sup> anniversary of a tornado that killed 26 people and caused millions of dollars in damages. Across the United States, communities are struggling to recover from destruction wreaked by what is already on pace to be one of deadliest seasons in the past decade.

Texas Tech wind scientists can speak to issues ranging from home safety to the new Enhanced Fujita Scale, such as:

- How does the new Enhanced Fujita Scale work?
- Where is the best place to hide during a tornado?
- How do homeowners ensure an in-home shelter will withstand a wind storm?

Through the collaborative Wind Science and Engineering Research Center, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale implemented by the National Weather Service this year.

**Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association**, specializes in debris impact and above-ground shelters. He has more than 30 years of experience documenting debris damage and testing materials and construction. **He can be reached at (806) 742-3476 ext. 335, or [ernst.kiesling@wind.ttu.edu](mailto:ernst.kiesling@wind.ttu.edu).**

**Kishor Mehta, former director of the Wind Science and Engineering Research Center**, helped lead a team that developed the new Enhanced Fujita Scale implemented in February by the National Weather Service. He is a member of the National Academy of Engineering for his studies of structural damage caused by windstorms and leadership in developing structural design standards for wind loads. **He can be reached at (806) 742-3479 ext. 323, or [kishor.mehta@ttu.edu](mailto:kishor.mehta@ttu.edu).**

**Larry Tanner, research associate in civil engineering**, has years of field experience studying tornado damage and debris. He can speak about Texas Tech's wind cannon, which simulates debris thrown by some of the biggest tornados and also about implementation of the new Enhanced Fujita Scale. **Tanner can be reached at (806) 742-3476 ext. 336, or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).**

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# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 10, 2007

CONTACT: John Davis, john.w.davis@ttu.edu  
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**New Analysis Shows Reducing Tropical Deforestation Feasible, Affordable and Essential to Avoiding Dangerous Climate Change**

Industrial nations may want to work with developing nations to slow and eventually stop deforestation in order to stabilize greenhouse gas levels in the atmosphere, according to a Texas Tech researcher.

Tropical deforestation currently accounts for nearly 20 percent of emissions of the heat-trapping gases that cause climate change, said Katharine Hayhoe, a research associate professor in the Department of Geosciences at Texas Tech University.

Hayhoe was one of 11 top international climate and forest researchers who authored a study released today in the journal *Science*. In this study, the team analyzed how reducing deforestation in developing countries could contribute to the global emission targets required to stabilize atmospheric levels of carbon dioxide.

Researchers found cutting deforestation rates in half by mid-century could account for 12 percent of the total emissions reductions needed to safely stabilize atmospheric levels of heat-trapping gases. This would represent an important step towards preventing possible dangerous impacts from global climate change.

“Reducing tropical deforestation is key to decreasing global emissions,” Hayhoe said. “The reductions we looked at are projected to cost less than \$20 per ton of carbon dioxide. This makes slowing deforestation one of the most cost-effective measures to reduce our emissions globally, especially when compared to the cost of weaning ourselves off our dependence on fossil fuels.”

Prior to the Industrial Revolution in the 1850s, the planet’s levels of carbon dioxide, the primary heat-trapping gas released by human activities, sat at about 280 parts per million. Today, carbon dioxide levels have reached over 385 parts per million, and are continuing to grow at more than 2 parts per million per year.

“We could see up to a 6 degree Celsius warming by the end of the century if we don’t take action soon,” she said. “The higher our temperatures warm, the more damage we’re going to see, and the greater the chances of potentially dangerous impacts.”



## TEXAS TECH UNIVERSITY

The study comes as international climate negotiations are taking place this week in Bonn, Germany. There, policymakers are negotiating the design of international climate policies after the Kyoto Protocol expires in 2012. On the table is a proposal put forward by the governments of Papua New Guinea, Costa Rica and several other forest-rich developing countries who are seeking to reduce their emissions from deforestation in return for access to financing through the global carbon market.

“Given the importance of limiting atmospheric carbon dioxide levels to 450 ppm or below, in order to prevent what most scientists view as significant risk to human welfare and the environment,” says Hayhoe, “the U.S. should support the efforts of developing countries as well as take responsibility for reducing our own emissions.”

The results of this study emphasize the essential contribution tropical countries can make to the global effort to avert dangerous climate change, said Peter Frumhoff, co-author and director of Science and Policy at the Union of Concerned Scientists.

The *Science* paper also follows last week’s Intergovernmental Panel on Climate Change report on climate change solutions. The IPCC concluded that measures to protect and restore tropical forests can be a cost-effective way to reduce emissions while simultaneously creating jobs, conserving biodiversity and watersheds, and alleviating poverty.

“For many developing countries, deforestation is their largest source of emissions,” Frumhoff said. “The current negotiations represent a historic opportunity to help developing countries find economically viable alternatives to deforestation, and participate in the global effort to address climate change.”

The paper is embargoed until 2 p.m. EDT today (May 10). Copies of the paper will be available after this time at Science Express:

<http://www.sciencemag.org/scienceexpress/recent.dtl>

**CONTACT: Katharine Hayhoe, research associate professor, Department of Geosciences, Texas Tech University, (806) 392-1900, or [katharine.hayhoe@ttu.edu](mailto:katharine.hayhoe@ttu.edu).**



TEXAS TECH UNIVERSITY

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\*Authors on the paper are Raymond E. Gullison of the University of British Columbia, Canada; Peter C. Frumhoff of the Union of Concerned Scientists; Josep G. Canadell of the Global Carbon Project, Australia; Christopher B. Field of the Carnegie Institution; Daniel C. Nepstad of The Woods Hole Research Center; Katharine Hayhoe of Texas Tech University; Roni Avissar of Duke University; Lisa M. Curran of Yale University; Pierre Friedlingstein of IPSL/LSCE, France; Chris Jones of the U.K. Met Office Hadley Centre for Climate Prediction and Research, United Kingdom; and Carlos Nobre of the National Institute for Space Research (INPE), Brazil

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: May 11, 2007

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
(806) 742-2136

### **Vietnamese Journalists to Learn Ways of Western Media During Workshop**

The College of Mass Communications and The Vietnam Center at Texas Tech University will hold a two-week event to help Vietnamese journalists understand how American-style free press works.

The seminar, "Journalism Practices in the United States: A Texas Tech Workshop for the Vietnam News Agency," will take place May 13-26 in Lubbock and Dallas.

While here, two working journalists, a Vietnam News Agency administrator and a Vietnamese government official will get a crash course in American journalism and tour several local and state news agencies, said Randy Reddick, professor of journalism.

"This started as an e-mail exchange about a year ago," Reddick said of the workshop. "We began to work out some kind of curriculum for these people. The bottom line is they don't understand our system at all, and they want to understand it. Advertising. Free press. How do you run a newspaper? The concept of free and open debate is a little bit strange to them."

James Reckner, director of The Vietnam Center, said plans for the Vietnam News Agency workshop began after international news broke in October 2005 about the Tram Diaries. These diaries chronicled the life of Dr. Dang Thuy Tram, a North Vietnamese doctor killed in action in the northern part of South Vietnam in 1970, and it became an item of national interest throughout Vietnam.

"When we had our first direct meeting with representatives of the Vietnam News Agency in January of this year, the agency had, at that point, just completed a new journalism training center in Ho Chi Minh City," Reckner said. "Our Vietnamese partners were keen to increase the professionalism of their journalism, and thus asked us to arrange a seminar for them.

"I feel certain the Vietnamese journalists will have much to learn about journalism in the United States. I am certain they will absorb a lot of information and also establish important professional relationships that will last for many years. I know, too, that whatever they learn here, while adding to their general understanding of journalism, will have to be adapted to fit the unique circumstances of Vietnam today."

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Some of the workshop events include:

- Opening reception and dinner – 6:15 p.m. Sunday (May 13) Merket Alumni Center on the Texas Tech campus.
- Vietnam Center briefing – 2:45 p.m. Tuesday (May 15) in the Marshall Formby room of the Southwest Collection/Special Collections Library on the Texas Tech campus.
- Museum of Texas Tech University visit – 4:15 p.m. Thursday (May 17), Museum of Texas Tech University, Fourth Street and Indiana Avenue.
- National Ranching Heritage Center tour – 1 p.m. Saturday (May 19), Ranching Heritage Center, 3121 Fourth St.

The media can attend any of the events during the 13-day workshop. For more information, or to cover any of the events, contact Randy Reddick.

**CONTACT: Randy Reddick, journalism professor, College of Mass Communication, Texas Tech University, (806) 742-2136, [r.reddick@ttu.edu](mailto:r.reddick@ttu.edu);**  
**James Reckner, director, The Vietnam Center, Texas Tech University, (806) 742-3742, [james.reckner@ttu.edu](mailto:james.reckner@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 11, 2007

CONTACT: Sally Logue Post, sally.post@ttu.edu  
(806) 742-2136

**Texas Tech Police Department “Click It or Ticket” Campaign**

The Texas Tech University Police Department will be out in force May 21 – June 3 along with thousands of police agencies nationwide, participating in the “Click It or Ticket” enforcement mobilization.

Texas Tech police are putting extra effort into safety belt and child safety seat law violations during this period. In 2006, Texas had a safety belt use of 90.4 percent.

“People violating the state safety belt and child safety seat laws will get a ticket,” said Ron Seacrist, chief of the Texas Tech Police Department. “We know that using seat belts save lives and prevent injuries. It amazes me that there are people who don’t think they need to buckle up. Using seat belts doesn’t cost a dime. Not using them will cost you a citation during this intensified enforcement period.”

The Texas Tech Police Department is also participating in an educational campaign to get pickup truck occupants in Arkansas, Louisiana, New Mexico, Oklahoma, Texas and the Indian Nations buckled up. More than 1 million pickup drivers and passengers in the five-state region are not buckling up, resulting in more than 1,000 pickup occupants dying every year in traffic crashes. In Texas, safety belt use in pickup trucks is 4 percentage points lower than overall use in the state, according to 2006 surveys. In 2005, 54 percent of people killed in pickup trucks in Texas were not wearing their safety belts.

“Pickups trucks in fatal crashes roll over twice as often as passenger car,” said Seacrist, “Wearing your safety belt reduces the risk of dying in a rollover pickup truck crash by up to 80 percent.”

From 2001 to 2005, 1,444 people died in pickup rollover crashes in Texas. Of those, 56 percent occurred on the state’s rural roads.

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CONTACT: Ronald Seacrist, Texas Tech University chief of police, (806) 742-3931.



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 11, 2007

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
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## **Texas Tech Board of Regents Elect New Officers**

The Texas Tech University System Board of Regents today (May 11) elected J. Frank Miller III and F. Scott Dueser, chair and vice chair, respectively. The two will serve two-year terms, beginning immediately.

Miller, who just completed a term as vice chair of the board, replaces L. Frederick "Rick" Francis as chair of the board.

Miller, of Dallas, was appointed to the Board of Regents of the Texas Tech University System on November 18, 2003. He is a 1974 graduate of Texas Tech with a bachelor's degree in business administration. Miller is chairman and chief executive officer and founding managing partner of JPI Companies, a national apartment development company.

Dueser, of Abilene, was appointed to the Board of Regents of the Texas Tech University System on January 26, 2004. He is a 1975 graduate of Texas Tech with a bachelor's degree in finance and accounting. He is chairman of the board of First National Bank of Abilene and president and chief executive officer of First Financial Bankshares, Inc.

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TEXAS TECH UNIVERSITY

# News Release

DATE: May 12, 2007

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)

(806) 742-2136

## **Texas Tech Hires Chess World Champion, Establishes Excellence Institute**

Texas Tech University, known athletically as the home of Bobby Knight and the Air Raid football offense, could soon be equally feared for its wicked endgame.

The university announced Saturday (May 12) that it will establish the Susan Polgar Institute for Chess Excellence (SPICE) and hire chess powerhouses Susan Polgar and Paul Truong to head the program.

Polgar, four-time women's classical world chess champion and five-time Olympic chess champion, has been hired as director of SPICE and coach of the Knight Raiders chess team. Truong, 11-time national champion, is the institute's business manager and assistant coach.

"We are obviously very excited about SPICE and the opportunities it will provide," said Polgar. "We plan to build one of the world's premier centers for chess research and outreach while solidifying Texas Tech as a national chess contender."

The institute will include academic and outreach components and provide an almost unprecedented forum for academic research on the game.

Situated under the Office of the Provost, SPICE will allow researchers across disciplines to study chess from angles as diverse as artificial intelligence, cognition, and women's studies. Research could probe the influence of chess on learning, for example, or tap the university's High Performance Computing Center to create sophisticated computer programs.

Institute developers also intend to use SPICE as a way to promote and support collegiate-level competitive chess and to promote chess outreach to players of all ages.

Recruiting chess champions will benefit the university academically, said Jim Brink, senior vice provost for academic affairs, noting that chess requires a combination of intellect, spatial thinking and other skills that often translate into classroom success.

"Smart people play chess," he said. "There is a very close correlation between chess excellence and academic capability."

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Texas Tech has established itself as an emerging chess presence in just a few short years. The Knight Raiders club, established in 2003, now claims more than 100 members. This includes an international slate of star talent wooed to checkmate for Texas Tech. In 2006, the university was named Chess College of the Year by the United States Chess Federation – the U.S. governing body – for its scholarship program and emphasis on female recruitment.

Creating an institute devoted to chess and hiring two of the game's top personalities will increase Tech's profile in the chess scene, said Haraldur Karlsson, the current team coach and mentor who helped found the Knight Raiders and was a key player in building Texas Tech's relationship with Polgar and Truong.

"This is a seismic event in the chess world," Karlsson said. "This institute is a unique opportunity to apply the resources of a major research university to promoting and understanding chess."

Polgar has visited Lubbock in the past to meet with Texas Tech officials and the Ramirez Charter School Rooks chess team, an outreach program of the Knight Raiders. She spoke at Texas Tech's undergraduate commencement ceremonies Saturday, where the institute was announced.

Polgar has a lengthy list of credentials, including being the only person – male or female – to win chess' Triple Crown, comprised of Rapid, Blitz and Classical world championships. She currently is the top-ranked woman player in the United States and, at the age of 21, was the first woman to earn the Grandmaster title. Truong is an eleven-time national champion in Vietnam and was the captain and business manager of the 2004 U.S. Women's Olympiad Team.

**CONTACT: Jim Brink, senior vice provost for academic affairs, Office of the Provost, Texas Tech University, (806) 742-2184 or jim.brink@ttu.edu.**



**FOR IMMEDIATE RELEASE**

DATE: May 14, 2007

CONTACT: Michael Castellon, michaelcastellon@gmail.com  
(806) 742-2136

**First Medal of Honor Recipient of  
Vietnam War to Speak on Campus**

Col. Roger Donlon, the first Medal of Honor recipient from the Vietnam War, will speak to faculty and students Tuesday (May 15) as part of an event hosted by The Texas Tech University Vietnam Center.

The lecture, which is open to the public, will be held at 10 a.m. in Room 141 of Holden Hall.

In July 1964, Donlon was serving as the commanding officer of a U.S. Army special forces detachment at Camp Nam Dong when a reinforced Viet Cong battalion launched a full-scale, predawn attack on the camp.

During the violent battle, which lasted five hours and resulted in heavy casualties on both sides, then-Capt. Donlon directed the defense operations in the midst of an enemy barrage of artillery and gunfire.

Later that year, President Lyndon Johnson awarded the Medal of Honor to Donlon for his heroism.

He has written two books about his Vietnam experiences, "Outpost of Freedom" and "Beyond Nam Dong".

**CONTACT: James Reckner, director of the Texas Tech University Vietnam Center,**  
(806) 742-3742, or james.reckner@ttu.edu.

-more-



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 17, 2007

CONTACT: Michael Castellon, michaelcastellon@gmail.com  
(806) 742-2136

**Seminar to Focus on Agricultural Law, Natural Resources Policy**

Immigration law issues for ranchers and farmers, wind energy law and landowners' rights will be some of the topics discussed Friday (May18) at the Agricultural Law Course 2007, hosted by the Texas Tech University School of Law on Friday.

Experts in agricultural law from across Texas will be in attendance to examine legal and policy issues related to farmers, ranchers and conservationists.

"This seminar provides real-time information regarding legal issues confronting the farmers and ranchers of Texas," said David Waggoner, a 1998 graduate of the School of Law and attorney for the Waggoner Law Firm in Hillsboro. "The speakers come from all over the state. They are truly outstanding and comprise the leading authorities on the issues being discussed. We are very fortunate to offer such a high quality seminar to those practicing law in the West Texas area."

Those interested in attending can register at [www.TexasBarCLE.com](http://www.TexasBarCLE.com).

**CONTACT: Casey Carson, director of alumni relations, Texas Tech School of Law, (806) 742-3990 or [casey.carson@ttu.edu](mailto:casey.carson@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: May 18, 2007

CONTACT: John Davis, john.w.davis@ttu.edu  
(806) 742-2136

### **KOHH-FM Celebrates New HD Radio Broadcasting With Reception**

Radio just became new again.

In many ways, the new HD Radio hybrid signal recently installed at KOHH-FM radio will make history as the first HD radio signal in the area and allow the station to triple broadcast format abilities across the South Plains said Clinton Barrick, director of programming.

The station celebrated the \$160,000 improvement during a reception from 3-5 p.m. today (May 18) on the sixth-floor studio of Texas Tech Plaza, located at 19<sup>th</sup> Street and University Avenue.

Barrick said that digital radio broadcasting will become the wave of the future. Stations will be able to offer digital radio owners more programming because of the ability to split signals. Stations can have an analog channel and two digital audio channels.

“It’s essentially the equivalent of high-definition television, even though the HD does not stand for high definition when it comes to radio,” Barrick said. “It means dual hybrid radio. We’ll have an analog signal as well as digital signals. The digital technology allows us to split the digital bandwidth so that we can have two and even three signals now.”

People with digital radios will be able to pick up the classical music and news programming currently on the air, Barrick said. Once the secondary audio stream premieres, listeners will have a choice of music or news on the same digital frequency. A tertiary stream could carry ethnic radio broadcasts or additional cultural programs.

“Instead of an ‘either/or’ situation, listeners can choose between classical music, news, or cultural programs any time they want,” Barrick said. “It really opens up the airwaves so that everyone wins. It’s kind of opened a new frontier for radio. The sound quality is better, mainly because of the absence of static, signal fade and interference because digital broadcast is immune to it. People will perceive the sound quality as better.”

While HD radio technology has been around since 2002, radio stations are just beginning to use it for broadcasting. About 1,300 U.S. radio stations broadcast in HD radio. Though

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receiving HD radio requires buying a radio that can receive the digital signal, programming is still free unlike satellite radio.

**CONTACT: Clinton Barrick, director of programming, KOHM-FM radio, (806) 742-3100, [Clinton.barrick@ttu.edu](mailto:Clinton.barrick@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 21, 2007

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)

(806) 742-2136

**New Dean of the College of Visual and Performing Arts Takes Reins in August**

Officials at Texas Tech University have appointed the next dean of the College of Visual and Performing Arts.

Carol D. Edwards, who has served as dean of Western Washington University's College of Fine and Performing Arts since 2004, will begin Aug. 1

"I am extremely excited about coming to Texas Tech, and all the possibilities that exist," Edwards said. "I've known about the art programs at Texas Tech for many years, and Texas Tech has very talented faculty and students. I'm really excited to be a person who can contribute to the good work that's already been done."

Edwards earned her doctorate in 1992 from Florida State University. She holds a master's degree in art education from University of Alabama and a bachelor of fine arts in commercial art from Mississippi University for Women.

Her memberships include Phi Kappa Phi National Honor Society, the International Council of Fine Arts Deans and the National Art Education Association.

Edwards was one of three finalists for the position, said Bill Marcy, provost of Texas Tech University.

"Carol Edwards was selected as the person best able to support all of the programs within the College of Visual and Performing Arts," Marcy said. "She was also very well received by the deans of the other colleges."

**CONTACT: Carol D. Edwards, future dean, College of Visual and Performing Arts, Texas Tech University, (360) 650-3866, [Carol.Edwards@wwu.edu](mailto:Carol.Edwards@wwu.edu); William Marcy, provost, Texas Tech University, (806) 742-2184, [william.marcy@ttu.edu](mailto:william.marcy@ttu.edu).**



# News Release

DATE: May 24, 2007

CONTACT: Norman Martin, [norman.martin@ttu.edu](mailto:norman.martin@ttu.edu)  
(806) 742-2136

## **Food Safety Training Gets Boost in Video iPod Study**

Graduate classes test cutting-edge technology delivery to improve certification training.

Since its introduction six years ago, the iPod has dominated the portable-music-player industry. Its simple interface, navigational scroll wheel and iTunes software program make it relatively simple to use. And, it's precisely those easy-to-use features that have now drawn the interest of safety instruction experts.

Sponsored through a grant from the International Center for Food Industry Excellence, researchers have spent the past year testing the potential of using the sleek, high-tech units to deliver certification curriculum to those working in the food industry, such as hazard analysis for beef packing plant employees.

"Our ultimate goal is to be able to certify people at a distance," said Todd Brashears, an assistant professor with the Department of Agricultural Education and Communications. "Portable electronics like iPods are perfect in cases where instructors are unavailable to do on-site instruction and workshops. They're also good in instances where there isn't ready internet access."

In such cases, safety workshops could simply be loaded onto the iPod's large hard drive and sent to the business where employees could complete their safety training requirements using the iPod alone, and then return the unit after course completion.

"We've started the testing phase in three of our graduate classes – both on campus and at a distance – to determine if they're the educational equivalent to face-to-face or internet-based instruction," Brashears said. "In these iPod-enabled classes, we're looking at teaching effectiveness, as well as individual enjoyment and technical issues."

In evaluating the project's 100 iPods, instructors are able to monitor downloaded courses, lectures selected, viewing times and frequency of viewing, as well as other iPod features including music and video. "We want to know if they're really adopting the technology, or just using it for the class," Brashears said.

iPods vary greatly in feature capability. Models the Texas Tech researchers chose for their project were high-end units with audio and video capabilities. In most instances, class instruction was presented in the form of a PowerPoint presentation of lecture notes with an audio background. Presentation length varied, depending on the topic, from a five-minute demonstration to an hour lecture.

“I really enjoyed using my iPod,” said Laura Lemons, a Texas Tech graduate student studying agricultural education. “You could study anywhere. I’ve listened to it while I was riding the bus, walking across campus, even when I was working out.”

Researchers expect to complete their iPod analysis this summer, and results should be incorporated into on-going food industry safety instruction programs by next fall.

**CONTACT: Todd Brashears, assistant professor, Department of Agricultural Education and Communications, Texas Tech University, (806) 742-2816, or [todd.brashears@ttu.edu](mailto:todd.brashears@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

DATE: May 25, 2007

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

## **Agribusiness Partners Lend Support to Competitiveness Chair**

Lamesa Cotton Growers Inc. will announce that it is partnering with Plains Cotton Growers in helping establish an Endowed Chair in Agricultural Competitiveness for the Texas Tech University College of Agricultural Sciences and Natural Resources.

Texas Tech officials, along with Lamesa Cotton Growers, Plains Cotton Growers and other agribusiness partners, will announce the agreement at 12:20 p.m. Tuesday (May 29) at the Forrest Park Community Center (Houston Street and 10<sup>th</sup> Street) in Lamesa.

Plains Cotton Growers has committed \$500,000 in matching funds to create the \$1 million endowment with the goal of boosting the long-term value of South Plains production agriculture – including cotton – and helping farmers compete in what is increasingly a global marketplace.

“If our producers are going to be competitive in the future, we are going to need the best research to support their work,” said Steve Verett, executive vice president of Plains Cotton Growers. “To do that, you have to have a way to attract the top-level researchers and academic talent.”

The endowment will support the work of a soon-to-be-created faculty position in the Department of Agricultural and Applied Economics. Lamesa Cotton Growers also will provide the university access to its AG-CARES research complex – a farming research station run in partnership with the Texas Agricultural Experiment Station and Texas Agricultural Extension.

“We are excited to partner with Texas Tech and to be involved with a major university located so close to us,” said Matt Farmer, president of Lamesa Cotton Growers. “AG-CARES is a working farm that provides a very accurate assessment of what is feasible in the field.”

Through this partnership, Texas Tech will provide a wealth of information and recommendations to guide the marketing decisions of producers. Increasingly, producers must complement their crops expertise with savvy marketing against global competitors.

“What we will basically be doing is taking some of the unknowns out of the equation that those of us in agribusiness use to determine our profitability,” said Kevin Pepper, secretary for Lamesa Cotton Growers.

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Jerry Chapman, vice president of Lamesa Cotton Growers, also stressed the importance of communicating new technology in a usable form to producers.

“It is one thing to have new technology and research,” Chapman said. “But ensuring that the technology is distributed to producers in a timely and usable form is important to us now and in the future.”

College officials plan to raise the \$1 million by Dec. 31, 2008.

“Our college is very fortunate to have organizations like Plains Cotton Growers and Lamesa Cotton Growers who will partner with us,” said Scott Cooksey, director of development and external relations for the College of Agricultural Sciences and Natural Resources. “The interest and support of organizations like these really will allow us to do work that will position South Plains cotton growers to remain competitive in the global marketplace.”

**CONTACT: Scott Cooksey, director of development and external relations, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2802, or [scott.cooksey@ttu.edu](mailto:scott.cooksey@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: May 25, 2007

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

## EXPERTS AVAILABLE AS 2007 HURRICANE SEASON BEGINS

Wind Scientists Studied Katrina, Rita and Other Hurricanes

The United States is bracing for what predictions say will be another active hurricane season. Texas Tech University has a number of wind scientists with extensive experience researching hurricanes like Rita and Katrina and can speak as experts about various aspects of these devastating storms.

Through Texas Tech's multi-disciplinary Wind Science and Engineering Research Center, the scientists study various aspects of a hurricane, such as: the meteorological forces at work as the hurricane makes landfall, wind damage to buildings such as houses and "lifeline" infrastructure, and the economic impact that evacuations have on cities, banks and stock prices.

Our experts can speak about their findings in hurricanes Rita and Katrina and other data collected through the center's three decades of studying wind-related events:

**Chris Letchford, professor of civil engineering**, can speak to the impact that hurricanes have on engineered structures. Letchford surveyed damage to structures in the wake of both Rita and Katrina for groups such as the Federal Emergency Management Agency and the National Institute for Standards and Technology.

He says Rita's greatest impact was to "lifeline" infrastructure such as electricity, transportation and communication. The storm blew over hundreds of thousands of timber telephone poles; destroyed five major high voltage lines; and damaged ports, bridges, water treatment centers and chemical plants. Also, it bent the canopies over gas stations, hindering access to fuel for emergency vehicles and generators. Letchford can be reached at (806) 742-3476 Ext. 328, or [chris.letchford@ttu.edu](mailto:chris.letchford@ttu.edu).

**Bradley Ewing, professor of operations management in the Rawls College of Business**, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City, Corpus Christi, Wilmington, N.C., Miami, Fla., and Nashville, Tenn. Ewing can be reached at 806-742-3939 or [bradley.ewing@ttu.edu](mailto:bradley.ewing@ttu.edu).

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**John L. Schroeder, assistant professor of Atmospheric Science at Texas Tech University,** visited both hurricanes Rita and Katrina to deploy instrumented towers that gather high-resolution storm data at a time when most conventional observation systems fail.

Schroeder can offer insight into how hurricanes develop, move and react to various meteorological elements. He is an expert on how the hurricane interacts with man's built environment at landfall and has been actively intercepting hurricanes since 1998. Schroeder can be reached at (806) 742-2813 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).

**Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association,** recommends that homeowners who live above the flood plane in hurricane-prone areas buy a storm shelter for their home.

As was seen in Houston preceding Hurricane Rita, evacuations often can put immense strain on traffic corridors, leading to traffic jams and – in the case of Houston – fatalities. By utilizing in-home shelters, some families who are not required to evacuate can remain where they are and ease the traffic flow.

However, Kiesling urges buyers to look for a seal of the National Storm Shelter Association when they buy a safe room for their home. Although there are a variety of products available for homes, Kiesling says many shelters are not designed by engineers or architects who are familiar with the wind loads present during hurricanes.

Kiesling specializes in debris impact and above-ground shelters. He can speak on the construction and use of personal and community shelters. Kiesling has more than 30 years of experience in the field documenting debris damage and testing different materials and types of construction. He can be reached at (806) 742-3476, ext.335 or [ernst.kiesling@wind.ttu.edu](mailto:ernst.kiesling@wind.ttu.edu).

**Larry Tanner, research associate in civil engineering,** was a member of the FEMA mitigation assessment team that studied Hurricane Katrina. He led a team that recorded wind and water damage along the coastline in Louisiana and Mississippi.

Much of the damage done by Katrina, he says, resulted from structures being built below the base flood elevation – or the elevation that flood waters will rise to during a 100-year storm event (meaning the storm only has a 1 percent chance of happening in a year). Tanner can be reached at (806) 742-3476 ext. 336, or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 29, 2007

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
(806) 742-2136

## **Wind Energy Short Course Cancelled**

Texas Tech University officials have cancelled a short educational course titled "Introduction to Wind Power Systems: Technology and Economics."

The Wind Science and Engineering Research Center and the Division of Outreach and Distance Education at Texas Tech University originally were going to sponsor the course June 20–22 at Texas Tech University at Abilene.

We apologize for any inconvenience.



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: May 31, 2007

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)  
(806) 742-2136

**Texas Tech School of Law Teaches American Justice to  
Mexican Lawyers for U.S. AID project**

Texas Tech University School of Law will serve as host to two Mexican lawyers attending an Innocence Project Clinic through July 5.

Ariadna Camacho and Diana Cristal González will participate as part of the U.S. AID project, which involves higher education partnerships between Mexican and U.S. law schools.

The particular focus Texas Tech has been invited to participate in is a project that will provide Mexican lawyers and law schools with an introduction to oral advocacy and defense as practiced in the United States.

“Mexico is undergoing a profound change in the criminal justice system,” said Jorge A. Ramírez, director of the law school’s International Programs. “During the past year, Mexico initiated the transition from a written, inquisitorial system, in which judges decide cases based on reading documentary evidence, to an adversarial system centered on oral arguments by prosecutors and defense attorneys.

“We are, for all practical purposes, involved in a project that is helping to make Mexico’s legal system look more like our own, which is probably one of the biggest legal changes in Mexico since the revolution.”

**CONTACT: Casey Carson, director, Alumni Relations, (806) 742-3990, ext. 315, [casey.carson@ttu.edu](mailto:casey.carson@ttu.edu); Cristal González, attorney, (818) 859-5292.**