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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Texas Tech's Rawls College of Business Honors Distinguished Alumni

The Texas Tech University Rawls College of Business honored three distinguished alumni March 31 at the Overton Hotel and Conference Center. Recipients included Alan D. Brown, Mark M. Johnson and Robert Taylor.

Brown is managing director and principal at Sowell & Co. and graduated with a bachelor's degree in banking in 1969. A native of Grand Prairie, he received an MBA from Darden Business School in 1971 and an honorable discharge from the U.S. Army. He began his corporate banking career as a management trainee with First National Bank in Dallas. Currently chairman of Sergeant's Pet Care Products, Brown is active in the community having served as Chairman of the Dallas United Way Corporate Gifts Division and on the Grand Prairie ISD School Board. He has been an active supporter of Texas Tech, having served on the Rawls College Advisory Council and the Texas Tech Foundation Board. Brown has been a member of the Alumni Association for 42 consecutive years since graduation.

Johnson is regional chairman of Texas Capital Bank, and graduated with a bachelor's degree in finance/banking in 1968. After growing up on a ranch north of San Antonio, he came to Texas Tech, joined Phi Delta Theta fraternity and met his wife-to-be, Carolyn Case, who graduated with a bachelor's in education. Johnson began his banking career at Texas Commerce Bank in Houston and in 1975, and moved to National Bancshares Corporation of Texas in San Antonio. In 1994 he joined Texas Bancshares Inc. and First National Bank of South Texas. In 2001 he moved to Texas Capital Bank and in 2009 was promoted to regional chairman. His community service includes the Alamo Area Council of Boy Scouts and the Texas Business Hall of Fame, along with many other civic contributions. Johnson was the 2010 recipient of San Antonio's Movers & Shakers Award and is active on the Rawls College of Business Advisory Board.

Robert Taylor is CEO of United Supermarkets LLC, a native of Lubbock and graduate of Monterey High School. He earned a bachelor's degree in management in 1971. Taylor joined United's leadership team in 2007 as vice president of logistics when United purchased R.C. Taylor Distributing – a family owned and operated business since 1949 – where he served as president at the time of purchase. He is active in the Lubbock community, having served as president of Southwest Rotary Club, board chairman of the Salvation Army, and various campaign positions for Lubbock Area United Way. He is on the Board of Directors of PlainsCapital Corp., Texas Tech University Chancellor's Advisory Board, Delta Tau Delta House Corp. Board, and is chairman of the City of

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Lubbock Downtown Redevelopment Board. Among his numerous awards are the Texas Wholesaler of the Year, Southwestern Community Service Award and the 2009 Texas Distributor of the Year.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Susan Brown, alumni and public relations, Rawls College of Business, (806) 742-1571, or susan.brown@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2011

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
(806) 742-2136

Theatre and Dance Department Presents Raider Red's Awesome Dance Spectacular

The Texas Tech University Department of Theatre and Dance will present its annual Raider Red's Awesome Dance Spectacular (RRADS) at 8 p.m. April 7-9 (Thursday-Saturday) and at 2 p.m. April 10 (Sunday) at the Maedgen Laboratory Theatre (18th Street between Boston and Flint Avenue).

The show features genres such as hip-hop, jazz, modern, ballet and avant-garde forms and is comprised entirely of student work.

"The dance faculty are thrilled that so many of our talented students are interested and engaged in the choreographic process outside of the everyday demands of their coursework," said Assistant Professor Ali Duffy. "We strive to feature as many of these dances as an evening-length show will allow."

RRADS is the only dance production which has no enrollment or participation prerequisites. Prospective dance majors and minors who have not been officially admitted to the dance program can both choreograph and dance. Choreographers are allowed to dance in their own numbers.

Tickets are \$5 for adults and free for students with a valid Texas Tech ID. For more information, call the Maedgen Theatre box office at (806) 742-3603.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Richard Privitt, audience relations specialist, Department of Theatre and Dance, Texas Tech University, (806) 742-3601 ext. 245, or richard.privitt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 4, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Ecotoxicologist: Cutting-Edge Technology Needed to Clean Up Japan Following Toxic Waste, Radiation Spills

Following the 9.0 earthquake and tsunami that devastated Japan's Northwest Coast March 11 and caused major radiation leakage at the Fukushima Daiichi nuclear power plant, a Texas Tech ecotoxicologist said the Japanese face a huge toxic cleanup that could be even worse than the one left behind by Hurricane Katrina in 2005.

Ron Kendall, director of The Institute of Environmental and Human Health (TIEHH) at Texas Tech, said the radiation leak has added a whole new layer of complexity when it comes to cleaning up what the tsunami washed ashore and distributed.

"The Japanese may have to deal with a complicated toxic waste site with radiation overlaying it," Kendall said. "We probably have toxic metals from oil and gas release. I don't think there's been anything like this before on this level of magnitude. It's created a very complex scenario, and it's yet to be determined how to approach cleaning it up. You've got toxic metals, polycyclic aromatic hydrocarbons from oil and gas release and who knows what else. It's like you had another Katrina event and then you just put radiation on it."

On top of the toxic material problems, people could face immunodeficiency, birth defects and other cancers depending on the type and amount of radioactive materials released from the floundering nuclear power station. Heavy metals and radiation can depress immune systems, he said.

"It's going to take a lot of cutting-edge remediation strategies to fix this problem," he said. "We can definitely learn from this scenario when it comes to future planning of our own nuclear power stations near fault lines and coastal areas."

During his career, Kendall was a part of the assessment for the Exxon Valdez as well as other oil spills and contamination events such as Hurricane Katrina's impact on New Orleans and worked on projects at Rocky Mountain Arsenal. (RADIOACTIVE PLACE?). He also served as chief editor of "Wildlife Toxicology: Emerging Containment and Biodiversity Issues," published by CRC Press.

The book is the first reference to address environmental threats to wildlife in a single volume and recommend proven mitigation techniques to protect and sustain Earth's

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wildlife populations. Within a month of its release May 10, the book was labeled an international bestseller by the book's publishers.

CONTACT: Ron Kendall, Director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or ron.kendall@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 4, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
(806) 742-2136

Texas Tech Hosts Autism Skills Trainer

- WHAT: Burkhart Family Endowed Lecture Series
- WHEN: 7-8:30 p.m. Wednesday (April 6)
- WHERE: Allen Theatre, Student Union Building, Texas Tech campus
- EVENT: Texas Tech University's Burkhart Center for Autism Education and Research will host Jed Baker, director of the Social Skills Training Project, as the speaker for 2011 Burkhart Lecture Series.

Within the project, Baker serves individuals with autism and social communication programs, and he also directs social skills training for Millburn public schools in New Jersey. Baker's presentation is titled "No More Meltdowns: Handling Challenging Behaviors & Teaching Social Skills."

In addition, Baker writes, lectures and provides training internationally on the topic of social skills training and managing challenging behaviors. He is an award-winning author of five books. His work has been featured on ABC World News, Nightline, the CBS Early Show and the Discovery Health Channel.

For more information please visit
<http://www.educ.ttu.edu/research/burkhart-center/default>.

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CONTACT: Susan Volland, program coordinator, Burkhart Center for Autism Education & Research, Texas Tech University, (806) 742-1998 or susan.volland@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 4, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Welcome Home Celebration for Knight Raiders

Texas Tech clinches title for best college chess team in the nation.

Texas Tech University invites the public to join the Masked Rider and representatives from the Saddle Tramps in the welcome home celebration for the chess team, fresh from its Final Four victory this weekend in Washington, D.C.

The event will be held at the Lubbock Preston Smith International Airport.

The Knight Raiders entered the tournament as the 4th seed with an average rating of 50 points lower than the other three teams, and pulled off the upset after a series of team round-robin games in the President's Cup.

The Knight Raiders include three grand masters and an international master:

- GM Anatoly Bykhovsky of Israel
- GM Davorin Kuljasevic of Croatia
- GM Andre Diamant of Brazil
- IM Istvan Sipos of Hungary
- Faik Aleskerov of Azerbaijan

Knight Raiders coach, GM Susan Polgar, also broke a gender barrier as the first-ever female head coach to lead a men's Division I team to the national title. Last year, she was the first woman to lead a men's Division I team to the Final Four.

The team's flight is scheduled to return at 10:20 p.m. (April 4) from Washington, D.C. Well-wishers are encouraged to meet at 10:10 p.m. at Baggage Claim No. 1.

The TTU Chess program is a unit of the Division of Institutional Diversity, Equity and Community Engagement.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 4, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
(806) 742-2136

Rawls College of Business Hosts Former CNN Financial Journalist

- WHAT:** Rawls College of Business Chief Executives' Roundtable Speaker Series
- WHEN:** 11:30 a.m. Wednesday (April 6)
- WHERE:** Merket Alumni Center, Tech Texas Campus, 17th Street and University Avenue
- EVENT:** Texas Tech University's Rawls College of Business will host Myron Kandel, founding financial editor of CNN. As one of the founders, he pioneered financial news on television and served as an economic commentator for 25 years.

In 2000, he was named one of the 10 most influential financial journalists of the 20th century. He previously served as the financial editor of the Washington Star, the New York Herald Tribune and the New York Post. He was also a reporter for the New York Times, a foreign correspondent for the Herald Tribune and a syndicated newspaper columnist and editor of the New York Law Journal.

In 1982, Kandel wrote the book, "How to Cash in on the Coming Stock Market Boom," which accurately forecast the biggest bull market in American history.

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CONTACT: Alice Oles, alumni/public relations unit coordinator, Rawls College of Business, Texas Tech University, (806) 742-3940 or alice.oles@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: April 4, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
(806) 742-2136

Texas Tech Brings ‘Something of Value’ to Campus

Texas Tech University’s Panhellenic community has joined together to bring the National Panhellenic Conference Something of Value (SOV) program to campus for the first time. Texas Tech hosts 11 of the 26 sororities the conference houses and participants from each chapter will be present at the day-long event.

The SOV program is an initiative that provides sorority women a platform to collaborate and start a wave of change in campus culture. Participants will engage in the program from 9:30 a.m. to 4 p.m. April 9 at various locations in the English building.

The agenda for the program includes a mock trial, group discussions of values and presentations over confrontation skills. Goals of the program are to identify risky behaviors in a non-threatening setting and form a commitment for sorority leaders to use their joint strength to influence other members of their chapters.

Justine Taylor, risk management chair of the Panhellenic Executive Council, said she believes many chapters on the Texas Tech campus overlook issues that are hardest to deal with and this program can give solutions to the issues.

“Something of Value presents a rare opportunity to dive into risk management education as it pertains to our Panhellenic community. Sororities will be able to discuss the issues facing our community and help build a plan of action to alleviate these problems firsthand,” Taylor said.

Issues that SOV wishes to address include substance abuse, academic dishonesty, eating disorders, financial mismanagement, hazing, harassment, personal safety concerns and other issues specific to the Texas Tech campus environment.

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CONTACT: Megan Robare, unit coordinator, Center for Campus Life, Texas Tech University, (806) 742-5433 or lee.robare@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 4, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Ten Professors Awarded for Going Above and Beyond Student Housing group recognizes excellence in 10 Texas Tech professors.

University Student Housing will host its Professing Excellence award ceremony at 3 p.m. Wednesday (April 6) in the Student Union Matador Room.

The award recognizes 10 instructors who have demonstrated exceptional educational skills and go above and beyond, both inside and outside the classroom, to impact their students' learning and academic success.

Professors were nominated by students who thought their professor exemplified the title. The 38 nominations were judged on outstanding teaching, surpassing teaching expectations, impacting student learning and academic success, and overall nomination quality. From the 38 recommendations, 10 winners were selected by a student committee.

The award-winning professors include:

- Dominick Casadonte, professor, chemistry and biochemistry
- Michael Dini, associate professor, biological sciences
- Tamara Hanna, instructor, chemistry and biochemistry
- Erin Hardin, associate professor, psychology
- RayChel Lowrance, instructor, English
- Janice Lupton, instructor, curriculum and instruction
- William Pasewark, professor, Rawls College of Business
- Magdalena Toda, associate professor, mathematics and statistics
- Diane Wood, professor, classical and modern languages and literatures
- Jorge Zamora, associate professor, classical and modern languages and literatures

Additionally, awards will be presented to individuals who participated in this year's Last Lecture series, programs where faculty and academic staff give a memorable lecture to students, faculty and staff members inside the residence halls. Last Lecture participants included:

- Stephen Fritz, interim dean of the honors college
- William Gustafson, associate professor, family financial planning

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CONTACT: Tim Bonson, graduate assistant, University Student Housing, (806) 742-1069 or tim.bonson@ttu.edu; Aaron Taliaferro, graduate assistant, University Student Housing, (806) 742-2603 or aaron.taliaferro@ttu.edu.



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Advisory

FOR IMMEDIATE RELEASE

DATE: April 4, 2011

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-2136

Texas Tech Wind and Engineering Speaker Series Hosts Atmospheric Scientist

- WHAT: McDonald-Mehta Lecture Series
- WHEN: 3:30 - 4:30 p.m. Wednesday (April 6)
- WHERE: Room 217 Electrical Engineering Building, Texas Tech University
- EVENT: Texas Tech University's Wind Science and Engineering Research Center will host Mark Powell, atmospheric scientist for the Hurricane Research Division of National Oceanic and Atmospheric Administration's (NOAA) Atlantic Oceanographic and Meteorological Laboratory.

Powell's lecture "Drag Coefficient Behavior in Tropical Cyclones" will focus on the need for coupled wave, ocean and atmospheric models to improve tropical cyclone forecasts.

Powell has been involved with the NOAA since 1978 and is now working at the Center for Ocean-Atmospheric Prediction Studies at Florida State University. He is currently leading a project focused on real-time surface wind analysis that provides research products to a variety of users including the National Hurricane Center.

A reception will immediately follow the seminar. For more information visit <http://www.depts.ttu.edu/weweb/mmls/M-M%20Powell%20040611%20flyer.pdf>.

Powell will be available for interviews from 1:30 – 3:30 p.m.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Kelsey Seger, academic coordinator, Wind Science & Engineering Research Center, Texas Tech University, (806) 742-3476 or kelsey.seger@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 5, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
(806) 742-2136

Texas Tech Gears Up For Sexual Assault Awareness Month

Texas Tech University and co-hosts present 10 events in the month of April to raise awareness about sexual assault. All events are open to the public.

The events are as follows:

- Wall of Healing—month long event outside the Student Union Building; the Wall is to honor and remember survivors of sexual assault and to provide a forum for friends and family. Submissions can be poetry, prose, drawings or other forms of expression. Please submit messages to Ashlee.g.brown@ttu.edu.
- Feminist Forum: Gendering Media Power—7 p.m. April 5 in the Escondido Theatre; the forum will cover topics in pop culture and the identities assigned to young men and women within the media.
- The Myth of “No Means Yes:” Sexual Scripts and Sexual Assault—6 p.m. April 7 in the Student Union Building Soapsuds Room; this interactive presentation and discussion will explore how common sexual scripts and stereotypes about gender contribute to sexual assault.
- Walk a Mile in Her Shoes—10:30 a.m. April 9 at the Lubbock County Courthouse; a march around the courthouse will showcase men speaking out against rape by walking a mile in women’s shoes. The event will close with an evening after party and a live and silent auction. For more information please contact (806) 763-3232 or kim@lubbockrapecrisis.org.
- Sexual Assault Talk Show—6 p.m. April 12 in Human Sciences Rm. 169; this event has a talk show format including: a host, victim, alleged perpetrator, friend of the perpetrator and a therapist. The goal is to facilitate audience discussion and address rape myths.
- Take Back the Night Rally and March—6 p.m. April 15 at Urbanovsky Park; a rally and march will be followed by a candlelight vigil and talk as survivors ‘Shatter the Silence’ about sexual violence.
- Self-Defense Class—2 p.m. April 16 in the Student Recreation Center Rm. 116; Karl Lusk will teach a women-only class focusing on learning self-defense techniques including vulnerable areas on a perpetrator and maintaining awareness of surroundings.
- Working with Survivors of Sexual Assault: Panel Discussion—6:30 p.m. April 21 in the Student Union Building Mesa Room; this informational event includes an interactive question and answer session addressing the legal and medical aspects of sexual assault.

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- Men's Coalition: Meet and Greet—6 p.m. April 26 in the Student Union Building Canyon Room; in this meeting, the members will explore how a man's involvement in various activities can create a positive impact in the community.
- 12th Annual Denim Day—April 27; this is an internationally celebrated day that is intended to show support for all efforts against rape.

Sponsors and co-hosts include the Texas Tech Student Counseling Center, Student Health Services, The Sexual Assault Peer Educators, The Women's Studies Program, the Lubbock Rape Crisis Center, Women's Protective Services, American Association of University Women TTU Chapter, Feminists of Lubbock and V-Day Lubbock Coalition.

For a more details and a full schedule please visit <http://www.depts.ttu.edu/scc/>.

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CONTACT: Ashlee Brown, psychology intern, Texas Tech University Student Counseling, Texas Tech University, (806) 742-3674 or Ashlee.g.brown@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 5, 2011

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
(806) 742-2136

Ernesto Cardenal to Launch New Book during 12-City Tour

Ernesto Cardenal, widely acknowledged as Latin America's greatest living poet, will visit with students, read from his works and sign copies of his newest collection of poems at 12 U.S. and Canadian campuses, including Texas Tech University, this spring.

"It is a great honor to have El Padre—Father Cardenal—to spend such an extended time with North American audiences," said Irene Vilar, editor of Texas Tech University Press' series "The Americas," in which Cardenal's book, "The Origin of Species and Other Poems," is included.

Twice a Nobel Prize nominee, Cardenal is considered by many to be the strongest candidate for the literature prize in 2012.

Cardenal's North American visit coincides not only with the release of his latest volume by Texas Tech University Press but also with the U.S. screening of the Mexican film "Solentiname: Ernesto Cardenal," which examines Cardenal's fight to bring down the U.S.-backed Somoza dictatorship in Nicaragua.

Among the 20 new poems included in Cardenal's collection, are several poems appearing for the first time in English, as well as poems which have never been published. Cardenal also has added new *cantigas*, or cantos, to supplement his book, "Cosmic Canticle."

"When TTU Press offered to publish Ernesto Cardenal's most recent book of poetry as well as his future volume of memoirs, we knew we were involved with something very special," said Robert Mandel, director of Texas Tech University Press and founder of "The Americas" series.

Tour dates are as follows. Event details are available from local contacts listed.

1. Denison University, Granville, Ohio, April 11-13

Presentation: 4 p.m. Tuesday, April 12, Burton D. Morgan Welsh Hills Room

Contact: Peter Grandbois, (740) 587-5793, or grandboisp@denison.edu

www.denison.edu/academics/departments/english/beck_lecture_series_current.html

2. SUNY Binghamton, Binghamton, N.Y., April 13-15

Presentation: 5 - 6:30 p.m. Thursday, April 14, St. James Church, 155 Main St., Johnson City, N.Y.

Contact: Juanita Diaz Cotto, professor of sociology and director, Latin American and Caribbean Area Studies Program, (607) 777-4916, or companeras1994@yahoo.com

3. Xavier University, Cincinnati, April 15-17

Presentation: Noon Saturday, April 16

Contact: Irene Hodgson, director of the Latin American Studies minor, (513) 745-3541, or hodgson@xavier.edu

4. Michigan State University, Lansing Mich., April 17-19

Presentation: 4:30 p.m. Monday, April 18, RCAH Theatre, Snyder Hall

Contact: Elvira Sanchez Blake, department of romance and classical languages, (517) 708-8680 or sblake@msu.edu, <http://latinamerica.isp.msu.edu/symposium/2011/>, <http://latinamerica.isp.msu.edu/symposium/?pf=t&links=disable>, <http://rcah.msu.edu/userfiles/Spring%20Poetry%20Festival%20flyer.pdf>

5. Loyola University, Baltimore, Md., April 19-20

Presentation: Tuesday, April 19, Library Auditorium

Contact: Thomas Ward, professor of modern languages and literatures and director of Latin American and Latino studies, TWard@loyola.edu
www.loyola.edu/academics/modernlanguages/files/newslettersp11.pdf

6. University of Wisconsin, Milwaukee, Wis., April 20-22

Presentation: Thursday, April 21

Contact: Daisy Cubias, (w) (414) 286-5547, (c) (414) 324-0974, dcubias@milwaukee.gov, or Professor Cesar Ferreira, (414) 229-1103, cferr@uwm.edu

7. Boulder, Colo., April 24-27:

7a. Naropa University, Boulder, Colo.

Presentation: 11 a.m. April 24

Contact: Joe Richey, (303) 413-9649, or richey80304@yahoo.com

7b. Colorado Humanities and Center for the Book, Boulder, Colo.

Presentation: 6:30 p.m. Friday, April 22

Contact: Tim Z. Hernandez, tzhernandez@coloradohumanities.org or www.coloradohumanities.org/content/mission

7c. University of Colorado, Boulder, Colo.

Presentation: April 26 and April 27

Contact: Anne Helen Becher, department of Spanish and Portuguese, (303) 492-1957, oranne.becher@colorado.edu

8. PEN World Voices Festival, 92nd Street Y Poetry Gala, New York, N.Y., April 28-30

Presentation: 7:30 p.m. Friday, April 29, 92nd Street Y, Unterberg Poetry Center, 1395 Lexington Ave.

Contact: Laszlo Jakab Orsos, director PEN World Voices Festival/Public Programs, (212) 334-1660 ext. 121, or orsos@pen.org or www.pen.org/viewmedia.php/prmMID/5679/prmID/2126

9. Vanderbilt University, Nashville, Tenn., May 1-2

Presentation: Sunday, May 1

Contact: Fernando Segovia, Oberlin graduate professor of New Testament and Early Christianity, Divinity School, (615) 322-2776, or fernando.segovia@vanderbilt.edu

10. York University, Toronto, May 2-4

Leslie Sanders, department of humanities, (416) 736-2100 ext. 66604, or leslie@yorku.ca

11. Texas Tech University, Lubbock, Texas, May 4-6

Luncheon: 11:30 Thursday, May 5 (by invitation)

Contact: John Beusterien, associate professor of Spanish, (806) 742-3145 ext. 270, or john.beusterien@ttu.edu

Presentation: Literary Lubbock, 5:30-9:30 p.m. May 5, Merket Alumni Center, Lubbock, Texas; ticketed dinner and event

Contacts: Robert Mandel, director, Texas Tech University Press, (806) 742-2982 and Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982, or barbara.brannon@ttu.edu

www.ttpress.org/literarylubbock

12. Festival de la Palabra, San Juan, Puerto Rico, May 6-9

Events: Saturday and Sunday, May 7 - 8

Contact: Mayra Santos Febres, (787) 210-6799, mayra.santosfebres@gmail.com, or www.festivaldelapalabra.net

About the Author:

Author of more than 35 books, many translated into multiple languages, Nicaraguan poet, Ernesto Cardenal, was ordained as a Roman Catholic priest in 1965. His studies with Trappist monk Thomas Merton and his involvement with the Sandinista movement in his home country have informed his writing and political activism.

Cardenal lives in Managua, Nicaragua, where he is vice president of Casa de los Tres Mundos, a literary and cultural organization.

More information about “The Origin of Species and Other Poems” is available at <http://ttupress.org/product/93960/The-Origin-of-Species-and-Other-Poems-cloth>

A high-resolution image of the book cover for promotional use may be downloaded from <http://ttupress.org/docs/9780896726895HiResCover.jpg>

Other promotional materials are also available on the Texas Tech University Press [website](#).

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Texas Tech University Press, (806) 742-2982, or barbara.brannon@ttu.edu**

News Release

FOR IMMEDIATE RELEASE

DATE: April 6, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Federal Officials and College Leaders Discuss Establishing Recovery Communities

When the White House has questions about substance abuse and recovery at institutions of higher learning, they look to Texas Tech University for guidance.

Today, officials from the Office of National Drug Control Policy and the Department of Education join about 40 universities attending the Collegiate Recovery Conference at Texas Tech, promoting the establishment of recovery communities on college campuses. The conference continues through Friday (April 8).

The Center for the Study of Addiction and Recovery (CSAR) provides peer-based support, 12-step support, and academic services for more than 80 students in recovery from drug and alcohol addictions, as well as eating disorders.

Kitty Harris is director of Texas Tech University's Center for the Study of Addiction and Recovery.

"Our success is based on the success of the students we work with," she said. "We have less than a 6 percent relapse rate, which means we have a 94 percent success rate with our students in the program. And our cumulative GPA for students here is 3.34, with a graduate rate of 80 percent. Both are higher than the university average."

The program was founded more than 20 years ago, and Texas Tech researchers have literally written the book on the subject. Using curriculum developed with federal funding, CSAR faculty and staff has helped replicate the program on college campuses throughout the nation. There are now 18 active programs at campuses coast to coast, including Vanderbilt University and the University of Mississippi. Several others, like Southern Methodist University and the University of Alabama, are just getting started.

"Schools now realize they should have resources for students recovering from substance abuse problems," said Matt Russell, associate director of replication, CSAR. "Our program has evolved from a growing need."

The conference will begin with a keynote address by David Mineta, Deputy Director of the White House Office of National Drug Control Policy, and continue with a number of presentations on the most recent findings in the area of addiction recovery. Included in the presentations will be John Kelly, associate professor in Psychiatry at Harvard Medical School.

In addition there will be break-out sessions facilitated by experts within the field. Each will focus on sharing new recovery programming ideas, and research findings, as well as providing tips and information for starting and sustaining recovery communities similar to Texas Tech's pioneering peer-based program.

CSAR is one of the first and is the largest program of its kind in the nation.

CONTACT: Kitty Harris, director, Center for the Study of Addiction and Recovery, Texas Tech University, (806) 742-2891 or kitty.s.harris@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 6, 2011

CONTACT: Jeannie Diaz, jeannie.diaz@ttu.edu
(806) 742-1095

Texas Tech Center for Undergraduate Research Promotes and Supports Undergraduate Researchers

The Texas Tech University Center for Undergraduate Research will celebrate undergraduate researchers with a week-long conference, April 11-15.

The kick-off event will take place April 11 from 11:30 a.m.-1:00 p.m. in the Engineering Key with outdoor festivities including free food, t-shirts and rock climbing activities. The opening ceremony will feature Guy Bailey, president of Texas Tech, speaking about the importance of undergraduate research at Texas Tech as the university continues to focus on research initiatives for Tier One status.

Attendees can view undergraduate research posters, network with fellow researchers and faculty, and enjoy light hors d'oeuvres. The event will begin at 4:00 p.m. April 11 in the Student Union Building Ballroom.

The conference is an opportunity for undergraduate students to attend research-focused events, network with other researchers and participate in panel and poster sessions. The event also is an opportunity for faculty and graduate students to review paper or poster presentations and support undergraduate researchers.

Throughout the week, undergraduate research sessions about different elements of research will be hosted. More than 100 students are anticipated to present their research in poster or paper format and are representative of multiple disciplines and colleges across campus.

Various activities will take place including research panel luncheons, oral and poster presentations, and networking activities. The conference will also include an opportunity for students to visit with departments interested in recruiting and supporting Texas Tech researchers through the Raider Research Fair, 11:30 a.m.-1:30 p.m. April 13 in the Student Union Building Ballroom. Departments from across campus will be represented and door prizes will be provided.

All faculty and students are invited to attend the event to support undergraduate researchers. Conference supporters include the Center for Undergraduate Research, TTU/HHMI Program at CISER, University Honors College and the Office of the Vice President for Research.

For more information, visit undergraduateresearch.ttu.edu or e-mail cur@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 6, 2011

CONTACT: Kate Leopard, Katherine.leopard@ttu.edu
(806) 742-2136

Celtic Ensemble to Perform at Presidential Lecture & Performance Series

- WHAT:** Celtic folk ensemble, Solas, will perform as part of Texas Tech University's Presidential Lecture & Performance Series.
- WHEN:** 7 p.m. Friday (April 8)
- WHERE:** Allen Theatre in the Student Union Building
- EVENT:** Best known for its varying mix of traditional and contemporary Irish music, the band has created a unique repertoire in the world of Celtic music.

Tickets are \$12 for general admission and can be purchased through Select-A-Seat by calling (806) 770-2000. Prices include a \$3 Select-A-Seat service charge. Student tickets are free with a valid ID at the SUB information desk outside the Allen Theatre.

For more information, visit the 2010-2011 Presidential Lecture & Performance Series [website](#).

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Jo Moore, administrator, Presidential Lecture & Performance Series, College of Visual and Performing Arts, Texas Tech University, (806) 742-0700 or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 6, 2011

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-2136

Texas Tech Hosts Diversity Summit

Texas Tech University's Division of Institutional Diversity, Equity and Community Engagement will host the Diversity Summit from 9 a.m. - 4 p.m. April 12 at the Market Alumni Center.

The summit will focus on key issues and strategies designed to advance diversity at Texas Tech. Faculty, staff, students and community leaders will serve on panel sessions throughout the day to discuss initiatives such as student mentoring and community outreach.

Juan Muñoz, vice president of Institutional Diversity, said summits like these are important to Texas Tech and West Texas because they keep people informed on issues that impact the education of students who aspire to attend college.

"Texas Tech values diversity as a fundamental element of its strategic priorities and goals," he said. "The Division hopes the Diversity Summit will serve as a catalyst to further current activities and initiate new ones dedicated to advancing inclusive excellence."

The event is free open to the public. Registration is available at www.depts.ttu.edu/diversity/DiversitySummit.php.

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CONTACT: Jobi Martinez, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 742-8681 or jobi.martinez@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2011

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-2136

Texas Tech to Host “Literary Lubbock” Event

Texas Tech University will host the Literary Lubbock benefit dinner at 5:30 p.m. May 5 at the Merket Alumni Center. The event features authors whose books were recently published by Texas Tech University Press (TTUP).

“This evening has become a signature literary event in Lubbock,” said Robert Mandel, director of TTUP. “For people who love books, Literary Lubbock gives them a unique chance to talk with a wide variety of authors, hear their stories and find out about their writing experiences.”

Local writer and musician Andy Wilkinson will serve as the evening’s host. Authors will sign books during a reception prior to the dinner that will feature local wines and a meal prepared by chef Rocky Rockwell. All featured books will be available for purchase at the event.

This year’s featured authors include:

- **Monte Akers**
Akers is the author of “The Accidental Historian: Tales of Trash and Treasure.” The book chronicles the author’s fascinations with little-known incidents in history. Akers graduated from the University of Texas at Arlington and the University of Houston and currently practices law in Austin.
- **Ernesto Cardenal**
Cardenal is widely acknowledged as Latin America’s greatest living poet and has written more than thirty-five books. “The Origin of Species and Other Poems” contains 20 of his poems including the title poem that meditates on the theory of evolution.
- **Paul H. Carlson and Tom Crum**
The pair of authors investigates the so-called “Battle of Pease River” in their book “Myth, Memory, and Massacre: The Pease River Capture of Cynthia Ann Parker.” The book questions traditional knowledge and interpretations of the history of Texas.

Carlson is a history professor at Texas Tech and a member of both the Texas State Historical Association and the West Texas Historical Association. Crum is a retired state district judge and a past president of the West Texas Historical Association.

- **Pat Carr**

Carr's memoir "One page at a Time: On a Writing Life" highlights moments in her life that influenced her role as a writer in single-page episodes. Carr grew up next to a Japanese relocation camp in Wyoming in the 1940s. She is the author of 15 books and currently resides in northwest Arkansas.

- **Robert Lee Maril**

Maril is a professor of sociology and the founding director of the Center for Diversity and Inequality Research at East Carolina University. His book "The Fence: National Security, Public Safety, and Illegal Immigration Along the U.S.-Mexico Border" investigates the reality of the border through first-person interviews and analysis of government documents.

- **Michael Ventura**

Ventura's essay collection "If I Was a Highway" conveys his impressions of America and features Lubbock and the Southwest as the book's home base. White has written more than 1,000 articles and eight books and currently resides in Lubbock.

- **Richard D. White, Jr.**

White's biography "Will Rogers: A Political Life" argues that humorist Will Rogers was not only the nation's most popular humorist but also a political insider with a strong influence on public opinion. White is currently a professor of public administration and an associate dean at Louisiana State University.

The event benefits the book series "Grover E. Murray Studies in the American Southwest," which honors Texas Tech's former president. Individual tickets are \$60 and a table of eight can be reserved for \$480. Sponsorship tables are also available for \$650 and \$1,000.

To reserve tickets or for more information contact TTUP at (806) 742-2982.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Barbara Brannon, marketing manager, University Press, Texas Tech University, (806) 742-2982 or barbara.brannon@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2011

CONTACT: Mattie Steger, mattie.steger@ttu.edu
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Red to Black at Texas Tech

Texas Tech University's personal financial planning department offers students their very own, free-of-charge, personal banker.

Red to Black, an organization which offers free and confidential financial advice to students, is located in room 153 in the Human Sciences Building.

Senior public relations major, Kalee Connally, said the Red to Black service is an amazing opportunity for students get help managing their finances.

"It's a free service and everyone should take advantage of it," Connally said. "All information is kept confidential so there is nothing to worry about."

The organization consists of three different arms; client-based, outreach-based, and community client-based.

Jared Herrera, a Red to Black student assistant, said he thinks the client-based sessions are the most beneficial to students because they are able to discuss more details.

There are roughly 30 student-volunteer counselors and one coordinator that make up the organization. All volunteers have met specific requirements and have gone through Red to Black's training process.

"It's really helpful because undergraduates are paired with undergraduate counselors and graduate students are paired with a graduate student counselor," Herrera said.

Sara Chappell, a junior communications major, said she thinks Red to Black's services are very helpful to the students, faculty and community of Texas Tech.

"This program allows you to learn and get help managing your money for free," Chappell said. "It's awesome and more people should definitely take advantage of it."

At the end of the day, Herrera said, whether they are giving presentations on campus or giving someone advice on basic financial skills, they are trying to help people become more financially literate.

"We help them become brilliant at the basics," he said.

Amy Cross, Red to Black's coordinator, said she loves having the opportunity to make a difference in people's lives.

"We give students the road map to a positive financial future because in life, when money is off, everything is off," Cross said. "If I can help out, even a little bit, to me that is what makes it all worth it."

Herrera said he hopes people will realize that getting help and information about their finances isn't taboo. Once they realize it's something positive and actually make a decision to do it, they will be in a better place, he said.

"Hopefully students will be proactive and utilize our services to learn how to budget rather than just coming to us in a crisis," Herrera said. "After all, everything boils down to learning how to budget your money correctly."

For more information on Red to Black, visit their website at www.r2b.ttu.edu.

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CONTACT: Jared Herrera, student assistant, Texas Tech University, j.herrera@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Major International Figures to Speak at Texas Tech Torture Conference

The former chief prosecutor of the Abu Ghraib abuse cases and the U.S. military interrogator whose rapport-building methods led to the targeted killing of Al-Qaeda terrorist Abu Musab al-Zarqawi will speak during A Conference on Torture.

Michael Holley and Matthew Alexander will be two of seven national and international experts speaking at the conference. The event will run April 9 and 14 at Texas Tech University.

Walter E. Schaller, an associate professor in the Department of Philosophy, is the lead organizer for the event. He said he'd wanted to hold this event two years ago after teaching how torture presents several philosophical problems.

"Last fall, Henry Shue at the University of Oxford agreed to be the keynote speaker at our Philosophy Graduate Student Conference," Schaller said. "Since he has written on torture, I used his presence as the basis for inviting other speakers."

The public and the media are invited to both events, which are free. For more information call (806) 742-0373 ext. 330.

April 9 events include:

Morning Session – 9:30 a.m.-noon, room 150 of Holden Hall, short presentations followed by discussion and questions.

- **Matthew Alexander, "Smarter, Not Harsher: An Interrogator's Perspective."** Alexander is a former military interrogator in Iraq. He is the author of "How to Break a Terrorist: The U.S. Interrogators Who Used Brains, Not Brutality, to Take Down the Deadliest Man in Iraq" and "Kill or Capture: How a Special Operations Task Force Took Down a Notorious al Qaeda Terrorist."
- **Joshua E. S. Phillips, "Reckoning with the True Costs of Torture During the War on Terror."** Joshua Phillips will discuss the situations and beliefs that led U.S. forces to engage in torture. Also, he will discuss the ruinous, unrecognized costs of detainee abuse and torture on detainees, America's veterans, and counter-

terrorism policies. Phillips is a journalist and the author of "None of Us Were Like This Before: American Soldiers and Torture."

- **Jean Maria Arrigo, "Can We Develop a Torture Interrogation Program to Defend Lubbock against Terrorists?"** Arrigo is a social psychologist who established the Ethics of Intelligence and Weapons Development Oral History Collection at Bancroft Library, University of California, Berkeley, and the Intelligence Ethics Collection at Hoover Institution Archives, Stanford University.

Afternoon Sessions – 1:30-4 p.m., room 150 of Holden Hall.

- **Michael Holley, 1:30 p.m., "Abu Ghraib: Sorting It Out?"** Holley is an associate at the Lanier Law Firm. He was the former chief prosecutor of the Abu Ghraib Detainee Abuse cases and has been a professor of criminal law at the Army's Judge Advocate General's Legal Center and School.
- **Barton Myers, "Examining Torture During the American Civil War: The Case of Mrs. Owens."** Myers is an assistant professor of history at Texas Tech. He teaches courses on 19th-century U.S. and American military history, specializing in the American Civil War Era.

April 14 events include:

Main Session – 7 p.m., room 169 of the Human Sciences Building.

- **Professor Henry Shue, "Making Torture Disappear."** Shue is a professor of international studies at the University of Oxford and author of "Basic Rights: Subsistence, Affluence, and U.S. Foreign Policy." He also wrote two of the most influential philosophical articles on torture: "Torture" and "Torture in Dreamland: Disposing of the Ticking Time Bomb." He is a senior research fellow at the Centre for International Studies.
- **Maj. Ian Fishback, "Torture, the Will, and Achieving Victory in War"** Fishback, a West Point graduate, is now a graduate student in philosophy at the University of Michigan and a major in the U. S. Army. His letter to Sen. John McCain about prisoner abuse in Iraq drew national attention to the problem. In 2006, TIME magazine named him one of the 100 most influential people in the world for taking the stand against torture. He served four combat tours in Iraq as a combat arms officer.

This conference is sponsored by Texas Tech's Center for Military Law and Policy, the Departments of Art; Classical and Modern Languages and Literature; Economics, English, History, Human Development and Family Studies, Philosophy, Political Science; Sociology, Anthropology, and Social Work; Theatre and Dance, the College of Mass Communications, the Chapter of Phi Beta Kappa, the Philosophy Graduate Student Association, the Center for Healthcare Ethics/Humanities/Spirituality at the TTUHSC



TEXAS TECH UNIVERSITY

School of Medicine; St. John Neumann Catholic Church, the Islamic Center of the South Plains, J&B Coffee House, and others.

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CONTACT: Walt Schaller, associate professor, Department of Philosophy, Texas Tech University, (806) 742-0373 ext. 330, or walter.schaller@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2011

CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
(806) 742-2136

Texas Tech University Embraces Diversity

April is National Diversity Awareness Month, and Texas Tech University is embracing diversity on campus with programs for underrepresented students.

Juan Munoz, vice president of the Division of Institutional Diversity, Equity & Community Engagement, said the division is dedicated to creating and supporting an environment that allows all members of the university community to be academically and professionally successful.

“The division consists of 10 units committed to activities that foster diversity, equity, and community outreach and engagement,” Munoz said. “Our work is visible in the curriculum, in campus life and in faculty affairs.”

As Texas Tech strives to become a Tier One research institution, it will witness growth in diverse faculty and student populations, Munoz said. The fall 2010 freshman class was not only the largest, but also the most diverse.

“Diversity invites substantive interactions important for developing critical thinking and leadership skills,” Munoz said.

Colleges and universities across the country are aggressively moving to develop diversity and equity structures, Munoz said. Texas Tech is widely viewed as a national leader and model of inclusive excellence in higher education.

Monica J. Williams and Jeremy Cortez, unit coordinators for the Lauro Cavazos & Ophelia Powell-Malone Program, also known as Mentor Tech, said the program provides guidance to underrepresented students.

“The program targets freshman or transfers and helps them get acclimated to Texas Tech,” Cortez said. “We give them mentors in the areas they need, whether it is academics or the social aspect of college.”

Students from underrepresented populations face unique challenges in addition to adjusting and coping with the rigor of higher education, Williams said. First generation college students need an additional layer of support to help navigate the system and adjust to the demands of the college environment. According to Williams and Cortez, this is just the type of support Mentor Tech offers students.

“Sometimes it is hard for students who come from adversity to break the family cycle,” Cortez said. “Mentor Tech gives them a place to feel wanted and at home.”

What we should be proud of as affiliates of the university, Williams said, is Texas Tech has an entire division devoted to promoting diversity initiatives and raising diversity awareness on campus.

“The complexion of the nation is changing,” Williams said. “If we consider the current demographic composition of our nation, it has shifted. We have to not only recognize differences, but learn to accept and embrace them.”

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CONTACT: Monica J. Williams or Jeremy Cortez, unit coordinators for Mentor Tech, Texas Tech University, (806) 742-8692 or mentor@ttu.edu, or Juan Munoz, vice president of the Division of Institutional Diversity, Equity and Community Engagement, Texas Tech University, (806) 742-7025 or juan.munoz@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2011

CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
(806) 742-2136

Student Government at Texas Tech Has Bright Ideas for the Future

New officers for the 2011-2012 Student Government Association at Texas Tech University will take office Monday.

President Tyler Patton, Internal Vice President Alex Moore and External Vice President Mike Uryasz are ready to put their ideas into action.

“We’re here to work,” Patton said. “We have a tall order to fill.”

In the past, student government has lost touch with communicating with students and student organizations, Patton said. He wants to work on transparency this year; insisting making changes within the association will increase interaction between students and the senate.

Moore said she is most interested in making student government accessible to students. She plans to create an open forum, which will allow students to speak directly to senators, as well as broadcast meetings online to keep students aware of the process.

“Students should know they can approach us with ideas,” Moore said. “I want students to know they can make an impact, and we can work together.”

While Moore plans to improve student government’s connection with students, Uryasz plans to improve services Texas Tech offers, including transportation and SafeRide.

Uryasz says he can relate to the frustrations students have about the busing systems on campus. He plans to increase buses on routes, as well as coordinate with off-campus living to provide more transportation for students.

Uryasz also hopes to increase safety of students by reducing drunk driving. Texas Tech students have the option to call a SafeRide taxi to drive them home if they are unable. Presently, the system is rather slow, yielding unacceptable results.

“Drunk driving doesn’t need to happen,” Uryasz said. “The current SafeRide system allows it to more often than it should.”

With internal and external goals set in place, Patton plans on creating a student government that everyone can relate to.

Bridging the gap between students and administrators is important, Patton said. He wants to set up an advisory council of students who can meet with administrators and the board of regents to add their input.

“Students don’t have to be elected officers to get their voices heard,” Patton said.

Though the team has clearly defined jobs, each member has a stake in the other’s success, Patton said. We want to work on issues together, because we’re equally invested in the achievements of student government this year.

“Students need to know we’re here to work,” Patton said. “We have a chance to create synergy across campus, among students, student organizations and administration.”

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CONTACT: Tyler Patton, president, Alex Moore, internal vice president, Mike Uryasz, external vice president of the Student Government Association at Texas Tech University, tyler.patton@ttu.edu, alex.moore@ttu.edu, or m.uryasz@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2011

CONTACT: Audrey Rickel, audrey.rickel@ttu.edu
(806) 742-2136

Texas Tech Expert Discusses Earth Day from 1970 to Today

Earth Day began April 22, 1970, as a grass roots movement throughout the United States as a response to strong and growing environmental concern, particularly among young people. Millions participated in the first Earth Day.

Mark Stoll, associate professor of environmental studies, remembers the first Earth Day as a ninth grader in Topeka, Kan.

“This was Topeka, so it really was grass roots,” Stoll said. “Everyone was talking about it, even junior high kids.”

The first Earth Day led to the creation of the Environmental Protection Agency, the Clean Air Act, Clean Water Act and Endangered Species Act.

When Earth Day began, environmental issues were a bi-partisan issue; everyone was concerned about them, Stoll said, though currently, Congress seems to be going in the opposite direction.

“It would be good if Earth Day could remind us to keep moving forward and not get complacent,” Stoll said. “I don’t know if the current Congress is unaware, or if it’s the money and power of politics that is involved.”

Stoll suggested a need for the United States to return to putting the public good in front of private profit. The idea of doing good for the public rather than for private interest was very strong from the 1900s to 1980, and now there’s hardly any attention brought to the public good.

“People should be more aware,” Stoll said. “I find that my students are very unaware of environmental issues.”

Stoll said he thinks unawareness partially comes from the creation of government agencies like the Environmental Protection Agency, because people begin to think that the government will take responsibility for the issues.

“It’s good to keep these things at the forefront,” Stoll said. “I don’t know that Earth Day really makes headlines as much anymore, perhaps as it used to.”

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CONTACT: Mark Stoll, associate professor of environmental history, Texas Tech University, mark.stoll@ttu.edu, or (806) 742-3744.



A Member of the ClubCorp Family

News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2011

CONTACT: Rory O'Neill; rory.oneill@ourclub.com

(806) 742-4496

Texas Tech Club Sets Membership Milestone

The Texas Tech Club, the private-member club located in Jones AT&T Stadium on the Texas Tech University campus, announced today (April 11) that it has set a major membership milestone, surpassing the 1,000-member mark six months after opening. The Texas Tech Club is a member of the ClubCorp family of clubs.

Debuting in the fall of 2010, The Texas Tech Club, which reflects Texas Tech's rich history and features floor-to-ceiling windows offering panoramic views of the stadium, now serves as the preeminent spot in Lubbock where members can connect with one another during a variety of social, dining and networking events offered by the club or as the ideal place to bring family, friends and colleagues to dine in style, conduct business or entertain in a personalized setting. Additionally, the backdrop of the stadium paired with the club's elegant décor have made the club one of the most talked-about venues for weddings and special events.

"We are very excited about how quickly the club has become an integral part of the university and the community," said Rory O'Neill, general manager for The Texas Tech Club. "Our members, which include alumni, faculty and staff, along with the Lubbock professional, civic and social community, are finding that the club serves as a home-away-from-home, within the spirited tradition of Texas Tech, where they really can connect, work, host and celebrate."

"The Texas Tech Club is a great amenity for the community and is a great asset for our university," said Kent Hance, chancellor of the Texas Tech University System. "Texas Tech is proud to have such an outstanding establishment on its campus."

The Texas Tech Club officially opened last September, in conjunction with the first Red Raider football game of the 2010 season, after a groundswell of support from Texas Tech, the Lubbock community and the club's advisory board of governors.

The Texas Tech Club

<http://www.clubcorp.com/Clubs/The-Texas-Tech-Club>

“Not only is The Texas Tech Club a beautiful place to gather and socialize, but the food quality and its presentation is superb,” said Nancy Neal, co-chairperson of The Texas Tech Club’s board of governors. “We are very thankful to all of the staff and supporters who have been instrumental in the club’s success, and look forward to building our relationships with the great people of Lubbock and Texas Tech.”

The Texas Tech Club, which generally is open six days a week, also provides food and beverage catering services for suites and premium seat holders in both sides of the stadium on game days, as well as supplies catering for all non-game-day meetings and events in the stadium.

About The Texas Tech Club

The Texas Tech Club, is a private-member club located in Jones AT&T Stadium on the Texas Tech University campus. Amenities at the club include an upscale dining room that seats 80 people with its own dedicated “exposition kitchen,” a casual bar and grill, private dining rooms and multimedia-capable business rooms.

About ClubCorp

Dallas-based ClubCorp USA Inc. is The World Leader in Private Clubs®. Since its founding in 1957, ClubCorp has operated with the central purpose of Building Relationships and Enriching the Lives® of its members. ClubCorp owns or operates a network of more than 150 golf and country clubs, business clubs, sports clubs and alumni clubs in 25 states, the District of Columbia and two foreign countries that serve over 350,000 members, with more than 14,000 peak-season employees. ClubCorp properties include: Firestone Country Club (Akron, Ohio); Mission Hills Country Club (Rancho Mirage, Calif.); Capital Club Beijing; and Metropolitan Club Chicago.

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CONTACT: Rory O’Neill, general manager, The Texas Tech Club, (806) 742-4496 or rory.oneill@ourclub.com



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Apr. 11, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Raider Red: Larger than Life in Times Square

Texas Tech Libraries contest-winning video featured all week long.

Texas Tech University Libraries will be video profiled during National Library Week (April 10-16) on the Thomson Reuters building in Times Square. The video won the company's Focused on Your Library Contest in December.

Eight libraries nationwide were selected as semifinalists in the contest based on essays submitted. Online voting determined the winning essay. The Texas Tech University Libraries essay, written by Kaley Daniel and Julie Barnett, focused on exemplary services provided to students, faculty and staff.

The Lubbock Professional Chapter of the Association for Women in Communications also will recognize the libraries for the honor with a Headliner Award during the annual AWC Celebrity Luncheon April 19.

To see the video, click here: <http://wokinfo.com/texastech/>

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Julie Toland Barnett, assistant director, Communications and Marketing, Texas Tech University Libraries, (806) 742-2238 ext. 260, or julie.toland@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2011

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
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“The Girl in the Picture”

Living symbol of the Vietnam War visits Texas Tech lecture series

Kim Phuc, known to most as “the girl in the picture,” will share her story at 7 p.m. Thursday (April 14) in the Allen Theater of the Student Union Building as part of a guest lecture series presented by Texas Tech University’s Vietnam Center and Archive.

In 1972, Phuc (pronounced “fook”) was photographed running down a road naked, screaming from burns to her skin, after a napalm strike on her village. The Pulitzer Prize-winning image became a worldwide symbol of the Vietnam War and raised awareness of the cruelties of war.

Phuc suffered third-degree burns that required years of operations and therapy. Today, she is able to share her story of recovery, forgiveness and courage as a United Nations Educational, Scientific and Cultural Organization (UNESCO) Goodwill Ambassador for Peace.

Phuc currently runs The Kim Foundation International, a non-profit organization dedicated to children in war-torn areas. Its mission is to provide both medical and psychological assistance to help restore hope and happiness in children’s lives.

Admission to the lecture is free and open to the public.

Visit www.vietnam.ttu.edu for more information.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Mary Saffell, associate director, The Vietnam Center and Archive, Texas Tech University, (806) 742-9010 or mary.saffell@ttu.edu.



TEXAS TECH UNIVERSITY

The top designer in the Casual category will be awarded a \$500 cash prize and recognition plaque.

The winner of the Cotton Trend Board competition will be awarded a \$200 cash prize and recognition plaque.

TechStyle

Winners will be announced at the 2011 TechStyle event, which begins with a reception at 6 p.m. Saturday (April 30) at the Allen Theater in the Student Union Building. A fashion show organized by the senior class will follow at 7 p.m.

“Students work hard throughout the year to present their best work and ideas to the community at TechStyle,” said Linda Hoover, dean of the College of Human Sciences. “Year after year this event has enabled the College to spotlight the talent and creativity that we have right here in Lubbock.”

Tickets are \$10 at the door, and after-five attire is suggested. Tickets may also be purchased through the Apparel Design and Manufacturing Program in the Department of Design.

CONTACT: Su-Jeong H. Shin, assistant professor, Department of Design, College of Human Sciences, Texas Tech University, (806) 742-3050 or su.hwang@ttu.edu.

-more-

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
(806) 742-2136

**Texas Tech's College of Mass Comm Hosts
Annual Dallas Scholarship Event**

Texas Tech University's College of Mass Communications along with the Dallas Area Alumni will host the 5th Annual Dallas Scholarship Event from 5:30-8 p.m. April 12 at the Addison Town Center and Theatre Centre in Dallas

David Feherty, a CBS sports analyst, former PGA tour player and New York Times bestselling author, is the keynote speaker. The event titled "An Evening with David Feherty" will raise scholarship money for the College of Mass Communications.

Abbi Brickey, director of development for the college, said the event will greatly benefit students in financial need as well as showcase alumni dedicated to supporting and improving the college.

Emily Jones, Texas Tech alumna and reporter for Fox Sports Southwest; and Brian Jensen, voice of the Red Raiders, will emcee the event. Also, a special presentation will honor the Troops First Foundation with the Double T Award for Excellence in Public Service.

The Troops First Foundation, co-founded in 2008 by Feherty, is a non-profit organization designed for wounded service members in the military and their families. Its focus is to addresses mentoring, relationship building, reintegrating and looking forward.

To purchase tickets please visit <http://www.depts.ttu.edu/masscom/alumni/dallas-scholarship/event.html>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 11, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Texas Tech Receives ConocoPhillips Gift for Business, Engineering

Texas Tech University students will benefit from a \$500,000 gift from ConocoPhillips. Company representatives were on hand as the gift was announced today (April 11).

The Edward E. Whitacre Jr. College of Engineering's ConocoPhillips Academic Success Bridge Program, the ConocoPhillips SPIRIT Scholars Program and the new Rawls College of Business Building Fund are among the programs to receive support from the gift. The SPIRIT scholars represent both colleges.

Tom Mathiasmeier, senior vice president, ConocoPhillips Gas & Power, said his company is pleased to have Texas Tech as a continuing university participant in its SPIRIT Scholars Program.

"I'm proud of the strong relationship between ConocoPhillips and Texas Tech University," Mathiasmeier said. "Today's students are tomorrow's leaders and we have a responsibility to provide support and prepare them for the future."

In March 2007, Texas Tech became part of the ConocoPhillips SPIRIT Scholars Program, which now includes 266 scholars across nine universities. The SPIRIT Scholars Program currently provides educational opportunities to 25 business and engineering students at Texas Tech, who have an interest in pursuing a career in the energy industry. The program was created to represent the core values of ConocoPhillips: Safety, People, Integrity, Responsibility, Innovation and Teamwork.

The ConocoPhillips Academic Success Bridge Program provides academic support services to entering freshmen engineering students. Bridge program participants interact with engineers, scientists and other technical professionals as they pursue their own future.

Students participating in the program receive study skills training, academic preparation, tutoring, mentoring and other academic support services.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

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TEXAS TECH UNIVERSITY

FOR IMMEDIATE RELEASE

DATE: April 12, 2011

CONTACT: Allison Ralston, allison.ralston@ttu.edu
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Texas Tech Ranks among Top 25 Social Media Colleges

Texas Tech University ranks 23rd among the top 100 social media colleges according to StudentAdvisor.com.

StudentAdvisor worked with HubSpot, a leading digital media firm that has been featured in The Wall Street Journal, The New York Times and Mashable, to compare more than 6,000 federally recognized colleges and universities. The rankings were computed by looking at the schools activities on Facebook, Twitter, YouTube and other social media tools.

The Office of Communications & Marketing manages the main university social media accounts listed in the ranking (Facebook, Twitter, YouTube). The team also maintains Texas Tech Today and the Guns Up Gallery, which were also recognized.

“We understand how critical social media is to establishing and nurturing relationships with the Red Raider community as well as being an essential component of our overall institutional branding and communication plan,” said Chris Cook, director of Communications & Marketing. “We are very excited to be considered among the social media elite like Harvard, Stanford and Notre Dame—schools we look to for best practices.”

More about the Rankings

According to its website, the StudentAdvisor.com research team continuously collects information on how active and effective each school is at engaging its audiences on Twitter, Facebook, YouTube and other social media tools, such as iTunes and podcasts.

The ranking methodology also takes into account the size of each school's population, as well as other metrics, to gauge overall reach and effectiveness. The team then produces a strictly quantitative score for each school based on this information, and updates the findings regularly. StudentAdvisor is owned by Avenue100 Media Solutions, a Washington Post Company.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Chris Cook, Director of Communications & Marketing, Texas Tech University, (806) 742-2136, or chris.cook@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 12, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Cheer Claims Second at National Competition

Texas Tech University's Cheer Squad claimed second place at the 2011 National Cheerleaders Association and National Dance Association (NCA/NDA) Collegiate Cheer and Dance Competition in Daytona Beach, Fla.

The Cheer Squad, coached by Joshua Anderson, finished with a final score of 9.675, and was edged out by the squad from the University of Louisville.

The Texas Tech Pom Squad clinched 13th place in its division with a preliminary score of 9.121. The pom team is coached by Bruce Bills.

More than 270 teams from across the U.S., Canada, Costa Rica and Japan competed for an NCA or NDA title.

Stephanie Rhode, assistant director in the Center for Campus Life, said getting to Daytona Beach and placing among the top teams is much more difficult than it appears.

"Just qualifying to get to this contest is a big deal, because an invitation from NCA/NDA is required to even go to the national competition," Rhode said. "Many teams that get invited don't even make the trip, because they know they ultimately are not competitive enough."

Texas Tech's squads qualified at the cheer and pom camp last July hosted by the University of Kansas.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Apr. 13, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Science: It's A Girl Thing

Texas Tech's IDEAL opens registration for academic enrichment summer camp.

Registration is underway for the academic enrichment program Science: It's A Girl Thing (SIGT). The Texas Tech University residential summer camp is scheduled for June 20-23 for girls entering grades 5 and 6 and July 18-21 for girls entering grades 7 to 11.

The program addresses the shortage and need for women scientists, provides an overview of an array of scientific fields and introduces girls to a university experience. The girls live on campus for four days and receive a first-class introduction to science and careers in science. The faculty comprises public school educators, Texas Tech faculty and representatives from NASA.

The Institute for the Development and Enrichment for Advanced Learners (IDEAL), a department within the Division of Institutional Diversity, Equity and Community Engagement, is a nonprofit organization. Formed in 1984, the institute has introduced thousands of students in grades K-11 to the university through a variety of on-campus academic enrichment programs.

For a program brochure or more information, contact IDEAL at (806) 742-2420 or email ideal.mail@ttu.edu. You may also find information and brochures online at www.ideal.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Michelle Hamman, assistant director, Institute for the Development and Enrichment for Advanced Learners, (806) 742-7200 or michelle.hamman@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 13, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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New Masked Rider to Take Reins During Transfer

WHAT: Transfer of Reins

WHEN: 3 p.m. Friday (April 15)

WHERE: The Market Alumni Center on the Texas Tech University campus

EVENT: The Masked Rider Program's 50th rider will take the reins of Midnight Matador from Christi Chadwell, the 2010-2011 Texas Tech Masked Rider.

CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 742-5433 or stephanie.rhode@ttu.edu.

Advisory

FOR IMMEDIATE RELEASE

DATE: April 13, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Texas Tech University Unmasks Raider Red Mascots

- WHAT: Passing of the Guns ceremony
- WHEN: 5 p.m. Friday (April 15)
- WHERE: The Merket Alumni Center on the Texas Tech University campus
- EVENT: Texas Tech will honor 2008 through 2011 Raider Red mascots for their contributions to one of the university's most recognizable traditions.

Two current Raider Reds, who have worked in secret the past two to three years, will pass the guns to their incoming successors at the program's fourth unmasking ceremony.

Created in 1971, the Raider Red mascot attends Texas Tech football, men's and women's basketball, women's volleyball, and men's baseball games.

CONTACT: Stephanie Rhode, assistant director of the Center for Campus Life, Texas Tech University, (806) 742-5433, stephanie.rhode@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu

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Burkhart Center Hosts Annual Autism Walk

Gerald Myers will serve as the Honorary Walk Chair.

Texas Tech University's Burkhart Center for Autism Education and Research will host its annual Walk for Autism Awareness from 2 to 4 p.m. April 17 at Jones AT&T Stadium.

Gerald Myers, the former Texas Tech athletic director, joins the sixth annual event as this year's honorary walk chairman. Janice Magness, director of the Burkhart Transition Academy, which is housed in the Burkhart Center, said the purpose for the walk is to help educate the public about autism, the fastest-growing developmental disability in the country.

"With so many people being diagnosed, it is imperative that everyone is educated about the facts of autism and how to help families living with diagnosed individuals," Magness said. "It is not a death sentence. People living with autism can and do have normal lives."

According to the Centers for Disease Control and Prevention, Autism affects 1 in 110 Americans and every year out of 4 million children in the United States, approximately 36,500 children will eventually be diagnosed with Autism.

Magness said proceeds and donations raised at this year's walk will go toward funding a new building for the center.

"Exciting plans are underway for the Burkhart Center to have its own free standing building that will house outpatient therapy and family consultation rooms, a full-inclusion preschool and the Transition Academy," Magness said. "It will also feature a coffee shop where students attending the academy can be trained on how to run a business."

The Burkhart Center, named for Jim and Jere Lynn Burkhart who have made significant contributions to the establishment and its mission, opened in October 2005. The center provides services for individuals with autism spectrum disorders, their families and the professionals who work with them to improve their quality of life.

Walk-up registration begins at 1:30 p.m. April 17. The first 1,000 individuals to enter the stadium will receive a free T-shirt.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

CONTACT: Janice Magness, director, Burkhart Transition Academy, Texas Tech University, (806) 742-1998 ext. 486, or Janice.magness@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Apr. 14, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Kids and Teens: Shake Hands with Your Future

Texas Tech's IDEAL opens registration for academic enrichment summer camp.

Applications are currently being accepted for Texas Tech University's Shake Hands with Your Future program, which is sponsored by the Institute for the Development and Enrichment of Advanced Learners (IDEAL). The dates for the summer sessions are: Session I, June 5-9 for students entering grades 8 to 11 and July 3-7 for students entering grades 4 to 7.

Shake Hands with Your Future is an academic enrichment program that targets high achieving students. One goal of Shake Hands with Your Future is to introduce students to new academic experiences and to assist students in focusing on an academic path. The program also seeks to provide a supportive environment where students share experiences and encourage each other's thinking and creativity. Classes are not graded.

University faculty, graduate students and public school teachers serve as instructors who guide students through investigations of complex subject matter and research processes. Participants choose to participate in two courses of study. Classes offered are: Architecture, Animal Science and Food Technology, In the Lab, Environmental Engineering, Clinical Lab Science, LEGO Robotics, Art, Law, Biotechnology, Theater Arts, Anatomy and Physiology, and Forensics.

For registration information, contact IDEAL at (806) 742-2420 or email ideal.mail@ttu.edu. You may also find information online at www.ideal.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Michelle Hamman, assistant director, Institute for the Development and Enrichment for Advanced Learners, (806) 742-7200 or michelle.hamman@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2011

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
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School of Music Presents 35th Annual Scholarship Concert

The Texas Tech University School of Music will host the 35th Annual Scholarship Concert at 8 p.m. April 29-30 in the Hemmle Recital Hall at the School of Music.

The concert, which raises money for School of Music scholarships, will include John Adams' "On the Transmigration of Souls," commemorating the 10th anniversary of Sept. 11, 2001; Richard Strauss' "Death and Transfiguration"; Copland's "The Promise of Living" from "The Tender Land"; Gershwin's "I got Rhythm" from "Girl Crazy"; and "Oh Lord, I'm on My Way" from "Porgy and Bess."

Performing ensembles include the Texas Tech Orchestra, University Choir, Women's Chorale, Men's Chorus, University Singers and The Lubbock Chorale. Andrew George, John Hollins and Richard Bjella will conduct in the concert.

More than 200 voices will be accompanied by the 80-piece Texas Tech Orchestra. The concert will also feature Norman Garrett, a baritone, and native of Lubbock, who earned a bachelor of music from the Texas Tech School of Music in 2005. Garrett performed with the Cincinnati Opera, the Southwest Florida Symphony Orchestra and recently won the Philadelphia District Metropolitan Opera Council Auditions. He is currently a first-year resident artist at the Academy of Vocal Arts in Philadelphia.

General admission tickets are \$8 in advance and \$10 at the door. Tickets for seniors, students and children are \$6 in advance and \$8 at the door. Advance prices include a \$3 Select-A-Seat service charge and can be purchased by calling (806) 770-2000, 1-800-735-1288 or by visiting www.selectaseatlubbock.com.

Tickets are also available at all Select-A-Seat outlets, United Supermarkets, Amigo's Supermarket, Dollar Western Wear, Lubbock Memorial Civic Center, Market Street, Ralph's Records & Tapes and the Texas Tech Student Union Building ticket booth.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Liza Muse, senior specialist, School of Music, Texas Tech University, (806) 742-2270, or liza.muse@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Bat Researcher Receives \$500,000 Grant from NSF

A Texas Tech University bat researcher recently received a five-year, \$500,000 grant from the National Science Foundation (NSF) to create a network for bat researchers in Southeast Asia.

Funding will allow researchers to share data, design and implement conservation methods, collect and share data and use their research as a teaching tool for undergraduate and graduate students.

Tigga Kingston, an assistant professor of biological sciences, serves as the lead investigator on the project. She said the funds will help formalize the Southeast Asian Bat Conservation Research Unit (SEABCRU), a group formed in 2007.

“About three or four years ago, I set up the SEABCRU informally with colleagues doing bat conservation throughout Southeast Asia,” Kingston said. “Thanks to the funding from NSF, we’ll be able to take that informal network and make it a much stronger and more formal entity.”

The work is funded by the NSF’s Research Coordination Networks Program, which seeks to advance a field or create new directions in research or education. Groups of investigators are supported to communicate and coordinate their research, training and educational activities across disciplinary, organizational, geographic and international boundaries.

Southeast Asia is home to about 30 percent of the world’s bat population, she said. However, rapid land-use changes and intensive hunting have put many species on threatened or endangered status. Of the 330 bat species in the area, only about 18 percent are considered stable. By the end of this century, 20 percent of Southeast Asia’s bat species may become extinct, Kingston said.

Because of the critical ecosystem services that bats provide as pollinators, seed dispersers and agents of pest control, this dramatic loss of bat diversity could wreak environmental and economic havoc on this area of the world.

“Bats are a critical component of the ecosystem,” she said. “In the rain forests of Malaysia, for example, they can make up to 50 percent of the mammal species. In the

forests, they are seed dispersers for forest regeneration and they are pollinators of plants. Besides pollinating durian fruit, which is a \$1.5 billion-a-year industry, they also help pollinate or disperse 200 types of plants that make about 500 products across Southeast Asia.”

SEABCRU has identified four critical areas of interest in flying fox and cave bat conservation, taxonomy and the response of forest-dependent bats to rapid land-use change. The money will support meetings and training workshops across Southeast Asia centered on these research priorities. The first meeting will coincide this June with the 2nd International Southeast Asian Bat Conference that Kingston is organizing with SEABCRU colleagues in Java, Indonesia.

The funding also will help to create a new website where researchers can pool data together. Participants will be able to map where imperiled bat populations reside, assist with the development of experimental modeling systems, upload capture data and chat with other bat researchers about issues and findings.

Also, undergraduate and graduate students will have the opportunity to participate in the research, she said.

“Each of the four priority areas is supported by student teams,” she said. “We have our leaders from across the region, and they’ll be supported by students at two- and four-year colleges, as well as graduate students. They will be students from the U.S. and Southeast Asia. Texas Tech hopes to have students from El Centro College South Plains College, Lawrence University in Michigan, University of Michigan and students from here. These students will get to go into these places and go to where the meetings are.”

Along with Kingston, SEABCRU’s steering committee includes Paul Bates at the Harrison Institute Centre for Biodiversity and Systematics, U.K.; Sara Bumrungsri at the Prince of Songkla University, Thailand; David Lane at the University of Brunei Darussalam; Ibnu Maryanto at the Indonesian Institute of Sciences; Tammy Milendstein at the University of Montana; Paul Racey at Aberdeen University, U.K.; Jodi Sedlock at Lawrence University; Nancy Simmons at the American Museum of Natural History; Matthew Struebig at the University of Kent, U.K.; Dave Waldien at Bat Conservation International; Allyson Walsh at Lube Bat Conservancy; and Zubaid Akbar at Universiti Kebangsaan, Malaysia.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Tigga Kingston, assistant professor of biological sciences, Texas Tech University, (806) 742-2710 ext. 281 or tigga.kingston@ttu.edu



Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2011

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
(806) 742-3451

500 Elementary and Middle School Students Compete in Robot Challenge

WHAT: GEAR - Get Excited About Robotics Competition Day

WHEN: 9 a.m.-5 p.m. Saturday (April 16)
Elementary Schools: 9 a.m.-1 p.m.
Middle Schools: 1 p.m.-5 p.m.

WHERE: Texas Tech Rec Center

EVENT: GEAR is an eight-week LEGO robotics challenge for elementary and middle school students in grades K-8. Student teams build and program LEGO robots, using MINDSTORMS NXT kits to perform specified tasks. To solve the challenge, students learn engineering skills through a teaming exercise in designing, building, programming, testing, and troubleshooting wheeled LEGO robots that perform and compete on an eight-foot-by-eight-foot field.

Texas Tech freshmen engineering students mentor the elementary and middle school students and assist with robot programming.

During the last four years, Texas Tech served as a local GEAR hub for the competition in Lubbock. During this time period, the competition has grown from a trial run held with Harwell Elementary School in 2006 to a competition with 150 participating teams. This year, around 500 students from more than 30 schools from the Lubbock area and across the South Plains will participate.

For more information, visit the [GEAR website](#).

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter [@TexasTechMedia](#).

CONTACT: Tanja Karp, associate professor, Department of Electrical and Computer Engineering, Texas Tech University, (806) 742-3533 ext. 251 or anja.karp@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Faces Behind Raider Red Revealed at Ceremony

After serving in secret as Raider Red, students Karina Perry and Cody Crea finally revealed their true identities as Texas Tech University honored them for their service.

The former mascots transferred their duties to new students Friday during the sixth annual Passing of the Guns Ceremony.

With his red mustache and floppy white hat, the swaggering Raider Red is a symbol of Texas Tech spirit and pride. He was designed by Saddle Tramp Jim Gaspard based on the illustrations of Dirk West.

Perry, a senior Restaurant, Hotel, and Institutional Management major from Windcrest, served as Raider Red for two years. She also is a member of the High Riders, and served as sergeant at arms and standards, and spirit committee head for the organization.

One of her favorite activities as Raider Red was directing the Goin' Band at football games.

"Another of my favorite memories is running the team out onto the field during the Colorado game last semester," Perry said. She made 113 appearances in the costume during the two years incognito.

Crea, a senior mechanical engineering major from San Antonio, served as Raider Red for three seasons. In addition to his duties as Raider Red, he was a member of the Saddle Tramps and held positions as assistant pledge trainer, Raider Red chairman and homecoming chairman. He is a member of the American Society of Mechanical Engineers and of the National Cheer Association as a mascot instructor.

The ESPN College GameDay appearance in Lubbock in 2008 is a memory Crea will never forget.

"From watching them put on Raider Red's head and fire the shotguns, to the last second Crabtree catch, it was an awesome time in my life, and I'm glad I got to represent our university on one of the biggest stages in college football at that time."

Crea appeared as Raider Red more than 200 times in the three years he spent as the mascot.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 742-5433, or stephanie.rhode@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Apr. 15, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu

Phone: (806) 742-2136

Texas Tech Names Distinguished Engineers

The Texas Tech University Edward E. Whitacre Jr. College of Engineering named Dennis Carroll, Randy Crawford, Terry Fuller, Paul Grimmer, William Guion, Mary Anne Hicks, Jack Rentz and Walter T. Winn Jr. as recipients of the 2011 Distinguished Engineer Award on April 15 at a luncheon on the Texas Tech campus.

The Distinguished Engineer Award was established during the 1966-67 academic year to recognize the most outstanding alumni of the college. Since that time, 199 graduates have received this honor.

Recipients of the award must be distinguished in their profession, an inspiration to their peers, and have demonstrated a continuing interest in areas outside the field of engineering.

“The Distinguished Engineer Award is an opportunity for the Whitacre College of Engineering to recognize our exceptional alumni,” said Al Sacco Jr., dean of the college. “Our entire scholarly community is proud of the accomplishments of our latest group of alumni to earn the title ‘Distinguished Engineer.’ These individuals have distinguished themselves in various and unique ways as outstanding engineers and business leaders and are a testimony to the outstanding education provided by our faculty and staff to all our students: past, present and future.”

Carroll is the director of innovation for the Government Solutions Group (GSG) of Affiliated Computer Services, a Xerox Company. GSG provides software solutions for federal, state, and local government services. He earned Bachelor of Science, Master of Science, and doctor of philosophy degrees in computer science from Texas Tech in 1987, 1989 and 1991, respectively, becoming the first person to enter as a freshman and exit with a doctorate in computer science at Texas Tech.

Crawford worked as an engineer and manager in petroleum production, well completions and stimulation, contract research, fertilizer, and municipal trash collection and disposal. He received a Bachelor of Science in chemical engineering from Texas Tech in 1949 and a Master of Science and doctor of philosophy in chemical engineering from the University of Texas at Austin.

Fuller is president and founder of Phoenix PetroCorp Inc., an independent oil and gas production company with operations in Texas, Oklahoma and Kansas. He is currently national president for the Red Raider Club. He also serves on the executive committee and is a board member of the

Texas Tech Foundation. He graduated with a Bachelor of Science in petroleum engineering in 1977.

Grimmer owns and leads two companies, Eltron Research & Development in Boulder, Colo., and Continental Technologies, located in Ponca City, Okla. Eltron R&D develops novel materials and catalysts for the energy and chemical industries. Continental Technologies designs and fabricates pilot and demonstration-scale plants for other companies doing research and development. He graduated with a Bachelor of Science in chemical engineering in 1977.

Guion is a vice president with Southwest Research Institute (SwRI) in San Antonio, where he is responsible for the operation of the Signal Exploitation and Geolocation Division. He earned Bachelor of Science, Master of Science, and Doctor of philosophy degrees in electrical engineering from Texas Tech in 1966, 1968 and 1970, respectively.

Hicks is the vice president of infrastructure program management at AT&T. She is responsible for introducing of new technology into AT&T's global network and managing large scale network deployments. She received a Bachelor of Science in industrial engineering from Texas Tech in 1979.

Rentz is the founder, president, and CEO of RENTECH Boiler Systems Inc. The company designs and sells a wide variety of custom-designed and manufactured industrial steam boilers that are used by the refining, power generation and chemical industries. He graduated with a Bachelor of Science in mechanical engineering from Texas Tech in 1974.

Winn is the owner of Winn Professional Engineers and Constructors LLC, a firm that specializes in water system supply, storage and distribution improvements projects. He earned a Bachelor of Science and a Master of Science in civil engineering from Texas Tech in 1972 and 1973, respectively.

For more detailed information on each of the Distinguished Engineers, visit <http://www.depts.ttu.edu/coe/alumni/de/index.php>.

CONTACT: Jeff Sammons, senior editor, Whitacre College of Engineering, Texas Tech University, (806) 742-3451 or jeff.sammons@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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New Masked Rider Takes Reins during Transfer

Bradley Skinner accepted the reins to Midnight Matador Friday (April 15), becoming Texas Tech University's 50th Masked Rider.

The junior animal science major from Arvada, Colo., attended Colorado State University (CSU) for three years on his journey to becoming a Red Raider. In the coming year he will promote spirit within the university and goodwill for Texas Tech at athletic events and other school and civic functions across Texas.

Skinner started riding and showing horses at the age of five. He spent nine years in the 4-H horse program and seven years on a 4-H horse judging team. In 2003 he was the youngest member in Colorado 4-H history to achieve Level 4 Master Horseman, the highest horsemanship level attainable in the horse project.

Subsequent to being an active member of the CSU Ranch Horse Team, Skinner became the stallion trainer at the university, being entrusted with full-time care of both client and university-owned stallions.

"After being stallion trainer at CSU for two years, I decided to fulfill a long-time dream and transfer to Texas Tech," Skinner said, "Being the Masked Rider means being a part of something that is bigger than myself, and being able to represent what can happen when someone follows their dreams and works hard every day. Being the Masked Rider is the highest honor any student here can achieve, because it represents Texas Tech – the people, the pride, the tradition and honor of the university."

Christi Chadwell, the 2010-2011 Masked Rider, traveled more than 11,000 miles making appearances at athletic events, rodeos and other functions. She appeared at more than a dozen men's and women's basketball games and several Texas Tech baseball games. Her most cherished appearance was at the Scottish Rite Hospital Farm Days. Because she had been a patient there earlier in her life, being able to be a role model for the children there was one of the highlights of her term as Masked Rider.

CONTACT: Stephanie Rhode, assistant director of the Center for Campus Life, Texas Tech University, (806) 742-5433 or stephanie.rhode@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Psychologists Available to Discuss J. Crew Ad, Boy with Pink Toenails

An April J. Crew catalog ad featuring a company executive and her young boy with his toenails painted bright pink has incensed many with its flouting of social conformity.

While the idea may have been unheard of 30 years ago, two Texas Tech University psychologists say men and boys painting their toenails and fingernails are more common today than many might think. They are available to speak on gender, gender-role behavior and sexuality.

Erin Hardin, associate professor in the Department of Psychology, teaches multiculturalism, gender identity and sexual identity. She said that based on research evidence, the child was not psychologically harmed in any way by having his toenails painted. She compared the toenail painting to the way children dress in a costume or play with toys typically reserved for other genders. This play does not determine or “mess up” a person’s gender or sexual identity. Hardin said people often confuse gender, gender-role behavior and sexual identity as the same thing when they are three separate aspects. Gender refers to the deep internal feeling of male or female that one has about himself or herself. Gender-role behavior refers to typical activities stereotypically performed by males or females and sexual orientation refers the gender or genders one finds emotionally, spiritually, physically and sexually attractive. **She can be reached at (806) 742-3711 ext. 250, or erin.hardin@ttu.edu.**

Christine Robitschek, an associate professor in the Department of Psychology, studies intentional personal growth, vocational psychology and the multicultural elements related to those topics. She said it’s not uncommon now to find not only boys, but also grown men who identify as male and heterosexual painting fingernails and toenails. While 30 years ago, a boy with painted toenails might have been unheard-of, today’s society is getting comfortable with more fluid gender-role behaviors, and people are engaging in a wider variety of activities rather than assigning strict gender labels to these behaviors. How people behave in a gendered way is influenced by social standards, she said, and how a society addresses gender roles changes over time. She noted society’s changed standards on women wearing suits, girls playing with trucks in the mud or Renaissance men wearing wigs, lace and high-heeled shoes. **She can be reached at (806) 742-3711 ext. 235, or chris.robitschek@ttu.edu.**

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 18, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Wind Research Experts Available to Discuss Deadly 2011 Tornado Season

More than 40 people are dead after dozens of tornadoes this weekend devastated parts of the southern, central and eastern United States, and more twisters are expected Tuesday. This destruction is the reason Texas Tech University's Wind Science and Engineering Research Center (WISE) is developing new technologies and methods of warning and damage mitigation.

Texas Tech is the only university in the country to offer a Wind Science and Engineering doctorate program. This multidisciplinary degree encompasses several different types of study including atmospheric science, wind engineering, economics, statistics, leadership/ethics and wind power systems.

Through WISE, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale, implemented in 2007 by the National Weather Service.

John Schroeder, associate professor of atmospheric sciences and director of WISE, brings extensive experience in wind flow characterization and atmospheric measurements, including directing Texas Tech's hurricane research program and West Texas Mesonet. Schroeder can be reached at (806) 742-2813 or john.schroeder@ttu.edu.

Christopher Weiss, associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for the past 13 years. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the observed damage seen at the ground. He can be reached at (806) 742-4712 or chris.weiss@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 by the National Weather Service in February 2007. 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.

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Daan Liang, assistant professor of construction engineering technology at Texas Tech, has studied with various probability models how the construction of buildings affects their vulnerability against severe windstorms. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damages to residential structures. Liang can be reached at (806) 742-3538 or daan.liang@ttu.edu.

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, can speak on the construction and use of residential and community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 742-3476 ext. 335 or ernst.kiesling@ttu.edu.

Larry Tanner, research associate in civil engineering, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Ind., prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 742-3476 ext. 336 or larry.tanner@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; and Nashville, Tenn. Ewing can be reached at (806) 742-3939 or bradley.ewing@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 18, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Texas Tech Honors Outstanding Faculty

WHAT: Texas Tech University Annual Faculty Honors Convocation

WHEN: 3:30 p.m. Tuesday (April 19)

WHERE: Human Sciences Building, room 169, on the Texas Tech campus

WHO: Robert Smith, Texas Tech provost, and Guy Bailey, president, will present a series of awards recognizing outstanding teaching and research.

Chancellor Kent Hance also will address the faculty.

Among the awards to be presented are the President's Academic Achievement Award to three faculty members who have demonstrated distinction in teaching, research and service. Also to be presented are the President's Excellence Awards in both teaching and research, the Texas Tech Alumni Association's New Faculty Awards and the Texas Tech Association of Parents faculty awards.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 18, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech's Rawls College Hosts Annual Dallas Breakfast
Nolan Ryan will keynote the 27th annual scholarship event.

Texas Tech University's Rawls College of Business will host its Annual Dallas Scholarship Breakfast from 7-9 a.m. April 19 in the Regency Ballroom of the Fairmont Hotel.

Nolan Ryan, baseball's all-time strikeout leader, will be the keynote speaker. The 10th president of the Texas Rangers will speak by being interviewed by Randy Galloway, sports radio talk show host for ESPN's Dallas affiliate, KESN-FM.

The breakfast, an event that raises scholarship funds for business students, is the only fundraising event the college hosts in the year. The college has sponsored an annual alumni event in the Dallas area since 1984, and over the years it has raised more than a million dollars.

Allen T. McInnes, dean of the Rawls College of Business, will also attend and speak on behalf of the college. An auction of a signed Nolan Ryan jersey will close the breakfast.

Since 1999 the funds raised by the breakfast have helped to support the education of nearly 700 students.

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CONTACT: Susan Brown, director of alumni/public relations, Rawls College of Business, Texas Tech University, (806) 742-1571 or susan.brown@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 18, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Ecotoxicologist Calls for More Independent Research a Year After Deepwater Horizon Oil Spill

Almost a year has passed since Deepwater Horizon burned and sank into the Gulf of Mexico, and a Texas Tech University ecotoxicologist is calling for more independent research.

More questions than answers remain as to the impact of the Macondo blowout, said Ron Kendall, director of The Institute of Environmental and Human Health (TIEHH) at Texas Tech.

Lots of science is going on at the federal level for the National Resource Damage Assessment (NRDA), a tool used by the federal government to assess damage of a public trust resource in order to determine the extent of injury done to it and develop the methods for restoring that resource.

However, no one is releasing that information.

“A lot of what’s being learned currently is being held out of the public eye because of the legal aspects of the NRDA,” he said. “Until that lawsuit’s settled, a lot of data generated on the impact will not be revealed, because each side doesn’t want the other side to know what it has. The really valuable thing would be a sharing of science as we continue to learn about impacts. Because of NRDA, it’s going to be very difficult to get data out so that we can more fully evaluate the context of what happened. The sad part of it is that it’s going to take years of legal wrangling and a trial before all this data can be shared.”

When workers finally capped the well in September, more than 4.9 million barrels of oil (about 205.8 million gallons) belched out into the Gulf, floating in mats on the waves, suspending in the water column, sinking to the bottom and oiling more than 600 miles of shoreline.

That’s about 20 times larger than the Exxon Valdez oil spill in 1989.

The official numbers on animal impact are probably a fraction of the actual account, he said. Not all bodies can be reclaimed from the sea. A recent report from *Conservation Letters* estimates the impact on just the marine mammals might be 50 times more than what was found because of problems finding the animals in the open ocean.

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For endangered and threatened sea turtles, such as Kemp's ridley and loggerheads, the impact will probably take years to discover. Last year's batch of hatchlings, he said, probably headed for waters polluted with the oil. It will take 10 years for the mature females to come back ashore and lay their eggs before scientists can count probable survivors.

Little is understood about the dispersants used in the oil spill and how it may still be impacting the environment, Kendall said. Researchers are finding that a lot of oil sank to the bottom. Questions remain as to how the volatile, toxic components of that oil react at a depth where ultra-violet light can't reach to break it down. And while much of it currently lies deep in the water, Kendall said it might not stay there.

"Already the National Hurricane Center is predicting a very active season with up to 16 storms," he said. "That does not bode well for the Gulf of Mexico. We do know that large hurricanes have ability to bring what's on the bottom up to the surface. What will we see with a potentially big hurricane? Last summer, we got off easier than many predicted. Big hurricanes can turn over what's on the bottom and in deep waters and bring it to the surface or wash it ashore. Who knows what that will do? It could dilute more oil, or it may turn over oil that's in a less biologically active zone and wash it onto shore where birds and other wildlife will be stressed again."

One thing is certain, Kendall said. More independent science is needed to fully understand the scope of the disaster. The gulf may be a resilient and productive ecosystem, but already it faces challenges. It has "dead zones" due to fertilizers washing down the Mississippi River. Urban development introduces more pollution, as does increased energy production. The oil spill is one more layer added to the gulf's challenged condition.

"I believe the Gulf of Mexico is a highly resilient ecosystem, but we've got endangered species out there telling us there are problems, and we've got to watch it," he said.

Read the story and view video and photos at <http://tiny.cc/ttuoilspill>.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

Ron Kendall, director for The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or ron.kendall@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 18, 2011

CONTACT: John W. Davis, john.w.davis@ttu.edu
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Texas Tech Philosophy Student to Appear on Tuesday's 'Jeopardy'

- WHAT: Texas Tech University student will appear on "Jeopardy"
- WHEN: 11:30 a.m. Tuesday (April 19)
- WHERE: KCBD-TV channel 11 (Suddenlink channel 3)
- EVENT: Jason Rhode, a graduate student in the Department of Philosophy, will appear on the Tuesday edition of "Jeopardy."

After applying online in 2009, Rhode will appear with two other contestants. Rhode is a Lubbock native and a 2006 graduate of Texas Tech. He also worked as radio disc jockey "The Chief" on KTXT 88.1-FM radio.

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CONTACT: Jason Rhode, graduate student in the Department of Philosophy, Texas Tech University, (806) 786-0638 or jasonrhode@gmail.com



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 18, 2011

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

Texas Tech Toxicology Report to Appear Tuesday on ‘Good Morning America’

- WHAT:** A Texas Tech University report on small sample of seafood collected near Grand Isle, La.
- WHEN:** Scheduled for 7 a.m. Tuesday (April 19) in all time zones
- WHERE:** ABC-TV’s “Good Morning America”
- EVENT:** A year following the Deepwater Horizon oil spill, producers at “Good Morning America” sent Ron Kendall, director of The Institute of Environmental and Human Health (TIEHH) at Texas Tech, several seafood samples to test for possible petroleum residues.

Scientists at TIEHH received four male blue crabs, four large oysters, two seawater samples collected below the surface and a redfish. These samples were collected in shallow waters off Grand Isle, La.

This is the second time TIEHH has tested seafood samples for the morning program. The first result premiered on the show Aug. 16 – the day the federal government re-opened Gulf of Mexico waters to fishing.

The program will feature the findings Tuesday during its oil spill anniversary coverage.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Ron Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567, or ron.kendall@tiehh.ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Announces Events for Arbor Day Celebration

Texas Tech University will host Arbor Day with the theme “Dig Tech” April 29 on Memorial Circle.

Arbor Day is an annual event that provides an opportunity for students, faculty, and staff to join together to beautify the Tech campus, build a sense of community, and receive recognition. The occasion features live music, free food and T-shirts, and planting alongside other Red Raiders, making this one of the most anticipated events each spring.

Schedule of Events

11 a.m. – Lucky Bamboo

11 a.m. – 1 p.m. Free food and T-shirt with student I.D., \$5 Faculty/Staff

11:50 a.m. – 12:50 p.m. Live music featuring Justin Robinett and Patric Johnston

12:50-1:20 p.m. Ceremony/student organization awards

1:20-3 p.m. Planting

The day is sponsored by Student Union & Activities, Student Hospitality Services, Center for Campus Life, and the Tech Activities Board.

[See video](#) from previous Arbor Day events.

More information is [here](#).

CONTACT: Meredith Gooch, assistant director, Student Union and Activities,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Texas Tech Honors Outstanding Faculty

Dozens of Texas Tech University faculty members received awards today (April 19) for their quality teaching and research during the annual Faculty Honors Convocation.

“Texas Tech is fortunate to have an outstanding faculty,” said Bob Smith, provost. “The annual convocation is a way to recognize the very best in teaching, research and service in our academic community.”

Receiving the President’s Academic Achievement Awards, which go to faculty members who have demonstrated distinction in teaching, research and service, are: Thomas Knight, College of Agricultural Sciences & Natural Resources; Michael O’Boyle, College of Human Sciences; and Richard Rosen, School of Law.

Thirteen faculty members received the President’s Excellence in Teaching Award. They are: Chance Brooks, College of Agricultural Sciences & Natural Resources; Ben Shacklette, College of Architecture; John Zak, Catherine Langford, Michael Borshuk and Ethan Schmidt, all of the College of Arts & Sciences; Shannon Rinaldo, Rawls College of Business; Devender Banda, College of Education; Richard Gale, Whitacre College of Engineering; Deborah Fowler, College of Human Sciences; Nancy Soonpaa, School of Law; Trenton Seltzer, College of Mass Communications; and Jorgelina Orfila, College of Visual & Performing Arts.

Receiving the Outstanding Researcher Awards are: Mindy Brashears, College of Agricultural Sciences & Natural Resources; Christian Pongrantz, College of Architecture; Robert Bradley and Ann Hawkins, both of the College of Arts & Sciences; Jeremy Short, Rawls College of Business; Zenaida Aguirre-Muñoz, College of Education; Anisa Zvonkovic, Whitacre College of Engineering; William Casto, School of Law; Coy Callison, College of Mass Communications; and Dorothy Chansky, College of Visual & Performing Arts.

The Texas Tech Association of Parents Barnie E. Rushing Jr. Faculty Distinguished Research Award went to Hongxing Jiang in the Whitacre College of Engineering. The association also presented its Faculty Distinguished Leadership Award to Jorge Ramirez in the School of Law. The association’s Hemphill Wells New Professor Excellence in Teaching Award went to Thomas Cimarusti in the School of Music; and Don Collier, Department of Design, received the Spencer A. Wells Award for Creativity in Teaching.

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The President's Book Award, given to outstanding faculty authors, went to Jeff Lee, Laura Beard and Lewis Held, all of the College of Arts & Sciences.

The Texas Tech Alumni Association New Faculty Awards went to: Courtney Meyers, College of Agricultural Sciences & Natural Resources; Javier Gomez, College of Architecture; Christopher Bains, College of Arts & Sciences; Mayukh Dass, Rawls College of Business; Amy Parker, College of Education; Jingzhou Yang, Whitacre College of Engineering; Sarah Kulkofsky, College of Human Sciences; John Watts, School of Law; Weiwu Zhang, College of Mass Communications; and Christie Blizard, College of Visual & Performing Arts.

The Teaching Academy Department Excellence in Teaching Award went to the Department of Mathematics and Statistics.

The winners of the Chancellor's Council Distinguished Teaching Awards are Markus Miller, College of Agriculture Sciences and Natural Resources; Loretta Bradley, College of Education; Audra Morse, Whitacre College of Engineering; and Gerry Beyer, School of Law.

The winners of the Chancellor's Council Distinguished Research Awards are Eric Hequet, College of Agricultural Sciences & Natural Resources; Robert Kirby, College of Arts & Sciences; G. Tyge Payne, Rawls College of Business; and Zenaida Aguirre-Muñoz, College of Education.

The Paul Whitfield Horn Professor Designations for 2011 are: Bruce Clarke, College of Arts & Sciences; and Markus Miller, College of Agricultural Sciences & Natural Resources.

The Horn Professor Graduate Achievement Awards were presented to Stephanie Eckroth, a doctoral student in English; and Kristin Goodheart, a doctoral student in Psychology.

The Gloria Lyerla Memorial Library Research Travel Grants were presented to Julie Couch and Allison Whitney, both in the College of Arts & Sciences.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech University Biologists Available to Discuss Chernobyl 25 Years After Reactor Failure

Despite the scars that remain 25 years after the Chernobyl nuclear plant disaster on April 26, 1986, this corner of Ukraine looks more like pristine, untouched wilderness.

Four Texas Tech University biologists, including one who was the first American scientist to study the area, say that all species of plants and animals that should be there are there. No species got wiped out completely. None decided never to return.

That fact begged an important question to these researchers. Why are plants and animals so prolific here? After all, the site of the world's worst environmental disaster was slated to become a nuclear desert, according to the May 12, 1986, issue of TIME.

Only Chernobyl's ruined reactor and abandoned buildings from the city of Pripyat and surrounding villages testify to the human catastrophe that ensued as people were evacuated. However, witnessing nature's return to the area, these scientists say it appears that normal human activities associated with agrarian society are more destructive than the world's worst nuclear meltdown.

Though their research has found no evidence of genetic mutations due to the radiation, much remains to be learned from the disaster, and a more cooperative, organized approach should be taken to discover its impact, they say.

Visit chernobyl.ttu.edu for more on this story. Contact John Davis, senior editor, at (806) 742-2136 or john.w.davis@ttu.edu to set up a time to interview the researchers.

Ron Chesser, director for the Center of Environmental Radiation Studies at Texas Tech University, was the first American scientist allowed into the exclusion zone in 1992. His experience and research includes biological ramifications on wildlife and mapping the plumes of radiation in the Red Forest. He can discuss how radiation has impacted the environment and how nature has rebounded.

Robert Baker, Horn Professor of Biology and director of the Natural Science Research Laboratory, joined Chesser's work in 1995, and did research on bank voles, a rodent living in the hottest irradiated zones at Chernobyl. He also can discuss recent research that suggests some exposure to radiation may actually help some wildlife live

longer than without, and why there are broad discrepancies between Texas Tech's findings and those of other organizations.

Brenda Rodgers, assistant professor of biology, used her research at Chernobyl for her dissertation when earning her doctorate. She can discuss how her scientific research into biological ramifications of the radiation overturned some preconceived notions she had about what researchers would find regarding the radiation's impact on genetic mutation as well as the need for more research in this area.

Carleton J. Phillips, professor of biology, can discuss how the Chernobyl site and city of Pripyat have been used by Texas Tech University to train the next crop of scientists in the United States and Europe as well as a tool for extending diplomacy through science as Iraq rebuilds its scientific infrastructure.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 19, 2011

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

Texas Tech Philosophy Student Rings In on Tuesday's 'Jeopardy'

He admitted he's not the rabid fan of "Jeopardy" that his younger sister is.

But when she threatened him with "bodily injury," philosophy graduate student Jason Rhode decided to go ahead and appease his sister by taking the online test for the iconic quiz show.

Little did he know it would earn him a spot in front of the cameras and host Alex Trebek.

"When you ring in your answer, it's like when you're in a batting cage and your bat connects with the ball – that vibration you feel in your arm," Jason said. "Getting to ring in on 'Jeopardy' feels awesome. I cannot stress that point enough. It is the best feeling in the world. You beat everybody else and got your answer in first."

The Lubbock native and Texas Tech University graduate student of philosophy spent a year and a half waiting for an opportunity to give the questions to answers on Tuesday's broadcast. And while the Final Jeopardy answer took him down to third place, he said he got an experience he'll never forget.

He attributed his philosophy degree for giving him the critical thinking skills that helped him choose the right answers and stay in the game.

"My sister is the 'Jeopardy' fan in the family," Rhode said. "And my mom. Every time the show came on, they said 'Jason, you've got to try out for this.' They kept bugging me about it. So, I said, 'Yeah, OK. Sure. Whatever.' Then, they had online tests. I was working for a newspaper in Lawton, Okla., at the time. My sister basically threatened me with egregious bodily harm if I didn't take this test. So, I did. That was in January 2009. By March, they said 'you've been accepted for try-outs in Chicago.'"

Even then, Rhode said he never got his hopes up. Show staff advise never to make special trips just to audition for the show. He knew from a book written by 74-time "Jeopardy" winner Ken Jennings that he had a better shot statistically at getting into Harvard than becoming a contestant.

"I was going to Louisville for a wedding, so I figured, 'Why not?'" he said.

He had friends in the Windy City he could visit while he tried again to earn a spot.

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Following Chicago, he was told by crew that it may take up to a year and a half. Six days after that year and a half was up, Rhode got the call to come out to Culver City, Calif., and become a contestant.

Katie Rhode is Jason's insistent sister who earned her doctorate in counselor education this December at Texas Tech. She said the game show was tailor-made for her older brother because of his ability to retain almost anything he reads. Since childhood, she said she remembers her brother reading, say, a chapter of Shakespeare followed by a chapter of ancient Greek philosophy before bed, then talking about what he'd learned the night before in awe-inspiring detail.

"In our family, it's a big running joke," Katie said. "You ask Jason a question about 'How did this work out in history?' And we'll have to say, 'Give us the three-sentence answer,' because he'll go on and on if you don't.

"I've loved 'Jeopardy' since I was a little kid. I thought 'He has to do it. He has that rare gift.' So, I threatened him. On the test, he missed, like, one out of 50. I took the test, too, and I've never been so humbled in all my life. From there, it took off. Everyone who knows him is not surprised. It was just a matter of time and his sister threatening him before he wound up on the show."

On Tuesday's episode, Rhode and other contestants tried to give the questions to answers ranging from the U.S.S.R., the Tea Party, Rabbits, "Alice in Wonderland" and other pop culture and sports-related topics.

He described the experience as the fastest 22 minutes of his life.

"When you're watching it at home, it seems like an intellectual exercise, and it's a lot more laid back because there's no penalty," he said. "When you're actually playing it on the set, it's a lot like playing a sport. The entire things are pretty much like playing basketball or baseball. Your attention is so narrow. You get in the zone. There's not a lot of time to think about it. You've got to have all the answers or a pretty good guess. It's a visceral experience.

"Oh, Having Johnny Gilbert say your name? Pretty cool."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Climate Expert Appears in 'Discover Magazine: Changing Planet' on The Weather Channel

A Texas Tech University climate researcher will appear this Earth Day (April 22) in "Discover Magazine: Changing Planet," a show also co-sponsored by the National Science Foundation. The show airs on The Weather Channel.

Katherine Hayhoe, an associate professor in the Department of Political Science, serves as a panelist on the show, which chronicles a town hall meeting at Yale University's Kroon Hall and offers students the opportunity to ask questions about how climate change may affect people's lives. NBC News' special correspondent Tom Brokaw moderated the event.

"The purpose of the town hall meetings was to address questions about the impacts of climate change – how is it already affecting us today," Hayhoe said. "The students were asking very good questions. They were thinking about it in the context of their lives. They wanted to know why it matters and what can we really do about it rather than vague ideas kicked around in the media. It brought the issue of global climate change down to a personal level."

During the meeting, about 100 local high school and Yale students focused on how climate change affects health, the economy, religious values and today's youths. Hayhoe said climate change already is affecting our lives, whether we realize it or not. As years pass, it will alter the characteristics of the places people live and affect the availability of important resources, including water and food.

Hayhoe has led climate impact assessments for California, the Northeast, Chicago, and also contributed to the United Nations Intergovernmental Panel on Climate Change. She was a lead author on the 2009 national report initiated by the White House to evaluate climate change impacts on the United States.

Other panelists included Linda Fisher, vice president of safety, health & environment and chief sustainability officer at DuPont; Rajendra K. Pachauri, director of the Yale Climate & Energy Institute and chairman of the U.N.'s International Panel on Climate Change; and Billy Parish, author, activist, president of Solar Mosaic and founder of the Energy Action Coalition.

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The show will air during The Weather Channel's special "Green is Universal" coverage on Friday. Check local listings for times or view it online at www.nsf.gov, www.nbclearn.com and www.discovermagazine.com.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2011

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
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Texas Tech Professor Receives Lifetime Achievement Award

Eta Sigma Phi (ESP), the National Classics Honor Society, recently awarded Edward V. George, professor of classics emeritus at Texas Tech University, the 2011 ESP Lifetime Achievement Award for the Promotion of the Classics.

George was one of two recipients who received this honor March 26 at ESP's annual national convention at the University of Texas at Austin.

"To the College of Arts and Sciences, the Department of Classical and Modern Languages, and especially to the people in classics who were with me as colleagues, I am grateful for providing a stable, supportive environment for well over three decades," George said. "Let's celebrate together."

George, a Texas Tech professor since 1971, spent the last 40 years participating in activities which qualified him for this honor. Some of George's most notable work involves educating teachers on how to use Latin as a bridge to Spanish.

He also was honored for his research in Neo-Latin, the body of Latin used from the Renaissance onward. He also co-edited, "Columbus' First Voyage," a Latin text that exemplifies the value of Neo-Latin as a source of documents on early European exploration of America.

In addition to his research and writings, George has served as president of the American Association for Neo-Latin Studies, president of the Texas Classical Association and vice president of the American Classical League, a national organization which links college and high school Latin and Classics teachers.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 21, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Supporters of Texas Tech International Programs to be Honored Today

- WHAT:** Global Vision Awards presented by Texas Tech University's Office of International Affairs
- WHEN:** 4 p.m. today (April 21)
- WHERE:** International Cultural Center, 601 Indiana Ave.
- EVENT:** Texas Tech President Guy Bailey will present awards to recognize an individual and an office especially active in promoting campus internationalization during the previous year.

Vietnam Center founder James Reckner will be awarded the Lifetime Achievement Award. The Edward E. Whitacre Jr. College of Engineering will receive the award for its broad expansion of study abroad opportunities, and for more than doubling the numbers of students participating in study abroad programs from 2009-2010 and 2010-2011.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Apr. 21, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech Library Invites Students to Plug In

New interactive media area takes some of the stress out of group projects.

No more crowding around the screen of a laptop and straining to hear the audio through tiny speakers. No more flipping a coin to decide who will host a group study project.

GroupWorks is the newest addition to the Texas Tech Library, named by the students through a [Facebook](#) poll. This interactive media area is located on the first floor, with all new furniture. Tables, chairs and couches of all shapes and sizes encourage students to bring their study partners and stay awhile.

GroupWorks is comprised of 11 stations, where users can gather around the dedicated computer or plug in up to five portable devices, including laptop and tablet computers. A media well at the center of each table provides both power and network access. The user may also plug in to a cable attached to a retractable puck, enabling them to project images from their personal device to the large monitors overhead, improving visibility for everyone in the group.

“These stations are primarily set up for PC. However, Apple users can check out an adapter from the service desk,” said Justin Daniel, systems librarian for the Texas Tech Library.

Group members need not be present to participate. Each station is equipped with a webcam, which allows for video conferencing from across town or around the world.

“It’s a set-up that can benefit many different situations, from the student studying abroad, to the parent of a sick child who is forced to work from home,” Daniel said. “They will even be able to see what the group is working on, through a desktop sharing application.”

Six Samsung 65-inch touch screen displays will also be added to the floor in the coming weeks. Each will be equipped with whiteboard software, Daniel said.

-more-

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“It wasn’t long ago, that this area housed card catalogs. Now that items are digital, the Texas Tech Library is committed to meeting the ever-changing needs of students, by providing that digital content and a variety of ways to access it.”

To see the video, click here: [YouTube](#)

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter [@TexasTechMedia](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech International Affairs Presents Global Vision Awards

Texas Tech University's President Guy Bailey presented Lifetime Achievement Awards on Thursday (April 21) to Vietnam Center founder James Reckner and the Edward E. Whitacre Jr. College of Engineering during the annual Global Vision Award ceremony, hosted by the Office of International Affairs. The awards recognize an individual and an office especially active in promoting campus internationalization during the previous year.

The Office of International Affairs selected Reckner for his contributions to establishing the Vietnam Center and his dedication to Texas Tech. Reckner has worked to create a number of partnerships between Vietnamese institutions and Texas Tech. In addition, he has led initiatives to assist the institutions, such as establishing scholarships to allow Vietnamese students to attend universities in their home country.

Home to more than 20 million books, letters, photos and other documents, the Vietnam Center and Archive holds to the largest collection of Vietnam War-related materials outside the National Archive. The center also organizes and hosts many major events related to the Vietnam era.

The Whitacre College of Engineering received the award for its initiative to maximize study abroad opportunities for engineering students – most importantly at the Texas Tech Center in Seville, Spain. The office recognized the college for increasing the numbers of students participating in study abroad programs from 51 in 2009-2010 to 109 in 2010-2011. Last summer the college sent two faculty-led programs with 23 students abroad. This summer, the program has more than doubled to 87 students at four sites. In the fall, six students will participate in an exchange program with the Czech Republic.

John Kobza, senior associate dean and professor of industrial engineering, and Shelli Crockett, director of the Engineering Opportunities Center accepted the award on behalf of the college.

Bailey also recognized the Texas Tech Study Abroad Scholarship Awards Committee for its work in evaluating the hundreds of scholarship applicants for study abroad programs. The scholarships are awarded to Texas Tech students on a competitive basis. The committee reviewed 396 applications for the 2011 summer and fall semesters. Of summer applicants, 75 percent received an award and 73 percent of fall students received

an award. For the first time in its history, Texas Tech will send more than 1,000 students abroad during the 2010-2011 academic year.

The annual Global Vision Award, first given in 2003, was created to recognize a faculty member, administrator or organization whose contributions inspired students to study and experience cultures abroad. It has since expanded to recognize a broader achievement in promoting campus internationalization.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2011

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Three-peat: Texas Tech Ranch Horse Team Reigns as ASHA National Champions

Texas Tech University's Ranch Horse Team has now claimed three consecutive national championships at the annual American Stock Horse Association National Championship Show at the Taylor County Exposition Center in Abilene. This year's competition featured 13 teams from Texas, Colorado, Tennessee, Nebraska and Ohio.

During the event each entrant competed in four categories: stock horse pleasure, stock horse trail, reining and working cow horse, said Levi Williamson, the team's coach and a graduate animal science major from Abilene. Texas A&M University and New Mexico State University placed second and third respectively.

Team members in the Non-Pro Division included:

- Dusty Burson, an animal science major from Silverton
- Cooper Cogdell, an agribusiness major from Silverton
- Brianne Hight, an animal science major from Clovis, N.M.
- Pate Stewart, a wildlife management major from Munday
- Jordan Williams, an economics major from Weatherford

Team members in the Limited Non-Pro Division included:

- Jennifer Bouse, a mathematics major from Angleton
- True Burson, an animal science major from Silverton
- Blaze Cogdell, an agricultural economics major from Silverton
- Echo Dickson, an agricultural education major from Cheyenne, Wyo.
- Mattie Dunshee, an agricultural communications major from Alpine
- Luke England, an animal science major from Winters
- Kelsey Stokes, an agricultural economics and business major from Afton

Team members in the Novice Division included:

- Brandyl Brooks, an animal science from Lampasas
- Parke Greeson, an agricultural economics major from Victoria
- Hannah Langendoerfer, an exercise and sport sciences major from Idalia, Colo.
- Mackie McDuff, an interdisciplinary agriculture major from Vernon
- Spencer Perkins, an animal science major from Canton
- Megan Williamson, an animal science major from Abilene
- Rustin Williams, an animal science major from Baird

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Williamson noted that the competition's purpose is to encourage and provide opportunities for competitors to enter the stock/ranch horse industry. In addition, participants advocate for the preservation of the heritage and tradition of the functional ranch horse.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 25, 2011

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Agriculture Students, Research Benefit From Case IH Partnership

A new partnership between Case IH Agriculture, Lubbock's Heritage Equipment and Texas Tech University will give students in the university's College of Agricultural Sciences and Natural Resources (CASNR) access to some of the newest agricultural equipment available.

"We're excited about this," said John Burns, dean of the college. "Access to new Case IH tractors will be a tremendous asset to us, plus this partnership advances the mission of our research farms."

Several new Case IH tractors and an all-terrain vehicle will be delivered to the university over the coming weeks and each year thereafter, and will be used in CASNR farms' day-to-day operations. The equipment allows students and farm visitors to see the productivity-enhancing benefits of the equipment in real-world applications.

Students and university researchers will get to see, run, test and learn about the equipment's newest innovations in production agriculture first-hand, said Russell Solomon, territory sales manager for Case IH-West Texas.

"Our goal is not only to broaden the student's educational experience and better prepare them for their farming careers, but also to enhance educational opportunities for active producers locally, regionally and across the state," he said.

Norman Hopper, CASNR's executive associate dean for Academic and Student Programs emphasized the alliance is a win-win situation. The university will assist Case IH in conducting engineering research and testing new products. Case IH and Heritage Equipment also will have the opportunity to bring potential customers and employees to Texas Tech's research farms to see Case IH equipment in action.

"The support of Heritage and Case IH allows us to take our agriculture education, research and outreach efforts to the next level, without increasing costs," said Sukant Misra, the college's associate dean for research. "This truly benefits everyone."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 26, 2011

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Researchers Gauge New Chinese Cotton Policy Shift

China's textile mill demand for cotton played a critical role in driving cotton prices to a record \$2.27 last month, up 175 percent over the year before. But now cotton producers are wary of lower cotton prices in the near future, according to a report from Texas Tech University's Cotton Economics Research Institute.

The reason: China recently announced a government purchasing price increase both to rebuild their strategic reserve of cotton and increase domestic production. The Chinese government reportedly plans to buy cotton for a so-called "temporary" reserve from Sept. 1, 2011, to March 31, 2012, covering the fall harvest season.

In the new report, "Effects of an Increase in Chinese Government Purchasing Price on the World Cotton Market," study authors noted that overall it's projected that a higher government purchasing price in China would increase Chinese cotton imports, Chinese ending stocks and the world cotton price in the first year.

"Whether these effects are sustained over a longer period depends on how many years China will adopt the higher government purchasing price," said Darren Hudson, Texas Tech's Larry Combest Chair for Agricultural Competitiveness. "World mill use, however, is projected to decline as a result of a higher world cotton price."

The impact of the one-year Chinese government purchasing price increase on U.S. farmers is only modest at best, Hudson said. Even if the government purchasing price is extended over a five year period, U.S. farm prices are only 1.2 percent higher on average.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 26, 2011

CONTACT: Kate Lepard, Katherine.lepard@ttu.edu
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Texas Tech Professor to Host Panel on Latinos in US Sports

Texas Tech University Professor and Associate Dean of the College of Arts and Sciences, Jorge Iber, will host a panel to discuss both the historical and current role of Latinos in U.S. sports at 7 p.m. May 4 in the Matador Room at the Student Union Building.

Iber, who recently co-authored the book, "Latinos in U.S. Sport: A History of Isolation, Cultural Identity, and Acceptance," will be joined by three other experts for the panel discussion.

- Irma Garcia: athletic director at St. Francis College in Brooklyn, New York, and the first Latina to serve as an athletic director at a United States-based college or university
- Steve Wilson: adjunct instructor at Portland State University and author of "The Boys From Little Mexico," a book about immigrants and high school soccer in Oregon
- Maria Buns-Ortiz: a writer for ESPN News and Fox News Latino who specializes in stories on Latinos in sports.

The panel will discuss the issues confronting Latinos who participate in U.S. sport as well as draw from some of the ideas in Iber's book.

"For the longest time, many historians argued that there was no need to write about Mexican-Americans or other Hispanic groups because their story was not really important," Iber said. "That debate was settled by the late 1960s and early 1970s, and people came to realization that yes, this is a viable, vibrant and important field. It is time to add the story of sports to this historical tapestry."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Apr. 26, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Royal Weddings and their Appeal in Pop Culture

Americans have no real connection to the Royal Family, and yet the courtship of Prince William and Kate Middleton has remained in the news. Rob Weiner, a pop-culture author and expert at Texas Tech University, can discuss America's fascination with Buckingham Palace.

After a series of disasters in the news, Americans are ready for the fairy tale, Weiner said. "Storybook weddings still have a fantasy appeal that I don't think will ever wane."

While a global audience of 750 million watched the wedding of Prince Charles to Lady Diana, reaction to the upcoming nuptials is mixed. Many royal watchers have set their alarm clocks or at least their DVRs, while many others are reluctant to express interest at all.

"I don't think Prince William has the popularity of his mother," Weiner said. "Or as much appeal in America as in Britain."

Nevertheless, this royal marriage is hoped to breathe new life into the monarchy and lead it well into the 21st century.

"Royal weddings, as a general rule, are historically categorized as major events," Weiner said. "So Americans will be watching."

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 27, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Department of Design to Host Tech Style

- WHAT:** Texas Tech University's Department of Design will hold the 2011 Tech Style Event
- WHEN:** 6 p.m. Saturday (April 30)
- WHERE:** The Allen Theater in the Student Union Building
- EVENT:** The TechStyle event will feature a reception beginning at 6 p.m. followed by a fashion show organized by the senior class at 7 p.m. The event will also feature the Apparel Design and Manufacturing senior student portfolios and Denim Runway garments/trend boards. Student awards and the PCCA/CCI competition winners will also be announced.

This year's speaker is Christy Moreland from KCBD-TV.

Tickets are \$10 at the door; and after-five attire is suggested. Tickets may also be purchased through the Apparel Design and Manufacturing Program in the Department of Design.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Foundation Grant Benefits Texas Tech Summer Institute

Texas Tech University has received a second \$100,000 grant from the J. F Maddox Foundation to fund the Texas Tech Summer Institute.

The two-year residential summer program targets incoming sophomores from the five high schools in Lea County, N.M., and offers them an opportunity to participate in a dynamic and realistic college experience.

During the program, students attend academic enrichment classes in university classrooms, seminars about attending college and participate in daily recreational activities. Academic enrichment classes are offered in the following disciplines: architecture, art, animal science, law, green engineering, theater arts, anatomy and physiology, laboratory science, robotics and forensics.

Each participant attends a morning and afternoon class followed by a mentoring session that focuses on issues facing many college students. The mentors for the sessions are Texas Tech students from a variety of student organizations.

The Texas Tech Summer Institute is organized through the IDEAL program, a unit of the Division of Institutional Diversity, Equity and Community Engagement. It was first implemented in 2009.

The Maddox Legacy

Jack and Donovan Maddox both majored in Textile Engineering, both served as Student Government Association presidents, and were recognized as Distinguished Engineers and as Distinguished Alumni.

Donovan, younger brother of Jack Maddox, graduated in 1934 and served as Student Government Association president in 1931-32. He was named a Distinguished Engineer in 1971 and a Distinguished Alumnus in 1972. Donovan was selected by the Alumni Association to receive the Lauro F. Cavazos Award in 1988. Donovan, who died in 1993, had a long and successful career as a textile executive, primarily in Gastonia, N.C. He succeeded Jack as chairman and CEO of New Mexico Electric Service Co. and related entities in Hobbs, N.M. in 1978.

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Jack and Mabel Maddox established the J. F Maddox Foundation in 1963 to serve the citizens of southeastern New Mexico. Donovan served as president of the J. F Maddox Foundation from Jack's death in 1978 until 1990. Additionally, Donovan made certain that the first major grant by the Maddox Foundation after the settlement of Jack's estate in the early 1980s be made to create the Jack Maddox Distinguished Engineering Chair, in honor of Jack. The J. F Maddox Foundation, a nonprofit corporation based in Hobbs, is governed by a board of directors primarily composed of Donovan Maddox's two sons, Don and Jim, and their children.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Plant Ecologist: La Niña One Major Cause for Texas Wildfires

About 1.5 million acres of Texas has burned this year, and a Texas Tech University plant ecologist said a natural weather event called La Niña has much of the blame for the recent rash of wildfires.

Dylan Schwilk, an assistant professor in the Department of Biological Sciences, researches plants and fire. He's studied the effects of wildfires in places such as the California, South Africa, Australia and Texas.

The current fire problem in West Texas is being fed by dormant, warm-season perennial grasses throughout the high and rolling plains area he said. Last year's El Niño event helped these grasses grow thick. After going dormant for the winter, and because of this year's La Niña drought, it's left plentiful fuel lying on the ground.

"Here in West Texas, we get these powerful, low-humidity winds," he said. "It's amazing what fire will carry through out here. Even in heavily grazed areas, the winds lay fires flat. It's very likely the relatively good rain we received last year contributed to higher fuel loads."

Though recent fires make the landscape look devastated, almost all parts of the plants will survive the fires because grasses are still dormant and have very little living tissue above ground at this time of year, Schwilk said.

Most native woody plants, such as oaks, mesquite and other shrubs, will build new shoots from below-ground tissues even if partially or wholly burned. Also, some oaks have protective bark that shield the plant from fire.

Since the late-Miocene Period about 8 million years ago, fires have actually helped the spread of warm-season grasslands in Texas, such as those in the Southern High Plains. The grassfires burn hot, move very quickly, but they mainly burn upward. Grasses resprout because temperatures at the soil level don't get hot enough to kill the root system.

"The buds for these grasses are at the surface," he said. "But, with no rain, they haven't yet used their energy stores by investing in new leaf growth. If you have a hot fire with smoldering, say in a woody area, you can have plant death. But you don't have that with

grassfires. Fire is part of the reason for the spread of grasslands because the fires favored grasses at the expense of woody plants.”

Structures can be at risk as much from wind-borne embers as from the flaming front, Schwilk said. This can be especially problematic in other parts of the state with woodier growth, such as Possum Kingdom or the Junction areas, which have more wooded areas and juniper shrubs.

Unlike grassfires, wood-fueled fires can push burning embers into the atmosphere, only to land and start spot fires elsewhere, much like the problems faced in California.

“In California, houses burn down not necessarily because the flames move through a subdivision,” he said. “It’s because of embers that land on a wood shingle, in an eave or overhang, or in an attic vent or land on material propped up against a fence or an exterior wall. Vents covered with a fine screen can make a huge difference.”

Schwilk also suggested keeping areas near housing mowed and replacing attic screens with fine mesh screens in heavily wooded areas. Providing fewer places for embers to land and ignite is important. Keep leaf litter out of gutters and off of roofs and consider pruning up trees and shrubs near structures.

Dylan Schwilk, plant ecologist, assistant professor in the Department of Biological Sciences, Texas Tech University, (806) 742-2710 ext. 251 or dylan.schwilk@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2011

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Viticulture Certificate Program Opens Applications in June Texas Tech and Texas AgriLife Extension are joint hosts of the course.

Next fall the state's thriving grape and wine industry will have a new group of trained professionals, thanks to an innovative program known as the Texas Viticulture Certificate Program. But before anyone can even gaze on a grape, they'll need to apply to the program.

"We'll have a new cohort of students for the Texas Viticulture Certificate Program in the fall, so it's time for potential students to start thinking about getting their applications completed," said Ed Hellman, a professor of viticulture and extension specialist with Texas AgriLife Extension and Texas Tech University.

The application period runs from June 1-30, and the program begins Sept. 15.

A collaboration between Texas Tech's Department of Plant and Soil Science and Texas AgriLife Extension, the certification program was designed for people with a serious interest in commercial grape production or professional work in the viticulture industry, said Hellman, who also serves as the program's director. Students must successfully complete six program courses – five online and one practical – within a two-year period to receive professional certification.

Operating a commercial vineyard is a time-consuming and capital-intensive venture, so the people going through the program must be committed to that goal, he said. Participants are required to complete a "Prospective Winegrower Workshop" through AgriLife Extension or other academic viticulture coursework as a prerequisite. Two opportunities remain before the certificate program application deadline: Fredericksburg on May 2 and Lubbock on June 17.

The curriculum includes grapevine biology, site assessment and vineyard development, and vine nutrition and water management. The remaining courses are canopy management and crop load management; disease, insect and weed management; and hands-on vineyard practices.

The program's cost is \$3,000, and the class size is limited to 40 participants, Hellman said.

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Instructors for the viticulture certificate program are:

- Penny Adams, AgriLife Extension viticulture advisor – Hill Country
- Fran Pontasch, AgriLife Extension viticulture advisor – North Texas
- Dusty Timmons, AgriLife Extension viticulture advisor – High Plains and West Texas
- Fritz Westover, AgriLife Extension viticulture advisor – Texas Gulf Coast
- Kirk Williams, program instructor – Texas Tech University

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 29, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech University Independent School District Hosts Graduation Ceremony

Texas Tech University Independent School District (TTUISD) has graduated 152 students throughout the 2010-2011 school year. The annual commencement ceremony will take place on Sunday (May 1) at the Market Alumni Center, located at 17th Street and University Avenue.

This year, 17 graduates and their families will attend the commencement ceremony. Five of these students will be receiving their diploma and 12 will participate as summer school graduates.

The 2010-2011 TTUISD graduates come from 13 different states in the U.S. and two foreign countries. They are as follows: Texas (112), Arkansas (1), Colorado (1), North Carolina (1), California (3), Connecticut (1), Illinois (1), Maryland (1), Mississippi (1), New Mexico (2), Oregon (1), Florida (1) and New York (1). The foreign countries represented are Brazil (20), and Mexico (4).

This year, the highest GPA in the 2010-2011 graduating class is 4.57, and there are 26 students who have a GPA of 4.0 or above. The average GPA is 3.26. The average SAT scores are 570 verbal, 565 math, and 550 writing. The average ACT composite score is 25.

Among the 2010-2011 TTUISD graduates, approximately 55 of these students will begin their college career by attending community colleges and 63 students will be attending four-year colleges or universities. Four of the graduates will attend Texas Tech University. Some of the other colleges or universities these students will be attending are: University of Texas, Texas A&M University, Baylor University, University of North Texas, Air Force Academy, University of Southern California and Texas Christian University.

Texas Tech University Independent School District (TTUISD) was established by the State Board of Education in the fall of 1993. TTUISD currently provides educational solutions to students by providing supplemental and home school curriculum offered at a

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distance. The district also works with other schools to offer testing solutions, a dropout prevention alternative and a credit recovery option.

TTUISD is accredited by the Texas Education Agency (TEA), and all courses and credit by exams are aligned with the Texas Essential Knowledge and Skills (TEKS). More than 2,400 full-time students are currently enrolled.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Michele Moskos, marketing director, University College, (806) 742-7202 ext. 276, or michele.moskos@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 29, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
(806) 742-2136

Texas Tech Residence Halls Host Sleepout for the Homeless Program

- WHAT: Sleepout for the Homeless
- WHEN: 6 p.m. today (April 29)
- WHERE: Urbanovsky Park, 18th Street and Flint Avenue
- EVENT: The Sleepout for the Homeless program is a homelessness awareness program sponsored by the Texas Tech Residence Halls Association.

Students and local Lubbockites can donate money to receive cardboard slabs provided by the Residence Halls Association in order to construct a shelter to sleep in overnight.

At 6:30 p.m., Salvation Army Lt. Brian Mott will discuss the Salvation Army's experience and interaction with homelessness in Lubbock, as well as resources for how to get involved.

Following Lt. Mott, homeless individuals contacted through Carpenter's Church and Link Ministries will be available for questions, as well as sharing of their life stories. This, in particular, is meant to eliminate the faceless statistic of homelessness and give students the opportunity to ask questions, as per an educational program.

Lastly, the Residence Halls Association will be showing the movie *The Pursuit of Happyness* to close out the evening. Students are invited to stay in their constructed cardboard houses overnight in order to raise awareness for themselves and others in the community.

This event is free and open to the public.

CONTACT: The Residence Halls Association, (806) 742-2651, rha@ttu.edu or Craig Kuehnert, residence life coordinator, (806) 742-1096, or craig.kuehnert@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 29, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Hosts Arbor Day Celebration
Dig Tech events take place today on campus.

- WHAT: Dig Tech celebration of Arbor Day
- WHEN: 11 a.m. – 3 p.m. today (April 29)
- WHERE: Memorial Circle, Texas Tech University Campus
- EVENT: Arbor Day is an annual event that provides an opportunity for students, faculty and staff to join together to beautify the Texas Tech campus, build a sense of community and receive recognition. The occasion features live music, free food and T-shirts, and planting alongside other Red Raiders, making this one of the most anticipated events each spring.

Schedule of Events

11 a.m. – Lucky Bamboo

11 a.m. – 1 p.m. Free food and T-shirt with student I.D., \$5 Faculty/Staff

11:50 a.m. – 12:50 p.m. Live music featuring Justin Robinett and Patric Johnston

12:50-1:20 p.m. Ceremony/student organization awards

1:20-3 p.m. Planting

The day is sponsored by Student Union & Activities, Student Hospitality Services, Center for Campus Life, and the Tech Activities Board.

See video from previous Arbor Day events.

CONTACT: Craig Kuehnert, advisor, Residence Hall Association, (806) 742-1069 or craig.kuehnert@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 29, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-2136

Designs Students Strut the Denim Runway at TechStyle 2011

Texas Tech University apparel design students are getting a detailed look at the cotton industry as they compete in the Denim Runway 2011 design contest.

The contest is sponsored by Plains Cotton Cooperative Association (PCCA) and Cotton Council International (CCI) in collaboration with the university's Apparel Design and Manufacturing (ADM) Department in the College of Human Sciences.

"We are excited to partner on this project," said Cherif Amor, Texas Tech's Department of Design chairman. "We have such talented students in our department, and this competition gives them opportunities beyond their wildest dreams."

The department encompasses the field of apparel design and strives to contribute to new knowledge in this area through design education, research and community outreach.

The Supply Chain

The main goal of Denim Runway 2011 is to help students understand all the links in the denim apparel supply chain.

"It is vitally important for consumers to know and understand where the fiber comes from and everything involved," said Wally Darneille, PCCA president and CEO.

PCCA, with headquarters in Lubbock, is a farmer-owned cotton marketing cooperative with the only fully vertically integrated supply chain for denim apparel in the Western Hemisphere. The supply chain includes the American Cotton Growers denim mill at Littlefield, and the Denimatrix jeans facility in Guatemala City, Guatemala, both of which are renowned for innovative, high-fashion denim fabrics and jeans.

CCI is the export promotion arm of the National Cotton Council. Its Cotton USA program highlights and promotes U.S. cotton, as well as U.S. cotton yarns and fabrics from Cotton USA Sourcing Program member mills.

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Two New Categories in 2011 Contest

The 2011 design contest will still consist of the fashion jeans competition, featuring designs for men's and women's jeans, plus two new categories. In the casual category, contestants have the opportunity to design and create anything out of denim fabric. The other new category is a Cotton Trend Board competition where students will research trends for cotton fiber and apparel.

"This is a unique collaborative endeavor bringing together academia and industry, a joint venture between PCCA and ADM," Amor said. "This platform paves the way for the students to bridge the gap between theoretical and applied sciences, while competing for distinguished awards."

Field to Fashion

The students' journey began in October, when they visited a local cotton farm during harvest time and learned about cotton production and realized the good environmental stewardship practiced by farmers. From there, the students went to a cotton gin to see the first steps in processing the fiber.

In February, they toured PCCA's denim mill, American Cotton Growers. There, they observed every step in the production of the denim fabric that will be used in their designs for Denim Runway 2011.

With designs well underway, the students returned to the denim mill in April, where they washed their designs and put on some of the finishing touches, like applying rivets and distressing the denim for a sense of style.

"I wanted to make an everyday jean for a guy. It's a dress jean, with a little fading up the thigh, because it flatters most people," said Leone Islam, a senior from Dallas. "My women's jeans are bell bottoms, since those are coming back right now. And for casual wear, I am making a denim dress for my little sister."

Joanna Boucher, also of Dallas said, "I found inspiration in my mom's catalog from the 1970s, about the time the movie Urban Cowboy came out. So I decided to go with a polished cowboy look, with a chap feel to them. We're in West Texas, so some cowboy may want to wear these somewhere nice."

For the Winners

The top designers of the women's and men's jeans category will receive an all-expense-paid trip to PCCA's cutting and sewing facility, Denimatrix in Guatemala City, where they will learn about and participate in every process in the creation of high fashion jeans. In addition, CCI will award these winners with an all-expense-paid trip to the Colombiamoda apparel sourcing show.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 29, 2011

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
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Fashion Camp 2011: Be a Fashionista

Texas Tech University's retail management program will host three sessions of Fashion Camp this summer for ages 10 and older. The camp is dedicated to enhancing each camper's knowledge of fashion while developing their own personal styles.

The camp will offer the following sessions:

- **Beginning Fashion Camp Session I**, June 20-24
- **Beginning Fashion Camp Session II**, June 27-July 1
- **Advanced Fashion Camp**, June 27-July 1

Camp activities will explore the world of fashion and develop creativity. Campers will enjoy fashion show production, facials, sewing and more. They will also learn about merchandising, brand development and today's fashion designers. Each night will feature fun activities such as theme nights, games and karaoke.

Advanced Fashion Camp will include a "Project Runway"-style competition. Campers will design a complete look that will be judged by a fashion panel.

The week will end with a fashion show and reception for campers' family members and friends. Campers will walk down the runway and receive their certifications.

Application deadline is May 15. Campers are encouraged to apply early as space is limited. Applications will be accepted on a first-come, first-served basis. Payment plans are available, and the application is available online at www.fashioncamp.ttu.edu.

The total cost of the camp includes room, board and supplies. Campers will stay in Texas Tech dormitories. Beginning Fashion Camp is \$425, and Advanced Fashion Camp is \$600.

For more information and details visit www.fashioncamp.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

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