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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 1, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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50th Masked Rider Celebration Prompts Reunion of Riders

WHAT: Texas Tech University's 50th Masked Rider Celebration

WHEN: Saturday (Sept. 3)

WHERE: 4 p.m. at the Frazier Alumni Pavilion across from Jones AT&T Stadium;
5:30 p.m. on the field during the pre-game festivities

EVENT: Nearly half of Texas Tech's former riders will be present for a celebration of the program's 50th rider, Bradley Skinner. Many of them will be available for interviews. Skinner will take his first stadium ride immediately preceding the 6 p.m. kickoff.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept.1, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Psychology Department Discovers Test Possibly More Accurate than SAT

Research conducted by the Texas Tech University psychology department recently broke new ground, identifying a new way that could more accurately predict student success than the SAT standardized test.

The Personal Growth Initiative (PGI) construct, created by Texas Tech professor Christine Robitschek in 1998, is defined as a person's active and intentional involvement in changing and developing as a person.

Through PGI survey instruments, Robitschek and her team studied first- and second-year college students, specifically observing academic achievement and levels of depression.

While this study originally sought to observe how PGI related to levels of depression, Robitschek said researchers were surprised to find levels of depressive symptoms did not tell them anything about a student's GPA. However, PGI was found to explain 22 percent of the variability in GPA, while the SAT studies report only explaining 12 percent.

The SAT assesses student ability to succeed at the college level through a standardized method. The test evaluates students in specific areas, such as reading comprehension, mathematics and writing. On the other hand, PGI is less academically focused, evaluating an individual's capacity for personal growth.

"It looks like being able to use resources to help with the personal growth process and engaging in intentional behavior might be the two most important parts of PGI in predicting GPA," Robitschek said. "This is reasonable when thinking about success in college."

She suggested if students are struggling, they need to identify and make use of resources, such as instructor office hours and the student counseling center. It is important they act on the plans they make to change study habits and other behaviors that will improve their college success.

Robitschek was recently named a Division 17 American Psychological Association fellow for her work with PGI. Fellows are awarded by the psychological community for outstanding and lasting research.



TEXAS TECH UNIVERSITY

Robitschek sees PGI having a positive impact at Texas Tech and other college campuses. This includes use at orientations, in classrooms and with struggling students.

“I think it would be useful to administer the PGIS-II (one of the survey variations of testing PGI), during new student orientations as part of a program teaching students about how to succeed in college,” Robitschek said. “Orientation staff can talk with students about the benefits of intentional personal growth, particularly during college, the students’ strengths and weaknesses on the dimensions of PGI and how to increase their PGI.”

Robitschek said in classrooms, instructors can approach learning study skills from a personal growth perspective. Talking about PGI and how to incorporate basic skills for intentional growth while also directly addressing academic problems with struggling students could be a helpful activity any faculty or staff member could take part in.

“The goal of this approach would be to teach students the process of self-change,” Robitschek said, “so that if they struggle again in the future, whether in school or later in life, they will have the personal growth skills needed to adapt and grow to meet the demands of new situations.”

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: Sept. 1, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Texas Tech University Announces Expanded Presidential Scholarships

In order to provide deserving students with a less stressful financial college experience, Texas Tech University announced a new family of scholarships available to incoming freshmen for fall 2012.

Seven levels of Presidential Scholarships, ranging from \$2,000 to \$6,000 per year for four years, will be offered to admitted students ranking in the top 25 percent of their high school class, who scored a total of 27 or greater on the ACT composite or have a combined SAT math and critical reading score totaling at least 1,200.

Texas Tech President Guy Bailey said the expansion of scholarship opportunities for future students underlines the university's commitment to recruiting high-caliber undergraduates and to achieving Tier One status.

"Our new family of scholarships allows Texas Tech to be a more viable choice to high-scoring students from very competitive high schools," Bailey said. "We want prospective students to know they are valuable at Texas Tech."

More information on these new scholarship opportunities can be found at www.scholarships.ttu.edu/Meritscholarship.aspx.

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

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TEXAS TECH UNIVERSITY

FOR IMMEDIATE RELEASE

DATE: Sept. 1, 2011

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Texas Tech Experts Share Thoughts on 10-year Remembrance of Sept. 11
From courtrooms, to media, to Hollywood, the terrorist attacks changed our lives.

INTERNATIONAL LAW AND INTERNATIONAL AFFAIRS

Jorge Ramirez, director of international programs and professor at the Texas Tech University School of Law, (806) 742-3990, ext. 252, or jorge.ramirez.ttu.edu

- “Society in general has become much more aware of how international affairs can really affect us. Sept. 11 changed the thinking on this, and we continue to be involved in Iraq and Afghanistan, and we played a major role in the NATO strikes in Libya. International law has also evolved, and there are many more commentators starting to believe that we should make exceptions for the use of military force when human rights are at stake. This exception has been incubating for some time, but it has most certainly matured with the most recent intervention in Libya.”

REVISITING THE PATRIOT ACT

Walter Huffman, Major General, U.S. Army, Retired, dean emeritus and professor at the Texas Tech University School of Law, (806) 742-3793, or walter.huffman@ttu.edu

- Huffman is available to discuss the factors that drove Congress to enact the many statutory changes that were encompassed in the original Patriot Act and how continued Congressional approval of key changes has enhanced the authority of intelligence and law enforcement agencies to discover and thwart terrorists — and the impact of that enhanced authority on our Constitutional freedoms.

STAYING AHEAD OF THE TERRORIST

Louis Hope-Weeks, associate professor in the Department of Chemistry and Biochemistry, (806) 742-4487, or louisa.hope-weeks@ttu.edu.

- Hope-Weeks can speak about the ever-changing world of explosives, and the quest to stay a step ahead in the development of enhanced explosive detection systems.

-more-

Office of Communications and Marketing

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HOW DO WE CHOOSE TO REMEMBER 9/11?

Rob Peaslee, assistant professor at Texas Tech College of Mass Communications, (806) 742-6500, ext. 249, or Robert.peaslee@ttu.edu

- “A collective memory of 9/11 has been built with images. We’re all quite familiar with the spectacular images of the planes’ impact and the heroic images of first responders but, as the case of Richard Drew’s “Falling Man” photograph illustrates, there are some images that, while no less true in their depiction of that day’s tragic meaning and force, have been actively suppressed by news consumers. We just don’t care to remember that which we deem too horrible.”

EFFECTS ON THE ENTERTAINMENT WORLD

Rob Weiner, pop-culture expert and subject librarian for the Texas Tech University Library, (806) 742-2238, ext. 282, or rob.weiner@ttu.edu.

- Weiner can speak about post-9/11 sensitivity in filmmaking — such as the changes made to the Spider-Man (2002) trailer, and the patriotism that followed.
- He also can discuss the comic tributes made in celebration of the 9/11 heroes.

THROUGH THE EYES OF A FORMER AMBASSADOR

Tibor Nagy, Vice Provost for International Affairs at Texas Tech University; former U.S. Ambassador, (806) 742-2974, ext. 224 or tabor.nagy@ttu.edu.

- Nagy was the U.S. Ambassador to Ethiopia on 9/11 and thus was responsible for the welfare and safety of all American citizens during a period of tension and high uncertainty, as well as gaining the cooperation of the Ethiopian people and Government to help with our counter-terrorism efforts. He can share his expertise on the role of a US Ambassador in cases of national emergencies in protecting American citizens and advancing vital U.S. policy interests.

CONTACT: Patrick Gonzales, associate director, Communications and Marketing, Texas Tech University, (806) 742-2136, or patrick.gonzales@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 1, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech University Launches Online Events Calendar

After months of collaboration between the Texas Tech University Office of Communications and Marketing and the Information Technology Division, “Events@TexasTech,” a new interactive online calendar, was unveiled in late August.

Just in time for the start of a new school year, the calendar allows Texas Tech students, faculty and staff to promote their events by submitting a form pending approval by Communications and Marketing. The office will choose which events are featured based on their appeal to wide audiences and promotion of the university’s academic, research and other strategic initiatives.

Sam Segran, Texas Tech’s chief information officer, said the old calendar system had only one function — to inform the Texas Tech community about campus events. But, as technology grew and changed over the years, he said it was apparent the university needed a better software package to meet its needs.

“With Events@TexasTech, we can now enable our readers to use it in new and novel ways. At the click of a button, our readers can now download events to their email, post them to their Facebook page or publish them to their personal web pages,” he said. “The system is also highly customizable, allowing users the ability to view only the types of events they wish, such as athletic events or lectures and seminars.”

The calendar also features view options by day, week, month or year, and ongoing event options for conferences held over multiple days.

To submit events, individuals need to visit <http://events.ttu.edu/>. Each submission has the following options: drop-down location menus, a point-and-click date and time function, text fields for event description and cost, and additional fields for images and hyperlinks.

All events must be submitted by individuals who have been authorized by their formal university organizations — such as a division, department, school or registered student organization — to do so. To request authorization to post on behalf of an organization, complete the web form at <http://calendar.ttu.edu/signup>.

For submission guidelines and a quick tutorial on how to use the calendar go to <http://www.depts.ttu.edu/communications/events/>.

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

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FOR IMMEDIATE RELEASE

DATE: Sept. 1, 2011

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
(806) 742-2136

Unforgettable: Texas Tech Officials Recall Sept. 11 attacks

Ten years have passed, but experiences from that day still hit home for those involved.

Where were you Sept. 11, 2001? Most people still remember — most will never forget.

Several Texas Tech University officials worked for the federal government that day and were greatly affected by the terrorist attacks. Ten years later, their memories are still as vivid as the day the attacks occurred.

Jodey Arrington

Vice Chancellor for research, commercialization and federal relations

In 2001, Arrington served as special assistant and associate director of personnel for President George Bush and was at the White House the day of the attacks. He was forced to evacuate when it was perceived the White House also was a target.

“The whole thing was surreal. It was like a movie. There were a sea of people out in the streets and you could see smoke rising from the Pentagon, which was spooky. In a time like that you think that the White House is probably the safest place you can be, but that wasn’t the case. We had to evacuate like everybody else. It felt like we were under attack, and that’s an eerie feeling.”

United Airlines Flight 93, the plane initially perceived to be headed toward the White House that day, ended up crashing in a field near Shanksville, Penn., when passengers tried to overthrow the hijackers. There were no survivors. President Bush later invited the families of the passengers to the White House to mourn with them and thank them for the heroism demonstrated by their fallen loved ones.

“After the families left the Oval Office, they walked down the corridor connecting the East and West wings. The entire White House staff lined the corridor to greet them and we all applauded them and just told them, ‘Thank you.’ They were emotional and we were emotional. It was an awesome experience and a moment that I will never forget.”

Arrington also said he would never forget the day of the attacks.

“It’s something that will be ingrained in my mind — the smoke from the Pentagon, the fear and uncertainty in people’s eye — probably until the day I die. Part of me doesn’t want to forget it because it was such a defining moment for our country.”

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Alberto Gonzales

Visiting political science professor

The day of the attacks Gonzales, who was serving as White House Counsel to President Bush, traveled to Norfolk, Va., to give a speech.

“By the time I landed in Norfolk and got to the hotel, the first tower had been hit. I called the White House, and at that time we didn’t really know what was happening, so I went ahead and gave my speech. By the time I finished, the second tower had been hit and we knew we were under attack.”

Gonzales quickly headed back to the airport to return to the White House, but by that time, the FFA had grounded all air traffic. He was eventually flown to Andrews Air Force Base on a navy helicopter from Norfolk Navy Station.

“I always remember how eerily quiet it was at the airport, because everybody was at a standstill watching what was transpiring on TV. And nobody said a word. I can remember running to the terminal and hearing my footsteps. When I got to the base at 2:30, the White House sent a van to pick me up and we passed by the Capitol and the streets were just deserted. All we saw were agents dressed in black with machine guns.”

When Gonzales made it back to the White House, he stayed in a bunker with Vice President Dick Cheney and other officials. There they conducted a video conference with the President.

“At around 7:30, Karen Hughes, the communication director, and I when to the South Lawn and stood outside the Oval Office and watched Marine One land. The President got out and came toward us. We greeted him and he didn’t say anything. He just walked right by us into the Oval Office.”

President Bush actually headed to the study behind the Oval Office, where he talked with Gonzales and several other White House officials about what had transpired that day and about what he was going to say in his address to the nation that night.

“In some ways it feels like it was yesterday, and in other ways it seems like it was a lifetime ago. The lives of many people were affected. We live in a different American because of what transpired that day.”

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

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TEXAS TECH UNIVERSITY

FOR IMMEDIATE RELEASE

DATE: Sept. 2, 2011

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
(806) 742-2136

Masked Rider No. 50: Bradley Skinner Finds True Calling at Texas Tech
Colorado native is proud to be next in line for school's mascot tradition.

Bradley Skinner said one of his favorite roles as the new Masked Rider is traveling and promoting Texas Tech University throughout the state.

As far as his father Scott is concerned, Texas Tech could not have chosen a better representative.

Bradley, an Arvada, Colo., native, transferred to Texas Tech from Colorado State last summer. He has since fallen in love with the school, and on Saturday will become the 50th Masked Rider to lead the football team onto the field.

"When he first told me he wanted to transfer, I said it would be all right with me if he could work things out," Scott said. "It turned out to be a great experience. He really loves it down there, and I couldn't be more happy for him."

Bradley first visited Texas Tech as a member of the Colorado State ranch horse team, and he remembers being impressed by the friendly people and facilities.

As for the Masked Rider, he first saw the mascot in high school while watching a football game on television. It was not until he transferred to Texas Tech, however, that he found out the Masked Rider is a student.

"I thought that was so cool," Bradley, 22, said. "I think that's what makes us unique and special, because we have to balance school and all the work that comes with being the Masked Rider. Plus, as a student you can be a better representative of the school than someone who is hired."

Bradley did not think twice about trying out. He rode his first horse at age 5, and like his father says, "never looked back." He grew up showing horses and in 2003 was the youngest member (age 14) in Colorado 4-H history to achieve Level 4 Master Horseman, the highest horsemanship level attainable in the horse project.

"When he tried out, I was so excited because I just new he would get it," Scott said. "My son has always been an inspiration to me, because whatever he wants to do in life, he just goes out and does it. I'm so proud of him."

Bradley officially became the new Masked Rider in April at the annual Transfer of the Reins ceremony. He has kept busy since, making almost 50 appearances this summer.

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Of course, the big event comes Saturday, when Bradley and his horse Midnight Matador take the field for the first time. Many former Masked Riders also will be in attendance as part of a reunion celebrating the ride of the 50th Masked Rider.

“I’m pretty confident about the run and really excited because I hear it’s an adrenaline rush like no other with 60,000 people screaming,” Bradley said. “I’m not going to lie, it kind of scares me because there are going to be other Masked Riders next to me that have already done it hundreds of times.”

Bradley’s family also will be there, including his father, mother (Sandy) and sister (Kelsey). They too have fallen in love with Texas Tech.

“We came down for the Transfer of the Reins and we were treated like alumni,” Scott said. “It was unbelievable how nice everyone was. If my parents didn’t still live up here (Arvada, Colo.) and my wife didn’t have a good job, we would transfer to Texas Tech.”

One thing is for sure, Texas Tech definitely is home for Bradley.

“I love traveling all over the state representing the school that I love,” he said. “I really do love Texas Tech, and I want everybody to come here.”

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 6, 2011

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Study Abroad Fair Set For Wednesday

Texas Tech University's Office of International Affairs will host its biannual Study Abroad Fair from 10 a.m. to 4 p.m. Wednesday (Sept. 7) in the Croslin room of the library.

Students will have the opportunity to meet with faculty leading programs abroad as well as representatives from affiliate programs from all over the world.

In addition to conversing with program representatives, interested students can speak with others who have previously studied abroad about their experiences.

Texas Tech's study abroad program offers courses in almost every field of study. With more than 30 years of experience in international education, Texas Tech independently sponsors and has approved a broad range of academic-based programs in more than 70 countries.

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: Sept. 6, 2011

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Happy Birthday Buddy: Buddy Holly Transformed Music, Media Law, Say Texas Tech Experts

If his plane hadn't crashed in an Iowa cornfield on Feb. 3, 1959, rock 'n' roll legend Buddy Holly would have turned 75 Wednesday (Sept. 7). But his impact on music and the legal side of the music industry still raves on today, according to two Texas Tech University experts.

Holly's musical career lasted only a year and a half, but his talent as a musician grew phenomenally and would pave the way for future musicians, said Christopher Smith, an associate professor, chairman of musicology/ethnomusicology and director of the Vernacular Music Center at Texas Tech.

The level of talent that Holly brought would change the way music would sound – plotting the course for the British Invasion of the 1960s, he said.

“The pace of his musical development during that time was almost prodigious,” Smith said. “He took in new musical styles, looked at musical possibilities, then incorporated them into his own musical writing and arranging. He grew like a hothouse plant. But what made him really remarkable was that a young musician in, say Liverpool, England, could sit on the edge of his bed with his guitar, listen to Buddy Holly's recordings and figure out what he was doing.”

The Beatles, The Rolling Stones, Bob Dylan, Elton John, Waylon Jennings and many other musicians would use Holly's work as a foundation for their own careers, Smith said. But more than that, Holly's “regular guy” personality contrasted with Elvis Presley's animal magnetism and encouraged the not-so-cool that they, too, could rock.

“John Lennon said Buddy Holly made it OK for a guy with glasses to rock,” Smith said. “I think that's what lives on today in music such as emo and alternative. Holly made it acceptable to be sensitive and incorporate that sensitivity into the poetry of your lyrics.”

Not only did Holly change the music industry creatively, but also he changed the way artists handle their contracts with recording labels, said Wes Cochran, Maddox Professor of Law at Texas Tech's School of Law and copyright and intellectual property law expert.

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Cochran, who writes and speaks on topics including copyright, intellectual property and technology issues, said most artists before Holly did not produce themselves and would turn the business aspects of their music and recording over to recording industry professionals.

Holly had a shrewd understanding that the more legal control he held over his creations, the more artistic freedom he would get. Artists before Holly did not produce themselves and would turn the business aspects of their music and recording over to recording industry professionals. Because they controlled the money, they also controlled much of an artist's creativity, Cochran said.

Additionally, Holly's actions gave the record industry cause for alarm, seeing that they – the record producers – could be left totally out of the loop, he said. Many artists felt free to follow Holly's lead and the record executives became more flexible with them so as not to be left out completely.

“What Buddy did was truly revolutionary in the entertainment industry,” he said. “Buddy had his own vision, his own sound, and when he insisted on producing his own music, he was laughed at. No one did that back then. But he took control of the business side so that he could control the creative side.”

For more on this story, or for Texas Tech news, experts and story ideas, visit www.media.ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 7, 2011

CONTACT: Melanie Hess, Melanie.hess@ttu.edu
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Remember 9/11 at Memorial Circle

WHAT: 9/11 Remembrance Service with speaker Lt. Col. Michelle E. Holiday

WHEN: 6 p.m., Thursday (Sept. 8)

WHERE: Memorial Circle

EVENT: The 10-year anniversary service will include a speech by Lt. Col. Holiday of the U.S. Army as well as a color guard and 21-gun salute by members of the Lubbock Area Veterans War Memorial.

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: Sept. 7, 2011

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

Texas Tech Researchers Help Iraqi Officials Rebuild Science, Technology Fields

For the second year in a row, researchers at Texas Tech University will host a delegation of six Iraqi government officials intent on learning how to fund scientific and technological research and develop science policy in their country as they begin rebuilding its academic infrastructure.

The delegation will include members from Iraq's Ministry of Science and Technology, Ministry of Electricity, State Board of Agriculture Research and Petroleum Research and Development Center.

The media are invited to interview members of the delegation and Texas Tech University staff beginning at noon Thursday (Sept. 8) in room 120 of the Experimental Sciences Building on the Texas Tech campus.

"The visit to Texas Tech University is intended to assist the Iraqi government with redevelopment of higher education and reconstruction of science, technology and engineering capacities," said Carl Phillips, a biology professor with Texas Tech's Center for Environmental Radiation Studies. "The Iraq delegation seeks advice and information concerning university-based strategic research, nuclear dismantlement and decontamination programs, as well as the role of research in enhancing global competitiveness. All of these activities are critical to nation-building, stability, and success as a newly emergent democratic country."

During their time in the U.S., the delegation members also will meet with researchers at Massachusetts Institute of Technology, the National Science Foundation (NSF), The U.S. Department of State and members of the Office of Science and Technology Policy at the White House.

The State Department's Bureau of Education and Cultural Affairs selected Texas Tech to serve as host to a delegation of Iraqi government because of the university's lengthy involvement with scientific and educational programs in Iraq.

The meeting is in compliance with the Strategic Framework Agreement, which partly involves helping Iraq redevelop science, engineering and technology, he said. Texas Tech researchers became involved on one of their trips to help train Iraqis to safely dismantle former nuclear facilities and map possible contamination.

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“When we were in Baghdad two years ago, we were drawn into this teleconference asking how the U.S. could shepherd scientific and technological growth in Iraq,” Phillips said. “This is really separate from our other projects in Iraq, but it’s also very important for our work, too. We’ve tried to put together a program that shows how a major U.S. research university supports its research and show the infrastructure and the role faculty members play with different funding agencies like the NSF.”

Ron Chesser, also a biology professor with Texas Tech’s Center for Environmental Radiation Studies, said he and other Texas Tech researchers will help the delegation see how researchers at academic institutions in this country find funding to do their research. During the war in Iraq, Iraq lost many of its scientists, who were killed by insurgents or fled the country, Chesser said.

Doing the radiation work in Iraq has been difficult because of the lack of training and availability of scientists, he said.

“Iraq has been out of the scientific development business since 1991,” Chesser said. “That’s a long time. That’s an entire generation of scientists that has been lost. So they’re starting over at a rudimentary stage. They need some expertise and assistance and redirection in new lab facilities and new educational facilities to stimulate rapid development of scientific research and development in Iraq.”

While the delegation is here, Texas Tech researchers also will discuss science, technology, engineering and mathematics (STEM) programs that encourage children to pursue careers in those fields.

CONTACT: Ron Chesser, director for the Center of Environmental Radiation Studies at Texas Tech University, (806) 742-3722 ext. 245, (806) 742-1737, or ron.chesser@ttu.edu; Carl Phillips, professor of biology, (806) 742-3722 ext. 244 or carl.phillips@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
(806) 742-2136

Help Our Troops Call Home: Cell Phones for Soldiers

For the more than 150,000 troops stationed overseas, isolation from loved ones can be relentless.

A simple call home can serve as an encouraging ray of hope.

Next week, students, faculty and staff at Texas Tech University can help create more of these moments by donating old cell phones to Cell Phones for Soldiers from 10 a.m. to 2 p.m. Monday through Friday (Sept. 12-16) outside the Student Union Building.

Proceeds from 50,000 old cell phones the organization hope to collect this year will be used to purchase calling cards to help troops connect with loved ones at home.

Monty Trimble, president of the Texas Tech Veterans Association, was deployed four times and spent eight years overseas where communication is not as instant as in the U.S. He remembers one instance where he placed a seven-minute call for \$65.

“The phone cards are a great morale booster,” said Trimble said. “Just being able to call home and talk to someone that you have not seen in a while is enough to left your spirits for a week or more.”

Sponsored by Student Union and Activities and the Texas Tech Military and Veterans Program, this cell phone drive officially begins accepting cell phones at 12:30 p.m., Sunday (Sept. 11) at the women’s soccer game.

To find out more about the Cell Phones for Soldiers program, visit www.cellphonesforsoldiers.com.

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

CONTACT: Monty Trimble, president, Texas Tech Veterans Association, Texas Tech University, (806) 440-6276, or monty.trimble@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
(806) 742-2136

TechAlert! Test Scheduled

Texas Tech University will test its TechAlert! emergency communications system at 10:50 a.m. on Thursday (Sept. 15).

The system is used to alert the university community of emergency situations, class cancellations or delays.

“The safety of our university community is our top priority,” said Ronald Phillips, university counsel and emergency management coordinator. “We test the TechAlert! system at least twice a year if it is not otherwise activated so it is vital that we have current phone, text message and e-mail contacts for all faculty, staff and students so emergency communications system can get the latest information out as fast as possible.”

To ensure receipt of these important messages, update contact info at www.ttu.edu/emergency.

In the event of an emergency or campus closure, university officials use multiple communication platforms in addition to the TechAlert! System, including the university homepage, the online emergency communications center, Texas Tech Today and social media.

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

CONTACT: Ronald Phillips, university counsel, Office of the President, Texas Tech University, (806) 742-2121, or ronald.phillips@ttu.edu.



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2011

CONTACT: Robert Giovannetti, robert.giovannetti@ttu.edu
(806) 742-0057

Texas Tech University System Institutions to Lower Flags

In remembrance of Sept. 11, 2001, each component institution of the Texas Tech University System will lower its university flag to half-staff Sunday (Sept. 11).

Along with numerous on-campus events, this is an opportunity to commemorate the 10th anniversary of one of the most tragic events in American history.

“It’s important that we never forget what happened on that terrible day 10 years ago, as it put our country in turmoil and a state of shock,” said Kent Hance, chancellor of the Texas Tech University System. “Nearly 3,000 victims died in the attacks and thousands more have been injured or killed fighting to protect our country against future attacks. Our thoughts and prayers are with the families and friends who have lost loved ones, and on behalf of the entire Texas Tech University System, I extend our deepest sympathy and gratitude.”

The Texas Tech University flag at Memorial Circle, the Angelo State University flag at the Mayer Administration Building and the Texas Tech University Health Sciences Center flag at 3601 6th Street in Lubbock, as well as university flags at all regional campuses, will be lowered.

CONTACT: Robert Giovannetti, director of communications, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057 or robert.giovannetti@ttu.edu.



TEXAS TECH UNIVERSITY
Division of Institutional Diversity, Equity & Community Engagement

Women's Studies Programs

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2011

CONTACT: Tricia Earl, patricia.a.earl@ttu.edu
(806) 742-4335

Women's Studies Program Presents Multiple Feminist Forums This Fall

The Texas Tech University Women's Studies Program will host three feminist forums this coming semester in the Teaching, Learning and Technology Center (TLTC) on the main floor of the Texas Tech University Library.

"The forums will examine cultural and social construction of gender by studying the history, experience and contributions of women to society," said Patricia Earl, coordinator for the Women's Studies program at Texas Tech. "Discussions will include the diverse methods of teaching related to the topics of gender, gender roles and gender identity."

The Feminist Teacher – noon-1 p.m. Friday (Sept. 16), Room 153 of the University Library's TLTC. The forum will examine strategies to introduce critical-thinking skills in a classroom setting from a feminist perspective. The forum will examine questions such as how does one define a feminist teacher, why is teaching from a feminist perspective vital to classroom curriculum, and what are some best practices that are used to interpret feminist instruction.

Risk Perceptions and Innovation in Academia – noon-1 p.m. Oct. 14, Room 153 of the of the University Library's TLTC. This forum investigates diverse methods of teaching related to the topics of gender, gender roles and gender identity. Attendees will examine how the definition of controversy can be used to translate and define another's tolerance and inclusion while engaging strategies that develop activism within an educational environment. Participants will hear firsthand experiences of how critical-thinking skills are challenged within the classroom while discussing issues that may seem risky. Taking chances to encourage students to think outside the norm contributes to students thinking creatively and becoming more accountable for their actions, belief systems and learning.

Social Networks in Overdrive – noon-1 p.m. Nov. 18, Room 153 of the of the University Library's TLTC. Attendees will learn how efficient technological tools found within social networks strengthen the feminist movement, such as feminist Facebook groups, fan pages and hashtags in Twitter that are specific to feminist theory and thought. The program showcases how quickly and powerfully current social, economic and political debates affect women and men, boys and girls to take action and make change.



TEXAS TECH UNIVERSITY
Division of Institutional Diversity, Equity & Community Engagement

Women's Studies Programs

These events are free and open to the public. For off-campus visitors, enter through the main campus entrance at University Avenue and Broadway; ask for directions and visitor parking location instructions at the traffic kiosk station.

The Women's Studies Program is a part 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.

CONTACT: Patricia Earl, coordinator, Women's Studies Program, Texas Tech University, (806) 742-4335, or patricia.a.earl@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2011

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

Texas Tech Panel to Discuss Immigration and the Constitution for 'Constitution Day'

In honor of the week when the Constitution was signed more than 200 years ago, the Texas Tech University School of Law and the Department of Political Science are sponsoring a panel of experts to discuss constitutional issues in immigration.

The event runs from 4-5:30 p.m. on Monday (Sept. 12) in the Lanier Auditorium of the Texas Tech School of Law.

“In the last couple of years, the subject of immigration policy and the Constitution has gained more visibility, as more and more state governments pass laws attempting to regulate or police undocumented immigrants,” said Mark McKenzie, assistant professor of political science. “In these attempts, state governments have begun clashing with federal authorities over control of immigration policy. Recently, a federal judge in Alabama blocked an Alabama law directed at undocumented immigrants. Meanwhile, some politicians have promoted amending the Fourteenth Amendment to do away with birthright citizenship.”

Panelists include David Strange, Texas Tech adjunct professor of law and immigration law specialist; Anna Law, DePaul University associate professor of political science and author of “The Immigration Battle in American Courts”; Arslan Umarov, a native of Uzbekistan who recently became a U.S. citizen, a Texas Tech School of Law alumnus and assistant director of the law school’s Center for Biodefense, Law, & Public Policy; and Timothy Nokken and McKenzie, Texas Tech assistant professors of political science.

Federal law and regulations by the U.S. Department of Education require federally funded schools to provide an educational program about the Constitution each year on Constitution Day. The Constitution was signed Sept. 17, 1787. Former West Virginia Senator Robert Byrd, who always carried a constitution in his pocket, was largely responsible for getting this law passed in 2005.

CONTACT: Mark McKenzie, assistant professor, Department of Political Science,
(806) 742-2991 mark.mckenzie@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 9, 2011

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

Experts: Texas Tech Toxicologists Warn of Toxic Chemicals in Water from Northeastern Flooding

Pitch:

After studying how pollutants travel in the wake of the flooding in New Orleans that followed after Hurricane Katrina, Texas Tech University toxicologists warns people to stay out of floodwaters.

Experts:

Ron Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or ron.kendall@tiehh.ttu.edu. Steve Presley, associate professor, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or steve.presley@tiehh.ttu.edu

Talking Points:

- Once damage from floodwater recedes, then comes concerns about black mold and other toxic chemicals left behind.
- People should stay out of the floodwaters at all costs, unless wearing protective boots or waders to avoid skin exposure.
- If someone has to navigate floodwaters and can do so safely, do so in a boat.

Quotes:

“We think floodwaters represent a significant threat for water damage and serious mold problems, but also for transfer and deposition of environmental chemicals and various toxic substances,” said Ron Kendall.

“Everyone’s garage and service stations and chemical plants are being flooded. So, pesticides, degreasers and cleaning agents can potentially float out into the environment. Those chemicals know no boundaries. Once they’re in the water, they go just about anywhere,” said Ron Kendall.

“We’ve learned from Katrina and New Orleans that in these serious flood events, the floodwater is very damaging, but then we also have to contend with black mold and toxic chemicals. The flooding in the Northeast is a bad situation,” said Steve Presley.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept.12, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
(806) 742-2136

Texas Tech Goes Greener with Recycling

Texas Tech University students are making an effort to minimize the school's carbon footprint.

Since 2009, Texas Tech has recycled more than 39 tons of cardboard from move-in weekends alone. Students moving in this year were responsible for 12 tons of this overall number.

Allison Wiley, sustainability coordinator in the Texas Tech operations division, said sustainability is a growing trend in higher education.

"The student body is starting to become more aware of the recycling opportunities on campus," she said.

While move-in weekend serves as a prime opportunity for students to recycle, Texas Tech maintains recycling bins year-round in the common areas of academic buildings, the library, the recreation center and the residence halls. In addition, recycling dumpsters can be found behind all the dining locations and residence halls.

Jackie Kimbler, student housing unit manager, said both staff and students take part in the recycling effort.

"The housekeeping staff empty these containers and put them in a central holding area," Kimbler said. "Our student assistants remove the recycled material from the building and bring it to facilities where it is sorted and shipped."

Kimbler and Wiley also suggest students remember to sort their recycling into the appropriate containers in order to prevent contamination and keep the process in action.

"Ultimately, it is up to the students, staff and faculty to preserve our campus and the Lubbock area for the future," Wiley said. "By participating in recycling, students are helping Texas Tech to save money in landfill costs while preserving our planet."

Any student organization or department interested in organizing a recycling effort can contact Wiley at allison.wiley@ttu.edu.

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

CONTACT: Allison Wiley, sustainability coordinator, Operations Division, Texas Tech University, (806) 834-6566, or allison.wiley@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2011

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

Texas Tech Business Dean Announces Retirement Plans

Rawls College of Business head Allen T. McInnes will stay through the academic year.

Rawls College of Business Dean Allen T. McInnes announced this week his plan to retire from Texas Tech University. He will continue serving as dean through the current school year and possibly until a new dean is named.

McInnes was appointed dean in 2001 following a distinguished career as an oil industry executive and community leader in Houston.

During the past decade McInnes' leadership has led to increased student standards and national recognition for many of the college's programs. During his tenure, the college has expanded its curriculum to include energy commerce, health organization management, entrepreneurship and an executive-style MBA program. He established the Rawls Career Management Center and initiated an alumni and industry advisory council.

In addition to raising the profile of the business school, McInnes spearheaded a successful fundraising campaign to build a new building for the business school that will open to students in January 2012. The building's innovative design features high-tech amenities, energy efficiencies and good stewardship of environmental resources. The new facility is the first on campus to receive a LEED Silver designation – a U.S. Green Building Council Leadership in Energy and Environmental Design label. The state-of-the-art facility complement's the college's legacy of rigorous academics that cultivates leadership.

Provost Bob Smith announced that Linda Hoover, dean of the College of Human Sciences, will lead the yet-to-be-named search committee that will include representation from the Texas Tech Board of Regents, faculty and alumni from the Rawls College of Business advisory council.

McInnes holds a doctorate in finance from the University of Texas at Austin where he also earned a master's of business administration degree and a bachelor's degree in business administration. He also holds an advanced degree from Harvard University.

McInnes is considering teaching opportunities at the business school once he leaves his administrative post.

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“Lubbock is a wonderful community and my wife, Missy, and I have made lifelong friends here,” McInnes said. “The best part of being dean has, of course, been the people. It’s been a great ride.”

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

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: Sept. 12, 2011

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

Library Services Fair to Feature Popcorn, Prizes, Games and Giveaways

The library offers much more than book check-out and quiet study.

Did you know iPods, digital cameras, lighting kits, audio books, DVDs and more are available for checkout?

That process will be explained as the Texas Tech University Library hosts the Library Services Fair in the Croslin Room from 10 a.m.-1 p.m. Tuesday and Wednesday (Sept. 13-14).

The second annual event will also offer an interactive forum for patrons to ask questions, tour the building and see demonstrations about services provided, including the new GroupWorks interactive media area, electronic resources such as the online music database, personal librarians and free digital images.

The fair will include popcorn, prizes, games and giveaways, as well as a chance to complete a library passport for the chance to win additional prizes. Attendees can take their picture, carnival style, with a cutout of the Libraries' 3D animated "Studious Raider Red" and upload to Facebook for even more prizes.

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

CONTACT: Kimberly Vardeman, assistant librarian and event coordinator, University Library, Texas Tech University, (806) 742-2238 ext. 297, or Kimberly.vardeman@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 12, 2011

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

Texas Tech Researchers Help Iraqi Officials Rebuild Science, Technology Fields

For the second year in a row, researchers at Texas Tech University hosted a delegation of six Iraqi government officials intent on learning how to fund scientific and technological research and develop science policy in their country as they begin rebuilding its academic infrastructure.

The delegation included members from Iraq's Ministry of Science and Technology, Ministry of Electricity, State Board of Agriculture Research and Petroleum Research and Development Center.

The visit to Texas Tech University was intended to assist the Iraqi government with redevelopment of higher education and reconstruction of science, technology and engineering capacities, said Carl Phillips, a biology professor with Texas Tech's Center for Environmental Radiation Studies.

"Last year, the delegation was focused on basic issues on how to put together science advisement for the prime minister and how we in the U.S. handle science and technology funding," he said. "When they returned from their visit from Texas Tech, they recommended to the prime minister that a science advisor position be created, and that's happened.

"The group that was here is a group of people that has responsibility for implementation of the rebuilding strategy for science and technology. Implementation is going to be the hard part is going to be the hard part for Iraqis, because this government is a new invention. The generation responsible for starting the government has no experience with democracy. They're used to a dictatorship. So it's a huge challenge to make anything happen, much less implement a plan for improving science and engineering in an entire country."

During their time in the U.S., the delegation members also will meet with researchers at Massachusetts Institute of Technology, Sandia and Los Alamos National Laboratories, the National Science Foundation (NSF), the U.S. Department of State and members of the Office of Science and Technology Policy at the White House.

Abdulmajeed H. Hasan is the head of the International Relations Department at Iraq's Ministry of Science and Technology. He said meeting with research organizations such

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as Texas Tech helps the Iraqis see how they can build their own science and technology sectors.

“It is a useful chance for us to meet with colleagues in United States of America to discuss certain issues, especially cooperation between Iraq and the U.S. in the fields of science and technology,” Hasan said. “We got a chance to see very advanced centers and institutes, such as this university and Sandia Laboratory and Los Alamos National Laboratories, which was very useful. As you know, we have reconstruction of Iraq and infrastructure. We do have many purposes for science and technology. We still have more to do, and we have many tasks that must be achieved in the near future. Without mutual cooperation, these targets cannot be achieved.”

The State Department’s Bureau of Education and Cultural Affairs selected Texas Tech to serve as host to a delegation of Iraqi government because of the university’s lengthy involvement with scientific and educational programs in Iraq.

Phillips said the meeting is in compliance with the Strategic Framework Agreement, which partly involves helping Iraq redevelop science, engineering and technology. Texas Tech researchers became involved on one of their trips to help train Iraqis to safely dismantle former nuclear facilities and map possible contamination.

“When we were in Baghdad two years ago, we were drawn into this teleconference asking how the U.S. could shepherd scientific and technological growth in Iraq,” Phillips said. “This is really separate from our other projects in Iraq, but it’s also very important for our work, too. We’ve tried to put together a program that shows how a major U.S. research university supports its research and show the infrastructure and the role faculty members play with different funding agencies like the NSF.”

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Doing the radiation work in Iraq has been difficult because of the lack of training and availability of scientists, he said.

“Iraq has been out of the scientific development business since 1991,” Chesser said. “That’s a long time. That’s an entire generation of scientists that has been lost. So they’re starting over at a rudimentary stage. They need some expertise and assistance and redirection in new lab facilities and new educational facilities to stimulate rapid development of scientific research and development in Iraq.”

While the delegation was here, Texas Tech researchers also discussed science, technology, engineering and mathematics (STEM) programs that encourage children to pursue careers in those fields.



TEXAS TECH UNIVERSITY

View the interview here: <http://www.youtube.com/watch?v=fkp85JKADUc>

CONTACT: Ron Chesser, director for the Center of Environmental Radiation Studies at Texas Tech University, (806) 742-3722 ext. 245, (806) 742-1737, or ron.chesser@ttu.edu; Carl Phillips, professor of biology, (806) 742-3722 ext. 244 or carl.phillips@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2011

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

Texas Tech to Partner with LISD, FISD to Better Train Science and Math Teachers Project will equip teachers of English Language Learners with additional skills.

With a \$1.98 million grant from the U.S. Department of Education, researchers in Texas Tech University's College of Education and other disciplines will empower elementary teachers with skills to better teach science and math to English Language Learners in the Lubbock area.

English Learner Science and Mathematics Education (Proyecto EL SMEd) will support on-going and intensive professional development activities designed to improve classroom instruction for English Learners (EL) in science and mathematics education.

The project is a collaboration among the College of Education and faculty members in physics and math. Zenaida Aguirre-Muñoz, an associate professor of education, program coordinator for Bilingual Education and Diversity Studies, and assistant director for the Center for Research on Leadership in Education, is the primary investigator. David Lamp, associate professor of physics; Brock Williams, associate professor of math, and Rebecca Ortiz, an assistant professor of science education, are the co-investigators.

"The program will allow local teachers to better support the increasing numbers of English Language Learners in math and science," Aguirre-Muñoz said. "However, it will also support mainstream students who are having a difficult time with math and science."

In-service mainstream and bilingual teachers serving ELs will be required to complete five courses designed to develop their teaching skills in science and mathematics in relation to ELs. The face-to-face courses, aimed at serving graduate students and classroom teachers, and founded on research-based methods to develop academic literacy, will serve as the basis for obtaining a Texas Tech science and mathematics graduate certificate and could count towards a master's degree.

Specific elementary schools in the partner districts have not yet been designated.

Aguirre-Muñoz said the purpose of the five-year project is to promote science, technology, engineering, and mathematics education (STEM); increase opportunities for in-service teachers to engage in high-quality, sustained professional development in STEM subjects that benefit EL students; and improve instructional practices and student outcomes in elementary schools based on high-quality data.

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“To address the needs of consortium districts with whom we are partnering, Proyecto EL SMEd is designed to achieve several goals,” Aguirre-Muñoz said.

Goal 1 is to increase the number of mainstream and bilingual teachers who are well-prepared to meet the instructional needs of English Learners in science and mathematics education. Goal 2 is to improve the science and mathematics pedagogical content (how to teach) knowledge of elementary mainstream and bilingual teachers in the consortium school districts; and goal 3 is to improve instructional practices, data-based decision making and student outcomes in elementary schools based on high-quality data.

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

CONTACT: Judy Simpson, assistant dean, Communications, Public Relations, and Operations, College of Education, Texas Tech University, (806) 742-1998 ext. 456, or judy.a.simpson@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2011

CONTACT: Melanie Hess, Melanie.hess@ttu.edu
(806) 742-2136

TechAlert! Test Scheduled

- WHAT: Test of the Texas Tech University TechAlert! System
- WHEN: 10:50 a.m., Sept. 15 (Thursday)
- EVENT: Texas Tech will test its TechAlert! emergency communications system used to alert the university community of emergency situations, class cancellations or delays.

To update cell or home phone information, visit www.ttu.edu/emergency.

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

CONTACT: Ronald Phillips, university counsel, Office of the President, Texas Tech University, (806) 742-2121, or ronald.phillips@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2011

CONTACT: Tina Dechausay, (806) 742-3990 ext. 260
tina.dechausay@ttu.edu

Texas Tech Law Presents Women in the Judge Advocate General's Corps

WHAT: Lieutenant to General: Women in the Judge Advocate General's Corps, an event which will include a panel of Fort Bliss attorneys, presented by the Texas Tech University School of Law's Military Association

WHEN: Noon, Wednesday (Sept. 14)

WHERE: Texas Tech School of Law - Lanier Auditorium
1802 Hartford Avenue

EVENT: Fort Bliss attorneys Major Sherilyn Bunn, Major Temidayo Anderson, Captain Jennifer McKeel and First Lieutenant Amber Wagner will discuss topics based on their current area of operations.

These areas include criminal justice, life as a Brigade Judge Advocate, operational law and legal assistance. Among others, additional topics include family life, commissioning process and race in the military. Brig. Gen. (Retired) Malinda Dunn, the first female General Officer in the JAG Corps, will also join the panel.

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

CONTACT: James Garrett, president, Tech Law Military Association,
james.garrett@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2011

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

Texas Tech Partners with Nimitz High School

New program to bring environmental engineering experience to teens.

Top administrators from Texas Tech University recently visited Irving to kick off a unique partnership between the university and Nimitz High School.

The venture is part of the school's new signature program called Energy & Environmental Entrepreneurship, a program intended to give students real-world energy and environmental training that could prove beneficial when applying to college or entering the workforce.

In attendance were:

- Guy Bailey, president of Texas Tech University
- Jamie Hansard, senior associate director for Undergraduate Admissions
- Patrick Hughes, associate vice provost for Undergraduate Education
- Walt Oler, associate academic dean for the Edward E. Whitacre Jr. College of Engineering
- John Zak, associate academic dean for the College of Arts & Sciences
- Dana T. Bedden, superintendent of schools, Irving ISD
- Rick Nolly, Principal of Nimitz High School.

Texas Tech will work with Nimitz students and teachers throughout the year to provide consultation in curriculum, environmental science and engineering instruction and service learning projects. Additionally the university will provide textbooks for a Texas Tech section of the Nimitz library, admissions and recruiting opportunities, and tours of the Lubbock campus for selected juniors and seniors.

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**CONTACT: Patrick Hughes, associate vice provost for Undergraduate Education,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 13, 2011

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Texas Tech Announces Internal Funding Opportunity to Advance Scholarship in the Creative Arts, Humanities and Social Sciences

Texas Tech University faculty members in the creative arts, humanities and some social sciences can now apply for funds to bolster their scholarship.

The 2011 Internal Competitive Funding Opportunity to Advance Scholarship in the Creative Arts, Humanities and Social Sciences will provide a pool of about \$500,000 in the first year.

“We intend for faculty to use this funding opportunity to advance their scholarship,” said Guy Bailey, Texas Tech president. “We value the scholarly and creative efforts of all of our faculty members and this is one way we can offer support.”

“For many faculty members in the creative arts, humanities and some social science areas there is little in the way of external funding as compared to the sciences and engineering,” said Taylor Eighmy, vice president for research. “We also hope that this funding encourages faculty to collaborate both within and outside of their home department in an effort to expand their scholarship.”

Faculty will be asked to submit proposals for awards on one of three levels. Level 1 is for requests of less than \$3,000; Level 2 is for requests of less than \$10,000; and Level 3, less than \$20,000. There are specific requirements expected of the faculty member based on the level of award received.

“These funds are intended to promote collaboration, provide free time for thinking and creating, and generally support scholarly efforts,” said Bob Smith, Texas Tech provost. “We expect faculty to conduct research and write manuscripts that are attractive to top publishers, travel for presentations at leading conferences, support applications for distinguished faculty awards, along with early scholarship development.”

The funds can be used in many ways including purchasing equipment or computers, travelling to conferences, or for collaboration, supporting graduate students or undergraduate research efforts.

Applications are due by 5 p.m. Oct. 10 to Michael San Francisco, associate vice president for research/faculty development, who is chairing the competition. Guidelines for

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proposal submission, requirements and expectations of the faculty member are available at <http://www.depts.ttu.edu/vpr/award-ops/CAHSScompetition.php>.

Applications will be examined by a peer review committee of 15-25 people. The committee will evaluate each submission using specific criteria for each level of award. A summary of detailed comments will be provided to all applicants.

Funds can be used to research and write books that are published by top publishers, travel for presentations at top conferences; support applications for distinguished faculty award opportunities, early scholarship development and new areas of work or new collaborations.

CONTACT: Michael San Francisco, associate vice president for research/faculty development, Office of the Vice President for Research Texas Tech University, (806) 742-3905, or Michael.Sanfrancisco@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: September 14, 2011

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu
(806) 742-2136

Texas Tech Students Win Awards at Writing Competition

Two Texas Tech University students won their writing categories and two others placed in the top three in the 2011 Texas Association of Creative Writing Teachers (TACWT) writing competition.

In graduate categories Adam Houle, a doctoral student from Green Bay, Wis., placed first in graduate poetry and Jonathan Heinen, an alumnus of the English graduate program from Oklahoma City, placed first in graduate fiction.

In undergraduate categories Danny Neylon, a senior philosophy major from Lubbock, took second place in undergraduate poetry and Jes Romero, a creative writing and French major from Abilene, placed third in undergraduate nonfiction.

“One of the poems I won the competition with was about the recent fires in Texas, and doing damage for something you care about,” Houle said. “I was fascinated with back burns, or basically setting fire to stop fire.”

John Poch, a professor of creative writing at Texas Tech, nominated Houle and Neylon’s poetry for the competition.

“Adam has a very succinct line that he works with,” Poch said, “and a clarity of imagery and overall clarity that just about any reader can be attracted to.”

According to its website, TACWT is a community of secondary and higher education teachers and professors, workshop facilitators, students and individual writers whose work focuses on proliferating literary arts in Texas.

Jill Patterson, a professor of creative writing at Texas Tech and the TACWT president, said the organization comprises of approximately 175 members and had 51 entries into the competition from Texas Tech, Texas A&M University and the University of Texas.

The organization’s yearly 2011 conference will be held Sept. 22 in Austin.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 14, 2011

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu
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Journal Announces Texas Tech Professors Article Most Downloaded

The *Language Teaching Research Journal* announced a Texas Tech University professor had the most downloaded article in 2009-2010.

The article by Greta Gorsuch, an assistant professor in classical and modern languages, concerns second-language learners and repeated reading as a learning tool.

“Getting enough second language input is a huge issue in most foreign language programs,” Gorsuch said. “Audio assisted repeated reading can help that. I suppose that is why it’s been downloaded so much.”

In 2005, Gorsuch traveled to Vinh City in North Vietnam for five months on a Fulbright Visiting Lecturer Grant to do her research. She and her co-author found that reading short text repeatedly, hearing it, and reading it again helps second-language learners master the language better.

She said repeated reading is an important tool in learning settings where the second language is not often heard or used, such as English in Japan or German in the United States.

Etsuo Taguchi, a professor at Daito Bunka University in Tokyo co-authored the article with Gorsuch.

“Etsuo got me interested in repeated reading as a theory-driven and yet practical means of increasing reading fluency and reading comprehension for second language learners,” she said.

Gorsuch and Taguchi still do repeated reading research together and separately.

CONTACT: Greta Gorsuch, assistant professor Department of Classical and Modern Languages and Literature, Texas Tech University, (806) 780-5441 or greta.gorsuch@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Livestock Judging Team Wins at National Barrow Show®

The Texas Tech University livestock judging team won its first contest of the fall by 32 points Tuesday (Sept. 13) in Austin, Minn. The contest, which consisted of swine evaluation only, was hosted at the 65th National Barrow Show® and is recognized by industry leaders as the premier swine judging event in the nation.

Other teams finishing in the top-five overall included Purdue, Oklahoma State University, the University of Illinois and Iowa State University. In the reasons division, the Red Raiders also finished first with a score of 930 points – five points ahead of Purdue.

“This is the first time that Texas Tech has won the National Barrow Show in its long history. I am proud of these students’ performance and the manner of integrity in which they represent their university,” said the team’s coach Ryan Rathmann, an assistant professor in the Department of Animal and Food Sciences.

Texas Tech boasted three of the top-ten individuals. Brandi Capps, a senior from Dewey, Okla., was fourth high individual overall with a score of 614. Her teammate, Clay Burson, a senior from Abilene, also posted a score of 614 but finished sixth overall. Logan Pritchett, a senior from Kingfisher, Okla., finished ninth.

Additional team members include:

- Jordon Clem, a senior from New Home
- Clayton Gardner, a senior from Estancia, N.M.
- Tanner Kieschnick, a senior from Vernon
- Kody Lucher, a senior from Poth
- Katie Rose McCullough, a senior from Castle Rock, Colo.
- Clay Morrison, a senior from Midland
- Nathan Pond, a senior from Wolfforth
- Brady Ragland, a senior from Wolfforth
- Nathan Reeves, a senior from League City
- Joel Riedel, a senior from Arroyo Grande, Calif.
- Markus Miller, a senior from Abernathy
- Loni Woolley, a senior from Grandview

“They are an exceptional group that consistently excels both in and out of the classroom,” Rathmann said. “In addition to their achievements, the students on the team

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gained invaluable exposure to progressive swine production systems across the Midwest and extended their network of contacts in the swine industry.”

Along with Rathmann, the team is coached by graduate student Bryan Bernhard.

The team will continue to contend at contests across the United States this fall before competing for the national championship Nov. 14 at the International Livestock Exposition in Louisville, Ky.

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

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2011

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu
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Texas Tech School of Music to Dedicate New Fazioli Concert Grand Piano

- WHAT:** Concert dedicating Texas Tech University's new Concert Grand Piano
- WHEN:** 8 p.m. Saturday (Sept. 17)
- WHERE:** Hemmle Recital Hall, Texas Tech School of Music Building, 18th Street and Boston Avenue.
- EVENT:** The School of Music has purchased a new Fazioli concert grand piano, and faculty members will dedicate the new addition by hosting a concert, free of charge.

The faculty playing will be Carla Davis Cash, Lora Deahl, William Westney, John Hollins, Mayumi Matzen and Susan Wass.

The Fazioli Co. has produced grand and concert pianos for 30 years. The company's factory is in Sacile, a town 35 miles northeast of Venice, Italy. The area is renowned for ancient and prestigious traditions in woodworking. Only 110 pianos are produced each year.

The piano was selected in New York City in April by faculty members Deahl and Westney and was delivered to the Texas Tech campus earlier this summer.

CONTACT: Liza Muse, publicity specialist, School of Music, Texas Tech University, (806) 742-2270 ext. 295, or liza.muse@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 15, 2011

CONTACT: Tricia Earl, patricia.a.earl@ttu.edu
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White House Correspondent Ellen Ratner to Speak at Texas Tech

Ellen Ratner, White House correspondent and bureau chief for the Talk Radio News Service, will speak about her life as a journalist and activist from noon to 1 p.m. Tuesday (Sept. 20) at Texas Tech University.

The event will be held in Room 153 of the Teaching, Learning & Technology Center (TLTC) located on the ground level of the University Library. Her visit is co-sponsored by the Women's Studies Program and Parents, Family & Friends of Lesbians and Gays (PFLAG) of Lubbock.

"We are pleased to have Ms. Ratner speak here on campus and to hear her discuss how she balances her career as a journalist and her activism to fight hunger in Southern Sudan," said Patricia Earl, coordinator and instructor with the Women's Studies Program.

Ratner covers the White House and provides exclusive reports to talk radio stations from the Congress and other government agencies. In addition, she is a credentialed reporter at the United Nations in New York, where Talk Radio News Service has a bureau.

Currently, Ratner is seen on Fox News' "The Strategy Room" and is heard on more than 400 radio stations across the United States. She was the only talk show host granted two interviews with President Bill Clinton.

Ratner is the political editor and Washington bureau chief for Talkers Magazine, the "bible" of the talk media industry. Her latest book, "Ready, Set, Talk! A Guide to Getting Your Message Heard by Millions on Talk Radio, Talk Television, and Talk Internet," was published in July 2006.

A graduate of Harvard and Goddard College in Plainfield Vermont, Ratner is also the author of "The Other Side of the Family: A Book for Recovery from Abuse, Incest and Neglect," published by Health Communications in 1990. In February 1997, Ratner published "101 Ways to Get Your Progressive Ideas on Talk Radio," published by National Press Books and Talkers Magazine. She was executive producer of "Voices from Mississippi" which won the New York Festival's radio award for the talk radio interview/special category in 2006.

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This event is FREE and open to the public. Pre-registration is requested. To register visit the TLTC web site at <https://www.tlhc.ttu.edu> and click on “schedule of events.” For non-TTU personnel please contact the TLTC at (806) 742-0133 to register.

The Women’s Studies Program is a part of the Division of Institutional Diversity, Equity and Community Engagement. For more information on this and other events please visit our web site at <http://www.depts.ttu.edu/wstudies>.

CONTACT: Patricia Earl, coordinator and instructor, Women’s Studies Program, Texas Tech University, (806) 742-4335, or patricia.a.earl@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2011

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

Texas Tech Pop-Culture Expert Available to Discuss Star Wars Blu-Ray Release Some conflicted fans believe George Lucas has turned to the “Dark Side.”

There is a disturbance in the force as director George Lucas releases his blockbuster “Star Wars: The Complete Saga” today (Sept. 16) on Blu-Ray. The long-awaited event is sure to excite many fans; however many die-hards are already said to be up in arms over changes made to the original film.

Texas Tech University humanities librarian, film, comic book and superhero expert, Rob Weiner, is available to discuss the Star Wars series.

“I’m of two minds about this,” Weiner said. “At what point does art stop being art?”

If you want to enjoy the popular space-western in full HD, this box set is a must-have for any Blu-Ray collector. Plus, it comes with 40 hours of special features, including both vintage and current documentaries.

However, the newly remastered films feature controversial sound edits and visual enhancements, which distance the series from its original ‘70s and ‘80s theatrical releases.

“Lucas is so enamored with technology,” Weiner said. “He has always been a visionary in that regard. And yet the original, as it was done in 1977, is what people liked.”

A release of both versions would be an option, but perhaps it is unnecessary.

“Changes or no changes, people will buy it because it’s a phenomenon,” Weiner said. “It’s Star Wars.”

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

CONTACT: Rob Weiner, subject librarian, Texas Tech University Libraries, Texas Tech University, (806) 742-2238 or rob.weiner@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 16, 2011

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

Texas Tech to Commemorate Victory Bells Anniversary

WHAT: Texas Tech University, with the help of the Saddle Tramps organization, will celebrate the 75th anniversary of the first ringing of the Victory Bells following a victory.

WHEN: 2:50-3:05 p.m. Monday (Sept. 19)

WHERE: East tower of Administration Building, 15th Street and Boston Avenue, Texas Tech campus.

EVENT: In 1936, the Victory Bells were given to Texas Tech as a gift and rang for the first time at the graduation ceremony of the 1936 class.

But on Sept. 19, 1936, the bells rang for the first time following a victory, when the Texas Tech football team defeated Texas Wesleyan, 26-7.

Now, the bells ring for about 30 minutes following every Texas Tech athletic victory. The Saddle Tramps, who also are celebrating their 75th year of existence, and High Riders are the only people with the honor to ring out the bells.

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CONTACT: Patrick Gonzales, associate director, Communications and Marketing, Texas Tech University, (806) 742-2136, or patrick.gonzales@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech University Participates in \$4 Million Wind Research Project

Texas Tech University's Wind Science and Engineering Research Center (WISE) will participate in a \$4.1 million research project from the U.S. Department of Energy (DOE).

The award, given to Alstom Wind, is part of a larger DOE effort to lower the cost of energy and shorten the timeline for deploying offshore wind energy systems in the United States. Alstom, is partnering on the project with Texas Tech, The National Renewable Energy Laboratory (NREL), National Wind Technology Center and the Massachusetts Institute of Technology Laboratory for Ships and Platforms Flow.

The project will research and develop advanced control systems and integrated innovative sensors that increase energy production and lower the capital cost of offshore wind turbines, especially those based on advanced floating substructures.

"We are thankful for this opportunity from DOE to make a contribution in advancing offshore wind and look forward to working with our world-class partners, Alstom Wind, MIT and NREL," said John Schroeder, WISE director and co-principal investigator on the project.

"The opportunity to collaborate with Alstom Wind, a major wind turbine designer and manufacturer, NREL and MIT, which are prominent players in wind energy development, will enable us to make an immediate impact on the wind energy industry," said Delong Zuo, assistant professor of civil and environmental engineering and co-principal investigator.

Building upon Texas Tech's expertise in understanding wind and its effects on structures, WISE will contribute to the project by further advancing the knowledge base of wind as well as the loading and performance of wind turbines subjected to various wind regimes. The outcome of the research can be used directly in the design of reliable and efficient large-scale offshore wind turbines and help make wind energy become a truly viable and sustainable energy source upon which the nation can depend.

"This is another wonderful example of our international collaboration in the wind energy space," said Taylor Eighmy, vice president for research at Texas Tech. "These sorts of

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corporate-federal-university collaborations are increasingly the norm and we are grateful for our three partners and our shared research vision. I thank Alstom Wind for the leadership with this project.”

Alstom, a global leader in power generation, power transmission and rail infrastructures, has on-going research partnerships with Texas Tech and the National Institute of Renewable Energy (NIRE) in Lubbock.

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

CONTACT: John Schroeder, director, Wind Science and Engineering Research Center, Texas Tech University, (806) 742-3476 ext. 342 or john.schroeder@ttu.edu.



TEXAS TECH UNIVERSITY

FOR IMMEDIATE RELEASE

DATE: Sept. 19, 2011

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
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Texas Tech Commemorates 75th Anniversary of Victory Bells

They first rang Sept. 19, 1936, following a football win over Texas Wesleyan.

The Victory Bells will ring out today just like they do following any other athletic triumph by Texas Tech University. Only this time, their ringing commemorates an anniversary.

Members of the Saddle Tramps organization will ring the Victory Bells at 2:50 p.m. today, 75 years after the bells first rang following a Texas Tech victory.

The Victory Bells, donated by the senior class of 1936, first rang during that year's graduation ceremony. But the first time they rang following a victory came on Sept. 19, 1936, when the Texas Tech football team defeated Texas Wesleyan 26-7. A tradition was born that day and has remained strong for more than seven decades.

Arch Lamb, the founder of the Saddle Tramps, was in charge of the ringing the Victory Bells back in 1936. And today, only members of the Saddle Tramps and High Riders are allowed to ring the bells for NCAA victories and special occasions.

The Victory Bells, one large and one small, weigh 1,200 pounds and hang in the east tower of the Administration Building.

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CONTACT: Patrick Gonzales, associate director, Communications and Marketing, Texas Tech University, (806) 742-2136, or patrick.gonzales@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2011

CONTACT: Courtney Burns, public relations chair, *Texas Tech Law Review*
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William K. Suter, U.S. Supreme Court Clerk, to speak at Law School

The Honorable William K. Suter, clerk of the Supreme Court of the United States, will speak at the Texas Tech University School of Law at noon Friday (Sept. 23), in the law school's Lanier Auditorium. The event is part of the Walter B. Huffman Distinguished Lecture Series.

Suter's speech, "Supreme Court Report," has been approved by the Texas State Bar for .75 hours of continuing legal education (CLE) credit. The Lubbock community is encouraged and invited to attend. There is no cost for the event, for which the R21 parking lot north of the law school will be open to visitors beginning at 11:30 a.m.

The 19th clerk of the Supreme Court of the United States, Suter has held the position since 1991. His responsibilities include managing the Supreme Court's docket and calendar and overseeing the Supreme Court Bar. He also attends all oral arguments at the court.

Suter earned his bachelor's degree at Trinity University in San Antonio and obtained his doctor of jurisprudence from Tulane University School of Law in New Orleans. He was admitted to the bar in 1962. A retired major general, Suter has served in the Army in numerous roles, including teaching new judge advocates at the Judge Advocate General's School in Charlottesville, Va. He served as Acting Judge Advocate General of the Army, Chief Judge of the U.S. Army Court of Military Review, Commander of the U.S. Army Legal Services Agency, and Commandant of the Judge Advocate General's School. He received the Bronze Star for his service in Vietnam and was also awarded the Distinguished Service Medal.

The Walter B. Huffman Distinguished Lecture Series was established in April 2010. Sponsored by the *Texas Tech Law Review*, the lecture series is in honor of Huffman, former editor-in-chief of the Law Review, former dean of the Texas Tech School of Law and retired major general of the U.S. Army. Each year, the *Texas Tech Law Review* hosts a Huffman Lecture and publishes a related article in one of its four annual books. Previously, the *Texas Tech Law Review* hosted legal scholar Arthur R. Miller, who delivered the first lecture in the Walter B. Huffman lecture series. The title of Miller's address was, "Are the Federal Courthouse Doors Closing: Whatever Happened to the Federal Rules of Civil Procedure?"

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Early Head Start Earns NAEYC Accreditation

National association endorses early childhood programs according to health, safety and education standards.

Texas Tech University Early Head Start has earned reaccreditation from the National Association for the Education of Young Children (NAEYC), the nation's leading organization of early childhood professionals.

Early Head Start (EHS), a partnership between Texas Tech and the Lubbock Housing Authority, focuses on providing assistance to pregnant women and families with children between the ages of six weeks and three years.

The NAEYC accreditation system was created to set professional standards for early childhood education and help families identify high-quality preschools, child care centers and other early education programs.

"It's a point of professional pride," said Stephanie Shine, EHS grant manager. "We feel we represent the best of the child care community, and we want to offer the best to our children and families."

To earn accreditation, EHS and its services are measured against the 10 NAEYC Early Childhood Program standards and more than 400 related accreditation criteria.

EHS director Denise Stovall said the accreditation is a culmination of two years of hard work.

"It's a very lengthy and involved process," Stovall said. "Even before the on-site visit by NAEYC assessors, we must complete a one-year self-study that includes questionnaires to parents, teachers and administrators."

NAEYC-accredited programs are also subject to unannounced visits during their accreditation, which lasts for five years.

"The NAEYC accreditation system raises the bar for child care centers and other early childhood programs," said Jerlean E. Daniel, executive director of NAEYC. "Having

earned NAEYC accreditation is a sign that Early Head Start is a leader in a national effort to invest in high-quality early childhood education.”

Of the more than 7,000 NAEYC accredited programs, Early Head Start is one of only four located in the Lubbock area. The program serves the Estacado High School district boundaries, and is free to those who qualify.

To learn more about Early Head Start, located at 515 N. Zenith, visit <http://www.depts.ttu.edu/earlyheadstart/>.

For more information about the NAEYC, visit www.naeyc.org.

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

CONTACT: Denise Stovall, director, Early Head Start, College of Human Sciences, Texas Tech University, (806) 765-2737 or denise.stovall@ttu.edu; or Stephanie Shine, grant manager, Early Head Start, College of Human Sciences, Texas Tech University, (806) 742-3000 or Stephanie.shine@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 20, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu

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Texas Tech Kicks Off Neighbor to Neighbor Program in Tech Terrace Area Texas Tech Student Health welcomes neighborhood students with information.

Texas Tech University's Student Health Services will kick off its annual Neighbor to Neighbor program from 4 p.m. until dusk Wednesday (Sept. 28) in the Tech Terrace neighborhood.

University representatives will be walking door to door welcoming students to the area and distributing packets of information addressing alcohol issues, roommate relationships and tips for being a good neighbor. Neighbor to Neighbor participants will also provide packets for community members.

"This program is designed to provide students who live off campus with information currently provided to on-campus students in an effort to prevent alcohol-related problems before they start," said Delia Tibbs, health educator for Student Health Services.

"The program is also aimed at promoting good relationships between Texas Tech students and residents in the Lubbock community," Tibbs said. "We want to help prepare our students to make a positive contribution to their neighborhoods."

The Neighbor to Neighbor Program is an effort of Student Health Services and the Alcohol Prevention Coalition, comprising organizations from both the Texas Tech campus and the Lubbock community.

CONTACT: Delia Tibbs, health educator, Student Health Services, Texas Tech University, (806) 743-2844 ext. 290 or at delia.tibbs@ttuhsc.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 22, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech's Rawls College of Business Hosts Best Buy Founder

- WHAT:** Texas Tech University's Rawls College of Business Chief Executives' Roundtable Speaker Series
- WHEN:** 11:30 a.m. Friday (Sept. 23)
- WHERE:** Valley of Lubbock Scottish Rite, 1101 70th Street
- EVENT:** The Rawls College of Business will host Richard M. Schulze, founder of Best Buy, a Fortune 500 consumer electronics company. Schulze, now the chair of Best Buy's board of directors, served as CEO until June of 2002.

Having his first job as a paperboy when he was eleven, Schulze entered the military instead of attending college. After working with his father in the electronics industry, he founded his own company, The Sound of Music.

In the early 1980s, Schulze expanded his business and renamed it Best Buy when he saw small music outlets could not survive in a rapidly changing industry. He used the concept of non-commissioned advisors instead of commissioned salespeople.

Schulze established the Schulze School of Entrepreneurship at the University of St. Thomas in St. Paul, Minn. He also serves on the board of trustees for the university and is chairman of the Opus College of Business in Minneapolis.

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CONTACT: Alice Oles, unit coordinator of alumni relations/external relations, Rawls College of Business, Texas Tech University, (806) 742-3188 or alice.oles@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Texas Tech First in West Texas to Host Women's Leadership Symposium

Texas Tech University, in cooperation with the Texas Diversity Council, will become the first in West Texas to host the Women in Leadership Symposium at 8:30 a.m. Wednesday (Sept. 28) at the Merket Alumni Center.

This year's conference, themed "Women in Leadership: Rising Above the Ordinary," features a panel discussion of corporate and organizational leaders within the West Texas community.

Renee Davis, moderator and Alderson Enterprises inventory manager, said the event is not only significant for Texas Tech, but also for West Texas.

"The National Women in Leadership Program is held in various cities across the U.S.," Davis said. "This is the first year that the Texas Diversity Council will host the event in West Texas, and it will recognize women leaders in our region."

The event will highlight a diverse group of women in West Texas who have demonstrated strong leadership in their professions, communities and families. It will explore their personal leadership approaches, while offering insight and advice to other professionals seeking leadership growth.

"The group of women leaders participating in the symposium is perhaps the most appealing aspect because of their diverse backgrounds, education, and professions," Davis said. "The opportunity to hear from them, ask questions and engage in dialogue will be a unique experience."

Registration begins at 7:30 a.m. with an individual donation cost of \$45. Participants can also find out more and register online at www.texasdiversitycouncil.org.

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CONTACT: Renee Davis, moderator, Alderson Enterprises, (806) 441-7687 or rdavis@alderson.com.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 23, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
(806) 742-2136

Quick Response Codes Help Students Tour Library

Patrons of the Texas Tech University Library can now use quick response (QR) codes to take audio tours of the building.

QR codes can be found throughout the library, and visitors can scan these codes to listen and learn about the library's offerings.

Students are encouraged to begin their tour in the Croslin Room, and then follow the codes' instructions to locate the other tour stops, such as GroupWorks, personal librarians and the Digital Media Studio.

QR code readers are usually free and can be downloaded on most portable devices. Library personnel suggest i-nigma or ScanLife. Users should have access to the Internet and a camera on the portable device.

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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: Sept. 23, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Debaters Open Season Strong, Tech Named Top Overall School

Texas Tech University's debate team opened its 2011-2012 season with a win and was named the top overall school at two tournaments held September 16-18 at William Jewell College in Liberty, Mo.

The performance was highlighted by the tournament championship won by 2010 national champion Adam Testerman and new partner Joey Donaghy.

"You cannot ask for a better opener to the season than we just had," said Joe Gantt, head coach for the team. "Every member of our team contributed to our sweepstakes win, from our most experienced debaters to our newest debaters. We have been working incredibly hard over the last month to get ready for a competition as difficult as we saw in Liberty, and the results show that the hard work paid off. I believe this will be a special year for Texas Tech debate."

The William Jewell College tournaments serve as the kickoff to the parliamentary debate season. Sixty teams representing schools from 11 states attended the events.

The competition was no problem for Donaghy, a sophomore communication studies major from Coppell, or Testerman, a senior communication studies major from Springfield, Mo. The pair lost only one debate and won nine on their way to the championship of the first tournament – the Cardinal Classic. The highlight of the tournament was a final round win, beating a strong team from Washburn University, which was the 2011 national runner-up.

Other strong performances at the Cardinal Classic included a fifth place finish for Laci Kennedy, a junior political science major from Bozeman, Mont., and partner JT Seymore, a junior communication studies major from Holliday.

In the junior varsity division, Jett Elliott, a freshman chemistry major from Clear Lake, and partner Zach Wesley, a freshman communication studies major from Crandall, finished in second place. Another notable accomplishment came from the team of Tyler Cashiola, a junior communication studies major from Deer Park, and Kevin Thompson, a freshman political science major from Rising Star. This team advanced to elimination rounds in the varsity division in Thompson's first intercollegiate debate tournament.

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The second tournament continued Texas Tech's success, as Donaghy and Testerman finished in third place, losing to host William Jewell in the semifinals. Elliott and Wesley again placed second in the junior varsity division, and Kennedy and Seymore as well as the team of Sean Riegert, a senior political science major from Clear Lake, and Luran Schaefer, a senior communication studies major from Sonora, advanced to the elimination rounds reserved for the top teams at the tournament.

The strong combined performances earned Texas Tech Debate its first ever sweepstakes championship at William Jewell, an award given to the top school at the two tournaments combined. Additionally, Donaghy, Riegert, Schaefer, Seymore and Testerman were all named among the top 20 individual speakers at the tournaments.

The team will travel to the United States Air Force Academy tournament next, held Sept. 30-Oct. 2 in Colorado Springs, Colo.

CONTACT: Joe Gantt, director of forensics, Texas Tech University Debate,
joe.gantt@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
(806) 742-2136

Red Raiders Publish Book to Honor Fallen Vietnam Veteran

Following an investigation into the heroic wartime death of his close friend, a former Red Raider took his memories to the page in a book recently published by the Texas Tech University Press, "David and Lee Roy: A Vietnam Story."

When David Nelson, co-author, and childhood friend, Lee Roy Herron, joined the Marine Corps as officers in the 1960s, life took them in different directions. Nelson served as a JAG officer while Herron fought and lost his life on the front lines of the war in 1969.

Refusing to let the memory of Herron die with him, Nelson set out on a quest to find out what really happened in the last days of his close friend during the Vietnam War.

After years of searching through military archives, speaking to friends and family back in West Texas and visiting Vietnam battle sites, Nelson discovered truths that caused him to rethink the nature of fate, friendship and heroism.

Following his investigation, Nelson spearheaded a memorial ceremony for Herron on March 3, 2001, in their hometown of Lubbock, and the mayor declared it Lee Roy Herron Day.

"We had about 150 people attend the ceremony, which was held in the beautiful Hall of Nations," Nelson said. "We had numerous speakers, including Marines who served with Lee Roy, high school friends, Lee Roy's sister Jane, and then-Chancellor John Montford."

At that ceremony the Lubbock High School class of 1963, of which Herron served as student body president, presented an endowed scholarship in Herron's name to the Vietnam Center at Texas Tech. Today, this scholarship now approximates \$250,000.

Two individuals in attendance at the ceremony were Randy Schiffer, former Marine and professor at the Texas Tech University Health Sciences Center, and Jeff Whitley, then a Texas Tech development officer.

"Not too long after the ceremony, Whitley suggested that a book should be written about Lee Roy," Nelson said. "We did some preliminary planning over the next couple of years. Then in 2005 Randy also suggested that a book should be written about Lee Roy."

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It was decided. Whitley did some interviewing and helped scan old photos, while Nelson and Schiffer combined their skills and resources to write the book.

“It is my desire for as many people as possible to know about Lee Roy—his selfless heroism in Vietnam, his love of country and the Marine Corps, and his love of God and of his family,” Nelson said. “He truly was an amazing man who had a positive influence on all. The book also reminds people that the overwhelming majority of our veterans who served in Vietnam did so honorably. They should have been honored and respected just as our veterans of today are.”

Nelson and Schiffer will be available to sign copies of the book at 7 p.m. on Sept. 30 at Barnes and Noble at the South Plains Mall and between 10 a.m. and 2 p.m. on Oct. 1 at United Supermarket at 50th Street and Indiana Ave.

Edited by Vietnam Center and Archives director Steve Maxner, the book is part of the Modern Southeast Asia series and can be purchased by visiting www.tupress.org or calling (806) 742-2982.

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

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Kicks Off Neighbor to Neighbor Program in Tech Terrace Area
Texas Tech Student Health welcomes neighborhood students with information.

- WHAT:** Texas Tech University's Student Health neighborhood welcome
- WHEN:** 4 p.m. until dusk Wednesday (Sept. 28) Tech Terrace neighborhood
- WHERE:** Tech Terrace neighborhood. The group will gather to register at Wagner Park, 26th Street and Elgin Avenue, prior to canvassing the neighborhood.
- EVENT:** University representatives will be walking door to door welcoming students to the area and distributing packets of information addressing alcohol issues, roommate relationships and tips for being a good neighbor. Neighbor to Neighbor participants will also provide packets for community members.

The Neighbor to Neighbor Program is an effort of Student Health Services and the Alcohol Prevention Coalition, comprising organizations from both the Texas Tech campus and the Lubbock community.

CONTACT: Delia Tibbs, health educator, Student Health Services, Texas Tech University, (806) 743-2844 ext. 290, or delia.tibbs@ttuhsc.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 26, 2011

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu
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Texas Tech Presidential Lecture & Performance Series Announced

The 2011-2012 Presidential Lecture and Performance Series at Texas Tech University will feature leading scholars and artists from around the world.

- **Oct. 28:** author and journalist Michael Pollan will speak at the Allen Theatre. Pollan was named to the 2010 Time Magazine 100 and has authored four New York Times best sellers.
- **Nov. 11:** American jazz drummer T.S. Monk will play at the Allen Theatre. Monk has received the New York Jazz Awards first annual "Recording of the Year" award and Downbeat's prestigious 63rd annual Album of the Year Reader's Choice Award for "Monk on Monk," an 80th birthday anniversary tribute album to his father, the jazz legend Thelonius Monk.
- **Feb. 17:** Ailey II will perform at the Allen Theatre. Ailey II is a critically acclaimed dance company that presents dazzling performances and innovative community programs across the country and internationally.
- **March 30, 2012:** Indian classical musician Anoushka Shankar will perform at the Allen Theatre. She will perform unique sitar music as well as a variety of other genres, including electronic, jazz, flamenco and western classical music.
- **April 20, 2012:** former United States Poet Laureate Bill Collins will appear at the Allen Theatre. His last three collections of poems have broken sales records for poetry. This program was funded in part by a grant from the Sybil B. Harringtons Endowment of the Arts of the Lubbock Area Foundation.
- **April 29, 2012:** The Santa Fe Opera will perform at Hemmle Recital Hall.

General Admission tickets are \$15 and are available through all Select-A-Seat locations or by calling (806) 770-2000. Texas Tech students will receive one free ticket with valid ID at the Student Union Building information booth located at the entrance to the Allen Theatre on the campus of Texas Tech.

CONTACT: Jo Moore, Presidential Lecture & Performance Series, (806) 742-0700
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 27, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech STEP 2 Program Recognized for Excellence in Education Partnership with South Plains College to complete teaching credentials flourishes.

A partnership between Texas Tech University's College of Education and South Plains College is being recognized nationally as an example of education excellence.

Excelencia in Education honored the STEP 2 program, among others, today (Sept. 27) at the Celebración de Excelencia in Washington, D.C.

STEP 2 is a student support services program that assists transfer students from South Plains College that have completed their Associates of Arts in Teaching and desire to obtain certification to teach from a four-year institution. STEP 1 is to complete that. STEP 2 is to transfer to Texas Tech's College of Education.

"As has been well-documented, Latinos that begin college at a community college are highly unlikely to complete the two-year program and even less likely to transfer to a four-year college," said Janie Ramirez, administrator of outreach programs in the College of Education. "Our program has a 100 percent track record in graduating Latino students."

The partnership between SPC and Texas Tech began in 2005 with the first cohort of transfer students. STEP 2 has served 124 students with an average of 29 students in the program each semester.

According to Excelencia in Education, by 2025 nearly one-quarter of the nation's college-age population will be Latino, but not enough are earning college degrees. Excelencia is working to promote practices on the graduate and undergraduate levels that support the success of more Latino students. The Examples of Excelencia initiative asks for nominations of programs and departments that show effectiveness in serving Latino students and all students.

STEP 2 was selected from nearly 200 nominations. The recognition includes a \$5,000 donation to the program to support its ongoing success.

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

CONTACT: Janie Ramirez, outreach programs administrator, College of Education, Texas Tech University, (806) 742-1998 ext. 459, or janie.ramirez@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Expert: Tyson Foods Ground Beef Recall Prompts Discussion of Food Safety

Pitch

The U.S. beef industry has made great strides in food safety, even amid the news that Tyson Fresh Meats Inc. is recalling about 131,300 pounds of ground beef in Ohio-area Kroger stores that might be contaminated with E. coli.

Expert

Guy Loneragan, professor of epidemiology and animal health, (806) 742-2805 ext. 268, guy.loneragan@ttu.edu.

Talking Points

- The beef industry and government regulators take food safety seriously and are working to remove the implicated product from the marketplace as quickly as possible.
- During the years, the beef industry has invested tremendously in controls to eliminate E. coli O157 from the beef supply; the outbreak informs us that while the beef industry has made great strides, additional opportunities for improvement remain.

Quotes

- “Thanks to improving outbreak detection systems at the state and federal level, we now identify these outbreaks earlier and more precisely so that recalls can be initiated sooner.”
- “Texas Tech researchers have (and continue to be) part of the research efforts to discover and develop new technologies to better control E. coli O157 in animals and during the harvest process. A large and vibrant food safety research portfolio exists at Tech and researchers work closely with industry and public health officials.”

Follow [Texas Tech Food Safety](#) on Facebook.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2011

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
(806) 742-2136

Fallen Friend of Texas Tech Alum to be Honored by City of Lubbock

- WHAT:** Lubbock Mayor Tom Martin will officially proclaim Friday (Sept. 30) as “Lee Roy Herron Day.”
- WHEN:** 6 p.m. Thursday (Sept. 29)
- WHERE:** Formby Room, Southwest Collections Library, 15th Street and Detroit Avenue, Texas Tech University campus
- EVENT:** Herron is the subject of the recently released book “David and Lee Roy: A Vietnam Story,” co-authored by Texas Tech alum David Nelson and former Texas Tech University Health Sciences Professor Randy Schiffer.

The book, published by Texas Tech University Press, is the story of the childhood friendship between Nelson and Herron. Herron later fought and lost his life on the front lines of the Vietnam War in 1969. Refusing to let the memory of Herron die within him, Nelson set out on a quest to find out what really happened in the last days of his close friend. What he learned caused him to rethink the nature of fate, friendship and heroism—and touches lives even today.

Nelson also will visit Herron’s mother, who lives at Slaton Care Center (630 S. 19th St., Slaton, Texas) to present her with an inscribed copy of the book at 10:30 a.m. Thursday.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2011

CONTACT: Steve Peterson, steve.peterson@ttu.edu
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University College Experiences Record Enrollment Growth

Texas Tech University's University College is enjoying record growth, with the number of degree-seeking students increasing by 219 percent since the Fall 2010 semester.

The unique degree programs offered by University College, along with the option to take coursework online or at one of Texas Tech's five regional sites, contribute to the jump in enrollment. The flexibility of University College's offerings are appealing, not only to on-campus students looking to individualize their degree plan, but also to the non-traditional college student, since courses can be taken in Lubbock, online or at the regional sites.

"With the availability of online courses and resources close to home, I've been able to work a full-time, 40-hours-per-week job while getting my degree," said Kenny Boshier, a Bachelor of Arts in University Studies student from Texas Tech's Waco site.

Besides Waco, other regional sites include El Paso, Fredericksburg, Highland Lakes and Junction. Each provides individuals in those respective regions the opportunity to pursue an education at Texas Tech without having to uproot their lives.

Kristl Ferguson, a Bachelor of Science in University Studies student, lives in Fredericksburg and enjoys the convenience of the regional site.

"Living in Fredericksburg, and working full-time make it virtually impossible for me to take courses in San Antonio or Austin and have to make the 60- to 90-minute commute," she said. "I was very excited to discover a regional site of an accredited and reputable school here in town. I am very grateful that Texas Tech has a presence in Fredericksburg."

University College offers four programs leading to bachelor's degrees which include the Bachelor of Arts in University Studies, the Bachelor of Science in University Studies, the Bachelor of Arts of General Studies and the brand new Bachelor of Science in Wind Energy.

The Bachelor of University Studies degree allows students to earn either a Bachelor of

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arts or a bachelor of science degree by choosing three areas of concentration. This takes the place of the typical degree plan's single college major, and provides University Studies' students the chance to customize their degree plan.

Similarly, the Bachelor of Arts of General Studies degree also requires students to choose three areas of concentration. In this program, though, two of the concentrations must be from the College of Arts and Sciences.

The Bachelor of Science in Wind Energy (BSWE) is a brand new program offered by Texas Tech, and is the only undergraduate-level wind energy degree program offered in the nation. The BSWE will prepare students for careers in the quickly-growing wind energy field. This degree is currently only offered on the main campus in Lubbock.

University College's online and regional site programs are set up for providing the best service to students, who might otherwise be limited in finding the time to pursue a college education.

"If not for Tech, I don't think that it would have been possible for me to attend a distant university, and even if so, the price of fuel and the loss of income due to decreased work hours would have made it prohibitive," said Lenard White, a Bachelor of Science in University Studies student at Texas Tech's Fredericksburg site.

As of this fall, 1,041 degree-seeking students are enrolled in University College, which is significantly higher than the 475 enrolled at this time last year. The flexibility and personalization of the baccalaureate programs should continue to appeal to future students looking for educational opportunities that can accommodate their individual situations or to students interested in a career in wind energy.

"I highly recommend that anyone looking for a degree – but struggling with either time, money, or both – to explore the opportunities with Texas Tech's distance education," said White. "You'll be glad you did. I know I am."

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Cultural Heritage Research Symposium to Honor Texas Tech Professor

Known to students for his exceptional teaching and mentoring, Professor John White is known to the nation for his significant contributions to the completion of important preservation documentation projects, such as the Statue of Liberty and George Washington's 1776 Sleeping Marquee.

Texas Tech University's College of Architecture will celebrate White's work through its Cultural Heritage Research Symposium on Friday (Sept. 30) from 9 a.m. to 12 p.m. in the College of Architecture gallery.

Occurring in addition to the symposium, are tours for special guests and an invitation-only reception beginning at 7 p.m.

Elizabeth Louden, a professor in the college, has collaborated with White for more than 20 years and said White's contributions to the College of Architecture, Texas Tech University and the U.S. citizenry as a whole are immeasurable.

White's records and the documentation projects discussed during the symposium will help researchers and historians reconstruct the past and learn about the area once those buildings no longer exist.

"We want to record buildings for the future," Louden said. "It helps tell the story of our history and our culture."

The research symposium is open to the public and features keynote speaker David Woodcock, a former professor and director emeritus at the Center for Heritage Conservation at Texas A&M University. Woodcock will speak regarding "Conservation, Preservation Practice and the Academy." Other research presenters include Rima Ajlouni, Brian Zugay, Javier Gomez, Matt Henson, with Louden acting as moderator.

Tours of RestorHaus Wood Preservation Specialization, Texas Bronze Metal Studio and the National Ranching Heritage Center are available, but are limited in number. Interested parties should contact Louden at elizabeth.louden@ttu.edu.

The private evening event, titled "John P. White, Dean of HABS (Historic American Building Survey)," will be run by Paula Dolinsky of the National Park Service and will focus specifically on White.

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“The remarkable thing about Professor John White is his consistency and persistence in recording history of the U.S. for posterity,” Louden said. “He spent his career mentoring students and teaching them the value of history built by architecture and fostering respect for the history of architecture. He is kind, cheerful, generous of spirit and full of knowledge.”

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: Sept. 28, 2011

CONTACT: Leslie Cranford; leslie.cranford@ttu.edu
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Homecoming 2011: Look for Traditions and New Additions to the Week Despite location and venue challenges, the week is filled with ways to celebrate.

Texas Tech University will celebrate Homecoming Oct. 12-16 with five days of events and activities.

Several factors, internal and external, collided on the calendar to compel changes to the expected schedule of events, according to Jon Mark Bernal, associate director of the Student Union & Activities.

“Due to Fall Break occurring at the beginning of the week as well as the current Lubbock County burn ban, we have to adjust this year’s Homecoming week schedule,” Bernal said. “The biggest adjustment for people will be the location and events of our traditional Friday night Pep Rally/Bonfire. Typically we would have it on the interior of campus, but because Taylor Swift is also performing that night at the United Spirit Arena, we have moved locations to allow for more parking and easier flow in and out of the Pep Rally.”

All Friday night events will be at the John Walker Soccer Complex on the southwest corner of 10th Street and Texas Tech Parkway. Fans are invited to support the Texas Tech Homecoming soccer game vs. Kansas at 7 p.m. Admission is free with a Kansas State football ticket, with free busing to and from the soccer complex for on-campus students.

“We also will not be holding the Bonfire portion of our program this year but instead will be displaying a new piece to this year’s Homecoming – the Flaming Double T – which will be a unique thing for people to see during this year’s Pep Rally,” Bernal said.

Banner displays based on this year’s musical theme, “iTech ... Who’s on your playlist?” will be featured in the Student Union Building throughout the week beginning Oct. 11. Spirit boards painted by various campus organizations will be displayed at the Broadway Avenue entrance to campus.

This year’s homecoming events include:

Oct. 12 (Wednesday)

- Make Your Own Music Video will be available from 10:30 a.m. – 2 p.m. in the Student Union Ballroom.

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- Homecoming Kickoff will take place at noon in the North Plaza outside the Student Union. Enjoy free food and live music by Little Wolf.
- Members of various Texas Tech student organizations will compete in Student Organization (S.O.) Sing at 8 p.m. in the United Spirit Arena.

Oct. 13 (Thursday)

- Preston Pugmire, a unique one-man band furnishing all of his own beats, guitars, bass and vocals will perform from noon – 1 p.m. in the Student Union Courtyard.
- The Techsan Memorial will take place at 5:30 p.m. in Memorial Circle to honor students, faculty, staff and alumni who have passed away.

Oct. 14 (Friday)

- The Homecoming Court and Spirit Board winners will be announced at the Rowdy Raider Rally at noon in the North Plaza outside the Student Union.
- The Texas Tech Alumni Association will sponsor the Top Techsan Luncheon at noon in the Merket Alumni Center.
- The annual Homecoming dinner and reception, A Matador Evening, will be held at 6 p.m. in the Merket Alumni Center, sponsored by the Texas Tech Alumni Association.
- Support Texas Tech soccer vs. Kansas at 7 p.m. at the John B. Walker Soccer Complex. Admission is free with a Kansas State football ticket, with free busing to and from the soccer complex for on-campus students.
- Students are invited to show their Texas Tech spirit at the Pep Rally featuring a flaming Double T, immediately following the soccer game at the John B. Walker Soccer Complex.

Oct. 15 (Saturday)

- Homecoming Parade at 10 a.m. (subject to change based on game time), will begin at Broadway and Avenue V and end at 18th street between Boston and Flint on campus.
- RaiderGate will feature country singer Johnny Cooper. Gates open four hours before kickoff.
- Texas Tech will face Kansas State at Jones AT&T Stadium. The king and queen will be crowned at halftime.

Oct. 16 (Sunday)

- Support Texas Tech soccer vs. Texas at 7 p.m. at the John B. Walker Soccer Complex. Admission is free with a Kansas State football ticket.

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: Sept. 28, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech University and El Paso Community College Receive \$5.9 Million Grant to Expand Innovative Joint Architectural Program

Texas Tech University (TTU) in partnership with El Paso Community College (EPCC) will receive a Department of Education \$5.9 million cooperative Hispanic-Serving Institutions – Science, Technology, Engineering and Math (HSI-STEM) grant over a five year period to expand its innovative 2+2 architectural program targeting Hispanic students in the El Paso region.

The program has the potential to serve as a national model for increasing Hispanic student educational access and facilitating student transition from community college to university in the STEM field of Architecture.

“Less than two percent of the nation’s architects are Hispanic. Given the large Hispanic population in the El Paso region, we knew that El Paso would serve as a great incubator for this innovative 2+2 architecture program,” said Valerie Paton, co-principal investigator who also serves as the vice provost for Planning and Assessment and interim dean of University College at Texas Tech.

In 2007, Texas Tech and El Paso Community College launched a pilot 2+2 joint architecture program in El Paso. The intent was to draw students from the region through El Paso Community College or other regional community colleges and then later to Texas Tech.

Upon completion of an associate’s degree, students then transfer to complete a Bachelor of Science in Architecture through TTU College of Architecture - El Paso, Texas Tech’s regional site located on the EPCC campus.

The program coordinators and advisors work closely with students in the program to ensure a seamless transfer. This enables students from El Paso to pursue a Bachelor of Science in Architecture from Texas Tech without ever having to leave El Paso.

The initial results have been impressive and the program has already graduated more than 30 students with the majority of those students being Hispanic. The grant funds will

provide funding to expand advising for architecture students, tutoring and peer mentoring, faculty development, and construction of a joint-use facility.

“This award includes more than \$1 million in operating funds over five years for Texas Tech, and more than \$4 million for a joint architecture facility for EPCC and TTU,” said Andrew Vernooy, dean of Texas Tech’s College of Architecture and co-principal investigator. “By expanding this model program, we hope to continue increasing the number of Hispanic and other under-served populations of students attaining degrees in the fields of science, technology, engineering, or mathematics.”

In addition to receiving the grant, the National Architectural Accrediting Board (NAAB) is observing this program, among others, and is also conducting additional study of the role of community colleges in NAAB-accredited programs to determine whether such relationships should be addressed in the next edition of *The NAAB Conditions for Accreditation*.

“Not only will this program impact the number of graduates and certified professional architects in the U.S., but it also has the potential to serve as a replicable national model for Hispanic student access from community college to university in the STEM field of Architecture. It may alter the profile of professional education in architecture across the state of Texas and the nation,” said Paton.

In 2008, Texas Tech was awarded a similar grant for \$5 million over a three year period, in partnership with El Centro College, Texas Tech Biology, and the Trinity River Audubon Society. Paton said that the collaboration with community colleges on these grants has expanded access for under-represented students to begin work at the regional community college and complete their undergraduate degree at Texas Tech.

About the Joint Program

In 2007, El Paso Community College and Texas Tech University jointly implemented a 2+2 architectural program that is unique in the nation for its model communication practices and emphasis on program development based on local community and student needs. This joint partnership includes a unique architecture degree pathway beginning in a community college and continuing to a university, supported by the National Architectural Accrediting Board (NAAB). For more information, visit www.elpaso.ttu.edu.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 28, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Junction Researchers Assisting State to Save Guadalupe Bass in South Llano River

They stand in the waters of the South Llano River whipping their rods back and forth before landing their flies on the top of the water. There's a swirl, and the bait disappears. The anglers are in for a good fight.

But it's not trout they're catching, said Tom Arsuffi, director of Texas Tech University's Llano River Field Station in Junction. It's the Guadalupe bass; Texas' state fish that occurs only in the Hill Country.

And while purebred Guadalupe bass numbers have decreased dramatically in recent years, he and others are developing ways to keep them from disappearing in the South Llano with the Texas Parks and Wildlife Dept.'s (TPWD) year-old, \$1.4 million Guadalupe Bass Restoration Initiative.

"The Guadalupe bass is our keystone species as part of the key initiative," Arsuffi said. "It's the state fish of Texas and our poster child. Many things impact our state fish, including loss of habitat, pollution, water quality and hybridization with smallmouth bass. One of the goals is how to deal with smallmouth bass and get our purebred Guadalupe bass back."

The Guadalupe Bass Restoration Project, borne from older initiative, is a Texas Parks and Wildlife Dept. initiative funded by the National Fish and Wildlife Foundation to restore eight keystone bass species throughout the Southeastern United States.

Hybridization is, by far, the largest threat to the Guadalupe bass, said Gary Garrett, program director of watershed policy and management for TPWD. He's been watching the effects of smallmouth/Guadalupe hybridization since the late 1980s.

Since the smallmouth's introduction in 1974 by TPWD, up to 35 percent of Guadalupe River populations of Guadalupes had hybridized in some areas, he said. In the Blanco River, Guadalupes were completely bred out. Once established, the hybrids excellent fertility and more aggressive tendencies tend to drive out the native bass species.

For now, hybrids comprise only 3 percent for now in the South Llano. Garrett surmised that the river's near-pristine conditions may have given the Guadalupes the advantage,

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but also said it might be the smallmouth/hybrid intrusion is relatively recent. Either way, the Guadalupe's foothold isn't guaranteed.

In April, Garrett said the Guadalupe Bass Restoration Initiative restocked affected areas of the South Llano with 17,000 purebred fry. Researchers hope to flush out smallmouth and hybrids by strategically stocking areas with purebred Guadalupe bass, eventually breeding out the interlopers. This dilution of genetic pollution method has worked in the headwaters of the Guadalupe River.

What makes this particular program different from the rest is that it isn't an 11th-hour fix that may or may not work. Garrett called it an ounce of preventative medicine that, invariably should cost less than the pound of cure. Because of the relatively low-impact of hybridization, researchers can use the South Llano as a proving ground, then use the successful approach in more stricken areas.

The purebred breeding project is one of 12 programs attached to the restoration project that includes education and conservation of the river and surrounding land. Six already are in place, while six more await implementation.

"We're very up front with donors that this is much more than a one-species fish project," Garrett said. "That gets people's attention. In addition to resolving hybridization, we want to preserve these high-quality habitats not only for the Guadalupe bass, but for all the organism and humans that live there. It's a great way to bring together that concept."

But not only that, the program has created an auxiliary alliance with private landowners on the South Llano River who are keen on assisting to help the Guadalupe recover as well as protect the near-pristine conditions of the waterway that runs through their land.

"With this watershed conservation approach, a critical component is working with existing landowners in terms of what happens on land and in the watershed affects rivers and streams and the Guadalupe bass," Arsuffi said. "We developed a relationship with the South Llano River Watershed Alliance. It's a proactive group of landowners and stakeholders to protect the Llano River watershed and rivers and streams within that watershed. They'll be instrumental in helping with this project."

Arsuffi said that since the South Llano runs directly through campus, researchers will use parts of the river and campus for educational purposes that include best brush control practices, rainwater harvesting and examples of best management practice models for landowners to learn from and implement on their own property. Also, the Llano River Field Station is developing a land and river interpretive trail system that explains what Texas Hill Country ecosystems and organisms reside in the area for students, hikers, Kayakers and canoers.

"It's a whole lot cheaper and more effective to recognize issues in a watershed early," he said. "It's more cost effective than waiting until they're so polluted that you can't swim in them or fish in them anymore. The South Llano River Watershed Alliance is believed



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to be the only pro-actively formed group of watershed stakeholders in Texas. There are comparable alliances out there, but they form only after a river becomes so polluted something has to be done. We've got a healthy river with a few issues, and we want to decide how we keep it healthy.”

Small landowner Scott Richardson is president of the South Llano Watershed Alliance, said he and others in the alliance were unaware of the problems Guadalupe bass faced until organizers with the Guadalupe Bass Restoration Initiative contacted them last year.

Though different landowners in the Alliance have different objectives, most everyone acknowledges the importance of conserving and preserving the water as well as the land around it, he said. Helping the purebred bass in the South Llano and adjacent waters has become a priority for the alliance.

Recently, the alliance met with TPWD and other organizations to consult on the Oasis Wildfire site in May, which burned 6,000-8,000 acres of land adjacent to the South Llano River.

At the meeting, governmental agencies, researchers and landowners discussed developing a workshop in next couple of months for landowners impacted by the fire to deal with the soil erosion that's sure to follow. Also, they discussed ways to seed affected areas to stop topsoil from washing into the river when rain returns.

“I think water is our No. 1 issue facing Texas, and I've been involved in other organizations addressing natural resources,” Richardson said. “This was an opportunity to do something locally. I have a strong interest in natural resources and land. I'm a firm believer in education and we approach these issues with education. That's what our alliance is all about.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Sept. 29, 2011

CONTACT: Tina Dechausay, tina.dechausay@ttu.edu
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Texas Tech School of Law Enrolls Most Diverse Class in its History

This fall the Texas Tech University School of Law welcomed the Class of 2014, the most diverse class in the law school's history.

In 1967, the first entering class at the law school had only five women, no ethnic minorities, and most of the 72 students were from West Texas or received their undergraduate degrees from Texas Tech University.

Stephen M. Perez, the new assistant dean for admissions and recruitment at the law school, credits the Texas Tech Law community with this achievement.

"All students – women, minorities, non-traditional, or otherwise – want to get the best legal education they can and want to attend a school that cares about them," Perez said. "Everyone here, from the students to the staff and faculty to our alumni, contributes to making applicants feel welcomed and cared for. It's the thing that new students cite most often as the reason they chose Tech Law over other law schools."

Forty years later, the latest entering class has grown and changed significantly, much like the state itself. Women make up nearly half (49 percent) of the Class of 2014, marking only the seventh time an entering class has been more than 45 percent female. Minority students comprise 33 percent of the incoming class, six percentage points higher than the previous all-time high set in 2008. And while the law school continues to enroll a large number of students from Texas Tech, they are joined by students from 79 other colleges and universities from across the country.

Even those numbers don't tell the whole story, though. Twenty percent are the first in their families to graduate from college. As a class, they speak 17 different languages – from Arabic to Vietnamese – and have lived in 24 different countries for more than a month, including Cameroon, Argentina and the Kyrgyz Republic. Ten students come to the law school already having earned a master's degree in another subject.

Darby Dickerson, the new dean of the law school, and the school's first female dean, emphasized the value of the Tech Law experience: "Tech Law's reputation as both a Best Value law school, and a law school that values practical legal training, has garnered us national attention as a school that provides students with an outstanding education, for an outstanding value. And the diversity in this entering class reflects that students appreciate our strengths."

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For more information on the Class of 2014 or enrolling in the law school, contact the Admissions Office at (806) 742-3990 ext. 273, or admissions.law@ttu.edu.

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

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DATE: Sept. 30, 2011

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Texas Tech Chef Awarded 2011 Top Honors

Texas Tech University Hospitality Services' Executive Chef Dewey McMurrey was named 2011 Chef of the Year by the Texas Panhandle Chefs de Cuisine chapter of the American Culinary Federation (ACF).

The not-for-profit chapter consists of 29 members and is devoted to performing volunteer work and student success. McMurrey, nominated by other area chefs for the award, will continue on to compete for the Chef of the Year central region title, which includes 96 chapters.

After working in the food service industry for more than eight years, McMurrey realized culinary arts was the profession he wanted to make a career. The Houston native graduated in the top 10 percent of his class at the Culinary Institute of America in Hyde Park, N.Y. After winning numerous competitions and working under Certified Master Executive Chef Ernst Gruch, McMurrey arrived at Texas Tech in 2005.

McMurrey implemented the Smart Choices/Wellness program and conducts the training, product sampling, research and development, catering, and recipes for the university. He said his team does a little bit of everything, but especially tries to fill the wants and needs of the students on campus.

"There are certain diet trends we have to keep up with, such as gluten-free and low or no carbs," McMurrey said. "We also have our Smart Choices website which has information on allergies and special diets, as well as tools and calculators for calorie measurements."

Recently, the Texas Tech Top Tier Catering kitchen has become an ACF-certified test site, which McMurrey hopes to use to develop his employees into certified culinarians and for himself to achieve his certified culinary educator and certified executive chef designations.

"Every two years I choose six cooks to go through a two-year course on campus. If I can get this class approved with the ACF, we could obtain our certifications," he said. "When Tech gets nine certified chefs on campus, it can get the award of excellence from the ACF, which at this time the only other school in Texas that has that is Rice University. We are working for this."

For more information about the Texas Tech Hospitality Services, please visit <http://www.depts.ttu.edu/hospitality/index.php>.

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News Release

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DATE: Sept. 30, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Texas Tech Promotes Higher Education for Students with Disabilities

College can be a chaotic and confusing environment for individuals with developmental disabilities.

However, as a result of a recently awarded \$1.1 million grant from the Texas Council for Developmental Disabilities (TCDD), Texas Tech University will soon house Project CASE, a program whose goal is to help students with developmental disabilities navigate through the higher education system.

Project CASE (Connections for Academic Success and Employment) will link the Burkhart Center for Autism Education and Research at Texas Tech with South Plains College, the Texas Department of Assistive and Rehabilitation Services, and local business partners to offer a wider array of coordinated supports and services than typically provided in higher education for students with disabilities.

Co-investigators DeAnn Lechtenberger and Dave Richman from the College of Education Burkhart Center said this project will identify, recruit and retain students (ages 18 to 25) with developmental disabilities, including autism spectrum disorders, who are interested in furthering their education beyond high school by earning an academic degree or technical certification and pursuing competitive-employment opportunities.

Students accepted into the program will develop their own wraparound team, which will incorporate active participation of the student, a facilitator, a degree program representative, local community supports and potential employers.

“The team will identify the appropriate supports and ensure the student has the opportunity to participate in internships to develop their work skills and employment resume,” Lechtenberger said. “They will work with the business entity and the schools’ career services department to help students obtain competitive employment once they have completed their program of study.”

Services will begin spring 2012 through Texas Tech and South Plains College. Interested students can find out more by picking up a brochure and application from either campus’ disability services office.

To apply and be accepted into Project CASE, students must first meet the developmental disability criteria according to the TCDD and the entrance requirements for Texas Tech or South Plains College. A detailed application and interview process is also involved before a student can be formally accepted into the program.

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News Release

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DATE: Sept. 30, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Vietnam Guest Lectures to Resume in October

Furthering the study of the Vietnam War's lasting influence on American politics, society and culture, Texas Tech University's Vietnam Center and Archive will host distinguished speakers during a guest lecture series from October 2011 to November 2012.

Admission to all lectures is free and open to the public.

The series will run as follows:

Oct. 13

Kara Dixon Vuic – Vuic has published several articles concerning the army's marriage and motherhood regulations and the recruitment of nurses for the Vietnam War. She recently published the book, "Office, Nurse, Woman: The Army Nurse Corps in the Vietnam War." She speaks at 7 p.m. in the Lanier Auditorium of the Texas Tech School of Law.

Nov. 10

Dave Carey – Carey spent more than five years as a prisoner of war in Hanoi during the Vietnam War. After returning, he held several command positions and earned multiple awards and honors during his service. Carey's message emphasizes the power of the human spirit to triumph over adversity. The lecture takes place at 7 p.m. in the Allen Theatre of the Student Union Building.

March 2012

Brig. Gen. Tom Draude – Draude served for more than 30 years in the U.S. Marine Corps, including three tours in Vietnam. He later commanded Marine Security Guards in Europe and the Fifth Marine Regiment, and served as the assistant division commander of the First Marine Division during Desert Shield and Desert Storm. He received two Distinguished Service medals and 10 personal awards for combat, including two Silver Stars and a Purple Heart.

April 2012

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Dr. Raymond Scurfield – Scurfield is a social work professor at the University of Southern Mississippi Gulf Coast and an expert in Post Traumatic Stress Disorder (PTSD). He served as an army officer on a psychiatric team in Vietnam from 1968 to 1969 and spent three decades working with combat veterans. Scurfield is the author of numerous books and articles on the effects of PTSD.

October 2012

Dick Rutan – Rutan served in the air force during Vietnam, flying more than 325 combat missions. Following his time in the military, he continued his aviation career, earned many honors, broke many world records and was inducted into the National Aviation Hall of Fame. In 1986, he was the first person to fly nonstop around the globe without refueling. He received the Presidential Citizen's Medal of Honor, and his plane “Voyager” now hangs in the Smithsonian’s Air and Space Museum.

November 2012

Rocky Bleier – Leaving the NFL for the U.S. Army, Bleier served in Vietnam with the 196th Light Infantry Brigade. Wounded when his platoon was ambushed, doctors told Bleier he would never play football again. With the support of Pittsburgh Steelers owner Art Rooney, his coach and teammates, Bleier eventually became a star running back for the Steelers during their four Super Bowl wins in the 1970s.

For more information about the Guest Lecture Series, visit www.vietnam.ttu.edu/gls

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

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