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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech Library to Honor Faculty Achievements with 27th Annual Exhibit

Texas Tech University Libraries will hold the 27th Annual Faculty Academic Contributions Exhibit (FACE) Wednesday (Oct. 5).

The event will begin at 2:30 p.m. in Library Room 309, with a keynote presentation by Katharine Hayhoe, atmospheric scientist and Nobel Prize-winning contributor to the Intergovernmental Panel on Climate Change (IPCC). She will discuss “Climate Variability and Change in West Texas: Natural and Human Dimensions.”

The presentation will be followed by an interactive electronic and physical exhibit and reception downstairs in the Library’s Croslin Room. Michelle Pantoya is among the noted authors and faculty to be featured. She will showcase her children’s book, “Engineering Elephants,” and also Brian Still, who will demonstrate EyeGuide, an eye-tracking system.

The theme for this year’s exhibit is “A World of Influence: Celebrating the Impact of Texas Tech University” and will showcase the work of more than 100 faculty members.

All students, faculty and staff are invited to attend.

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: Oct. 4, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech Meat Judging Wins First Fall Contest at Eastern National

The Texas Tech University Meat Judging Team won its first competition of the fall judging season on Oct. 1 at the 2011 Eastern National Intercollegiate Meat Judging Contest in Wyalusing, Pa. The Red Raiders earned top honors, scoring 4,071 points—defeating their nearest competitor by 44 points.

The team won the beef, lamb and pork judging divisions along with the total placing division.

Mark Miller, horn professor and coach of the team, said the devotion of all members has lifted them to reach the goals they set this season.

“The team won the reasons division by 42 points,” he said. “This is an area they have committed themselves to, to improve and achieve excellence.”

Four of the Texas Tech team members finished in the top eleven overall. Jerra McMath, senior from Estancia, N.M., was second overall. Zach Smith, a junior from Sweetwater was fourth; Dakotah Williams, a junior from Glenrose, was ninth; and Drew Cashman, a junior from New Windsor, Md., was eleventh.

Additional team members include:

- Travis Begley, a junior from Plainview
- Blaine Corliss, a senior from Estancia, N.M.
- Cody Helms, a senior from Cleburne
- Faith Jurek, a junior from Goldthwaite
- Mandy-Jo Laurent, a junior from Nacogdoches
- Andrea Nordman, a senior from Florence
- Craig Russell, a senior from Visalia, Calif.
- Natalee Smith, a senior from Albemarle, N.C.
- Cody Sultenfuss, a junior from Little-River Academy
- Kaitlyn True, a junior from Plainview
- Amanda White, senior from Garden City, Kan.

White won the alternate division and was followed closely by her teammate Helms, who was second. Sultenfuss, Begley and True finished fourth, fifth and eighth overall in the alternate division, respectively.

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The team proudly retired the contest cup with the help of the 2009 and 2010 teams, which had won the previous years. The cup will remain permanently in the Gordon W. Davis Meat Science Laboratory at Texas Tech.

The 2011 team will compete next at the American Royal on Oct. 16 in Omaha, Neb.

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: Oct. 5, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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College of Human Sciences Honors Distinguished Alumni

Texas Tech University's College of Human Sciences announces the recipients of the Distinguished Alumni Awards, New Achiever Award, Lifetime Distinguished Service Award and Distinguished Leadership Award.

Honorees for 2011 will be recognized at the 29th Annual Distinguished Alumni Luncheon to be held at 11:30 a.m. Oct. 13 at the Lubbock Country Club.

The Distinguished Alumni Awards are given to graduates of the College of Human Sciences who have advanced the reputation of the college through their significant achievements.

Distinguished Alumni Award:

- **Joan Crawford Chandler**, north regional program director for Family and Consumer Sciences at Texas A&M AgriLife Extension in Lubbock, received her Bachelor of Science in Home Economics Education in 1976. After receiving her degree, Chandler worked as an extension agent in home economics and family and consumer science in numerous Texas counties for more than 30 years. She earned a Master's of Education in Curriculum and Instruction from the University of Tyler before stepping into her current role. As north regional program director, Chandler leads employees in 67 Texas counties, working with 35,000 families and youth in the Texas Panhandle area.
- **John DuBard** refers to his very successful and rewarding career in interior design as "quite by accident." It was not until after his first adult architecture job in Los Angeles where he first learned the true nature of interior design, that DuBard found his true calling. DuBard went back to school at Texas Tech and received his Bachelor of Science in Interior Design in 1997. Now an interior designer with Parkhill Smith & Cooper, a well-known, full-service design firm, DuBard genuinely enjoys going to work and has collaborated on more than 400 projects in a variety of different arenas, such as healthcare, government, education and banking. DuBard said his favorite spaces embody all of these attributes, yet appear simple and uncomplicated.

- **Patti Flowers**, a 1978 Bachelor of Science in Fashion Design graduate, says design is not only about creating that special piece, but also helping her clients build extraordinary and lasting memories. As owner and head designer of Patti Flowers Design Studio, a fashion design company in Dallas. Flowers has been featured in many respected publications, such as Women's Wear Daily, People Magazine and Ebony Magazine. Prior to owning her own business, Flowers worked in the industry for nearly 30 years, including 14 years as an in-house designer for Stanley Korshak, an exclusive Dallas store. Actively involved in many organizations in her community, Flowers serves on various boards, has chaired numerous fundraising events supporting the diverse needs of the Dallas Community. She has been a member of the Junior League of Dallas since 1985 and is a member of Saint Michael and All Angels Episcopal Church.
- **Carol Seaborn**, an educator at heart, received her bachelor's in Home Economics Education from Texas Tech in 1971 and her master's degree in nutrition in 1984. She now has more than 30 years of teaching experience. After seeing a need for education about healthier lifestyles while teaching high school, Seaborn earned her doctorate in nutrition in 1990 from Oklahoma State University. The now tenured food and nutrition professor at Stout University is approaching year 25 educating at the college level. Getting to assist students on a daily basis is what makes Seaborn's career special. She is most proud of not her own research, but the more than 50 graduate student theses she has had the opportunity to chair and advise. In addition to teaching, Seaborn is also a member of the American Dietetic Association, Society for Nutrition Education, Research Society for Sigma Xi, American Society for Nutrition, and the American Family and Consumer Sciences Association.

The New Achiever Award is given to graduates from within the last 12 years who have enhanced the reputation of the College of Human Sciences through their emerging achievements.

New Achiever Award:

- **Amanda Kay Baker** received both her bachelor's (2002) and master's (2006) in human development and family studies (HDFS) from Texas Tech. As managing director of the Ranch at Dove Tree (RDT), a Lubbock-based treatment facility for chemical dependency, Baker supervises more than 100 staff members to support four licensed levels of care. She is also responsible for developing curriculum for residents of the facility and serving as a liaison between RDT and the community. The RDT is currently in the process of adding an eating disorder treatment facility to its program, for which Baker served as a driving force in attaining. Baker also worked hard to launch the recently opened sober living community, which serves as ongoing support for recovering individuals and makes RDT the most comprehensive treatment facility in the Texas South Plains Region. In addition to her full-time job, Baker is currently pursuing her doctorate in HDFS and



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committed to a partnership between RDT and Texas Tech's Center for the Study of Addiction and Recovery Studies.

The Distinguished Leadership Award recognizes a significant leader who has achieved the highest levels of excellence in one or more fields associated with the College of Human Sciences.

Distinguished Leadership Award:

- **Helen Brittin**, a professor in the department of food and nutrition, has served the Texas Tech community since 1965. Brittin's teaching career at the university began as an instructor while she earned her master's degree and continued for five more decades as an assistant professor and professor. Research completed by Brittin on meat, iron in food, sensory evaluation and cultural aspects of food gained recognition for both her and Texas Tech, resulting in more than 100 publications and presentations, including two books. Brittin valued the role of culture in food and both designed and taught a senior level course, Cultural Aspects of Food, from 1970 to 2004. Brittin exhibits strong leadership as a member of the Texas Tech faculty council and faculty senate, Phi Kappa Phi, Tenure Advisory Committee, Athletic Council, Dean Search Committee and as a faculty sponsor for Texas Tech Mortar Board and Tau Beta Sigma. In addition to her many achievements as an educator, Brittin serves as a reviewer for seven journals, including the Journal of the American Dietetic Association and Public Health Nutrition Journal and has served as a board member for the South Plains Food Bank and Breedlove Dehydrated Food.

The Lifetime Distinguished Service Award is reserved for those who have significantly advanced the college and its goals of excellence in teaching, research and service. Candidates for this award may or may not be graduates of the college.

Lifetime Distinguished Service Award:

- **Evelyn M. Davies** has contributed significant amounts of both time and money to Texas Tech, specifically the College of Human Sciences' Center for the Study of Addiction and Recovery (CSAR). Along with serving as a CSAR Advisory Board member for more than eight years, Davies has also donated numerous endowed scholarships to the program and currently holds the largest endowment providing scholarships for recovering students. Davies serves as a trustee of the Diamond M Foundation, which created and funded a fine arts wing at the Museum of Texas Tech. She has also made many personal donations to the Southwest Indian Art collection. She also has been notably involved in the Ranching Heritage Association, the Lubbock Area Foundation, KOHM, KTXT, the Chancellor's Council, Texas Tech Alumni Association, School of Music and the College of Arts and Sciences. Outside her work for Texas Tech, Davies supports her church through many philanthropy projects, some of which include repairing damaged roofs and helping abused women.

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

CONTACT: Dean Verner Loehr, development officer, College of Human Sciences, Texas Tech University, (806) 742-3263, or dean.loehr@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Educators Sponsor “Read for the Record”

Local youngsters participate in a reading of “Llama Llama Red Pajama”

WHAT: Texas Tech University’s Jumpstart Lubbock and the College of Education are sponsoring local Read for the Record on the day of the national event.

WHEN: Noon, Thursday (Oct. 6)

WHERE: Texas Tech College of Education Helen DeVitt Jones Courtyard
(18th Street and Flint Avenue, north of the college)

EVENT: Sponsored by Jumpstart, Read for the Record is a one-day yearly event which pledges to read a chosen book to millions of children across America. This year’s book is “Llama Llama Red Pajama” by Anna Dewdney.

Three pre-K classrooms (about 60 children) from Ramirez Elementary are expected, with a picnic lunch at 11:30 a.m. and a llama onsite from 11:45 a.m. until 1 p.m.

In this rhyming read-aloud, Baby Llama turns bedtime into an all-out llama drama. Tucked into bed by his mama, Baby Llama immediately starts worrying when she goes downstairs, and his soft whimpers turn to hollers when she doesn’t come right back. But just in time, Mama returns to set things right.

Sam Jackson from the Department of Animal and Food Sciences will bring his llama for the children to pet.

Carole Janisch, co-primary investigator for Jumpstart and a member of the Language and Literacy faculty, will bring the llama red pajamas and a blanket like the ones featured in the book.

Jumpstart is a national early education organization that helps children develop the language and literacy skills they need to be successful in school, setting them on a path to close the achievement gap before it is too late.

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Since 1993, Jumpstart has trained nearly 25,000 college students and community volunteers to deliver its program to more than 100,000 preschool children nationwide.

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

CONTACT: Dawn Burke, site director, Jumpstart Lubbock, College of Education, Texas Tech University, (806) 742-1997 ext. 233, or dawn.burke@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2011

CONTACT: Robert Giovannetti, robert.giovannetti@ttu.edu
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Texas Tech System Chancellor Hosts New Program on KTXT-TV

Texas Tech University System and KTXT-TV Channel 5 officials announced today (Oct. 6) the premiere of the station's latest program 'Inside Texas Tech,' which will be hosted by Chancellor Kent Hance.

The first episode of 'Inside Texas Tech' will debut at 8 p.m. CST on Channel 5, and the program will showcase Texas Tech's efforts to achieve Tier One status. Future programs will highlight various aspects of the Texas Tech University System and its component institutions.

"We have some great stories to tell at Texas Tech, and this show will allow us the opportunity to introduce some interesting things that people might not know about our universities," Hance said. "Behind all of our successes are outstanding individuals who make it possible, and I look forward to bringing them forward to the Lubbock and Texas Tech communities."

The new show is part of Channel 5's vision for growth and efforts to air more local programming that features events and people from the Lubbock community.

"Channel 5 is working hard to offer top-quality programming to our local and regional viewers, and shows like 'Inside Texas Tech' with Chancellor Kent Hance are part of the station's new direction," said John Kirby, KTXT-TV Channel 5's general manager. "We hope our smart, local and HD programs will interest new audiences and help build the new image of Channel 5."

'Inside Texas Tech' will be co-hosted by Robert Giovannetti, director of communications at the Texas Tech University System, and help viewers stay connected and informed on the system's important initiatives such as achieving Tier One status and reaching its \$1 billion capital campaign goal.

New episodes of 'Inside Texas Tech' will air the first Thursday of each month at 8 p.m. with re-runs airing the remaining three Thursdays of the month also at 8 p.m.

KTXT-TV Channel 5's digital signal reaches a population of approximately 330,000 in 13 counties; cable and satellite extend service area to a total of 21 counties. The station's focus on arts, education, community outreach and diverse programming for both children and adults makes it a vital part of the community educating, entertaining and enlightening viewers of all ages.



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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2011

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Texas Tech Law Negotiation Team Takes Second Place at National Competition

For the second straight year, a Texas Tech University School of Law negotiation team has earned a second-place finish at the Entertainment Law Negotiation Competition, hosted by Southwestern Law School Oct. 1-2 in Los Angeles, Calif. The team of second-year (2L) students Thomason Bush and Mischeka Nicholson, coached by professors Nancy Soonpaa and Wendy Humphrey, placed second among the 24 teams in the 2011 competition.

The Entertainment Law Negotiation Competition was created in 2010 and provides the opportunity for law school students from around the country to develop their negotiation skills, gain competitive experience and build team dynamics. The competition also provides an opportunity for law students specifically interested in pursuing a career in entertainment law to network and experience Los Angeles and Hollywood, the heart of the entertainment industry.

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: Oct. 6, 2011

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Texas Tech Educators Sponsor Llama Drama Reading for Local Children
Elementary students experience “Llama Llama Red Pajama.”

Anyone who happened to wander by the courtyard at Texas Tech’s College of Education during the lunch hour Thursday likely saw a strange sight – a llama – or rather, two – accompanied by red pajamas and a patchwork blanket.

Texas Tech University’s Jumpstart Lubbock and the College of Education sponsored a local Read for the Record on the day of the national event.

Sponsored by Jumpstart, Read for the Record is a one-day yearly event which pledges to read a chosen book to millions of children across America. This year’s book is “Llama Llama Red Pajama” by Anna Dewdney.

Three pre-K classrooms from Ramirez Elementary were treated to a picnic lunch and a reading of the book, with two live llamas on hand, provided by Sam Jackson from the Department of Animal and Food Sciences. Carole Janisch, co-primary investigator for Jumpstart and a member of the Language and Literacy faculty, supplied red pajamas and a blanket like the ones featured in the book.

In the rhyming read-aloud, Baby Llama turns bedtime into an all-out llama drama. Tucked into bed by his mama, Baby Llama immediately starts worrying when she goes downstairs, and his soft whimpers turn to hollers when she doesn’t come right back. But just in time, Mama returns to set things right.

Jumpstart is a national early education organization that helps children develop the language and literacy skills they need to be successful in school, setting them on a path to close the achievement gap before it is too late.

Since 1993, Jumpstart has trained nearly 25,000 college students and community volunteers to deliver its program to more than 100,000 preschool children nationwide.



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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2011

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Texas Tech University Part of Department of Interior's New South-Central Climate Science Center

Texas Tech University will play a leadership role in a consortium of universities, tribal nations and regional partners that will make up the newly formed South-Central Climate Science Center.

The center encompasses Texas, Oklahoma and New Mexico and will partner with the U.S. Geological Survey (USGS) to address regional climate change challenges, including:

- Climate impacts on agriculture and grazing
- Ecosystem restoration
- Fish and wildlife response to climate change
- Invasive species and wild land fire
- Protection of cultural resources and trust species, including migratory fish and waterfowl
- Water availability and water quality for humans and ecosystems

The consortium is led by the University of Oklahoma and will involve researchers at Texas Tech, Oklahoma State University, Louisiana State University, the Chickasaw Nation, the Choctaw Nation of Oklahoma, and the National Oceanic and Atmospheric Administration's (NOAA) Geophysical Fluid Dynamics Laboratory (GFDL) at Princeton University. Texas Tech will play a significant leadership role within the consortium in addressing regional responses of terrestrial and aquatic ecosystems to changes in precipitation and temperatures. Texas Tech began teaming with the University of Oklahoma more than a year ago to secure the funding.

“The awarding of the South-Center Climate Science Center was a highly competitive process,” said Texas Tech President Guy Bailey. “We are delighted to partner with these outstanding institutions and tribal organizations. I believe Texas Tech brings solid climate science, ecology and conservation, and atmospheric science research to the table as the consortium looks at solutions to current challenges facing our region. We already have close collaborations with the U.S. Department of the Interior, and we look forward to growing these significantly.”

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“At the outset, we recognized the intrinsic diversity of the South Central Region – its climate and weather, its ecology and economy, and its many cultures – and that this diversity demanded a solid and resourceful team,” said Berrien Moore, vice president for weather and climate programs at the University of Oklahoma. “We were fortunate to have Texas Tech on that team. Texas Tech not only has deep scientific knowledge about this region and beyond, it also has the demonstrated willingness to apply this knowledge to solve real problems that confront our citizens every day as they do their jobs.”

The South-Central Climate Science Center is one of eight centers being established across the country. Texas Tech began proactively looking for partners many months before proposals were submitted to the Department of the Interior in the spring of 2011.

“This is fabulous news for Texas Tech and our partners; it reflects more than a year in planning and coordination within Texas Tech and with our external partners,” said Taylor Eighmy, vice president for research. “I especially want to recognize Reagan Hales of our Strategic Opportunities to Advance Research (SOAR) team and Dr. John Zak of the College of Arts and Sciences for their leadership in bringing our faculty and our partners together. We look forward to many fruitful collaborations such as this as Texas Tech’s research enterprise grows and matures.”

Zak, an ecosystem ecologist in the Department of Biological Sciences and associate dean for research in the College of Arts and Sciences, is the principal investigator for this project.

“Becoming part of the center places Texas Tech in a national network for climate science,” he said. “Through these centers we can begin to provide critical data that can be used to more effectively address water policy issues, development of conservation strategies and help formulate economic responses that are linked to projections of precipitation patterns and climate.”

Texas Tech brings a transdisciplinary approach to the project with extensive and internationally recognized experts in global climate modeling and projection, as well as expertise in water and land conservation, biodiversity, ecosystem ecology and management issues.

Partnering with the GFDL, Texas Tech produced the high-resolution climate projection dataset used for the 2009 U.S. Global Change Research Program assessment. The university has long studied climate impacts in arid and semi-arid environments worldwide to understand how climate change will alter ecosystem dynamics and services. Texas Tech also is developing a climate projection database for the USGS, as well as best practices for the U.S. Fish and Wildlife Service on applying climate projections in ecosystem impact analyses.

The university, along with Oklahoma and Oklahoma State University, has provided national leadership in weather and climate observations through their operational mesonet



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stations, which compile real-time climate data, as well as through research facilities and radar-equipped vehicles.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Poseidon's Post: Waves Wash Retired Texas Tech Professor's Bottled Message Ashore 14 Years Later

Perhaps, the lucky numbers of his stateroom – 711 –inspired his experiment.

Leaving Honolulu far behind on the way to French Polynesia sometime after the equatorial crossing ceremonies aboard Holland-America's grand ocean liner, SS Rotterdam, George Tereshkovich sat down at the writing desk.

The retired Texas Tech University plant and soil science professor dated his missive Feb. 19, 1997, and addressed it to an anonymous recipient who might find it and promised him or her a princely \$5. When finished, he placed that letter and his business card in an empty water bottle, screwed on the cap and walked out onto the aft deck.

As the sun set and the screws churned a white froth below him, Tereshkovich tossed his message into the vast blue ocean spreading out before him.

"I told the wife what I was going to do," the 81-year-old said. "She thought I was seasick or something, throwing a note overboard. We continued cruising, and I completely forgot about it."

Fourteen years later, his message in a bottle would turn up more than 6,000 miles away (a quarter of the Earth's circumference) in the dunes of the beaches of Southwestern Australia's Big Quaram Beach.

Little did he know he'd wind up owing someone that \$5.

View the story at

<http://today.ttu.edu/2011/10/message-in-a-bottle-professors-letter-surfaces-14-years-later/>

To schedule an interview, contact John Davis at (806) 766-8713 or john.w.davis@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Debate Stars Shine Bright at Two Showdowns in Colorado

Two weeks after winning the top overall school award at its season opening tournaments, the Texas Tech University debate team duplicated that feat in two tournaments held Sept. 30-Oct. 2 at the United States Air Force Academy in Colorado Springs, Colo.

By winning the swing sweepstakes award granted to the best overall team at both tournaments, it marked the first time Texas Tech had won a first place sweepstakes award at the Air Force tournaments, which university debaters have attended more than 30 times in the past 50 years.

Texas Tech bested schools such as the University of Utah, University of Colorado-Boulder and the University of Houston to take the top prize.

“Once again, this team exceeds my expectations,” said Joe Gantt, director of forensics and debate coach. “Our senior debaters won 45 debates this weekend and lost only five. That is just incredible consistency on their part. Our freshman teams also stepped up to varsity competition and each came home with success. This is the best start to a season we’ve ever had, and I expect that we will be ranked extremely high as a school and as individual teams when rankings get published in the next week.”

University of Utah Tournament

Much of Texas Tech’s success came at the first tournament, hosted by the University of Utah on the USAFA campus. Texas Tech had three of the four semifinalist teams at the tournament after strong preliminary debates and wins in early elimination rounds.

The team of Tyler Cashiola, a junior communication studies major from Deer Park, and Kevin Thompson, a freshman political science major from Rising Star, was assigned to debate against a team from Carroll College in Montana in the semifinal debate, with a rare three-way Texas Tech tie for first place in the balance.

Cashiola and Thompson rose to the occasion, and shared first place with the team of Joey Donaghy, a sophomore communication studies major from Coppel, and partner Lauran Schaefer, senior communication studies major from Sonora, as well as the team of Laci Kennedy a junior political science major from Bozeman, Mont., and partner JT Seymore, a junior communication studies major from Holliday.

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The three-way tie for first place was Texas Tech's first "closeout" of a tournament since 2006. Donaghy, Schaefer, Seymore and Kennedy were all named among the top ten individual speakers at the tournament.

Another notable performance of the team was turned in by Jett Elliott, a freshman chemistry major from Clear Lake, and partner Zach Wesley, a freshman communication studies major from Crandall, as they advanced to elimination rounds at their first-ever varsity division debate tournament.

The USAFA Classic

At the second tournament, Texas Tech could not quite duplicate its extremely rare performance at the first tournament, but still had successful results.

Cashiola and Thompson again reached the final debate round, falling to a team from the University of Montana and finished in second place out of 32 teams. Donaghy and Schaefer finished 3rd, and Kennedy and Seymore finished in fifth place.

Cashiola, Donaghy, Kennedy and Schaefer were again honored among the top ten individual speakers.

Another Texas Tech freshman team advanced to varsity elimination rounds in the second tournament as well, as the team of Drew Hoffmaster, a freshman chemical engineering major from Alief, and Dylan Nikolettopoulos a freshman pre-journalism major from Bozeman, Mont., won four preliminary debates and were among the top teams at the tournament in their first weekend of collegiate debate. Finally, Wesley punctuated the Texas Tech performance by advancing to the final round in extemporaneous speaking.

The team will travel next to the Lewis & Clark College tournament, to be held Oct. 7-9 in Portland, Ore.

CONTACT: Joseph J. Gantt, director of forensics, Texas Tech University, (806) 742-1328 or joe.gantt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 10, 2011

CONTACT: Andrew Hart, andrew.hart@ttu.edu
(806) 742-3385

Texas Tech Inducts Screenwriter and Director into the Mass Comm Hall of Fame

Texas Tech University's College of Mass Communications will honor Keith Samples at the 2011 Hall of Fame Luncheon at 11:30 a.m. Oct. 14 in the International Cultural Center.

The Mass Communications Hall of Fame was organized to recognize Texas Tech alumni who have distinguished themselves in mass communications and who have specifically aided the educational programs in the College of Mass Communications at Texas Tech.

"I am extremely honored and humbled to be recognized at the Mass Communications Hall of Fame Luncheon," Samples said. "The people I interacted with during my years at Texas Tech, both teachers and students, have been a constant inspiration throughout my career."

Samples earned his degree in journalism in 1977. Following his graduation, he worked as the sports information director for the university before switching his career to the television and film industry. In 1991, Samples founded and became the chief executive officer of Rysher Entertainment, a company that has grown from the production and distribution house behind such television hits as "Saved by the Bell" and "Highlander: The Series." Rysher Entertainment also produced such Hollywood films as "Big Night" and "Kingpin."

After leaving Rysher Entertainment, Samples made his debut in 1997 as a screenwriter with the romantic comedy, "A Smile Like Yours." He also was the director for the 2008 action thriller, "Love Lies Bleeding."

"Even though I grew up in small towns far away from the movie business, I always dreamed about working in film and television. Movies seemed like magic to me as a kid," Samples said. "At Tech, I got the chance to interact with a number of people in the sports side of television through my jobs in the athletic department."

Nominations for the Mass Communications Hall of Fame are made by students and faculty members. The nominations are made prior to the fall meeting of the Mass Communications National Professional Advisory Board for consideration for the inclusion in the annual ceremony.

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Qualifications for election into the Hall of Fame include alumni who have been out of school for at least five years or a person who is not an alumnus, and who is not, at the time of the award, serving in any official capacity with Texas Tech.

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: Oct. 10, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Wind Energy Workforce Summit Planned in Austin

The Texas Wind Energy Institute, a collaboration between Texas Tech University and the Texas State Technical College, and the Wind Alliance will host the Texas Wind Energy Workforce Summit on Oct. 14 at the AT&T Executive Center at the University of Texas.

The one-day event will offer educators, industry professionals, government representatives and other interested groups with an opportunity to examine the state of the Texas Wind Energy industry from a labor market perspective.

Speakers for the summit include Dwain Rogers, deputy commissioner for renewable energy at the Texas General Land Office; Donna L. Nelson, appointed by Gov. Rick Perry to the public utility commission and a former special assistant and advisor to the governor on energy issues; MacGregor Stephenson, assistant commissioner for academic affairs and research at Texas A&M University and who previously served as Gov. Perry's higher education advisor; and Rebecca A. Klein, principal of the regulatory and government affairs consulting company Klein Energy, LLC and current chairman of the board of the Lower Colorado River Authority (LCRA).

John Pappas, Vestas director of the Wind Energy Center at Texas A&M will deliver the luncheon keynote address.

Panelists from business, industry and higher education will discuss findings from the 2011 Texas Wind Energy Workforce Assessment, a project sponsored by the Texas Workforce Commission and conducted by The Wind Alliance and the Texas Wind Energy Institute.

Registration is \$25 and includes breakfast and lunch.

For more information, call (806) 742-7202 x 270 or visit <http://www.uc.ttu.edu/windenergy/summit/>.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 11, 2011

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

Vietnam Nurse Corps Expert to Speak at Texas Tech Law School

- WHAT:** Kara Dixon Vuic, author and professor, will speak at Texas Tech University School of Law
- WHEN:** 7 p.m., Oct. 13 (Thursday)
- WHERE:** Lanier Auditorium, Texas Tech Law School, 18th Street and Indiana Avenue.
- EVENT:** Vuic, a history professor at Bridgewater College in Virginia and author of “Officer, Nurse, Woman: The Army Nurse Corps in the Vietnam War” as well as numerous articles regarding nursing, marriage and motherhood regulations, and recruitment of nurses during the Vietnam War, will speak about her work and research.

Vuic is currently working on a manuscript about civilian organizations that sent women to entertain American troops during World Wars I and II, the Korean War, the Vietnam War and recent wars in the Middle East.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 11, 2011

CONTACT: Andrew Hart, andrew.hart@ttu.edu
(806) 742-3385

Six to be Honored at Texas Tech's Mass Comm Outstanding Alumni Breakfast

The College of Mass Communications at Texas Tech University will host the 2011 Outstanding Alumni Breakfast at 8 a.m. Oct. 15 in the Merket Alumni Center.

These alumni will be honored on the morning prior to the Kansas State football game during Homecoming weekend. A medallion is given to each honoree, and plaques are retained for display in the Mass Communications Building.

The alumni that will be honored are Kay Bell, Jan Boyle, Eddie Owens, Tod Robberson, Jennifer Schuder and Rita Williams.

- Bell graduated in 1978 with a bachelor's degree in journalism and history and has been in communications since starting her journalism career at the Lubbock Avalanche-Journal in 1977. She took a career detour to Washington, D.C., where she spent nearly two decades as a congressional staffer and then moved to the private sector as a government relations specialist for two major corporations. Since 2005 Bell has owned the Austin-based company, SKB Editorial Services, where she writes articles that make money and taxes understandable so readers can make more money and pay fewer taxes.
- Boyle earned her bachelor's degree in English and marketing in 1978. She started her communications career at a marketing and advertising company called Competitive Edge, before going to work for McCaffrey and McCall.

Boyle has worked for other multiple marketing and advertising companies such as Ammirati Puris, MatchWorks and Universal McCann. Currently Boyle is a partner with Five0, a marketing and advertising agency, that works with such brands as BMW, MasterCard, Burger King, American Express, Nike and Porsche.

- Owens received a master's in mass communications in 1985 and currently is the director of corporate communications for United Supermarkets. He handles the company's entire media relations effort in 30 markets and is also responsible for \$1.2 million annual charitable giving budget. In the past, Owens was the executive director of the United Texas Tour for United Supermarkets and the director of marketing and public relations for Covenant Health Systems. His current involvement in community activities include chairperson on the board of directors for the National Kidney Foundation of West Texas and the marketing

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committee chair on the board of directors for Lubbock Independent School District Foundation for Excellence.

- Robberson earned a bachelor's degree in journalism in 1981. He is currently an editorial writer for The Dallas Morning News, and he is responsible for columns and editorials on southern Dallas, immigration, military affairs, national security, Latin America, the Middle East and Afghanistan. Robberson also has worked for The Washington Post for 13 years with varying positions, such as the Virginia reporter and the Mexico bureau chief and assistant foreign editor. In 2010, Robberson received the prestigious Pulitzer Prize in Journalism for editorial writing and the Charles E. Green Award for Excellence in Journalism in 2009.
- Schuder is the chief marketing officer and director of community outreach at the Dallas Opera. She earned her bachelor's degree in management information systems in 1996, and a master's in education in 2000 both from Texas Tech. In the past, she has worked for True.com as a senior director of marketing and was a director of marketing communications at ZixCorp. Schuder is currently on the Texas Tech Mass Communications Advisory Committee and the Texas Tech College of Mass Communications Scholarship Luncheon Committee.
- Williams has been in the journalism field for more than 45 years and has worked from Lubbock to Washington, D.C., to San Antonio, to San Francisco. Williams received her bachelor's degree in journalism in 1969. Currently Williams is an investigative reporter covering the San Francisco bureau chief for KTVU-TV in Oakland, Calif. A few of her career achievements are winning the George Peabody Award in 2010 and the Society of Professional Journalists James Madison Award in 2009.

The Mass Communications Outstanding Alumni Awards were instituted in 1981 to recognize alumni of Texas Tech University who have made outstanding contributions to the field of mass communications. Any person, organization, media group or company can make nominations for the annual recognition.

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

CONTACT: Andrew Hart, student assistant, College of Mass Communications, Texas Tech University, (806) 742-3385, or andrew.hart@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: October 11, 2011

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

Texas Tech School of Law Earns Top 20 Best Value Ranking

Texas Tech University School of Law has again earned a Top 20 ranking by *preLaw* magazine in its Best Value Law Schools issue. Listed at No. 20, Texas Tech's law school is the only Texas law school ranked in the Top 20 this year. Texas Tech Law has been ranked in the Top 20 in the last four of the magazine's Best Value issues.

Best Value schools are determined based on tuition, bar passage, average student indebtedness and graduates' employment after nine months, all categories in which Texas Tech Law excels.

Darby Dickerson, the law school's new dean, noted that the school's relatively low tuition, strong record of bar passage, and commitment to work with students and alumni to find quality jobs were factors that attracted her to the school. "Our students receive a high-quality education at a tuition level that leaves most with a wide variety of options of what type of career to pursue."

Another hallmark of a Texas Tech Law education is the personalized experience that students receive both inside and outside the classroom.

"We work closely with students to provide counseling, identify opportunities and create job-search strategies," said Julie Doss, assistant dean for career services. "Employers are looking for graduates who can hit the ground running. Tech Law graduates learn practical skills while in law school and have earned a reputation for being practice-ready."

preLaw's Fall 2011 Best Value issue is available online and the article can be found at http://www.nxtbook.com/nxtbooks/cypress/prelaw_2011fall/index.php#/36.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 11, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Chemistry Department Celebrates Opening of Renovated Room

Texas Tech University's Department of Chemistry and Biochemistry will celebrate the opening of a newly renovated room that will house a center for scientific computing.

The computer system located inside the room was funded by a \$525,000 instrumentation grant from the National Science Foundation (NSF), while renovations to the room were funded by Texas Tech.

The facility houses a 1164-core Dell computer cluster and includes workspace for about 15 researchers, said Carol Korzeniewski, chairwoman of the department. The facility will support computational aspects of research in areas related to chemistry, biochemistry, materials science and chemical engineering.

A ribbon-cutting ceremony starts at 1 p.m. Wednesday (Oct 12). The media is invited to attend.

Bill Marcy, interim chairman of computer science and director of the Murdough Center NIEE, and Taylor Eighmy, vice president of research, will attend and cut the ribbon, marking the official opening. Both played an instrumental role in the renovation project.

CONTACT: Carol Korzeniewski, chairwoman, Department of Chemistry and Biochemistry, Texas Tech University, (806) 742-3067 and carol.korzeniewski@ttu.edu; Carly Jenkins, assistant to graduate advisor, (806) 742-3057 or carly.jenkins@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2011

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

Texas Tech Education Faculty Member One of Seven Nationally Invited to Spain Trip draws attention to the furthering of international learning opportunities.

A Texas Tech University professor in the College of Education will travel to Spain to promote international educational programs in the region and draw attention to extensive educational and tourist opportunities the region has to offer.

Comfort Pratt, associate professor of curriculum and instruction, has been invited to Spain by the Castilla y León Tourist Board, the Travel and Education Consortium and the Government of Castilla y León.

One of seven professors and administrators selected from different institutions in the U.S. to participate in the program, the trip takes place Oct. 16-21. The other institutions include the United States Naval Academy, California State University, Le Tourneau University, Washburn University, North Dakota State University and Indiana Hills Community College.

While in Spain, the group will meet with faculty from different universities in Castilla y León and visit many cities, including Segovia, Valladolid, Peñafiel, Salamanca and Madrid.

Pratt already directs a Study Abroad program for bilingual teachers in the Dominican Republic and will be exploring the possibility of starting another program in Salamanca for all teachers in the summer of 2012.

Castilla y León is the largest region in Spain. It is situated in the northwestern part of the country and consists of nine provinces, including Ávila, Salamanca and Segovia. The trip is sponsored by the Government of Castilla y León.

Salamanca is considered one of the most beautiful Renaissance cities in Europe. Its amazing historical and academic wealth are second to none. The students who will participate in the Study Abroad program will have the opportunity to study at the University of Salamanca and witness the history and beauty of the “cradle of Spanish language and culture.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2011

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

Child Development Research Center Honors Former Director with Fun Walk/Run
Proceeds will benefit Cathy Nathan Endowed Scholarship for Child Development.

- WHAT: Fourth Annual Fun Run/Walk
- WHEN: Wednesday (Oct. 12)
3:30 p.m. - Pre-race festivities
4 p.m. - Race warm-up
- WHERE: Child Development Research Center (CDRC) Playground, located at the College of Human Sciences, 15th Street and Akron Avenue.
- EVENT: The CDRC invites the public to join staff, students, children and their parents in a fundraising event for the Cathy Nathan Endowed Scholarship for Child Development. This fund will provide tuition assistance for children who might otherwise not be able to attend the CDRC.

Nathan spent 17 years as director of the CDRC. Her hard work and dedication led to such advances as the \$5.2 million facility expansion that doubled the capacity of the center.

Coach Kristi Curry and the Lady Raiders will join participants on the 1-mile route.

This event also will feature a silent auction, raffle prizes, face painting, fun and games.

Registration fee is \$12.

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Child Development Research Center, Texas Tech University, (806) 742-3016 or
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2011

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

Texas Tech Announces Parking Changes for Taylor Swift Concert

Due to homecoming events this weekend, parking for the Taylor Swift concert Friday (Oct. 14) at the United Spirit Arena will be revised.

Concert doors are scheduled to open at 5:30 p.m., with the show beginning at 7 p.m. Fans are advised to expect heavy traffic and arrive early if possible.

Parking changes will be as follows:

On-Site Parking: Free concert parking will be available in C15 (the lot west, north and south of KTXT-TV, accessible by Knoxville and Texas Tech Parkway) and in lots C12 and C14 (south and west of the animal science building, accessible by Marsha Sharp Freeway). These lots will not be accessible by Indiana Avenue.

Texas Tech football tailgaters will occupy the lot west of the United Spirit Arena immediately across Indiana Avenue (C13), the lot west of the School of Law (C17), and portions of the C16 lot at Marsha Sharp Freeway and Texas Tech Parkway.

To see the map for these West Commuter lot locations visit [Texas Tech Parking Services website](#).

Park and Ride: Complimentary shuttle service will be provided from free parking located at the north side of the Texas Tech University Health Sciences Center, accessible by Fourth Street.

Guest Drop-off: Indiana Avenue will be open in front of the arena only for drivers dropping off concertgoers for the event and ADA parking pass holders. Guest drop-off will be curbside, immediately west of the arena in the right lane only.

ADA Parking: ADA Parking for those with ADA plates or hang-tags will be available in the R37 lot immediately west of the arena, accessible by Indiana Ave. from the south, and in the western side of C11, accessible by Main Street from Flint Avenue.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Chemistry Department Celebrates Opening of Renovated Room

Texas Tech University's Department of Chemistry and Biochemistry celebrated the opening of a newly renovated room that houses a center for scientific computing with a ribbon-cutting ceremony Wednesday (Oct. 12).

The computer system, located inside room 10 of the Chemistry Building, was funded by a \$525,000 instrumentation grant from the National Science Foundation (NSF), while renovations to the room were funded by Texas Tech.

"This speaks to the fact that when smart people get together, good things happen," said Taylor Eighmy, vice president of research at Texas Tech. "The fact that we have our own super computer on this campus and in this department speaks a lot about the kinds of computations we can do."

The facility houses a 1164-core Dell computer cluster and includes workspace for about 15 researchers, said Carol Korzeniewski, chairwoman of the department. The facility will support computational aspects of research in areas related to chemistry, biochemistry, materials science and chemical engineering.

Eighmy and Bill Marcy, interim chairman of computer science and director of the Murdough Center NIEE played an instrumental role in the renovation project. Professors Dominick Casadonte and Robert Shaw played key roles in the early planning and work on the renovation of the facility.

CONTACT: Carol Korzeniewski, chairwoman, Department of Chemistry and Biochemistry, Texas Tech University, (806) 742-3067 and carol.korzeniewski@ttu.edu; Carly Jenkins, assistant to graduate advisor, (806) 742-3057 or carly.jenkins@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2011

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Women's Rodeo Team Increases Regional Lead

Led by a championship performance from a senior English major from Channing, Texas Tech University's rodeo team had a strong outing the weekend of Oct. 8 at the Vernon College Southwest Region National Intercollegiate Rodeo in Wichita Falls. Texas Tech's Haley Nelson led the team with a barrel racing win that kept her at the top of the regional standings.

"Haley posted the fastest time of the week a 16.92 in go round one to best the rest of 133 barrel racers," said Chris Guay, Texas Tech's rodeo team coach. "She then placed second in the top ten finals (short go round) to win the overall championship."

Meanwhile, Bailey Guthrie, a senior exercise and sports sciences major from Rigby, Idaho, placed fifth in go round one, second in the finals, and finished in a tie for second place in the goat tying event. The good showing places Guthrie at the top of the Southwest region's goat tying standings after three rodeos.

In the men's competition Josh Carden, a junior agriculture and applied economics major from Elberta, Al., won first in the steer wrestling finals with a blistering 3.7 seconds. He finished in second place overall.

Texas Tech's rodeo teams next travel Oct. 13-15 to the Frank Phillips College NIRA Rodeo in Perryton. The Red Raiders' fall season winds down on Oct. 20-22 at Texas Tech's Equestrian Center indoor arena.

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CONTACT: Chris Guay, rodeo coach, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 256 or chris.guay@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2011

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Gets \$500,000 Water Conservation Funding Boost from NRCS

Texas Tech University researchers are part of a water conservation team that has received \$500,000 from the USDA's Natural Resources Conservation Service (NRCS). The Conservation Innovation Grant (CIG) provides three years of funding to support a large-scale demonstration effort in the South Plains and northern Panhandle.

The project also includes experts from the North Plains Groundwater Conservation District, High Plains Underground Water Conservation District, Texas Alliance for Water Conservation and Texas AgriLife Extension.

Texas Tech's role in the project lies with its seven-year relationship with the Texas Alliance for Water Conservation, a group of farmers, researchers, and state and local agencies who collaborate to develop strategies for managing irrigation water use while increasing profitability.

"This is the first time Texas Tech has received this grant," said Justin Weinheimer, a research associate with the Department of Agricultural and Applied Economics. "The funding success of this project really is due to the large size of the region we're evaluating and the generous additional financial and technical support provided by both the High Plains Underground Water Conservation District and the North Plains Groundwater Conservation District."

Phil Johnson, associate professor and director of Texas Tech's Thornton Agricultural Finance Institute also is involved in the project.

The grant will be split evenly between the North Plains Groundwater Conservation District and Texas Tech. The funds for each group will go toward setting up field-level demonstration sites to evaluate new water conservation technologies across the Texas High Plains.

Texas Tech, in conjunction with the Texas Alliance for Water Conservation and the High Plains Underground Water Conservation District, is currently evaluating water conservation and production practices on about 30 fields in Hale and Floyd Counties under a project funded through the Texas Water Development Board.

"This grant provides us the ability to expand our efforts to evaluate and demonstrate water conservation technologies over the Texas High Plains," said Rick Kellison, the

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project director for the Texas Alliance for Water Conservation. “Our partnership with the High Plains Underground Water Conservation District and North Plains Groundwater Conservation Districts will allow us to evaluate water conservation technologies over a wider area and give producers in the region an opportunity to observe the results.”

Within the project, eight field-level sites in the North Plains Groundwater Conservation District and eight field-level sites in the High Plains Underground Water Conservation District will demonstrate these technologies. The grant funds will cover the costs of operating and evaluating the sites for three years. Other important partners involved in the initiative are the Texas Water Development Board and Texas AgriLife Extension.

“Farmers involved in the demonstration sites will utilize the latest water monitoring technology and we’ll evaluate how much water is being saved by using these new conservation and irrigation techniques,” Weinheimer said. “In the end, everyone’s goal is to conserve irrigation water and help sustain rural communities.”

In August, Agriculture Secretary Tom Vilsack announced the 52 winning proposals for this year’s Conservation Innovation Grants. Through the funding process, the NRCS is set to invest \$22 million in conservation technologies and approaches that address an array of existing and emerging natural resource issues. Projects will be carried out in 40 states.

“Everyone who relies upon the sustainability of our nation’s natural resources for clean water, food and fiber, or their way of life, will benefit from these grants,” Vilsack said.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2011

CONTACT: Gabriel Gonzales, gabriel.gonzales@ttu.edu
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Texas Tech Expects 250 at Upward Bound Orientation

The Texas Tech University Upward Bound program will hold its annual Parent/Student Orientation from 9-11 a.m. Saturday (Oct. 15) in Room 110 of the Texas Tech University Health Sciences Center.

A unit of the Division of Institutional Diversity, Equity & Community Engagement, the Texas Tech Upward Bound is a dynamic academic enrichment program designed to prepare high school students for college. Upward Bound is federally funded by the Department of Education, and its students come from families with limited financial resources and parents who have not received a college degree.

“We are expecting a crowd of around 250 people,” said Sylvia Gonzales, associate director for Texas Tech’s Upward Bound program. “The students and parents are informed of what our program is and are exposed to all the opportunities we offer. They will be in several breakout sessions and receive all the information on the academic programming we have planned throughout the year.”

Texas Tech’s Upward Bound program has been successful in granting opportunities to first-generation college students since 1967. During the past 44 years, many students have been able to attend various colleges and universities with the help of the program. The college-going rate for the Texas Tech Upward Bound program last year was 87 percent for the SELECT program (various career studies) and 100 percent for the QUEST program (math, science and technology studies).

The program also offers various opportunities for the parents of the students. Parents are given the chance to be part of the Texas Tech Upward Bound Parent Council, which comes together to raise funds for student scholarships, provide meals for the students and support the educational environment of the students. Parents are highly encouraged to participate in Upward Bound activities.

For more information about the Texas Tech Upward Bound program, please call (806) 742-3616 or visit us at www.depts.ttu.edu/upwardbound/.

CONTACT: Gabriel Gonzales, unit coordinator, Upward Bound, , Texas Tech University, (806) 742-3616, or gabriel.gonzales@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2011

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

(806) 742-2136

Texas Tech College of Education Pilots New Teacher Preparation Program

The new program includes a year-long teaching practicum with evaluation based on explicit teaching competencies.

Texas Tech University's College of Education unveiled this fall semester a new teacher preparation program called TechTeach. The program launched with middle-level teacher candidates, but starting in spring 2012, elementary and secondary teaching focuses also will be phased into the program, requiring all teacher candidates to take part in the new curricula.

TechTeach emulates iTeachAZ, Arizona State's preparation program, which was implemented by Scott Ridley, the Texas Tech College of Education's new dean. The program will not add any additional cost or length of time to the current four-year undergraduate teaching track.

The new process also includes co-teaching, which makes the certified teacher a mentor for the TechTeach candidates who will be in their class. Doug Hamman, director of teacher education at Texas Tech, said classrooms where teachers co-teach with a teacher candidate outperform classrooms where there is a traditional student-teaching experience.

"In the classroom, both adults can work together and use achievement data from their children to figure out the best way to split up the class or work together and complement each other," he said. "If a mentor teacher has a small number of children who are having trouble, the teacher candidate can take over that group for exclusive help."

TechTeach has made two promises to its partner districts:

- Within two years of graduating, TechTeach candidates will have value-added scores that are above district average, meaning they will exceed scores of half the teachers in the district.
- With the year-long co-teaching experience, the teacher candidates will contribute to gains in students' learning that exceed what the mentor teacher alone could bring about.

All TechTeach candidates will be evaluated based on their teaching competency, focusing more on their skills and ability to exhibit behaviors aligned with the national Teacher Advancement Program standards.

“The teacher candidates must teach at one of our approved sites because, essentially, the College of Education is taking responsibility, saying we will make sure our participants are much more prepared for their first day of teaching in their own classrooms,” Hamman said.

The college expects the program to be implemented and fully working at all certification levels by fall 2013.

“This program is aimed at improving learning of K-12 students, and preparing our teacher candidates to do just that,” Hamman said.

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

CONTACT: Doug Hamman, director of Teacher Education, College of Education, Texas Tech University, (806) 742-1997 ext. 244 or doug.hamman@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2011

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

Texas Tech Names Cheer Coach Former Red Raider cheerleader will lead spirit squad.

The Texas Tech University Center for Campus Life has named Bruce Bills as the coach of the cheerleading squad effective immediately.

Bills has worked with the Spirit Program at Texas Tech for the past eight years. He has overseen fundraising procedures, appearance scheduling, tryout logistics and general administrative duties. He most recently has served as the coach of the pom squad. Bills also assisted in coaching the nationally ranked Texas Tech Cheer Squad for the past five years. In addition, he serves as the website and social media manager.

Stephanie Rhode, spirit program supervisor, has worked extensively with Bills and is excited to have him as the new coach. "Bruce's discipline, work ethic and love for Texas Tech will serve the university well in this role," Rhode said.

Previously Bills worked in the Undergraduate Admissions Office as a recruiter for Texas Tech. As an undergraduate student, he worked in the Center for Campus Life as the publicist for the Spirit Program.

A 2007 Texas Tech graduate in business administration, Bills was a Texas Tech cheerleader for three years. He currently is working toward earning his master's degree in Interdisciplinary Studies with a focus in sports management, business administration, and higher education administration.

Bills has worked on the National Cheerleaders Association (NCA) staff for seven years and serves as a head instructor. He also judges and coordinates local cheerleading tryouts and competitions.

More information and updates will be posted online at www.spiritsquads.ttu.edu.

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

CONTACT: Stephanie Rhode, Spirit Program supervisor, at (806) 742-5433 or stephanie.rhode@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2011

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

**Texas Tech Hispanic Scholarship Fund Invites
High School Seniors for College Workshops**

The Texas Tech University Hispanic Scholarship Fund (HSF) chapter presents a day long workshop for Lubbock and surrounding area high school seniors from 9 a.m.-3 p.m. Oct. 22 in Room 101 of the Mass Communications Building on the Texas Tech campus.

Topics to be discussed include college admissions, financial aid, and scholarships and resources. A student panel will also be conducted to answer any questions about college life.

Founded in 1975, HSF works to address the barriers that keep many Latinos from earning a college degree. The organization has awarded more than \$300 million in scholarships the past 36 years while supporting a broad range of outreach and education programs to help students and their families navigate the collegiate life.

Lunch will be provided to all attendees. To RSVP please email hispanicscholarshipfund@ttu.edu by October 17. Available parking will be east of memorial circle adjacent to the Administration Building, along Boston Avenue on the Texas Tech campus.

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

CONTACT: Bianca Ibarra, Hispanic Scholarship Fund chapter coordinator, Texas Tech University, bianca.ibarra@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2011

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

Texas Tech Flash Mob to Promote Alcohol Awareness Week

Student Health Services provides students a chance to show their spirit and promote alcohol awareness through dance.

Texas Tech University's Student Health Services will kick off Alcohol Awareness Week at noon Tuesday (Oct. 18) in the Free Speech Area between the Student Union Building and the University Library.

Students will dance to "Thriller" starting at noon. Impact Tech, a group of peer health educators on campus, will provide information on alcohol awareness, along with a first-aid kit with the 742-RIDE and 742-NITE contact information, donated by the Student Government Association.

Impact Tech will provide the same prevention tools from 1:30 p.m. to 2:30 p.m. on Wednesday and Thursday (Oct. 19-20) at the Free Speech Area. Materials include Raider Assistance Program (RAP) bookmarks and brochures about binge drinking, alcohol mixed with energy drinks, and facts about alcohol. Students have an opportunity to learn more about standard drink sizes by stopping by the Impact Tech display case in the Student Union Building.

"This year we are focusing on providing all the tools necessary for students to make informed decisions about their own relationship with alcohol," said Delia Tibbs, health educator for Student Health Services. "We want to show that drinking is not the only way to have fun and at Texas Tech, we have plenty of alternatives."

Alcohol Awareness Week is an effort of Student Health Services, Texas Tech Athletics, the Student Recreational Center, 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, (806) 743-2844 ext. 290 or at delia.tibbs@ttuhsc.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 17, 2011

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

Texas Tech Taking Nominations for Barnie E. Rushing Jr. Faculty Distinguished Research Award

The Texas Tech University Office of the Vice President for Research is requesting nominations for the Barnie E. Rushing Jr. Faculty Distinguished Research Award.

The award, presented each year by the Texas Tech Parents Association, recognizes outstanding research and excellence in scholarship and creative activity by faculty of the university.

Beginning this year, two awards (one in each category) in the amount of \$3,000 each will be given:

- science, engineering, technology and math disciplines
- social sciences, humanities and creative arts disciplines

Each college is requested to solicit nominations for the award from its faculty and select one name as the college's nominee for the award. Nominees must hold the rank of assistant professor (or equivalent) or above, and their research contributions should be of such quality that their significance has been or likely will be recognized nationally by peers in the nominee's own discipline.

Nominations will be reviewed by a committee of associate deans, who will rank the nominations based on quality of scholarship, quality of publications or creative works, and quality of the reference letters as criteria. Two nominees from each award category will be submitted to the Parents Association. The recipients of the Barnie Rushing Awards will be chosen by a Parents Association screening committee.

The winners of the Barnie E. Rushing Jr. Faculty Distinguished Research Award will be announced in March 2012. The two recipients also will be recognized and presented their \$3,000 honorariums at the Texas Tech Parents Association spring scholarship breakfast. Even though a college's nominee may not be selected for the Barnie Rushing Award, he or she will receive a \$1,500 honorarium and will be recognized as the college's researcher of the year at the spring faculty honors convocation.

College nominations are due to Linda True in the Office of the Vice President for Research by Nov. 22. For more information and a list of previous nominees and winners,

-more-

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visit the **Barnie E. Rushing Jr. Faculty Distinguished Research Award** website
<http://www.depts.ttu.edu/vpr/award-ops/barnie-rushing.php>

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 17, 2011

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

Texas Tech Rodeo Slated for the Weekend

- WHAT:** The 62nd Annual Texas Tech National Intercollegiate Rodeo
- WHEN:** Thursday through Saturday (Oct. 20-22)
- WHERE:** Texas Tech Equestrian Center (3/4 mile south of 50th Street on Upland Avenue)
- EVENT:** Fifteen colleges and universities from the Southwest Region of the National Intercollegiate Rodeo Association will compete in the three-day event, which will draw more than 500 participants to the South Plains.

Admission is \$8 for Thursday and Friday, \$10 for Saturday, and children under 5 are admitted free. Tickets can be purchased for \$2 off at Gebo's and Dollar Western Wear.

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

CONTACT: Chris Guay, rodeo coach, Texas Tech University, (806) 742-2805 ext. 256, or chris.guay@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 17, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Texas Tech Campus Hosts Family-Friendly Halloween Events

Texas Tech University organizations are hosting a variety of Halloween-week events for all ages.

- **Greek Treat:** 4-6 p.m. Thursday (Oct. 27) at Greek Circle, located on Quaker Avenue between Eighth and 15th Streets. Texas Tech's Greek community is gearing up for its 15th annual Greek Treat. The sororities and fraternities would like to extend an invitation to Lubbock community parents and their children to attend this year's festivities. In addition to trick-or-treating, participating sororities and fraternities will provide activities for the children, including bobbing for apples, face painting and a bean bag toss. Everyone is encouraged to dress up in their favorite Halloween costume. Greek Circle will be blocked off beginning at 3:30 p.m. to ensure safety for the children and families.
- **The National Ranching Heritage Center old-fashioned Harvest Festival:** 4-7 p.m. Friday (Oct. 28) during the Fifth annual Heritage Halloween event, at 3121 Fourth Street. Visitors of all ages can take part free of charge. Trick-or-Treaters can fill their bags with period-correct treats as they visit several of the historic structures at the NRHC. Also offered are \$1 hayrides through the park, a cakewalk at the McLaughlin Arbor, stick horse rodeos with the TTU Rodeo team and more.
- **Annual Dia de los Muertos Procession:** 5:30-9:30 p.m. Friday (Oct. 28). The event is free and open to the public. Traditional snacks will be served at each site. Two Texas Tech sites will participate in this year's Dia de los Muertos procession:
 - 5:30-6:30 p.m., International Cultural Center, 601 Indiana Ave.: Art in response to the history and meaning of Day of the Dead. Music by Mariachi Amistad.
 - 6:30-7:30 p.m., Landmark Arts, School of Art, 18th Street and Flint Avenue: The School of Art's exhibit in the Studio Gallery presents artworks in all media used and taught in the School of Art to pay respect to and honor the memory of recently departed family, friends and even pets.



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The procession will continue to the Louise Hopkins Underwood Center for the Arts Ice House at Avenue J and Mac Davis Lane and then to the Buddy Holly Center, 1801 Crickets Ave.

- **Cowboys & Pirates: A Halloween Carnival Ball:** 6 p.m. Saturday (Oct. 29) in the Matador Room of the Student Union Building. The evening begins with a family-friendly trick-or-treat hour from 6-7 p.m. Costumes are expected and encouraged. Prizes will be given for the best costumes. Featured performers at this alcohol-and-tobacco-free event include The Tech Set Dancers, Caprock Morris, the Texas Tech Celtic Ensemble and other special guests.
- **Residence Halls Association annual Safe Treat:** 6-8 p.m. Monday (Oct. 31) in any of Texas Tech's residence halls. Each residence hall will have games, activities and the option for children and their family to go door-to-door to trick-or-treat and receive free candy. A series of Scooby Doo Halloween videos will also be shown in the Wall/Gates residence hall lobby. Families will be allowed to park in any of the "Z" residence hall parking lots during the event. Free bus transportation will be provided between the residence halls on campus.

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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

EMBARGOED UNTIL 11:01 p.m. CDT Oct. 17

DATE: Oct 17, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Researchers: Caveman Instincts Still Play Role in Choosing Political Leaders

When it comes to voter preference, the issues count. But some may pull the handle for a more primal reason: Physical fitness and stature against an opponent.

Possibly hailing from our caveman instincts to ensure survival, two researchers from Texas Tech University suggest that physical formidability affects preference in political leadership.

Their results will publish Oct. 18 in the peer-reviewed journal, *Social Science Quarterly*.

The paper, published by Gregg R. Murray, an assistant professor of political science, and graduate student J. David Schmitz, focuses on evolutionary psychology. This field studies universal human behaviors that are related to psychological mechanisms that evolved to solve problems faced by humans in ancient history.

“Some traits and instincts that may have been acquired through evolution continue to manifest themselves in modern life, seemingly irrationally,” Murray said. “A near-universal fear of snakes and a preference for unhealthy fatty foods likely evolved from when snakes were a common threat and caloric intake was uncertain. We believe similar traits exist in politics.”

The authors’ interest in the physical strength of political leaders stems from the popular observation that taller candidates have won 58 percent of U.S. presidential elections between 1789 and 2008; a trend known as the “presidential height index” by political pundits.

In order to test this theory, Murray and Schmitz first reviewed the literature to establish concepts of the “big man” in tribal leadership of ancient societies, as well as the impact of physical strength on rank and status in the animal kingdom.

The authors then carried out two studies, analyzing 467 U.S. and international students from both public and private universities in the United States.

The first study aimed to capture attitudes towards the preferred physical stature of leaders by using a figure-drawing task.

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Students were asked to describe and draw a figure which represented their concept of a “typical citizen” and an “ideal national leader” before being asked to draw both figures together.

The results showed that 64 percent of students drew the leader as taller than the citizen.

In the second test, subjects were asked to answer a questionnaire about their own leadership attributes to consider how height influences personal perceptions of political leadership and attitudes toward running for office.

The expectation was that subjects with greater physical stature would be more likely to think of themselves as capable leaders. The results revealed a statistically significant association between height and perceived leadership capability and interest in running for a political office.

“We believe this research extends beyond merely establishing an association between physical stature and leadership by offering a theoretical basis for this phenomenon,” Schmitz said. “Culture and environment alone cannot explain how a preference for taller leaders is a near-universal trait we see in different cultures today, as well as in societies ranging from ancient Mayans, to pre-classical Greeks and even animals.”

The research and literature demonstrate that there is a preference for physically formidable leaders that likely reflects an evolved psychological trait, independent of any cultural conditioning, Murray said.

“So while at 6’1” Barack Obama towered over the 5’8” John McCain in 2008, perhaps he’ll meet his physical equal in one of the ‘big man’ governors in the 6’1” Rick Perry or the 6’2” Mitt Romney in November 2012.”

Media members wishing to receive a PDF file of the report can request them at scholarlynews@wiley.com.

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CONTACT: Gregg Murray, assistant professor, Department of Political Science, Texas Tech University, (806) 201-1898 or g.murray@ttu.edu; J. David Schmitz, graduate student, jdave.schmitz@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 17, 2011

CONTACT: Allison A. Ralston, allison.ralston@ttu.edu
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Experts Available to Discuss Halloween Topics

Pitch □ □

Are vampires or zombies the hottest monsters this year? When did vampires get to be so sexy, anyway? And why do we spend so much money dressing up like them?

Expert □ - **Zombies and Horror Movies**

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

Talking Points □ □

- Horror in movies, literature and comics
- History of horror in cinema □ □

Expert □ - **Shopping Frenzy**

Debbie Laverie, Jerry S. Rawls and Minnie Stevens Piper Professor in marketing, (806) 742-3953, debbie.laverie@ttu.edu.

Talking Points □ □

- Despite a sluggish economy, consumers in the U.S. will spend \$6.9 billion on Halloween in 2011.
- The outlook for Halloween is not looking scary for retailers.

Expert □ - **Vampires**

Erin Collopy, associate chair of classical and modern languages, (806) 742-3286, erin.collopy@ttu.edu. □

Talking Points □ □

- The sexy vampires of today's movies are very different from the monsters of eastern European folklore.
- Vampires' origins and their changing image in pop culture

Expert □ - **Ghosts**

Genaro J. Perez, professor of Hispanic literature, (806) 742-3145, genaro.perez@ttu.edu.

Talking Points □ □

- Ghosts, legends and the devil in Mexican literature

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 17, 2011

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

Michael Pollan Kicking Off Lecture and Performance Series

Daniel Cunningham was an obese pre-diabetic college dropout with little direction or focus in life until he received a copy of Michael Pollan's book "The Omnivore's Dilemma."

Pollan, author of four New York Times bestselling books and one of Time Magazine's top 100 most influential people will be the first presenter for Texas Tech University's Presidential Lecture and Performance Series. Pollan will speak at 7 p.m. Oct. 28 in the Allen Theatre .

"This book literally changed my life," said Cunningham, now a senior environmental horticulture major at Texas Tech "After losing more than a hundred pounds, I am extremely motivated and following my passion in life. I have read all of Pollan's books a number of times, and quote from them on a daily basis."

Cunningham was given "The Omnivore's Dilemma" from a stranger and has since passed on the book to someone else. His only requirement was that they promised to pass it on to someone else in hopes that other folks would be enlightened as well.

Some of Pollans top selling books:

- "Food Rules: An Eater's Manual"— Eating doesn't have to be so complicated. This indispensable handbook lays out a set of straightforward, memorable rules for eating wisely, one per page accompanied by a concise explanation.
- "In Defense of Food"— Food. There's plenty of it around, and we all love to eat it. So why should anyone need to defend it? Because most of what we're consuming today is not food, and how we're consuming it — in the car, in front of the TV, and increasingly alone — is not really eating. Instead of food, we're consuming "edible foodlike substances" — no longer the products of nature but of food science. The result is what Pollan calls the American paradox: The more we worry about nutrition, the less healthy we seem to become.
- "The Omnivore's Dilemma"— The omnivore's dilemma has returned with a vengeance, as the cornucopia of the modern American supermarket and fast-food outlet confronts us with a bewildering and treacherous food landscape. What's at

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stake in our eating choices is not only our own and our children's health, but the health of the environment that sustains life on earth.

- “The Botany of Desire”— In telling the stories of four familiar species, Pollan illustrates how the plants have evolved to satisfy humankind's most basic yearnings. And just as we've benefited from these plants, we have also done well by them. So who is really domesticating whom?

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CONTACT: Jo Moore, Presidential Lecture & Performance Series, (806) 742-0700 or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 18, 2011

CONTACT: Chris Cook, chris.cook@ttu.edu

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U.S. Chemical Safety Board to Release Texas Tech Accident Case Study

WHAT: Webinar detailing findings from U.S. Chemical Safety Board (CSB) investigation of Jan. 7, 2010, TTU accident

WHEN: Wed. (Oct. 19), 11:30 a.m. (CT)

WHERE: International Cultural Center (ICC) Auditorium, 601 Indiana Avenue

WHO: U.S. Chemical Safety Board Chairman Rafael Moure-Eraso, CSB Team Leader Cheryl MacKenzie, CSB Investigator Mary Beth Mulcahy

Texas Tech University Vice President for Research Taylor Eighmy also will make a statement during the webinar and address the media afterward.

A graduate student was badly injured in a Jan. 7, 2010, accident in the chemistry department. The accident prompted an investigation by the CSB. It has completed its extensive investigation and is issuing its report Wednesday via a webinar. To register for the webinar, send an email to webinar@csb.gov. The media is welcome to attend the event at ICC.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 18, 2011

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

Rawls College of Business Hosts One of America's Most Powerful Hispanic Executives

WHAT: Texas Tech University's Rawls College of Business Chief Executives' Roundtable Speaker Series

WHEN: 11:30 a.m. Wednesday (Oct. 19)

WHERE: Valley of Lubbock Scottish Rite, 1101 70th Street

EVENT: Texas Tech's Rawls College of Business will host Carlos Dominguez, senior vice president in Cisco's Office of the Chairman of the Board and CEO. Dominguez will speak about how technology is changing the way individuals communicate, collaborate and work.

Dominguez says with the pace of innovation, people want to communicate quickly and in real time. He believes the use of video, social media and web sharing is changing who gets heard by giving everyone a voice.

Prior to his current position, Dominguez led the team responsible for the Cisco Enterprise line of business in the Northeast U.S. and established Cisco's strategic markets focusing on financial services, media, government and pharmaceuticals.

Named one of America's most powerful Hispanic executives by Hispanic Engineer & Information Technology, the nation's premiere Hispanic technology publication, Dominguez is deeply committed and focused on educational and children issues.

For more information on the Chief Executives' Roundtable Speaker Series please visit <http://cer.ba.ttu.edu/>.

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

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.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: October 18, 2011

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

Three Authors Represent Texas Tech Press at State Book Festival

Three authors will represent the Texas Tech University Press this year at the 2011 Texas Book Festival on Saturday and Sunday (Oct. 22-23) on the State Capitol grounds.

Monte Akers, author of “The Accidental Historian,” Rick Dingus, author of “Llano Estacado: An Island In the Sky,” and Michael Ventura, author of “If I Was A Highway,” will represent Texas Tech’s publishing house.

Ventura’s book depicts his adventures traveling throughout the United States in his 1969 Chevy Malibu.

John Powers, critic at large, said “If you’re searching for the forgotten soul of America, you’ll find no better guidebook than Michael Ventura’s deep, passionate, endlessly readable bulletins from the frontlines of our national psyche.”

Others at the event include promising writer Erin Morgenstern, author of “The Night Circus.” The book went on sale Sept. 13, and the publishing world has predicted it will rival the success of the Harry Potter series.

The festival was established in 1995 by First Lady Laura Bush, a former librarian. Her goal for the festival was to honor Texas authors, promote the joys of reading and serve to benefit the state’s public libraries.

The festival draws approximately 40,000 visitors annually and this year will feature 250 writers from across Texas and the United States.

For a full list of authors attending the 2011 book festival go to the events [author page](#).

CONTACT: Barbara Brannon, Marketing Manager, Texas Tech University Press,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 18, 2011

CONTACT: Melanie Hess, Melanie.hess@ttu.edu
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Texas Tech Hosts Celebrated U.S. International Invitational Chess Tournament

SPICE Cup 2011, the most prestigious international invitational chess tournament in the U.S., is in full swing at Texas Tech University this week (Oct.15-25).

In the Matador Room of the Student Union Building, respected players from all over the world are participating in the fourth annual invitational, including six of Texas Tech's own Knight Raiders.

Paul Truong, Susan Polgar Institute for Chess Excellence (SPICE) marketing director, said the invitational's "A" group marks SPICE Cup 2011 as the highest-rated international invitational in U.S. history.

"It is like bringing the Super Bowl or Wimbledon to Texas Tech and Lubbock," Truong said. "More than 30 million people in over 170 countries follow this event online and through various media sources."

The tournament includes a World Chess Federation (FIDE) Rated Open, a scholastic event and an open competition. Spectators are welcome and admission is free.

The six Knight Raiders competing are as follows:

- **Group A:** Grandmaster Georg Meier of Germany.

Meier is a freshman and the no.2 ranked player in Germany. He represents Germany in the Olympiad, World Cup and other major events.

- **Group B:** Grandmaster Anatoly Bykhovsky of Israel and Grandmaster Denes Boros of Hungary.

Bykhovsky played top board for Texas Tech last year and helped the Knight Raiders win the Final Four for the first time.

- **Group C:** Grandmaster Andre Diamant of Brazil, International Master Vitaly Neimer of Israel and Senior Master Faik Aleskerov of Azerbaijan.

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Diamant and Aleskerov were key members of the national championship team last year.

In addition to being the current national champions, the Texas Tech Knight Raider team is currently ranked no. 1 in the country.

“No school has ever achieved this honor in just three years of competing in Division I competition,” Truong said. “Susan became the first female head coach earlier this year to lead a men’s Division I team to the national championship. Now she is the first female head coach to lead the no. 1 ranked team in the nation.”

Truong said events like the SPICE Cup not only bring strong players from all over, but also help the Knight Raider team to stay sharp and defend its title. Hosting such prestigious events helps Texas Tech to recruit top-caliber players.

Moves and results from the invitational can be viewed live by visiting www.chessdailynews.com.

CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2011

CONTACT: Chris Cook, chris.cook@ttu.edu
(806) 742-2136

Update on the Oct. 14, 2011, Laboratory Accident in the Chemistry and Biochemistry Department at Texas Tech

At about 5:30 p.m. on Friday (Oct. 14), a small explosion occurred in Room 332 in the Chemistry and Biochemistry Building on the Texas Tech University campus. The laboratory was unattended, no one was hurt, and the explosion occurred in a working laboratory hood. The building was evacuated. Lubbock Fire Department and its hazmat team responded and cleaned up the acid that sprayed onto the floor of the laboratory. The building was opened about two hours later.

The accident is being formally investigated by the Texas Tech Office of Environmental Health and Safety and outside experts. The laboratories associated with the work have been locked down to facilitate the investigation. The precise cause of the explosion is not known, but it appears to involve two large glass bottles, each reportedly containing dilute acids (one with nitric, one with acetic) that were adjacent to each other on the left side of the hood. There were two roto-evaporation apparatus on the right side of the hood that were not damaged, but the explosion did crack the base surface of the hood and scatter glass throughout the lab.

The laboratory was being used solely by employees of an organic chemical production company. This company has a contractual research relationship with a faculty member in the Department of Chemistry and Biochemistry. The laboratory hood where the explosion occurred was being used for an organic compound crystallization, but it appears that this reaction had no role in the explosion. The Texas Tech investigation of the accident will be released upon its completion.

A serious explosion happened in another laboratory of the chemistry and biochemistry department on Jan. 7, 2010. A graduate student was seriously injured. As a consequence of that accident, the U.S. Chemical Safety Board (CSB) has conducted an investigation. It released its investigative report Wednesday (Oct. 19), to a national audience through a live webinar.

“Though the two separate accidents were not connected with respect to the nature of the research or individuals involved, they both occurred in the same department here at Texas Tech University within 20 months of each other,” said Taylor Eighmy, vice president for research at Texas Tech. “While progress has been made, this second accident just further reinforces the importance of changing the culture of laboratory safety at the university.

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We have a lot of work to still do.”

During the Oct. 19, 2011, webinar, the CSB discussed its findings, conclusions and recommendations to Texas Tech and other parties involved in the Jan. 7, 2010, accident. Texas Tech will launch its own website that describes many additional self-imposed recommendations and descriptions of progress that has been made since the 2010 accident. This website will be updated over the following months as progress is made. Further information about the Oct. 14th, 2011 explosion will be posted there. The website is located at www.csbresponse.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: October 19, 2011

CONTACT: Chris Cook, chris.cook@ttu.edu
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Texas Tech University Response to Accident Investigation Report

Texas Tech University has taken important steps to improve laboratory safety, campus-wide safety awareness and safety training following a Jan. 7, 2010, accident that injured a graduate student.

The U.S. Chemical Safety and Hazard Investigation Board (CSB) investigated the accident and Wednesday issued a report that recommends the following:

“Revise and expand the university chemical hygiene plan (CHP) to ensure that physical safety hazards are addressed and controlled, and develop a verification program that ensures that the safety provisions of the CHP are communicated, followed, and enforced at all levels within the university.”

“Develop and implement an incident and near-miss reporting system that can be used as an educational resource for researchers, a basis for continuous safety system improvement, and a metric for the university to assess its safety progress. Ensure that the reporting system has a single point of authority with the responsibility of ensuring that remedial actions are implemented in a timely manner.”

The full CSB report can be found at www.depts.ttu.edu/vpr/integrity/csb-response/downloads/report.pdf. Texas Tech’s response to the CSB report and all actions taken since the accident can be found at www.CSBresponse.ttu.edu.

The accident on Jan. 7, 2010, was serious. A Ph.D. student working on a project in a Department of Chemistry and Biochemistry laboratory was injured when the energetic materials he was working with exploded. He has since recovered and completed his doctorate.

“Texas Tech University is grateful for the investigation conducted by the U.S. Chemical Safety Board regarding the serious laboratory accident that occurred here Jan. 7, 2010,” said Taylor Eighmy, vice president for research. “We fully agree with the findings and the recommendations of the U.S. Chemical Safety Board. Guy Bailey, president of Texas Tech, has asked that we impose a number of additional recommendations and we will do so. We have obviously come quite a long way since the accident, but there is still more work to do. As we have stated from the beginning, we will be an exemplar around the

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culture of lab safety, and we will work with other academic institutions to learn from what happened here, apply necessary changes across our research and training, and share these best practices nationally.”

In addition to the CSB recommendations, Texas Tech will implement the following self-imposed recommendations:

1. Adapt elements of physical risk into our chemical hygiene plan.
2. Require Texas Tech University to become an exemplary institution around the culture of safety.
3. Require the university to report annually to the U.S. Chemical Safety Board about progress made toward improving the culture of laboratory safety.
4. Establish a TTU Faculty Chemical Safety Committee to help firmly establish the culture of laboratory safety.
5. Acquire an online chemical inventory system.
6. Require the provost and vice president for research to make laboratory safety an element of annual evaluations (e.g., college, department, faculty).
7. Others to be determined.

“In the aftermath of this accident the institution has examined its entire safety climate and will use the information we have gathered to help prevent future mistakes,” said Bailey “We will comply with the CSB recommendations and continue to work closely with the CSB and other organizations as our safety climate further evolves.”

Texas Tech has instituted many safety and educational measures beyond the recommendations of the CSB. “Texas Tech has not waited for the CSB to issue its report,” Eighmy said. “We immediately instituted changes at many levels and began looking at the issue of the culture of safety awareness across the campus.”

A working group was formed in February 2010 to examine how the university manages laboratory safety, the culture of safety awareness and safety training compliance. As a result of the group’s July 2010 report, several changes were implemented, including:

- The establishment of a university-wide safety committee
- The oversight of health and safety training of faculty and students was moved to the Responsible Conduct of Research training program managed in the Office of the Vice President for Research
- The Environmental Health and Safety office was moved under the Office of the Vice President for Research
- A yearly campus-wide safety forum was established, with the first seminar held in September 2011
- An external review by environmental health and safety experts looked at the university’s safety climate and programs, and especially at the Office of Environmental Health and Safety’s staffing, management structure and strategic planning needs. Such external reviews will continue to be conducted at least every five years



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- Plans are underway to implement a centralized Web-based gateway system for chemical purchases

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2011

CONTACT: Allison A. Ralston, allison.ralston@ttu.edu
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Expert: NBA Lockout Will Have Greater Effect on Texas Teams

Pitch □ □

While the impact of the NBA lockout is projected to vary by market, Texas is likely to feel a greater impact because there are three teams in the state.

Expert □

Debbie Laverie, Jerry S. Rawls and Minnie Stevens Piper Professor in marketing,
(806) 742-3953, debbie.laverie@ttu.edu.

Talking Points □ □

- Biggest financial impact of the lockout is expected in the biggest markets
- Businesses around NBA arenas are predicted to see the biggest hit
- The situation in San Antonio, where the public paid \$145 million to build AT&T Center, a small-market team and a model franchise, winning four championships in the past 13 years

Quotes □ □

- “The biggest financial impact is expected in the biggest markets, but interestingly, the poorest performing teams are in small markets and the most likely to cause the player lockout.”
- “Harvard economist Judith Grant Long argues the impact will not be that great as sports arenas do not provide any substantial economic benefit to the communities where they are built. This of course leaves the question - why does the public keep paying for them?”



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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2011

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Expert: Whose winning streak will continue in the World Series? Professor crunches numbers for the Cardinals vs. Rangers matchup.

Pitch □ □

The St. Louis Cardinals and the Texas Rangers each rode hot streaks at the end of their regular season, right into the playoffs. How long can it last?

Alan Reifman, a professor in Texas Tech University's Department of Human Development and Family Studies, who studies sports streakiness and conducts "hot hand" research, can speak to sports trends and statistical probability. His blog can be found at <http://thehothand.blogspot.com/>.

Reifman is also the author of the forthcoming book "Hot Hand: The Statistics Behind Sports' Greatest Streaks."

Expert □

Alan Reifman, professor, Human Development and Family Studies, Texas Tech University, (806) 742-3000 ext. 274, or alan.reifman@ttu.edu.

Talking Points □ □

- How the Cardinals got hot for roughly the last month of the season (winning 23 games and losing only 9), while their rivals for the last playoff spot, the Atlanta Braves, got cold over the same period of time (winning 11 and losing 21).
- How the Rangers finished the season even hotter than the Cardinals, winning 14 of their final 16 regular-season games. It's not always the case that teams that finished the regular season strongly make it to the World Series, but this year it is.
- The amazing hot hitting of the Rangers' Nelson Cruz and several of his teammates in the postseason.

□



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2011

CONTACT: Allison A. Ralston, allison.ralston@ttu.edu
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Expert: Presidential Debate Rules Came into Question, Led to More Spontaneous Debate

Pitch □ □

Debate rules came into question several times during the course of the Republican Presidential Debate Oct. 18 – can candidates interrupt? Ask questions of their opponents?

Expert □

Joe Gantt, debate coach, Department of Communication Studies, (806) 742-1328,
joe.gantt@ttu.edu. □ □

Talking Points □ □

- Gov. Perry’s performance, in which he showed a greater energy on stage and seemed to have a better knowledge of the questions being asked than in previous debates.
- Herman Cain accused his rivals of committing a logical fallacy in their criticism of his 9-9-9 plan, but Cain was actually the one committing the fallacy himself.
- While the rules themselves disallowed much of the direct interaction between candidates during the debate, viewers were rewarded with a debate that was lively, interesting and provided important contrasts among the candidates. □

Quotes □ □

- “After the last three debates, two of which where he seemed unprepared and another where he seemed disinterested, Gov. Perry badly needed a better night in the CNN debate, and for the most part, he got it. That being said, his exchanges with Gov. Romney seemed to overcorrect the problems of the past; he appeared too aggressive in his attacks, especially when bringing up for a second time the issue of undocumented workers working for Gov. Romney. One time was effective; the second time seemed mean.”
- “The criticism was simple: under the 9-9-9 plan, citizens in states with state sales taxes would be responsible to pay both the federal and the state tax. Rather than respond to this criticism, Mr. Cain obfuscated the point by claiming that his rivals were ‘mixing apples and oranges’ without directly responding to the point.”
- “The public would be better served by having debates with fewer rules, fewer rehearsed answers and more spontaneous responses.”



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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2011

CONTACT: Leslie Cranford; leslie.cranford@ttu.edu
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Texas Tech Rawls College of Business Listed in Princeton Review

Texas Tech University's Rawls College of Business has garnered a position in the 2012 Princeton Review's *The Best 294 Business Schools*. The comprehensive reference book is available at book stores.

The Princeton Review does not rank the schools on a single hierarchical list or name one school best overall. Instead, the book has 11 ranking lists of the top 10 schools in various categories.

Each school that appears in the [Best 294 Business Schools](#) received an Admissions Selectivity rating, and the schools from which they received student surveys were also given Academic Experience, Professors Interesting, Professors Accessible and Career ratings. Only the top 10 schools in each of the 11 ranking categories appear on the ranking lists.

About the Rawls College, the article said, "Students praise the Rawls MBA for 'the flexibility it offers to working professionals' and for a 'benefit/cost ratio much greater than similar programs' in the area. They are especially effusive about the administration, which 'takes care of everything for the students. They register us for classes, feed us, and provide us with all of the materials and resources needed for our classes.' As one student puts it, 'The administration is a joy to work with. If you have any questions about courses, registration, etc. they respond quickly to emails and have an open-door policy.' Likewise, students are 'especially impressed by the willingness of the professors to accommodate students with full-time jobs and families. As a group, they have been very helpful in making sure that my workload is effective in the curriculum and works with my schedule.'"

The article goes on to say that the Rawls College is large enough to offer a broad selection of concentrations, including agribusiness, entrepreneurship, health organization management, MIS, real estate and international business. Instructors in these disciplines are, said one student, beyond knowledgeable in their fields and are also easy to access for questions about course work or the job market in their particular field. "I have never met anyone within the program that was not willing to help the students succeed."

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The Princeton Review tallied its ranking lists based on its surveys of 19,000 students attending the 294 business schools. The student survey asked respondents to rate multiple attributes of their schools including their professors and fellow classmates. Some ranking list tallies factored in school-reported data.

The ranking tallies factor in data from The Princeton Review's surveys of law and business school students during the 2010-11, 2009-10, and 2008-09 academic years. The 80-question survey asked students about their school's academics, student body and campus life; themselves and their career plans. Almost all of the surveys were completed online at <http://survey.review.com>. On average, about 65 students at each business school were surveyed for the lists in the books' 2012 editions.

The lists are posted at www.PrincetonReview.com. All narrative profiles and ranking lists in the law school book are available at www.PrincetonReview.com/law/, with similar business college information at www.PrincetonReview.com/mba/.

The book is one of 200 Princeton Review titles published by Random House. The company is not affiliated with Princeton University.

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: Oct. 20, 2011

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Texas Tech Meat Judging Wins Fifth Consecutive Contest

The Texas Tech University Meat Judging Team continued its winning streak with a first-place finish at the American Royal Meat Judging Contest on Oct. 16 in Omaha, Neb.

Texas Tech posted a 21-point victory over their nearest competitor, Colorado State University. Oklahoma State University, South Dakota State University and the University of Illinois rounded out the top five teams at the competition.

The Red Raiders placed first in beef judging and overall beef. They finished second in beef grading and reasons – by only two points.

“The team won this contest with its consistency,” said Mark Miller, Horn Professor and San Antonio Livestock Show Distinguished Chair in Meat Science. “I am proud of the focus the team members are displaying at each contest.”

Individually, Jerra McMath, a senior from Estancia, N.M., was second overall. Team members Dakotah Williams, a junior from Glenrose; and Drew Cashman, a junior from New Windsor, M.D., finished fourth and sixth overall.

In addition to McMath, Williams and Cashman, team members include:

- Travis Begley, a junior from Plainview
- Blaine Corliss, a senior from Estancia, N.M.
- Cody Helms, a senior from Cleburne
- Faith Jurek, a junior from Goldthwaite
- Mandy-Jo Laurent, a junior from Nacogdoches
- Andrea Nordman, a senior from Florence
- Craig Russell, a senior from Visalia, Calif.
- Natalee Smith, a senior from Albemarle, N.C.
- Zach Smith, a junior from Sweetwater
- Cody Sultenfuss, a junior from Little-River Academy
- Kaitlyn True, a junior from Plainview
- Amanda White, senior from Garden City, Kan.

The team also boasted eight of the top ten individuals in the alternate division. Amanda White, Kaitlyn True, Zach Smith, Craig Russell, Andrea Nordman, Mandy-Jo Laurent, Cody Helms and Faith Jurek finished second through ninth, respectively.

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The team is coached by Miller and Shanna Ward, a meat science graduate student.

The team will compete at two more contests – one in Plainview on Oct. 30 and the International contest in Dakota City, Neb., on Nov. 13.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2011

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu
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Texas Tech Involves High School Students In Nonwoven Research

The Institute of Environmental and Human Health (TIEHH) at Texas Tech University has made history for the Technical Association of Pulp and Paper Industry's (TAPPI) nonwovens division due to the university's involvement of high school students in its cotton nonwoven's research.

Kahan Chavda, a senior from St. Mark's School of Texas in Dallas; Arav Chavda, a junior from St. Mark's School of Texas; and Ronald Kendall Jr., a senior from Lubbock Coronado High School, and Luke Kitten, a senior from Lubbock Trinity High School participated in the research.

The research from these high school students contributed to the work on oil absorption by cotton nonwovens and was presented at the leading nonwovens conference in Atlanta.

"This is a very significant achievement," said TAPPI President Larry Montague. "To my knowledge this is the first time that high school students were specifically targeted and brought to an event like TAPPI."

The students not only attended the conference but also participated in the program sessions, as well as interacted with professionals already working in the nonwovens industry.

"In the five years I have been with TAPPI, I have not seen a group like this prior to TIEHH's outreach program," Montague said. "The attendees for this conference were very impressed with how these students dressed and interacted with some of the industry's best and brightest."

TIEHH's research focuses around West Texas cotton, specifically the 10 percent of cotton that, due to the weather in the region, doesn't fully mature and must be sold at a discounted rate.

"What our lab thought two years back was why can't we take this discounted cotton and find new market opportunities for that cotton," said Seshadri Ramkumar, associate professor of nonwoven materials and countermeasures to biological and chemical threats.

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Vinit Singh, a graduate student at Texas Tech, found that the discounted cotton absorbs more oil than higher quality cotton, and to prove that he enlisted the help of the high school students to assist in conducting research.

Utkarsh Sata, a postdoctoral associate in Ramkumar's lab also worked closely with the Chavda brothers this summer to find added applications to cotton nonwovens.

"I became interested in it a few years back when Fibertech® started getting some recognition," said Kendall. "I get to do some cool things out here which makes it fun to talk about with people and gets some of my fellow classmates interested in it.

Kendall and Kitten are still actively involved in the research. Kitten battled Lymphoma during his participation in the research.

He said doing research out at TIEHH allowed him the opportunity to take his mind off the treatments.

"Going to treatments affected my schedule a lot," Kitten said. "I missed a lot of school and work going to treatments. But everyone here has been very helpful and very supportive."

Kendall and Kitten are currently investigating the oil absorption capabilities of the 2011 cotton crop.

"Ramkumar's research has and is a crucial part of making the world more aware of this fascinating industry," Montague said. "Just about the time we think we have heard it all before, a press release comes out from Texas Tech, with another winning research project that has resulted in a new product line."

CONTACT: Sheshadri Ramkumar, associate professor, nonwoven materials and countermeasures to biological and chemical threats, (806) 885-4567 ext. 228 or s.ramkumar@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Gets Marketing Grant to Assist Beginning Farmers and Ranchers

A group of Texas Tech University researchers is part of a larger compilation of institutions receiving a grant to help beginning farmers and ranchers market their products and businesses.

Erica Irlbeck, an assistant professor of agricultural communications in the Department of Agricultural Education and Communications, has secured the \$600,000 grant from USDA as part of its Beginning Farmer and Rancher Initiative. Courtney Meyers, an assistant professor; and Cindy Akers, a professor, both in agricultural communications, are involved in the project, as well as researchers from the University of Illinois, University of Georgia and Kansas State University.

According to Irlbeck, the grant will provide online media training – specifically social media of all sorts – for beginning farmers and ranchers, or BFRs.

“Online and social marketing has really taken off,” Irlbeck said. “All kinds of farmers and ranchers need to promote their products or businesses and many don’t know how. We will teach them how to use these online tools.

“We’re really focused on, but not limited to, the alternative type producers – like peach orchards, small herds of grass-fed beef, niche businesses – those who want to get the message out to consumers to go to their farm, buy their product or consume their wares. The limitation is simply that it’s for beginning farmers.”

Alternative enterprises refer to farms producing nontraditional crops, livestock and other farm products; operating services, recreation, tourism and other ventures based on farm and natural resources; using unconventional production systems such as organic farming; or using direct marketing and other entrepreneurial marketing strategies.

Current social media types that would likely be covered by this project include, but are not limited to, Twitter, Facebook, YouTube, LinkedIn, blogs, wikis and photo sharing sites.

The initial contact with BFRs will likely be one-hour sessions in conjunction with other meetings such as farm and ranch conventions and trade shows, Irlbeck said. The actual

seven- to eight-hour trainings will most probably be included at large, statewide agricultural conferences. In addition, most of the training materials will be housed online.

This project will initially be conducted in Georgia, Illinois and Texas with plans for expansion after the third year.

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

CONTACT: Erica Irlbeck, assistant professor of agricultural communications, Department of Agricultural Education and Communications, Texas Tech University at (806) 742-2816, or erica.irlbeck@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Kicks Off TechWell: An Interactive Health and Wellness Fair

Booths include handwashing awareness, alcohol screening, relaxation room, flexibility test and information on noise-induced hearing loss.

WHAT: TechWell: An Interactive Health and Wellness Fair

WHEN: Wednesday (Oct. 26) from 8:30 a.m.- noon.

WHERE: Student Recreation Center

EVENT: All Texas Tech students, faculty and staff are invited to attend this feel-good event for the entire campus community. Proof of participation will be provided.

Each of the 30-plus booths will have an interactive activity to promote student engagement and learning. The booths will cover emotional, social, occupational, intellectual, physical and spiritual dimensions of wellness. A variety of university departments and community organizations will host booths.

More than 700 students participated last year. Some professors encourage their students to go for extra credit. In order to obtain proof of attendance for extra credit, a student must participate in 10 of the booths and fill out a short evaluation form.

The event is sponsored by Student Health Services; Recreational Sports: Fitness/Wellness Center and the Student Counseling Center.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2011

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The Daily Toreador Wins More Than a Dozen Awards from Press Association Of the six Texas Tech student winners, four will graduate this school year.

Texas Tech University's student campus newspaper, The Daily Toreador, received 13 honors in the 2011 Gold Circle competition sponsored by the Columbia Scholastic Press Association (CSPA). The CSPA sponsors annual contests to seek out and publicize the best practices in student writing, editing and publishing.

According to the Columbia University website, The Gold Circle Awards honor the best work completed by student reporters, editors, designers, photographers, artists, poets, fiction writers and other student staff members.

Susan Peterson, managing director of student media, said she is proud of the dedication the students show in the newsroom every class day.

"The students made improving local coverage and design a priority last year and it paid off," she said. "Any time you can win this many awards against the best college media programs in the country, it's a huge accomplishment."

The Texas Tech award winners are as follows:

- Jon Arnold and Tommy Magelssen, news writing category, certificate of merit for "Former Student Charged"
- Tony Cardone, personal opinion/on-campus issues category, second place for "Gun Ownership Good"
- Britton Peele, personal opinion/on-campus issues category, first place for "Bullying Serious Problem"
- Arnold, sports commentary category, certificate of merit for "Big Enough-Secrecy of Big 12" and certificate of merit for "Tech in Danger of Missing Bowl"
- Magelssen, sports features category, first place for "Dunn Dirty"
- Sam Grenadier, photo illustration/portfolio category, second place
- Grenadier, single advertising photography category, first place for the Housing Guide 2011
- Kevin Cullen, typography/designed or art headline category, third place
- Cullen, page one design/broadsheet category, first place for "Good Knight"
- Cullen, sports page design/broadsheet category, first place for "Not in Our House" and certificate of merit for "Big 12 Toss Up"
- Cullen, sports page design/portfolio category, first place

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For a look at The Daily Toreador's stories, please visit <http://www.dailytoreador.com/>.

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: Oct. 26, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Texas Tech Announces the 2011 Distinguished Staff Awards

Texas Tech University recently awarded 15 employees and one department with distinguished staff awards in a ceremony at the Hall of Nations of the International Cultural Center.

The six categories of honor include: the Matador Award, the Masked Rider Award, the Guns Up Award, the President's Award of Excellence, the Chancellor's Award of Excellence and the Chancellor's Colonel Rowan Award for Execution.

The winners and qualifications for awards are as follows:

The **Matador Award** is given to a new employee with one to three years of continuous service. These individuals are praised for their innovative, significant and progressed ideas and contributions.

- Heather Bradley, administrative business assistant, International Affairs
- Josh Robinson, unit supervisor, Mass Communications
- Susan Rowe, educations program manager, Museum of Texas Tech
- Linda Whitebread, business supervisor, Mechanical Engineering
- Darren Wibberding, residence life coordinator, University Student Housing

The **Masked Rider Award** is given to staff members with four or more years of continuous service who have also been in a supervisory position for a minimum of one year. These honorees showcase extra efforts through their accomplishments, timeliness, follow-through and willingness to help fellow employees.

- Don Davis, associate director, Recreational Sports
- Craig Kuehnert, unit manager, University Student Housing
- Stephen Lambert, manager of IT, University Parking Services
- Donna Srader, undergraduate research coordinator, Honors College
- Melissa Wofford, college design specialist, Mass Communications

The **Guns Up Award** is given to a group who demonstrates exceptional ability to foster collaboration, communication and cooperation among colleagues.

- Academic Testing Services
 - Michael Carter, unit manager
 - Steve Martin, assistant director
 - Kaylyn Dowdy, unit coordinator
 - Jana Driver-Caffey, lead specialist

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- Jennifer Fidler, lead specialist
- Jeralyn Schwartz, lead specialist

The **President's Award of Excellence** is given to individuals who promote their department and Texas Tech's mission and goals through actions and job performance. They also encourage professional development, fairness and equity in resolving employee and work-related issues.

- Scott Hiemstra, machine shop supervisor, Chemistry
- Shannon Cepica, managing director, IT Help Central

The **Chancellor's Award of Excellence** is given to an individual having five years or more of service. This person has enhanced the quality of the workplace in ways that significantly increase productivity and efficiency.

- Joe Arredondo, gallery director, School of Art

The **Chancellor's Colonel Rowan Award for Execution** is given to those employees who best demonstrate the ability to execute and follow up with important projects, and accomplish an objective quickly and efficiently with minimal oversight.

- Treasa Austin, advisor, Health, Exercise & Sport Science
- Brad Thornhill, unit manager, Water Resources Center

Each award includes a cash prize, lapel pen and engraved plaque with an engraved pen/box set.

The award recipients will be honored in a ceremony during halftime at the Texas Tech vs. Iowa State football game.

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CONTACT: Amy Hymel, professional development supervisor, Human Resources, Texas Tech University, (806) 742-0530 or amy.hymel@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2011

CONTACT: Allison A. Ralston, allison.ralston@ttu.edu
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Experts: Hysteria Similar to War of the Worlds Not Likely to Occur Again Due to Social Media

Pitch □ □

On Oct. 30, 1938, Orson Welles narrated “War of the Worlds” on radio stations nationwide, spurring accounts of panic. Now, 73 years later, social media has made the chances of a similar reaction slim.

Expert □

Rob Peaslee, assistant professor in the College of Mass Communications, (806) 742-3385, rob.peaslee@ttu.edu. □ □

Sam Bradley, associate professor and department chair in advertising, (806) 742-3385, sam.bradley@ttu.edu. □ □

Talking Points □ □

- The number of news outlets and sources of information make the chances of a similar reaction low.
- Social media affect the shelf life and the initial amplification of messages.
- An example of social media preventing a response of panic is the news of celebrity death hoaxes on Twitter. It does not take long for the truth to spread.

Quotes □ □

- Bradley: “Backlash from an attempt to replicate War of the Worlds would be severe. Social media, Twitter especially, does not like to be toyed with, and if it were a mainstream organization, payback would be harsh.” □ □
- Bradley: “The two-way conversation of Web 2.0 simply makes replication implausible. I can contrive in my mind a scenario, such as something about a restricted environment such as Area 51, that would be more difficult to shoot down, as no expert would be allowed to respond, and if they did con a “no comment” out of an official, then that would bolster the case.”
- Peaslee: “There just isn’t the singularity of content delivery anymore that I think is necessary to produce the kind of panic Welles produced. This is not to say, however, that people don’t fall for stuff they see online, but I think it’s more fragmented and prone to selective exposure.”

- Peaslee: “If the story was that a meteor was careening toward Earth, my guess is that most people would still revert to some more mainstream or generalized news source for confirmation.”



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2011

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Texas Tech Celebrates Diversity with International Week

Texas Tech University's Office of International Affairs will embrace campus diversity through International Week, a series of cultural events beginning Nov. 1 and concluding Nov. 15.

Jane Bell, managing director of the Office of International Affairs, said International Week is celebrated at universities nationwide.

"In our rapidly changing, increasingly interdependent world and global marketplace, it behooves all of us to become more knowledgeable about other countries and people," Bell said. "We hope that International Week will serve as a celebration of our cultural diversity as well as a reminder of our common humanity."

Events will run as follows:

Nov. 1: **Global Vision Award**, 4 p.m., International Cultural Center

-This award honors those individuals at Texas Tech who have done the most to internationalize the campus.

Nov. 4: **International Student Flag Parade**, 11 a.m., Engineering Key

-This colorful ceremony features international students proudly carrying the flags of their countries

Nov. 5: **International Talent Show**, 7 p.m., Allen Theatre

-This evening of entertainment features the Texas Tech World Music Ensemble, the French Club, Sri Lankan Students' Association, Japanese Earthquake Relief, Puerto Rico, African Student Organization, Saudi Student Association, Hong Kong Student Association, Romanian students, Irish Dancers, Vietnamese and Filipino Student Associations, Georgian Organization, Peruvian students, a belly dance performance, Unimos Por Un Mismo Intimo, Arabic Club, West Texas Turkish-American Association, Association of Chinese Students and Scholars of Lubbock, Kurdish Students Association, Nepal Students Association, and Dancers with Soul.

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All tickets will be \$5 at the door.

International Celebration, 9:30 p.m., Firehouse Grill and Bar (1719 Buddy Holly Ave.)

Nov. 13: **International Food Festival**, 4-7 p.m., Student Union Ballroom

-This event offers attendees food from a variety of world cultures.

Admission is free, and food tokens will be available for purchase.

Nov. 14 -15: **International Conferences**, 8 a.m. - 8 p.m., Student Union Matador Room

-Students and faculty will discuss important current events and cultural matters in their home countries.

Conference admission is free.

International Week is presented by Students for Global Connections and sponsored by the Center for Global Understanding, The CH Foundation and the Office of International Affairs.

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: Oct 26, 2011

CONTACT: Clay Fuchs, Clay.Fuchs@ttu.edu
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Michael Pollan Kicking Off Lecture and Performance Series

- WHAT:** Texas Tech University's Presidential Lecture and Performance series features Michael Pollan, an award-winning author and food activist
- WHEN:** 7 p.m. Friday (Oct. 28)
- WHERE:** Allen Theatre, Texas Tech Student Union Building at 18th Street and Boston Avenue
- EVENT:** Pollan, author of four bestselling books and one of Time Magazine's top 100 most influential people will be the first presenter for the lecture series.

Some of Pollans top selling books:

- "Food Rules: An Eater's Manual"
- "In Defense of Food"
- "The Omnivore's Dilemma"
- "The Botany of Desire"

CONTACT: Jo Moore, Presidential Lecture & Performance Series, (806) 742-0700 or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2011

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Experts to Discuss Best Curriculum for Deaf at 13th Annual Lecture Speakers from Texas School for the Deaf will share best practices.

The Virginia Murray Sowell Center for Research and Education in Sensory Disabilities at Texas Tech University is hosting its 13th Annual Sowell Distinguished Lecture Series from 9 a.m. to 4 p.m. Nov. 5 in Lecture Hall 001 of the English and Philosophy Building.

Theresa Johnson, director of Summer Programs and an educational specialist; and Johnett Scogin, a curriculum specialist, both with the Texas School for the Deaf, will speak on “Striking a Balance: Curriculum Access That Makes Sense for Struggling Learners who are Deaf.”

“The lecture series is designed to inform and train professionals serving students with sensory disabilities with the latest in emerging research, technology and teaching trends,” said Nora Griffin-Shirley, director of the center. “It also serves as outreach to members of the West Texas community who need or want this type of information.”

According to center officials, the discussion will strive to answer some of these questions:

- How can we find the right point on the continuum between access to the general curriculum and individual needs for deaf and hard of hearing students who struggle making academic progress?
- How can we introduce functional academic skills without restricting access to important cultural information and academic skills?
- How can we make appropriate modifications to the curriculum using assessment information and transition planning?
- What if we are required to use curriculum products intended for the general population such as CSCOPE or packaged core reading programs?
- How do we know if supplemental or alternative materials we choose are in alignment with these resources?

Johnson works as the director of Summer Programs and an education specialist in the Educational Resource Center on Deafness at the Texas School for the Deaf. She has a special interest in high school transition and the special needs of students who are deaf with additional disabilities. Johnson has worked in the field of deafness for more than 30 years, holding positions in the higher education, rehabilitation and K-12 arenas.

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Scogin has worked in the field of deaf education for more than 25 years. She was a classroom teacher at Denton Regional Day School Program for the Deaf for 12 years before completing a Master's Degree in Reading Education and moving to Austin to work as a curriculum specialist at Texas School for the Deaf. Scogin has worked with students of all ages, has taught at the college level, and frequently provides professional development seminars and workshops for teachers, parents and others working with deaf students throughout the state and nation.

Registration is \$20 for students and \$50 for others. A wine and cheese reception will be held to honor the speakers from 5-7 p.m. Nov. 4 in the College of Education second floor foyer.

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: Oct. 27, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Expert: Climate Extremes Such As Amarillo's October Snow Record On Track With Changing Climate

Pitch

Early snow in Amarillo breaks record, but does climate change have anything to do with it?

Expert

Katharine Hayhoe, associate professor and one of the new directors of the Climate Science Center at Texas Tech, (806) 392-2305, katharine.hayhoe@ttu.edu.

Talking Points

- This morning, Amarillo awoke to about 2.5 inches of snow on the ground, which is considerably more than the average .3 inches in October. The record, 2.4 inches, was recorded in 1911.
- Unusual weather events happen all the time and are part of the natural climate condition.
- However, unusual weather frequency is changing. Longer, hotter dry spells and more extreme rain events have become more common, in part because of climate change.

Quotes

- “In the last 4 years we have had the coldest winter and warmest summer on record in the same year. We’ve also had the longest period of consecutive dry days ever recorded, the most severe drought ever recorded and two, not one but two, record rain events.”
- “We can't say how much climate change contributed to any of these, as they could have all occurred naturally. But we do know two things: Climate change has altered the background conditions over which these events occur, and more frequent extremes are consistent with the way climate is changing around the world.”

{Editor's Note: Hayhoe and other Texas Tech University experts will discuss climate challenges West Texas faces at a community forum held at 7 p.m. Nov. 3 in the International Cultural Center on the Texas Tech campus.}

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2011

CONTACT: Karin Slyker, Karin.Slyker@ttu.edu
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Expert: Texas Tech 3-D Mapping Project Aids in Statue of Liberty's Preservation
Friday marks the 125th anniversary of Lady Liberty's unveiling in New York Harbor.

Pitch □ □

Elizabeth Louden, a professor in Texas Tech University's College of Architecture, led a team in the first 3-D mapping project of the statue. She can provide information about its design and preservation efforts.

Expert □

Elizabeth I. Louden, professor, College of Architecture, (806) 742-3169,
elizabeth.louden@ttu.edu. □ □

Talking Points □ □

- Louden led a team of students and professors in the Statue of Liberty 3-D mapping project;
- 143 sheets of drawings are now being archived in the Heritage Documentation Special Collection in Prints and Photographs Division at the Library of Congress. □ □
- Artist Frederick Bartoldi and engineer Gustaf Eiffel never intended the interior to be opened to public. □ □ □ □ □

Quotes □ □

- "The Heritage Documentation Special Collection in Prints and Photographs Division is the most accessed part of the Library of Congress since the 40,000 item collection is copyright free, belonging to the American people, just as the monument itself does."
- "The statue primarily was to be viewed from the arriving ships that carried new immigrants to our country."
- "It seems to be an unfortunate irony that immigration is such a political football in a country that was built by immigrants, from the original pilgrims to the people who continue to seek citizenship to our great land. Lady Liberty still welcomes them and we hope our work will help to ensure her continued presence."

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2011

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

15th Annual Greek Treat Canceled

Due to the inclement weather, the 15th Annual Greek Treat is canceled. The event was scheduled for 4-6 p.m. today (Oct. 27).

Greek Treat will not be rescheduled.

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CONTACT: Megan Lee Robare, Panhellenic advisor, Texas Tech University, (806) 742-5433 or lee.robare@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2011

CONTACT: Jeanne Haggard, jeanne.haggard@ttu.edu
(620) 803-8067

Texas Tech to Participate in Worldwide Simultaneous Performance of Play 'Standing On Ceremony: The Gay Marriage Plays' aims to raise equality awareness.

Texas Tech University's Feminist Majority Leadership Alliance (FMLA) will present "Standing On Ceremony: The Gay Marriage Plays" at 7 p.m. Nov. 7 in Room 169 of the Human Sciences building. The performance is part of simultaneous worldwide presentations of the play to raise awareness and funds in support of marriage equality.

The Texas Tech event is open to the public free of charge, and doors open at 6:30 p.m. "Standing On Ceremony" is a heartfelt, funny and altogether illuminating play that celebrates the courage to be in a relationship — any relationship. Cast members for the Texas Tech reading include undergraduate and graduate students, as well as community members. The reading will be directed by Jeanne M. Haggard, a doctoral student in Fine Arts in the School of Art.

Audience members will be able to watch a live streaming introduction before the play, as well as a post performance Q&A, from the Minetta Lane Theatre in New York City where "Standing on Ceremony" begins previews also on Nov. 7. Attendees also will be able to participate in the Q&A, regardless of their locale, by submitting questions via Twitter in real time.

Several campus and community organizations are partnering to host the local event, including FMLA, V-Day Lubbock Coalition, OUTWest Lubbock, Texas Tech Women's Studies program and the Cross-Cultural Academic Advancement Center.

Several campus and community organizations will provide information tables about their respective groups in the Canyon Room before the show.

To date, more than 25 theatres and universities are confirmed to participate in 19 states across America, including: Texas, North Dakota, Florida, Kansas and Michigan, where both gay marriage and civil unions are banned; North Carolina, where the vote on a constitutional amendment to ban gay marriage was moved up to 2012; California, where gay marriage was legalized and then overturned by the passage of Proposition 8 in 2008;

-more-

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and many states where marriage equality is not yet a reality. Beyond America, theatres as far flung as Sydney, Australia, will also participate, making this a truly international event.

The original “Standing On Ceremony” play premieres off Broadway at the Minetta Lane Theatre in New York City this fall. The play produced by Joan Stein/Oceanside Productions, Richard Frankel, Annette Niemtzow, Fakston Productions, Harley Medcalf, Jon Murray/Harvey Reese in association with Diana Buckhantz, Niclas Nagler

For more information visit the “Standing On Ceremony” Facebook [page](#) or the play’s local performance Facebook [page](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2011

CONTACT: Lori Cortez, lori.e.cortez@ttu.edu
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Rawls College of Business Hosts Texan Investor and Hedge Fund Founder

WHAT: Texas Tech University's Rawls College of Business' Chief Executives Roundtable Speaker Series

WHEN: 11:30 a.m. Wednesday (Nov. 2)

WHERE: Valley of Lubbock Scottish Rite, 1101 70th Street

EVENT: Texas Tech's Rawls College of Business will host Kyle Bass, portfolio manager and principal of Hayman Capital Management, a hedge fund he founded after saving \$10 million by selling bonds for Wall Street firms.

Bass made millions as one of only 15 people who gambled against the sub-prime mortgage market in 2008. Before his current position, he worked as a senior managing director at Bear Sterns & Co. Inc., and a managing director at Legg Mason Inc.

In addition, Bass serves as a board member for The University of Texas Investment Management Co., The Troops First Foundation and the Texas Rangers Foundation. He also is a member of the Advisory Council of the Comeback America Initiative, which is dedicated to promoting fiscal responsibility and sustainability.

The Texas Christian University graduate testified as an expert witness before the U.S. House of Representatives, the U.S. Senate and the Financial Crisis Inquiry Commission, as well.

For more information on the Chief Executives Roundtable Speaker Series please visit <http://cer.ba.ttu.edu/>.

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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.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2011

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech to Host Public Forum on Drought Impact in West Texas

Homeowners can learn what they can do to make adjustments for changing climate.

To discuss climate change and how smart choices now can help us adapt to future extremes in West Texas, members of the public are invited to attend Our Climate Challenge: Solutions on the South Plains.

The event starts at 7 p.m. Thursday (Nov. 3) at the International Cultural Center, 601 Indiana Ave.

Ron Roberts, chief meteorologist at KAMC-TV, will serve as moderator for the discussion. The event will provide information to residents in urban and suburban areas as to their impact on the environment and how conserving water and using more drought-tolerant landscaping can help homeowners save money and save a precious resource.

"I've learned a lot of people don't know where our water comes from," said Ken Rainwater, director of Texas Tech University's Water Resource Center. "We know that our extreme weather is going to get more extreme. We'll experience warmer winters, longer dry spells and a longer growing season. All of these will affect the quality and reliability of our water resources.

"I want people to know where our water comes from and understand that there are some costs in providing that water so that it's safe for consumption. How much water we use affects how much we pay for it."

The panel includes Katharine Hayhoe, associate professor and a director of the Climate Science Center, Pat Westbrook, assistant professor in the Department of Landscape Architecture and Karen Gibson, city councilwoman for District 5.

"We're holding this event to start the conversation about our changing climate, its future effects on us and what we can do about it," Hayhoe said. "Talking about the future isn't a scare tactic to frighten us. It's a chance to make some smart choices now so we can successfully cope with future change. Our weather affects all of us, from our economy to our water resources and our daily lives. We're hoping to start the discussion now so we can adapt to changing climate extremes in a sensible and sustainable way."

Watch the video here: <http://www.youtube.com/watch?v=h7P00I6orNM>

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