

TABLE OF CONTENTS
NOVEMBER

Date	News Release	Writer
11/01/12	Texas Tech Welcomes New CFAS Department	Sydney O'Drobinak
11/01/12	The Western Literature Association Conference to Host Events for Students, Faculty and General Public	Lindsay Bradshaw
11/02/12	Texas Tech School of Music Presents a Musical Tribute	Megan Shudde
11/02/12	Dry Times; Worst Drought in Decades Continues to Cut Texas Quail Counts	Norman Martin
11/02/12	Rawls College of Business Hosts PlainsCapital Chairman and CEO Advisory	Megan Shudde
11/05/12	TechAlert! Test Scheduled - Advisory	Allison Matherly
11/06/12	Singer and Songwriter Marc Cohn to Perform at Texas Tech	Lindsay Bradshaw
11/06/12	Chess Grandmaster Attempts to Beat the Greeks - Advisory	Callie Jones
11/06/12	Texas Tech Rawls College of Business Offers Entrepreneurship Class to All Majors	Leslie Cranford
11/06/12	Texas Tech Meat Judging Teams Sets Record High Points at Cargill Contest	Moriah Beyers
11/07/12	Texas Tech Organizations Plan Volunteer Efforts for Thanksgiving Season	Callie Jones
11/07/12	Assistant Professor to Share Ongoing Work on Roman and Byzantine Faynan - Advisory	Lindsay Bradshaw
11/07/12	Texas Tech Researcher: Giant Pterosaur Needed Cliffs, Downward-Sloping Runways to Taxi, Awkwardly Take Off Into Air	John Davis
11/07/12	Texas Tech University Press Celebrates the 75th Anniversary of the Association of American University Presses	Megan Shudde
11/07/12	Steelers Star Running Back and Army Vet to Speak at Texas Tech Advisory	Sydney O'Drobinak
11/07/12	College of Media and Communication Dedicates New Building Advisory	Megan Shudde
11/08/12	Texas Tech University Develops Improved Fracturing Techniques	Karin Slyker
11/08/12	College of Media and Communication Honors Pulitzer Prize Winner	Sara Krueger
11/09/12	Texas Tech School of Law Houses Premier Military Law Program	Leslie Cranford
11/09/12	Texas Tech Administrative Law Journal Hosts State Representatives Advisory	Megan Shudde
11/09/12	Texas Tech's Media and Communication Honors Six Outstanding Alumni	Megan Shudde

TABLE OF CONTENTS
NOVEMBER

Date	News Release	Writer
11/09/12	Texas Tech School of Music Presents "A Little Night Music"	Megan Shudde
11/12/12	Texas Tech College of Education Touts Importance of School Psychology	Leslie Cranford
11/12/12	Expert: Bond Bests at Box Office	Karin Slyker
11/13/12	After Hours at the Rawls College: Texas Tech Offering Evening MBA	Leslie Cranford
11/14/12	Rawls College Hosts 51st Buesseler Distinguished Lectureship Series Advisory	Megan Shudde
11/14/12	TTUISD Poised to Accommodate Changes to GED Test	Callie Jones
11/14/12	Texas Tech College of Engineering to Receive Substantial Donation Advisory	Jaryn Jones
11/15/12	Texas Tech University Develops Improved Fracturing Techniques	Karin Slyker
11/15/12	Texas Tech University Advertising Team Wins 2012 Lone Star Emmy Award	Megan Shudde
11/15/12	Texas Tech Rawls College of Business Moves Up in Accounting Ranks	Leslie Cranford
11/15/12	Texas Tech Honored with Inaugural Diversity Award	Callie Jones
11/16/12	Pop-culture Expert: Twinkies Aren't Going Away that Easily	Karin Slyker
11/16/12	Apache Corporation Gives \$2 Million for Petroleum Engineering Research	Scott Self
11/19/12	Texas Tech to Host 54th Annual Carol of Lights	Callie Jones
11/19/12	Texas Tech Hosts Film Screening of "First Generation"	Leslie Cranford
11/19/12	Texas Tech's Meat Judging Team Wins 10th National Championship	Moriah Beyers
11/19/12	Secrets to Stretching Holiday Dollars	Karin Slyker
11/20/12	Two Texas Tech Cheer Couples Gain Spots at National Stunt Control	Leslie Cranford
11/21/12	Expert: A Cure for Holiday Cabin Fever is at the Movies	Karin Slyker
11/23/12	Icon Makeover: Repairs Completed on Historic 1926 Texas Tech Dairy Barn	Norman Martin
11/26/12	Texas Tech's Raider Red Moves to the Playoffs in National Mascot Voting Contest	Leslie Cranford

TABLE OF CONTENTS
NOVEMBER

Date	News Release	Writer
11/26/12	Texas Tech Student Organization Recognized as Role Model Chapter	Lindsay Bradshaw
11/27/12	Texas Tech Employees Give Back to Change Lives	James Hodgins
11/27/12	Economic Study Shows Texas Tech University System has \$7.37 Billion Statewide Impact	Dailey Fuller
11/28/12	Texas Tech Among Best Schools for Veterans	Callie Jones
11/29/12	Texas Tech Residence Halls Association Presents 54th Annual Carol of Lights - Advisory	Callie Jones
11/29/12	Texas Tech Communications Students SpeakUP! While Josh Abbott Sings Out	Lindsay Bradshaw
11/30/12	Texas Tech Rawls Building Awarded LEED Green Building Certification	Leslie Cranford
11/30/12	Extreme Makeover: Home Edition Taps Talents of Architecture Alumnus	Karin Slyker



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 1, 2012

CONTACT: Sydney O'Drobinak, Sydney.odrobinak@ttu.edu
(806) 742-2136

Texas Tech Welcomes New CFAS Department

Texas Tech University announced the new Department of Community, Family and Addiction Studies (CFAS) within the College of Human Sciences.

Because of the significant growth of the CFAS undergraduate major during the past three years and the desire to expand the graduate program, the College of Human Sciences decided that creating a stand-alone department was the next step to ensure the college's ongoing success.

The new department offers a CFAS undergraduate degree, the Addictive Disorders and Recovery Studies (ADRS) undergraduate minor and graduate certificate program, and a master's and doctoral degrees in Marriage and Family Therapy (MFT).

The CFAS will be at the head of family and addictions research and unique academic offerings with 20 undergraduate courses and 27 graduate courses. It will provide a distinct identity and increase campus and community visibility for the programs within it.

The Texas Tech Family Therapy Clinic is housed within the CFAS department and will serve as a training clinic for doctoral and master's interns who provide services to the community. Two other centers that also are part of the new department are the Center for the Study of Addiction and Recovery and the Center for Prevention and Resiliency.

"We are excited to be the new departmental home for the CFAS, MFT and ADRS programs," said Nichole Morelock, associate department chair. "We look forward to continuing the tradition of academic excellence exemplified by these programs."

In celebration of the new department, the College of Human Sciences will host an open house and reception from 9:30 to 11 a.m. Friday (Nov. 2) in room 271. There will be a guided tour of the Family Therapy Clinic at 10:15 a.m.

To learn more about the new CFAS Department, please [click here](#).

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter [@TexasTechMedia](https://twitter.com/TexasTechMedia).

CONTACT: Dottie Durband, founding chair, Department of Community, Family and Addiction Studies, College of Human Sciences, Texas Tech University, (806) 742-5050, or dottie.durband@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 1, 2012

CONTACT: Lindsay Bradshaw, lindsay.bradshaw@ttu.edu
(806)742-2136

The Western Literature Association Conference to Host Events for Students, Faculty and General Public

The 47th annual Western Literature Association (WLA) Conference will be held Nov. 7-10 at the Overton Hotel & Conference Center and English Building of Texas Tech University.

The conference, hosted by Sara Spurgeon, associate professor of literatures of the American Southwest at Texas Tech, will offer support and opportunities for graduate students.

A reception celebrating the 20th birthday of the Association for the Study of Literature and Environment (ASLE) will start the conference from 5-7 p.m. on Wednesday. A reading and book signing with American journalist and author Annie Proulx will follow.

“The reception will be an informal celebration of the ASLE and the Western Literature Association, and will involve appetizers, birthday cake for 100 people and the unveiling of ASLE’s new logo,” Spurgeon said.

The rest of the conference will entail the following events:

Thursday, Nov. 8

- Literature, Social Justice, and Environment (LSJE) Readers Series – 11 a.m.; Barry Lopez, National Book Award winning nature author of “Of Wolves and Men” and “Arctic Dreams,” will read at the Overton.
- “Wasteland Utopias” screening – 4 p.m.; Avant-garde filmmaker David Sherman will screen his 2010 documentary in English 001, followed by the opening reception for the new exhibit of Southwestern artists in coordination with the conference at the Landmark Arts Gallery across from the English building.
- Distinguished Achievement Award Ceremony – 7 p.m.; Two winners will be honored: Western American historian, Richard Slotkin, and Joss Whedon, his former student, writer, director, and filmmaker. Slotkin will deliver a keynote address on the “Classic Western.”
- Annie Proulx reading and book signing – 7:30 p.m.; The American journalist and author will host an informal talk for Texas Tech students, faculty and staff in the basement auditorium of the English building.



Friday, Nov. 9

- LSJE Readers Series – 11 a.m.; Native American novelist Stephen Graham Jones, author of “The Fast Red Road” and “Demon Theory,” will read at the Overton.
- LSJE Readers Series – 4:30 p.m.; Palestinian-American poet and Texan, Naomi Shihab Nye, author of “19 Varieties of Gazelle” and “You and Yours” and winner of four Pushcart Prizes, will read at the Overton.

Saturday, Nov. 10

- “Freeing the West” – 2:30 p.m.; Nationally known artist Gregory Sale will perform the interactive art piece at the Museum of Texas Tech. The performance will follow with a discussion session with Sale and a reception in the Sculpture Garden of the museum. The event is free and open to the public.

Hundreds of professors from universities around the world will attend events and present papers. Students may additionally attend a special session on “Graduate Student Professionalization” hosted by a panel of professors and graduate students from both large and small schools.

“We expect close to 400 people to attend this year’s conference and engage in our ongoing conversation about the literatures and cultures of the North American West,” Spurgeon said. “Attendees are coming to Lubbock from the United States, Canada, Germany, Japan, Denmark and the United Kingdom.”

While the opportunity to attend all events is only open to those registered, Texas Tech students, faculty and staff are invited to attend a single event of their choosing. Unregistered attendees are asked to bring their Texas Tech ID to the conference registration desk at the Overton for free admission and a temporary pass.

This event would not be possible without the support Texas Tech.

“The university has donated money, time and materials over the last three years that have brought the WLA conference to Lubbock,” Spurgeon said. “This demonstrates commitment to the very highest standards of scholarly excellence and community involvement.”

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

CONTACT: Sara Spurgeon, associate professor, Texas Tech University, (806)742-2501, or sarah.spurgeon@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 2, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu

(806) 834-2263

Texas Tech School of Music presents a Musical Tribute

Texas Tech University's School of Music presents A Musical Tribute, a showcase of trumpet classics featuring Sergeant Major (Ret.) Chuck Seipp on trumpet, at 8 p.m. Sunday (Nov. 4) in Hemmle Recital Hall at Texas Tech University.

Seipp, trumpet professor in the Texas Tech School of Music, will perform in collaboration with Thomas Hughes, associate professor of music, organ and music technology, on organ, Nataliya Sukhina, keyboard staff accompanist, on piano and Will Strieder, professor of music, on trumpet. Hughes accompanies with Buxtehude's Prelude, Fugue and Chaconne on the refurbished Holtkamp organ and Strieder assists on trumpet with Vivaldi's Concerto for Two Trumpets.

The varied program will have a little something for everyone, with music by Handel, Thalben-Ball, Buxtehude, Debussy, Vaughan Williams, Mouret, Vivaldi, Truax, Clarke and Sousa. Some of these works are Seipp arrangements.

During the recital, Seipp will include a tribute to veterans with multimedia presentations of "Amazing Grace" and "Stars and Stripes," and a surprise guest performer. Local military, veterans and their families are encouraged to attend this event, which occurs in advance of Veterans Day.

Seipp retired in August from his post as senior trumpet soloist with the United States Army Band and joined the music faculty as visiting assistant professor of trumpet. Seipp holds a bachelor of music education degree from University of Kansas and the master of musical arts and the doctor of musical arts in trumpet performance from Catholic University of America.

As element leader of the Concert Band, Seipp started performing with the Army Band in 1980, participating in global events and many official Washington D.C. occasions and presidential functions. Seipp performed with the Ceremonial Band, Herald Trumpets, Brass Quintet, Concert Band and was featured numerous times as soloist with the Concert Band, Orchestra and Brass Band.

The concert is free and open to the public.

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



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 2, 2012

CONTACT: Norman Martin, norman.martin@ttu.edu
(806) 742-2808

Dry Times; Worst Drought in Decades Continues to Cut Texas Quail Counts

The news is not good, as quail hunting season has just begun in Texas.

Three years into a five-year project aimed at stemming a massive decline of quail in Texas, researchers with a conservation alliance based at Texas Tech University are finding that last year's blistering drought didn't help that rescue effort one bit.

"Even though we've seen improvement in this year's reproductive efforts, it's important to look at reality," said Brad Dabbert, Quail-Tech Alliance research project director and associate professor in Texas Tech's Department of Natural Resources Management. "We're coming off one of the worst droughts on record and we're seeing a corresponding reproductive failure. While environmental conditions improved during winter and spring, we can't expect populations to rebound in a single year."

Starting in 2009, Quail-Tech Alliance and Texas Tech designated a 38-county research area in west central and northwest Texas, an area that encompasses more than 22 million acres or roughly 10 times the size of Yellowstone National Park. Within each of the counties, one ranch is designated as an anchor ranch to serve as a field research or demonstration site.

Among the historic ranches on the list attempting to save the small bird, known as a northern bobwhite quail, are the 6666 Ranch, Guthrie's Pitchfork Ranch, Vernon's W. T. Waggoner Ranch, Collingsworth County's Mill Iron Ranch and Archer County's Circle A Ranch.

While the Lone Star state's historic drought inhibited reproduction over most of the Rolling Plains last summer – exasperating bird deaths over the winter – researchers are encouraged to see many birds in reproductive condition this nesting season.

"It's amazing what a little timely rain can do," Dabbert said. "We've had reports of broods in many areas of the Rolling Plains."

Meanwhile, this fall the team is taking a closer look at another factor affecting quail longevity – predators. They've initiated an ongoing program to monitor predator activity using cameras on the anchor ranches in the Quail-Tech Alliance program. The initial results are still being examined, but among the animals caught on camera are skunks, coyotes, raccoons, and, amazingly, a bobcat.

Separately, the research team is rapidly closing its most recent construction phase, which includes a Lubbock research facility with indoor work areas and outdoor pens. So far, the team has been focusing on the production of wild-strain, parent-reared chicks.

“Chick releases on anchor ranches began in August and ended in October,” Dabbert said.

Some of the released chicks are fitted with radio transmitters to monitor their survival and movements during the fall and winter. The goal is to place birds on the ground where habitat has been modified to be suitable for quail, but where drought or isolation has prevented timely colonization by wild populations.

The Quail-Tech Alliance, a partnership between Tech’s natural resources management department and Quail First, a Dallas-based non-profit organization, is conducting research and demonstration projects on an array of topics, including:

- Investigating the potential benefits or detriments of supplemental feeding.
- Understanding the factors that influence over-winter survival of adults and summer-to-fall survival of the brood.
- Refining the way prescribed burning, brush modification and livestock grazing are used as tools of habitat management.

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

CONTACT: Brad Dabbert, associate professor, Department of Natural Resources Management, Texas Tech University, (806) 742-2842 or brad.dabbert@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 2, 2012

CONTACT: Megan Shudde, m.shudde @ttu.edu
(806) 742-2136

Rawls College of Business Hosts PlainsCapital Chairman and CEO

- WHAT:** Texas Tech University's Rawls College of Business Chief Executives' Roundtable Speaker Series
- WHEN:** 11:30 a.m. Tuesday (Nov. 6)
- WHERE:** Lubbock Country Club, 3400 Mesa Road
- EVENT:** Texas Tech's Rawls College of Business will host Alan White, former Texas Tech regent, entrepreneur, and community leader.

White leads PlainsCapital Corp.'s strategic direction and oversees the corporation's financial strength, stability and management.

White will present "Where we are today and where we will be tomorrow," regarding the state of PlainsCapital Corp.

White has been named a distinguished alumnus of Texas Tech, outstanding CEO by the Rawls College of Business, and is the founding chairman of the Chief Executives' Roundtable.

He is also involved in the community as chairman of the North Texas Super Bowl Committee, member of the Dallas Citizens Council, and board member of the Cotton Bowl Athletic Association.

Texas Tech brings industry leaders to Lubbock through this speaker series to share insight and experiences with students, faculty and the business community.

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, Chief Executives' Roundtable Coordinator, Rawls College of Business, Texas Tech University, (806) 834-3940 or alice.oles@ttu.edu.
Office of Communications and Marketing



TEXAS TECH UNIVERSITY



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 5, 2012

CONTACT: Allison Matherly, allison.matherly@ttu.edu
(806) 742-2136

TechAlert! Test Scheduled

- WHAT:** Test of the Texas Tech University TechAlert! System
- WHEN:** 10:50 a.m., Nov. 6 (Tuesday)
- EVENT:** Texas Tech will test its TechAlert! emergency communications system used to alert the university community of emergency situations, class cancellations or delays.

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

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 6, 2012

CONTACT: Lindsay Bradshaw, lindsay.bradshaw@ttu.edu
(806)-742-2136

Singer and Songwriter Marc Cohn to Perform at Texas Tech

The Presidential Lecture & Performance Series continues with Grammy Award-winning folk rock singer and songwriter, Marc Cohn, performing at 7 p.m. on Nov. 9 in the Allen Theatre of Texas Tech University.

Cohn's musical success began in 1991, when he won the Grammy Award for Best New Vocalist. He followed the win with an additional nomination for the single "Walking in Memphis" the following year.

In 2005, the musician made headlines when an attempted carjacking turned violent, resulting in a potentially fatal bullet wound to his head. The incident called for a long recovery.

After a 10 year absence, Cohn returned to the recording studio with one of his most critically acclaimed albums, "Join the Parade," in 2007. The release was followed by another successful album in 2010, "Listening Booth: 1970." A collaborative effort with fellow Grammy Award-winner, John Leventhal, this release transformed songs from prestigious artists, such as Cat Stevens, John Lennon, Paul McCartney, Van Morrison, Smokey Robinson, Bread and Creedence Clearwater Revival, into personal interpretations.

General admission tickets are \$15.00 and are available through all Select-A-Seat locations (806) 770-2000 or www.selectaseatlubbock.com. Texas Tech students receive one free ticket with a valid ID at the Student Union Building's information booth, located at the entrance to the Allen Theatre of Texas Tech.

There will be an opportunity to meet Cohn at a CD signing immediately following his concert.

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

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

Office of Communications and Marketing

An EEO/Affirmative Action Institution



Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 6, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Chess Grandmaster Attempts to Beat the Greeks

Texas Tech head coach will challenge up to 40 fraternity representatives simultaneously.

WHAT: Texas Tech Greek Chess Challenge

WHEN: 2:15 p.m. Wednesday (Nov. 7)

WHERE: East of the Student Union Building, 15th St. & Akron Ave.

EVENT: Texas Tech Head Coach, International Grandmaster Alex Onischuk, will take on between 20 and 40 fraternity representatives simultaneously in games of chess. Onischuk, a former U.S. chess champion and a player on the USA's elite, four-member chess Olympiad Team, is one of the world's leading players and is the highest-rated university chess coach in the nation.

Inside a rectangle of tables, Onischuk will walk from board to board, playing against the fraternity challengers seated at chessboards around the outside of the rectangle. The best-performing fraternity will keep the traveling "Texas Tech Greek Chess Challenge" trophy until next year's event. The winning representative also will earn the right to play Onischuk in a one-on-one game in the spring semester during which Onischuk is blindfolded.

In the case of bad weather, the event will be moved into the Matador Room inside the Student Union Building.

Texas Tech's chess team, the Knight Raiders, has won the Intercollegiate Chess Championship for the past two years.

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

CONTACT: Al Lawrence, director, Texas Tech University Chess Program, (806) 834-0997, or al.lawrence@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 6, 2012

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

Texas Tech Rawls College of Business Offers Entrepreneurship Class to all Majors New one-hour course gives perspective on real-life entrepreneurship.

Do you want to be your own boss? Are you a future entrepreneur? What is entrepreneurship?

The Rawls College of Business at Texas Tech University is offering a new one-credit hour class titled Perspectives on Entrepreneurship. Inspired by the vision and support of Chancellor Kent Hance, this cross-campus class is designed for students from all academic backgrounds.

Keith Brigham, professor in the Area of Management in the Rawls College who is facilitating the course, said Texas Tech is trying to broaden the reach and profile of entrepreneurship at the university.

“We want to do a better job identifying and reaching out to students earlier in their career here,” Brigham said. “We usually don’t find these students until they are juniors or seniors, and, we are reaching across the entire campus to all majors.”

Students will have the opportunity to learn about entrepreneurship from a diverse and dynamic group of successful entrepreneurs. These entrepreneurs will share their experiences and unique perspectives on what they have learned by being real-world entrepreneurs. Through this format, students will gain a better understanding of the skills and abilities critical for success in entrepreneurial ventures while also assessing their own personal interest in becoming an entrepreneur.

Brigham said there is more to entrepreneurship than many think about. For students, it might be a music student starting a band, an engineering major coming up with some new technology or a communications student starting a new business with a website. All those students are entrepreneurs in their own right, he said.

This class is open to all majors; anyone interested in learning more about entrepreneurship is encouraged to register.

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

Office of Communications and Marketing

An EEO/Affirmative Action Institution

CONTACT: Keith Brigham, Kent R. Hance Professor in Entrepreneurship, **Area of Management, Rawls College of Business**, keith.brigham@ttu.edu or (806) 834-2133.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 6, 2012

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu
(806) 742-2805 ext. 248

Texas Tech Meat Judging Team Sets Record High Points at Cargill Contest

Ninety-three points separated the 2012 Texas Tech Meat Judging Team from its nearest competitor at the 30th annual Cargill Meat Solutions' intercollegiate meat judging contest Nov. 4 in Plainview. The team posted an all-time meat judging record score of 4,257 points, shattering the previous record score of 4,245 points set by Texas A&M University in 2001 at the International Meat Judging Contest.

The Texas Tech team dominated the beef grading, beef judging, overall beef, pork judging, specification and reasons divisions.

Texas A&M University, Michigan State University, Oklahoma State University and Angelo State University finished second through fifth respectively in the overall team rankings. Fourteen universities from across the United States competed.

Individual placements are as follows:

- Bo Hutto, a junior from Hondo, was high individual
- Dan Crownover, a junior from Italy, placed second
- Colton Christian, a junior from Farwell, was third
- Heather Rode, a junior from Doss, was eighth

In the alternate division, Texas Tech boasted six of the top-ten individuals overall.

- Valerie Manning, a junior from Mabank, was high individual
- Steven Ebeling, a junior from Plainview, was second
- Weston Burson, a junior from Florence, was fifth
- Zac Miller, a junior from Seymour, was seventh
- Garydale Grubelnik, a junior from Raton, N.M., was eighth
- Dewayne Phillips, a junior from Stephenville, was tenth

Additional team members include Trevor King, a junior from Winnsboro and Tanner Adams, junior from Sanger.

The team is coached by graduate students Collin Corbin and Henry Ruiz along with Mark Miller, Horn Professor and San Antonio Stock Show and Rodeo Distinguished Chair in Meat Science.

“The team was extremely consistent,” said Miller. “We must maintain our focus and strive for excellence as we prepare for the international competition.”

The Red Raiders will compete at the international competition on Nov. 18 in Dakota City, Neb., for the national championship title.

CONTACT: Moriah Beyers, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or moriah.beyers@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 7, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Organizations Plan Volunteer Efforts for Thanksgiving Season

Several Texas Tech University organizations have planned volunteer projects in the upcoming weeks in celebration of the Thanksgiving season. Students, faculty, staff and the community are invited to participate. The events are as follows:

- **Care Packages with the Texas Law Military Association (TLMA):** The TLMA at the Texas Tech School of Law will be collecting items to put into care packages to send to military personnel who will be deployed during Christmas. Beginning this week, TLMA will have a table set up outside the forum to collect items. Suggested items include: beef jerky, hard candy, magazines, trail mix, granola bars, cookies, nuts, popcorn, chips, and travel size hygiene products. **CONTACT: Valerie Finella, valerie.m.finella@ttu.edu.**
- **Teddy Bear Drive:** The Family Law Society at the Texas Tech School of Law will be collecting teddy bears for the recently adopted children of Lubbock. Beginning this week, there is a collection box outside of the library entrance. **CONTACT: Joshua Avelar, joshua.r.avelar@ttu.edu.**
- **Tech Can Share Food Drive:** The Student Union & Activities and University Parking Services have partnered to accept food donations for the U-Can-Share Food Drive, benefitting the South Plains Food Bank, from now until Friday (Nov. 9). Entry station locations can be found [here](#). **CONTACT: Sonia Moore, (806) 742-4708 or sonia.moore@ttu.edu.**
- **Share the Warmth Coat Drive:** The Tech Activities Board will collect gently used coats, scarves, hats and gloves for the Share the Warmth Coat Drive next week (Nov. 12 – 16). Winter garments may be dropped off in front of the Student Union Building Barnes & Noble between 7 a.m. and 11 p.m. **CONTACT: Julio Gonzalez, (806) 742-4708 or julio.gonzalez@ttu.edu.**



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 7, 2012

CONTACT: Lindsay Bradshaw, lindsay.bradshaw@ttu.edu
(806) 742-2136

Assistant Professor to Share Ongoing Work on Roman and Byzantine Faynan

WHAT: “The Roman Faynan: Local Resources vs. Imperial Will” featuring Texas Tech Assistant Professor Hannah Friedman

WHEN: 5:35 p.m., Thursday (Nov. 8)

WHERE: College of Media & Communication Building, Room 83, 15th Street and Flint Avenue

EVENT: Assistant Professor of classical archeology, Hannah Friedman will present “The Roman Faynan: Local Resources vs. Imperial Will,” where she will share her ongoing work on Roman and Byzantine Faynan, an imperial copper mining district in southern Jordan.

Friedman’s lecture will focus on issues of empire and exploitation. Using the principles of landscape archaeology, her research concentrates on the landscape of the Faynan, and how the natural environment and human settlement were changed to meet the industrial needs of the Roman administration.

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

CONTACT: Christopher Witmore, associate professor, College of Arts and Sciences, (806) 742-3145, or christopher.witmore@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 7, 2012

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

Texas Tech Researcher: Giant Pterosaur Needed Cliffs, Downward-Sloping Runways to Taxi, Awkwardly Take Off into Air

It weighed about 155 pounds and had a 34-foot wingspan, close to the size of an F-16 fighter jet. A five-foot-long skull looked down from a standing height similar to that of a modern giraffe. By all measures, the ancient pterosaur *Quetzalcoatlus* was a Texas-sized giant of the air and created a frightening shadow as it soared across the sky.

It pushed the very boundaries of size to the brink and is considered the largest flying animal yet to be discovered. Any larger, and it would have had to walk. But its bulk caused researchers to wonder how such a heavy animal with relatively flimsy wings became airborne.

Sankar Chatterjee, Horn Professor of Geosciences and curator of paleontology at the Museum of Texas Tech University, will describe the flight dynamics of this animal on Wednesday (Nov. 7) during the annual meeting of the Geological Society of America in Charlotte, N.C.

Using a computer simulation, Chatterjee and his colleagues unraveled the secrets of the flight for the massive pterosaur, discovered in the Big Bend area of Texas, which has captured the imagination of paleontologists and public so profoundly.

“This animal probably flew like an albatross or a frigate bird in that it could soar and glide very well,” Chatterjee said. “It spent most of its time in the air. But when it comes to takeoff and landing, they’re so awkward that they had to run. If it were taking off from a cliff, then it was OK. But if *Quetzalcoatlus* were on the ground, it probably had to find a sloping area like a river bank, and then run quickly on four feet, then two to pick up enough power to get into the air. It needed an area to taxi.”

Speculation exists on what this animal looked like, Chatterjee said. Some researchers suggested recently that *Quetzalcoatlus* could have weighed up to 550 pounds and used forelimbs as a catapult in the same manner of a common vampire bat to create a standing takeoff.

However, Chatterjee said that computer modeling proved what is possible for a tiny, lightweight, 1-ounce bat appeared impossible for an animal 10,000 times heavier.

Flight performance seems to degrade systematically with body size because power decreases with body size, he said. Above a particular size, the available power is insufficient and flapping flight is not possible. The animal would not be able to maintain height when flying at its maximum power speed and exert full power.

“Its enormous wings must have been difficult to manage,” Chatterjee said. “Each wing had at least a 16-foot span, so during its full downstroke it would smash its wing resulting in crash landing. A standing takeoff of flying of such a heavy animal violates the laws of physics.”

Like today’s condors and other large birds, Quetzalcoatlus probably relied on updraft to remain in the air, Chatterjee said. It was a superb glider with a gliding angle close to two degrees and a cruising speed of 36 miles per hour. Their bones were entirely hollow, filled with air, lightweight and strong. This is how such a large animal could weigh so little and still grow to its enormous size.

The animal had high-aspect-ratio wings like those of modern seabirds, meaning the wings were long, narrow, flat and pointed. It soared in open airspace by exploiting thermals or wind gradient above the ocean surface. Trading for size, the wings were structurally weak for vigorous flapping, causing the pterosaur difficulty during ground takeoff.

“Sooner or later the animal would come to the ground, especially during foraging and nesting,” Chatterjee said. “Like albatrosses and the Great Kori bustards, which weigh 20 to 40 pounds, ground takeoff was agonizing and embarrassing for Quetzalcoatlus. With a slight headwind and as little as a 10-degree downhill slope, an adult would be able to take off in a bipedal running start to pick up flying speed, just like a hang glider pilot. Once it got off the ground, the giant pterodactyl entered into thermal and soared like majestic masters of the air.”

CONTACT: Sankar Chatterjee, Horn Professor of Geosciences, curator of paleontology at the Museum of Texas Tech, (806) 787-4333, or sankar.chatterjee@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 7, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu
(806) 834-2236

Texas Tech University Press celebrates the 75th anniversary of the Association of American University Presses

The Association of American University Presses (AAUP) celebrates its 75th anniversary this year. Texas Tech University Press (TTUP) is celebrating AAUP University Press Week by hosting events to raise awareness of what it does.

TTUP has been on campus since 1971, a member of the AAUP since 1987, and one of only 90 university presses in America. The press publishes 25 to 30 new titles every year and has about 400 titles in print on a range of topics.

Robert Mandel, director of TTUP and former professor, hopes the events of the 75th anniversary as well as the recent move of the press will help raise visibility among Texas Tech faculty.

“It was a struggle for the press to raise visibility on campus and knowledge for what the press offers from our previous fourth street location,” Mandel said. “Being right in the center of campus helps make our services more accessible to faculty and improves the understanding of what the press does and what it does for our university.”

TTUP has new offices on the ninth floor of the new Media and Communication Building on campus. The central location on campus will help faculty become more aware of what TTUP has to offer and make TTUP more accessible.

During the AAUP University Press Week, Mandel will give the lecture “Getting It Published: Transforming Your Thesis into a Book.” He will provide suggestions and tips to faculty about how to take their thesis or dissertation and turn it into a book.

“I want to help them share what they know with the world,” Mandel said. “I will help them take something meant for an audience of five or six people and transform it into something for a worldwide audience.”

He hopes to offer TTUP as a service to junior faculty members because it is becoming more difficult for professors to publish books. Many of the authors published by the press are Texas Tech faculty, but other established authors also are published.

TTUP publishes books on different topics comprising of American liberty and justice; costume and textile studies; history and culture of Texas and the West, the Great Plains, and modern Southeast Asia during and after the Vietnam War; Jewish studies and

literature; Latin American and Latino fiction; natural history and natural science; and sport in the American West.

Texas Monthly magazine featured a spread in its November issue that highlights the university presses in the state of Texas. This advertorial helped to raise awareness of all university presses statewide and ways they have helped contribute to the knowledge of Texas.

“It is a testament to the cooperation that we have among all the university presses in Texas,” said Mandel.

TTUP collaborates with other presses around the nation. Some partnerships include joint exhibits and advertisements to help use multiple press resources to benefit everybody.

TTUP celebrates AAUP University Press Week with an open house and book sale Nov. 12–16 in its new headquarters. TTUP welcomes visitors to take part in the following events:

Nov. 12–Nov. 16 (Ongoing)

- **TTUP Open House and Book Sale, 9 a.m.–5 p.m.:** Come tour the Press, visit with staff, enjoy refreshments, and take advantage of discounts from 25 percent to 75 percent on book purchases. The event will be held on the ninth floor of the Media and Communication building in the TTUP offices.

Nov. 14

- **“Getting It Published: Transforming Your Thesis into a Book,” 4–5:30 p.m.:** TTUP director Robert Mandel will give a lecture on how to successfully transform a dissertation into a book. This event will take place in room 166 of the Media and Communications building.

Nov. 15

- **Book Signing of *The Way of Oz: A Guide to Wisdom, Heart, and Courage*, 3–5 p.m.:** Texas Tech University Provost Robert V. Smith will sign copies of his new book. This event will take place in the Texas Tech University Press reception area on the ninth floor of the Media and Communication building.

All events are free and open to the public.

For more information on Texas Tech University Press, the Association of American University Presses, and the 75th anniversary of the AAUP visit www.ttupress.com.

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

**CONTACT: John Brock, Texas Tech University Press Exhibits and Publicity
Manager, (806) 834-5609, john.brock@ttu.edu**



Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 7, 2012

CONTACT: Sydney O'Drobinak, Sydney.odrobinak@ttu.edu
(806) 742-2136

Steelers Star Running Back and Army Vet to Speak at Texas Tech

- WHAT: The Vietnam Center and Archive Guest Lecture Series with Rocky Bleier
- WHEN: 7 p.m., Friday (Nov. 9)
- WHERE: Lanier Auditorium, Texas Tech University School of Law, 18th Street and Indiana Avenue.
- EVENT: Rocky Bleier was drafted by the Pittsburgh Steelers in 1968 after being a star football player at the University of Notre Dame. That same year, Bleier received a U.S. Army draft notice. He then left the NFL and served in Vietnam with the 196th Light Infantry Brigade.

After being wounded when his platoon was ambushed, doctors told Bleier he would never play football again. However, with the support of Steelers owner Art Rooney, his coach and teammates, Bleier became a star running back for the team during their four Super Bowl wins in the 1970s.

This is the last event in the five-part guest lecture series hosted by The Vietnam Center and Archive. It is part of an effort to enrich the study of the Vietnam War's lasting influence on American politics, society and culture, and contemporary issues in Southeast Asia.

Admission is free and open to the public.

For more information, please [click here](#).

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

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



Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 7, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu
(806) 742-2136

College of Media & Communication Dedicates New Building

- WHAT:** Texas Tech University College of Media & Communication Building dedication
- WHEN:** 6 p.m. Friday (Nov. 9)
- WHERE:** College of Media & Communication Building, room 281, 15th St. and Flint Ave.
- EVENT:** Texas Tech University College of Media & Communication will hold a dedication ceremony for its new building.

Jerry Hudson, founding dean, will open and close the ceremony. Chancellor Kent Hance and Interim President Lawrence Schovanec will speak at the ceremony. Billy I. Ross, former chair of the Department of Mass Communications, will open the time capsule, Wendell Mayes, former Tech regent and chairman of the Texas Tech Mass Communications Advisory Committee, and C.R. 'Choc' Hutcheson, will give the dedication speech, and Provost Bob Smith will toast the new building.

The College of Mass Communications moved to the former Rawls College of Business building and changed its name to the College of Media & Communication in August.

Media & Communication shares the building with student radio station KTXT-FM, Student Media, the Department of Atmospheric Science, the Department of Communication Studies, the Texas Tech University Press and the Army ROTC.

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

CONTACT: Melissa Wofford, Director of Marketing, College of Media & Communication, (806) 834-2643 or melissa.wofford@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 8, 2012

CONTACT: Sara Krueger, sara.krueger@ttu.edu
(806) 834-2914

College of Media & Communication Honors Pulitzer Prize Winner

The Texas Tech University College of Media & Communication will honor alumnus and Pulitzer Prize winner Robert Montemayor at its annual Hall of Fame Luncheon at 11:30 a.m. Friday (Nov. 9) at the McKenzie-Merket Alumni Center.

Montemayor graduated from Texas Tech in 1975 with a Bachelor of Arts degree in journalism. Montemayor started his journalism career as the editor of Texas Tech's campus newspaper. Upon graduation, Montemayor took a job as a staff writer with The Dallas Time Herald. He was a member of the reporting team nominated for the 1977 and 1978 Pulitzer Prize for coverage about alleged civil rights violations of Mexican-Americans in Texas.

Montemayor was a member of the Los Angeles Times reporting team that received the 1984 Pulitzer Prize. He is noted as the most prolific staff writer involved with the project. Following his work with the Los Angeles Times, Montemayor earned a MBA from the University of California Los Angeles. Montemayor worked in multiple aspects of media as well as held many executive media and marketing management positions during his career.

In 2004, Montemayor was the primary author of a 160-page treatment focusing on the economic, political and social impact of Latinos called: *Right Before Our Eyes: Latinos Past, Present and Future*. Montemayor currently serves as a journalism instructor and director of the Latino Information Network at Rutgers University in New Brunswick, N.J.

For more information about the College of Media & Communication, visit <http://www.depts.ttu.edu/comc> or call (806) 742-6500.

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

CONTACT: Melissa Wofford, director of marketing, College of Media & Communication, (806) 834-2643, melissa.wofford@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2012

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

Texas Tech School of Law Houses Premier Military Law Program Policy center, student group make program shine.

In 2004 Texas Tech University's School of Law had a plethora of faculty members who, through various tours of duty and branches of service, had military background. The American Bar Association (ABA) accreditation team visiting the school at the time took notice and suggested the school set up some sort of military center of excellence.

In November 2004 the Texas Tech Law School's Center for Military Law and Policy was born.

Walter Huffman, dean emeritus, current professor and retired Major General, U.S. Army, was dean of the school at the time.

"Their thinking, and mine as dean, was that because our Military Law and Policy Center would be the only one at any ABA-accredited law school, it would give us a niche area we could leverage in several ways to the benefit of Tech Law," Huffman said.

Huffman described a number of benefits the center has brought to the Texas Tech School of Law. It has given the school visibility at the national level that has in turn led to invitations for the professors associated with the center to speak and present at prestigious conferences. It has led to center professors being interviewed by national media and quoted in national publications on matters concerning military law. The center has hosted seminars and individual presentations featuring distinguished speakers from other law schools and the federal government, thus enhancing both the reputation of the school and the student experience.

"The center has brought us some really high-quality students who are interested in military law," Huffman said. "It has led to appointments for center professors to prestigious federal committees; and it has sponsored scholarship in the area of military law that has both helped shape the law and provided experience in this area for the students selected as research assistants for scholarly research and publication."

Richard Rosen, retired Colonel, U.S. Army, and director of the center, agreed that one of the most visible features of the center is the ability to bring in high profile speakers and visiting scholars and to share those events with Tech Law Military Association (TLMA), the student organization interested in military law.

Rosen said the center has allowed the Texas Tech Law School to host several national security law symposia during the past few years.

Office of Communications and Marketing

“In 2011 we partnered with Texas Tech’s Philosophy Department and brought in some high-profile authorities for a conference on torture,” Rosen said.

Last August Secretary of Defense Leon Panetta appointed Huffman to the newly formed Defense Legal Policy Board, and Rosen was appointed to the military justice subcommittee. Rosen is a primary contact nationally for media regarding the Fort Hood shooting of Nov. 5, 2009, and the process for Nidal Hasan’s trial.

Educational Engagement

From an educational standpoint the center’s professors bring a variety of knowledge and subject matter to the school’s students. Huffman teaches two subjects directly related to military law: Military Criminal Justice and National Security Law. Professor Vickie Sutton teaches Biodefense Law and Policy, and Huffman and Sutton co-teach Cyber-Security Law and Policy. Rosen teaches litigation with the federal government which includes some military components.

“Because the center does attract students to Tech Law who are interested in military law, and the center’s various seminars and speakers provide built-in events, you could say the center spawned our large and active Tech Law Military Association – a law student group that assists veterans and the community with various philanthropic projects as well as providing an organization that fosters the study of military law.”

Other current faculty members contributing to the body of military law knowledge include Brian Shannon, who was attorney-advisor in the Office of the General Counsel to the Secretary of the Air Force at the Pentagon; and John Watts, who served four years in the United States Marine Corps.

Current adjunct faculty members who were full-time professors and involved in the center include: Charles Bubany, Joseph Conboy and James Eissinger. Cal Lewis, former professor and associate dean also was vital to the center, as was the late Horn Professor Daniel Benson, who died in December 2011.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu
(806) 742-2136

Texas Tech Administrative Law Journal Hosts State Representatives

- WHAT: *Texas Tech Administrative Law Journal's* inaugural State of the Legislature panel discussion
- WHEN: Noon, Tuesday (Nov. 13)
- WHERE: Texas Tech School of Law Lanier Auditorium, 1802 Hartford Ave.
- EVENT: *Texas Tech Administrative Law Journal* hosts the inaugural State of the Legislature panel discussion featuring Texas State Rep. Drew Darby from District 72 and Texas State Rep. John Frullo from District 84.

The panel will discuss upcoming issues facing the Texas 83rd Legislative Session. Martha Brown, associate vice chancellor for governmental relations at Texas Tech, will serve as moderator.

Taylor Spalla, editor-in-chief of the journal, will be available for interviews before and after the panel.

Media members should confirm attendance with Ry Ellison, ry.ellison@ttu.edu.

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

CONTACT: Ry Ellison, Organizational Development Chair, Texas Tech Administrative Law Journal, Texas Tech University School of Law, (806) 742-3787 ext. 235 or ry.ellison@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu
(806) 834-2236

Texas Tech's Media & Communication Honors Six Outstanding Alumni

The College of Media & Communication at Texas Tech University will host the 2012 Outstanding Alumni Breakfast at 8 a.m. Saturday (Nov. 10) in the Merket Alumni Center.

These alumni will be honored on the morning prior to the Texas Tech/Kansas football game. A medallion is given to each honoree, and plaques are retained for display in the Media & Communication Building.

The honorees are Marilyn L. Peppers-Citizen, Gregg T. Holmes, Joe Hornaday, Emily Jones McCoy, Randall King Nelson and Brandon Snow.

- Peppers-Citizen graduated with a bachelor's degree in broadcast journalism in 1976. She has worked on the National Military Command Center disaster response team, providing support during major hurricanes. She has facilitated the groundwork to develop a national disaster logistics system, and she concluded the 10-year transfer of Okinawa's radar approach control to Japan. Since 2011, she has been the project manager for Quasars, Inc., of Washington, D.C. While she worked as chief of the plans branch at the headquarters of the U.S. Air Force in, she conducted an evacuation after the Sept. 11, 2001, attack on the Pentagon and directly supported the Secretary and Chief of Staff of the Air Force in the early hours of attack response.
- Holmes graduated in 1976 with a bachelor's degree in advertising. As senior operating officer, Holmes has had profit-and-loss responsibility at three major communication companies. He has a strong record for improving profitability and customer service by increasing market share; improving the sales/marketing process; raising employee productivity, satisfaction and commitment; and operating in highly competitive market segments. Since 2012, he has worked for the Valley of the Sun YMCA in greater Phoenix, and has been the vice president of operations.
- Hornaday publicized, promoted and marketed Texas Tech University Athletics for 30 years. He was responsible for the promotion of Texas Tech's athletic image through press releases, media guides, game programs and daily service to the media as assistant sports information director and sports information director. He attended Texas Tech in 1965-70 and left school until he returned in 1978 as

assistant sports information director and finished his bachelor's degree, majoring in journalism, in 1979. He currently serves on the Southwest Region Selection Committee for the College Football Hall of Fame.

- McCoy graduated with a bachelor's degree in broadcast journalism in 1998. She has been involved in sports reporting since she was named sports director in 1998 at KCBD-TV in Lubbock. She moved to FOX Sports Southwest in 2004, where she was a sideline reporter for FOX Sports' nationally televised college football package. Still with FOX, she is the in-game reporter for the Texas Rangers' home telecasts, and she hosts the Big 12 Showcase. In 2003, she was chosen as the Kelly Pratas Big Sister of the Year, an honor given by the Big Brothers/Big Sisters of Lubbock
- Nelson graduated with a bachelor's degree in advertising in 1979. He has more than 30 years of senior leadership experience. He worked as president, CEO and director for Kerberos Proximal Solutions, an early stage medical device company focused on removal of thrombus and debris throughout the cardiovascular system. He was also president of Baxter Perfusion Services, of San Diego, where he built a \$150 million fully integrated cardiovascular clinical service business through acquisition and organic growth.
- Snow graduated with a bachelor's degree in advertising in 1993. He is the vice president of Global Marketing Partnerships with the National Basketball Association. He has almost 20 years of experience across the advertising, marketing and sports industries with a unique background that stretches across marketing and communication strategy, agency business development, and sports property sponsorship sales. Snow has an extensive amount of experience marketing and building brands both domestically and internationally as well as running global business for an agency. After a three years as the North American director of business development for DDB Worldwide, Snow recently returned to the NBA to help lead its global sponsorship sales efforts

The Mass Communications Outstanding Alumni Awards were instituted in 1981 to recognize alumni of Texas Tech 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: Melissa Wofford, director of marketing, College of Media & Communication, (806) 834-2643, melissa.wofford@ttu.edu

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 9, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu
(806) 834-2263

Texas Tech School of Music presents “A Little Night Music”

Texas Tech music theatre presents the musical “A Little Night Music” based on Ingmar Bergman’s 1955 Swedish film, “Smiles of a Summer Night.” The performance will be 7 p.m. Nov. 16-17 and 2 p.m. Nov. 18 in the Allen Theatre.

With music and lyrics by Stephen Sondheim and book by Hugh Wheeler, “A Little Night Music” contains the popular song “Send in the Clowns.” The story involves the romantic lives of several couples and the story of people whose lives are intertwined by the past.

Gerald Dolter, director of Texas Tech music theatre, chair of the vocal division, and associate professor of music, directs the musical, Tim Walsh, opera technical director, is the set designer, and the University Symphony Orchestra will perform in the pit.

The musical premiered on Broadway in 1973 and was professionally produced in London’s West End, by national and regional opera companies, and in a 2009 Broadway revival. In 1977, it was adapted for a film starring Elizabeth Taylor, Len Cariou, Lesley-Anne Down and Diana Rigg.

“A Little Night Music” deals with adult themes and language so discretion should be used. Tickets are priced at \$15 for the public, \$13 for seniors, \$10 for students/children and are available through Select-A-Seat, (806) 770-2000, at www.selectaseatlubbock.com, or numerous locations throughout the area, including United Supermarkets.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 12, 2012

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

Texas Tech College of Education Touts Importance of School Psychology School Psychology Awareness Week brings shortage of practitioners to light.

At a time when children need a high-quality education to compete and succeed in society, they face a growing number of challenges in public schools.

Today's school psychologists work to ensure that all children are learning across educational levels and settings, whether it's developing school-wide bullying prevention programs or helping individual children and their teachers to manage symptoms of mental illness in the classroom.

Texas Tech University's College of Education is observing School Psychology Awareness Week (SPAW) Nov. 11-15 to increase public knowledge of what school psychologists do and the shortage of them – especially in West Texas.

School psychologists play an important role in the public schools where many students' mental health problems adversely affect their learning and achievement. Unfortunately, due to workforce shortages and shrinking budgets, many public school campuses do not have full time access to a school psychologist.

"In 1996, I moved to West Texas to take a position as Licensed Specialist in School Psychology (LSSP)," said Tara Stevens, coordinator of the specialization. "I was the only LSSP providing psychological services in a special education cooperative that served nine school districts."

The increasing need and high-quality response of school psychologists has likely contributed to the expected 22 percent growth in careers in the field of psychology before 2020, especially in specialist and doctoral-level school psychologists, according to the Bureau of Labor Statistics. However, the ability of school psychologists to make an immediate positive difference in the lives of children is likely an important reason that school psychology ranks highly on U.S. News and World Report's list of best careers, Stevens said.

"Although it is estimated that one in five children and adolescents will experience a mental health problem that is serious enough to require treatment, only close to a third will actually receive any assistance," Stevens said, "and only 20 percent will receive the correct intervention. The imbalance between need and service is especially heightened in the West Texas region."

Office of Communications and Marketing

An EEO/Affirmative Action Institution

Sixteen years have passed since she started working as an LSSP, but the number of LSSPs both in training and practice has only slightly increased.

“I am pleased that as part of the Texas Tech School Psychology Specialization (SPS) I am in a position to multiply the number of practitioners and maybe even influence the culture to highly value the range of psychological services that can be implemented to assist in schools,” Stevens said.

Individuals interested in both education and psychology are well-suited for a career in school psychology. Some school psychology students enter the field after practicing as other educational professionals, as they realize that the limits of their training and certifications prevent them from providing the full array of psychological services that are needed in schools. Others start their study of school psychology directly following their completion of undergraduate degrees in psychology, human development or sociology.

Stevens said regardless of students’ backgrounds or whether students select the master’s or doctoral program, the School Psychology Specialization (SPS) ensures students’ proficiency in the 10 domains of school psychology delineated by the National Association of School Psychologists and prepares students for licensure to practice. Licensure as an LSSP requires at least a master’s degree with 60 hours of coursework, including a practicum. Students also must complete at least 1,200 internship hours.

SPS students at Texas Tech can complete the master’s program coursework in three years and graduate after a fourth year of internship. Doctoral students typically complete their coursework and dissertation in four years and graduate after a fifth year of internship. The specialization, which is part of the Educational Psychology Program in the College of Education, is in its third year. Three doctoral students are currently completing practicum experiences under the supervision of three LSSPs in Frenship ISD, Southwest Lubbock County Organization Shared Services Arrangement (SELCO) and Lubbock ISD.

Texas Tech’s School Psychology Specialization is accepting new students for both spring and fall semesters. Students may begin the doctoral program with a bachelor’s or master’s degree. Interested individuals should contact Stevens at tara.stevens@ttu.edu.

The week’s events include:

Tuesday (Nov. 13): College/university visits to distribute information about School Psychology (e.g., materials to advisors, presentation to LCU psychology students)

Wednesday (Nov. 14): SPAW table outside of the SUB to pass out information

Thursday (Nov. 15): Delivery of appreciation bags to area LSSPs at LISD, Frenship, Cooper, SPECO, SELCO, Plainview



TEXAS TECH UNIVERSITY

Friday (Nov. 16): Pizza lunch open to those interested in school psychology. Area LSSPs may attend as well as current school psychology students.

CONTACT: Tara Stevens, associate professor and coordinator, School Psychology Specialization, College of Education, (806) 742-1997 ext. 253, or tara.stevens@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 12, 2012

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

Expert: Bond Bests at Box Office

Pitch

Four years after James Bond last appeared on the silver screen, 007 blasted his way back to the theaters and into the record books. With many nods to the franchise's 23-film history, *Skyfall* grossed a mammoth \$87.8 million in its first weekend, making it the biggest Bond opening ever.

Rob Weiner, pop culture expert at Texas Tech University, is co-editor of "James Bond in Popular and World Culture: The Films are Not Enough."

Expert

Rob Weiner, associate librarian and pop culture expert, (806) 742-2238 ext. 282 office, (806) 780-8775 mobile, rob.weiner@ttu.edu.

Talking Points

- Initial criticism and outcry over Daniel Craig as James Bond, and his evolution to become as much a fan favorite as Sean Connery.
- The Aston Martin, as a Bond gadget - and a movie character.
- The reintroduction of Q and Miss Money Penny.
- Bond's enduring appeal - and future.

Quotes

- "It was a reboot without feeling like a reboot."
- "With the reintroduction of Miss Money Penny and Q, plus a glimpse into Bond's childhood, *Skyfall* is a tasteful way to reintroduce the series to today's audience."
- "The first rule of storytelling, whether it is a superhero or not, is to have compelling villains. Bond has compelling villains."



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 13, 2012

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

After Hours at the Rawls College: Texas Tech Offering Evening MBA Working professionals will have an alternative to traditional master's classes.

People who have fulltime careers but want to increase skills and opportunities will have a nighttime option to earn a master's in business administration, through an Evening MBA program at Texas Tech University's Rawls College of Business.

The college is introducing a part-time evening MBA starting spring 2013. The deadline for application is Dec. 1.

The program allows professionals to earn an MBA part-time in approximately 30 months without interrupting their career. U.S. News & World Report recently ranked the Rawls College part-time MBA program in the top 28 percent of 295 business schools in the nation.

"An MBA can help seasoned professionals transition into new challenges and different careers, creating an avenue of change in this competitive job market," said Elizabeth Stuart, director of graduate services at the Rawls College. "The program curriculum equips its graduates with critical thinking and communication skills that will propel them personally and professionally. The program is designed to challenge the norms of traditional decision-making and allow the student to consider alternative and innovative solutions."

The Rawls College offers competitive scholarships up to \$3,000 for the first 40 qualified candidates who apply to the evening MBA for professionals. The program waives the GMAT testing for professionals with three or more years of full-time experience.

Students in prior cohorts have included entrepreneurs, vice presidents of multi-national companies, public leaders, CEOs, engineers, medical professionals and self-employed professionals. Ages have ranged from the 30s to the mid 50s. The program is designed to meet the student where they are and prepare them for where they want to go.

The evening MBA program degree plan is structured similar to the current traditional program scheduling two courses, totaling six credit hours, per semester. Each course meets one night per week for three hours. This allows the student to complete the program in eight semesters (approximately 30 months).

The cost for the evening MBA program would be the same as the traditional program costs which are based on the Texas Tech graduate per-semester-hour tuition and fees.

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

CONTACT: Elizabeth Stuart, director, Graduate Services Center, Rawls College of Business, elizabeth.stuart@ttu.edu.

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 14, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu
(806) 834-2236

Rawls College Hosts 51st Buesseler Distinguished Lectureship Series

- WHAT:** Texas Tech University Rawls College of Business Health Organization Management hosts the 51st Semi-Annual Buesseler Lectureship Luncheon
- WHEN:** 11:45 a.m. to 1:15 p.m. Friday (Nov. 16)
- WHERE:** Overton Hotel, 2322 Mac Davis Lane, Lubbock
- EVENT:** Texas Tech's Health Organization Management (HOM) program hosts its 51st semi-annual distinguished lectureship luncheon featuring Dr Steven L. Berk, dean of the School of Medicine and executive vice president and provost at the Texas Tech University Health Sciences Center.

Berk will speak about the Texas Tech University Health Sciences Center Family Medicine Accelerated Track (F-MAT).

The F-MAT program allows students at Texas Tech Health Sciences Center to spend only three years in medical school to increase the number of medical students choosing a career in family medicine and to prepare primary care physicians more efficiently and with less cost.

Berk graduated from Boston University School of Medicine and completed his internal medicine residency and infectious disease fellowship at Boston City Hospital. He is board certified in internal medicine and infectious disease with a certificate of added qualification in geriatrics.

Past speakers in this series have pioneered applied research projects that have led to a profound change in healthcare delivery, inspired students and professionals and demonstrated a life-long commitment to outstanding scholarship and research.

Please visit <http://hom.ba.ttu.edu> for more information.

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

CONTACT: Lara Davey, unit coordinator, MBA programs Health Organization Management, Rawls College of Business, Texas Tech University, (806) 834-1236 or lara.davey@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 14, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

TTUISD Poised to Accommodate Changes to GED Test

The Texas Tech University Independent School District (TTUISD), along with General Educational Development (GED) Testing Service, announces that the current version of the GED test will expire at the end of 2013. If test-takers have started but not completed all the GED tests, this change will erase their progress.

“The GED test opens doors to college, better jobs, the respect adults deserve, and the satisfaction of earning a high school credential,” said Ethel Russell, chief examining officer of TTUISD GED Testing Center. “We want to be sure that everyone is aware of this deadline. GED test-takers must act now to finish and pass before the current test expires.”

Those who have taken the 2002 Series GED test, but not passed all five parts, have until the end of 2013 to pass or they will need to start over again in 2014 with the new GED test in order to receive their high school credential. The current version, known as the 2002 Series GED test, will be replaced with the new 2014 GED test on January 2, 2014.

From now until June 2013, GED tests are given on the second Saturday of the month at the TTUISD GED Testing Center. From June until November 2013, TTUISD will offer tests two Saturdays each month. Test-takers have until the Tuesday before their exam to register for the test. The current version of the GED test will be given through December 2013. For specific test dates and more information, please refer to www.ttuisd.ttu.edu and click on the GED Testing Site button.

Staff members at TTUISD also can be a resource for test changes and will provide extensive information about how changes can impact individual test-takers at the time of registration.

“To anyone who has already started the GED test, your future is calling. By passing the GED test, you can answer that call,” said Randy Trask, president and CEO of GED Testing Service. “You owe it to yourself. Don’t miss the chance to turn one small step into your next big opportunity in life.”

Interested GED test-takers can find more information about the test at www.finishtheGED.com.

CONTACT: Caitlin Hogge, unit coordinator, Texas Tech University Independent School District, (806) 834-2330, or caitlin.hogge@ttu.edu.



TEXAS TECH UNIVERSITY SYSTEM

Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 14, 2012

CONTACT: Jaryn Jones, jaryn.jones@ttu.edu
(806) 742-0057

Texas Tech College of Engineering to Receive Substantial Donation

- WHAT: News conference and reception celebrating Apache Corporation's donation to the Whitacre College of Engineering
- WHEN: 11 a.m., Friday (Nov. 16)
- WHERE: McKenzie-Merket Alumni Center
(17th Street and University Avenue)
- EVENT: Officials of the Texas Tech University System and Apache Corp. will host a news conference announcing a gift to the Whitacre College of Engineering. The contribution will benefit the system's \$1 billion campaign, Vision and Tradition: The Campaign for Texas Tech.

Chancellor Kent Hance, Interim President Lawrence Schovanec and John Christmann, Apache Corporation Vice President-Permian Region, will deliver remarks prior to the reception. A private donor luncheon will immediately follow.

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



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 15, 2012

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

Texas Tech University Develops Improved Fracturing Techniques Petroleum Engineering Department files two patent applications.

Global demand for underground resources, such as oil and natural gas, is forecast to climb significantly in the years to come. To keep up with increasing needs, well stimulation techniques such as hydraulic fracturing (or fracking) are becoming more and more important.

A team of Texas Tech University researchers has developed new techniques to enhance the process.

“Same cost, more output – the return is going to be a lot higher,” said Mohamed Soliman, George Livermore Chair Professor and Department Chairman of Petroleum Engineering.

In recent years, new fracturing techniques have sought to enhance production of trapped hydrocarbons. Zipper frac, for example, is one of those techniques, which involves simultaneous stimulation of two parallel horizontal wells. In layman’s terms, fractures in each stage propagate toward each other, so the induced stresses at the tips would force fractures further and increase output.

Soliman and two graduate students in petroleum engineering, Mehdi Rafiee and Elias Pirayesh, suggest that while the zipper frac is being practiced by the industry, it does not fully account for the mechanical properties of the subterranean formation. The tips must be very close to observe the stress interference effect. In another technique (alternating fracturing), a great degree of complexity can be achieved by designing fractures in an alternative sequence (Texas Two Step). Although this one looks more promising, it is operationally difficult to practice.

“We have developed two new techniques – both are simpler, but more effective,” Rafiee said. “Multi laterals, same as zipper frac, different design and you create a more complex network.”

The new patent pending design is a modified zipper frac (MZF), where fractures are initiated in a staggered pattern to induce stress, not only at the tips, but also in the middle area between fractures.

“The modified zipper frac increases complexity in the reservoir,” Soliman said. “MZF achieves the goals that the zipper frac was supposed to achieve.”

A second patent has been filed to cover an optimization technique that maximizes production through variable spacing between hydraulic fractures. Fractures are not spread equally; instead, measurements are taken after the first fracture to determine placement of subsequent fractures.

“After the first stage, you perform the optimization technique,” said Rafiee. “You determine the distance based on the stress interference, the complexity you need and the predicted fracture propagation.”

The Office of Technology Commercialization at Texas Tech University has filed two patent applications to protect these methods and is actively engaging with oil and gas companies to begin using these improved rock fracturing techniques in the field.

“Dr. Soliman’s technique is another great example of the innovation taking place at Texas Tech. His process will help advance the energy industry, which is a key to the growth of our regional and national economy and it is likely to see significant growth over the next several decades,” said Jodey Arrington, Vice Chancellor for Research, Commercialization and Federal Relations at the System. “Texas Tech researchers are solving real problems and it’s our job to make sure these solutions don’t stay at Texas Tech, but get in to the marketplace where the benefit can be shared with the public.”

“This is a lot simpler to apply, however the prospective company will need people to design it,” Soliman said. “Not only do we have the technology, we have the pending patents, we have developed the software, and we have the people who can do it for them.”

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

CONTACT: Mohamed Soliman, chair of the Bob L. Herd Department of Petroleum Engineering and George Livermore Chair Professor, (806) 742-1801 ext. 232, or mohamed.soliman@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 15, 2012

CONTACT: Megan Shudde, m.shudde@ttu.edu
(806) 834-2236

VIDEO

Texas Tech University Advertising Team Wins 2012 Lone Star Emmy Award

The 2011-2012 Texas Tech University advertising team was recently awarded an Emmy Award by The National Academy of Television Arts & Sciences Lone Star Emmy Chapter in the College/University Student Production-Commercial category for its Nissan commercial.

Taylor Shofner, senior advertising and visual communications major from Lubbock, wrote, directed, produced and edited the commercials and entered them into the Lone Star Emmy competition.

“We got third place at the district competition, which was disappointing,” he said. “So this award was like the first place trophy I feel we all deserved.”

The ad team is a group of students that work on a campaign every year for different companies. The 2011-2012 team worked on a campaign for Nissan targeting multicultural millennials (18-29-year-olds). Their campaign won third place at the District 10 student advertising competition in Shreveport, La.

The campaign’s tagline, “love what drives you,” was based on the idea that people in the multicultural millennial group name their cars. The commercials, Lola and Sasha, emphasized this tagline. The team started building the campaign concept in September 2011 and completed the concept in March 2012.

Other members of the 2011-2012 ad team that traveled to Shreveport include graduates Nicole Sever of Lubbock, the account executive, and Kyle Parker of the Woodlands, director of photography, and the creative concept team, Rachel Bottlinger, a senior advertising major from Hamilton, and Zach Dominguez, a senior advertising major and electronic media and communication major from Arlington.

This year the ad team will create a campaign for Glidden Paint. The competition will take place at the end of the spring 2013 semester.

“I am very hopeful this year we can make an even better campaign for Glidden and go to nationals and win,” Shofner said. “We have a very talented team again this year and I think we can do it.”

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

CONTACT: Taylor Shofner, director/writer, Tech ad team, (806) 742-7362 or taylor.shofner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 15, 2012

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

Texas Tech Rawls College of Business Moves up in Accounting Ranks
Premier accounting publication pushes graduate program ranking into top 50.

The Department of Accounting in Texas Tech University's Rawls College of Business is accounting for excellence.

According to the October issue of Public Accounting Report (PAR), the Rawls undergraduate program has moved from No. 49 to No. 38 nationwide, and its master's program has moved from outside of the top 50 to No. 39.

The report is an independent newsletter of the accounting profession; the rankings were included in the publication's 31st Annual Professors Survey. PAR research is based on professors' rankings of accounting programs at American colleges and universities.

"I suspect this is a reflection of our appearing in the top-20 list for the CPA pass rate, among other factors," said Robert Ricketts, department head.

In 2010 the Rawls College had the 15th-best CPA examination pass rate in the country, according to the National Association of State Boards of Accountancy.

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

CONTACT: Leslie Cranford, senior editor, Communications and Marketing, Texas Tech University, (806) 742-2136, or leslie.cranford@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 15, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu

(806) 742-2136

Texas Tech Honored with Inaugural Diversity Award

Texas Tech University is one of 48 institutions of higher learning nationally and one of four Texas schools to receive the first annual Higher Education Excellence in Diversity (HEED) award from INSIGHT Into Diversity magazine.

“It’s important that as a state and nation, we utilize the full range of human potential in our diverse population,” said Lawrence Schovanec, Texas Tech interim president. “At Texas Tech we are committed to attracting students from all backgrounds and personal circumstances and providing a supportive educational experience. This award reflects a priority of our university and we are honored to receive this recognition.”

According to the magazine, schools were selected based on the institution’s initiatives to promote diversity efforts, including race and ethnicity, gender, age, veteran status, people from LGBT communities, people with disabilities and other areas of human diversity.

“We hope the HEED award serves as a reminder that diversity and inclusion must remain priorities in the 21st century higher education landscape,” said Lenore Pearlstein, publisher of INSIGHT Into Diversity magazine. “Every college and university should recognize the importance of diversity and inclusion as being part of their everyday life on campus. Our students of today are the employees of tomorrow and the future of our country. As students begin to enter the workforce and a global society, they must first be surrounded by and supported by faculty and staff that understand the differences among cultures and their needs.”

Juan Muñoz, senior vice president for institutional diversity, equity and community engagement, said that Texas Tech remains committed to the success of students from all backgrounds, experiences and income levels.

“The manifestations of diversity, equity and access are increasingly complex within the context of higher education,” Muñoz said. “In order to educate students to succeed in truly global and dynamic marketplace, universities must create equally dynamic and sophisticated learning environments. This award affirms that Texas Tech is doing precisely this, without sacrificing either diversity or excellence.”

For more information about the HEED award, visit INSIGHT Into Diversity magazine’s website at www.insightintodiversity.com.

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

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



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 16, 2012

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

Pop-culture Expert: Twinkies Aren't Going Away That Easily

Pitch □ □

The days of the Hostess snack cake, rumored to have an unlimited shelf life, may actually be numbered. An employee strike dealt a fatal blow to the bankrupt company. However, Texas Tech's pop culture expert says there is still value in the brand.

Expert □

Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 742-2238 ext. 282 office, (806) 780-8775 mobile, or rob.weiner@ttu.edu.

Talking Points □ □

- What makes Hostess brands iconic
- Likelihood that the brands would succeed under new ownership

Quotes □ □

- "Products like Twinkies, Ding Dongs, Ho-Hos and others were a staple of my youth - and so many others."
- "Founded more than 80 years ago, Hostess products, even with that heavy refined sugar taste, still maintain a quality that competitors can only dream of."
- "Despite nutritional concerns from critics, Ding Dongs, Twinkies and Ho-Hos are part of our American culture."
- "To think we may have a world without Twinkies and Ding Dongs would be an absolute shame."



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 16, 2012

CONTACT: Scott Self, scott.self@ttu.edu
(806) 742-3451

Apache Corporation Gives \$2 Million for Petroleum Engineering Research

Officials at Texas Tech University and Apache Corp. have announced a \$2 million donation to the university's Whitacre College of Engineering that will establish the Apache Upstream Research Center in the new Petroleum Engineering Research Building.

"Apache Corp. is an industry leader and a great corporate partner," said Kent Hance, chancellor of the Texas Tech University System. "Their commitment to the Permian Basin, environmentally responsible fracking and future petroleum engineers is unmatched. We thank them for their contribution to Texas Tech that is benefiting our research enterprise, faculty, and students."

This center will be an important aspect of the new Petroleum Engineering Research Building's laboratories, focused on the latest environmentally responsible fracturing techniques including horizontal well drilling, rock mechanics, the energy-water nexus, wellbore integrity, and well cementing. Research will be conducted in the center by faculty members from multiple engineering disciplines and will advance the leading edge of fracturing procedures and environmentally responsible practices.

"Apache and the entire industry rely on cutting-edge technology such as horizontal drilling in tight shale and it is vital that the next generation of petroleum engineers come prepared to use the most advanced levels of technology and innovation," said John Christmann, vice president of the Permian region for Apache. "We hope this donation plays a role in helping the center to develop these bright young engineers at Texas Tech to their fullest."

In addition, both undergraduate and graduate students will have the opportunity to apply new knowledge and innovations to their engineering studies as these advancements are discovered. This will build upon robust theoretical and practical education that Texas Tech engineers receive.

Apache's gift is eligible for an additional \$2 million of matching funds from the Texas Research Incentive Program, created by the state of Texas. Once matching funds are received, the funding will support equipment purchases and research projects in the fracturing techniques center.

The new \$20 million Petroleum Engineering Research Building will house 40,000 square feet of formal teaching environments with hands-on applications and modern research facilities. Funding for the building was provided entirely through generous donor support during the Texas Tech University System's \$1 billion campaign, [Vision and Tradition: The Campaign for Texas Tech](#).

Office of Communications and Marketing



TEXAS TECH
UNIVERSITY.

Apache Corporation is a Houston-based oil and gas exploration and production company with operations in the United States, Canada, Egypt, the United Kingdom North Sea, Australia and Argentina. Apache posts announcements, operational updates, investor information and copies of all press releases on its website, www.apachecorp.com.

CONTACT: Scott Self, senior director of development and external relations, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or scott.self@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech to Host 54th Annual Carol of Lights

Texas Tech University hosts the 54th annual Carol of Lights celebration “Illuminate” on Dec. 1 (Saturday). The night kicks off with the traditional carillon concert at 6:30 p.m. performed by Tom Hughes, and the outdoor ceremony will follow at 7 p.m.

The Residence Halls Association (RHA) has sponsored the event since its creation in 1956, growing it into the tradition it is today, drawing crowds of more than 20,000 each year. The Texas Tech choirs, trombone groups, Masked Rider and Raider Red will be present, and with the flip of a switch to begin the ceremony, more than 25,000 red, orange and white lights will illuminate the night sky.

As Texas Tech and RHA continue their commitment to sustainability, nearly all of this year’s lights will be transitioned to LED bulbs, projected to reduce energy consumption by 87 percent.

The event will be held in Memorial Circle, the Science Quad and Engineering Key. Parking will be available in the Commuter North parking lot adjacent to Jones AT&T Stadium. Vehicle traffic on campus streets in the vicinity of Memorial Circle will be restricted at 5:30 p.m. and will remain closed until the conclusion of the event.

Immediately following the Carol of Lights, the Texas Tech School of Music will host its annual Carols Concert at Hemmle Recital Hall beginning at 8 p.m.

The lights will be lit every night from dusk until midnight from Dec. 2, 2012 through Jan. 1, 2013.

RHA is one of the largest organizations at Texas Tech. Its main goals are to promote a high quality of leadership in a democratic form of student government and provide the best possible living and learning experience for students living in the residence halls.

Additional information can be located at <http://housing.ttu.edu/carol>

CONTACT: Craig Kuehnert, manager for student leadership development, University Student Housing, Texas Tech University, (806) 834-1113, or craig.kuehnert@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2012

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

Texas Tech Hosts Film Screening of "First Generation"

The Texas Tech University College of Education and South Plains Closing the Gaps P-20 Council will host a film screening of "First Generation," from 9 a.m. to noon tomorrow (Nov. 20) at the Allen Theatre located in the Student Union Building.

The film follows the lives of four first-generation, college-bound high school students during a three-year period. First-generation students enrolled at Texas Tech will lead a Q&A session immediately following the screening.

This award-winning film is narrated by Blair Underwood, a renowned actor and Golden Globe award winner. The film has been screened in high schools and universities across the country and received high marks from students and school administrators.

Janie Ramirez, Outreach Programs administrator for the College of Education and a first-generation graduate of Texas Tech herself said this film will hit home with most first-generation students.

"The cast of high school students includes a rural small-town waitress, an athlete, a daughter of migrant parents and a Samoan warrior dancer," she said. "The obstacles they face as first-generation students are common to us all. Unless we do more to reach this vast population, Texas and the rest of the nation are going to experience significant declines in college enrollment overall."

School districts throughout Region 17 are invited to bring students in grades 10 through 12. Seating is limited. There is no cost, however, pre-registration is required. To learn more about the film, visit www.firstgenerationfilm.com.

For reservations, contact Janie Ramirez at janie.ramirez@ttu.edu.

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



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2012

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu
(806) 742-2805, ext. 248

Texas Tech's Meat Judging Team Wins 10th National Championship

Texas Tech University students earned the school's 10th national championship in meat judging yesterday (Nov. 18) at the American Meat Science Association's International Meat Judging Contest held in Dakota City, Neb.

The team won the beef judging, lamb judging, pork judging, specifications, placings and reasons divisions. It finished second in total beef and beef grading.

The team won the contest by a 50-point margin and also won five of the six national contests during the 2012 meat judging season.

"One of the most impressive things about this team is how well they responded to adversity," said Mark Miller, Horn Professor and San Antonio Stock Show & Rodeo Distinguished Chair in Meat Science. "They courageously came back from a loss at the Eastern and committed themselves to working hard as a team to win decisively at the American Royal, Cargill and the International."

Individual placements were as follows:

- Bo Hutto, a junior from Hondo, was high-ranked individual
- Valerie Manning, a junior from Mabank, was second
- Colton Christian, a junior from Farwell, was fifth

In the alternate division, Texas Tech boasted three of the top-ten individuals overall.

- Heather Rode, a junior from Doss, was high-ranked individual
- Tanner Adams, junior from Sanger, was fourth
- Steven Ebeling, a junior from Plainview, was sixth

Additional team members included Weston Burson, a junior from Florence; Dan Crownover, a junior from Italy; Garydale Grubelnik, a junior from Raton, N.M.; Trevor King, a junior from Winnsboro; Zac Miller, a junior from Seymour; and Dewayne Phillips, a junior from Stephenville.

Hutto and Crownover were both named First Team All-American team members. Manning was named a Second Team All-American team member. The members of the All-American Teams are selected based upon scholastic achievement and competition performance.

The prestigious Rachel Hamilton Spirit Award, an award given in recognition of the commitment, dedication and teamwork displayed during a team member's meat judging career, was given to Zac Miller.

The team was coached by graduate students Collin Corbin and Henry Ruiz along with Miller.

The remaining teams in the top-five included Kansas State University, Oklahoma State University, Michigan State University and Angelo State University.

Texas Tech now boasts a total of ten national championships in intercollegiate meat judging (1989, 1991, 1996, 1997, 1999, 2003, 2008, 2009, 2011 and 2012). Since 2000, the Red Raiders have dominated meat judging competitions winning more than 55 percent of all national contests. During the past four years, they have won 27 out of the past 34 competitions.

According to program officials, the meat judging program strives to teach students communication skills, rational decision making skills and give students the ability to excel in a competitive environment under pressure. These skills are developed to help students excel both professionally and personally.

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

CONTACT: Mark Miller, Professor of Meat Science and Muscle Biology, Department of Animal and Food Services, Texas Tech University, (806) 742-2805 ext.231 or mfmrraider@aol.com.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 19, 2012

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

(806) 742-2136

Secrets to Stretching Holiday Dollars

Texas Tech expert encourages shopping smart for gifts, sales and fashions.

With 32 days and five weekends, the 2012 calendar has granted consumers the longest official shopping season possible. Time may allow for convenience, but a Texas Tech University retail expert suggests shoppers may have other priorities in this struggling economy.

Deborah Fowler, associate professor of retail management in the College of Human Sciences, knows the ins and outs of marketing trends and shares a few tricks of the trade.

Cash

“Something many shoppers have problems with is overspending on credit cards. The first problem is the extra fees. And second, you can charge and charge - and not really realize how much you’re spending. Instead, take out the amount of money you want to spend and put it in your wallet. When it’s gone, it’s gone.”

Coupons, Sales and Markdowns

“I am a coupon shopper. I have a rule that when I get a 30-percent-off coupon, I head to the store.”

“Being in retailing, I know what the markup is on clothes. And I realize that if they put out a coupon, they have usually marked it up to offset the savings, but it still makes me feel good.”

“Even though I logically know I’m not getting a huge deal, I love coupons.”

“A 15-percent markdown will not get me in a store. I will consider 25 percent, and definitely 50 or 75 percent. That’s the only way to buy.”

Shop Off-Season

“Right now, I’m seeing great ads for wonderful garments, but I’m not buying them now. I’m waiting until they take a pretty good markdown.”

“The day after Christmas, we are buying Christmas gifts for the next year. I always shop off-season.”

Discount vs. Designer

“A few years ago, I did a study comparing clothing from discount department stores and designer brand. We looked at the garments, washed them, we looked at all the construction, and a lot of times the discounters came out ahead, especially in the price. They cost a half or a third of the others.”

“Look at the discounters, but shop them carefully though. Look at the clothing carefully, turn them inside out, look at the seams, look at the quality of construction, look at the details and maybe you can save a little money there.”

Resale Shops

“Lubbock is blessed with resale shops. Many people travel to Lubbock to take advantage of them, as everyone should.”

“People are always discarding clothes, so it is a real opportunity to pick up real deals for children and adults.”

“Also, consider swapping out with others. In my family, as we gain or lose weight, we trade clothes, especially when the clothes are in great shape. It’s like having a whole new closet.”

Take care of what you have

“The key to saving money on apparel is buying things that are well made, and regardless of how much you’ve spent – take good care of it.”

“This is where people really foul up. They don’t take care of what they have. I keep my clothes washed, mended and pressed, and hung in closets with cedar to prevent moths.”

Shopping Trends

“Something I think everyone needs to think about when buying clothes, especially career women, you want basics. You can wear them year in and year out.”

“As long as you buy classic, you can trend it up a bit with jewelry or sweaters, and you’re good to go. But if you’re always buying trends, it’s not good.”

“I received many compliments on a dress I wore recently, and I had to laugh because I thought to myself – it’s 12 years old.”

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

CONTACT: Deborah Fowler, associate professor, College of Human Sciences, Texas Tech University, (806) 742-3068 or deborah.fowler@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 20, 2012

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

Two Texas Tech Cheer Couples Gain Spots at National Stunt Contest
Squad members qualify for second consecutive year.

Texas Tech University's cheerleading squad will send two pairs of competitors to the Coed Partner Stunt Competition at the Universal Cheerleaders Association (UCA) College National Championship Competition Jan. 18-20 at Walt Disney World.

The qualifying couples are second-year members Calvin Beene from Humble and Alex Pulido from Del Rio, whose video entry placed ninth; and Jordyn Capehart, a fourth-year member from Allen, and Tanner Lyday, a third-year member from Lewisville, who were 16th.

Spirit squad supervisor Stephanie Rhode said the squad had sent in videos before, and until last year had no luck being chosen to compete. Beene and Lyday both were invited to last year's competition with different partners.

"These four students have worked extremely hard for this recognition," Rhode said. "They put in long hours at the gym preparing for this competition in addition to their duties as members of the Texas Tech Cheer Squad."

Invitations were given based on a videotape entry submitted by each school. Of 39 couples from across the country, 20 were chosen to compete. The pairs must perform a one-minute routine of complicated partner stunts set to music. Routines are judged on execution, difficulty and showmanship.

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

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 21, 2012

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

Expert: A Cure for Holiday Cabin Fever is at the Movies

Pitch

The holiday season is synonymous with food, family – and often film, since Thanksgiving is known as a time for high-end movie releases.

Texas Tech University pop culture expert Rob Weiner breaks down the most anticipated features, and why they are not to be missed.

- **“The Twilight Saga: Breaking Dawn – Part 2”**
The fourth novel by author Stephanie Meyer lights up the big screen for a final time for one epic battle for the vampire family’s survival, which could never disappoint. (Now in theaters.)
- **“Skyfall”**
Widely considered the best Bond film in more than a decade, here Daniel Craig comes into his own as the iconic super-spy, while Dame Judi Dench has yet another opportunity to shine as M. The balance of humor, action and character should not be missed. (Now in theaters.)
- **“Lincoln”**
One of America’s greatest presidents; portrayed by Daniel Day-Lewis, one of the world’s finest actors; directed by Steven Spielberg, one of the world’s most influential filmmakers. The Oscar buzz has already begun. (Now in theaters.)
- **“Life of Pi”**
The fantasy adventure novel, published in 2001, is now one of the most anticipated family movies of 2012. Soon critics will learn if this journey of adventure and discovery live up to the book’s reputation. (Now in theaters.)
- **“Red Dawn”**
Teenagers band together to save their town from a North Korean incursion. This film is a loose reboot of the 1980s cult classic of the same name. (Now in theaters.)
- **“Hitchcock”**
Anthony Hopkins portrays the cinema’s “master of suspense” Alfred Hitchcock. The biopic explores the director’s explosive romance with his wife and collaborator, Alma Reville, played by Helen Mirren. Their story is told from behind-the-scenes of his most controversial and legendary film, “Psycho.” (In

theaters Nov. 23.)

CONTACT: Rob Weiner, associate librarian and pop culture expert, Texas Tech University Library, (806) 742-2238 ext. 282 office, (806) 780-8775 mobile, or rob.weiner@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 23, 2012

CONTACT: Norman Martin, norman.martin@ttu.edu
(806) 742-2808

Icon Makeover: Repairs Completed on Historic 1926 Texas Tech Dairy Barn

Written by: Kelsey Shaw with additional reporting by Jessica Alexander

Texas Tech University's historic dairy barn received a facelift this fall. The structure's exterior now dons a new coat of paint, and all roof shingles have been replaced on the treasured campus monument.

"The dairy barn is a vital part of the agricultural heritage of Texas Tech, and I'm pleased that the university administration recognized the value of the structure and committed the funds for the new roof," said Michael Galyean, dean of the College of Agricultural Sciences and Natural Resources (CASNR).

"By combining additional university funds with donations to the Dairy Barn Restoration Fund, we expect to have the wood trim on the building painted by the end of the year," he said.

Discussions continue regarding potential future structural renovations, with many interested in turning the structure into some sort of classroom, workspace or office space for CASNR students and employees.

"Although I hope we'll ultimately find a greater use for the dairy barn, it's gratifying to know that, at least for now, we've preserved this important reminder of the legacy of Texas Tech," Galyean said.

As one of the four original buildings on campus at Texas Technological College, the dairy barn and silo stand as an integral piece of the college and university's history. Built in 1926, the state-of-the-art structure at the time was designed by Fort Worth architect Wyatt Hedrick with the help of agricultural dean Arthur Leidigh and Professor Wenzel Stangel.

By 1931, the Dairy Manufactures Department established by Kenneth Renner, was self-supporting, furnishing milk and ice cream to campus cafeterias and the Lubbock community. The college herd, comprised of cattle bought by or donated to the college, swelled beyond the barn's capacity by 1935. As a solution, students were asked to remove their own cattle from the barn and the era of tuition payments through milk sales came to an end.

The facility continued to serve as an educational site for students interested in the industry until it was abandoned in 1964 when dairy operations were moved to another location. Campus planners razed the dairy manufacturing addition a year later to make way for new facilities and the historic barn sat quietly ignored.

After six years of desertion, the first call for renovation was made. A 1976 report and slide presentation titled "Restoration: Texas Tech Dairy Barn," recommended the return of the dairy barn to its 1946 condition in order to create a dairy museum or perhaps a theater for the German, French and Spanish departments. During the late '70s, architecture professor Will Robinson began attempts to register the dairy barn as a historic place.

His interests in the National Register of Historic Places (NRHP) were strengthened when the barn was deemed unsafe and structurally unsound by the Coordinating Board for the Texas College and University System in 1984. The report called for the building to be demolished or abandoned. The Texas Antiquities Committee designated the barn as a historical landmark in 1985, but renovation estimates soared to \$500,000.

In 1989, the Student Senate took action, creating a committee to study the preservation of the facility and work toward having it listed in the NRHP. The "Save the Barn" campaign, a student and alumni effort held from 1990-92, raised \$64,000 to weatherize the barn. The project sealed the facility from the harsh West Texas weather by rebuilding its roof, repairing the windows, doors and walls and repainting both the barn and the silo.

Preservationists ultimately prevailed and the dairy barn and silo were officially dedicated to the NRHP in 1992. But the barn would not rest peacefully for long. University master planners drew in a pedestrian mall at its current location in 1997. Talks of renovation began again but the barn and silo continued to sit unchanged and today stand as a quiet and curious reminder of Texas Tech's agricultural roots.

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

CONTACT: Norman Martin, unit coordinator, College of Agricultural Sciences & Natural Resources, Texas Tech University, (806) 742-2802 or norman.martin@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 26, 2012

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

Texas Tech's Raider Red Moves to the Playoffs in National Mascot Voting Contest The top eight mascots head into three final weeks of voting.

[Editor's Note: Raider Red is available for "interviews" and appearances to promote the voting. Please contact Bruce Bills to schedule.]

Raider Red, Texas Tech University's costumed public relations mascot has made it to the elite eight for the playoff rounds of the Capital One 2012 Mascot Challenge. Red took second place out of 16 mascots to contend for the most votes nationwide. The playoffs are a single-elimination vote over a three-week period.

Week one of the playoffs finds Red competing against the University of Missouri's Truman the Tiger. Red's only regular-season loss came in week one against the University of Delaware's YoUDee.

"Not only is it a great honor for Raider Red to be selected for the Capital One All-American Team, but making it to the playoffs says a lot about our fan base," said Stephanie Rhode, director for Texas Tech's spirit squads.

The Capital One National Mascot of the Year is determined by Internet voting. Fans can vote unlimited times at capitalonebowl.com/vote. Twitter voters must use the hashtag #CapitalOneRaiderRed.

Fans also can follow Raider Red on [Facebook.com/TTURaiderRed](https://www.facebook.com/TTURaiderRed) and Twitter @TTURaiderRed.

"Since the playoffs are single-elimination, we need everyone to vote as many times as they can, all week long. Our regular-season week against Truman was one of our toughest," Rhode said.

The playoff voting will be conducted in three rounds over a three-week period today (Nov. 26) through Dec. 17. Based on the mascot rankings at the end of the regular season, each mascot was given a playoff seeding ranging from No. 1 to No. 8.

The mascot with the most votes at the end of the championship round will be the Capital One National Mascot of the Year and will be announced during the 2013 Capital One

Office of Communications and Marketing

An EEO/Affirmative Action Institution

Bowl on Jan. 1, 2013. The winner will be awarded a \$20,000 scholarship to help fund its school's mascot program. Each of the 2012 participants also will receive \$5,000 for their university mascot program.

The original 16 contestants were selected by a panel of judges from Capital One from among the mascot entries received from all eligible NCAA Football Bowl Subdivision and Football Championship Subdivision schools.

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

CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 742-5433 or stephanie.rhode@ttu.edu. To schedule Raider Red for an interview, contact Bruce Bills, cheer coach, Center for Campus Life, Texas Tech University, (806) 742-5433 or bruce.bills@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 26, 2012

CONTACT: Lindsay Bradshaw, lindsay.bradshaw@ttu.edu

(806) 742-2136

Texas Tech Student Organization Recognized as Role Model Chapter

Texas Tech University's Society for the Advancement of Chicanos and Native Americans in Science (SACNAS) received the 2011-2012 Role Model Chapter award for outstanding professional development during a recent National SACNAS Conference.

SACNAS is a society dedicated to helping underrepresented minorities advance their academic and professional careers in science, technology, engineering and mathematics.

Andrew Armstrong, president of SACNAS, said scientific understanding as well as scientific development is going to advance and become a progressively larger influence on all aspects of life as the 21st century progresses, including politics, medicine and education.

"It's important that the demographics of the scientific and medical communities reflect that of the population they serve," Armstrong said. "This is why the organization was originally founded. When a small group of scientists realized they were the Hispanic representation in their field, they wanted to do something about it and started SACNAS."

The award was given for the chapter's Science in 3D monthly events, taking place on the third week of each month, where professors and graduate students from Texas Tech and the Health Sciences Center talk to students about their current research and give students a tour of their research facilities.

"Science in 3D brings science out of the textbooks and into reality by allowing students to see researchers apply the concepts taught in the classroom," Armstrong said.

The chapter meetings also encourage professional development by allowing members to receive information on various topics such as graduate school, financial planning, presentation skills and research internship opportunities.

This is the second year in a row the chapter has been recognized. In 2011, it received the Role Model Chapter award for outstanding sustainability.

CONTACT: Andrew Armstrong, president, Society for the Advancement of Chicanos and Native Americans in Science, Texas Tech University, (972) 953-5002, or a.armstrong@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 27, 2012

CONTACT: James Hodgins, james.hodgins@ttu.edu

(806) 742-2136

Texas Tech Employees Give Back to Change Lives State Employee Charitable Campaign totals announced

The Lubbock Area United Way hosted a Victory Report Luncheon today (Nov. 27) at the Lubbock Memorial Civic Center to announce the results of its annual campaign.

At the luncheon, Texas Tech University and the Texas Tech University System (TTUS) reported the results of the State Employee Charitable Campaign (SECC), which is held in conjunction with the 11-week United Way campaign.

The SECC is a statewide annual giving campaign that Texas Tech and the TTUS participate in each year. The two organizations raised \$484,908 out of the total \$5.5 million of the Lubbock Area United Way campaign, which is the largest amount ever donated.

This year, university employees gave \$431,865.16, beating the goal of \$430,000. System administration employees also beat their goal of \$40,000 by raising \$53,042.79. While the goals were lower than last year, both organizations ended up raising more overall.

“I am very pleased,” said David Abercia, campaign coordinator for the university and system. “This is the first time in three years that we actually met the goal.”

The overall SECC goal for West Texas, which includes the Lubbock, Midland, Odessa and Abilene areas, was around \$940,000. Texas Tech University, the Texas Tech University Health Sciences Center and the Texas Tech University System administration raised the largest portion of that at more than \$712,000.

Abercia said he thinks the economic downturn over the past few years most likely contributed to lower donations, but with the improving economic conditions, people want to give back again.

The success of this year’s campaign and the message it sends are especially significant as it comes during the holiday season.



TEXAS TECH UNIVERSITY

“The impact for this is going to be huge,” Abercia said. “Most of the donations are designated to local charities, so the money does stay here in West Texas. It really is about helping our neighbors and giving back to our local community.”

This was the first year Texas Tech employees could submit their donations online. Abercia said the digital forms helped increase the participation level as well as the individual level of giving per employee who participated.

There were almost 40 new leadership givers (those who donated \$1,000 or more), which could be attributed to how the form detailed the levels of giving specifically for each employee. Abercia said that helped by suggesting to employees how much to give since there is no standard amount across the board.

During the campaign, he received a lot of positive feedback with the digital submission of forms, with only a few small issues arising. He said coordinators especially appreciated the ease of the new system and the autonomy it gave employees.

The digital forms will help even more during next year’s campaign, he said. An employee can choose to automatically give the same amount to the same organizations with just one click. He said this will make it even easier to participate.

There will be other changes coming next year to help improve the form, but Abercia said he is proud that for the most part, employees were not really affected by any issues and at how smooth the transition to digital forms went.

“We appreciate the support of every employee who participated in this year’s campaign and look forward to their continued support,” he said.

CONTACT: David Abercia, executive associate, Office of the President, (806) 742-2121 or david.abercia@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 27, 2012

CONTACT: Dailey Fuller, dailey.fuller@ttu.edu

Economic Study Shows Texas Tech University System has \$7.37 Billion Statewide Impact

The Texas Tech University System generated a combined economic impact of \$7.37 billion for the state of Texas in 2011, according to an updated report of the system and its component institutions' influence on business activity.

The assessment also revealed that for every dollar the state of Texas invests in the Texas Tech University System, the state's economy sees more than \$16 returned.

"The economic impact of the Texas Tech University System on the state of Texas is a direct reflection of the great progress made in achieving our strategic goals," said Chancellor Kent Hance. "We ensure that our efforts address the needs of Texans in an efficient and responsible manner, and this report shows how successful the Texas Tech University System has been in maximizing the state's return on investment."

The report notes that significant growth throughout the system has been a major factor in its economic impact. Formally adopted in 2009, the system-wide strategic plan, *Leading the Way: 2020*, outlines priorities and goals for each of the Texas Tech University System's component institutions for the next decade. As a result of this plan, total student enrollment has increased nearly 10 percent from 2009 to 2011. Total research conducted throughout the system topped \$200 million for the first time in 2011, an increase of 62 percent since 2009.

"Our growing research enterprise has substantially contributed to the Texas Tech University System's statewide economic impact," said Jodey Arrington, vice chancellor for the Office of Research, Commercialization and Federal Relations. "Increasing public and private research funding for our universities means investing in more space and equipment, attracting the best and brightest faculty and students from across the globe, and bringing new technologies to market."

The study assesses the economic impact of the system's central administration and its three component institutions – Texas Tech University, Angelo State University and Texas Tech University Health Sciences Center. The study was commissioned by the Office of the Chancellor and prepared by Bradley Ewing, principal with the Ph.D. Resources Group, LLC. Ewing used an input-output model to do the study.

"The analysis utilized a conservative methodology devised after reviewing other industry and peer studies conducted," Ewing said. "There are several factors that go into determining an accurate multiplier and associated impacts, and it was important to use as much tangible information as possible and not rely on speculation."

The model analyzes several factors such as annual operating budgets, research expenditures and student enrollment to provide estimates on the economic impacts on the entire state, as well as the multiple counties in which the Texas Tech University System operates. The survey also includes an estimate of the workforce contribution of alumni, as well as the impact of system, employee, visitor and student spending.

About the Texas Tech University System

The Texas Tech University System is one of the top public university systems in the state of Texas, consisting of three component institutions and operating at 12 academic sites and centers. Headquartered in Lubbock, Texas, the TTU System has an annual operating budget of \$1.4 billion and approximately 18,000 employees focused on advancing higher education, health care, research and outreach.

In 2011, total enrollment exceeded 43,500 students and total research expenditures topped \$200 million for the first time in the TTU System's history. Whether it's contributing billions of dollars annually in economic impact or being the only system in Texas to have a general academic institution, law school and health-related institution on the same campus, the TTU System continues to prove that anything is possible.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 28, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Among Best Schools for Veterans

Texas Tech University recently was ranked 29th among four-year colleges in the Military Times 2013 “Best for Vets” list. Texas Tech was selected from more than 650 institutions that responded to a survey from the publication.

According to the Military Times, “the surveys demonstrated widespread efforts by schools to accommodate vets and active-duty service members.”

In addition to four-year colleges, the Military Times assessed online-nontraditional colleges, two-year colleges and career and technical colleges.

Ryan Van Dusen, associate director for the Texas Tech Military & Veterans Program, said that Texas Tech makes every effort to assist veterans in their academic careers.

“Texas Tech accommodates veterans from the beginning of their collegiate experience through graduation,” Van Dusen said. “We have implemented veteran sessions during Red Raider Orientation, and provide academic support through Academic College Liaisons and in transition back to the workforce with our Veteran Career Program. All of our efforts are designed to make Texas Tech University more than veteran friendly. We are now a veteran supportive community.”

In the rankings, Texas Tech was recognized specifically for its relaxed residency requirements, accepting American Council on Education credits and for having an office dedicated specifically to veterans. Last year, there were 1,200 military-affiliated students enrolled at Texas Tech.

This is the second time this year Texas Tech has been recognized for its military friendly efforts, after being named to the 2013 list of Military Friendly Schools ® by G.I. Jobs Magazine in September. Juan Munoz, senior vice president for Institutional Diversity, Equity, and Community Engagement, said that these acknowledgments affirm Texas Tech’s commitment to all students.

“Texas Tech is proud of its continuing support of veterans and military dependents that honor the university as students,” Munoz said. “This recognition of Texas Tech’s efforts in support of veterans and military dependents further affirms its growing national

Office of Communications and Marketing

An EEO/Affirmative Action Institution

reputation as a top tier institution of higher learning for students of all backgrounds, and most certainly for those who have served their country while in uniform.”

CONTACT: Ryan Van Dusen, associate director, Military & Veterans Program, Texas Tech University, (806) 742-6877, or ryan.van-dusen@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Nov. 29, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
(806) 742-2136

Texas Tech Residence Halls Association Presents 54th Annual Carol of Lights

- WHAT:** Texas Tech University and the Residence Halls Association will host the 54th annual Carol of Lights.
- WHEN:** Saturday (Dec. 1)
- WHERE:** Memorial Circle, the Science Quad and Engineering Key on the Texas Tech University Campus
- EVENT:** Texas Tech University hosts the 54th annual Carol of Lights celebration "Illuminate" on Saturday (Dec. 1). The night kicks off with the traditional carillon concert at 6:30 p.m. performed by Tom Hughes, and the outdoor ceremony will follow at 7 p.m.

Park in the Commuter North parking lot adjacent to Jones AT&T Stadium. Vehicle traffic on campus streets in the vicinity of Memorial Circle will be restricted at 5:30 p.m. and will remain closed until the conclusion of the event.

Immediately following the Carol of Lights, the Texas Tech School of Music will host its annual Carols Concert at Hemmle Recital Hall beginning at 8 p.m.

In conjunction with the Texas Tech men's basketball at 7 p.m. Saturday game versus Arizona, Texas Tech Athletics is providing a free shuttle bus that will run to and from the west lots at the United Spirit Arena and West Hall. The shuttle will continuously circle between the two locations from 6 – 9 p.m.

The lights will be lit every night from dusk until midnight from Dec. 2, 2012 through Jan. 1, 2013.

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

**CONTACT: Craig Kuehnert, manager for student leadership development,
University Student Housing, Texas Tech University, (806) 834-1113, or
craig.kuehnert@ttu.edu.**



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 29, 2012

CONTACT: Lindsay Bradshaw, lindsay.bradshaw@ttu.edu
(806)742-2136

Texas Tech Communications Students SpeakUp! While Josh Abbott Sings Out

While most students at Texas Tech University use the week after Thanksgiving to wrap up final papers and begin studying for finals, eight business and communications students also are busy preparing for the final round of SpeakUp!, a public speaking competition.

Starting with 1,300 students from various sections of two classes, Public Speaking and Business & Professional Communication, 52 advance to the preliminary rounds on Dec. 3 (Monday). The final eight students chosen from the preliminaries will then move on to compete for one of three cash prizes at the final round on Dec. 4 (Tuesday).

The event will begin at 6 p.m. in the Allen Theatre of the Student Union, and doors will open at 5:45 p.m.

“The contest allows students to showcase their communication skills,” said Joy Anderson, course director of Business & Professional Communication. “Contestants are judged on their ability to assess their audience, craft a logical, well-researched message and their ability to deliver that message.”

Public Speaking students can select any topic, but Business & Professional Communication students will deliver a marketing pitch over a product or service.

Judges for the prestigious final round comprise Alex Alston, student body president, Colleen Evans of the Lubbock Chamber of Commerce and Texas-country singer and Texas Tech alumnus, Josh Abbott.

Additionally, audience members will get the privilege of watching Abbott perform “Victory Bells,” a song about Texas Tech, at the end of the competition.

“Josh Abbott is one of our own,” Anderson said. “Josh earned his bachelor’s in communication studies in 2004. He began our master’s program in 2006 and will graduate in December with his master’s in communication studies.”

SpeakUp! is free and open to the public.

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



TEXAS TECH UNIVERSITY

CONTACT: Joy Anderson, Department of Communications Studies, Texas Tech University, (806)834-5442, or delia.j.anderson@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 30, 2012

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

Texas Tech Rawls Building Awarded LEED® Green Building Certification

Texas Tech University announced today (Nov. 30) that the Rawls College of Business Building has been awarded LEED® Gold certification, established by the U.S. Green Building Council (USGBC) and verified by the Green Building Certification Institute.

LEED is the nation's preeminent program for the design, construction and operation of high-performance green buildings.

"This is the first of many successful initiatives in the supporting sustainability goals within the Texas Tech University System," said Michael Molina, vice chancellor in Facilities Planning and Construction. "I am pleased that Texas Tech University along with our partners Parkhill Smith & Cooper, Broaddus & Associates, Lee Lewis Construction, Shah Smith & Associates and the countless other talented designers, engineers and tradesman worked so diligently in accomplishing the first LEED certified facility, especially at a Gold Level."

The Rawls Building, which was completed in December 2011, achieved LEED certification for energy use, lighting, water and material use as well as incorporating a variety of other sustainable strategies. By using less energy and water, LEED certified buildings save money for families, businesses and taxpayers; reduce greenhouse gas emissions; and contribute to a healthier environment for residents, workers and the larger community.

"With each new LEED certified building, we get one step closer to USGBC's vision of a sustainable built environment within a generation," said Rick Fedrizzi, president, CEO and founding chair, U.S. Green Building Council. "As the newest member of the LEED family of green buildings, Texas Tech's Rawls Building is an important addition to the growing strength of the green building movement."

LEED certification of the building was based on a number of green design and construction features that positively impact the project itself and the broader community. Some of these features include:

- 1,600 tons of the brick, concrete and masonry from Thompson and Gaston Halls, the original buildings on the site, were crushed and reused as fill to re-level the site where the building stands today.
- The building saves 20 percent of energy and 23 percent of energy costs as well as 47 percent of water usage for a like-sized building not built to LEED standards.
- To save transportation energy, supplies for the building came from a 500-mile-radius.
- Windows block 40 to 60 percent of the sun to conserve energy.
- Drought-tolerant landscaping, waterless urinals and low-flow toilets save water.
- Designers used recycled materials in floors and countertops.
- Throughout the building, the opportunity to recycle plastic, paper and aluminum pops up at nearly every turn.
- At the new tobacco-free facility, smoking isn't allowed within 25 feet of any door or air intake for the building. Entrances feature metal grates to capture dust and dirt, thereby increasing the building's air quality and reducing the amount of energy and chemicals it takes to keep it clean.
- All wood products in the building are free of urea-formaldehyde, an irritant for asthma. This includes all the doors, windows, cabinets, wood trim and wainscoting, the wood backing in the walls and the majority of the furniture.
- Parking lots and roofs are green as well. Bike trails abound. Light concrete pavement reflects heat instead of trapping it, just like light-colored roofing material. Special parking spaces exist for low-emission car owners and carpoolers.

U.S. Green Building Council

The Washington, D.C.-based USGBC is committed to a prosperous and sustainable future for the nation through cost-efficient and energy-saving green buildings. With a community comprising 80 local affiliates, more than 18,000 member companies and organizations, and more than 167,000 LEED Professional Credential holders, USGBC is the driving force of an industry that is projected to contribute \$554 billion to the U.S. gross domestic product from 2009-2013. USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students.

LEED

The U.S. Green Building Council's LEED green building certification system is the foremost program for the design, construction and operation of green buildings. More than 100,000 projects are currently participating in the LEED rating systems, comprising more than 8 billion square feet of construction space in all 50 states and 114 countries.

For more information, visit www.usgbc.org.

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

CONTACT: Leslie Cranford, senior editor, Communications and Marketing, Texas Tech University, (806) 742-2136, or leslie.cranford@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Nov. 30, 2012

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

Extreme Makeover: Home Edition Taps Talents of Architecture Alumnus Former Red Raider designs home for victims of deadly Texas wildfire.

After a 30-year career in architecture, Texas Tech alumnus Donovan Davis was ready for prime time, or at least that is what producers at ABC were counting on when they asked him to assist in an upcoming episode of “Extreme Makeover: Home Edition.”

Davis is president of Austin-based Danze & Davis Architects Inc., a firm with a solid reputation for quality.

“EFC Custom Homes was first contacted by the show after the Bastrop fire,” Davis said. “We had worked together on other projects, and so they recommended us for this.”

The Bastrop County Complex fire is recorded as the most destructive single fire in Texas history, with two lives lost and \$325 million in damage. It began as three separate fires on Sept. 4, 2011. Investigators say gusty winds toppled trees onto power lines at several locations that day, and the blaze likely ignited after sparks fell to the dry grass below. Flames spread and quickly merged into one massive wildfire that burned for nearly two months.

While Mizzy Zdroj and other unpaid heroes from the Heart of Pines Volunteer Fire Department fought the flames with countless other departments, more than 1,300 homes were destroyed. Not only did the fire take the home she shared with husband Chris and their twin sons, but her livelihood. When the smoke cleared, her farm and art studio were gone, and all their possessions – including Chris’ extensive Star Wars memorabilia, collected over a lifetime.

Rebuilding lives is literally what the Emmy award-winning reality series strives for. So by the time the fire was officially declared extinguished on Oct. 29, Extreme Makeover had already visited the site, accompanied by contractors and Davis.

“Everything was black. You might be able to make out a bicycle wheel among the piles of rubble,” Davis said. “It scorched everything near Buescher State Park. And it burned so hot that there was concern for an endangered toad that resided there. They were afraid the ground could not sustain life anymore.”

Several Bastrop families originally were under consideration – all of them firefighters. So while the Zdroj family knew they were in the running, their chosen status remained a secret, even from Davis.



“We were under strict confidentiality, so I didn’t want to accidentally say their name to somebody,” Davis said. “I knew their story, their lifestyle, their children and what they liked to do... but I did not meet them until the house was complete.”

The day after the tour, contractors joined show executives and other relevant people at Davis’ office to collaborate. He said it was like designing a custom home, without ever meeting the client. This was a departure for Davis, who also is accustomed to working alone during the creative process.

“The artistic people sat at my elbows all day as I sketched, then they’d look at it and go over it, back and forth until it was finished,” Davis said. “We couldn’t tell people in my office either. They were wondering who these people were, because they never see this happen.”

Groundbreaking was only five to six weeks away, therefore cabinets and special-order items had to be purchased immediately while Davis finalized the plans. There was a push to go green on this project with regard to energy consumption, he said. It was important that the house was as cost-efficient as possible for the Zdroj family to maintain.

The home was completed in just four and a half days, with help from about 3,000 volunteers, BMX biker Matt Hoffman and Chef Art Smith. Even a few Imperial Storm Troopers pitched in to help, courtesy of a group of Lucas Films approved Star Wars re-enactors called Vader’s Fist.

“It’s really a good story and the family was truly surprised,” Davis said.

This episode of *Extreme Makeover: Home Edition* will air at 7 p.m. CST on Monday (Dec. 3) on ABC, as a holiday special.

Davis, a second generation architect, graduated from Texas Tech in 1984. His son Harrison, also a Red Raider, graduated from the College of Architecture earlier this year.

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