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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2014

CONTACT: Andrew Byrne, andrew.byrne@ttu.edu
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College of Media & Communication Hosting Hall of Fame Award Luncheon
Alumnus David Swofford will be honored for his work in television and public relations.

The Texas Tech University of [College of Media & Communication](#) will honor alumnus David Swofford at its 2014 Annual Hall of Fame Award Luncheon at 11:30 a.m. on Friday (Oct. 10).

Swofford earned a bachelor's degree in journalism from Texas Tech in 1979 and spent several years at KLBK-TV in Lubbock before moving to Austin to work at KTBC-TV.

Swofford blazed a trail in video game public relations, working with companies such as NCSOFT and Electronic Arts. He has also worked with Cloud Imperium Games CEO Chris Roberts with crowdfunding for Roberts' video game, "Star Citizen." More than \$45 million has been raised.

Currently, Swofford runs Conley Swofford Media, an Austin-based public relations company, with his wife, Cathy Conley Swofford, a 1980 alumna. The couple sponsored and named the college's television studio in 2012.

The College of Media & Communication Hall of Fame Award began in 1973 to recognize alumni who have made significant contributions to the field of mass communication that have aided the educational programs. A selection committee of Dean David D. Perlmutter, the management committee of the school, the chair of the advisory board, the school development officer and former dean, Jerry C. Hudson, selected Swofford as this year's recipient.

For more information on the College of Media & Communication Hall of Fame, visit its [website](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Andrew Byrne, director of digital and visual media, College of Media & Communication, Texas Tech University, (806) 834-4494 or andrew.byrne@ttu.edu.

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2014

CONTACT: George Watson, george.watson@ttu.edu
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Expert: Examining Quarantine Laws When It Comes to the Ebola Virus

Pitch

Jennifer Bard, a professor of law and the Director of the Health Law Program at Texas Tech University, has written about the quarantine laws involved with the recent announcement that the Ebola virus has been found in a patient in Dallas. Not only has that patient been quarantined at Texas Health Presbyterian Hospital, but the paramedics who transported him to the hospital were quarantined while being tested for the virus. They tested negative.

Expert

Jennifer Bard, Allison professor in the School of Law at Texas Tech University, director of the Health Law Program and an adjunct associate professor in the department of psychiatry at the Texas Tech School of Medicine, is available to speak regarding laws surrounding quarantine and the Ebola virus. Bard is a regular contributor to PrawfsBlawg and has recently written an entry on the subject matter. jennifer.bard@ttu.edu.

Talking Points

- Bard said the recent Ebola diagnosis provides a great opportunity to throw a legal spotlight on the laws of quarantine and isolation.
- As a matter of constitutional law, the president of the United States can take any measure necessary to protect the nation's security or interstate commerce. But only individual states have the power to take action addressing health issues that do not threaten the safety of the country as a whole.

Quotes

- “While Ebola itself is low on the list of the scariest diseases we in the U.S. risk catching, it is interesting to see how quickly it happened given that estimates only a few weeks ago were that the probability was no more than 25 percent.”
- “Individual states, but not the federal government, retain ‘police power’ to promote the health of their citizens even in the absence of a threat to others.”



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2014

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Press Availability with Cheech Marin

WHAT: Cheech Marin's Chicano art collection will be on display at the Landmark Gallery where he will meet with members of the media. The gallery will be mounting Marin's exhibition *Chicanitas: Small Paintings from the Cheech Marin Collection*, on display from Oct. 3 through Dec. 14.

Marin is visiting Lubbock to speak at a Presidential Lecture & Performance Series event, which is at 7 p.m. Friday (Oct. 3) at the Allen Theatre.

WHEN: 10-10:30 a.m. Friday (Oct. 3)

WHERE: Texas Tech Landmark Gallery, located in the School of Art Building at 18th and Flint.

WHO: While primarily known as an actor, director and performer, Marin has developed what is arguably the finest private collection of Chicano art.

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CONTACT: Jo Moore, director, Presidential Lecture & Performance Series, Texas Tech University, (806) 834-5261 or jo.moore@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2014

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Symphonic Wind Ensemble to Perform World Premiere Thursday

Texas Tech commissioned the piece from award-winning composer D.J. Sparr.

- WHAT: Symphonic Wind Ensemble concert premiere
- WHEN: 7:30 p.m. Thursday (Oct. 2)
- WHERE: Hemmle Recital Hall (Room 101), Music building

The [Symphonic Wind Ensemble](#) of the Texas Tech University [School of Music](#) will perform the world premiere of “Cloud of Witnesses,” a 9-minute piece from composer and electric guitarist [D.J. Sparr](#), who recently finished a three-year stint as the Young American Composer-in-Residence with the California Symphony. He has won numerous awards for his music, which has been performed throughout the world.

“Cloud of Witnesses” is inspired by the notion of our ancestors’ guidance helping us “run with perseverance” through our challenges in life. Sparr uses impressionistic orchestration techniques that draw on the variety of sounds available in a wind ensemble. A defining feature of the work is a sustained melodic motive performed by a synthesizer, string bass, harp and piano. The percussion part uses bell-like instruments to create a cloud of rhythmic activity. Wind instruments in high ranges float and embellish the melodic phrasings over a firm foundation of chords in low instruments.

Texas Tech formed a consortium with 20 other university band programs, including Eastman, Michigan, UCLA, Arizona State, Florida State, Baylor and others to commission the piece.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2014

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Ceremony To Kick Off Open Teaching Concept Program

This year's program focuses on bridging the communication gap.

The [Cross-Cultural Academic Advancement Center](#) (CCAAC) will hold the opening ceremony of its Open Teaching Concept (OTC): Teaching Diversity Across The Curriculum, at 3:30 p.m. Monday, Oct. 6 in the Student Union Building's Matador Room.

The ceremony will include the recognition of faculty participants as well as an address by keynote speaker [Franco Parisi](#), former independent presidential candidate of Chile and visiting professor at Texas Tech University.

The event will celebrate the entry into OTC and the 2014 theme, Bridging the Communication Gap: Globalization, Privilege, Poverty & Sustainability.

Aliza Wong, co-coordinator of the 2014 OTC program, said this year's program has been expanded to include 25 open lectures throughout all the colleges and university libraries, an opening ceremony and a social media symposium.

"It is our goal that our students discover new ways of tackling the larger issues of communication, globalization, privilege, poverty and sustainability," Wong said. "Our hope is that they begin to understand how we as scholars communicate with one another to problem solve, and that they find their own vocabulary within which to find their own paths and voices."

The OTC lectures will take place from Oct. 6 through Oct. 29. For a complete schedule of program events and lecture topics, see attached documents.

The opening ceremony is open to all Texas Tech administrators, faculty, staff and students as well as the media. A reception will immediately follow.

Additional information is available at the OTC [Facebook](#) page.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Ricky Sherfield Jr., lead coordinator, Cross-Cultural Academic Advancement Center, Division of Institutional Diversity, Equity & Community Engagement, Texas Tech University, (806) 742-8681 or ricky.sherfield@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2014

CONTACT: Andrew Byrne, andrew.byrne@ttu.edu
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College of Media & Communication Hosting Outstanding Alumni Breakfast

Five distinguished former students will be honored.

The [College of Media & Communication](#) at Texas Tech University will host the 2014 Annual Outstanding Alumni Breakfast at 8 a.m. on Thursday (Oct. 11). College of Media & Communication alumni Jeff Balter, James Hering, Tim Loecker, Craig Rettig and Mat Threadgill will be honored.

Balter earned a bachelor's degree from Texas Lutheran University before earning a master's degree in mass communications at Texas Tech in 1986. He is the associate director of interactive advertising and commerce at AT&T in Dallas. He currently manages the group that sells AT&T U-verse advertising in 65 different markets.

Hering earned a bachelor's degree in advertising from Texas Tech in 1986. He is a principal with The Richards Group advertising agency in Dallas. Previous clients have included T.G.I. Fridays, GameStop and Pier 1 Imports. He also spent 18 years at TM Advertising, where he served as chief innovation officer, developing innovative solutions within the agency.

Loecker earned a bachelor's degree in public relations from Texas Tech in 2000. He serves as senior vice president at Weber Shandwick, one of the world's leading global public relations firms. He is a client lead for American Airlines, where he manages global media relation strategies, executive visibility and brand positioning. He has been recognized for his work in the field of public relations by PRSA, PRWeek, IPRA and SABRE.

Rettig earned a bachelor's degree in advertising from Texas Tech in 1989. He founded and serves as partner at perceptiv, a full-service communications firm in Los Angeles. He has worked at various advertising agencies including Ketchum, Davis Elen and Praxis. He also launched marketing initiatives for numerous companies, including Acura, Doubletree Hotels, Los Angeles International Airport, Los Angeles Kings and UCLA.

Threadgill graduated from Texas Tech in 2000 with a bachelor's degree in advertising. He began his career with The Richards Group, where he worked accounts such as Adams Golf, Home Depot and NASCAR. In 2007, he co-founded dib creative, an Internet

strategy, marketing and entrepreneurial firm in Dallas. He works as an account director at TM Advertising.

The College of Media & Communication Outstanding Alumni Awards began in 1981 to recognize Texas Tech alumni who have made significant contributions to the field of mass communications. A selection committee of students, faculty, alumni and members of the advisory committee was appointed by College of Media & Communication Dean David D. Perlmutter. Recognized alumni are given a medallion, and plaques will be displayed in the College of Media & Communication.

For more information on the 2014 Annual Outstanding Alumni Breakfast, go to the College of Media & Communication's [website](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Andrew Byrne, director of digital and visual media, College of Media and Communication, Texas Tech University, (806) 834-4494 or andrew.byrne@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: October 2, 2014

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Free Market Institute to host Judge Napolitano The Superior Court judge will discuss the U.S. Constitution.

Texas Tech University and the Free Market Institute (FMI) hosts Judge Andrew P. Napolitano on Oct. 16 in the Student Union Building's Allen Theatre. The lecture, "Do We Still Have a Constitution?" will begin at 5:30 p.m.

Napolitano is best known for his position as senior judicial analyst for Fox News Channel.

"The judge is one of the most articulate, passionate and consistent advocates for free markets and a free society on national television," said Benjamin Powell, director of the FMI. "He's not just a media personality, but also an accomplished intellectual in his own right who is able to translate complex ideas and theories into practical formats suitable for television and other popular outlets. It is going to be a great lecture."

Napolitano graduated from Princeton University in 1972 and received his Juris Doctor from the University of Notre Dame in 1975. He is the youngest life-tenured Superior Court judge in the history of New Jersey, and has presided over more than 150 jury trials and sat in all parts of the Superior Court.

Napolitano taught at Delaware and Seton Hall Law Schools and now practices privately as well as working with Fox.

Along with his most recent book, "Theodore and Woodrow," Napolitano has written seven books on the U.S. Constitution, two of which have been New York Times best sellers, and writes a weekly newspaper column that is seen by millions each week.

His lecture at Texas Tech is free and open to the university community and general public. Doors open at 5 p.m.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2014

CONTACT: Chris Cook, chris.cook@ttu.edu
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Members Selected for Task Force on Greek Organization Culture

Following the announcement last week of the Task Force on Greek Organization Culture, Texas Tech University officials have completed the appointment of the task force's members.

Members of the task force include:

- [Juan Muñoz](#), Sr. Vice President and Vice Provost, Chair
- [Amy Murphy](#), Dean of Students
- [BaLeigh Waldrop](#), Student Government Association Vice President
- [Judi Henry](#), Senior Women's Administrator, Athletics
- [Michael Farmer](#), Faculty Senate, President
- [Holton Westbrook](#), Texas Tech Student, Pi Kappa Alpha Member
- [Bailey Iverson](#), Texas Tech Student, Delta Gamma Member
- [Raegan Higgins](#), Faculty, Delta Theta Sigma advisor
- [Mark Warren](#), Community Member
- [Zach Brady](#), Community Member, Kappa Alpha Order advisor
- [Vicki Nixon](#), Community Member, Delta Gamma advisor
- [Shawn Cannon](#), Community Member, Delta Tau Delta advisor

Texas Tech University System Chancellor [Robert Duncan](#) and Texas Tech President [M. Duane Nellis](#) implemented the task force to study issues related to various aspects of Greek life at the university and to make recommendations on improving the Greek culture.

“The task force has been charged with making recommendations that are consistent with the university's efforts to build on our long traditions of honor and integrity, with expectations of responsible actions that are such a part of the traditions of Texas Tech,” Nellis said.

The task force is expected to meet as early as next week and begin its review of university policies, procedures and education relating to Greek organizations.

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Office of Communications and Marketing

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2014

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
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**Texas Tech Hosts 950 High School Students
for Presentations by Astronauts and Astronomer**

WHAT: Cool STEAM Day at Texas Tech

STEAM stands for Science, Technology, Engineering, Agriculture and Mathematics.

WHEN: 10 a.m. - 2 p.m., Monday (Oct. 6)

WHERE: Allen Theatre, Student Union Building, Texas Tech University

EVENT: Joseph Acaba, a NASA astronaut, Al Sacco Jr., a former astronaut and dean of engineering at Texas Tech University, and Jose Francisco Salgado, an astronomer and visual artist, will provide a day of interdisciplinary exploration of the wonder of Earth and outer space to a diverse group of high school students and teachers on the South Plains.

Approximately 950 high school students are expected to attend these special presentations.

Acaba, formerly a science teacher, will share his experiences about life, school, science and space in his presentation, *Spaceflight*.

Salgado will delight the audience with his audiovisual *Science thru Art* film presentation. He is an Emmy-nominated astronomer, experimental photographer, visual artist and public speaker who creates multimedia experiences that communicate science in engaging ways.

Sacco and Acaba will discuss Salgado's work and their time in space.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2014

CONTACT: Todd Chambers, todd.chambers@ttu.edu
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Panel Discussion Scheduled for National News Engagement Day

Panelists will discuss making news a national priority in the age of social media.

The Texas Tech University [College of Media & Communication](#) will partner with the Society of Professional Journalists to celebrate the first National News Engagement Day. A panel discussion will take place at 12:30 p.m. Tuesday (Oct. 7) in the Red Raider Ballroom in the Student Union Building.

Sponsored by the Association for Education in Journalism and Mass Communication, National News Engagement Day is a day when everyone can appreciate the news and its value. The panel discussion will include both news professionals and students. Panelists will participate in thought-provoking discussion, and the audience is encouraged to join them.

“Our problem is that it’s really tough to get folks in the millennial generation to pay attention to the news,” said Kelly Kaufhold, assistant professor of journalism and electronic media and moderator of the panel. “So it’s really important for us to find, and even experiment with, diverse ways to get young people to follow and share news, whether it’s reading, watching, tweeting, liking or commenting.”

More than 41 states and several other countries already have pledged to participate, according to the National News Engagement Day website.

The Pew Research Center found news is not in the lives of about 30 percent of young adults. Therefore, the National News Engagement Day is meant to bring attention to news and why it’s important to be informed in the 21st century.

“This dedicated day is an opportunity to focus on the values of the First Amendment and how news comes to us every day,” Brian Williams, NBC anchor, mentioned in his comments on National News Engagement Day.

Texas Tech students are encouraged to use #NewsTTU or ##newsengagementday hashtags to express their thoughts about news today and what they feel the main purpose of the news is in the modern society.

“News is very important in our daily lives,” said Katelynne Newman, co-manager of the [Outpost Social Media Lab](#) in the College of Media & Communication. “Social media gives me the ability to engage with the world and keeps me updated on the topics and issues in the news I’m particularly interested in.”

Kaufhold warned, “When young people avoid news, it’s a problem for the news industry, but it’s a problem for society, too. We want people to be informed when they make decisions, like who to vote for or where to do business. News helps weave us into the fabric of society, so it’s vital that we get people engaged so they’re part of that, so they aren’t left out.”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Todd Chambers, chairman, Department of Journalism and Electronic Media, College of Media & Communication, Texas Tech University, (806) 834-5712 or todd.chambers@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2014

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Law School Hosting Texas Supreme Court Cases The state's highest court will hear two cases at the Hunt Courtroom.

For the third time in school history and the first time in six years, the Texas Supreme Court will visit the [Texas Tech University School of Law](#) to hear a pair of cases on its docket.

“We are honored to welcome the Texas Supreme Court back to Texas Tech University School of Law,” said Darby Dickerson, dean of the School of Law. “This opportunity will allow our law students and other members of the community to observe oral arguments and to interact with the justices. It’s part of our philosophy to expose students to the actual work of courts. It’s also important that our legal system be transparent, and I applaud the court for making its proceedings accessible to us here in West Texas.”

Oral arguments will be heard at 9 a.m. Thursday (Oct. 9) at the Hunt Courtroom in the Lanier wing of the School of Law, located at the northeast corner of 19th Street and Indiana Avenue. The Supreme Court also heard cases at Texas Tech in 2008 and 1999 after a constitutional amendment, supported by then-state senator and current Texas Tech University System Chancellor Robert Duncan, was passed in 1997 which allowed the court to circulate to various law schools throughout the state.

“It is an exciting opportunity for our students to gain first-hand experience with the state’s highest court,” Duncan said. “This is something I was passionate about during my time in the Texas Legislature, so it is personally rewarding to see the program benefit our students at Texas Tech.”

The first case the court will hear is *Nabors Well Services Ltd. and Lauro Bernal Garcia v. Asuncion Romero, et al.* from Pecos County and the El Paso Court of Appeals. This case deals with the issue in a motor vehicle accident of whether evidence that a seat belt was not used should be admissible to mitigate damages.

The second case is *University of Texas at Arlington v. Sandra Williams and Steve Williams* from Tarrant County and the Fort Worth Court of Appeals. In this case, the issue is whether a recreational-use statute limits the university’s liability for a fall at a university stadium following an outdoor soccer game.

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“Our law students have wonderful opportunities to witness and listen to many guest lecturers and professionals in the field of law that give them an insight in real-world applications of law,” Texas Tech President M. Duane Nellis said. “Dean Darby Dickerson and the faculty and staff at the School of Law have set a standard for education in law and we are proud of the leadership they provide our students.”

One member of the court who will be hearing arguments is Justice Phil Johnson, a 1975 graduate of the Texas Tech School of Law. Johnson was appointed to the court in 2005 by Gov. Rick Perry to fill the vacancy left when Justice Michael H. Schneider, who was appointed to the U.S. District Court in Tyler. After filling the final two years of Schneider’s term, he was elected in 2008 to a full term, which ends Dec. 31.

Johnson was elected to the Seventh Court of Appeals in 1998 and chief justice in 2002. Before that, he practiced in Lubbock with the firm of Crenshaw, Dupree & Milam, L.L.P.

“At Texas Tech, we prepare some of the nation’s best law students, which is proven by the countless national advocacy championships and high bar passage rates,” Duncan said. “My hope is that by being in a courtroom with the justices, as well as seeing the success of one of our own, Justice Phil Johnson, our students will enter their careers with a wealth of valuable experience.”

For more information on the Texas Supreme Court and oral argument information, go to <http://www.supreme.courts.state.tx.us/oralarguments/oa.asp>.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
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Texas Tech Ranked as Top 10 School for Veterans The university is No. 7 according to College Factual.

Texas Tech University recently added another recognition for its work with veterans and veteran dependents.

Recognized as a [“Best College for Veterans”](#) by [College Factual](#), Texas Tech is ranked No. 7 in the nation for its quality of education, affordability, veteran population and federal program participation in Principles of Excellence, Department of Defense’s Memorandum of Understanding and Service Members Opportunity Colleges Consortium.

“To be recognized as a top university in the nation for veterans is a privilege,” said Texas Tech President [M. Duane Nellis](#). “We at Texas Tech could not be more proud to serve those who have fought for us, and we will continue to provide them with the affordable, high-quality education they deserve.”

Texas Tech provides direct assistance for veterans and dependents of veterans through its [Military and Veterans Programs](#), which currently serves more than 1,800 veterans and their families.

The program provides a seamless transition from military to civilian life for veterans and assistance with the application process, financial aid (GI Bill and State-Hazlewood Act), registering for classes and assistance throughout each student’s college career.

“We are indeed proud to be recognized as a national leader in providing our student-veterans with the highest quality of education available anywhere in the country,” said [Juan Muñoz](#), senior vice president for [Institutional Diversity, Equity and Community Engagement](#) and vice provost for [Undergraduate Education and Student Affairs](#). “The university is committed to veterans and their long-term success as they continue to serve our country in new and important ways as graduates of Texas Tech.”

Texas Tech’s Military and Veterans Programs has been recognized by esteemed military and veteran organizations for work done for military service members, including Texas Tech becoming the first [Purple Heart University](#) in Texas and ranking as a [“Best for](#)

[Vets](#)” college by Military Times. Recently Texas Tech was recognized as a [Military Friendly School](#) ® for the sixth straight year by Victory Media Inc.

“We at Military and Veterans Programs are honored to be a top university in the country for serving veterans,” said [Ryan Van Dusen](#), Military and Veterans Programs director. “The men and women who have sacrificed so much in service to their nation deserve to have the opportunity for a world-class education. The faculty and staff at Texas Tech truly care about student success and provide an environment that cannot be rivaled anywhere in the world.

“Our veterans come to Texas Tech University because they know we all want to help them succeed.”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
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Texas Tech's 2014 Homecoming to Include Changes, Additions

The annual parade will be Friday and a new Showtime event will immediately follow.

Texas Tech University's 2014 homecoming will debut a few changes and additions to the annual celebration.

Beginning this year, the homecoming parade will be on Friday evenings, starting at the First Baptist Church on Broadway Street entrance and ending at the United Supermarkets Arena (USA). Following the parade, a new event called Showtime along with the annual pep rally both will take place at the USA.

Showtime will begin at 7:30 p.m. and include introductions of Texas Tech athletic teams, scrimmages, chances to win prizes, free parking and concession stands open for service. After Showtime, the pep rally will begin and the bonfire will immediately follow at the rugby fields, just southeast of the USA.

"We are excited to offer some fun, new homecoming traditions this year for our Texas Tech and Lubbock community," said Jon Mark Bernal, associate director for Texas Tech Student Union and Activities. "These new additions and changes will provide students and the community the opportunity to showcase their hard work for the parade regardless of the game time on Saturday. We hope that by offering an evening of homecoming events on Fridays, it will allow Saturdays to be dedicated to game day festivities."

This year's theme is "Tech Goes Hollywood: Coming to a Screen Near You."

Homecoming week begins Oct. 13 and events will occur throughout the week.

Below is a schedule of events:

- **Kick-off:** Noon-12:50 p.m., Monday (Oct. 13), Student Union Building North Plaza
- **Student Organization Sing:** 8-10 p.m., Wednesday (Oct. 15), United Supermarkets Arena
- **Techsan Memorial:** 5:30 p.m., Thursday (Oct. 16), Memorial Circle

- **Rowdy Raider Rally:** Noon-12:50 p.m., Friday (Oct. 17), Student Union Building North Plaza
- **Top Techsan Luncheon:** Noon, Friday (Oct. 17), Frazier Pavilion
- **A Matador Evening:** 6 p.m., Friday (Oct. 17), Lubbock Civic Center
- **Homecoming Parade:** 6 p.m., Friday (Oct. 17), Texas Tech Broadway Entrance
- **Showtime/Pep Rally:** 7:30 p.m., Friday (Oct. 17), United Supermarkets Arena
- **Bonfire:** Immediately after Showtime/Pep Rally, Friday (Oct. 17), Bonfire pit/rugby fields
- **RaiderGate:** Four hours before kickoff, Saturday (Oct. 18), R-1 Parking Lot/15th and Detroit

For more on the homecoming festivities, [click here](#).

Red Raider fans are encouraged to share their homecoming experiences on social media with the #TTUHomecoming2014 hashtag.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2014

CONTACT: Melissa Wofford, melissa.wofford@ttu.edu
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College of Human Sciences Splits Nutrition, Hospitality and Retailing Into Separate Departments

Dean Linda Hoover said the change will emphasize the individual programs.

On Sept. 1, the Department of Nutrition, Hospitality and Retailing (NHR) at the Texas Tech University [College of Human Sciences](#) was restructured to form two new departments. The new departments are Hospitality and Retail Management and Nutritional Sciences.

The [Department of Hospitality and Retail Management](#) (HRM) includes the following degree plans:

- Bachelor's degree or minor in restaurant, hotel and institutional management;
- Bachelor's degree or minor in retail management;
- Bachelor's degree or minor in restaurant, hotel and institutional management with secondary teacher certification in hospitality, nutrition and food science;
- Master's degree in hospitality and retail management; and
- Doctorate degree in hospitality administration.

Former chairman of the NHR department Shane Blum is chairman for the newly formed HRM department. He believes the new structure will better serve student needs.

“The HRM department is reviewing its undergraduate and graduate curricula to better meet the needs of its current and future students,” he said. “Changes such as advanced tracks at the undergraduate level, a 150-hour bachelor's and master's degree program and required international experience are being explored. The HRM faculty and staff look forward to providing an even better educational experience for students.”

The [Department of Nutritional Sciences](#) (NS) includes the following degree plans:

- Bachelor's degree in nutritional sciences;
- Bachelor's degree in nutritional sciences and dietetics;

- Bachelor's degree in nutrition with a concentration in pre-professional health careers;
- Bachelor's degree in nutrition with a concentration in nutrition, health and wellness;
- Bachelor's degree in nutrition with a secondary teacher certification in hospitality, nutrition and food science;
- Nutrition minor;
- Dietetic internship with a master's degree in nutritional sciences option;
- Master's degree in nutritional sciences; and
- Doctorate degree in nutritional sciences.

Nikhil V. Dhurandhar will join the Texas Tech College of Human Sciences faculty as department chairman of the newly formed NS department. Dhurandhar is a professor in the Department of Infections and Obesity at the Pennington Biomedical Research Center in Baton Rouge, Louisiana.

Dhurandhar credits the dedication of administrators in influencing his decision to accept the new position.

“The genuine commitment and passion of administrators of the College of Human Sciences and Texas Tech to promote excellence in research and teaching was strikingly apparent,” he said. “It is a truly exciting opportunity to work with students, staff and faculty of the Department of Nutritional Sciences and with the College of Human Sciences. I am confident that together we will take this new department to the next level and beyond.”

Dean Linda C. Hoover further explained the benefit of the restructured departments.

“The two new departments in the College of Human Sciences house some of the college's largest and most successful programs,” she said. “This restructuring will enable the teaching, research and outreach missions of each new department to become more focused. With the increased visibility afforded by the creation of the new departments, their future contributions and accomplishments will garner national recognition. Dr. Blum and Dr. Dhurandhar will provide good leadership for the departments as they work toward reaching their goals.”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Texas Tech Graduate Enrollment Sees 8 Percent Increase

Dean Mark Sheridan attributes growth to increased visibility in globalized market.

Earlier this year, [Dean Mark Sheridan](#) predicted enrollment in Texas Tech University's [Graduate School](#) would rise between 3 and 6 percent, but realistically expected about a 4 percent increase.

When enrollment numbers were released in late September, Sheridan was pleasantly surprised to find he was wrong. Enrollment in graduate programs is at 5,882 students, up 8.4 percent from fall 2013. The school also had a record number of applicants this year.

Sheridan attributed the growth both to the increasing need for a workforce with graduate degrees and Texas Tech's growing visibility in the state and nationwide, due in large part to increased recruiting efforts both domestically and abroad, and more research opportunities for incoming students.

"They're starting to hear about Texas Tech as a place on the move, a place in transition, a place with growth opportunity," he said. "I think that has translated into greater interest from students."

The recruiting focus now is on touting what the university offers – research opportunities, preparation for a high-tech, global economy – and continuing with what's working. Texas Tech is in the 17th percentile of doctoral degrees granted in the country and about the same for doctoral degrees in the science, technology, engineering and math (STEM) fields, which is in the middle of Association of American Universities (AAU) members.

"That's something I think we should be particularly proud of," Sheridan said.

Growth in the Graduate School will also necessitate growth in distance learning opportunities. Texas Tech offers about 20 graduate degrees earned online, and Sheridan anticipates more in the future. A doctorate in education leadership was approved this summer and has already proven to be popular.

Outside of recruiting, Sheridan is refocusing academic efforts to better prepare graduate students for the workforce. Decades ago, when the large majority of doctoral students went

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into teaching, learning their discipline was enough. Today's doctoral degreeholder is more likely to go into the workforce, so programs will focus on professional skills like technical communication and working in a global economy while still adding to the research, innovation and economic engine of West Texas.

“As the university continues to build its research enterprise, it is imperative that we recruit and enroll more high quality graduate students to enhance our student research, while also strengthening the foundation of our graduate programs,” Texas Tech President M. Duane Nellis said. “Mark Sheridan has been a wonderful addition as dean of the graduate school. Since his tenure began in March, he and his team have worked diligently to secure some of the world's top students.”

Items of note from this year's Graduate School enrollment:

- Almost 400 students are taking graduate classes but not working toward a degree.
- Of the graduate students enrolled, 3,281 are working on master's degrees, and 2,220 are working on doctorates.
- The College of Arts and Sciences has the largest number of graduate students at 1,276, followed by the College of Education with 1,089.
- The College of Architecture, at 110, had the smallest number of graduate students, followed by the College of Media & Communication with 122.
- The Rawls College of Business Administration had the highest number of master's students with 688.
- The College of Architecture had the greatest disparity between master's and doctoral students with a ratio of 15.7 to 1.
- The College of Human Sciences had the smallest ratio of master's students to doctoral students: 1.04 to 1.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2014

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Texas Tech Professor Named to Infectious Disease Task Force

Task force was created by Gov. Rick Perry in response to Ebola diagnosis in Dallas.

[Vickie Sutton](#), the associate dean for research and faculty development at [Texas Tech University's School of Law](#) and the director of the [Center for Biodefense, Law and Public Policy](#), was named Monday to the Texas Task Force on Infectious Disease Preparedness and Response.

The task force was created by Gov. Rick Perry in response to last week's diagnosis of the Ebola virus in the Dallas area. The task force will be charged with examining the state's preparedness capabilities and response to an outbreak of infectious diseases, such as Ebola, which has killed thousands in West Africa.

"I am honored to have been named a member of the Task Force on Infectious Disease Preparedness and Response," Sutton said. "As Gov. Perry acknowledged in his announcement, Texas is home to incredible experts in the field of infectious diseases and I am pleased to have the opportunity to contribute support in my area of expertise – legal, regulatory and policy support in the discussions and activities of the task force that may result in recommendations to the governor."

Dr. Brett Giroir, executive vice president and CEO of the Texas A&M Health Science Center, will lead the task force.

"Over the past several days we have learned a lot about the unique challenges of situations like this, and it's important that we continue to adapt our response to these realities," Perry said in a release on the governor's website. "This task force will develop a comprehensive, long-term plan to ensure Texas deals effectively with any potential outbreak, building on our existing state emergency plan and will cover all phases of preparedness and response."

Sutton, whom Perry also appointed to the Texas Council on Key Resources and Critical Infrastructure Council for her expertise in biodefense law, established the Law and Science Certificate Program at Texas Tech. The Center for Biodefense, Law and Public Policy is the only center at a law school in the United States to focus solely on issues of law and biodefense, biosecurity and bioterrorism.

According to the governor's office, the task force will provide assessments, protocols and recommendations related to the latest Ebola case and develop emergency management plans for incident command teams at the state and local levels.

"The creation of this task force should be encouraging to Texans to know that state government is doing what they should be doing – protecting the health and safety of the people of Texas," Sutton said.

The task force's first report on findings and recommendations is due to the governor and the legislature by Dec. 1. Their second report is due Feb. 1.

For more on the governor's task force, go to the [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Skyviews To Donate Tips from Dinner Series to Local Charities

The student-led restaurant will donate to South Plains Food Bank and Meals on Wheels this semester.

Skyviews of Texas Tech University has announced that, starting in October, half of all credit card tips from the Dinner Series will be donated to local charities. The program will pick a different charity each month, starting with South Plains Food Bank in October and Lubbock Meals on Wheels in November.

“We’re truly excited at the opportunity to work with such esteemed organizations as the South Plains Food Bank and Lubbock Meals on Wheels,” Skyviews administrator Mike Nghiem said. “We know that through them our contributions will make a meaningful impact, and we look forward to strengthening our relationship not only with the organizations but with the local community.”

The charities for the spring semester will be announced at a later date.

“We are very excited to be partnering with Skyviews this month as we work together to combat hunger in our community,” said David Weaver, CEO of the South Plains Food Bank. “I believe their contribution will make a great impact and take us a step in the right direction for the food-insecure of our community. I highly encourage everyone to eat there.”

Patrons can also donate directly to the food bank by texting SKYVIEWS to 41444.

Dinner Series is a capstone course for Texas Tech’s restaurant, hotel and institutional management (RHIM) program. Students organize and direct multi-course dinners with rotating menus of ethnic and regional cuisines and themes.

Skyviews is on the sixth floor of the Texas Tech Plaza at 19th and University and is operated almost entirely by students. Open to the public year-round, Skyviews combines unique menu offerings with views of the Texas Tech campus and surrounding neighborhoods. It also affords RHIM students the opportunity to gain restaurant management experience at a variety of levels.

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News Release

EMBARGOED UNTIL NOON CDT OCT. 8, 2014

DATE: Oct. 8, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Astrophysicist Part of Team That Stumbled Upon Brightest Pulsar Ever Recorded

Tom Maccarone's plan to photograph this galactic oddity discovers
a new cause for ultraluminous X-ray sources.

A Texas Tech University astrophysicist was part of a team of researchers who recently discovered a new reason for mysterious ultraluminous X-ray sources to exist in the universe.

The discovery of the brightest pulsar ever recorded was made by accident during an observation aimed at looking at a recent supernova explosion in the nearby galaxy M82. The research was published in the Oct. 9 edition of the peer-reviewed journal *Nature*.

Tom Maccarone, an associate professor of physics at Texas Tech and co-author of the paper, said pulsars are dense stellar remnants left over from a supernova explosion. The one discovered burns with the light intensity of about 10 million suns. The discovery was made with NASA's Nuclear Spectroscopic Telescope Array, or NuSTAR.

"For years, scientists believed the ultra-rare, ultraluminous X-ray sources were caused by black holes eating other nearby stars, accreting gas and emitting a light that's millions of times brighter than our sun," Maccarone said. "That may still be the case with most. However, we discovered that one of these entities, of which there are about 20 known so far, is actually a pulsar. The one we studied was in the M82 galaxy 12 million light-years away, and the X-ray emission we saw showed a pulse. That told us this was actually a pulsar – a star with about the mass of the sun packed into a region about the size of a city. The light it was emitting had a sort of lighthouse effect, and there was a magnetic pole and rotation pole. The light would come around periodically. That's why this one is so special."

Pulsars belong to a class of stars called neutron stars. Like black holes, neutron stars are the burnt-out cores of exploded stars, only puny in mass by comparison. Pulsars are neutron stars that send out beams of radiation in the form of radio waves to ultra high-energy gamma-rays. As the star spins, these beams intercept Earth like lighthouse beacons, producing a pulsed signal.

Maccarone, working with Matteo Bachetti at the University of Toulouse in France, suggested the method for determining what could be making the ultraluminous X-ray source. By finding all the times the pulse of light turned on and off, taking X-ray telescope images at both times and subtracting the images from each other, the pair were able to see the source causing the ultra-bright light.

“You might think of this pulsar as the ‘Mighty Mouse’ of stellar remnants,” said Fiona Harrison, the NuSTAR principal investigator at the California Institute of Technology in Pasadena, California. “It has all the power of a black hole but with much less mass. The pulsar appears to be eating the equivalent of a black hole diet.”

The discovery will help astronomers understand how black holes gorge and grow so quickly, which the scientists say is an important event in the formation of galaxies and structures in the universe.

NuSTAR is a Small Explorer mission led by the California Institute of Technology in Pasadena and managed by NASA’s Jet Propulsion Laboratory, also in Pasadena, for NASA’s Science Mission Directorate in Washington, D.C.

Initially, NuSTAR didn’t initially set out to study the two ultraluminous X-ray sources in M82. Astronomers had been observing a recent supernova in M82, when they serendipitously noticed pulses of bright X-rays coming from a point nearby – what turned out to be the ultraluminous X-ray source called M82 X-2. Black holes don’t pulse, but pulsars do.

“We took it for granted that the powerful ultraluminous X-ray sources must be massive black holes,” said Bachetti, lead author of the paper. “When we first saw the pulsations in the data, we thought they must be from another source.”

NASA’s Chandra X-ray Observatory and Swift satellite had also been monitoring M82 to study the same supernova, and confirmed that the intense X-rays of M82 X-2 were coming from a pulsar.

“Having a diverse array of telescopes in space means that they can help each other out,” said Paul Hertz, director of NASA’s astrophysics division in Washington. “When one telescope makes a discovery, others with complementary capabilities can be called in to investigate it at different wavelengths.”

The key to NuSTAR’s discovery was its sensitivity to high-energy X-rays as well as its ability to precisely measure the timing of the signals. This timing capability allowed the astronomers to measure a pulse rate from M82 X-2 of 1.37 seconds. They also measured its energy output at the equivalent of 10 million suns, or 10 times more than that observed from other X-ray pulsars – a big punch for something about the mass of the sun and the size of Pasadena.



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Astronomers aren't sure why this dead sun radiates so brightly, but they say it is likely due to a lavish feast of the cosmic kind. As is the case with black holes, the gravity of a neutron star can pull matter off companion stars. As the matter is dragged onto the neutron star, it heats up and glows with X-rays. If the pulsar is feeding off surrounding matter, it is doing so at such an extreme rate to have theorists scratching their heads.

Astronomers are planning follow-up observations with NuSTAR, Swift and Chandra to help explain the bizarre behavior. The NuSTAR team also will look at more ultraluminous X-ray sources, and it's possible they could turn up more pulsars. At this point, it is not clear if M82 X-2 is an oddball or if more beat with the pulse of dead stars. NuSTAR, a relatively small telescope, has thrown a big loop into the mystery of black holes.

“In the news recently, we have seen that another source of unusually bright X-rays in the M82 galaxy seems to be a medium-sized black hole,” said Jeanette Gladstone of the University of Alberta, Canada, who is not affiliated with the study. “Now, we find that the second source of bright X-rays in M82 isn't a black hole at all. This is going to challenge theorists and pave the way for a new understanding of the diversity of these fascinating objects.”

Contact John Davis for access to images and an animation. More information about NuSTAR is online at <http://www.nasa.gov/nustar>

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Texas Tech Offering Executive Master's Degree in Personal Financial Planning

The new program, one of the first of its kind, will be accessible to practicing financial planners throughout the country.

Texas Tech University's [Department of Personal Financial Planning](#) is accepting applications for its first executive master's of science, allowing financial planning professionals from throughout the nation to continue working full-time while earning a degree from a nationally acclaimed program.

"Texas Tech has the national reputation as being one of the top programs in the country," said John Gilliam, an associate professor of personal financial planning and director of the [executive master's program](#). "There is no official ranking, but every time there's a list of top programs, Texas Tech is on it."

The program starts in January and is a hybrid in which, in the course of two and a half years, students spent four weeks on campus. The rest of the learning is through online lectures, discussion forums and applying lessons learned in the daily life of a financial planner.

This program appeals to industry professionals wanting to increase their expertise, Gilliam said. The average applicant thus far has 15 years of experience. To apply, applicants must have at least three years of experience. Given how much knowledge and experience students will have, faculty members are anticipating lively, in-depth discussions in class – even when the classroom is virtual.

As with Texas Tech's on-campus master's degree in personal financial planning, executive master's students can take a variety of electives. Students have the option of earning a 12-hour graduate certificate in charitable financial planning as well, a concentration most often found only in law schools.

Department chairwoman Vickie Hampton said this degree program fills a hole in Texas Tech's financial planning program; many financial planning professionals want to continue their education at a top-tier university but are unable to quit their jobs or move across the country to find that program.

“We hope to be able to offer a high-level quality of education to those folks that we’ve been saying no to for years,” Hampton said.

Texas Tech is one of the few universities nationwide to offer a master’s degree in financial planning. Many other programs allow only for a specialty or emphasis. Interested students who don’t want a full master’s degree can earn a 28-hour certificate through the executive program.

The application deadline is Dec. 1. The first class is limited to 40 students. For more information visit www.executive.pfp.ttu.edu.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: October 8, 2014

CONTACT: Jaryn Kilmer, jaryn.kilmer@ttu.edu
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TTU System Regents to Meet Oct. 10

The Texas Tech University System [Board of Regents](#) will meet Friday (Oct. 10) in Lubbock. The meeting will take place in the Matador Room in the [Texas Tech University Student Union Building](#) (15th Street and Akron Avenue).

Below are highlights of the topics and items to be discussed at the upcoming meeting, including estimated times with periodic recesses. Meeting materials and a link to live streaming will be available online at <http://www.texastech.edu/board-of-regents/meeting-materials.php>.

Friday, Oct. 10

8:30 a.m. – Call to order, Open Session

8:50 a.m. – Meeting of the Board of Trustees of the [Carr Scholarship](#) Foundation

9:15 a.m. – Audit Committee

9:50 a.m. – Facilities Committee; agenda items include:

- Approve project to construct a 30,000 square foot addition to the [Rawls College of Business](#) building at Texas Tech University.

12:30 p.m. – Finance and Administration Committee; agenda items include:

- Approve budget adjustment to reflect \$8.1 million in matching funds from the Texas Research Incentive Program (TRIP) to be used for research-related expenditures at Texas Tech University.

12:50 p.m. – Academic, Clinical and Student Affairs Committee; agenda items include:

- Approve an institutional seal for the [Texas Tech University Health Sciences Center at El Paso](#). While promoting a unified identity with the TTU System components, the seal will promote the distinct offerings of TTUHSC at El Paso.

1:20 p.m. – Meeting of the Board, Open Session

- [Dr. Juan Muñoz](#) will report on student safety and wellness efforts and provide updates from the first meeting of the newly-established [Task Force on Greek Organization Culture](#) at Texas Tech University.

2:20 p.m. – Executive Session (Masked Rider Room)

Following executive session, the Board will convene into open session and adjourn no later than approximately 5 p.m.

About the Texas Tech University System

The [Texas Tech University System](#) is one of the top public university systems in the state of Texas and nation, consisting of four component institutions—Texas Tech University, Texas Tech University Health Sciences Center, Angelo State University and Texas Tech University Health Sciences Center at El Paso—and operating at more than 12 academic sites and centers. Headquartered in Lubbock, Texas, the TTU System has an annual operating budget of \$1.7 billion and approximately 17,000 employees focused on advancing higher education, health care, research and outreach.

In 2014, the TTU System’s endowment exceeds \$1 billion, total research expenditures were approximately \$200 million and total enrollment approached 47,000 students. Whether it’s contributing billions of dollars annually in economic impact or being the only system in Texas to house an academic institution, law school, and medical school at the same location, the TTU System continues to prove that anything is possible.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
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Lacy M. Johnson to Visit Texas Tech

The Iron Horse Literacy Review hosts its first writer of the semester.

[The Iron Horse Literacy Review](#) will host author Lacy M. Johnson at 7:30 p.m. Thursday (Oct. 16) in the Auditorium of the English & Philosophy Building at Texas Tech University. Johnson will be reading excerpts from her recently released memoir “The Other Side.”

“The Other Side” narrates Johnson’s kidnapping, assault and imprisonment by an ex-boyfriend after years of abuse. She escaped, but only physically at first. The story is told in short, fractured scenes, and each chapter offers a deeper understanding of Johnson as a person. “The Other Side” is a memoir whose readership is not defined by gender or experience.

Johnson received her doctorate from University of Houston’s Creative Writing Program. She is the director of academic initiatives at the Cynthia Woods Mitchell Center for the Arts at University of Houston, where she teaches interdisciplinary art.

Iron House Literacy Review is partnering with [Lubbock’s Women’s Protective Services \(WPS\)](#) to provide copies of the memoir to those women who are being protected by WPS. Critics are claiming “The Other Side” to be the representative story of violence against American women in the 21st century.

For more information on Johnson and “The Other Side” visit <http://www.lacymjohnson.com/>.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2014

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
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Texas Tech Hosts 2014 Weekend of Red and Black

The annual recruitment event takes place Sunday and Monday.

The Texas Tech University [Office of Undergraduate Admissions](#) will host the [2014 Weekend of Red and Black](#) Sunday and Monday, following Family Weekend. The event includes University Night Reception as well as University Day.

The reception will run from 5-7 p.m. Sunday (Oct. 12) at United Supermarkets Arena, where prospective students and guests will meet current students, faculty and staff as well as talk with academic deans.

Prospective students and parents also have the opportunity to attend University Day from 8 a.m. to 4 p.m. Monday (Oct. 13) at United Supermarkets Arena.

“University Day is our annual open house,” said Brandon Taylor, assistant director of recruitment for undergraduate admissions, “and it provides an opportunity for prospective students and their parents to learn about the excellent opportunities at Texas Tech.”

University Day includes the following events:

Spirit Showcase and Welcome: Prospective students and parents will interact with the spirit squads, Saddle Tramps and the Goin’ Band from Raiderland, as well as learn about campus culture and traditions.

Resource Fair and Academic and Student Life Sessions: Guests can ask questions about student and campus life, learn about the academic colleges and meet with representatives from Texas Tech, including admissions, financial aid, housing and academic colleges and departments.

Campus Tours and Residence Hall Showcase: Guests are able to tour the campus as well as visit residence halls throughout the day.

“This is a great day annually for the university,” said Texas Tech President M. Duane Nellis. “Future college students gain valuable insight to the university through personal interactions with our community. We are fortunate to have them visit our campus.”

Office of Communications and Marketing

More than 1,000 prospective students and guests attended University Night Reception during the 2013 Weekend of Red and Black, Taylor said, with more than 2,000 prospective students and guests attending University Day.

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CONTACT: Brandon Taylor, assistant director of recruitment, Undergraduate Admissions, Texas Tech University, (806) 834-0716 or brandon.taylor@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 10, 2014

CONTACT: George Watson, george.watson@ttu.edu
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International Film Series Schedules Screening of Lawrence Jordan Documentary “Moments of Illumination” slated for Tuesday screening at Alamo Drafthouse.

The Texas Tech University International Film Series, in cooperation with the Texas Tech School of Art, has scheduled a screening of a documentary about renowned filmmaker Lawrence Jordan, “Moments of Illumination,” for next week.

The screening of the documentary will be held at 7 p.m. Tuesday (Oct. 14) at the Alamo Drafthouse Cinema located at the corner of North Slide Road and West Loop 289. The screening is a part of Jordan’s appearance Oct. 19-24 at Texas Tech as an artist in residence.

“IFS is very pleased to partner with our friends in the School of Art,” said Robert Peaslee, an associate professor in the College of Media and Communication and the International Film Series coordinator. “Jordan is one of the true giants of the avant-garde movement in the United States and his residency later this month at Texas Tech is a magnificent opportunity to see his work and learn about his processes.”

The film documents the avant-garde filmmaker’s early collaborations all the way to his continuing work in college media. It will bring insight into his accomplishments.

“Moments of Illumination” will be followed by a short film by Jordan, “Our Lady of the Sphere,” presented in 35mm form. Following the film, Jorgelina Orfila, an associate professor in the School of Art, will host a discussion.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 10, 2014

CONTACT: James Hodgins, james.hodgins@ttu.edu
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New York Philharmonic Principal Trumpet Visits Texas Tech

Philip Smith will present as part of the Caprock Trumpet Conference.

WHAT: Philip Smith, retired principal trumpet with the New York Philharmonic, will teach special master classes and perform alongside students as part of the Caprock Trumpet Conference hosted by the Texas Tech University School of Music.

Each day of the conference ends with a concert by the Lubbock Symphony Orchestra, featuring School of Music faculty Will Strieder performing Haydn's "Trumpet Concerto."

WHEN: LSO concert: 7:30 p.m. Oct. 24-25
Philip Smith performance with Honors Trumpet Choir: 4:30 p.m. Oct. 25

WHERE: LSO concert: Lubbock Memorial Civic Center Theatre, 1501 Mac Davis Lane
Other events: School of Music, 18th Street and Boston Avenue

WHO: Smith joined the New York Philharmonic as co-principal trumpet in October 1978, and assumed the position of principal trumpet in June 1988. Repertoire highlights include the world premiere of Joseph Turrin's "Trumpet Concerto" with the New York Philharmonic (1989) and its subsequent European premiere with the Leipzig Gewandhaus Orchestra (1994).

Smith has appeared with many symphonic wind ensembles, including the U.S. "President's Own" Marine Band, the West Point Academy Band, the U.S. Army TRADOC Band, the U.S. Coast Guard Band, La Philharmonie des Vents des Quebec and many major university wind ensembles.

He has performed on several film soundtracks, including most recently "Manchurian Candidate" and "Hitch" as well as commercial soundtracks including NBC Sunday Night Football and Super Bowl XVII.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
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Texas Tech Ethics Center celebrates Global Ethics Day

Event marks 100th anniversary of the Carnegie Council for Ethics in International Affairs

The [Texas Tech University Ethics Center](#) is partnering with [Carnegie Council for Ethics in International Affairs](#) to celebrate Global Ethics Day. This event will take place from 9 a.m. to 3 p.m. Thursday (Oct. 16) in the Escondido Theatre in the Student Union Building.

The event will consist of experts from various disciplines presenting and discussing ethical issues in their fields of study. Discussions will be live-streamed for both the [morning](#) and [afternoon](#) sessions.

Presenters include Ralph Ferguson, Michael Farmer, Charlotte Dunham, Mukeddes Darwish, Dennis Patterson, Mark Webb and other Texas Tech faculty and administrators. For a complete schedule of presenters, click [here](#).

“Leading world universities are part of this transrelational event to engage us in an ethical dialogue across social and academic communities,” said Ferguson, managing director of the Texas Tech Ethics Center. “This signals a benchmark achievement for Texas Tech joining other dynamic organizations invested in ethical leadership.”

The Carnegie Council for Ethics in International Affairs is hosting a week packed with events in New York City to honor this anniversary, including a day of workshops designated as Global Ethics Day. The council is encouraging academic institutions around the world to use this day to hold their own events and lectures. Texas Tech is one of two Texas universities participating in Global Ethics Day.

According to its website, the Texas Tech Ethics Center enhances the overall ethical culture of the university by promoting ethics education, facilitating ethics research, providing outreach and fostering discourse on ethical issues among students, faculty, staff, alumni and others with interest in ethics.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Texas Tech's 2014 Homecoming Week

New events and traditions are being offered this year to the Lubbock community.

- WHAT: Texas Tech University Homecoming Week
- WHEN: Today (Oct. 13) – Saturday (Oct. 18)
- WHERE: Various locations
- WHO: With the theme “Tech Goes Hollywood: Coming to a Screen Near You,” Texas Tech’s 2014 homecoming week will offer new traditions for the Texas Tech and Lubbock community. Events all lead to the homecoming football game vs. Kansas at 2:30 p.m. Saturday (Oct. 18). The Homecoming Court and 2014 king and queen will be announced during halftime.

Homecoming Events Include:

- **Kick off:** Noon-12:50 p.m., Monday (Oct. 13), Student Union Building North Plaza
- **Student Organization Sing:** 8-10 p.m., Wednesday (Oct. 15), United Supermarkets Arena
- **Techsan Memorial:** 5:30 p.m., Thursday (Oct. 16), Memorial Circle
- **Top Techsan Luncheon:** Noon, Friday (Oct. 17), McKenzie-Merket Alumni Center
- **Homecoming Parade:** 6 p.m., Friday (Oct. 17), United Supermarkets Arena
- **Showtime/Pep Rally:** 7:30 p.m., Friday (Oct. 17), United Supermarkets Arena
- **Bonfire:** Immediately after Showtime/Pep Rally, Friday (Oct. 17), Bonfire pit/rugby fields
- **RaiderGate:** Four hours before kickoff, Saturday (Oct. 18), R-1 Parking Lot/15th and Detroit

For a full schedule of events click [here](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

President Nellis to Speak at Cottage Dedication Ceremony Thursday

The Cottage, which used to serve as the Practice House, now is available for public use.

- WHAT: Dedication of the Cottage
- WHEN: 2 p.m. Thursday (Oct. 16)
- WHERE: The Cottage (directly east of Human Sciences building, 1301 Akron Ave.)

The Cottage, one of the oldest buildings on the Texas Tech University campus, will be dedicated Thursday. [Texas Tech President M. Duane Nellis](#) and [Human Sciences Dean Linda Hoover](#) will speak, as will Associate Dean Tim Dodd and Angela Burkham, the regional program director for the Texas AgriLife Extension Service.

The building was originally used as a Practice House for home economics majors. A number of female students lived in the house and would cook, clean and take care of community members' babies, all to learn how to run a household. A home economics faculty member also lived there and oversaw the women. Since the 1970s it has been used for child care, storage and temporary office until renovation began in 2011.

The Cottage reopened last year; the first floor is a conference room and meeting area that is available for public use as part of the university's mission to increase community outreach and engagement, while the second floor is home to the [Center for Adolescent Resiliency](#).

Visitors for the dedication can park in the lot south of the 15th Street entry station.

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TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2014

CONTACT: Will Lowry, william.lowry@ttu.edu
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Second Annual Start-Up Accelerator Opens Applications *TECHCELERATOR* program open to community entrepreneurs, students looking for a new enterprise opportunity.

Applications for the Texas Tech University Office of Technology Commercialization's second annual *TECHCELERATOR* program opened to community entrepreneurs and students Oct. 1. The program is available to entrepreneurs, aspiring entrepreneurs and Texas Tech students who are looking for a new enterprise opportunity.

"The *TECHCELERATOR* is a unique opportunity for Texas Tech to pair our best technologies with faculty, entrepreneurs, students and the private sector to accelerate new businesses and support startup companies," said Texas Tech President M. Duane Nellis.

TECHCELERATOR, a venture accelerator designed to launch new companies created around Texas Tech intellectual property, was founded in 2013. The program combines university innovations, faculty inventors, entrepreneurs, students and mentors with a curriculum based on a scientific approach to launching new companies and moving inventions from the lab to the market.

"Many people want to be entrepreneurs, but think they can't unless they invent something, which is a misconception" said Ryan Reber, director of *TECHCELERATOR*. "We are seeking the next great entrepreneur as this program aims to pair the hundreds of innovations, inventions and the faculty inventors at Texas Tech with aspiring entrepreneurs who are looking to find the perfect opportunity."

The four-month program provides teams of faculty inventors, entrepreneurs and students the opportunity to select an innovative technology owned by the university and provides access to collaborative workspace, coaching from top industry mentors and access to investors and venture capitalists.

"I was successful in securing funding from the Small Business Tech Transfer grant, but it wasn't until my time in the *TECHCELERATOR* that I was truly prepared to accelerate the growth of my startup," said Jeevan Maddala, a participant in last year's program. "*TECHCELERATOR* equipped me to be an entrepreneur and helped connect me with investors to move my start-up to the next level."

Intellectual property available to participants consists of technologies being developed and discovered by Texas Tech researchers every day. A wide variety is available, including 3D

printing technologies, new pharmaceutical drugs and medical treatments, microfluidic devices, vaccines, energy technologies and new software solutions.

“Innovation and entrepreneurialism is a critical next step in Texas Tech becoming a major national research university,” said Robert Duncan, vice president for research. “Programs like *TECHCELERATOR* provide outstanding opportunities for our faculty and students to start up promising new companies, based on Texas Tech’s intellectual property, in conjunction with aspiring entrepreneurs in the community.”

The program begins Jan. 14 and concludes with [Demo Day](#) on May 13, when companies present their businesses to an audience of venture capitalists, angel investors and business leaders in a fashion similar to the hit TV show “Shark Tank.” The top *TECHCELERATOR* companies at Demo Day will compete for a prize to visit an entrepreneurial hub such as Silicon Valley.

For more information, or to fill out and submit an application, visit our [website](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2014

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
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Texas Tech Acquires NBC Learn Higher Ed for University Community

The digital resource provides a collection of videos, documents and images from the NBC News historical archives.

The Texas Tech University Office of the Provost today announced the acquisition of a new digital resource called NBC Learn Higher Ed, a collection of videos, documents and images from the NBC News historical archives for classroom and online use.

Through a special project sponsored by the Office of the Provost, all Texas Tech students, faculty, staff and researchers have access — starting today — through their eRaider ID to the NBC Learn Higher Ed website. NBC Learn content also is searchable through Texas Tech University Libraries.

“NBC Learn is a wonderful tool that enhances the opportunities of academic exploration for our students,” said Texas Tech President M. Duane Nellis. “The opportunity to reference history through the evolving eye of the media provides valuable insight into some of the most transformative years in our nation and our world’s histories.”

In addition to use in general classroom instruction, later this fall NBC Learn will be available in Blackboard for faculty who wish to incorporate the website into their classroom and online courses and for students who wish to view and search.

“We expect these materials to be used by students in researching topics they may be studying or as a resource for our faculty to enhance their teaching — either in the classroom or through an online environment,” said Lawrence Schovanec, Texas Tech provost and senior vice president. “These videos and materials help bring subjects to life. They can illustrate a very modern application of a topic or enhance the historical perspective of a subject.”

NBC Learn Higher Ed includes:

- More than 10,000 primary source videos, documents, letters and images
- Current events videos updated daily
- Resources for Sciences, Arts & Humanities, Careers, Business and more
- Historic news broadcasts and newsreels from the 1930’s – Present
- Full transcripts, bibliographic citations and closed captioning
- Rights and copyright cleared for classroom and online use
- Easy-to-use search and browse interface

Office of Communications and Marketing

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Access this new service in three different ways:

1. On the web, go to <http://nbclearn.ttu.edu>, sign in with your eRaider and start searching and viewing NBC Learn content. From this site, you will have “personalized” access to NBC Learn and can create play lists and export content.
2. From the TTU Library Search page (www.library.ttu.edu), search using keywords by topic, and items from NBC Learn will be included in your search results.
3. In Blackboard — in addition for use in general classroom instruction later this fall, NBC Learn will be available in Blackboard for faculty who wish to incorporate into their classroom and online courses, and for students who wish to view and search NBC Learn content and create play lists from within Blackboard.

Also, non-personalized access to NBC Learn Higher Ed is available from any campus computer by visiting <http://higher.nbclearn.com>.

“Faculty and staff from the Colleges, Provost Office, TTU IT Division, Communications & Marketing, TTU Libraries, TTU Worldwide eLearning, and TLPDC collaborated closely to provide Texas Tech students ready access to NBC Learn’s rich set of media, in formats ready for easy sharing via social media tools,” said Sam Segran, Texas Tech associate vice president for Information Technology and chief information officer.

For more information regarding this new service, visit the informational site <http://www.depts.ttu.edu/infotech/nbclearn>.

For additional questions or information, please contact IT Help Central (ithelpcentral@ttu.edu) at (806) 742-4357 (HELP).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu

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College of Education Makes Teacher Preparation a Department

The change came after implementing the groundbreaking TechTeach program.

Earlier this year, Texas Tech University's College of Education created the Department of Teacher Preparation, establishing the program as its own department. Teacher prep, which has been part of Texas Tech since classes started in 1925, had first been housed in the home economics program and later in the Department of Curriculum & Instruction.

The change was part of the reformation of the teacher preparation program – moving from traditional teacher prep, with one semester of student teaching and certification tests after graduation, to TechTeach, an innovative preparation program putting teacher candidates into public school classrooms for a full year and requiring them to pass certification tests prior to entering the classroom.

Establishing the new department allows teacher preparation to be the top priority for a designated group of faculty and staff, said Doug Hamman, chairman of the new department.

“By having the department, that allows us to focus exclusively on teacher preparation,” Hamman said. “When we were a program within a larger department, it was more difficult because faculty often had responsibilities in both the undergraduate and graduate programs. So members came and went, and it was difficult to have a sustained effort and focus on teacher education because people changed assignments on a semester basis.”

“By establishing the department, we tried to really make the reform our culture.”

Texas Tech is one of only two universities in the nation with this program. Arizona State University, where College of Education Dean Scott Ridley served as associate dean of ASU's Mary Lou Fulton Teacher's College prior to coming to Lubbock in 2011, is the other.

“Preparing the measurably best educators for our state and nation is one of our most critical responsibilities as a college of education,” Ridley said. “TechTeach and the new Department of Teacher Preparation indicate just how seriously we take that mission.”

The program is unique in more ways than how much time teacher candidates spend in classrooms. Hamman said they partner with public school districts in Texas with the promise that TechTeach candidates will be among the top performing teachers in the district. Although it's too early in the program to know if this is true, preliminary indications are positive, and Hamman said administrators from partner school districts comment favorably on the teacher candidates in their schools.

Local partner school districts include Lubbock, Lubbock-Cooper, Roosevelt, Frenship, Smyer, Shallowater and Slaton. Texas Tech also has programs in Dallas, Fort Worth, San Antonio and Hill Country school districts.

“We partner with those schools for improving our program, and in exchange, we promise them quality,” Hamman said.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2014

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
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IHS Inc. Provides Petroleum Engineering with \$1.25 Million Software Industry tool used for geological, engineering and petrophysical analysis.

Whitacre College of Engineering students at Texas Tech University will now have access to a powerful software tool for geological, engineering and petrophysical analysis, through IHS Petra® software valued at more than \$1.25 million from [IHS Inc.](#), the leading source of critical information and insight.

“Many engineering and production companies, especially independents, use IHS Petra to conduct their geological and engineering analysis,” said [Marshall Watson](#), chair of the Bob L. Herd Department of Petroleum Engineering. “Having basic knowledge of this software will give our undergraduate students a real competitive advantage in job placement.”

IHS Petra is a PC-based geological and engineering analysis software tool that is used by geoscientists and engineers to visualize, analyze and manage well production, well log, drilling, reservoir and other related information. This software also includes a database of more than 3.5 million current and historic well records from across the world.

“We are pleased to be able to provide this IHS software to Texas Tech, which is a global leader in both education and research for the petroleum engineering community,” said Russ Sagert, vice president of energy software products at IHS. “This software will ensure that Texas Tech students have industry-leading technology at their fingertips and will help them significantly when they enter the workforce, since many oil and gas companies require their interpreters and engineers to have experience with our geology and engineering applications such as IHS Petra.”

The IHS Petra license will allow up to 150 students to work on the software at the same time. The department is one of the largest petroleum engineering programs in the U.S., and this software will be deployed in the new \$22.8 million [Terry Fuller Petroleum Engineering Research Building](#)’s unique cluster of laboratories.

“Once implemented, our students will benefit from hands-on use of the software in their classes,” Watson said. “Also, once data is assembled, it can be shared with other universities in an overall senior-design-project exchange plan to help create a portfolio of design projects.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Nellis: The Cottage ‘Important Icon’ in Texas Tech History

After extensive renovations, the building reopened as a place for community engagement.

One of the oldest buildings on the Texas Tech University campus was dedicated today as a place that welcomes all members of the Lubbock and Texas Tech community.

[College of Human Sciences](#) Dean Linda Hoover introduced the renovated Cottage, a building that started as a practice house in 1927. Seven female home economics students lived in the house and learned home management, cooking, laundry, ironing, social etiquette and how to manage domestic help.

Community members would drop their children off for a week at a time so the women could learn child care. Faculty members also lived there.

No men were allowed inside the building; a cabinet door on the north side of the house allowed the ice deliveryman to deliver ice without entering.

“The Cottage serves as an important icon in the history of the College of Human Sciences and helped transform the educational opportunities for students for many years,” Texas Tech President M. Duane Nellis said. “We are proud to preserve this historic beacon of learning for outreach and engagement as we continue to extend our helping hands to the community.”

The renovation, which began in 2011, was done with the intention of keeping the building as close to the original design as possible, Hoover said. There were no color photographs of the inside of the Cottage, but Interior Design Program Director Don Collier and then-graduate student Emily Spaulding used a 1920s “Vogue” cover to find colors appropriate to a home at the time.

Leaders wanted a building that was true to its heritage in all ways, not just in design. The practice house began as a classroom that brought community members and Texas Tech together, and now it is a place created for the community – although residents can’t leave their babies anymore.

“When we were discussing space needs and how to best use the Cottage in line with the priorities of the College of Human Sciences and Texas Tech, one theme kept coming up over and over: outreach and engagement,” Hoover said. “I know community outreach and engagement is very important to President Nellis, and it is to us as well.”

The Cottage reopened last year; the first floor is a conference room and meeting area available for public use, while the second floor is home to the [Center for Adolescent Resiliency](#). The center houses the Covenant Body Mind Initiative, the United Future Leaders program and Transforming through Transition.

“This center seemed like the perfect fit for our vision of the Cottage,” Hoover said.

Angela Burkham, who works with the Texas A&M AgriLife Extension Service, said her organization has partnered with Texas Tech for years. She described the College of Human Sciences as being a key player in reaching out to the community.

“We are excited to celebrate the dedication of the Cottage as a place for the community to be part of the Texas Tech campus,” Burkham said. “Our partnership with the Center for Adolescent Resiliency has been based on our mission to provide research information to a broad segment of the population. This facility will be a wonderful place to facilitate that education.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2014

CONTACT: Kayla Rathmann, kayla.rathmann@ttu.edu
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Texas Tech Hosting 95th Annual Block and Bridle Convention

The convention normally hosted in Midwest and Northern regions comes to West Texas.

The [Texas Tech University Block and Bridle Club](#) will host the 95th Annual Block and Bridle Convention, “Stand for the Brand,” Oct. 23-25 at the Overton Hotel and Conference Center and on the Texas Tech campus.

This is the first time for the convention to be held in West Texas. Normally, the convention is held in the Midwest or northern regions of the United States.

“The host committee has been working diligently since last spring to put together a great program,” said Kayla Rathmann, Texas Tech’s Block and Bridle Club adviser. “We are very excited to host our friends from across the United States who share our passion for animal agriculture.”

The Block and Bridle Club promotes agriculture and provides a better understanding of the diversified livestock industry both in West Texas and around the world.

During of the convention, approximately 300 college students will interact with one another and influential members of the agriculture community by attending several keynote addresses, breakout sessions and industry tours. They will enhance their knowledge of agriculture in the areas of cattle, swine, sheep and goat, poultry, horse, meat science and food safety, veterinary sciences and climate change.

On the final day of the convention, participants will team with Kids Against Hunger and package approximately 30,000 meals in the fight against world hunger. These meals will be delivered to children in need in the U.S. and around the world. To learn more about Kids Against Hunger, go to their [website](#).

For a complete schedule of events for the convention, click [here](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2014

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Texas Tech Receives Noyce Grant

Program encourages the recruitment of STEM students interested in teaching

Texas Tech University has been awarded a National Science Foundation (NSF) Noyce scholarship grant valued at almost \$800,000 to continue a fellowship program in collaboration with Lubbock Independent School District, South Plains College, Midland College and Odessa College.

The four-year program is an enhanced continuation of the current Texas Tech Noyce Scholars (TTNS) program, in which 24 students are selected from STEM disciplines (science, technology, engineering and mathematics) for summer internships designed to develop their interest in teaching.

Sixteen students will continue on to complete a two-year, K-12 teacher certification program where each student receives scholarships of up to \$15,000 per year. Upon certification, the Noyce Scholars will teach for four years at high-needs schools.

The TTNS-II program is administered by Texas Tech's STEM Center for Outreach, Research & Education (STEM-CORE) and is significant nationally due to the lack of recruitment of undergraduate math and science majors into the teaching profession.

Project investigators include Jerry Dwyer (PI) and Brock Williams (Mathematics & Statistics), Jaelyn Cañas-Carrell (Environmental Toxicology), and Zenaida Aguirre-Muñoz and Tara Stevens (College of Education).

Dwyer, director of the STEM-CORE, said the Noyce program will impact schools where qualified teachers are greatly needed.

“The program recruits content experts to teach in high-needs schools,” he said. “This will especially help rural schools where there is high teacher turnover and where teachers often teach STEM subjects without having a degree in a STEM discipline.”

Dwyer said the program will also assist poorer urban schools that often have trouble recruiting teachers with the appropriate content expertise.

The NSF Noyce scholarship grant is the first major, funded grant being administered by the STEM Center for Outreach, Research & Education. President M. Duane Nellis expressed his support for the program.

“STEM programs are vitally important to our future as a society, especially in educating our young people for tomorrow,” Nellis said. “Congratulations to Dr. Dwyer and each of the involved entities on their dedication to enhancing teaching opportunities and education for Texas Tech's students.”

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CONTACT: Jerry Dwyer, director, STEM Center for Outreach, Research & Education, Texas Tech University, (806) 742-2560 or jerry.dwyer@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2014

CONTACT: Julie Barnett, julie.barnett@ttu.edu
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Texas Tech University Libraries to Host Open Access 101 for Graduate Students

“Everything you wanted to know about publishing your thesis
or dissertation open access, but didn’t know to ask.”

WHAT: Librarian Shelley Barba will discuss your rights as an author, some of the pros and cons to publishing your graduate work open-access, how the Texas Tech University Institutional Repository works and the tools to help you make the best decision.

WHEN: 1:30 p.m., Tuesday (Oct. 21)

WHERE: Texas Tech University Library, Instruction Lab 150

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CONTACT: Shelley Barba, assistant librarian, Texas Tech University Libraries, Texas Tech University, (806) 834-2283 or shelley.barba@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 17, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Week Without Violence Events Hosted at Texas Tech

The campaign is also recognized as Domestic Violence Awareness Month.

[The Cross-Cultural Academic Advancement Center](#) and the [Women's Studies Program](#) present "Week Without Violence" at Texas Tech University. Week Without Violence is an annual worldwide campaign that takes place during the third week of October to encourage communities to think and act toward a world without violence.

Three forums will be held from noon-1 p.m. Oct. 20-22 in the [Teaching, Learning & Professional Development Center \(TLPDC\)](#) of the University Library.

These forums are designed to highlight accessibility, services and resources from Lubbock and Texas Tech community centers. Each center is committed to offering help, hope and healing to all persons affected by sexual violence. Participants will hear first-hand accounts of personal experiences leading to non-traditional career opportunities.

Program Schedule is as follows:

- **Voice of Hope (Lubbock Rape Crisis Center):** Noon-1 p.m., Monday (Oct. 20), TLPDC Rm 152; Guest Speaker, Leslie Timmons, Community Educator at Lubbock Rape Crisis Center
- **Texas Tech University Student Counseling Center:** Noon-1 p.m., Tuesday (Oct. 21), TLPDC Rm 152; Guest Speaker, Ty Stafford, Staff Psychologist, Coordinator of Sexual Assault Services at the Texas Tech Student Counseling Center
- **Engaging Men as Change Agents:** Noon-1 p.m., Wednesday (Oct. 22), TLPDC Rm 153; Guest Speaker, Steven Garcia, Coordinator of Community Education & Outreach at the Women's Protective Services of Lubbock

Click [here](#) to register. For non-Texas Tech personnel, please contact the TLPDC at (806) 742-0133 to register. Registration for these events is free. Space for the forums is limited.

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CONTACT: Brenda Munoz, unit coordinator, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 742-8681 or brenda.munoz@ttu.edu or Tricia Earl, unit coordinator, Women's Studies Program, Texas Tech University, (806) 742-4335 or patricia.a.earl@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 18, 2014

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

Texas Tech Announces 2014 Homecoming King and Queen Bailey Iverson and Holton Westbrook were crowned during halftime of the Texas Tech vs. Kansas game.

Bailey Iverson of Rowlett and Holton Westbrook of Stephenville were crowned the 2014 Texas Tech University homecoming king and queen on Saturday (Oct. 18) during halftime of the Texas Tech-Kansas football game.

Iverson represented Delta Gamma and Westbrook represented Pi Kappa Alpha. Texas Tech President M. Duane Nellis and his wife Ruthie crowned the winners. Scott Stracener and Jill Berger, 2013 homecoming king and queen, also were present at the festivities.

The student body voted for the winners Friday. Eighteen men and 16 women originally were announced as candidates Monday at the Homecoming Kickoff. That number narrowed to 10 each for king and queen finalists after a review of the candidates' resumes. Each of the candidates then went through an interview process before the final five king and queen candidates were announced Friday.

In addition to Iverson and Westbrook, the 2014 homecoming court included:

- Nora Jan (Delta Phi Omega)
- Hayden Turner (Kappa Alpha Theta)
- Stephanie Addison (Pi Beta Phi)
- Ashley Peterson (Kappa Kappa Gamma)
- Jason Judd (Saddle Tramps)
- Florencio Aranda (Sigma Delta Pi)
- Nathan Pool (Kappa Sigma)
- Kevin Koestler (Sigma Phi Epsilon)

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**CONTACT: Jon Mark Bernal, associate director, Student Union and Activities,
Texas Tech University, (806) 742-4708 or jm.bernal@ttu.edu.**

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Expert: Research Shows Selenium To Be Effective Treatment Against Breast Cancer

Pitch

Almost a quarter of a million people were diagnosed with breast cancer this year, while another 3 million are living with the disease. Although the cure rate for breast cancer is high – it has an 89 percent 5-year survival rate – a large number of patients have a recurrence of their cancer. Breast Cancer Awareness Month highlights the continuing research on this type of cancer, the second most common cancer in the United States.

Julian Spallholz, a professor of nutritional sciences at Texas Tech University, has studied the effects of selenium on several types of cancer. His research on attaching selenium to the leading clinical chemotherapeutic monoclonal antibody for a type of breast cancer shows it can more effectively kill the cancer cells.

Expert

Julian Spallholz, professor of nutritional sciences, (806) 834-7406 or julian.spallholz@ttu.edu

Talking Points

- About 20 percent of breast cancer patients have overexpressed growth receptors, known as Her2+ receptors, on the cancer cells, which cause uncontrolled tumor growth. The clinical treatment options on the market today focus on those receptors.
- This treatment consists of monoclonal antibodies, which scientists have developed to target cancer cells such as Her2+. This has proven to be effective, but a patient's cancer can often develop resistance to the drug.
- Selenium, when attached to a monoclonal antibody presently used to treat breast cancer, has shown greater success in destroying cancer cells in a patient who has developed resistance to the chemotherapy.

Quotes

- “The selenium research conducted by students and colleagues over the years and with the data from this commercial monoclonal antibody leads one to the longer term view that the redox technology produced by selenium and employed here is applicable to many medical applications. Additional applications include other clinical cancer monoclonal antibodies, targeting polypeptides, aptamers and possibly antibiotics. The attached selenium chemistry has the effect of changing the pharmacologic profile of a targeting drug.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2014

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

Texas Tech Programs Rank in College Salary Report

Three degrees ranked in the top 20 in the Best Schools for Majors section.

Texas Tech University recently was recognized for the earning potential of its graduates.

According to the [2014-2015 College Salary Report](#) conducted by PayScale, three of Texas Tech's undergraduate programs ranked in the top 20 schools in PayScale's Best Schools for Majors section:

- [Art](#) majors: Texas Tech graduates [ranked 12th](#) in this section, earning a mid-career salary of \$75,000.
- [Physical and Life Science](#) majors: Texas Tech graduates [ranked 12th](#) in this section, earning a mid-career salary of \$90,700.
- [Education](#) majors: Texas Tech graduates [ranked 16th](#) in this section, earning a mid-career salary of \$52,800.

The data used in the rankings is collected through an ongoing online survey conducted by PayScale, according to its website. The Best Schools for Majors section was compiled based on earnings of graduates with bachelor's degrees only as well as the median mid-career salary earnings within a specific major.

For more information on the methodology, click [here](#).

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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: Oct. 20, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

Texas Tech's Diverse Student Population Rapidly Growing

New enrollment record brings a higher number of Hispanic students among other groups.

Texas Tech University recently set an all-time high in enrollment this fall semester with 35,158 students. As the university's population grows, so has the diversity among the student body.

According to the Texas Tech Institutional Research office, the university has 14,193 students this fall semester who claimed an ethnicity other than white. That figure was 12,529 last year.

"Texas Tech is excited to see such an increase in our diverse student body," said Texas Tech President M. Duane Nellis. "It is our goal to provide opportunities for every single student who steps foot on this campus and prepare them for their future careers. Our diverse population directly reflects the workforce when students graduate and begin their careers."

Texas Tech's Division of Institutional Diversity, Equity and Community Engagement works to create an all-inclusive environment on campus while helping students from different backgrounds succeed. With programs for first-generation college students, veterans or dependents of veterans, students from low-income homes and underrepresented groups, the university works directly with these students during their college careers and mentors them with their struggles and successes.

"The gains that Texas Tech has experienced with respect to the quality and diversity of its students is truly remarkable," said Juan Muñoz, senior vice president for Institutional Diversity, Equity and Community Engagement and vice provost for undergraduate education and student affairs. "As the university sets yet another enrollment record this fall, what is further noteworthy is the proportionate representation of Hispanics in this historic enrollment number."

Texas Tech has a school record of 7,075 Hispanic students enrolled this fall. When it comes to undergraduate students, 6,336 are Hispanic, which is 22 percent of Texas Tech's 28,632 undergraduate population. If Texas Tech reaches 25 percent, it will be

designated as a Hispanic Serving Institution (HSI) by the Hispanic Association of Colleges and Universities.

Only 10 percent of all higher education institutions nationwide serve as an HSI, and the designation can lead to more funding and opportunities to recruit and retain diverse students.

“Texas Tech University is quickly approaching the threshold necessary to become a federally recognized Hispanic Serving Institution, which will then trigger the opportunity to compete for additional federal grants,” said Muñoz. “This enrollment trajectory further reflects how Texas Tech is increasingly becoming an institution of first choice among the state’s growing number of high-achieving Hispanic high school graduates.

“At Texas Tech University, Hispanic students and their families truly understand, *‘desde aqui es posible.’* (‘From here, its possible.’)”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2014

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Open Teaching Concept to Hold Student Symposium Event encourages students to explore diversity

Texas Tech University's [Open Teaching Concept](#) (OTC) program will hold its student symposium from noon-5 p.m. Thursday (Oct. 23) at the McKenzie-Merket Alumni Center.

The student symposium is a half-day activity designed to engage students in critical thinking, diverse dialogues and leadership activities while introducing them to diversity in their careers, communities and platforms beyond college.

Ricky Sherfield, lead coordinator for the [Cross-Cultural Academic Advancement Center](#), (CCAAC) said the OTC student symposium is one of the few conference-style settings that combines diversity and social media, and shows students how to advance one's platform.

"Students will learn tools that will have a lasting impact on their career and be introduced to diversity beyond their community," Sherfield said. "We have created an innovative way of teaching, learning and communicating through diversity."

Sherfield added that he is excited to hear the symposium's guest speakers who come from the Innocence Project of Texas.

"The Innocence Project of Texas will share the powerful story of Mr. Timothy Cole, and also share with our students about bridging the communication gap in society," Sherfield said.

The 2014 OTC program is a three-week open-lecture program put on by the CCAAC at Texas Tech. This year's theme is "Bridging the Communication Gap: Globalization, Privilege, Poverty & Sustainability."

Applications for the student symposium are available at Doak Hall Room 101, [online](#) or by request at crosscultural@ttu.edu. All students will receive a certificate of completion after attending.

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CONTACT: Ricky Sherfield Jr., lead coordinator, Cross-Cultural Academic Advancement Center, Division of Institutional Diversity, Equity & Community Engagement, Texas Tech University, (806) 742-8681 or ricky.sherfield@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2014

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
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Texas Tech Experts Available for Halloween Stories

Halloween is around the corner, and Texas Tech University has a variety of faculty members who can add expertise to your holiday stories.

So, whether you're searching for comments about vampires and zombies and why they continue to successfully infiltrate the entertainment industry, or you want to know how much Americans plan to spend this Halloween, we have you covered.

Dia de los Muertos (Day of the Dead)

Tina Fuentes, director of the School of Art, (806) 834-7642, tina.fuentes@ttu.edu.

- Fuentes can speak to the history of the Mexican celebration: the ofrendas (altars) and the ceremonies on the last day. She has experienced many of the ceremonies in Mexico.

Jane Bell, senior director, International Cultural Center, (806) 834-8346, jane.bell@ttu.edu.

- Bell can speak to the modern-day beliefs of Dia de los Muertos, especially decorations and objects associated with the celebrations. She also helps organize the Lubbock Dia de los Muertos procession each year.

Ghosts

Genaro J. Perez, professor of Hispanic literature, (806) 834-1003, genaro.perez@ttu.edu.

- Perez can speak to ghosts, legends and the devil in Mexican literature.

Law

Vickie Sutton, Horn Professor of Law and director of the Center for Biodefense, Texas Tech School of Law, (806) 834-1752, vickie.sutton@ttu.edu.

- In her 2013 book, "[Reel Bio-horror: The Things that Keep Us Up at Night](#)," Sutton analyzes 47 films from the subgenre, discusses the psychology, law and science of the bio-horror bio-thriller.
- In her 2012 book, "[Halloween Law: A Spirited Look at the Law School Curriculum](#)," Sutton exhumes cases that illustrate the subjects – many of which revolve around Halloween — first-year law students are expected to master. The

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TEXAS TECH UNIVERSITY

book took honorable mention in the non-fiction category of the Halloween Book Festival in Hollywood, Calif. last year.

Shopping Frenzy

Debbie Laverie, Jerry S. Rawls and Piper Professor in marketing, (806) 834-3953, debbie.laverie@ttu.edu.

- Laverie can speak to the economic outlook for retailers and how much consumers will spend this Halloween.

Vampires

Erin Collopy, associate chair of classical and modern languages, (806) 834-8497, erin.collopy@ttu.edu.

- Collopy can speak to the sexy vampires of today's movies and how they are very different from the monsters of eastern European folklore. She also has studied vampires' origins and how their image has changed in pop culture.

Zombies and Horror Movies

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

- Weiner can speak to horror in movies, literature and comics. He has taught a class called: "Zombie Culture: The Zombie in History, Film, Literature, Sequential Art and the Popular Imagination."

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Office of Communications and Marketing

An EEO/Affirmative Action Institution



Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Texas Tech Graduate Returns to Perform Unique Multimedia Recital

Concert pianist Eugenio Zapata has made a name for himself through shows that integrate a variety of media.

WHAT: [School of Music](#) graduate [Eugenio Zapato](#) returns to Texas Tech University to perform “Fantasies & Illusions,” a multimedia show that integrates piano music, dance, photography and video. The show includes works by Rachmaninoff, Beethoven, Chopin, Gershwin, Bolcom, Beach and Pine Top Smith.

“Fantasies & Illusions” is composed of several pieces of music combined with other forms of art. Russian dancer Yelena Konetchy will perform alongside Zapato in ballet, contemporary and jazz styles. The show aims to bring forth different aspects of the human condition and touch people’s hearts.

No tickets are needed.

WHEN: 6-8 p.m. Thursday (Oct. 23)

WHERE: Hemmle Recital Hall (Room 101), School of Music, 18th Street and Boston Avenue

WHO: Zapata, a concert pianist and native of Colombia, is a 2004 Texas Tech graduate who earned a doctorate in fine arts with a concentration in piano pedagogy. He is experienced at creating concerts that combine a variety of media to create an integrated artistic vision, which he has performed throughout the United States. He teaches piano and chamber music at The Orpheus Academy of Music in Austin.

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CONTACT: William Westney, professor of music, College of Visual and Performing Arts, Texas Tech University, (806) 834-2842 or william.westney@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

Chess Program's Grandmaster Scheduled to Beat the Greeks

Texas Tech head coach will compete against 40 or more
fraternity representatives simultaneously.

WHAT: Third Annual Texas Tech University Greek Chess Challenge

WHEN: 2:15 p.m., Wednesday (Oct. 22)

WHERE: Croslin Room, Texas Tech Library (18th Street and Boston Avenue)

Texas Tech Head Coach and International Chess Champion Alex Onischuk will challenge up to 40 fraternity representatives simultaneously in games of chess. Onischuk is one of the world's leading players, competing on the United States Chess Olympiad team, and is the highest-rated university coach in the nation.

No fraternity representative has beaten Onischuk in this challenge.

The Texas Tech Chess Program was named Chess College of the Year by The United States Chess Federation, and its team, the Knight Raiders, has won two national titles, qualifying for the Final Four of Chess last year in New York City.

The program is a member of the university's Division of Institutional Diversity, Equity and Community Engagement and conducts extensive outreach programs, teaching and demonstrations for the Lubbock and campus communities.

For more information about Texas Tech Chess, please visit
<http://www.depts.ttu.edu/ttuchess/>.

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

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

First Autumn Festival Coming to Texas Tech

Campus event will include arts, music, dancing and food from local vendors.

This year marks the beginning of Texas Tech University's Autumn Festival, open to the public and appropriate for all ages.

The festival is from 11 a.m. to 4 p.m. Saturday (Nov. 8) on campus at Memorial Circle and the Engineering Key. The festival will feature live, local music, a farmer's market, dance performances and a chef's demonstration stage.

"We are excited to bring the first Autumn Festival to the Texas Tech and Lubbock communities," said Texas Tech President M. Duane Nellis. "This event is perfect for a family outing and for all ages to enjoy. With the local vendors, music and food, we hope to continue to strengthen the bond between the university and local community and also familiarize students with Lubbock and South Plains area arts scene."

Some products featured will be art of all different styles – oil, watercolor, ceramics, clay, mosaics – photography, woodworking, jewelry, handmade soaps and bath accessories, repurposed furniture and items, just to name a few.

Local vendors who provide wares, food or art are invited to display and sell their works while dancers and Texas musicians provide entertainment. Vendors must apply and pay a \$25 registration fee for the festival by Friday (Oct. 24). Applicants will be notified regarding their acceptance by Wednesday (Oct. 29).

Vendor applications and regulations are available on the Autumn Festival [website](#). Completed applications can be emailed to autumnfest@ttu.edu.

A schedule of events also is available on the website. Each event will take place at the Black Box Laboratory Theatre, the main stage (West Memorial Circle) and/or the songwriter stage (North Engineering Key).

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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 October 23, 2014,

CONTACT: Mashairi Halifu, mashairi.halifu@ttu.edu

(806) 742-2136

College of Human Sciences, East Lubbock Promise Neighborhood Host Events to Encourage Parental Involvement in Children's Lives

COHS and ELPN host outreach events for children and parents of East Lubbock.

Texas Tech University's [College of Human Sciences](#) and the [East Lubbock Promise Neighborhood](#) grant is organizing events to promote parent-child involvement to help prepare children for school.

A series of semi-monthly read-alouds, Ready to Read, at Patterson Branch Library focuses on early learning and literacy by providing exposure to picture books and read-aloud experiences for young children and their parents. Each read-aloud is hosted by members of a community or university organization.

The first Ready to Read event was held Oct. 11 and hosted by 100 Black Men of West Texas. The second event, which is from 11 a.m. to noon on Oct. 25 from, is hosted by Habitat for Humanity and will include books on homes around the world. Families will be given books and word-game guides to take home. Read-alouds continue throughout the fall.

Special events to promote family engagement will also be offered this fall. BLOCK Fest will be held from 10-11 a.m. Saturday Oct. 25 at Patterson Branch Library, 1836 Parkway Dr. The event is designed to provide an interactive block building experience for children ages eight months to eight years and promote interactive play between parents and young children. The first 20 parents to arrive will receive a stack of colorful cardboard building blocks.

These events are offered by East Lubbock Promise Neighborhood's Family Academy, a new parent-child program launching in January. Building up to January, family events this fall focus on playing, reading and singing.

When the Family Academy begins in January there will be school readiness classes for parents and young children located in the neighborhoods. These classes grew out of family focus groups and are designed to meet the needs of local parents.

For more information visit <http://www.blockfest.org/what-is-block-fest>

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CONTACT: Stephanie Shine, early childhood program director, human development and family studies, College of Human Sciences, Texas Tech University, (806) 834-4664 or stephanie.shine@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Tech Retail Association Coordinates Clothing Drive for Children's Home of Lubbock

The association is asking people to donate clothes to keep children warm this winter.

WHAT: The Tech Retail Association of Texas Tech University is teaming up with the Children's Home of Lubbock for a clothing drive. They are asking Texas Tech students and Lubbock residents to donate gently used jeans, jackets, sweaters and shirts to keep children warm through the coldest part of the year. Clothing in children and teen sizes are needed.

WHEN: Now through 5 p.m. Nov. 21

WHERE: Drop clothes off in Deborah Fowler's office, Room 281 of the [College of Human Sciences](#) building.

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CONTACT: Jordyn Kotzur, chairwoman, community service committee, Tech Retail Association, College of Human Sciences, Texas Tech University,
jordyn.kotzur@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2014

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Law Captures Stetson Law's National Pretrial Competition Title Two members of Texas Tech's team also earned top individual honors.

The [Texas Tech University School of Law](#) won the championship Sunday at Stetson University College of Law's Seventh Annual National Pretrial Competition in Gulfport, Florida.

Robert Sherwin, an assistant professor in the Texas Tech School of Law and the director of the advocacy programs, said this is the program's 32nd championship in national or international competitions. Stetson Law's competition simulates a three-hour federal court pretrial evidentiary hearing focusing on skills involved in brief writing, moot court-style oral arguments and mock trial-style witness examination.

"I truly believe this is one of the hardest, if not the hardest, advocacy competitions to win because it involves so many different skills and has so many moving parts," Sherwin said. "Students can't be good at just one thing. They have to be well-rounded in essentially every advocacy skill, and our consistent success at this competition over the years proves how well-rounded our students are."

Texas Tech Law lost in the championship round in last year's competition and has reached the semifinals in four of the last five years.

In addition to winning the overall championship, Texas Tech Law also won the Best Memorandum of Law Award for the Plaintiff. Texas Tech Law outpaced the Chicago-Kent College of Law for the overall title while the Regent University and Mississippi College law schools were the other semifinalists.

"Our students continue to represent Texas Tech University at the highest levels of achievement, and we are proud of their dedication to academics and competition," Texas Tech President M. Duane Nellis said. "This is a credit to the faculty at the School of Law and Dean Darby Dickerson's outstanding leadership."

Two members of the Texas Tech Law team picked up individual honors as well. Katherine Handy, a third-year law student from Plano, won the Best Advocate Award in

the final round, and John Roddy Pace, a third-year law student from Lubbock, was named Best Advocate in the semifinal round.

Delaney Crocker, a third-year law student from Lubbock, and Caleb Miller, a third-year law student from Fresno, California, combined to win the Best Memorandum of Law Award for the Plaintiff. Both serve as clerks at Glasheen, Valles & Inderman, LLP in Lubbock.

Winning the Stetson Law competition is particularly noteworthy for Dickerson, who served as dean of Stetson Law from 2004 until her arrival at Texas Tech Law in 2011. She was responsible for helping create the Stetson Law competition.

“I’m incredibly proud of our students and coaches for winning this one-of-a-kind advocacy competition,” Dickerson said. “Having been dean at Stetson when this competition started, I know the range of skills competitors must master to prevail.”

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CONTACT: Robert Sherwin, assistant professor of law and director of advocacy programs, Texas Tech University School of Law, Texas Tech University, (806) 834-7288 or robert.sherwin@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2014

CONTACT: George Watson, george.watson@ttu.edu
(806) 742-2136

Texas Tech, Lubbock Team Up for Urban Stage Demonstration Project

A weeklong list of events hopes to highlight the potential of downtown sustainability.

Texas Tech University and the City of Lubbock are teaming up to reconstruct a downtown city block and fill it with a week's worth of events to demonstrate what is possible with a revitalized downtown area.

[The College of Architecture](#) and [the College of Visual and Performing Arts](#) are hosting Urban Stage, a temporary renovation of Avenue J between Broadway Avenue and Main Street.

“Urban Stage is designed to demonstrate an urban street that is economically, socially, culturally and environmentally sustainable,” said David Driskill, the Mark E. Humphreys, AIA chair for urban Design in the College of Architecture.

Media can tour Urban Stage at 11:30 a.m. Wednesday (Oct. 29) in the parking lot of Lubbock National Bank to get an idea of the construction of the Urban Stage and ask questions about its purpose.

Then, a week's worth of events will be held within the Urban Stage:

- **Oktoberfest:** 6:30-9:30 p.m. Oct. 30. Free admission to the event, which features live music by Grammy-winning polka/rock/worldbeat band Brave Combo.
- **Monster Dash Fun Run:** 6 p.m. Oct. 31. The 6K run begins and ends at Urban Stage, winding through Mackenzie and Atzlan parks. Local band Dalton Dominio will perform.
- **“Thriller” Video and Dance:** Also on Oct. 31, learn how to do the zombie dance from Michael Jackson's “Thriller” video; 8:30-9:30 p.m. for ages 17 and under, 9:30-10:30 p.m. for ages 18 and over.
- **Fairy tale Breakfast:** 10 a.m.-noon Nov. 1. Enjoy breakfast during performances by fairy tale characters, and have your picture taken with those characters at the Lubbock National Bank Pocket Park.
- **Broadway and Gourmet on Avenue J:** 4:30-6:30 p.m. Nov. 2. The Hub Theatre Group will perform and food will be served by the Texas Tech Department of Restaurant, Hotel and Institutional Management.

- **Bands Benefit the Buddy Holly Center:** 7-10 p.m. Nov. 7. A night of local bands will be featured on Avenue J in the Urban Stage

Also, for the entire week, the street will be open from 7 a.m. to 7 p.m. so those interested can experience the projects. Sponsored by Texas Tech, the City of Lubbock, Civic Lubbock, Inc. and Lubbock National Bank, sidewalk dining from Giorgio's Pizza, Lee's Home Cooking, Emma's Mexican Restaurant and the Twist'd Texan Food Truck, and other food trucks, will be available daily with entertainment in the LNB Pocket Park and Giorgio's Cabaret Stage..

Yellow House Coffee will also be available in the LNB Pocket Park each day from 7:30-9 a.m., benefitting Starcare Specialty Health Care Systems. Additional information is available by clicking [here](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: David Driskill, Mark E. Humphreys, AIA, Chair for Urban Design, College of Architecture, Texas Tech University, (806) 543-7165 or david.driskill@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 24, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Chemical Analysis Presentation to be Given at Texas Tech

R. Graham Cooks presents for the Purnendu K. "Sandy" Dasgupta Lecture Series.

- WHAT: "Chemical Analysis on Site: Mass Spectrometers in Operating Rooms, at Crime Scenes, in Grocery Stores, along Factory Floors and on your Front Lawn"
- WHEN: 7 p.m. Tuesday (Oct. 28)
- WHERE: Chemistry Building, Room 49, Texas Tech University
- WHO: Professor R. Graham Cooks of Purdue University will present a public lecture regarding technology developed for rapid molecular analysis. The technology is applicable in food safety, public safety, drug discovery, therapeutic monitoring, environmental protection and other areas. Examples of these applications and the underlying principals will be given with emphasis on cancer diagnostics and drug detection.

Cooks is a pioneer in the conception and implementation of mass spectrometry methods and desorption ionization. Several inventions have been commercialized and four companies launched from his lab. He is a past president of the American Society for Mass Spectrometry and the International Mass Spectrometry Society and a Life Member of the British Mass Spectrometry Society as well as the Japanese, Indian and Chinese societies.

This is the third annual lecture series hosted by the Chemistry and Biochemistry department at Texas Tech. Refreshments will be served at the end of the presentation.

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CONTACT: Robert Long, associate director, Department of Chemistry and Biochemistry, Texas Tech University, (806) 834-2181 or robert.long@ttu.edu.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 24, 2014

CONTACT: George Watson, george.watson@ttu.edu
(806) 742-2136

International Film Series Schedules Two Halloween Film Screenings
Movies will display the Spanish, Mexican viewpoints on the holiday.

- WHAT: Two movie viewings from the International Film Series
- WHEN: 10:30 p.m. Tuesday (Oct. 28) and 7:30 p.m. Thursday (Oct. 30)
- WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289
- WHO: The International Film Series will hold two screenings of Halloween-themed films. Tuesday: “Tombs of the Blind Dead,” hosted by Rob Weiner, is a 1971 Spanish release that was one of four zombie-themed movies in the Blind Dead series. Thursday: “Cronos” is a vampire horror film from Mexico written and directed by Guillermo del Toro in 1993 that received more than 20 international film awards.

Tickets to each film are free but seats can be reserved by purchasing a \$5 food and beverage voucher and can be reserved through the Alamo Drafthouse’s [website](#). Gary Elbow, a professor of geology in the Texas Tech University geosciences department, will host a discussion following the screening of “Cronos.”

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Robert Peaslee, coordinator, International Film Studies program, Texas Tech University, (806) 834-2562 or robert.peaslee@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 24, 2014

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

Rawls College of Business Hosts Distinguished Lectureship Series Luncheon
Alumna Dana Rains will give a presentation titled “What am I Buying? What am I Selling? – The Challenge of Transparency in a Time of Rapid Change.”

WHAT: Texas Tech University’s [Rawls College of Business](#) and [Health Organization Management Program](#) presents “What am I Buying? What am I Selling? – The Challenge of Transparency in a Time of Rapid Change,” a speech given by Dana S. Rains as part of the John Aure Buesseler, MD, MSBA Distinguished Lectureship Series Luncheon.

WHEN: 11:45 a.m.–1:30 p.m. Nov. 14.

WHERE: Lubbock Country Club, 3400 Mesa Road

WHO: Rains is the vice president of clinical operations for Health Texas Provider Network. She previously worked at the Grace Health System in Lubbock, where she held several positions, including chief operating officer, CEO of Grace Medical Center and president for system development.

Rains received her bachelor’s degree in business administration from the University of Texas in 1984 and earned her MBA and certificate in Health Organization Management from Texas Tech in 1988.

Those wanting to attend the luncheon must RSVP to Ann Bertoia, Health Organization Management program coordinator, at (806) 834-0022, or ann.bertoia@ttu.edu by Thursday (Oct. 30).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Ann Bertoia, program coordinator, Health Organization Management, Rawls College of Business, Texas Tech University, (806) 834-0022 or ann.bertoia@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 24, 2014

CONTACT: George Watson, george.watson@ttu.edu
(806) 742-2136

Texas Tech School of Law Hosting Energy Law Lecture Series

Carlos Ortiz is the director of information and energy services
with the Mexico Ministry of Energy.

- WHAT: Texas Tech University School of Law Energy Law Lecture Series
- WHEN: Noon Monday (Oct. 27)
- WHERE: Texas Tech School of Law's Lanier Auditorium
- WHO: Carlos Ortiz, director of information and energy services for Mexico's Ministry of Energy, will speak regarding the recent changes to the Mexican constitution, particularly the permission of foreign investment and partnerships in Mexico's oil and gas industry. Ortiz will discuss the new statutes passed and end to a 76-year nationalized monopoly in the oil and gas industry.

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CONTACT: William R. Keffer, director of Energy Law Lecture Series, School of Law, Texas Tech University, (806) 834-3178 or william.keffer@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 24, 2014

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
(806) 742-2136

World Music Fusion Band to Perform at Texas Tech The Chicago-based Funkadesi plays unique, diverse music.

Funkadesi will headline the second event of this season's Presidential Lecture & Performance Series at 7 p.m. Nov. 7 at the Student Union Building's Allen Theatre.

Funkadesi is an Indo-Afro-Caribbean world music fusion band that blends Indian music with reggae, funk and Afro-Caribbean styles.

The Chicago-based band represents the diverse multi-ethnic communities within its city. Funkadesi's unique sound has won the band the title "Best World Music Band" by the Chicago Music Awards six times.

Jo Moore, director of the Presidential Lecture & Performance Series, said Funkadesi is a band unlike any the series has presented.

"They really represent the global village in their diversity and multiculturalism," Moore said. "They have a positive vibe and one-world sound worth listening to in our turbulent times."

General admission tickets for the event are \$18. Texas Tech students may receive one free ticket with a valid Texas Tech student ID presented at the information desk in the Student Union Building.

Tickets are available through all Select-A-Seat locations, at (806) 770-2000 or at www.selectaseatlubbock.com.

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CONTACT: Jo Moore, director, Presidential Lecture & Performance Series, Texas Tech University, (806) 834-5261 or jo.moore@ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

Military and Veterans Program Holds List of High Honors

Texas Tech's nationally ranked program has received seven recognitions this year alone.

This year has been a memorable one for Texas Tech University's [Military and Veterans Programs \(MVP\)](#). Earning seven recognitions in 2014, MVP is among the most celebrated military and veterans support units in higher education.

This year, the MVP has earned the following awards:

- **Purple Heart University:** Texas Tech is the third university in the nation to acquire this designation by the [Military Order of the Purple Heart](#).
- **“Best College for Veterans:”** The 2015 U.S. News & World Report ranked Texas Tech as one of the top 50 universities for veterans.
- **“Best Online Graduate Engineering Programs for Veterans:”** The 2015 U.S. News & World Report also ranked the Whitacre College of Engineering's online graduate program No. 2 in the nation for veterans.
- **“Best for Vets – Business Schools 2014:”** The Rawls College of Business ranked No. 13 out of 64 other business colleges across the country by [Military Times](#).
- **Military Friendly School:** Texas Tech is listed as a 2015 Military Friendly School ® for the sixth straight year by [Victory Media Inc.](#), a veteran-owned business dedicated to surveying thousands of institutions across the nation for the best practices with military personnel.
- **“Best College for Veterans”:** The university was named “Best College for Veterans” again, but by [College Factual](#). Texas Tech ranked No. 7 in the nation for its quality of education, affordability, veteran population and federal program participation in Principles of Excellence, Department of Defense's Memorandum of Understanding and Service Members Opportunity Colleges Consortium.

The university now adds its seventh military recognition from [Military Advanced Education \(MAE\)](#), which recently named Texas Tech a top school in its 2015 MAE “Guide to Colleges & Universities” research study.

“Texas Tech is privileged to serve the men and women who have fought for our freedom. It is the least we can do for them,” said Texas Tech President M. Duane Nellis. “Texas Tech is committed to our military, and these awards are nice recognitions of our efforts.

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We will continue to put our best efforts forward to help our veterans and dependents succeed while they work toward their education.”

The study is a comprehensive guide for service members, education services officers and transition officers in a visual format to help compare and contrast colleges and universities in the United States. Schools are evaluated by strict criteria, including achievement in military culture, financial aid, flexibility, on-campus support and online support services.

“We are proud of the university’s commitment to veterans and the recognition by Military Advanced Education as a top school for service men and women,” said Juan Muñoz, senior vice president for Institutional Diversity, Equity and Community Engagement and vice provost for Undergraduate Education and Student Affairs. “Texas Tech will continue to work to become the university of first choice for students who have so honorably chosen to serve the country as members of the armed forces.”

MVP serves more than 1,800 military veterans and their dependents while they earn their degrees. MVP also provides direct assistance to create a seamless transition from military to civilian life, including the application process, financial aid, advising and registering for classes, and offers campus and community resources. With more than 350 veteran faculty and staff, students have instant access to advisors in each college and student service to provide support and encouragement during their time at Texas Tech.

“Earning these recognitions is a testament to the dedication of our university and to the success of veterans and their family members,” said Ryan Van Dusen, MVP director. “We are committed to maintaining an environment that encourages personal growth and intellectual development. There is no university in the nation that enables veterans and their family members to succeed and graduate.”

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

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2014

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

Texas Tech Experts Available to Discuss Elections

With Election Day around the corner, Texas Tech University experts can talk about various aspects of politics, including expressive politics, political communications and the science behind it, and American elections and southern politics.

American Elections and Southern Politics

Seth McKee, associate professor in political science, (806) 834-1880 or sc.mckee@ttu.edu

- McKee can speak about U.S. House and Senate elections, Texas politics and statewide races, including the governor's race.
- McKee's recently published research includes white conservative voting for minority Republican candidates in Senate and gubernatorial elections, voting behavior in different parts of the South, and factors influencing the passage of voter ID laws in states. To view more of McKee's research, click [here](#).

Science and the Study of Political Communications

Glenn Cummins, director of the Center for Communication Research, (806) 834-3117 or glenn.cummins@ttu.edu

- Cummins can discuss how science can be applied to the study of political communications content, including commercials and debates.
- Cummins has assisted in numerous studies conducted using eye tracking, psychophysiology and continuous response testing.

Expressive Politics and Consumerism

Melissa Gotlieb, assistant professor in the College of Media and Communication, (806) 834-2998, or melissa.gotlieb@ttu.edu

- Gotlieb can discuss expressive politics and consumerism, which includes making eco-friendly purchases as a type of political statement.

Political Communications

Erik Bucy, Formby Regents Professor of Strategic Communication, (806) 834-3346 or erik.bucy@ttu.edu

Melissa Gotlieb, assistant professor in the College of Media and Communication, (806) 834-2998 or melissa.gotlieb@ttu.edu

Bryan McLaughlin, assistant professor in advertising, (806) 834-4873 or bryan.mclaughlin@ttu.edu

- Bucy, Gotlieb and McLaughlin can speak about how Republicans feel about their chances of winning control of Congress and how Democrats are more active politically during this election.
- Bucy, Gotlieb and McLaughlin are currently researching Republicans' optimism about taking control of Congress, Democrats being more active politically this election, the willingness among Democrats and Republicans to share power and how different political parties feel about how the Ebola crisis is being handled as well as views on Ebola's media coverage.

Judicial Elections, Redistricting, Courts and Electoral Behavior

Mark McKenzie, assistant professor of political science, (806) 834-3665, or mark.mckenzie@ttu.edu

- McKenzie can discuss judicial races, including Texas judicial races, local legislative races and the governor's race.
- McKenzie oversaw a telephone survey conducted by political science students in the Earl Survey Research Center regarding hot button issues, including voter ID laws, same-sex marriage and who is likely to become Texas' next governor.
- He also recently published several papers, including "Testing Voter responses to New Style Judicial Campaign Appeals: What Works – Policy Promotion or Experience" and "Polarizing Attacks or Sleepy Affairs? Campaign Messaging in State Supreme Court Campaigns in 2012 and 2013."

Candidate Characteristics on Voters' Voting Choices

Gregg Murray, associate professor of political science, (806) 834-4017, or g.murray@ttu.edu

- Murray can talk about children inheriting their parents' political beliefs and the effect of candidate characteristics, in particular physical characteristics, on voters' voting choices, or caveman politics.
- Murray's recent research includes Caveman Politics. For more information on his research, click [here](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: October 28, 2014

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

Texas Tech Names New Dean of Libraries

Bella Karr Gerlich will begin a new chapter at Texas Tech University as professor and dean of the University Libraries. Gerlich is currently dean of libraries at University of Alaska-Fairbanks, and will assume her new role March 1.

She replaces Donald Dyal, who retired in August after serving as dean since 2001. Earnstein Dukes is serving as interim dean.

“The contributions of our libraries are critical to Texas Tech’s educational mission and its research and scholarly activity,” said Lawrence Schovanec, Texas Tech provost and senior vice president. “I am confident that Dr. Gerlich will provide leadership that will build on the strengths of the TTU Libraries that advance our ambitions to be a great public research university.”

Gerlich has decades of experience in library work. She received her undergraduate degree from Virginia Commonwealth University, a masters of public management from Carnegie Mellon University and her doctorate in library and information sciences from the University of Pittsburgh.

“As university libraries continue to evolve with the ever-changing technological landscape, it is imperative that we maintain a program that benefits our students and faculty in their academic endeavors,” said Texas Tech President M. Duane Nellis. “Dr. Gerlich’s academic pedigree and extensive background in university libraries will greatly benefit Texas Tech University.”

Gerlich gained experience from prior appointments as university librarian at Dominican University, associate university librarian at Georgia College and State University and head of Arts & Special Collections at Carnegie Mellon University. Her research has resulted in publications in the areas of assessment, organizational behavior and valuation of services. She also is a frequent guest lecturer and presenter at professional venues, both in the U.S. and abroad.

“It is an honor to be the next Dean of Libraries for Texas Tech, knowing I will be working with such amazing faculty, staff, students and administrators, building on the

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successes of Dean Dyal,” Gerlich said. “I am thrilled to have this opportunity and to help the institution reach its goal to become a tier-one research university.”

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

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Expert: Constructed Wetlands Less Functional Than Developers Claim

Pitch

Every year, environmental engineering firms help restore thousands of acres of degraded wetlands to mitigate the damage to natural wetlands incurred during development work. These wetland mitigation banks are found throughout the United States, and creating them has become a billion-dollar industry. However, many wetland scientists are concerned that while banking has become a policy success, most agree that further research needs to be conducted to determine how successfully they function ecologically.

Texas Tech University doctoral candidate Lionel Plummer found that the U.S. Army Corps of Engineers focuses almost exclusively on vegetation when evaluating the success of the wetland mitigation bank projects and avoiding the heart of the matter – water. Plummer studied 70 of these constructed wetlands, and his findings shed new light on the industry and could change how lawmakers and scientists address the construction and preservation of wetlands in the United States.

Read more about his work [here](#).

Expert

Lionel Plummer, land use planning, management and design doctoral candidate, (469) 693-4077 or lionel.plummer@ttu.edu

Talking Points

- As many areas of the United States continue to see heavy development, natural wetlands are increasingly encroached upon. The Clean Water Act allows developers to destroy wetlands if the damage is mitigated. Mitigation frequently takes the form of wetlands mitigation banks; for-profit businesses buy thousands of acres and hire ecologists to develop the area into wetlands, and developers purchase shares of the bank.
- Plummer examined these constructed wetlands to determine if they function as wetlands should. He found that by and large ecologists were focusing too much on plant life and not enough on a healthy water system. This could inhibit long-term functionality and undermines the purpose of restoration.
- Too many ecologists, as well as too many generations of people from throughout the world, have focused too much on holding nature back, creating an adversarial relationship that still doesn't protect cities from hurricanes, storms or floods. The movement now is toward working with nature similar to when the ancient Egyptians left the flooded Nile and returned to nutrient-rich farmland.

Quotes

- “What really drives a wetland is the underlying hydrology. It’s the precipitation, it’s the runoff, it’s the ponding – any H₂O on that site factors into its hydrology. For wetlands, water is what drives everything. If you’re focusing on anything else, you’re really not looking at the locomotive, you’re looking at the caboose.”
- “What I discovered is that many of these banks are being designed with that heavy thumbprint where they’ll go in and they’ll literally plant tens of thousands of saplings in rows. When people talk about restoring the land, they’re like, ‘well, let’s go in there and plant as many trees as we can, and that’s restoration.’ But what the really leading-edge scientists are saying is no, that’s not restoration.”
- “If you develop the hydrologic system effectively, nature will take care of all the plants down the road. It may take 10-30 years, but one of the principles of ecological restoration is simply giving the system time. You can’t expect success in five years.”

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2014

CONTACT: George Watson, george.watson@ttu.edu
(806) 742-2136

Rawls College of Business Hosting Benefit Softball Game

Faculty and staff will face students with the proceeds going to Buckner Children's Home

WHAT: Rawls College of Business Administration faculty/staff vs. student softball game

WHEN: 2-4 p.m., Friday (Oct. 31)

WHERE: Rip Griffin Park/Dan Law Field

WHO: The Rawls College of Business Administration is hosting a benefit softball game pitting the faculty and staff against students. Admission is free but donations are encouraged; those making a \$20 donation will receive a T-shirt. All proceeds benefit the Buckner Children's Home of Lubbock

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CONTACT: Ashly Moncrief, associate director of global outreach, Center for Global Engagement, Rawls College of Business, Texas Tech University, (806) 742-2041 or ashly.moncrief@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2014

CONTACT: Emily Gardner, emily.e.gardner@ttu.edu
(806) 742-2136

Rawls College of Business Hosts Leadership Presentation

Retired Maj. Gen. Jeffrey Hammond will speak about “Making a Difference Leadership.”

WHAT: Texas Tech University’s [Rawls College of Business](#) and Dean Lance Nail host “Making a Difference Leadership,” a presentation by Retired Maj. Gen. Jeffrey Hammond.

WHEN: 9 a.m. Friday (Oct. 31)

WHERE: Rawls College of Business, Room 105, Texas Tech University

WHO: Hammond served in the 4th Infantry Division where he deployed soldiers to Iraq. He also served as commanding general of the Multi-National Division Baghdad. Hammond has received numerous awards for his service, including the Legion of Merit, Bronze Star Medal, the Army Commendation Medal, the Army Achievement Medal and the Army Combat Action Badge.

No RSVP is necessary to attend the event and parking is free.

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CONTACT: Randi Rivers, executive associate to the dean, Rawls College of Business, Texas Tech University, (806) 834-3936 or randi.rivers@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Texas Tech Professor Part of Stakeholders Meeting on Braille Changes Special education teacher Rona Pogrund leads Texas Tech's visual impairment program for teachers.

Professor Rona Pogrund is representing Texas Tech University in a stakeholders meeting Nov. 4-5 in Austin to discuss how the state will implement new standards for braille, which were adopted two years ago. The Texas Education Agency and Region 11 Education Service Center are sponsoring the meeting.

Pogrund is a professor of special education in the [College of Education](#) at Texas Tech, but her office is at the Texas School for the Blind and Visually Impaired (TSBVI) in Austin. She coordinates the [Teacher of Students with Visual Impairments](#) (TVI) program for Texas Tech.

In 2012, the Braille Authority of North America (BANA) voted to adopt Unified English Braille (UEB), the language the rest of the English-speaking world uses. The United States has used the English Braille American Edition (EBAE) since 1959, and there have been few changes to it in that time. Implementation of the new language is expected to start next year, and each state must have a plan on how to move forward with UEB education.

“It was discussed a lot and talked about a lot, but I didn’t pay much attention because it’s been talked about for several years,” Pogrund said. “It’s a huge shift to make a change like this.”

The stakeholder group of which Pogrund is a part will be discussing Texas’ plan to implement UEB into its curriculum as well as producing training programs and materials for both teachers and students. Representatives from TSBVI, statewide school districts, education service centers and braille production specialists also are part of the meeting, as is a professor from Stephen F. Austin State University, the only other Texas university with a TVI program.

UEB is not a new language, Pogrund said; many of the symbols and rules remain the same. Several contractions were eliminated and a number of new symbols have been added to accommodate Twitter, the Internet and computer terms that didn’t exist when

EBAE was created. People who know braille have read literature in UEB and have figured out the basic concepts, she said.

She recently looked through the new textbook and familiarized herself with the changes. However, Pogrund, who teaches braille to teachers who want to work with students who are visually impaired, will have to learn it, then change her course curriculum. She can't do that until the state braille tests have been changed, and that won't happen until the stakeholders have an implementation plan.

In fact, until UEB is implemented, she'll continue to teach the traditional braille, meaning she's teaching a subject she knows her students will have to relearn. Since they need braille now in order to be certified as TVIs, she said, she'll teach EBAE until the state tests and curriculum change.

"I know this is coming, but I can't teach it," she said. "We're all going to have to go to in-services and get up to speed."

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CONTACT: Rona Pogrund, professor of special education, Virginia Murray Sowell Center for Research and Education for Sensory Disabilities, College of Education, Texas Tech University, (512) 206-9213 or rona.pogrund@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2014

CONTACT: K'Leigh Bedingfield, kleigh.bedingfield@ttu.edu
(806) 742-2136

Hospitality Services Nationally Ranked for Dining Operations

Texas Tech is one of three universities in the state recognized as a Power Player in Food Management Magazine.

Texas Tech University recently was ranked No. 33 in the [top 50 Power Player list](#) published by Food Management Magazine. It is one of only three universities in Texas to be included in this ranking.

“Texas Tech is excited and honored to be included in this ranking,” said Texas Tech President M. Duane Nellis. “It is our goal to serve our students, and as our campus grows, we will continue to offer them accessible dining locations with a variety of foods to meet everyone’s needs. Congratulations to Kirk Rodriguez and his staff on this well-deserved recognition.”

The Power Players list showcases universities’ dining operations with high student populations and ranks the top 50 institutions based on students living on campus, number of meal plans sold, annual dining program revenues, average cost of meal plans and number of food courts and retail outlets on campus.

“Hospitality Services is excited to have our dining program recognized in the magazine, since this is the first time the program has made the list,” said Kirk Rodriguez, managing director of Hospitality Services. “We continue to look forward to future plans and serving more students as our campus grows.”

Increased enrollment has led Texas Tech’s [Hospitality Services](#) to renovate existing dining locations and add new ones to become more accessible to students not closely located to the main dining locations.

Earlier this summer, Hospitality Services added the first university-owned food truck in the Big 12 Conference called [StrEat](#), an extension from the established eatery in the Student Union Building. Offering a unique, on-the-go menu, the food truck enables students to grab a full meal during the day without going to a main dining location. The StrEat food truck can be seen around campus and has two set locations at Memorial Circle and the Texas Tech University Health Sciences Center.

The Market at the Stangel/Murdough residence hall, largely populated with freshmen, underwent renovations over the summer with an updated food court and new eating locations. The Market eateries host numerous types of foods, including sub sandwiches, wraps, authentic Mexican foods, grilled items, Mongolian/wok foods, build-your-own salad bar and the Day Break® Coffee Roasters café, where specialty coffees are served. It also is home to the first Fazoli's® on a university campus.

Other current and future additions include Raider Exchange in the West Village residence hall along with a new Quiznos® restaurant that will open this spring at the [Burkhart Center for Autism Education & Research](#). This new location will serve as workforce training for students with autism spectrum disorder.

Hospitality Services offers two food courts and 35 retail outlets and is dedicated to student success by engaging the university community through healthy and savory food choices in comfortable, convenient locations.

To learn more about its food choices offered and dining locations, please visit the Texas Tech Hospitality Services [website](#).

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CONTACT: Alan Cushman, manager of business development, Hospitality Services, Texas Tech University, (806) 742-1360 or alan.cushman@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2014

CONTACT: Allison Matherly, allison.matherly@ttu.edu

(806) 742-2136

TechAlert! Test Scheduled

Texas Tech University will test its TechAlert! Emergency Communications System at 10:50 a.m. Nov. 6.

All faculty, staff and students should update cell phone, home phone or text message information at emergency.ttu.edu. The system is used to alert the university community of emergency situations or class cancellations or delays.

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

In addition to the TechAlert! system, the university will use a variety of communication tools in the event of an emergency.

These tools include:

- Emergency.ttu.edu is the online Emergency Communications Center. It is used to inform the Texas Tech community about what to do in advance of, during and after an emergency.
- The university’s [home page](#), [Texas Tech Today](#), and social media accounts on [Facebook](#) and [Twitter](#).
- Informing local media to deliver emergency information
- Outdoor siren notification system

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



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2014

CONTACT: Heidi Toth, heidi.toth@ttu.edu
(806) 742-2136

Retail Management Program Wins Grant from Cotton Incorporated

The grant, which Texas Tech has received for two years, funds a class on retail trends.

The [Retail Management](#) program in Texas Tech University's [College of Human Sciences](#) is offering a special class next year, thanks to an educational grant from Cotton Incorporated.

Professor [Deborah Fowler](#), the faculty project leader for the grant, teaches the retail trends class, which will be offered next fall and will include a trip to New York City to visit Cotton Incorporated's headquarters. Students will also attend the International Textile and Apparel Association Conference in Santa Fe, New Mexico, all funded by the grant.

In addition to this class, the grant will pay for supplies and additional components to other retail management classes, allowing students to receive cotton content throughout their educational careers.

"We want the students from Texas Tech to understand about cotton," Fowler said. "When I wrote the grant the first time I was like, 'We're right here in the largest cotton patch in the world and these kids know nothing about cotton.' How shameful."

The retail trends class doesn't focus solely on cotton; its curriculum, as the course name suggests, is to analyze and predict where the industry is headed. One of the assignments is on forecasting, and the students pin several photos to a Pinterest board and demonstrate how their pins relate to the concepts studied.

Cotton does play a role in Fowler's curriculum since cotton remains a trend in clothing. Her class covers the life span of cotton, from the field into an item of clothing to its recycled life. She also discusses how cotton is dyed and how it's treated so clothes don't shrink.

"Those are all really important concepts for students who want to work in the fashion industry," she said.

This is the second year Texas Tech has received the grant. Fowler said she plans to apply each year.

“These students are the next fiber and fabric decision-makers in the industry,” said Jenna Oswald, a spokeswoman for Cotton Incorporated. “Cotton Incorporated has a comprehensive educational outreach, and this kind of project is specifically designed to have a positive, long-term influence on cotton demand. If we educate students on the versatility of cotton, they will continue to choose cotton fabric in their designs and products throughout their careers.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
(806) 742-2136

Texas Tech Hosts College Preparation Workshop

The Hispanic Scholarship Fund will provide informational retreat for families.

[The Hispanic Scholarship Fund](#)'s Scholar Chapter at Texas Tech University is hosting a college-prep workshop, "It All Starts with an Idea!" The informational retreat will take place from 9:30 a.m. – 12:15 p.m. on Saturday (Nov. 8) in Room 105 of the English & Philosophy Building.

"It All Starts with an Idea!" is an event that is beneficial to both high school students and parents," said Amber Luna, Hispanic Scholarship Fund president. "They will have the opportunity to speak not only with college admission and financial aid representatives from the university, but students as well."

High school students and parents in attendance will receive college information, from financial aid and scholarships to life on campus.

To attend the event, RSVP to hispanicsscholarshipfund@ttu.edu or at (806) 742-8681. Individuals can also stop by Doak Hall, Room 101, to receive an application. Attendance and registration are free.

The Hispanic Scholarship Fund's mission is to ensure that every minority has the resources to pursue a higher education. For more information on the event click [here](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2014

CONTACT: Zoe Bell, zoe.bell@ttu.edu
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Texas Tech President Named Member of Intellectual Property Task Force

The task force was created by the Association of Public and Land-Grant Universities.

Texas Tech University President M. Duane Nellis has been named to the Managing University Intellectual Property task force created by the Association of Public and Land-Grant Universities (APLU).

The task force will examine the purposes of university innovation, technology transfer, commercialization and entrepreneurship. It also will explore whether some institutions' policies and practices may be contributing to the perception universities are engaged in technology transfer only for financial benefit. The task force will make recommendations to the APLU and its membership on the most effective ways to communicate the purpose of university management of intellectual property.

"As universities across the country continue to enhance and strengthen their research enterprises, it is important we, as higher education leaders, come together and reinforce the academic scholarship practiced in these endeavors," Nellis said. "I appreciate the opportunity Dr. Peter McPherson has given me to represent not only higher education, but also Texas Tech University, in the dialogue."

Nellis is one of the task force's seven members, made up of administrators from universities throughout the country.

The task force will prepare preliminary comments by December and aims to complete its work early in the spring. Jim Woodell, APLU assistant vice president for innovation and technology policy, is staffing the task force. Contact him with any questions at jwoodell@aplu.org or (202) 478-6044.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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Office of Communications and Marketing

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Behind the Masked Rider Uniform

Explore the costume that makes the Masked Rider one of Texas Tech's oldest traditions.

By Zoe Bell

There is more than meets the eye to one of Texas Tech University's most famous and storied traditions - the Masked Rider. Every piece of the rider's costume holds value and is different than the next. Mackenzie White, a junior from Marble Falls, is the 53rd student to accept the mascot garb.

"My favorite part of the uniform is the mask because it gives the Masked Rider anonymity and mystery," White said. "When I wear the mask, I am not Mackenzie White, but I am the Masked Rider, who is a symbol of Texas Tech spirit and tradition."

- **Outfit:** The black hat, shirt, jeans and black boots emblazoned with the Double T are all custom-made and donated by Dollar Western Wear. These pieces are kept by the rider after tenure.
- **Mask and cape:** The mask and cape are hand-stitched at the Sewing Center in Lubbock and kept by the rider after tenure.
- **Belt and spur straps:** This year, White's belt and spur straps were a gift from former rider Corey Waggoner. The belt and spur straps are usually kept by the rider after tenure.
- **Belt buckle and spurs:** These traditional pieces of the costume stay within the program and are passed down from rider to rider. At the end of their term, each rider is presented with a different buckle as a going-away gift from the program.

White said the costume is an important part of the Masked Rider tradition and helps signify Texas Tech's values.

"When clothed in cape, mask and black, the Masked Rider is a fearsome, mysterious figure, which, in my opinion, is a huge part of the reason that the Masked Rider's run sends chills down fan's spines," White said. "It's a thrilling sight, especially coupled with a black horse running at top speed."



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Father, Daughter Remember Days as Masked Riders

The duo is the only father-daughter team to be a part of the program.

By Emily Gardner

What started off as a desire to represent Texas Tech University resulted in the only father-daughter combination to serve as Masked Rider.

When Katie Carruth applied to be the Masked Rider, she said she loved the tradition and history of the program but also was proud of her father, Johnny Bob Carruth, for taking the reins first. Her children feel the same way.

“It is such an honor to represent the students and athletes of the university,” Katie said. “There are many amazing people who not only remember me, but also remember when dad was the Masked Rider. It’s wonderful to know you are a part of their experience and memory of Texas Tech.

“My children are in awe and totally convinced I’m a celebrity.”

Johnny Bob was the Masked Rider from 1968-1970, and more than 30 years later Katie served from 2001-2002.

“I was extremely proud of her and I was extremely proud of Texas Tech for selecting her,” Johnny Bob said. “I thought she was the most well-rounded and most qualified candidate. I was proud for myself, too, that we were the only parent-child relation that had ever been the Masked Rider before.”

Johnny Bob decided to become the mascot because he wanted to represent the university and believes being the Masked Rider is a true representation of Texas Tech.

The Carruths loved their times as Masked Riders, and they often discuss how much fun they had representing Texas Tech, Johnny Bob said. Katie said the knowledge the two have a shared experience created a special bond between her and her father, and she is proud of the legacy they left.

Katie said her time as Masked Rider was different than her father’s and her favorite part of participating in the Masked Rider program was the opportunity to meet people, who had been influenced by the program. Johnny Bob said the excitement of football games and of the horse he rode, Charcoal Cody, is what he remembers most from his two years as Masked Rider.

“Charcoal Cody was an exciting and dynamic type of a horse and was really suited to the Masked Rider program, and everybody in the stands and in the stadium just loved it,” Johnny Bob said. “That would be the main thing I remember about it: the excitement of the whole aura back in those days.”

Katie graduated from Texas Tech in 2003 with a bachelor’s degree in agricultural communications and a minor in ballet. She lives in Gloucestershire, England, with her husband, who received a doctoral degree from Texas Tech, and their three children. She was accepted into Royal Agricultural College to study International Rural Development: Sustainable Agriculture and Food Security during summer 2013 and is working on her dissertation.

Katie still is involved with horses, and said she rides at Cirencester Polo Club and has been fox hunting with the Cotswold Hunt.

“This is the mecca for British Eventing, and we’ve spent many weekends following some of the world’s greatest as they gallop across Badminton, Burghley, Gatcombe,” she said. “We’ve even watched (Princes) William and Harry battle it out on the polo field while our son and little George played on the sideline. Horses and dogs are central to life in the countryside and it’s been a pleasure to participate.”

Johnny Bob graduated from Texas Tech in 1970 with a degree in agricultural education and has lived in Lubbock ever since.

“We bleed red and black through and through within our family,” he said. “My sister is a Texas Tech graduate, my wife is and my children and daughter-in-law are. We think the world of Texas Tech and just feel blessed that we are a part of the Texas Tech family. Graduating from Texas Tech has opened lots of doors for us.”



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Finding a Home – Honors College Holds Inaugural Sorting Ceremony

The Thursday night event served as a welcome to the hundreds of freshmen in the college.

By Heidi Toth

Professor Jim Brink walked silently through the great room, wearing black robes and carrying a walking stick with a hood over its top. Hundreds of students watched in anticipation as he stopped in front of them and pulled the hood off to reveal an owl.

The students cheered as the rest of the Texas Tech University [Honors College](#) faculty and staff walked out in robes, mostly black, some purple, with a few carrying hats – witches’ hats, to be exact. One carried a patched-up brown hat bearing a marked resemblance to the Sorting Hat of Hogwarts School of Witchcraft & Wizardry.

Magic was the theme at Thursday night’s inaugural Honors College Convocation and Sorting in the United Supermarkets Arena, but Harry Potter isn’t what Honors College Dean Michael San Francisco had in mind when he brought up the idea of sorting students into houses.

“When somebody asked me, ‘Is this like Harry Potter,’ I said ‘no,’” San Francisco told the students. “I was in a house 40 years before Harry Potter was around.”

Of course, once the rest of his staff told him the students would identify more with Harry, Ron and Hermione than with the traditional British educational system, they ran with the idea. Harry Potter theme music filled the arena, professors swapped out their ceremonial caps for pointy hats and esteemed former Headmaster Albus Dumbledore was quoted more than once.

Honors College leadership planned the sorting to increase engagement among its students. Sorting students into houses will provide a greater sense of community and keep them involved, both with each other and the college. Often students don’t identify as Honors College students; they focus only on their field of study. The leadership hopes by belonging to houses, students will meet more honors students, forge better relationships with each other and the college, and know they have a place of friendship and support.

“We want you to aspire to acquire knowledge, we want you to work hard and we want you to help one another,” San Francisco said before turning the microphone over to Honors College Associate Dean Aliza Wong, who was wearing Golden Snitch shoes.

She introduced the four houses, named for four Texas Tech leaders who were instrumental in the development of the Honors College and associated with a specific trait, each of which is one of the pillars of the college.

- Lawless House: Named for former Texas Tech President Robert Lawless, who still donates funds, along with wife Marcy, for an endowed scholarship; Lawless House stands for integrity.
- Winer House: Named for former Arts and Sciences Dean Jane Winer, who was over the Honors Program and was instrumental in increasing its scope and size before becoming a college; Winer House represents courage.
- Bell House: The house that stands for knowledge is named in honor of Gary Bell, who came to Texas Tech as the Honors Program director and nurtured the program from four faculty members into two dozen faculty and 400 students. He was the dean of the college from its inception in 1999 to 2010.
- Haragan House: Named for Donald Haragan, who was provost when the Honors Program was moved into the provost's office and president when the program became a college; Haragan House represents service. Haragan remains a faculty member in the Honors College.

“What the Honors College is offering you is the four most amazing years of your life – a life of wonder, a life of curiosity, a life of exploration, a life of giving back, a life of imagination, a life where you can make your own magic,” Wong said. “These houses are your homes. They bring you together. They bind you together in a community in aspiration, in excellence.”

Now that they're in houses, students have opportunities to earn points for their houses and compete for a house cup. Their first opportunity came Thursday night, when each student created the first letter of their house using colored sheets of paper. After much shuffling and laughing, San Francisco picked Haragan House as the winner to the next speaker's dismay.

“Being that I'm speaking for integrity, H was way too easy,” Lawless, who was wearing a tie with owls on it, told the group, earning laughter from most and cheers from his house.

He encouraged students to remember they would always be ambassadors of Texas Tech and the Honors College and to live in a way that exemplified each of the ideals.

“We worked together to get this point, and many, many people, including the people behind me here today, have continued to work diligently to create an outstanding Honors College,” he said. “You will bear that burden to keep it going better and better and increasing the reputation of the college.”

The event was popular among the newly homed students as well, who chanted house slogans and tagged their houses on Instagram and Twitter. Dalton Koehl, a freshman from Corpus Christi who is in Haragan House, said knowing the leadership in the Honors College was invested in the students made a difference.

“I think it's great that all the faculty and staff really care enough to put this on,” Koehl said.

Freshmen Rachel Cook from Houston and Melissa Parham from Lubbock, both in Bell House, knew each other already but said they enjoyed meeting other students at the event.



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They also grew up with Harry Potter and enjoyed the music, the sorting and knowing the real tradition behind the fictional school.

“It was an amazing experience,” Parham said.

“The owl – that was cool,” added Cook.



Web Only

Holly's Influence on McCartney Evident Throughout Career

Legendary singer/songwriter makes his much-anticipated stop in Lubbock on Thursday.

By George Watson

Out in cyberspace, a picture exists of rock 'n' roll legend Paul McCartney in a Texas Tech University football jersey, leaping high in the air while playing the guitar.

While no one knows exactly when or where the former Beatles and Wings great acquired the attire – the photo is said to be shot by photographer Annie Leibovitz to promote McCartney's United States tour in the early 1990s – he didn't just randomly pick it off a sales rack at a local sporting goods store, either.

The jersey was reportedly worn as a tribute to Lubbock and one of the biggest influences on both McCartney and the Beatles, Buddy Holly. And it's also no mistake that McCartney's U.S. leg of his 2014 "Out There" tour hits Lubbock on Thursday night at United Supermarkets Arena, thanks to Holly's impact.

"I had heard that he approached Lubbock because he wanted to play and perform in Buddy Holly's hometown," said Mark Morton, an associate professor of double bass at Texas Tech who has taught a class, The Music of the Beatles. "I think the Beatles as a business seemed hesitant to acknowledge his influence, but both John (Lennon) and Paul as individual musicians had the artistic integrity to freely give him credit. You can see evidence of that right here in Lubbock of Paul wanting to come here and perform in Buddy Holly's hometown."

Holly's Influence

Morton said the Lubbock rocker could be viewed as a "big brother" to McCartney and Lennon, who were just a few years younger than Holly, in both their songwriting and musical stylings. Even the Beatles name was a direct reflection of the name of Holly's band, the Crickets.

Richard Driver, an instructor in the Department of History, said the influence can be viewed in a much broader scale. He said McCartney even owns the rights to Holly's catalog from the mid-1970s.

"McCartney's long career as a performer, with the Beatles and following the Beatles' break-up in 1970 and emergence of Wings in the 1970s, could be traced to the success Holly enjoyed as a performer," Driver said. "Holly's interests in producing and songwriting in the last few months of his career could be said to be fulfilled by McCartney's extensive and expansive music business interests, from performing musician and recording artist to producer and publisher."

In many ways, Holly was bigger in England than he was in the United States. Holly's hit "That'll Be the Day" took just two weeks to reach No. 1 when it was released in Britain in September 1957, but took four months to hit No. 1 in the United States when it was released in May 1957.

"In the late 1950s and the 1960s, Holly was arguably more popular in Great Britain than the U.S., influencing numerous musicians and bands that later emerged as part of the British Invasion," Driver said.

Both Driver and Morton said McCartney has acknowledged on numerous occasions that at least the first 40 Beatles songs, if not more, were molded after Holly's style of songwriting, which went beyond the standard 12-bar blues chords used throughout 1950s rock 'n' roll by such artists as Elvis Presley and Bill Haley.

The 12-bar blues form uses what Morton calls "three primary color chords," the I, IV and V chords. Morton said Holly departed from the typical rock 'n' roll 12-bar formula by combining those chords in different orders and in different harmonic rhythms. Near the end of his career, Holly experimented with other minor chords as well.

Even the way the Beatles dressed – narrow lapelled Ivy League jackets and narrow, neat ties – came directly from Holly, Morton said.

Morton said the Beatles delighted in carrying on that work left by Holly and combining them with more darker, emotional and poetically subtle sounds of the other chords.

"I'd say (the Beatles) relied on those three primary color chords as Buddy Holly did up until about 1965," Morton said. "However, before that, I believe they picked up on those chords Buddy Holly left behind and began experimenting with other chords. After 1965, they freely and in a sophisticated way used all the chords."

Both Morton and Driver noted the cover of the Holly song "Words of Love" on the 1964 Beatles album *Beatles for Sale* as a classic example of Holly's influence on McCartney and Lennon, as well as songs like "I Saw Her Standing There," "Love Me Do" and "She Loves You." "That'll Be the Day" was one of the first songs recorded by the Beatles in 1958, when they were known as the Quarrymen.

"The Beatles routinely played Holly songs on stage in Hamburg and Liverpool before signing with EMI in 1962," Driver said, "but their idolization of Holly remained obvious when they recorded for the BBC between 1962 and 1965."

Driver said Holly even influenced the Beatles in non-songwriting ways, saying that Lennon's self-consciousness about wearing glasses on stage diminished after seeing Holly on stage in 1958. Driver added McCartney once said that before Holly, "anyone who had glasses couldn't make it as a singer," and John "was now able to put his glasses on and see the world."

Today's Influence



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Morton said the use of the three primary color chords remains predominant in today's music, not only in rock 'n' roll but in country music as well.

Driver cited rock bands such as U2, Radiohead, Foo Fighters (and before that Nirvana) and Oasis as ones who show influences from the Beatles.

He also pointed to Beatles influence in modern advertising and marketing, citing the Las Vegas Cirque du Soleil show "Love" that used remastered and remixed versions of Beatles songs for a story centered on characters from the Beatles catalog. Target and AT&T have also used Beatles and Holly material.

"Along with fellow musicians and artists in the 1960s, the Beatles fundamentally reshaped the trajectory of popular music and helped the record industry grow further economically than it had enjoyed with the boom and popularity of rock 'n' roll in the 1950s," Driver said.

Morton said he is looking forward to the concert and has his tickets ready to go.

"I wouldn't be surprised if quite a few Buddy Holly songs are on the set list," Morton said.



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Masked Rider Statues Capture Effortless Spirit of 60-Year Tradition

The bronze-casted sculptures depict the Texas Tech mascot down to the smallest detail.

By K'Leigh Bedingfield

As the Red Raiders made their television debut on Jan. 1, 1954 at the Gator Bowl in Jacksonville, Florida, Texas Tech student Joe Kirk Fulton conquered one of the greatest entrances in football history as he rode onto the field with his horse Blackie, clothed in scarlet and black.

Fulton not only made history that day, but a tradition was born – the Masked Rider. Sixty years later, the Masked Rider is still the most beloved and storied tradition on the Texas Tech University campus.

In honor of the tradition's 60th anniversary, Texas Tech Today looks at the three Masked Rider statues on campus that commemorate its importance and spirit.

“The fact that the statues are in motion makes them great representations of the Masked Rider,” said Mackenzie White, this year's Masked Rider. “The statues capture a snippet of the ‘chills down your spine’ emotion the crowd feels when the Masked Rider runs onto the field.”

Joe Kirk Fulton as the Masked Rider, created by Grant Speed (1990)

Rearing up at the south end zone of Jones AT&T Stadium in the Masked Rider Lobby, Joe Kirk Fulton and horse Blackie stand up tall in bronze casting, depicting the original dress of the Masked Rider uniform from 1954-1956. The sculpture signifies the tradition's historical beginning and its unique prominence as it still stands today as one of the most recognizable mascots in the nation.

Due to its large size, the sculpture had to be lowered in through the roof of the Masked Rider lobby by a crane.

This is one of three bronze sculptures the late Grant Speed created for Texas Tech. Speed was born in San Angelo and resided in Lindon, Utah, until his death in 2011. He was most notably known for his bronze sculptures and was involved in the Cowboy Artists of America.

The Masked Rider, created by Grant Speed (2000)

Rising high on a 4-foot-tall platform behind the Frazier Alumni Pavilion, the 25 percent larger-than-life depiction of the Masked Rider represents the well-known tradition as the rider rides out onto the field before each game. In full gallop, the black American Quarter

horse rides toward the stadium while the rider holds the “Guns Up” sign high above its head.

Also created by Speed, this \$300,000 statue launched a fundraiser in which miniature Masked Rider statues could be purchased for \$7,500. Donors also could purchase a brick bearing their name for \$100 that is included in the paving around the pavilion.

Names of all former Masked Riders and their horses are etched into bricks near the granite base of the sculpture.

This piece is a part of Texas Tech’s [Public Art Program](#).

Tornado of Ideas, created by Tom Otterness (2003-2004)

When walking into the Student Union Building (SUB), Tom Otterness’ little, bronze cartoon characters can be seen in the nooks and crannies of the building, including a cartoon version of the Masked Rider. Mainly known for the tornado sculpture in between the SUB and the Texas Tech Library, Otterness created these characters as a complement to his main tornado piece.

This specific Masked Rider sculpture is larger than the other characters in Otterness’ collection. His version of the mascot depicts the Masked Rider atop of the horse, kicking its “feet triumphantly in the quest for truth,” as the artist describes.

For Red Raider home football games, Otterness’ creation is wrapped with red crepe paper like Will Rogers and horse Soapsuds near Memorial Circle.

Otterness resides in New York City and is known as one of America’s most prolific public artists. Many of his pieces can be seen around New York City. His style is often described as cartoonish but also political.

This art collection is a part of Texas Tech’s Public Art Program.



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Putting Nature to Work: Texas Tech Student Examines Manmade Ecosystems

Doctoral candidate Lionel Plummer analyzed constructed wetlands to determine how well the ecosystems are functioning.

By Heidi Toth

Lionel Plummer did his studying wearing knee-high rubber boots and standing in a swamp.

The Texas Tech University doctoral student, who is in the Land Use Planning, Management and Design program, defended his dissertation in early October, describing in 100 pages how wetlands are constructed and why the United States may not be doing as well in wetland restoration as experts thought.

“We’re at a point now where the land is so developed, every last square foot is accounted for,” he said. “People are literally starting to put price tags on natural resources, and this is something that’s been talked about for 10-20 years.”

Working with Robert Cox, an associate professor of habitat restoration ecology in the Department of Natural Resources Management, Plummer created a project allowing him to study wetlands created by ecologists after natural wetlands were destroyed in development. The for-profit projects are created on behalf of developers who destroy the wetlands during development; the law requires developers to mitigate the damage. His research focused on how well wetland mitigation banks actually function – that is, are they a legitimate replacement for the natural wetlands destroyed by development? Is the wildlife thriving? Most importantly, is the water flow working?

“What really drives a wetland is the underlying hydrology. It’s the precipitation, it’s the runoff, it’s the ponding – any H₂O on that site factors into its hydrology,” he said. “For wetlands, water is what drives everything. If you’re focusing on anything else, you’re really not looking at the locomotive, you’re looking at the caboose.”

He examined reports for 70 wetland mitigation banks throughout the nation and he found that, although these banks are meeting the legal requirements as set by the Clean Water Act and the Army Corps of Engineers is checking off on the wetlands after the required five years, these developments are not what they should be.

“Five years sounds like a long time, but it’s not that long when you’re looking at restoring an ecosystem,” Plummer said. “So it might look good for five years, but if you haven’t established that underpinning of a good hydrologic framework it’s not going to pan out in the long run.”

His research somewhat upends the ideas politicians, developers and ecologists have about these wetland mitigation banks.

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“This is something I think that’s new in his research that there’s going to be some interest in,” Cox said. “This really is something that’s unique. It’s going to make a difference for how we plan and conserve wetland biodiversity across the United States.”

Delving into the research

Since Europeans settled America up until the 1980s, wetlands in the way of development, commercialization or mining were often just destroyed. In 1972, Congress passed the Clean Water Act, which eventually required developers to replace every acre of wetland destroyed. Instead of a few acres here and there, all put in place by developers, corporations hired ecologists to create wetland mitigation banks. Developers could buy shares in these banks, often thousands of acres in size, which were then developed into wetlands.

“Instead of these tiny little wetland restoration projects, which aren’t going to amount to anything, you have one massive, robust site which can really develop into a true wetland,” Plummer said. “It can support the wildlife, it can support the vegetation and it can really grow into something authentic.”

By many accounts, this program has been successful. It’s a billion-dollar industry for the people constructing the wetlands, and thousands of acres of wetlands have been constructed. All of these wetland mitigation banks also have a conservation easement, which means the wetlands must remain undeveloped, no matter who owns the property.

“It’s a little controversial about how well the mitigation banks are actually doing that, but just in terms of number of acres, we probably have more wetlands now than we did in the 1980s, largely thanks to those mitigation banks,” Cox said.

But, as Plummer learned in studying the literature around these wetlands, simply existing does not indicate high functionality. Often the ecologists constructing the wetlands equate reconstruction with an abundance of plant life. Even if the plant species are natural to that area, wetlands don’t start with plants and they don’t survive with plants. The wildlife should come second to the underlying water system, but too often, in a rush to get the wetlands functioning within the five years the Army Corps of Engineers assesses these banks, wetlands developers just focus on plants, to the eventual detriment of the ecosystem.

“It’s not so much a question of imposing our thumbprint on the land but really seeing what nature can do on her own and how we can help facilitate those natural processes,” Plummer said. “What I discovered is that many of these banks are being designed with that heavy thumbprint where they’ll go in and they’ll literally plant tens of thousands of saplings in rows. When people talk about restoring the land, they’re like, ‘well, let’s go in there and plant as many trees as we can and that’s restoration,’ but what the really leading-edge scientists are saying is no, that’s not restoration.

“If you develop the hydrologic system effectively, nature will take care of all the plants down the road. It may take 10-30 years, but one of the principles of ecological restoration is simply giving the system time. You can’t expect success in five years.”



Getting along with nature

A significant part of Plummer's research was the realization that to restore natural ecosystems, ecologists need to work with nature, not fight against it.

"What we can't forget is that we are wedded to this planet's natural systems," he said. "We live in an age where it can be easy to forget that."

The result of that is highly developed countries that have either literally or figuratively built walls to keep nature away from civilization. Plummer cited the Netherlands and Hong Kong as examples; for hundreds of years the Dutch have built dikes to stop their land from being flooded. Today, Plummer said, they're starting to think more like the ancient Egyptians, who got out of the way when the Nile flooded and returned when the waters receded to dense, nutrient-rich farmland.

"What they're starting to do is realize that you can't simply keep building higher walls and you can't simply keep having this mentality of it's us versus nature," he said. "They're starting to learn that they've got to loosen up their restraints and kind of play with nature a little bit."

What this means to West Texas

Plummer had to travel to work on his project; there just aren't many protected wetlands in the drought-plagued farmland of West Texas. The inspiration started here, though.

"There's not a lot of wetlands in the area, except we do have a lot of playa lakes, and almost all of the playa lakes have been really heavily modified, altered, damaged, degraded, paved over, filled in or plowed up," Cox said.

The playa lakes were an early part of their discussions, Cox said, but Plummer wanted to look elsewhere, which led them to the wetland mitigation banks.

He's working as a landscape architect for a local firm, and Plummer said, at least for now, he has no plans to leave. He does plan to put his research to good use, however. The process of analyzing and properly restoring land is similar, whether the land in question is the wetlands of Louisiana or the oilfields around Midland and Odessa.

He also anticipates being a more science-oriented landscape architect.

"I see a different way of designing where, in the beginning, at least, you're simply trying to undo all the past blundered attempts where people went in with heavy hands and tried to force natural systems to behave in a way that just wasn't natural," Plummer said. "You're really just trying to let the site be what it always was in the first place."

His work also opened an opportunity for him to teach at the university.

“Texas Tech was really fortunate to have him here,” Cox said. “We’re still fortunate to have him as a resource for students now that he’s teaching.”

Plummer, a native Pennsylvanian who came to Texas Tech after years of working in Dallas, is happy to be here.

“I’m proud to say I’m a Texas Tech student and a Red Raider,” he said. “It was a good experience.”



Web Only

Rawls College of Business Hosts Leadership Presentation

Retired Maj. Gen. Jeffrey Hammond discussed Making a Difference Leadership.

By Emily Gardner

Moral courage to do the right thing and the integrity to be right are the two most important qualities in leadership, retired Maj. Gen. Jeffrey Hammond told Texas Tech University students, faculty and staff.

Hammond gave a presentation Friday (Oct. 31) to [Rawls College of Business](#) students titled “Making a Difference Leadership,” where he discussed leadership and his military experience. Hammond’s wife and President M. Duane Nellis also were in attendance.

“That is who I am,” Hammond said. “That is central to everything I believe to be true about leadership. Integrity and moral courage to do the right thing. Are leaders made or are leaders born? I don’t know. But if they aren’t raised from the beginning with a large dose of integrity and moral courage they’re never going to be a great leader.”

Hammond also discussed how the U.S. Army Infantry School taught leadership with the two words: “Follow me.” He then shared six lessons learned from Bill Crawford, a Congressional Medal of Honor recipient who spent the latter portion of his life as a janitor at U.S. Air Force Academy.

Six of the lessons learned from Crawford include:

- Be cautious of labels
- Everyone deserves respect
- Take time to know your people
- Anyone could be a hero
- Leaders should be humble
- Don’t pursue glory

Hammond said he added one more lesson to the list, which he believes is the No. 1 lesson: Make a difference.

“You were put on this world for a purpose, you’re here to make a difference in life,” he said. “You’re not here just to ride a bus. This country was made great because men and women chose to make a difference.”

Hammond also shared with students his experiences in Iraq, particularly Sadr City, which contributed to his beliefs in leadership.

“Sometimes you’ve just got to make a decision, you’ve got to have the moral courage to do the right thing and you have to have the integrity to have everyone’s best interests at hand, and you want to stand behind the decision no matter what,” he said. “So, we went into Sadr City.”

Hammond said after the invasion, the unit lost initiative and momentum. But a major spoke up saying he could make a difference and Hammond had to trust his instincts.

“I look back at that entire period of time and realize that in my role as a leader, despite the fact that I was the most experienced of all, I didn’t have an answer but I had instincts,” he said. “My instincts were honed for years and years from listening to guys like Bill Crawford, playing sports, being competitive in the classroom.”

Hammond encouraged students to embrace the leadership aspects he talked about, as well as to discover the reason behind the careers they choose.

Hammond grew up in Memphis, Tennessee, and played football for the University of Southern Mississippi. He became a lieutenant and served 32 years in the Army. He said he did not plan to make the military his career, only entering because he did what his father told him, but he fell in love with the soldiers and their families.

“The three reasons we served 32 years,” he said, “the three reasons kids serve today is they really believe in ‘God bless America,’ they really believe in duty, honor, country, and they really believe that there’s a spiritual calling in life. God made us for a reason, and in this case, for us, it was to serve our nation.”

Hammond serves as Southern Mississippi’s athletic director and currently is the special assistant to the president for Military and Veteran Affairs. He also was colleagues with Rawls Dean Lance Nail at Southern Mississippi.

“When I got here and we started talking about the things that are important to us, we started talking about leadership and integrity,” Nail said. “These are the things that matter the most to me and matters most, I think, to what we’re trying to instill here in the Rawls College. Jeff is the person who I think characterizes those in the greatest way.”



Web Only

Red Raiders Host Wide Range of Family-Friendly Halloween Events

Texas Tech departments and organizations host Halloween events.

By Mashairi Halifu

Texas Tech University will host a variety of Halloween events for the campus and Lubbock communities.

Halloween Carnival

- 3:30-6:30 p.m. Saturday (Oct. 25)
- Hosted by Phi Alpha Delta
- Texas Tech School of Law
- Area families and children are invited for an afternoon of safe fun that includes trick-or-treating, face painting, games and more. The event is free; however children must be accompanied by an adult.

Contact: Julie Davis, (254) 220-1559 or julie.a.davis@ttu.edu

Kick or Treat

- 3 p.m. Sunday (Oct. 26)
- Hosted by Texas Tech Soccer
- Children of the community are invited to the final home soccer match of the season for a trick or treat. Kids will receive candy from student organizations after the match.

Contact: Dinah Goodson, (806) 834-1402 or dinah.goodson@ttu.edu

Safetreat

- 6-8 p.m. Wednesday (Oct. 29)
- Hosted by Residence Hall Association at the Texas Tech residence halls
- Candy and activities will be provided in each of the residence hall complexes, and “Boo Buses” are available to transport faculty, staff, community members and their families from hall to hall.

Contact: Billy Werb, (806) 834-0523 or william.werb@ttu.edu

Tech or Treat

- 5:30-8:30 p.m. Wednesday (Oct. 29)
- Sponsored by Texas Tech’s Center for Campus Life, Tech Activities, Greek Life and Student Union and Activities
- Student Union Building
- Texas Tech brings Halloween to the Lubbock community. The parade and carnival will be in the Student Union Building for local families. Student organizations and

on-campus departments will host booths with games and activities for a safe trick or treat option for Lubbock children. Costumes are encouraged.

Contact: Kimberly Simon, (806) 742-4708 or kimberly.simon@ttu.edu

HAUNTCERT

- 6:10 p.m. Thursday (Oct. 30)
- Hosted by the Texas Tech School of Music
- Hemmle Recital Hall
- The halloween concert is a family favorite. Join the orchestra and audience alike in costume for fun and exciting music. Kids can enjoy an instrument petting zoo before the concert to play the instruments they will hear at the concert. There also will be a creative costume contest.

Contact: James Hodgins, (806) 742-2136 or james.hodgins@ttu.edu

Trick or Treat Parade and Fall Festival

- 3:30 p.m. Thursday (Oct. 30)
- Hosted by the Child Research Development Center
- The CRDC will have a trick-or-treating parade through the President's and Chancellor's office starting at 3:30 and a Fall Festival on the playground starting at 4 p.m.

Contact: Melissa Wofford, (806) 742-3031 or melissa.wofford@ttu.edu

Heritage Halloween

- 4-7 p.m., Friday (Oct. 31)
- Hosted by the National Ranching Heritage Center (NRHC)
- The event is free to the public and children can trick or treat at the historical structures at the NRHC. Treats will be period-specific for each house.

Contact: Julie Hodges, (806) 742-0498 or julie.hodges@ttu.edu

Dia de los Muertos Procession

- 5:30 – 9:00 p.m. Friday (Oct 31)
- Hosted by the International Cultural Center

The following is a list of the studios that will be visited during the procession:

5:30 - 6:30 p.m. International Cultural Center

Artwork on el Día de los Muertos theme by Future Akins, Neringa Atkinson, Sue Boyce, Robert Cason, Ed Check, John Chinn, Jane Conkling, Dan English, Valerie Komkov-Hill, Ginny Mahan, Kathleen Mahoney, Alicia McDonald, Chet Morrison, Jan Pate, Cindy Peanick, Carol Pladsen, Shannon Samson, Annalee Schubert, Ed Spence, Ellen Stanley, Melissa Wafer-Cross, and Nancy Woods. Music by Mariachi Amistad.

6:30-7:30 p.m. School of Art

Landmark Arts presents Interpretaciones Gráficas II, typographic and conceptual explorations created by junior students in communications design. The students interpret themes familiar to the Day of the Dead celebration. The final works in the exhibition were selected by Austin-based graphic artist Carlos Hernandez, who served as guest juror.



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Chicanitas: Small Paintings from the Cheech Marin Collection continues in the Landmark Gallery.

7:30-8:30 p.m. Louise Hopkins Underwood Center for the Arts (LHUCA)

LHUCA presents artwork, dance, music and food celebrating Día de los Muertos in the Christine DeVitt Icehouse. Featured will be artwork from LISD students and a performance by el Ballet Folkorico Nuestra Herencia.

8:30-9:30 p.m. Buddy Holly Center

In the Fine Arts Gallery, Celebración, an exhibition of works in response to the history and meaning of Day of the Dead by artists throughout the United States, is on display through Nov. 30. A Children's Make & Take (marigolds) is offered from 6-9 p.m. and Mariachi Alegria will perform from 6-8 p.m. Enjoy Tejano music from Grupo Krueel in the Meadows Courtyard from 8-9 p.m.

Contact: Jane Bell, (806) 742- 3667 or jane.bell@ttu.edu



Web Only

Remembering Texas Tech's Oldest-Known Alumnus

James Charles Featherston, who graduated in 1933, recently died but leaves a legacy of future Red Raiders.

By Patrick Gonzales

The first time James Charles Featherston set foot on the Texas Technological College campus, he couldn't figure out why someone had built the school so far outside of town.

That was in 1927.

Now, Texas Tech University serves as an educational hub for students from throughout the world, and its campus boasts a law school, a medical school and an enrollment of more than 35,000.

And Featherston got to see it all. The oldest-known alumnus proudly experienced the growth of his alma mater before dying recently at the age of 105.

"He always loved Texas Tech and always loved Texas Tech football," his son John said. "Now, he has started a new tradition — raising four generations of Red Raiders."

Born in Stonewall County on Oct. 21, 1908, Featherston lived the majority of his life in Petersburg, growing cotton and raising dairy cows for 75 years. He was married to Ruby Cowan for 76 years before her 2011 passing, and together they raised a daughter and two sons on the Petersburg farm that remains in their family today.

He enrolled at Texas Technological College in 1927, working his way through college by picking cotton and milking cows at the school farm. He left Texas Tech for two years to run the family farm after his father died from a lightning strike, but he returned to graduate with a degree in mathematics in 1933.

Featherston was in the fifth class to graduate from Texas Tech.

"He was still a good mathematician," his son Mike said. "He helped me through some of my engineering courses while I was here."

So far, Featherston's legacy of Red Raiders has spanned four generations. Two of his children and four of his grandchildren attended Texas Tech, and his great grand-daughter Emilie is a junior majoring in computer engineering.

"It was never a question of if you're going to school," Mike said. "It was where are you going to school — and that was Texas Tech — and what are you going to major in."

Featherston's grandson Barry obtained undergraduate and graduate degrees in business administration from Texas Tech in 1985 and 1986, respectively.

"He was a very fit man," Barry recalled. "When I was in college he was in his 80s, and every time I came over we had to have a pushup contest. I could never beat him."

Barry also recalled the time he broke his back in a car accident during his junior year at Texas Tech. He spent three months in the hospital recovering, and his grandfather never left his side.

"Those whole three months, I was never lonely or spent a minute alone because Charles moved their RV out into the parking lot of the hospital, and they spent three months in that RV to be with me and take care of me."

Featherston said on his 100th birthday that the biggest change in his lifetime was leaving his farm. He also said the key to a happy marriage was kissing his bride and telling her he loved her before going to sleep every night.

"My dad was a role model," John said. "He was one of those people that carried himself as a role model, whether it was for me or anybody. If you could emulate what he did you were going to be all right. Ethically and morally, that was the important thing."



Web Only

Student Spotlight: Graduate Student Becomes E3! Ambassador

Saba Nafees joins the White House Initiative on Asian Americans and Pacific Islanders' E3! Ambassadors Program.

By Emily Gardner

What originally was a trip to Houston to take part in a Deferred Action for Childhood Arrivals (DACA) roundtable turned into an opportunity Saba Nafees could not refuse.

Nafees, a Texas Tech University student, recently was selected to be a White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) E3! Ambassador. The alumna and first-year mathematics graduate student, originally from Pakistan, attended the roundtable discussion about engaging the Asian-American youth and community in the DACA program in August and spoke about her background. That speech and [her TEDx talk](#), Nafees said, is what she believes caused Tuyet Duong, senior adviser for WHIAAPI, to encourage Nafees to apply and eventually be selected as an ambassador.

“I believe the TED talk, and my DACA student status, which showcases an immigrant background inherent to the American heritage, greatly strengthened my application,” Nafees said.

Nafees, along with three other E3! Ambassadors, is responsible for Region VI, which comprises Texas, New Mexico, Oklahoma, Arkansas and Louisiana. Thirty-two people from throughout the nation were selected to be E3! Ambassadors for the 2014-2015 year, according to [the WHIAAPI blog](#).

“Saba has embraced a wonderful opportunity to not only represent herself and Texas Tech University in this initiative, but more importantly extend a voice to Asian-American and Pacific Islander youth and share her passion for education,” said Texas Tech President M. Duane Nellis. “There is no limit to Saba's future. She is a wonderful student and an outstanding selection for this role.”

The [E3! Ambassadors](#) will work with Asian-American and Pacific Islander youth to educate, engage and empower them on education, mental health, pathways to public service and DACA throughout the year, according to the E3! website. The applicants were required to address those issues in the application.

“This is the inaugural year of this program,” Nafees said, “which is very critical because there are lots of things we will still be learning, lots of things the White House Initiative will probably modify for the following years. But this is a very important, very exciting year.”

Education is the first topic ambassadors will discuss, Nafees said, which involves helping students learn about college affordability resources as well as talking about current events. Nafees, who is a [Student Government Association](#) (SGA) graduate student senator, plans to work with the Diversity Committee, student organizations, other Texas Tech resources and her fellow Region VI representatives to accomplish her goals involving education.

“Basically, in this first stage,” she said, “I want to make sure they know there is a voice out there for them, and if they have a profound issue, it can be taken care of and there are people in the federal government who care.”

Part of Nafees’ duties as an E3! Ambassador includes hosting a watch party for the National Young Leaders Dialogue on Education Google Hangout on Thursday (Oct. 30). An educational leader will discuss education in the Asian-American population, Nafees said, and the three ambassadors with the most RSVPs will appear on screens in Washington. Anyone can [RSVP](#).

“I will need the help of pretty much all of Texas Tech to help me fulfill my roles here as an E3! Ambassador,” she said.

This summer, Nafees also was chosen to become a [One Young World](#) Ambassador for their 2014 World Summit. One Young World is a nonprofit organization that gathers youth leaders from across the world to debate, formulate and share solutions for pressing world issues that youth face. Delegates can be 18-30 year olds who have demonstrated leadership and are committed to making positive changes. This year’s summit took place Oct. 15-19 in Dublin, Ireland.

Nafees said she was very surprised and honored to have been selected.

“My goal is to not only represent the United States and figure out what problems are affecting my fellow youth around the world, but to take resources from first-world countries and try to help my fellow youth leaders in third-world countries,” Nafees said. “I think the United States has a moral duty to help out as much as we can.”

To apply, individuals created a candidate profile. Nafees said her [profile](#) served as a dashboard. She was able to upload pictures, past work, and expand on her passions, interests and skill sets.

“I’m lucky being a Red Raider, being at Texas Tech, that I have all these great mentors that have helped me grow and who are proud of me,” Nafees said. “This is the first time for Texas Tech to do something like this, and I want us to continue to raise the bar in the Global World.”

One of the initiatives Nafees participated in during One Young World was an Ebola awareness walk. She also helped write a [petition](#) to ensure proper treatment centers in Ebola-affected countries, which was then presented to Michael Moller, United Nations acting head of the economic commission for Europe. The leaders also created a [donation page](#) through Doctors Without Borders to supplement the petition.



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Nafees was a member of the [Honors College](#) and graduated with highest honors from the college along with her bachelor's degree in mathematics in May. She is working on her master's degree in mathematics while conducting research with Sean Rice, a professor of evolutionary theory and mathematical biology. She also teaches introductory biology laboratory sections for Michael Dini, an associate professor in biology education.

Nafees said being a DACA student is the reason she is able to stay in the United States, and she is part of the SGA Diversity Committee as well as the Intergovernmental Committee. She also is the CEO and president of [Texas Tech Innovation, Mentorship and Entrepreneurship](#) (TTIME).

"I'm honored to be highly involved in TTIME," she said. "The TTIME student leaders with the help of the Texas Tech administration and our wonderful adviser, Jennifer Horn from the [Office of the Vice President for Research](#), are at the forefront of trying to lead this new student innovative group to get off the ground and have a great founding year."

Nafees also serves as the senior adviser for the [mathematics ambassadors program](#), which she started two years ago.

Aliza Wong, associate dean of the Honors College, said she believes Nafees is a student who changes others' lives, and those thoughts were clear from the moment she met Nafees a year ago at a new member meeting for Mortar Board.

"She is an incredibly strong, powerful and humble person who is just beginning to discover her power as a writer, speaker and leader," Wong said. "And if this is only the beginning, I cannot imagine just how brilliant her future will be and how many people she will inspire to compassion, understanding and tolerance."

Student Spotlight Questions

Why did you choose Texas Tech?

I think it chose me, and I chose it. It was more of a meant-to-be type thing for me because I was looking for financial assistance from lots of different schools across the state and Texas Tech was the one that reached out and gave me a grant for my first year.

What is your favorite memory of Texas Tech so far?

There are a lot of good ones throughout the years, of course graduating in May, and also all of my memories from the Honors College, and then being on homecoming court out there on the field, that was nice, too.

Who is your favorite professor and why?

There isn't really an absolute favorite because I love all of them and even some of them who have never been my professor but have been good mentors to me. I'm just forever grateful for them. I guess you could say Edward Allen from the mathematics department, he taught me in two classes and he was just amazing, a good teacher, very caring and someone who is still a mentor of mine.

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What is your favorite spot on campus?

I do like the Double-T bench once I found out what it was, but I do like the top of the Mathematics Building. You can actually get out onto it from the windows of the grad student offices up there, so it's pretty nice. You get a nice view of the campus. But I do like the courtyard in Holden Hall, it's very nice.

What is your favorite Texas Tech tradition?

I really like a lot of the homecoming traditions and events that happen. I didn't realize how spirited it was until I was part of it last year. And though this is not necessarily a happy situation, I do like the lowered flags at Memorial Circle because I think that's a really good tradition, and it shows our respects.

What do you love most about being a Red Raider?

I just love bleeding red and black. I mean, whenever I take trips across the country or across the world, wherever I go, I feel that I am an ambassador and a representative of Texas Tech because I always have my Tech pin on, or a Tech shirt on or red and black on, and people are always wondering why. It's just because I'm honored to be a Red Raider because of all that it has given me. I am inspired to give back.



Web Only

Texas Tech Installs Bicycle Repair Stations

The Fixit Stations were implemented across campus.

by Emily Gardner

Texas Tech University bicyclists can now repair their bicycles without leaving campus.

Fixit Stations recently were installed outside seven residence complexes, the Recreation Center, the Student Union Building/University Library and south of the Electrical Engineering Building, said Craig Cotton, transportation demand management supervisor for Texas Tech Transportation and Parking Services.

The Fixit Stations are the first installed on campus, said Clifford Wilkes, a senior writer for the [Texas Tech Health Sciences Center Garrison Institute on Aging](#) (GIA). Before the stations, Texas Tech had only bicycle racks and air pumps.

“By providing these repair stations, it makes it easier to fix minor mechanical problems, such as patching a flat tire, adjusting loose brakes or resetting a slipped chain,” Wilkes said. “This, in turn, encourages students, faculty and staff to participate in more physical activity through active transportation.”

Wilkes said the stations, which are manufactured by Dero Bike Rack Co., were funded by a grant obtained by GIA from the Texas Department of State Health Services.

The repair station, Wilkes said, is a free-standing unit that provides tools and an air pump to help repair mechanical problems on bicycles. The tools and air pump are attached to the unit by stainless steel cables and tamper-proof fasteners, and a hanger allows the bicycle pedals and wheels to spin freely while repairs are made, according to the Dero website. The stand also offers QR codes the bicyclist can scan with their phone to receive detailed repair instructions.

Wilkes said the idea of the need of the Fixit Stations was from the Lubbock Bike Coalition and the Texas Tech Bicycle Coordinating Committee, which is a collaboration between GIA, Cotton and other individuals across Texas Tech.

“One of the strategic decisions in the grant is to increase opportunities for physical activity and access to facilities that promote community design standards that make streets safer for all users,” Wilkes said. “One focus in that area, for the institute, revolves around trying to promote more active transportation and making Lubbock more bicycle friendly.”

Texas Tech was named a [bicycle friendly university](#) by the League of American Bicyclists for the first time in November 2013.



Web Only

Texas Tech Professors Tackle Public Relations Perception Through Study

Research shows intellectual, personality traits of practitioners are positive, but most consider their ethical traits are lacking.

By George Watson

For years, public relations practitioners have struggled to find the exact, aptly descriptive definition for what it is they do.

What may be worse, however, is polling the public for its perception of public relations and receiving negative feedback. Two Texas Tech University professors are hoping that by sharing this information with the industry, the profession will continue its efforts to change that perception.

Coy Callison, associate dean for graduate studies in the College of Media & Communications, and Trent Seltzer, chairman of the college's public relations department, along with former doctoral student Patrick Merle, now an assistant professor at Florida State, recently published a study analyzing the public's opinions of public relations practitioners. The manuscript has been accepted for publication in *Public Relations Review*.

The study showed that, for the most part, opinions of public relations practitioners were generally positive in terms of intellectual and personality traits. But when it came to ethics, the news was not so good.

“(Respondents) think of us as ‘smart’ and ‘friendly,’ mostly positive traits,” Seltzer said. “But when you couple that with ‘liar,’ a very stereotypical view of public relations practitioners begins to take shape. A ‘dumb’ liar would be great. It’s easy to identify those. But when you’re smart and friendly, then you’re seen as smooth or slick and that just feeds into the stereotypical view of practitioners.”

‘Liar,’ ‘spin doctor’ and ‘dishonest’ were just a few of the phrases respondents mentioned when considering the ethical conduct of those in public relations.

Of those surveyed, 91 percent considered practitioners to have positive intellectual traits (‘smart,’ ‘informed’) while almost 77 percent responded positively in terms of personality traits (‘charming,’ ‘aggressive’). However, only 11 percent considered public relations practitioners to possess positive ethical traits.

“I was pleasantly surprised with how overwhelmingly positive the intellectual traits were,” Callison said. “You think back to the portrayal in the media of public relations people ...

and they're not seen as a bastion of intelligence. Here, the data on the intellectual side shows that we're bright and very smart, so I was pleased to see that."

Compared to 2003, when Callison conducted the survey the first time by telephone, the view of practitioners as being ethically corrupt has increased slightly while the view of their intelligence and personality has decreased slightly.

"It's not something where two out of three is good enough," Callison added. "To perform public relations well and represent yourself and your organization, you want to be seen as bright, accommodating and ethical. But you picture a person as being intelligent and accommodating and then also prone to unethical behavior, and then you begin to paint a portrait of PR being a much more nefarious endeavor."

This is somewhat expected, though, as the industry has long grappled with how to accurately define itself. Seltzer said a common definition of public relations is "a strategic communication process which builds mutually beneficial relationships between an organization and the public."

Seltzer says he frequently has to correct common misperceptions about the public relations major when speaking to potential students. He said many students enter the public relations program thinking it is basically just media relations and event planning, when it is actually so much more.

"As someone running a program, it's in the top of my mind a lot of the time," Seltzer said. "It's a challenge for people trying to educate others in public relations and challenging for those who work in public relations. Ethics is talked about almost every day in every class.

"Most of those who work in public relations do practice ethically. The unfortunate part is that's not what makes for good headlines. The rare missteps are what gets plastered all over the newspaper and talked about on TV; the thousands and thousands of people in the industry and doing it in an ethical fashion rarely garner as much attention."

Both Seltzer and Callison agreed that public perception is driven heavily by what makes the news. It could be something as simple as an ill-advised tweet that is sent on social media, or something as big as the Deepwater Horizon explosion in 2010 that was, technically, an engineering disaster but an event that was often labeled by the media as a PR nightmare for British Petroleum. (BP).

More recently, the negativity surrounding police actions in Ferguson, Missouri and the backlash from the community has put police departments in general into a defensive mode and increased the distrust by some in those departments, who now face negative public perception.

"It's unfortunate and in many ways unfair because the vast majority of people working in the profession do a good job and practice it the right way," Seltzer said. "It's just the average person in the general public is not aware of the good side or the positive side. Most are familiar with the negative and the few bad apples."



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So, what do professors like Seltzer and Callison, who train future public relations practitioners, do to begin changing the perception of the industry?

“Just reinforce what we’re doing and keep stressing to students the right way to engage in public relations,” Seltzer said. “The more of them that leave here trained properly to not only conduct public relations efforts effectively but also ethically, the better the odds are of the public recognizing all the good that comes from public relations activities.”



Web Only

Texas Tech Researcher Looking for New Ways to Treat Cancer

Nutritional sciences professor Julian Spallholz has incorporated the trace element selenium into the fight against breast cancer.

By Heidi Toth

Julian Spallholz has an old black and white picture above his desk. It looks like a collection of red blood cells, yet they all seem off. Instead of the pretty, smooth, disc shapes normally seen under a microscope, the cells have jagged edges, non-symmetrical shapes and look broken. It's a frightening image.

Now imagine those broken cells are breast cancer, and suddenly the picture looks much rosier.

Spallholz, a nutritional sciences professor in Texas Tech University's [College of Human Sciences](#), researches the effect of selenium, element No. 34 in the periodic table that is an essential nutrient in small doses and a killer in larger doses. He's looked at prostate cancer, leukemia and HER2 positive breast cancer and, so far, can say with some confidence selenium destroys cancer cells and does so more quickly by modification of the existing cancer antibody treatments on the market today.

The research is still in its early phases; it has only been tested in a lab, not on people or even animals. So far all tests performed on cells show dramatic results.

"I think what would happen is that with the selenium attached and some more experimentation, you could administer this antibody in the same way that you do today, but you could do so in a lower antibody dose," he said. "I think it will be a much better treatment than the existing treatments that are commercially available."

Where did this start?

Spallholz has worked with selenium since he was a graduate student at Colorado State University in the 1960s, but not until 1991 did he find a way that selenium, when attached to a molecule needed by a cancer cell for growth, could inhibit cancer. He has since attached selenium both to commercial antibodies that specifically target cancer and folic acid, which cancer cells suck up at higher rates than normal cells because it aids in growth.

Spallholz's research uses both commercial antibodies and folic acid as a sort of Trojan horse for cancer cells. He attaches selenium to antibodies or folic acid and delivers it into a Petri dish, where the cancer cells grab them. The selenium, now inside the cancer cell, destroys the cell, doing what he calls "funny chemistry," generating free radicals and destroying only the cancer cell from within.

What is HER2 positive breast cancer?

Human epidermal growth factor receptor (HER) 2 promotes cell growth, including cancer cells. In HER2 positive breast cancer, the cancer cells overexpress HER2, which allows the cancer to grow more rapidly. According to the Mayo Clinic, this type of breast cancer is more aggressive than other breast cancers and less responsive to hormone treatments.

About 20 percent of all breast cancer cases are considered HER2 positive.

What is the current treatment method?

According to the manufacturer, Herceptin works by targeting breast cancer cells that are overexpressing the HER2 receptors. It latches onto the HER2 receptors and inhibits the signal from the receptor that tells the cell to divide while also sending a signal to immune cells that the cancer cell needs to be destroyed. This is an effective means of destroying the cancer, but both it and another treatment, called Tykerb, carry the potential risk of congestive heart failure.

Herceptin, by far the most common treatment for HER2 positive breast cancer, has another problem: doctors have found the cancer can adapt to this treatment. Spallholz's research has been conducted on some of these drug-resistant cells, which were developed from a 62-year-old Finnish woman.

"After a year or so of treatment, for many women, the cancer becomes resistant," he said. "That's why you get recurrences."

Genentech, the same company that produces Herceptin, had a similar idea to Spallholz; a new antibody product, Kadcyra, combines the targeting ability of Herceptin with an attached cytotoxic drug, which is supposed to kill the cancer cells.

How does the selenium work?

Spallholz and his doctoral student, Priyanka Bapat, attached selenium to a Herceptin molecule and sent it after Herceptin-resistant breast cancer cells. Bapat said they found the Herceptin still targets the cell and the selenium kills it.

Spallholz pointed to graphs comparing the effect of Herceptin and different levels of selenium on the Herceptin-resistant cancer cells. Each test showed roughly the same results: Selenium killed cancer cells more quickly than Herceptin alone or Kadcyra. Bapat said the Herceptin-resistant cancer cells had a higher sensitivity to selenium.

"Selenium attached to Herceptin is killing cells more quickly and at lower concentration," Spallholz said.

What does this mean for cancer patients?

If the cancer cells act in people as they do in the lab, it potentially means about a fifth of breast cancer patients can get faster, more effective treatment of the disease without requiring as many drugs, which reduces the likelihood of "systemic toxicity," meaning severe side effects. Less treatment also means a patient's overall hospital bill could be smaller.



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“Basically, do you want to drive a Volkswagen or a Ferrari? If you want to drive a fast car, what are you going to drive?” Spallholz asked. “Well, this antibody is kind of like a Ferrari, not a Volkswagen. It works much faster and has a lot more horsepower.”

Breast cancer may not be the only cancer this treatment could affect. The human growth hormone causes uncontrolled tumor growth in a number of different types of cancer.

“Resistance to chemotherapeutic drugs is becoming prevalent and is a major obstacle in the treatment of cancer,” Bapat said.

Is selenium toxic?

Selenium is an essential nutrient for good health; it’s in many foods, including Brazil nuts, tuna, poultry and grains. It’s also in daily multivitamins, but ingesting too much is potentially deadly. However, the amount included in this cancer treatment would be so small as to not be harmful to humans. It’s enough to kill an individual cancer cell when targeted without harming the patient.



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Texas Tech Therapeutic Riding Center Receives Gypsy Vanner Horse

The center won the horse through a Facebook contest in July.

By Emily Gardner

The Texas Tech University Therapeutic Riding Center (TTRC) was awarded a Gypsy Vanner horse through a Facebook contest this summer. After more than two months in Lubbock, the horse – which riders chose to name Gypsy – is already impacting the program and its members.

Gypsy was donated to TTRC by the Gypsy Gift Organization through [LexLin Gypsy Ranch](#). Premier Accredited Centers with Professional Association of Therapeutic Horsemanship, International (PATH, Intl.) were eligible for the contest, said Tangi Irwin, TTRC program director.

“We were really excited about receiving the horse,” she said. “It will add additional spots to our schedule that we couldn’t have done before.”

Gypsy was presented to TTRC on July 26 at the Gift Presentation in Tennessee and was shipped to the center a week later, Irwin said.

“We plan to incorporate her into both our therapeutic riding classes as well as our hippotherapy sessions,” she said. “We also look forward to using her in our future programs. We hope she will be able to be a part of our show team and travel to shows with our riders.”

Gypsy will play a part in the lives of many patients as well as be able to improve the quality of life of those she comes in contact with, said Lisa Grant, a PATH certified therapeutic riding instructor.

Gypsy has adapted to Lubbock and gets along with the other members of the herd, especially Queen, the center’s Norwegian Fjord, Grant said.

“She is a special horse,” Grant said. “Just from the small amount of time she has been at the therapy center, she has made an impact in my life. Gypsy is a sweet mare who is smart, and she can pick up a person’s emotions quickly. I think her biggest talent is being able to make a gruesome day into a marvelous day.”

To be eligible for the contest, TTRC was required to submit a biography to LexLin Gypsy Ranch, Irwin said. After TTRC was selected, the center participated in a competition

through the LexLin Facebook page, where users voted for the center of their choice once a day for four months.

Five centers were awarded horses. The top four centers with the most votes and a center chosen by LexLin Gypsy Ranch each received a horse, Irwin said. TTRC finished third in the contest.

Grant said she voted for TTRC every day and encouraged volunteers, family and friends to do the same.

“I even had an alarm set on my phone to help remind me it was my time to vote since you could only vote once every 24 hours,” Grant said.

The TTRC is a Premier Accredited Center through [PATH, Intl.](#), Irwin said. The center provides services to about 70 child and adult riders who have a variety of disabilities and special needs using 13 horses and seven certified therapeutic riding instructors.

The center competes in the area and state Special Olympics as well as the Chisholm Challenge, which is part of the Fort Worth Stock Show and Rodeo, Irwin said. It also offers hippotherapy sessions and therapeutic riding sessions.

Hippotherapy sessions involve an occupational, physical or speech therapist who uses a horse to reach the therapy goals the therapists have for their rider, while therapeutic riding involves incorporating a rider’s therapeutic goals with the skills needed to ride a horse, Irwin said. This course is taught by certified therapeutic riding instructors.

The center is located at the Texas Tech Equestrian Center and has partnerships with therapists from [Texas Tech Health Sciences Center](#), Lubbock Early Childhood Intervention and private therapists, Irwin said.

“We hope to continue to offer therapeutic riding and hippotherapy sessions as well as add new programs in the future,” she said. “We would like to continue to grow both in number of horses and number of riders.”

For more information about the center, its programs and how to volunteer, visit [the TTRC website](#).



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Urban Tech Plays Key Role in Development of Lubbock Homeless Facility

The project is in fundraising stage to create the High Cotton Center.

By George Watson

At the corner of East 13th Street and Avenue A in Lubbock sits an old cotton gin at the front of a large lot. On the back of that lot are several tents that give an image of an old army encampment.

But this has nothing to do with the armed forces. This lot, known as Tent City, houses Lubbock's homeless population, which in recent years has been moved from the area outside the downtown branch of the public library to the corner of Broadway and Avenue Q to its current location as plans for downtown redevelopment began to take shape.

The City of Lubbock, however, is doing more than just finding a convenient, out-of-eyesight location for its homeless. And Texas Tech University's [College of Architecture](#) has played a large part in providing the homeless of Lubbock a top-quality place to stay.

Through [Link Ministries](#), a faith-based non-profit organization that operates Tent City, plans have been devised and fundraising is underway to create a new homeless assistance facility on the lot at 13th and A, known as the [High Cotton Center](#).

Urban Tech, the College of Architecture's design studio located in downtown Lubbock to aid in redevelopment of downtown, teamed with Link Ministries on the ground floor of the project to develop a long-term vision for Tent City. Though Urban Tech's involvement with the project has diminished – by design – as the project has approached the fundraising stage, director David Driskill said the experience was tremendous for both him and his students.

“It's meant a great deal to the students and to me,” Driskill said. “I would say that the two years we were very hands on with the project were the most fulfilling two years of my teaching career. I think the students would agree. We all really felt like we were having an impact on what was going on.”

Urban Tech's involvement with the project began in 2011 after the Lubbock City Council removed the homeless population from the downtown library. They relocated to the corner of Broadway and Avenue Q, but that presented another problem in terms of downtown redevelopment.

“We're here for downtown redevelopment,” Driskill said. “You can't redevelop downtown if it is indeed the de facto homeless facility.”

Driskill admits, though, that he was of the thought, and a prevalent thought it was, that not much could be done for the homeless other than using the out-of-sight, out-of-mind approach. Link Ministries, however, didn't see it that way.

The more Driskill and students in Urban Tech delved into the project, the more they could see they could make a big difference for the homeless. It started with the creation by the city council of the homeless task force, which brought Urban Tech into the picture. With a small grant and the help of Lubbock community activist Louise Underwood, students at Urban Tech mapped homeless providers, significant services and businesses that dealt with Lubbock's homeless.

Around the spring or summer of 2012, the committee began gathering data from service organizations such as the Salvation Army, food agencies and providers on what services best help the homeless. Out of that came areas where it was obvious services didn't reach the homeless, and the committee formed its priorities for what needs to be provided in a homeless facility.

Those services, Driskill said, include basic services like food, bathing facilities, clothing and mental and physical health processing.

From there, the committee then set out touring several larger cities in the region such as Dallas, Oklahoma City and San Antonio. They were particularly struck with the Haven for Hope organization in San Antonio, which provides homeless with 90-day treatment programs for drug and alcohol addiction.

"Graduates who have gone through the 90-day treatment program have an 80 percent success rate of having a life and a job for a year afterward," Driskill said. "Those who didn't go through the whole 90-day treatment had a zero success rate. So that was kind of a knock on the head for us. We knew that looked as though it would be something we could do."

The following fall, the committee teamed with Lake Flato Architects to develop a vision for therapeutic facilities serving the local homeless population. Link Ministries, happy with the work Urban Tech had done, approached the group about designing the whole project. But Driskill said the project needed to go to a professional firm, so in fall 2013, Link Ministries and High Cotton joined with HiWorks Architecture, Urbanist Design and Studio Outside Landscape Architects to produce a conceptual design for the High Cotton site.

In April, the conceptual designs for the High Cotton facility were revealed during Lubbock's First Friday Arts Trail. That began the second, and possibly most challenging part of the project – fundraising, which Urban Tech and the College of Architecture have no dealings with in any way.

"We thought tents would be a better environment than bunk beds in some big space," Driskill said. "The challenge now is trying to get the \$10 million for the project. (The community committee) is trying to raise funds now when so many people feel the way I used to feel in that we're just throwing money down a rabbit hole. The other part is that the community is very focused on a performing arts center. That's really important to happen



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for Lubbock, but trying to raise money for the homeless facility at the same time is really tough.”

Still, the work done in helping design a new homeless facility for Lubbock has been extremely rewarding for Driskill and his students, and they can take great pride in knowing they’re helping alleviate the homeless situation in the city.

“Every day I get at least one call from a potential resident that I have to turn down because we’re at capacity and have a waiting list,” said Les Burrus, Link Ministries director. “It’s a good sign that our services are helping people in the community, but it’s also a sign that it’s time to grow.”

For more on the High Cotton Center, click [here](#).



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Visiting Scholar Expounds on Campaign for Presidency

Economist Franco Parisi finished fourth in 2014 Chilean presidential election.

By George Watson

It's not often that Texas Tech University lands a former presidential candidate as a Visiting International Scholar.

But students in the Rawls College of Business will have the opportunity to learn from someone who has expertise in world finance and the unique perspective of trying to become the leader of his country. Franco Parisi, 47, was an independent candidate in the 2013 Chilean presidential election, receiving 10.11 percent of the vote.

Parisi achieved notoriety through his work on Chilean radio and television explaining economics, earning the nickname "the economist of the people." He ran as a social liberal, hoping to bring the poor of the country up in status both socially and economically.

"In Chile, we need more freedom, but we also need to be protected and have help from the government," Parisi said. "If you're born as a rich kid, you are going to be successfully rich. If you are born as poor, you are going to die as a poor man, and I think that is not fair. There are very few chances to move up."

In essence, Parisi wants everyone in Chile to have the same opportunity his family received. The son of a former captain in the Chilean army, Parisi's father left the military and received a degree in economics from the Universidad de Chile. He became a successful executive, allowing Parisi to study at the Universidad de Chile as well as the University of Georgia, where he met Lance Nail, dean of the Rawls College of Business.

During his campaign, he said he encountered many talented people; all they needed was a small opportunity to succeed. But those opportunities, right now, are few and far between.

His message seemed to ring true. To have his name placed on the ballot, Parisi collected more than 50,000 signatures on a petition, then received more than 666,000 votes across the country.

"The people knew I could not make big changes. I wasn't going to change their salary, or double or triple it in three years," Parisi said. "But they knew that their kids, maybe their grandsons or granddaughters could be better off with me than with another candidate."

Parisi gave several examples of the issues he said lower income Chileans face every day that make climbing out of poverty difficult.

Banks in Chile earn a return of 25 percent, compared to the U.S. where banks earn 8 or 9 percent. With no bankruptcy law available for citizens who are unable to pay such a high interest rate, there's no way for an estimated 2 million Chileans to get out of debt.

He recalled one time when he took on the bankers about their interest rates, and one was particularly aggressive in response to his position. Turns out it was one of his former students. Three months later, he ran into that former student, who admitted after he had been fired by the bank that Parisi was correct.

In Chile, the government puts a 20 percent tax on medicine, and because of that, drug prices are to the point that some Chileans can't afford them. He also drew the ire of the mining industry for suggesting they pay for the water they use, which they receive without charge.

Parisi visited a town in the northern part of Chile called Alto Hospicio and talked with mothers who had several family members involved with drugs, some as young as 8. In Chile, however, to get off drugs, a person must spend time in a clinic at a rate of \$100 per night, which he said is impossible for some people to pay. His idea was to have affordable clinics in each Chilean county to help combat the drug problem.

As his campaign gained popularity, however, Parisi said he became a target of attacks by the larger political parties, who tried to disparage his name publicly. He said he had embarrassing information on other candidates and could have fought back with dirty tactics, but chose instead to throw that information in the trash.

He was also proud his campaign, which consisted of just four people and accepted a total of only \$10,000 in campaign contributions. He even turned down a large sum of money from a gentleman who he later found out was taping him. The man planned to use the tape against Parisi had he accepted the money.

"I wanted to make a statement that if you want to make changes, you cannot have favors to pay," Parisi said. "You know that if somebody gives you money, in the end, they are going to change or ask you for something. One of the things that you learn during this process is that there are so many people who are going to be happy when you fail. (When you take money) you get farther from the people every day, and that was not good."

It is that mood in Chile, of highlighting other's failures, trying to dig up dirt on other people, and the desire for all Chileans to have a better life, that he still hopes to change. But running for president again is not something he is considering at this time.

"I have to build for what I am working at now," Parisi said. "I'm working at a great university and I have a lot of respect for my students, so I want to focus on my situation in America. You need a bunch of money if you want to be president, at least \$10 million. If I don't get the Powerball, it will be difficult to get that kind of money.

"I'm sure that if I say anything about Chile I will be attacked for it. It's not a good situation to be in to receive those attacks. But in Chile we have to make some changes. I hope the current president will do it. If not, Chile is going to be hurting for a long, long time."



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