



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 1, 2016

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

Center for Water Law and Policy Presents Documentary Screening

“Written on Water” traces the struggle to sustain water resources in West Texas.

- WHAT:** Screening of documentary “Written on Water” at the inaugural Water & Film Symposium
- WHEN:** 7 p.m. Thursday (Feb. 4)
- WHERE:** Alamo Drafthouse Cinema, 120 West Loop 289
- EVENT:** Presented by the [Center for Water Law and Policy](#) at Texas Tech University’s [School of Law](#), “Written on Water” focuses on the Ogallala Aquifer and examines the conflicts, politics, economics and scarcity of groundwater in West Texas. The film follows farmers and residents of a small town struggling to survive as the water source dwindles and highlights tension between property rights advocates and farmer-conservationists.

Directed by former United States Geological Survey geologist Merri Lisa Trigilio, the film is the inaugural event for the Water & Film Symposium, which features a Q&A panel with nationally acclaimed groundwater scientists and water policy experts. The panelists include Jay Famiglietti, a senior water cycle specialist and project scientist for the Western States Water Mission; Michael Campana, technical director for the American Water Resources Association and professor at Oregon State University; and Sharlene Leurig, director of the Sustainable Water Infrastructure Program at Ceres, a national nonprofit helping institutional investors integrate sustainability into capital markets.

Admission to the screening is free and open to the public. RSVPs to Erica Lux, erica.lux@ttu.edu or (806) 834-3412, are appreciated but not required.

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DATE: Feb. 1, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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International Film Series Hosts First Showing in Sexism in Cinema Series "Winter's Bone" is showing Feb. 3 at Alamo Drafthouse.

WHAT: Texas Tech University [Women's Studies Program](#), [Alamo Drafthouse](#), [International Film Series](#) and [Risk Intervention & Safety Education](#) presents "Winter's Bone," the first of four showings in the Sexism in Cinema Film Series.

Following the film there will be a 20 minute discussion about representations of femininities, masculinities, social class and addictions led by [Kristy Soloski](#), assistant professor at Texas Tech.

WHEN: 7 p.m. Wednesday (Feb. 3)

WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289

WHO: The event is open to the public and admission is \$3. A complete list of the films in the series can be found [here](#).

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CONTACT: Elizabeth Sharp, associate professor, Human Development and Family Studies, Human Sciences, Texas Tech University, (806) 834-8652, elizabeth.sharp@ttu.edu or Dana Weiser, assistant professor, Human Development and Family Studies, Human Sciences, Texas Tech University, (806) 834-4912 or dana.weiser@ttu.edu

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 1, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Texas Tech Libraries Begin Book Reading Series Feb. 8

The three-part series will include discussions led by Texas Tech scholars on topics related to the 19th-Century classic, “The Strange Case of Dr. Jekyll and Mr. Hyde.”

Join the discussion with Texas Tech University faculty members as they tackle Robert Louis Stevenson’s “The Strange Case of Dr. Jekyll and Mr. Hyde” in a book reading series hosted by [Texas Tech University Libraries](#) and the [Humanities Center at Texas Tech](#).

The opening of the “Recovering the Classics” pop-up gallery will kick off the series at 7 p.m. on Feb. 8 in Library Room 309. The gallery will include national and local exhibits that re-imagine the cover art of classic novels.

Each of the two-hour discussions will begin at 7 p.m. and will feature presentations by scholars on various topics related to the book. Dorothy Chansky, director of the Humanities Center and an associate professor in the [School of Theatre & Dance](#), and Andrew Martin, interim dean of the [College of Visual & Performing Arts](#), will introduce the novel at the art exhibit.

On Feb. 15, Kelly Cukrowicz, an associate professor of [psychology](#), and Robert R. Paine, director of the [forensics sciences](#) graduate and minor programs and an [anthropology](#) professor, will discuss the mental health of the character and the forensics of solving a murder investigation. The discussion on Feb. 22 will be led by [English](#) professor Marjean Purinton, who will present literary criticisms of the novel.

“We try to make it an interdisciplinary approach for whichever book we’re doing,” personal librarian Cynthia Henry said.

Refreshments will be provided and the events are open to the general public. Those within the Texas Tech community can download the novel in e-book format for free with their eRaider sign-in [here](#). There are a limited number of print copies available for loan from the library.

To reserve a spot, email cynthia.henry@ttu.edu at the University Libraries or call (806) 834-0898.

For more information about the readings, visit the library [website](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 2, 2016

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

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Moody Planetarium Re-opening with More Shows, Better Space

The renovations were funded by a grant from the Moody Foundation.

The [Moody Planetarium](#) at the [Museum of Texas Tech University](#) is re-opening Friday (Feb. 5) after almost six months of renovations. Visitors can expect a livelier, more comfortable experience and a wider variety of shows.

The planetarium closed in August for renovations. The updates include a repaired laser, the removal of outdated equipment and an additional fire exit. The grant from the Moody Foundation, which curator of anthropology Eileen Johnson authored, also funded new shows for visitors.

“More shows means visitors can come to the planetarium throughout the year and always see something new,” said Jill Hoffman, the Helen DeVitt Jones curator of education for the museum. “The generosity of the Moody Foundation has been essential to making the planetarium an even more popular attraction in Lubbock.”

Museum administrators hope to expand science-based programming at the museum, and the planetarium plays a major part in that goal. Astronomy professors have held labs at the planetarium for years, which Hoffman said will continue, and she hopes to see the professors use the museum and planetarium to reach out to the community as well.

“The planetarium would be a great way to connect the knowledge and enthusiasm of the astronomy professors with a broader audience, so now that the space is a bit more lively I hope we can find ways for them to present talks and other ideas,” she said.

Several shows will be featured Friday:

Cowboy Astronomer: 5:30-6 p.m., Moody Planetarium

Explore the stars from a cowboy’s point of view. This full-dome planetarium show includes star tales and Native American legends combined with constellation identification, star-hopping and astronomy tidbits. It is narrated by cowboy humorist and poet Baxter Black and is appropriate for all ages.

Extreme Planets, 6:30-7 p.m., Helen DeVitt Jones Auditorium

Just more than a decade ago, there were no known planets orbiting sun-like stars outside Earth’s solar system. Since 1995, however, fast-paced developments in detection techniques have revealed hundreds of extrasolar planets. Though it will be years before we

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have direct images of the surfaces of these worlds, this show gives us an idea of what they might look like. Better for sixth grade and up.

iPop Laser Show, 7:30-8 p.m., Moody Planetarium

With new music from the pop charts mixed with a classic from Michael Jackson and the Jackson 5, the iPop show features stars both past and present in brilliant laser light. This show is a guaranteed hit for children as it features songs from Justin Bieber and Ludacris to Katy Perry and the Black Eyed Peas. Appropriate for all ages.

The museum is open 10 a.m. to 5 p.m. Tuesday through Saturday and 1-5 p.m. Sunday. It is part of the First Friday Art Trail and will be open until 9 p.m. Friday. Tickets to planetarium shows are \$5 for adults and \$3 for children, teens, seniors and Texas Tech students. Tickets go on sale 30 minutes before a show and must be purchased in person. Entrance to the museum is free.

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CONTACT: Jill Hoffman, curator of education, Museum of Texas Tech University, (806) 742-2432 or jill.hoffman@ttu.edu



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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 2, 2016

CONTACT: Chris Cook, chris.cook@ttu.edu
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Texas Tech Achieves Tier One Carnegie Designation

Texas Tech is one of only 81 public institutions listed in the top tier.

Texas Tech University was listed among the nation's top doctoral universities in the latest Carnegie Classification of Institutions of Higher Education. Of the 115 universities listed in the [Highest Research Activity](#) category, Texas Tech is one of 81 public institutions in the top tier.

The Carnegie Classification of Institutions of Higher Education, announced every five years, is the foremost measure of a university's research, academic scholarship and teaching. Between the three categories – Highest Research Activity, Higher Research Activity, and Moderate Research Activity – 335 universities were listed.

“Designation as a Carnegie Tier One university is not accomplished overnight,” said John Opperman, Texas Tech interim president. “It is the culmination of years of dedication to research, teaching and learning by our administration, faculty, staff and students.”

Texas Tech's ascent into the top tier of research institutions reflects the university's recent momentum. In May 2012, the university was the first in the state to gain access to the National Research University Fund (NRUF) as set forth by Texas House Bill 51, which identified eight emerging national research universities in 2009.

The commitment to research is not new to the university, but more recent investments in infrastructure, faculty retention and recruitment, and workspace have reinforced that commitment. Additionally, partnerships and collaborations with industry leaders, such as Bayer CropScience, provided a boost to Texas Tech's research initiative, as has the opening of the [Innovation Hub and Research Park](#).

“Texas Tech can be proud that it is now listed among the ‘highest research activity’ institutions and was one of only 15 universities to move into this category since the previous ranking in 2010,” said Lawrence Schovanec, Texas Tech Provost. “The Carnegie designation is rewarding for our faculty, who make possible a productive, research-oriented environment, while still fulfilling our fundamental obligation of providing our students with an exceptional educational experience.”

Texas Tech has shown increases in the number of doctoral degrees awarded each of the last five years, including 332 in 2015. Doctoral degrees conferred is among the criteria

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for Carnegie's highest research activity designation and was a primary category in the state's NRUF thresholds. By contrast, the university conferred 243 doctoral degrees in 2010.

"The attainment of the benchmarks that moved Texas Tech into the top tier of research universities is a testament to a long history of scholarship and research by our faculty and another source of pride for our students and alumni," Schovanec said.

While recognizing the significance of the Carnegie classification, Opperman noted the importance of focusing on the future.

"This is a significant milestone for Texas Tech University and its community and should be a source of pride," Opperman said. "But we also recognize there is more to being a great public research university. We should use this opportunity to renew our historical commitment to the undergraduate education experience of our students, while continuing to expand research opportunities that will make a difference."

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 2, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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Texas Tech to Compete in Recyclemania

The eight-week competition will rank the university against schools in the United States and Canada based on its recycling efforts.

For the fourth year in a row, Texas Tech University will participate in [Recyclemania](#), an eight-week tournament that ranks colleges and universities based on their recycling efforts.

The competition, which begins Monday, is an opportunity to promote recycling and to bring awareness to sustainability efforts on campus, said Melanie Tatum, unit assistant director in [Sustainability and Warehouse Operations](#). Last year, Texas Tech finished 248 out of 311 universities with a rate of 4.814 pounds of recyclables per person on campus, numbers she hopes will improve this year.

“We beat the University of Texas in 2014,” Tatum said. “For us, where we live, recycling is not a way of life. So for us to beat them, that’s a pretty big accomplishment.”

Hundreds of schools across the United States and Canada will participate this year, including several in the Big 12 Conference, and will be ranked in various categories including per capita and waste minimization. There also are special categories for specific recyclables and on March 26, an electronics drive will be held to collect items from the Texas Tech and Lubbock communities.

Items that can be recycled include everything from [paper, plastic and glass, to certain metals, textiles and foam](#). The items will be collected from bins in the residences halls and the academic buildings, including the [Texas Tech University Health Sciences Center](#).

The recycling center will host a table near the Student Union Building several times during the competition that will include a giveaway each time. The first event will take place on Feb. 9 – 10, Tatum said, and information on upcoming events can be found on their [website](#).

A recycling station located behind Housing Services on Main Street between Flint Avenue and Hartford Avenue is available for off-campus students and other members of the community to drop off recyclables. Items should be clean, rinsed and bagged before placing in the bins.

“They don’t have to sort it,” Tatum said. “We just ask that paper be bagged separate from the other items so it doesn’t get contaminated.”

Tatum said Recyclemania is just one of the many efforts at Texas Tech to increase sustainability and recycling. Being named as a winner in any of the categories would give the campus national recognition and allow for more initiatives on campus.

“It is important for the students, in fact the entire campus, to practice recycling,” Tatum said. “The more we can keep out of the landfills, the better it is for our environment.”

The environment won’t be the only thing benefitting from recycling, she added.

“Recycling also saves the university money by not paying to throw recyclables away,” Tatum said. “University Student Housing sells all of the recyclables and all the money we make from selling the recyclables goes back into the Sustainability Scholarships.”

Over the past three years, \$55,000 has been awarded in these scholarships, with \$30,000 being awarded just last year.

“The more we can collect, the more money we make, which means the more scholarships we can give out,” Tatum said.

For more information about sustainability and recycling efforts on campus, visit their [website](#).

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DATE: Feb. 3, 2016

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

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Registration Open for Fashion, Chef Camp at Texas Tech

Children and teenagers interested in learning more about fashion design or culinary arts can participate in a weeklong camp at the Texas Tech University campus.

Each camp runs from June 27 to July 1 and ends with a special show, to which family is invited. The fashion camps are \$500 per person before May 1 (\$600 after May 1); the cost for chef camp is \$650. The cost includes staying in a residence hall, eating in a dining hall and all equipment and supplies for camp plus a camp T-shirt. Discounts are available for returning campers or families sending more than one camper to either fashion or chef camp.

Glue, Glitter and Glamour – ages 8-12 years old

The camp will include sewing safety; inspiration boards; bleach pen shirts; embellished sunglasses; do-it-yourself (DIY) accessories; and fun activities like 1989 Night and Red Raider Sports Night. The week will end with a fashion show, to which parents are invited.

Tau Rho Mo – ages 13-16 years old

Campers will learn fashion history; create shadow boxes; create a fashion portfolio; learn about retail buying, textiles and international retailing; plus participate in yoga night and game night. The older campers will join the younger campers in the fashion show.

Register for fashion camp [here](#).

Chef Camp – ages 13-16 years old

The camp will enhance participants' knowledge of culinary arts, including learning cooking skills and learning about plating and presentation. The camp will end with a cooking competition inspired by The Food Network's "Chopped" at Skyviews Restaurant.

Register for chef camp [here](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2016

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UrbanTech to Host News Conference, First Friday Art Trail on Friday The public can adopt areas of the Guadalupe-Parkway Sommerville Centers' expansion project for actualization.

UrbanTech, a program within the Texas Tech University [College of Architecture](#), has partnered with the Guadalupe-Parkway Sommerville Centers to develop their northeast Lubbock facility.

WHAT: [UrbanTech](#) will introduce to the public a new playground and sports field expansion planned for the Guadalupe-Parkway Sommerville Centers, located at 405 N. Martin Luther King Jr. Blvd.

WHEN: 12:15 p.m. Friday (Feb. 5)

WHERE: First floor lobby, Texas Tech University Downtown Center, 1120 Main St.

EVENT: David A. Driskill, the [Mark E. Humphreys, AIA, Chair for Urban Design](#) at Texas Tech, will welcome attendees and explain the UrbanTech program.

Dela Esqueda, executive director of the Guadalupe-Parkway Sommerville Centers, will talk about the nonprofit and its mission.

Lyle Scovell, a board member for the Guadalupe-Parkway Sommerville Centers, will talk about the redevelopment project and the fundraising efforts involved.

Pizza will be provided.

UrbanTech also will host a public showing of the expansion plans during that evening's First Friday Art Trail.

WHEN: 6-9 p.m. Friday (Feb. 5)

WHERE: First floor lobby, Texas Tech University Downtown Center, 1120 Main St.

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EVENT: The exhibition will focus on 10 areas to be developed at the facility, each itemized with a budget that enables individuals to adopt the project for actualization:

- Fencing and gateways
- Glass garage doors from existing gymnasium to expanded outdoors areas
- New and relocated heating, ventilation and air conditioning units for the existing gymnasium
- Playground with three zones for different age groups and purposes
- Developed free-play zone with loose parts
- Football field and bleachers
- Volleyball courts (2)
- Basketball courts (2)
- Picnic pavilion with concessions, toilets and storage
- Landscape and paths

The Texas Tech Mariachi los Matadores will provide entertainment and refreshments will be served. Graduate work focused on downtown redevelopment also will be on display.

About UrbanTech

Urban Tech is a program within the Texas Tech [College of Architecture](#). It is a place for students to think, draw, design, model and create; a product of ideas and information in public exhibition in the form of drawings and models and transportable information via digital media; and a process of civic engagement and exploration. UrbanTech clarifies the public benefits of architecture, promotes the creation of new knowledge and serves as a laboratory for ethical professional behavior where community needs supersede private agendas.

UrbanTech's involvement with Guadalupe-Parkway Sommerville Centers is sponsored by FBT Architects and HB Construction. The project started in September 2015. UrbanTech has previously been involved in projects with the Louise Hopkins Underwood Center for the Arts, High Cotton Homeless Facilities and downtown redevelopment projects.



Lubbock Area United Way
Community Partner

About the Guadalupe-Parkway Sommerville Centers

Guadalupe-Parkway Sommerville Centers, a United Way Community Partner, has been serving families in the Guadalupe and Parkway neighborhoods for more than 50 years. It



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was founded in 1962 by the Lubbock Area United Way to address the needs of the families living in the Guadalupe neighborhood. After the 1970 tornado destroyed and damaged much of downtown and East Lubbock, director Barbara Sommerville perceived the need for a similar center in the Parkway-Cherry Point neighborhood. Over the years, the centers have served thousands of children and their families, providing literacy training, language skills, family living training and academic support.

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DATE: Feb. 3, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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MEDIA: Photos are available upon request.

World-Famous Canadian Brass Performing at Texas Tech on Saturday

The concert, which is free for Texas Tech students, will feature the ensemble's innovative approach to music and performance.

WHAT: Canadian Brass, an award-winning quintet renowned for genre-bending versatility and joyous performances, is performing at Texas Tech University. With an international reputation as one of the most popular brass ensembles today, Canadian Brass has truly earned the distinction of "the world's most famous brass group."

General admission tickets are \$25, while tickets for non-Texas Tech students and senior citizens are \$10. They are available [online](#) or at the door. Texas Tech students receive free admission with a valid student ID; no reservation is needed.

WHEN: 7:30 p.m. Saturday (Feb. 6)

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

WHO: [Canadian Brass](#) is made up of tuba legend and founder Chuck Daellenbac along with trumpet players Caleb Hudson and Christopher Coletti, trombonist Achilles Liarmakopoulos and horn player Bernhard Scully.

Canadian Brass has performed in most major concert halls throughout the world, been seen by millions of people on television, sold almost 2 million copies of its 100 albums worldwide and contributed nearly 600 works and arrangements to the brass quintet repertoire. The ensemble has a nonstop touring and recording schedule and is always innovating to expand the brass repertoire, challenge their fan base and use new media to connect with audiences worldwide.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 4, 2015

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Black Faculty and Staff Association Hosting Black History Month Banquet

The 14th annual banquet will honor people and programs within the Texas Tech and Lubbock communities.

- WHAT: 14th Annual Black History Month Banquet hosted by the Texas Tech University Black Faculty and Staff Association
- WHEN: 5:30 p.m. Saturday (Feb. 6)
- WHERE: The Lubbock Women's Club, 2020 Broadway
- EVENT: The Texas Tech [Black Faculty and Staff Association](#) (BFSA) will honor Ossie Curry, the King Sisters, Star Care Program, Dr. Marian Williams and the East Lubbock Neighborhood Program at its kick-off event for Black History month.

There is limited seating available. Individual tickets for the banquet are \$20 and \$12 for students with a valid student ID. (Texas Tech or high school). Table sponsorships also are available.

Proceeds from the banquet will benefit the BFSA scholarship fund and the [Silver Star Health Network](#), a program for all-inclusive care for the elderly.

The BFSA is an advocacy organization committed to assuming a leadership role and setting a tone for building a sense of community among African-American people, which includes faculty, staff and students in the university and African-American communities.

For more information about the BFSA, visit its [website](#).

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Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 4, 2016

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

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Sports ‘Streak’ Expert: Statistically, Panthers Most Likely to Win Super Bowl 50

With Super Bowl 50 pitting legendary quarterback Peyton Manning and the Denver Broncos against upstart QB Cam Newton and the Carolina Panthers, Alan Reifman, a professor of [human development and family studies](#) at Texas Tech University and author of the blog [The Hot Hand in Sports](#), which analyzes “streakiness” in sports, gives the upper hand to the Panthers in Sunday’s big game at Levi Stadium in San Francisco.

“The Carolina Panthers, representing the National Football Conference (NFC), have two major advantages over the Denver Broncos from the American Football Conference (AFC). First, the NFC was the stronger conference this season, with its teams winning 35 times and losing only 29 times against AFC teams in inter-conference play. Second, the Panthers scored 500 points during the regular season and gave up 308, for a point-differential of +192. The Broncos didn’t outscore their regular-season opponents that dramatically, scoring 355 and allowing 296, for a point-differential of only +59. Carolina’s point-differential is thus 133 points better than Denver’s. There have been eight prior Super Bowls in which one of the teams enjoyed a similar advantage to this year’s Panthers (their conference holding an edge of at least five games against the rival conference, and a point-differential superiority of 51 or more points) and seven of them have won (87.5 percent). Further, in the 45 Super Bowls played under the modern AFC vs. NFC format, only four teams that had a regular-season point-differential smaller than 59 have won.”

Expert

Alan Reifman, professor of human development and family studies, (806) 834-5174 or alan.reifman@ttu.edu

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CONTACT: Glenys Young, glenys.young@ttu.edu
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USDA Experts to Lead Discussion on Controversial Nature of Climate Change February's Science by the Glass event will focus on what's not socially acceptable.

The Texas Tech University [Climate Science Center](#)'s monthly Science by the Glass discussion for February will focus on why climate change is a controversial topic.

Clay and Sarah Pope, experts from the U.S. Department of Agriculture's Southern Plains Climate Hub, will lead the discussion "The Climate Change Caucus: Money, Politics and Religion. A conversation you shouldn't have in mixed company."

The discussion starts at 6 p.m. Tuesday (Feb. 9) at Fox & Hound Sports Tavern, 4210 82nd St.

Science by the Glass events are informal monthly discussions that bring together members of the community with Texas Tech faculty and students to discuss topics related to science, climate and society. They are open to the public and admission is free.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 5, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech Meat Judging Team Wins Second Straight Competition

The defending national champions outlast Big 12 rival Oklahoma State to secure the win.

The Texas Tech University meat judging team continued its strong start to the spring season, capturing its second straight victory of the semester by taking first place at the Southwestern Intercollegiate Meat Judging Contest Sunday in Fort Worth.

The Texas Tech team from the [Department of Animal and Food Sciences](#) in the [College of Agricultural Sciences and Natural Resources](#), outpaced Big 12 Conference rival Oklahoma State University with 4,021 points. OSU was second with 4,002 points, followed by Colorado State University (3,989), Texas A&M University (3,894) and Kansas State University (3,851).

As a team, Texas Tech also finished first in lamb judging, pork judging and reasons/questions, second in beef grading and third in overall beef and specifications.

Cole Perkins, a sophomore from Llano, led Texas Tech by finishing in the top three in four individual categories to finish third overall with 1,022 points, just four points behind teammate and second-place finisher Kyle Schwartz, a sophomore from San Angelo. Perkins finished third in beef grading, pork judging, specifications and reasons/questions while Schwartz won the reasons/questions category, finished second in pork judging, third in lamb judging and fourth in beef judging.

Tommy Fletchers, a sophomore from LaVernia, finished sixth overall on the strength of a third-place finish in pork judging and a fourth-place finish in reasons/questions. Chelsi Vineyard, a sophomore from Bridgeport, won the lamb judging category.

Other members of the meat judging team are:

- Lane Harrington, a junior from Waxahachie
- Augustus Holbein, a junior from Hebronville
- Jessica Humphrey, a junior from Okeechobee, Florida
- Kiersten Scott, a junior from Scott City, Kansas
- Katlynn Freeman, a sophomore from Panhandle
- Shannon O'Quinn, a sophomore from Galveston
- Keeley Sears, a sophomore from Weatherford

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- Courtney Jasik, a junior from Mertzon
- Blayne Troxell, a sophomore from Pampa
- Boyd Henry, a sophomore from San Angelo
- Megan Witt, a sophomore from Spring
- Kyle Caldwell, a sophomore from Midlothian

The meat judging team is coached by professor Mark Miller and assisted by instructor Loni Lucherk and graduate assistants Nick Hardcastle and Mallorie Phelps.

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CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech School of Law Presents Lecture by Fifth Circuit Court of Appeals Judge Jennifer Walker Elrod is a former visiting public service professor at Texas Tech.

WHAT: The Texas Tech School of Law's Judge William R. Shaver Legal Ethics Lecture Series featuring Fifth Circuit Court of Appeals Judge Jennifer Walker Elrod. Her lecture is titled, "The Modern Lawyer's Seven Deadly Sins."

WHEN: Noon Monday (Feb. 8). Elrod will be available for media interviews prior to the lecture.

WHERE: Lanier Auditorium, Texas Tech [School of Law](#), 1802 Hartford Ave.

EVENT: Judge Jennifer Walker Elrod serves on the U.S. Fifth Circuit Court of Appeals as a circuit judge with chambers in Houston. Prior to serving on the Fifth Circuit she was twice elected judge of the 190th District Court in Harris County, where she presided over more than 200 jury and non-jury trials in a five-year span.

A cum laude graduate of Harvard Law School, Elrod clerked for the Honorable Sim Lake in the U.S. District Court for the Southern District of Texas and also was in private practice before becoming a judge, focusing on civil litigation, antitrust and employment matters.

Elrod has taught legal writing and advocacy as an adjunct professor at the University of Houston and as an M.D. Anderson Visiting Public Service Professor at the Texas Tech School of Law. Her publications have appeared in the Houston Law Review, [Texas Tech Law Review](#) and the Washington and Lee Law Review.

Those attending will be eligible for credit in Texas Tech's [Academy for Leadership in the Legal Profession](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 8, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
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Bad Science Movie Night Series Puts Sci-Fi Under the Microscope

Physics professor Tom Maccarone will analyze the film “Contact.”

A new film series hosted by Texas Tech University faculty members hopes to answer the question, is there any real science in science fiction?

As part of the Bad Science Movie Night series, Texas Tech experts will open showings of science fiction films at Alamo Drafthouse, 120 W. Loop 289, with an expert analysis of the movies: what they get right, what they get wrong, and if there’s any truth to the concept. The experts promise to explore the real science behind the movie without ruining it – unless the movie really has it coming.

At 7 p.m. Feb. 15, Tom Maccarone, an associate professor in the [Department of Physics](#), will introduce the 1997 Carl Sagan movie “Contact.” The film centers around a scientist who, after years of searching, finds conclusive radio proof of intelligent aliens who send plans for a mysterious machine.

Maccarone’s discussion will touch on how radio astronomy is done, what cardinal sins the movie astronomers commit in the interest of drama, what signals from space have really turned out to be, and how likely it is we might one day make “contact.”

Reservations are not needed. Tickets are \$3 each.

March’s film will be “Interstellar.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 8, 2016

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

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Education Professor Named Chair of APLU's Outreach Committee

Valerie Paton will lead the committee that provides information and resources to help universities be partners in their communities.

Valerie Paton, a professor of [educational psychology](#) at Texas Tech University, has been named chairwoman of the Association of Public and Land-grant Universities (APLU) Council on Engagement and Outreach (CEO).

The CEO, which is composed of university administrators responsible for outreach, engagement and community development, supports member universities in developing plans, programs and policies related to outreach, engagement, community relationships, service learning, extension programs and other activities related to universities' impact in communities.

"APLU places a high value on university efforts to be engaged with stakeholders so we can work in partnership to tackle societal challenges, create great places to work and live and advance economic growth and prosperity," said Jim Woodell, the vice president for economic development and community engagement for APLU. "We are excited to have Valerie's leadership on the Council on Engagement and Outreach, which plays a significant role in supporting effective community engagement by our member universities."

Paton is the program coordinator for the doctorate in higher education research in the [College of Education](#). Her research interests include higher education policy and law, online learning, engagement, and planning and assessment. In 2012 she was a fellow with the American Council of Education at the [Texas Tech University Health Sciences Center in El Paso](#).

Additionally, Paton leads a Hispanic Serving Institutions STEM grant with dean of [architecture](#) Andrew Vernooy, which has created a statewide model for community college to university transfer in architecture at Texas Tech's El Paso campus. In 2011 Texas Tech recognized her as an integrated scholar.

"Texas Tech is recognized as a leader in partnerships with its communities, and this appointment recognizes that fact," Paton said. "As chair, I have the opportunity to work with North American public universities partnering with their communities to address their most significant concerns: food, water, health, families, education, economic development and workforce, power, safety, culture and arts. I will work with other leaders in higher

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education to support these initiatives and learn from them to bring them back to Texas Tech and our communities.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 8, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Texas Tech Joins One Billion Rising Campaign

The campaign is a global movement to end violence against women and girls.

Texas Tech University faculty, staff and students will join with activists around the world Friday (Feb. 12) for [One Billion Rising](#) (OBR), the biggest mass action to end violence against women and girls in human history. Members of the Texas Tech student organization [Feminist Majority Leadership Alliance](#) (FMLA) have invited the Lubbock community to join Texas Tech at 12:30 p.m. at Memorial Circle to rise up together in support for women and girls who are victims of violence.

One Billion Rising began on Valentine's Day in 2012 as a call to action based on the staggering statistic that one in three women around the world will be beaten or raped during her lifetime. With the world population at seven billion, this adds up to more than one billion women and girls.

"Ask any woman you know, and chances are, she can tell you a detailed story of a time rape culture affected her personally," said Gaby Wohead, president of Texas Tech's FMLA. "Unfortunately, one out of three of those stories involve actual physical beatings and/or rape. This absolutely has to stop. We as students must take matters into our own hands and do everything in our power to raise awareness. That's what One Billion Rising is all about to me and Texas Tech's FMLA as an organization. Empowering events like these are where you can truly witness change begin to take place."

For the event, everyone will dress in white as well as their favorite colors to show solidarity with those affected across the world. The events of the afternoon (expected to last 30 minutes) will include readings of Eve Ensler's latest monologue "Rising," "I Am an Emotional Creature" and "The Man Prayer." A dance performance titled "Break the Chain" will follow the readings of the monologues. [Dancers with Soul](#), another Texas Tech student organization, will be part of the performance.

At the end of the event, a solidarity circle will be formed with participants locking arms for a moment of silence to take a stand against violence against women and girls.

To learn more about OBR, visit its [website](#) or Texas Tech's Women's Studies Programs [webpage](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 9, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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Museum of Texas Tech Hosts Quilting Events

The two-day event starts Feb. 11 with a workshop and trunk show.

WHAT: [The Museum of Texas Tech University](#) welcomes Katie Pasquini Masopust, international artist, quilter, author and teacher. Masopust will present a lecture and trunk show of her work and the work of other accomplished artists with whom she has worked.

WHEN: Thursday (Feb. 11): Quilt Workshop: 8:30 a.m. to 4 p.m.
Reception: 6 p.m.
Presentation: 7 p.m.
Friday (Feb. 12): Quilt Workshop; 8:30 a.m. to 4 p.m.

WHERE: Quilt workshop: Museum of Texas Tech University, Kline Room

Reception and Presentation: Museum of Texas Tech, Helen DeVitt Jones Sculpture Court and Auditorium

WHO: The trunk show and presentation are open to the public. Registration is required for the workshop and space is limited. To register, contact Jean Grimes at (806) 797-6682 or jean@grimesengineering.com.

The events are sponsored by Caprock Art Quilters, [Museum of Texas Tech University Association](#) and [Bernina Sewing Studio](#).

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CONTACT: **Marian Ann Montgomery, curator of clothing and textiles, Museum of Texas Tech University**, (806) 834-5146 or marian.ann.montgomery@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 9, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Skyviews Offering Special Mardi Gras, Valentine's Day Menus

The restaurant offers Texas Tech students the opportunity to gain experience in a real kitchen and dining room.

[Skyviews of Texas Tech University](#), the student-run restaurant on the sixth floor of the Texas Tech Plaza, is offering deals in the month of February, including a Valentine's special available in the days following the holiday when babysitters are easier to get.

The special menu will be available Feb. 16-17 and is \$27 for a fixed, three-course menu. Visitors can choose dishes like quail "lollipops," beef tenderloin and rosewater panna cotta.

Skyviews is almost entirely staffed by students in the [restaurant, hotel and institution management \(RHIM\) program](#) in the [College of Human Sciences](#). Students come up with the menu and work as kitchen and service managers.

Starting this week (Tuesday and Wednesday) a special Mardi Gras menu will include New Orleans barbecue shrimp, smoked porter braised short ribs and French Quarter beignets.

Additionally, for the month of February students can eat at the lunch buffet for \$8 with their student ID. Skyviews administrator Mike Nghiem said they want to gain a new following with students who may not be aware Skyviews is a dining option that allows them to try different menus.

"Skyviews is tremendously excited to return for another semester of elevated dining," Nghiem said. "Our students are eager to showcase what they've learned through their time in the RHIM program by providing diners with inventive menus and gracious hospitality. Our homages to New Orleans and Valentine's Day are befitting ways to get the semester started."

Skyviews is at 1901 University Ave., Suite 600 (southeast corner of 19th Street and University Avenue) in the Texas Tech Plaza.

About Skyviews

Skyviews is a full-service, largely self-supporting restaurant that provides a hospitality laboratory experience for students in the restaurant, hotel and institution management program at Texas Tech. It has a lunch buffet and a dinner service, which is a four-course menu that changes weekly. It is open for lunch 11 a.m. to 1 p.m. Monday through Friday

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and dinner 5:30-8 p.m. Tuesday through Thursday of set weeks during the semester. Reservations are recommended.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2016

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Annual Lubbock Lights Concert to Honor Artist Terry Allen

This year's event will feature a discussion and performance of Terry Allen's classic 1979 album, "Lubbock (on everything)."

In the spring of 2015, regional artists Wade Bowen, Butch Hancock, Terri Hendrix and Lloyd Maines paired up with Texas Tech University to launch an event series called "Lubbock Lights: Celebrating the Musical Heritage of the South Plains." The event, sponsored by the Office of the President, features discussions and performances by local and regional musical artists and gives attendees an inside look at the creative processes and inspirations that go into each artist's work.

This year, Lubbock Lights will honor Lubbock native Terry Allen and his critically acclaimed record "Lubbock (on everything)" with a retrospective performance and discussion.

Considered a classic by Talking Heads' David Byrne, Allen's album has been called "a masterpiece" that is "essential listening" by Stewart Mason of Allmusic as well as given a five-star rating and listed as one of the essential albums of the 1970s by Rolling Stone, who also numbered it among the top 100 albums of all time.

This double-LP of 20 songs, all written and performed by Allen, was recorded in 1978 at Lubbock's Caldwell Studios and released the following year. The album marks a historic music milestone as it was the first significant recording of Lubbock music by Lubbock musicians – all done in Lubbock. The recording struck a brash new energy into Texas music and reminded the world that there was more to Lubbock, Texas, than just a wealth of horizon.

Besides being the breakout project for the musical careers of Terry Allen and Lloyd Maines, "Lubbock (on everything)," began a host of musical collaborations and friendships that remain robust and productive to this day. Allen used the finest South Plains musicians for his album, many of whom will perform at the Lubbock Lights concert alongside Allen.

Those returning will include Jo Harvey Allen, Richard Bowden, Don Caldwell, Gwen Decker, Suzanne Henley, Kenny Maines, Lloyd Maines and Curtis McBride. Joining the original recording group will be Terry and Jo Harvey's sons Bukka and Bale Allen, along with Casey Maines, Donnie Maines and Terri Hendrix.

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The event, which will feature a performance and commentary with Allen and guests, will take place at 7 p.m. Feb. 18 in the Allen Theatre of Texas Tech's [Student Union Building](#).

Tickets are available to the public for \$18 through Select-A-Seat at (806) 770-2000 or www.selectaseatlubbock.com. Texas Tech students will be admitted free with a valid student ID. Doors open at 6:30 p.m.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2016

CONTACT: Aleesa Ross, aleesa.ross@ttu.edu

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College of Media & Communication Hosting Lone Startup Competition

The contest allows students to pitch ideas on a variety of topics to encourage innovation and entrepreneurialism.

The [College of Media & Communication](#) is hosting its second annual student startup competition beginning Friday (Feb. 19) with the Lone Startup, an entrepreneurial competition open to all undergraduate students at Texas Tech University.

Inspired by the ABC television series “Shark Tank,” the Lone Startup lets students pitch ideas on the topics of sports media, gaming, social media, digital entertainment, news and information, public advocacy and activism or innovative e-commerce.

The competition’s coordinator, media strategies professor Geoffrey Graybeal, encourages students to sign up for Lone Startup if they have an idea for an innovative concept or a media product and are looking to develop it.

“One of the things that is unique about this competition is the mentoring aspect,” Graybeal said. “The deadline for submitting applications and pitch videos is Feb. 19, but the final pitch isn’t until April 28, so the chosen finalists have about two months to work with alumni mentors.”

Mentors will be selected based on expertise in the area of the products finalists are pitching, and mentors then will assist the students in developing business plans and critiquing their final pitches.

The [Media Innovation & Entrepreneurship Group](#), a student organization for aspiring entrepreneurs, will hold a number of workshops for the finalists, and Graybeal hopes the students gain knowledge about the process of creating a business plan to develop their ideas.

“The competition is all about, first and foremost, having a good idea for something that is innovative for a media product and then pitching it and getting skills in business model development,” Graybeal said.

Students can submit their ideas individually or as part of a team. If they choose to form a team, at least one member must be a student in the College of Media & Communication.

To apply to compete in Lone Startup, click [here](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 10, 2015

CONTACT: Cara Vandergriff, cara.vandergriff@ttu.edu
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Department of Personal Financial Planning to Host Networking Events for Students Opportunity Days, a series of networking events designed to connect alumni and industry professionals with PFP students, will take place Feb. 24-26.

In an effort to connect alumni and industry professionals with its students, the [Department of Personal Financial Planning](#) at Texas Tech University will host Opportunity Days, a series of networking events, Feb. 24-26 at a variety of locations throughout Lubbock.

Opportunity Days is designed to provide company representatives an intimate opportunity to get to know Texas Tech PFP students by allowing employers to connect with them in a variety of events such as interviews, casino night, speed networking, a banquet, golf outings and other sponsored events.

This year's Opportunity Days honoree is Bill Gustafson, [who retired in December](#) after founding the Texas Tech PFP program nearly 30 years ago. Texas Tech Regent John Steinmetz, along with the Certified Financial Planner Board of Standards, will attend the banquet to honor Gustafson.

In addition to Gustafson, the banquet will also honor alumni award winners [J. Brent Beene](#) and [Nathan Harness](#), who both graduated from the Texas Tech PFP program and have since made significant achievements in the professional industry.

Vickie Hampton, Personal Financial Planning department chair at the [College of Human Sciences](#), said what started as a banquet has grown into a valuable networking and conference series of events that benefits many parties in the PFP community.

“This event has really evolved over the years,” Hampton said. “It all started with a spring banquet and has grown into a mini-conference that features events for students, professionals, alumni and academia.”

More information is available at the Opportunity Days [website](#), which includes lists of committed companies and sponsors, a schedule of events and a registration portal for prospective sponsors and professionals.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu

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Gravitational Waves Detected 100 Years After Einstein's Prediction

LIGO opens new window on the universe with observation of gravitational waves from colliding black holes.

Seven Texas Tech researchers were involved in the collaborative discovery.

For the first time, scientists have observed ripples in the fabric of spacetime called gravitational waves, arriving at the earth from a cataclysmic event in the distant universe. This confirms a major prediction of Albert Einstein's 1915 general theory of relativity and opens an unprecedented new window onto the cosmos.

Gravitational waves carry information about their dramatic origins and about the nature of gravity that cannot otherwise be obtained. Physicists have concluded the detected gravitational waves were produced during the final fraction of a second of the merger of two black holes to produce a single, more massive spinning black hole. This collision of two black holes had been predicted but never observed.

The gravitational waves were detected on September 14, 2015 at 5:51 a.m. EDT by both of the twin Laser Interferometer Gravitational-wave Observatory (LIGO) detectors, located in Livingston, Louisiana, and Hanford, Washington. The LIGO Observatories are funded by the National Science Foundation (NSF), and were conceived, built, and are operated by Caltech and MIT. The discovery, accepted for publication in the journal *Physical Review Letters*, was made by the LIGO Scientific Collaboration, which includes the GEO Collaboration and the Australian Consortium for Interferometric Gravitational Astronomy, and the Virgo Collaboration using data from the two LIGO detectors.

Seven Texas Tech University researchers are members of the LIGO Scientific Collaboration: professor Benjamin Owen, assistant professor Alessandra Corsi, postdoctoral researchers Santiago Caride, Robert Coyne, Ra Inta and Nipuni Palliyaguru, all in the [Department of Physics](#); and undergraduate [Department of Mechanical Engineering](#) major Chance Norris.

"For most of human history, everything we learned about the universe outside Earth's atmosphere came through light waves," Corsi said. "In the last century we started seeing other parts of the electromagnetic spectrum – radio, X-rays and so on, different wavelengths but the same fundamental force of nature."

Owen added, "Cosmic rays and neutrinos let us see the 'dark side' of the universe via the second and third fundamental forces. Einstein predicted the fourth fundamental force,

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gravity, also makes waves that could tell us even more about the dark side of the universe. He thought they would be too faint to detect, but 100 years later we've done it.”

One of the two data analysis algorithms that detected the gravitational waves relied on Owen's work in the last 20 years to efficiently search for signals, and Owen spent three years supervising the stress testing of the other algorithm. Corsi has worked for years at the interface of gravitational-wave physics and astronomy and is one of the key players in the effort to enable sky searches for electromagnetic counterparts to invisible gravitational waves.

Coyne, Palliyaguru and Norris have joined her in this endeavor, which includes searching LIGO data for gravitational waves that leave detectable electromagnetic signatures. Caride and Inta have worked extensively to assure the quality of LIGO data. The Texas Tech group also looks ahead: All members work on searches for long and short gravitational wave signals from neutron stars, which should be detected in the coming years and will carry information not only on gravity but also on matter under the most extreme conditions in the universe.

About LIGO

LIGO research is carried out by the LIGO Scientific Collaboration (LSC), a group of more than 1,000 scientists from universities around the United States and in 14 other countries. More than 90 universities and research institutes in the LSC develop detector technology and analyze data; approximately 250 students are strong contributing members of the collaboration. The LSC detector network includes the LIGO interferometers and the GEO600 detector. The GEO team includes scientists at the Max Planck Institute for Gravitational Physics (Albert Einstein Institute, AEI), Leibniz Universität Hannover, along with partners at the University of Glasgow, Cardiff University, the University of Birmingham, other universities in the United Kingdom and the University of the Balearic Islands in Spain.

LIGO originally was proposed as a means of detecting these gravitational waves in the 1980s by Rainer Weiss, professor of physics, emeritus, from MIT; Kip Thorne, Caltech's Richard P. Feynman Professor of Theoretical Physics, emeritus; and Ronald Drever, professor of physics, emeritus, also from Caltech.

Virgo research is carried out by the Virgo Collaboration, consisting of more than 250 physicists and engineers belonging to 19 different European research groups: 6 from Centre National de la Recherche Scientifique (CNRS) in France; 8 from the Istituto Nazionale di Fisica Nucleare (INFN) in Italy; 2 in The Netherlands with Nikhef; the Wigner RCP in Hungary; the POLGRAW group in Poland and the European Gravitational Observatory (EGO), the laboratory hosting the Virgo detector near Pisa in Italy.

The discovery was made possible by the enhanced capabilities of Advanced LIGO, a major upgrade that increases the sensitivity of the instruments compared to the first generation LIGO detectors, enabling a large increase in the volume of the universe probed – and the discovery of gravitational waves during its first observation run. The National



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Science Foundation leads in financial support for Advanced LIGO. Funding organizations in Germany (Max Planck Society), the U.K. (Science and Technology Facilities Council, STFC) and Australia (Australian Research Council) also have made significant commitments to the project. Several of the key technologies that made Advanced LIGO so much more sensitive have been developed and tested by the German UK GEO collaboration.

Significant computer resources have been contributed by the AEI Hannover Atlas Cluster, the LIGO Laboratory, Syracuse University, and the University of Wisconsin-Milwaukee. Several universities designed, built, and tested key components for Advanced LIGO: The Australian National University, the University of Adelaide, the University of Florida, Stanford University, Columbia University of the City of New York, and Louisiana State University.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2016

CONTACT: Aleesa Ross, aleesa.ross@ttu.edu
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Registration for Fourth Annual Appathon Open Until Feb. 16

The competition, open to all majors at Texas Tech, challenges students to create theme-based applications within a 24-hour time period.

Registration is open until Tuesday (Feb. 16) for the fourth annual Texas Tech University Appathon, scheduled for Feb. 19-20.

The TTU Appathon challenges students to create a theme-based app within 24 hours. They can compete as individuals or as a team with up to three members.

In this year's Appathon, teams must create an app with the theme "By Request ..." that can apply to a variety of products and interests such as requesting food at a restaurant, a place to stay with Airbnb, a ride with Uber, a karaoke song or an update on the weather.

As one of the original organizers for the Appathon, professor Randy Reddick, assistant dean for technology services in the [College of Media & Communication](#), said it began in 2013 and was inspired by a "Hackathon" held in London.

"It starts with a 'shout-out,' where a number of people come to the Appathon, and if they're not connected with a team or they have a team that is not complete, they can connect with other people who have varying skills," Reddick said.

Reddick also said while engineering and design majors have dominated the competition in the past, Appathon is open to students in all majors at the university.

Kuhrts Cowan, Media & Communication webmaster and another organizer of the event, encourages students to sign up for the competition because he sees it is a great way for them to gain experience and improve their skills.

"This competition uses real-world scenarios to challenge students to work efficiently, communicate well and pull their own weight," Cowan said. "I'm looking forward to seeing what ideas students come up with and how they utilize the 24-hour time limit."

Students interested in participating in the TTU Appathon can sign up at TTUAppathon.com.

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TEXAS TECH UNIVERSITY

News release

FOR IMMEDIATE RELEASE

DATE: Feb. 11, 2016

CONTACT: Heidi Toth, heidi.toth@ttu.edu
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Texas Tech Part of Consortium to Increase STEM Degrees in West Texas

Doctoral students from the College of Education will study the factors that go into the completion of STEM degrees among community college students.

Two Texas Tech University education professors are principal investigators for a grant aimed at increasing the number of students who study science, technology, engineering and math (STEM) in West Texas.

At an announcement today (Feb. 11) at Odessa College, one of the partner schools, representatives from the 13 organizations that make up the Texas Regional STEM Degree Accelerator (TRSDA) gathered to begin grant activities. Western Texas College in Snyder is the lead institution.

[College of Education](#) professor Valerie Paton, who along with Todd Little is heading up Texas Tech's portion of the grant activities, said the consortium decided the best way to increase STEM studies was by focusing on community colleges. Doctoral students from Texas Tech will investigate the role of developmental math and STEM degree attainment. The students will present their research at a workshop March 30 at Texas Tech and will continue to study student persistence and the completion of STEM degrees at community colleges for the duration of the grant.

The TRSDA is a statewide project convening teams of education and workforce partners to expand the number of students with STEM credentials that meet identified regional workforce needs. The other members are:

- Cisco College
- Howard College
- Midland College
- Ranger College
- Texas A&M University
- Roscoe Independent School District
- Snyder Independent School District
- Workforce Solutions of Concho Valley, Permian Basin and West Central Texas
- Sweetwater Enterprise for Economic Development
- Region 14 Education Service Center

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 12, 2016

CONTACT: Amanda Castro-Crist, amanda.castro-crist@ttu.edu
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College of Visual & Performing Arts Hosts Theater Critic, Culture Columnist

WHAT: [The College of Visual & Performing Arts](#) welcomes Chicago Tribune chief theater critic and culture columnist Chris Jones to Texas Tech University as a [Maegene Nelson Visiting Scholar in Cross-Disciplinary Arts](#). Jones will present a lecture, "Truth and Reconciliation: The Joys and Perils of Arts Criticism in Today's Fractured America," that is open to the community while admission is free. A reception will follow the lecture.

During his three-day visit, Jones also will speak to graduate and [Fine Arts Doctoral Program](#) students and will interview entertainer and activist Harry Belafonte, [who will be on the Texas Tech campus](#) as part of the African-American History Month Lecture Series. Belafonte also is a Maegene Nelson Visiting Scholar.

WHEN: Lecture: 6 p.m. Wednesday (Feb. 17)

Reception: 7 p.m. Wednesday (Feb. 17)

WHERE: Laboratory Theatre, [School of Theatre & Dance](#)

Parking will be available for \$1.50 per hour on the fourth floor of the Flint Avenue parking garage at 18th Street and Flint Avenue.

WHO: [Chris Jones](#) is the chief theater critic and a Sunday culture columnist for the [Chicago Tribune](#), where he has been on staff since 2002. He has written thousands of theater, performance, circus and comedy reviews and his work has appeared in several publications, including the Los Angeles Times, The New York Times and The Washington Post.

He appears weekly as a critic for CBS-2 Chicago and was named director of the National Critics' Institute at the Eugene O'Neill Theater Center in Connecticut in 2014. His book, "Bigger, Brighter, Louder: 150 years of Chicago Theater," was published in 2013 and he has twice served on the drama committee of the Pulitzer Prizes.

Jones received his doctorate from Ohio State University in 1989 and spent a decade teaching at Northern Illinois University as a tenured associate professor and associate director of the School of Theatre and Dance. He also served as associate dean of DePaul University's Theatre School and continues to be an adjunct professor in its graduate program.

His honors include the Gold Medallion from the American College Theatre Festival for his work with young theater critics, the 2012 Award of Honor from the Illinois Theatre Association and the 2013 Society for Midland Authors' James Friend Award for Literary Criticism. He delivered the keynote address at the Educational Theatre Association's national conference in 2011.

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CONTACT: Brian Steele, associate dean of the College of Visual & Performing Arts; Director, Fine Arts Doctoral Program, Texas Tech University, (806) 742-0700 or brian.steele@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 12, 2016

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

(806) 742-2136

On-Campus Food Pantry Opening to Aid Graduate, International Students

The goal of the Wreck Hunger Graduate & International Food Pantry is to combat food insecurity among these two frequently overlooked groups.

Several graduate and international student organizations at Texas Tech University started a food pantry to help an underserved, unknown population in need – their peers.

The Wreck Hunger Graduate & International Food Pantry, which is open for donations, is spearheaded by Ashlee Taylor, the president of the [Graduate Student Advisory Council](#) and a graduate student in nutritional sciences. She has studied food and nutrition insecurity but didn't realize how serious a problem it was among other graduate students until she found out a number of her peers frequently didn't have access to healthy food or even enough food.

In looking into it more, she learned this was a problem at many universities throughout the country. Graduate students frequently get a stipend from their university for being a teaching or research assistant, but it's rarely enough to cover all their expenses. Not all are eligible to work somewhere else in addition to their on-campus positions. Additionally, graduate students are more likely to be older and have families, which adds costs.

International students face different issues. Their visas restrict them to working only 20 hours a week, usually only on campus. Some face difficulties finding healthy, affordable food because of unfamiliarity with the culture. Additionally, their families are not close by and often are not able to help, even from afar.

“That is why we decided to establish a food pantry for Texas Tech and wanted to specifically target our pantry to graduate and international students,” Taylor said. “We contacted multiple partners along the way and brought together a good number of organizations who work with these populations daily.”

The team consists of members of the Graduate Student Advisory Council, the [Graduate Nutrition Organization](#), International Cultural Center, [Office of International Affairs](#), [Division of Graduate and Postdoctoral Affairs](#) and the [Lubbock branch of Baylor's Texas Hunger Initiative](#).

While they are looking for donations, the food pantry is not yet open to distribute food. Taylor said they want to make sure they have consistent donations so people in need know they can rely on the food pantry. Donations from the Lubbock and Texas Tech

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communities are welcomed; they need non-perishable food, household items (cleaners, laundry detergent, etc.), baby items and personal hygiene products. They also are looking for a freezer.

People can contact Taylor to arrange a dropoff or take donations to:

- Graduate School, Administration Building Room 328 (Boston Avenue at 15th Street)
- Graduate Center, Administration Building Room 41 (Akron Avenue at Broadway)
- International Cultural Center, 601 Indiana Ave.

The food pantry also will act as a laboratory of sorts, providing an opportunity to conduct research on hunger and food insecurity in graduate and international students, a previously unstudied population.

Keep up with the Wreck Hunger Food Pantry on [Twitter](#) and [Facebook](#) for updates.

What is food and nutrition insecurity?

Food insecurity is different from not having enough food. It's marked by not having regular or reliable access to sufficient food. Nutrition insecurity is the absence of, or infrequent access to, food with sufficient nutrients, leaving people to rely on inexpensive foods more likely to be high in calories but low in nutrients. The South Plains Food Bank estimated about one in six people in the region is food insecure.

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CONTACT: Ashlee Taylor, president, Graduate Student Advisory Council, Texas Tech University, (940) 736-6944 or ashlee.taylor@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 15, 2016

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

Tech Savvy Conference to Encourage Young Girls to Pursue STEM Careers

Texas Tech's STEM Center for Outreach, Research & Education will host the conference event for middle school girls and their parents on Feb. 20.

Texas Tech University's [STEM Center for Outreach, Research & Education](#) (STEM-CORE) is partnering with the [American Association of University Women](#) (AAUW) to host the state's first annual Tech Savvy Conference from 8 a.m. to 4:30 p.m. Feb. 20 on Texas Tech campus.

Tech Savvy is a one-day STEM conference for sixth- through ninth-grade girls and their parents. The conference is intended to help young girls discover realistic STEM careers and pathways to education as well as equip parents to be an encouraging and reinforcing part of the process. Girls will be encouraged to explore their science, engineering and mathematical interests during a day of hands-on learning.

Jessica Spott, senior project administrator for STEM-CORE, said Tech Savvy serves as an opportunity for middle school girls to experience hands-on workshops while learning about STEM through exploration of various topics.

"They'll do everything from creating jewelry out of rocks to predicting mathematical juggling patterns," Spott said. "We're thrilled we could bring the first Tech Savvy to the state of Texas."

Tech Savvy is open to all middle school girls and their parents, guardians and teachers. Registration for students and adults is \$5 and can be completed at Tech Savvy's [website](#), where event information and schedules can be found as well.

Questions may be sent to stem-core@ttu.edu.

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CONTACT: Jessica Spott, senior project administrator, STEM Center for Outreach, Research & Education, Texas Tech University, (806) 834-3163 or jessica.spott@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2016

CONTACT: Jim Kennedy, jim.kennedy@ttu.edu
(806) 834-0893

Area High School Students to Compete in Robot Challenge

The event is sponsored by the Texas Tech University Whitacre College of Engineering.

WHAT: FIRST® Tech Challenge (FTC) Panhandle Plains Regional Championship

WHEN: Judging begins at 8 a.m. Saturday (Feb. 20); Competition begins at 1 p.m.

WHERE: Frenship High School Gymnasium, Wolfforth

EVENT: Teams of high school students from Lubbock, El Paso and surrounding cities will participate in the FIRST® Tech Challenge (FTC) Panhandle-Plains Regional Championship. Winners will receive recognition for design excellence, sportsmanship and teamwork and will advance to the FTC Super Regional Championship, March 9-11, in San Antonio.

The event is sponsored by the Texas Tech University [Whitacre College of Engineering](#).

FTC is a challenging, mid-level robotics competition designed for high school students who want a hands-on learning experience to develop their skills in science, technology, engineering and mathematics.

Teams of up to 10 students are responsible for designing, building and programming their robots to compete in an alliance format against other teams. The robot kit is reusable from year to year and is programmed using a variety of languages. Teams, including coaches, mentors and volunteers, are required to develop strategy and build robots based on sound engineering principles.

For more information, visit the FIRST® Tech Challenge [website](#).

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

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alan.barhorst@ttu.edu**



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2016

CONTACT: K'Leigh Sims, kleigh.sims@ttu.edu
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Rawls College of Business Ranked Nationally as Best for Vets by Military Times

This is the third consecutive year Texas Tech's business school has received this honor.

Texas Tech University's [Jerry S. Rawls College of Business Administration](#) recently was ranked for the third consecutive year by Military Times as a [2016 Best for Vets Business School](#), coming in at No. 23 nationally. Two school in Texas were among those listed in the top 25 as Texas A&M University's Mays Business School also was ranked.

"The Rawls College of Business is honored to be selected as a Military Times Best for Vets Business School for the third consecutive year," said Paul Goebel, interim dean for the business school.

A total of 180 business schools in the United States were considered for the ranking and only the top 77 were listed. Military Times evaluated each school by five categories: university culture, student support, academic outcomes and quality, academic policies, and cost and financial aid. University culture and student support were regarded the highest and financial aid the least.

Other factors considered for the rankings include enrollment for the fall 2015 semester, staff support, academic support, military course completion, military retention, military graduation, overall institution retention rate, overall institution graduation rate and others.

According to the rankings, the Rawls College of Business succeeded the most in academic support with a 95 percent rate of military course completion.

"All of the faculty, staff and administrators at Texas Tech respect and appreciate the sacrifices and efforts given by the women and men serving their country in our military," Goebel said. "We strive to ensure that veterans receive the assistance necessary to smoothly transition into higher education, and ultimately graduate and move into successful careers."

Texas Tech has more than 2,000 military students attending the university and more than 250 faculty and staff members that work and teach in various areas on campus. The [Military and Veterans Programs](#), housed under the [Division of Institutional Diversity, Equity and Community Engagement](#), and the veteran faculty and staff members work

together to help each military student succeed in earning a degree and transitioning from military to civilian life by mentoring and showing the utmost dignity and respect for those who served.

The Military and Veterans Programs work with veterans and their family members as soon as they step foot on campus by assisting in registering for classes, processing G.I. Bill benefits and Hazlewood Act exemptions, and assisting them throughout their college experience at Texas Tech. More information about the MVP department can be found on its website.

“Recognition as a Best for Vets Business School for the third consecutive year reflects once again that Texas Tech University is providing exceptional programs and a campus-wide support system for our military and veteran students,” said Lou Ortiz, director of Military and Veterans Programs.

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CONTACT: Lou Ortiz, director, Military and Veterans Programs, Texas Tech University, (806) 742-6877 or lou.ortiz@ttu.edu

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Texas Tech Expert Available to Discuss Zika Virus

Pitch

Zika virus, primarily transmitted by mosquitoes, was first discovered in Uganda in 1947. For decades, it was known as a short-lived, relatively mild illness with no long-lasting effects. That all changed in September when Brazilian doctors noticed a 1,400 percent spike in congenital brain deformities in a part of Brazil that experienced a Zika outbreak months earlier.

In early February, Dallas health officials reported a man infected a partner during sex. Brazilian scientists then announced they had found live strains of the virus in the urine and saliva of infected individuals. In response, the Centers for Disease Control and Prevention put its emergency operations center on the highest level of activation to respond to an outbreak.

Steven M. Presley, a professor of immunotoxicology in [The Institute of Environmental and Human Health](#) at Texas Tech University, focuses on the risks and threats associated with biological pathogens with the goal of developing and fielding preventative measures against vector-borne infectious and zoonotic diseases. He runs a lab within the institute that collects and studies mosquitos for West Nile virus, St. Louis encephalitis virus and Chikungunya. Presley earned his bachelor's degree in animal science with a master's and doctorate in medical/veterinary entomology. He also is the chairman of the publications committee and on the science and technology committee of the American Mosquito Control Association, and serves as the regional director of the south central U.S. for the Society for Vector Ecology.

Expert

Steven M. Presley, professor, The Institute of Environmental and Human Health, (806) 885-0236 or steve.presley@ttu.edu

Talking points

- Unlike with West Nile virus, which requires an animal (bird) host to amplify the virus between mosquitoes and humans, Zika virus can amplify in humans. This makes the transmission cycle much faster.
- Only one in five people infected with Zika virus shows symptoms. Because those are similar to the symptoms of influenza, many people who show symptoms are never properly diagnosed, which makes the disease difficult to track.
- The mosquitoes that transmit Zika are *Aedes aegypti* and *Aedes albopictus*. They are day-biting, human-loving and have biologies and behaviors different from many of the species that vector West Nile virus and St. Louis encephalitis virus.

- Little is known about Zika, especially the full spectrum of the mosquito transmission and hosts dynamics.
- Mosquitoes from the Lubbock area will be screened for Zika virus as *Aedes aegypti* and *Aedes albopictus* activity increases.
- Mosquito treatment spraying often occurs overnight when other species are active. Cooler overnight air allows the spray to settle into the grass, and warmer air in the daytime carries spray away, making it ineffective at treating for *Aedes* mosquitoes.

Quotes

- “Because there’s not an intermediate amplifying host and only one in five people are symptomatic with Zika virus, the transmission cycle is sped up and amplifying hosts may not be recognized. You have these amplifying hosts out there promulgating the virus and mosquitoes are feeding and biting somebody else without you ever knowing it’s occurring in the area.”
- “Probably the fetuses and newborns with microcephaly are the most tragic outcome of the disease, but they’re finding more and more information on neurological involvement in Brazil in adults and not just infants.”
- “Whether Zika virus has shifted or drifted in its antigenic properties, we really don’t know with the current outbreak that’s going on. There’s something that’s caused it to be much more widespread, whether it’s increased mosquito numbers, environmental factors that may influence more mosquitoes being infected with it or more mosquitoes in an area.”
- “We could potentially have a person who is asymptomatic but infective, circulating enough virus that mosquitoes could pick it up. We’re a university town. We’ve got a lot of people coming and going from foreign places where they might become infected and bring the virus back. It’s going to require a lot of vigilance this coming spring and summer.”
- “*Aedes aegypti* and *albopictus* are container breeders: Vases at cemeteries, toys in the backyard, garbage – a Styrofoam coffee cup thrown in the alley. Just a little bit of water can produce a lot of those mosquitoes, while the typical West Nile and St. Louis encephalitis vectors are pond, puddle, standing water, established water breeders.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2016

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

Texas Tech School of Law's Advocacy Team Captures National Moot Court Crown
Texas Tech's victory in the competition, which has been held each year since 1950, is the fourth in the school's history and third in the past six years.

For the fourth time in school history, the [advocacy team](#) from the Texas Tech University [School of Law](#) has won the title at the 66th Annual National Moot Court Competition hosted by the New York City Bar Association.

Facing off against teams from other law schools from across the country, the Texas Tech team of third-year law students C.J. Baker from Belen, New Mexico; Shelby Hall from Ovilla; and Kristen Vander-Plas from Lubbock reached the finals to face a team from the Georgetown University Law Center late Friday.

"This was a huge win for our program," said Robert Sherwin, an assistant professor of law and the director of the law school's advocacy programs. "After back-to-back championships at this competition in 2011 and 2012 and a heartbreaking loss in the semifinals in 2014, it means so much to get back to the top of the mountain. C.J., Shelby and Kristen made it their goal at the outset of the year to take this crown, and they worked incredibly hard to make it happen."

The competition has been held each year since 1950 and is considered the oldest and, by some, the most prestigious moot court competition in the country. This marks the third time in the last six years Texas Tech has won the competition and the 37th advocacy championship in the history of the Texas Tech School of Law.

The competition promotes the appellate advocacy process through intellectual rigor, legal research and persuasive argument and allows laws students to perfect their skills before becoming lawyers upon graduation.

"This competition was difficult and, because of its history, quite prestigious, but it was such an honor to represent Texas Tech Law in New York," Vander-Plas said. "I'm so grateful to have had the opportunity to compete on this team. Every round was really the definition of a team effort, with great coaching from professor Sherwin, C.J. and I arguing orally and Shelby's brief picking up the slack and often carrying the day – even in the final round. Ultimately it all came together and we were able to bring it home."

In addition to the overall championship, Hall was honored as having the top legal brief in the competition.

“I think what made this competition so special was that it was a total team effort,” Hall said. “It took all three of us working hard since last September to make this win happen, and I am so happy to be a part of such a great team.”

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 17, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
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MEDIA – The researchers are leaving Monday (Feb. 22). They will be available for interviews by appointment after 3:30 p.m. Thursday (Feb. 18) at Reese Technology Center.

Texas Tech Researchers to Study Tornadoes in Southeastern U.S.

Atmospheric science faculty members will participate in a national project this spring.

Three Texas Tech University researchers are hitting the road with their equipment this spring to learn more about how unique aspects of the southeastern United States environment affects the development, intensity and path of tornadoes.

Scheduled from March 1 to April 30, the Verification of the Origin of Rotation in Tornadoes EXperiment-Southeast (VORTEX-SE) is designed to study tornadoes in the southeastern United States as a follow-up to earlier projects VORTEX and VORTEX2, which focused on the Central and Southern Plains.

“There is reason to believe there are some unique features in this section of the country that contribute to tornado development,” said Chris Weiss, a Texas Tech associate professor of [atmospheric science](#). “In response to some significant tornado events in the Southeast over recent years, particularly a large outbreak in April 2011, Congress mandated an investigation of tornadoes in this region, which Texas Tech is excited to be part of.

“Specifically, it is suggested that aspects of the environment – terrain, for instance – can influence the development, intensity and path of tornadoes. Also, a significant portion of the tornadoes in this region of the country develop from a specific type of storm complex named the quasi-linear convective system (QLCS), which often develops when instability is limited and vertical wind shear is strong. Just as with supercell thunderstorms, which are responsible for the majority of strong tornadoes nationwide, there is a lot to still learn about how QLCSs work.”

To study the storms, Texas Tech researchers are bringing along three observational platforms:

- StickNet probes: 24 instrumented weather stations, 16 of which will be part of a static network to measure temperature, humidity and wind in the northern Alabama and southern Tennessee environment. The remaining eight will be deployed immediately in the path of potential tornado-producing storms to sample storm-scale details.

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- West Texas Lightning Mapping Array stations: Three portable stations, which will yield information on the electrical properties of storms.
- Balloon vehicle: It will launch balloons with an instrumented package attached into the environment surrounding severe thunderstorms to better understand how the vertical profiles of temperature, humidity and wind vary.

A primary goal of the project is to identify and sample environmental features that serve as a precursor for tornadoes, some of which may be tied to the local terrain and land use. Another objective is to assess how downdrafts from thunderstorms in the Southeast compare with storms elsewhere.

“I expect that the research carried out in VORTEX-SE will have an impact on our overall understanding of tornado-producing storms in West Texas,” Weiss said. “One area of crossover I see relates to the false alarm rate for tornadoes. We believe that the thermodynamic signature of thunderstorm downdraft regions has a bearing on the tornado potential. With knowledge of the negative buoyancy associated with these downdrafts, it may be possible to issue more accurate tornado warnings.”

The Texas Tech researchers involved are [Weiss](#), who specializes in severe storm dynamics and tornadogenesis; [Eric Bruning](#), an associate professor of atmospheric sciences who specializes in storm electrification; and [Johannes Dahl](#), an assistant professor of atmospheric science who specializes in convective storm dynamics and supercells and tornadoes. The project is sponsored by the National Oceanic and Atmospheric Administration and organized by the National Severe Storms Laboratory.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2016

CONTACT: George Watson, george.watson@ttu.edu
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American Bar Association President to Speak at Texas Tech School of Law William Hubbard served as the president of the ABA for the 2014-15 term.

WHAT: The Texas Tech University School of Law Academy for Leadership in the Legal Profession presents American Bar Association immediate past president William Hubbard.

WHEN: Noon Monday (Feb. 22)

WHERE: Lanier Auditorium, Texas Tech School of Law, 1802 Hartford Ave.

EVENT: Hubbard is a partner with the firm of Nelson, Mullins, Riley and Scarborough in Columbia, South Carolina, and established the American Bar Association Commission on the Future of Legal Services. The commission examines how technology and innovation can be used to increase the availability of legal services to the poor and middle class.

During his time as president, Hubbard emphasized the association's influence in criminal justice and sentencing reform as well as its advocacy for victims of domestic violence. He also led the ABA's commemoration of the 800th anniversary of the Magna Carta in June.

Hubbard's other roles with the Bar include serving two years as the chairman of the ABA House of Delegates, past president of the American Bar Foundation and the American Bar Endowment, served on the ABA Board of Governors, the ABA Standing Committee on the Federal Judiciary and the ABA Young Lawyers Division.

In addition to his work with the ABA, Hubbard is also admitted to practice before the U.S. Supreme Court, the Fourth Circuit Court of Appeals and the U.S. District Courts for South Carolina and the District of Columbia.

The Academy for Leadership in the Legal Profession provides students the tools necessary to lead in the legal profession, business and the community.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2016

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

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Judges Needed for Texas Tech Poster Competition

Faculty, staff, graduate students and community members from Lubbock and the surrounding areas can act as judges.

Judges are needed for the 15th annual [Graduate School Poster Competition](#) at Texas Tech University, an event designed to help graduate students present their research to a non-specialized, lay audience.

The primary purpose of this competition is to offer students an opportunity to explain their research to a general audience; therefore, judges from the community are especially welcome. Judges will be given all the information needed on the day of the conference. Lunch will be provided.

“We’re excited about showcasing the research our graduate students are doing and the opportunity for participants to talk about their research with members of the community,” event co-coordinator Jeannie Bennett said.

The poster competition will be from 10 a.m. to 3 p.m. March 25 at the Helen DeVitt Jones Sculpture Court at the [Museum of Texas Tech University](#), 3301 4th St. People interested in being judges can register [online](#).

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CONTACT: Carleigh Smith, event co-coordinator, Graduate School, Texas Tech University, (806) 834-5356 or carleigh.smith@ttu.edu or Jeannie Bennett, event co-coordinator, Graduate School, Texas Tech University, (806) 834-8282 or jeannie.bennett@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Rawls College of Business Offering New Master's Degree in Groundbreaking Field Quality data analysts are in high demand to help businesses grow.

It is estimated that by 2018 there will be a shortage of 140,000 to 190,000 people with deep analytical skills and even fewer managers and analysts with the know-how to use big data analysis to make effective decisions.

A new master's program at Texas Tech University is aiming to change that.

Bringing together the principles of statistics, technology and business, the [Rawls College of Business](#) has developed a master of science in data science, a one-year, science, engineering, technology, mathematics (STEM)-designated program consisting of 12 courses.

Students will develop skills that will help them understand and interpret big data for use in creating sustainable organizational strategies. Course topics will be divided into three equal domains – statistics, technology and business – with many of the latter classes in the program using all three aspects of the field.

“In theory, anyone who has data they want to use to make decisions could use the skills we teach in the data science program,” said Eric Walden, director of the [data science program](#). “Astronomers, geneticists and meteorologists have been using big data for many years, but it’s becoming more prevalent in business today. That is why our program has a strong business component in addition to the technology and statistics component. We really want people to be able to come up with novel ways to apply these techniques to business.”

Graduates are expected to find employment in some of the more rapidly growing areas of business, medicine and applied science, such as data science, business analytics, business intelligence and big data fields. Both the Harvard Business Review and Forbes have called data science one of the best areas of employment in recent years with an ever-increasing ceiling.

Walden said between statistics and management information systems, the Rawls College of Business has offered a “data science-flavored degree” for years. After analyzing the curriculum a couple of years ago and understanding the demand for data scientists, the decision was made to formally change the name of the program to Data Science.

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“A lot of people recognized what we knew years ago, that data science is important,” Walden said. “The timing was right, so we did it.”

The [Center for Advanced Analytics and Business Intelligence](#), founded in 2004 by Horn Professor Peter Westfall, plays a key role in the program, Walden said.

The program offers courses covering subjects such as big data strategy, multivariate analysis, predictive analytics, business intelligence, data and text mining and decision theory and business analytics. Students also learn a variety of technologies used to analyze data, including R, Hadoop, Python and SAS and relational databases.

Walden said even with Texas Tech and other schools churning out data science experts, there still will be a massive shortfall in the coming years as companies continue to increase the variety and quantity of data they gather from both people and internet-enabled objects.”

“This is why so many universities are trying to educate people in data science,” Walden said.

Walden added that response to the new Texas Tech program has been good so far with about 100 applicants for this year.

“Our main difficulty is in getting people to quit good jobs and come back to school for a year to have a great job,” Walden said.

For more information on the master’s of data science offered by the Rawls College of Business, visit its [website](#).

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CONTACT: Eric Walden, director, Data Science Program, Rawls College of Business Administration, Texas Tech University, (806) 834-1925 or eric.walden@ttu.edu

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 18, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Texas Tech Civil Rights Expert Available During Black History Month

Pitch

More than 150 years after the end of the Civil War, and more than 50 years since the civil rights movement, civil rights are still not a given for African-Americans in the United States.

The civil rights movement of the 1960s sought to end the racial segregation and discrimination against African-Americans that persisted since the Civil War. The Civil Rights Act of 1964 banned discrimination based on race, among other factors, and ended unequal application of voter registration requirements and racial segregation in schools, workplaces and public accommodations. The Voting Rights Act of 1965 restored and protected voting rights, and the Fair Housing Act of 1968 banned discrimination in the sale or rental of housing.

It seemed a step forward when Black History Month was recognized by the United States government in 1976 as part of the U.S. Bicentennial. But to this day, debates continue about the usefulness and fairness of designating a month to the history of one race. Critics argue Black History Month facilitates a lack of integration of black history into mainstream education during the rest of the year and oversimplifies complex historical figures into objects of hero worship.

Matthew Johnson, an assistant professor in the Texas Tech University [Department of History](#), specializes in social movements with research exploring the institutional implementation of the civil rights movement. He teaches courses on the history of dissent, mass incarceration and human rights. He previously served as the James Farmer Postdoctoral Fellow in Civil Rights and Social Justice at the University of Mary Washington.

Expert

Matthew Johnson, assistant professor, matthew.j.johnson@ttu.edu

Talking points

- Martin Luther King's memory has been distorted to make him more palatable to a broad audience.
- We need a better understanding of the civil rights movement if we want it to speak to our time.
- Incarceration is an issue that makes it difficult to tell a story about great progress since the 1960s.
- Mass incarceration has weakened the legacy of the civil rights movement.

Quotes

- “This is often a month when historians try to reclaim Martin Luther King Jr. from popular memory. Rather than viewing him as a leader stuck in his 1963 March on Washington for Jobs and Freedom speech where he famously outlined his dream for a world where his children would ‘not be judged by the color of their skin, but by the content of their character,’ we try to remind Americans that he was also a supporter of affirmative action, a spokesperson for economic justice, an outspoken critic of American imperialism and police brutality. But it says something about the state of American politics, given that King was one of the most moderate of all civil rights movement leaders, that we’ve had to forget most of his ideals in order to accept him as a national icon.”
- “We are on the cusp of a newly emerging civil rights movement that challenges incarceration and police brutality, economic inequality and racial disparities in higher education. All of these issues were core parts of the civil rights movement that we celebrate every February. And yet, every February our popular celebration seems to leave out all of the ways the civil rights movement of the 1950s and 1960s speaks to our time.”
- “In 1970, 300,000 people were incarcerated in the United States. Almost 50 years later, about 2 million people are now behind bars and about 7 million are under some form of correctional control. And racial disparities in the prison population have only increased since 1970. African-Americans face incarceration rates that are nearly six times the rate of whites. The number of African-Americans in prison is so significant that they represent about 9 percent of the world’s prison population.”
- “Mass incarceration undermines goals for economic justice, it turns schools into prison pipelines and greatly harms race relations in the United States. African-Americans have suffered the most from mass incarceration and any contemporary civil rights movement has to place criminal justice reform at the center of its agenda. That’s what we’re seeing in the Black Lives Matter movement and will likely continue to see in the future.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2016

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Difficult Dialogues Series to focus on Campus Carry

The spring installment will include a panel discussion featuring law enforcement professionals and Texas Tech students, faculty and staff.

The Texas Tech University [Cross-Cultural Academic Advancement Center](#) (CCAAC) will host a panel discussion on [campus carry](#) during the spring installment of the [Difficult Dialogues](#) series. The discussion, “Campus Carry: Concealed Weapons on the College Campus,” is scheduled for 2 p.m. Wednesday, Feb. 24 in Education Building Room 001.

“The Difficult Dialogue Program offers faculty, staff, students and the community an opportunity to engage in dialogue on sensitive or difficult topics in an environment where expressed beliefs and values are encouraged and recommended,” CCAAC Director Sarah Shiver said.

John Delony, associate dean of the [Texas Tech School of Law](#), will serve as moderator. The panel will include Texas Tech Police Chief Kyle Bonath, Texas Department of Public Safety Sgt. Lance Outland and Michael Farmer, associate professor of natural resource economics. Two students, Holton Westbrook, president of the Student Government Association, and Michael Wurmstein, a chemical engineering major, also are included.

“The panel members were chosen based on their knowledge related to this topic and their ability to provide varying perspectives on this issue,” Shiver said.

Senate Bill 11, commonly referred to as campus carry, allows licensed individuals to carry concealed handguns on academic campuses. The discussion is a chance for those interested in the law to share their thoughts and concerns, Shiver said.

“Students, faculty, staff and the community should attend to gain an in-depth understanding of the new campus carry law and how this law will affect our campus and local community,” Shiver said.

For more information about Difficult Dialogues Program, visit its [website](#).

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2016

CONTACT: Jenae Fleming, jb.fleming@ttu.edu
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**Fossil Fuel Activist Alex Epstein to Deliver
Pair of Lectures at Texas Tech University**

Epstein, a well-known author and humanist, will speak to groups from the Rawls College of Business and School of Law.

WHAT: Widely regarded author, humanist and fossil fuel activist Alex Epstein will speak to groups from two of Texas Tech University's colleges on Tuesday.

President and founder of the Center for Industrial Progress, he will speak as part of the Energy Law Lecture Series at the [School of Law](#). Later Tuesday, he will be the guest speaker for the Jerome Schuetzeberg Distinguished Lectureship sponsored by the [Rawls College of Business](#) and the [Area of Energy, Economics and Law](#).

WHEN: School of Law, Noon Tuesday (Feb. 23)

Rawls College of Business, 6 p.m. Tuesday (Feb. 23)

WHERE: School of Law, Lanier Auditorium, 1802 Hartford Ave.

Rawls College of Business, [McCoy Atrium](#), 703 Flint Ave.

WHO: The lecture at the School of Law can be seen via a [live webcast](#). Law students who attend will receive one hour of Texas CLE credit.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
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Texas Tech Brings 1 Million Cups to Lubbock

The weekly networking events help to connect businesspeople and students.

Texas Tech University is helping to bring the national [1 Million Cups](#) entrepreneurial network to the Lubbock business community.

The 1 Million Cups format is consistent in each of its 84 locations across the country. On Wednesday mornings, one or two early-stage startup companies present their company to a diverse audience of their peers, mentors, educators and advisers, according to the organization's website. Each presentation lasts six minutes, followed by a 20-minute question-and-answer session with the audience, and each startup then receives feedback through a survey.

The free community event was initiated by Texas Tech, but local business owners will lead the group and organize weekly events, according to organizer [Jennifer Horn](#), director of translational research and entrepreneurialism in the Texas Tech [Office of the Vice President for Research](#).

"1 Million Cups is a supportive, neutral space welcoming entrepreneurs to be open and honest about their businesses and the challenges they face," Horn said. "Each session always ends with the question, 'What can we as a community do for you?'"

The inaugural Lubbock event begins at 9 a.m. Wednesday (Feb. 24) at the Texas Tech [Innovation Hub and Research Park](#), 3911 4th St. Subsequent events will occur from 9-10 a.m. each Wednesday at the Innovation Hub. Coffee will be provided by local coffee shops, and attendees are invited to stay after the event to network.

About 1 Million Cups

1 Million Cups is an educational program developed by the Kaufmann Foundation, based in Kansas City, Missouri, which helps entrepreneurs build a supportive network of like-minded individuals. The closest cities with 1 Million Cups chapters are Dallas; Fort Worth; San Antonio; Oklahoma City; and Albuquerque, New Mexico.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 19, 2016

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Texas Tech to Host Feed Your Body and Soul Week

The weeklong series of events encourages soulful living by raising awareness about eating disorders and body image.

Texas Tech University will host Feed Your Body and Soul Week Sunday (Feb. 21) through Saturday (Feb. 27). The weeklong series of events is aimed at raising awareness about eating disorders, body image and soulful living.

Feed Your Body and Soul Week is held in conjunction with National Eating Disorders Awareness Week. This year's theme is "#changeyourcompliment" and is meant to encourage people to move from focusing solely on physical appearance as a standard of worth by using compliments that recognize the value of the whole person.

According to the National Eating Disorders Association, as many as 10 million females and 1 million males in the United States struggle with an eating disorder such as anorexia or bulimia. Approximately 15 million more struggle with binge eating disorder.

Feed Your Body and Soul Week is a way students on the Texas Tech campus can work to increase awareness and practice body acceptance.

The events for the week include:

Hip-Hop Class, 7 p.m. Sunday (Feb. 21), Student Rec Center Room 114:

Try an introductory hip-hop class and learn new dance moves while getting a great workout. Texas Tech student ID required to participate.

Judo Class, 6:45 p.m. Monday (Feb 22), Student Rec Center Room 116:

Judo teaches people to defend themselves using their own weight, balance and momentum as assets. Texas Tech student ID required to participate.

Feed Your Body Fair, 11 a.m. to 1 p.m. Tuesday (Feb. 23), Student Union Building Ballroom:

Visit the Feed Your Body Fair to learn more about mindful eating, body acceptance and health at every size. Free food will be provided while supplies last.

Belly Dancing Class, 5:30 p.m. Wednesday (Feb. 24), Student Rec Center Room 114:

Belly dancing provides a great workout while encouraging appreciation of curves. Texas Tech student ID is required to participate.

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**Free Screening of “The Illusionists: The Globalization of Beauty,” 6:30 p.m.
Wednesday (Feb. 24), Human Sciences Room 111:**

This film examines how the global beauty industry conspires to create a narrow, westernized view of beauty that is almost impossible to achieve.

**Celebration of Recovery, 7 p.m. Thursday (Feb. 25), Serenity Center in the Center
for the Study of Addiction and Recovery:**

Attendees will hear a personal story of recovery from an eating disorder survivor.

Contribute to our #changeyourcompliment campaign:

Changing compliments means recognizing the beauty and worth that is unique to everybody. People change their compliments when they move away from comments that focus only on physical appearance and provide comments that acknowledge the true worth of a whole person.

More information and a complete schedule of the Feed Your Body and Soul Week events is available on the Student Counseling Center’s [website](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 22, 2016

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Dallas Law Firm Named Sponsor for Texas Tech School of Law Scholarship Gala
Gardere Wynne Sewell LLP becomes the
Premier Diamond Endowed Scholarship Sponsor through its gift to the law school.

The Texas Tech University [School of Law](#) is proud to announce Gardere Wynne Sewell LLP, an Am Law 200 firm serving clients in Texas, Colorado and Mexico, is the Premier Diamond Endowed Scholarship Sponsor for the law school's 12th Annual Scholarship Gala.

“Gardere is such a highly regarded firm with many talented Texas Tech law graduates. We are proud to have them as the Premier Diamond Endowed Scholarship Sponsor,” said Darby Dickerson, Texas Tech Law dean and W. Frank Newton Professor of Law. “The firm’s generosity will support deserving students who are committed to upholding and advancing the profession.”

The Texas Tech University School of Law Scholarship Gala, which will be held March 5 at the Overton Hotel and Conference Center, will honor five distinguished alumni who have made significant contributions to the bench, bar or community: Sam Boyd ('77), president and owner of Boyd & Associates in Dallas; Sharen Wilson ('80), Tarrant County Criminal District Attorney in Fort Worth; W C Bratcher ('75), managing partner of Crenshaw, Dupree & Milam in Lubbock; Judge Leslie F. Hatch ('88) of the 237th District Court in Lubbock; and Holland N. O'Neil ('87), partner and chair of the Board of Directors at Gardere Wynne Sewell LLP in Dallas.

As the Premier Diamond Endowed Scholarship Sponsor, Gardere Wynne Sewell LLP committed \$30,000 to fund the new Holland N. O'Neil Endowed Scholarship at the School of Law. O'Neil is one of six women to have an endowed scholarship named in her honor through the Texas Tech Law School Foundation.

O'Neil, designated a “top-notch lawyer” by clients in Chambers USA, was recognized by D Magazine as one of the Best Lawyers in Dallas in 2015, by D CEO magazine as one of the 500 most influential business leaders in the Dallas area in 2016, and has been named to The Best Lawyers in America® list for nine consecutive years. As chair of Gardere, she has been instrumental in the firm's expansion strategy, including opening a Denver office and fully integrating the Mexico City office into the firm.

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“Holly has that intangible leadership quality that’s very difficult to define,” said David Segrest, partner at Gardere Wynne Sewell LLP and 2008 Texas Tech law Distinguished Alumni awardee. “She sets such a high standard for the rest of us.”

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 22, 2016

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Texas Tech Student Chapter of American Meteorological Society Hosts 10th Annual Severe Weather Awareness Day

Texas Tech master's student and The Weather Channel co-host
Sarah Dillingham is the event's special guest.

The Texas Tech University [student chapter](#) of the American Meteorological Society (AMS) will host the 10th annual Severe Weather Awareness Day from 10 a.m. to 5 p.m. Saturday (Feb. 27) at the Science Spectrum and OMNI Theater, 2579 S. Loop 289.

The free community event will feature special guest Sarah Dillingham, a Texas Tech master's student and co-host of The Weather Channel's "Weather Underground TV." Dillingham will have a booth to answer questions from attendees. She has been a severe weather producer at The Weather Channel for three years.

"We are beyond excited to have Sarah Dillingham as our special guest this year," said Ashley Morris, president of the AMS student chapter. "While at Tech, she was involved in both the AMS student chapter and the organization of this annual Severe Weather Awareness Day event. It is very neat to see her go full circle from planner to guest at this event. She has a very special background due to working at CNN and now The Weather Channel, which is sure to excite guests and bring on many questions regarding her experiences. She is sure to make the 10th annual Severe Weather Awareness Day event a special one."

Activities will include hands-on weather experiments for children of all ages, live weather demonstrations with tornado and lightning simulators, information on severe weather preparedness and door prizes. Storm chasing vehicles and weather instruments from Texas Tech's Severe Storm Research Team will be on site and open for all to see.

The American Red Cross will offer two sessions of The Pillowcase Projects, in which children from third through eighth grade can learn severe weather safety and make their own storm kit in a free pillow case they will get to decorate.

Forecasters from the National Weather Service (NWS) office that serves the South Plains area will provide Skywarn Storm Spotter Training at 1 p.m. and Tornado/Severe Weather Safety talks at 11 a.m. and 3 p.m. NWS mascot Owl the Safety Owl will be available to meet and take photographs with children.

“I expect families and citizens alike to have a great time learning valuable weather safety information at this event,” Morris said. “We cannot wait to share our knowledge to better prepare our community for potentially dangerous severe weather this spring and summer. We hope everyone will come out and learn something new that could change their lives for the better when the situation arises.”

Special OMNI Theater screenings of the film “Tornado Alley” also will be featured in celebration of the day’s events. “Tornado Alley” lets audiences ride along with tornado researchers and chasers and get closer to real tornadoes than most would ever dare.

In addition to the student AMS chapter, other sponsors are KCBD-TV, the National Weather Service and the Science Spectrum.

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 22, 2016

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Two Texas Tech Professors With an International Team Receive \$1 Million Food Safety Grant from USDA

The researchers are part of a team that will study effective mitigation strategies for antimicrobial resistance in beef and dairy cattle.

Two Texas Tech University researchers are part of a team that was recently awarded one of 35 food safety grants by the United States Department of Agriculture that promotes safe, nutritious food.

Mayukh Dass, the J.B. Hoskins Associate Professor of Marketing and the director of the [Rawls Business Leadership Program](#) in the [Rawls College of Business](#), and Guy Loneragan, a professor of food safety and public health in the [Department of Animal and Food Sciences](#) in the [College of Agricultural Sciences and Natural Resources](#), are part of a team led by Texas A&M researcher H. Morgan Scott.

The grant from the National Institute of Food and Agriculture (NIFA) will support research that focuses on effective mitigation strategies for antimicrobial resistance in beef and dairy cattle. Loneragan said the researchers will work together to develop, test and implement practical approaches to help preserve the effectiveness of antibiotics for human and veterinary medicine.

“Antibiotic resistance is one of today’s most complex grand challenges,” Loneragan said. “We are thrilled to be part of a diverse team, and our collective goal is to discover and test practical solutions that effectively combat antibiotic resistance. This helps protect human health while maintaining a vibrant and productive livestock industry.”

Antimicrobials, which includes antibiotics, are widely used to treat and prevent the growth of bacteria in both humans and cattle. In recent years, however, strains of bacteria have become increasingly resistant to antibiotics, which leads to concern about the effectiveness of their use.

This research hopes to answer those concerns through the development of a program by which stakeholders will take responsibility for effectively treating animals with antibiotics.

“Determining the stakeholders and their decision process in the beef and dairy cattle system will not only help us determine the ecosystem of the industry, but will also provide us a great opportunity to learn how antimicrobial resistance in animals is effecting the meat business,” Dass said. “This award exemplifies the type of impactful research our faculty members are doing with other researchers in the world and the crucial role played by our university on our community members’ health and businesses.”

Loneragan said the research is an interdisciplinary, international project to bring together technological, social science and economic aspects to address a complex societal need.

According to the research proposal, the goal of the project is to identify and develop practical, effective and widely adoptable methods for managing antimicrobial resistance to intestinal bacteria. Through a system-based, stakeholder-centered process, the team will create science-based stewardship programs suited to animal production.

Other members of the research team include Yrjö T. Gröhn of Cornell University, Ellen R. Jordan and Jason Sawyer of the Texas A&M Agrilife Extension, Alex W. McIntosh of Texas A&M and Gerald R. Midgley of the University of Hull in England.

The team will recruit stakeholders to develop ways to increase voluntary compliance with the stewardship programs; conduct field studies that will yield crucial data to support the stewardship from microbiological, production, economic and social science perspectives; develop qualitative and quantitative models to design, test and improve support tools; and rely on key stakeholders to advance support tools that will enhance voluntary adoption and diffusion and maximize antimicrobial stewardship.

To read the full grant proposal, visit the NIFA [website](#).

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TEXAS TECH UNIVERSITY

Advisory

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DATE: Feb. 22, 2016

CONTACT: George Watson, george.watson@tu.edu
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Whitacre College of Engineering Celebrating National Engineers Week

A full list of learning opportunities and Olympic-style engineering events will be held throughout the week to promote interest in engineering and technology.

- WHAT:** The [Whitacre College of Engineering](#) at Texas Tech University will host several events in conjunction with National Engineers Week.
- WHEN:** Feb. 21-27
- WHERE:** Various locations within the Whitacre College of Engineering
- EVENT:** National Engineers Week promotes understanding of and interest in engineering and technology in order to ensure a diverse and well-educated workforce for the future. It is sponsored by the National Society of Professional Engineers.

In conjunction with National Engineers Week, the Whitacre College of Engineering will host the Engineers Week Olympics where students will compete in several events designed to promote and highlight engineering at Texas Tech.

Students will form teams of 8-10 members and participate in a variety of events throughout the week, accumulating points along the way. Prizes will be awarded to the winners at the Rock the Key closing ceremony on Friday, where students will enjoy free food.

In addition, several lectures will be delivered throughout the week.

Monday (Feb. 22)

- Lyondell Lunch & Learn: Noon-12:30 p.m., Mechanical Engineering Room 146

Thursday (Feb. 25)

- Tyler Technologies Lunch & Learn: 12:30-1 p.m., Civil Engineering Room 7
- Oxy Lunch & Learn: 12:30-1 p.m., Electrical and Computer Engineering Room 226

The events included in the Olympics competition include:

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Monday (Feb. 22)

- Engineering Math: 9-10:30 a.m., Engineering Key
- Giant Jenga: 2-3:30 p.m., Engineering Key
- Trivia Night/Family Feud: 5-7 p.m., Livermore Center Room 104

Tuesday (Feb. 23)

- Engineering Life Boat: 9-10:30 a.m., Engineering Key
- Twisted Key: 2-3:30 p.m., Engineering Key
- Engineering Pool: 5:30-8:30 p.m., Engineering Key

Wednesday (Feb. 24)

- Three-point competition: 9-10:30 a.m. and 2-3:30 p.m., location TBA
- Engineering back to basics: 5:30-8:30 p.m., Livermore Center Room 104

Thursday (Feb. 25)

- Super Smash Brothers competition: 9-10:30 a.m. and 2-3:30 p.m., Engineering Opportunities Center
- Obstacle Course: 5:30-7:30 p.m., Engineering Key/Engineering Opportunities Center

Friday (Feb. 26)

- Bridge Bash competition: 5:30-10 p.m., location TBA

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News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2016

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Annual Retail Symposium Connects Students With Industry Professionals

The event will feature speaker panels, speed interviews and a keynote speaker.

The Texas Tech University [College of Human Sciences Retail Management Program](#) will host the fourth annual [Retail Management Symposium](#) from 9:30 a.m. to 3 p.m. March 29 at the [Overton Hotel and Conference Center](#).

The event, sponsored by Target, provides the opportunity for students to network with company representatives in a professional environment, Retail Management Program Director Deborah Fowler said. She said attendees also will have a chance to learn about different companies during keynote and panel speaker events.

“The speakers are typically chosen on a rotational basis and who show a great deal of interest in the Retail Management Program,” Fowler said. “This year, one of the panels is made up of our recent graduates.”

Kristin Cartwright graduated in May 2013 with a bachelor’s degree. She is the women’s manager and a buyer for all women’s departments at [Drest by Scott Malouf](#).

Ellie Schultz serves as the modular manager supporting the fabrics and crafts business for Walmart. She started with Walmart in August 2014 while still at Texas Tech, completing a bachelor’s degree in 2014 and a master’s degree in 2015.

Kelsi Shuey serves as the category space analyst within the Space Planning Department at [Academy Sports + Outdoors](#). Shuey earned a bachelor’s degree in 2013 a master’s degree in 2014.

The alumni will speak as part of a 12:30 p.m. panel, Fowler said. Directly after the panel, attendees will have a chance to participate in speed interviews, which Fowler said are similar to the way some companies interview groups of candidates.

“One or more professionals will sit at a table,” she said. “We will ask students to move to the tables like a reverse panel interview; the professionals ask them questions and give them feedback on their responses and resumes.”

Students then move to a second table for another round. Fowler said the symposium will include four rounds, with the first taking place after a speaker panel that morning. The

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event will close after a keynote speech by Tom Petersen, senior director of space planning at Academy Sports + Outdoors.

There is no cost to attend the event and registration is open.

“We welcome any students or professionals who are interested in attending,” Fowler said. “We encourage registration so that we have good numbers for the seating, coffee and meal.”

For more information about the Retail Management Program, visit its [website](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2016

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Meaningful Education Reform Requires Data, Education Deans Argue

Dean Scott Ridley is a founding member of Deans for Impact, a group of administrators leading the charge to reform educator preparation in the U.S.

A nonprofit group aimed at reforming educator preparation programs in the United States is calling programs to focus on data and outcomes as they move forward in mandated program reform.

In its first policy brief, [“From Chaos to Coherence: A Policy Agenda for Accessing and Using Outcomes Data in Educator Preparation,”](#) Deans for Impact discusses the need for teacher preparation programs to be transparent and accountable for their effectiveness in preparing teacher candidates to be in the classroom.

Dean Scott Ridley of the [College of Education](#) at Texas Tech University is a founding member of [Deans for Impact](#), a coalition of collegiate educators and administrators dedicated to improving U.S. teacher preparation programs. The national nonprofit group is focused on improving the use of data and evaluations in measuring both teacher candidates and their programs.

Ridley has been outspoken in his support for education reform, especially the use of student test scores, assessments that can be used to compare programs objectively and focusing on competency-based curriculum, ideas that have yet to be embraced on a widespread scale.

“Equity in education is critical for both our state and our nation,” Ridley said. “How can we understand what we do well and where we need improvement if there isn’t a system in place to collect and evaluate data? My colleagues at Deans for Impact are all engaged in the critical work of educating future educators, and we are all in agreement the time has come to use data to reform this system.”

The brief, which is Deans for Impact’s first release since its inception a year ago, calls on administrators to accept the need for reform in their programs and be proactive in making the necessary changes, including developing meaningful data requirements that will give programs the information they need to identify and improve weaknesses. This data also needs to be collected uniformly across programs so teacher prep programs throughout the country can compare results.

“States appear poised to press ahead with new accountability policies for educator preparation programs, yet the danger lurks that we will have failed to learn one of the central lessons from the No Child Left Behind era: Simply setting a high bar is not enough,” the brief reads. “Policy needs to provide actionable data, as well as support and tools for program improvement, to help those at the front lines of our education system succeed.”

Deans for Impact conducted surveys of the programs represented in the organization and found a surprising lack of data at any stage of enrollment. The research also showed even when measurements existed they often were specific to a program and not usable to compare programs in the state or nation. Additionally, few programs followed up with their graduates to measure their effectiveness in the classroom.

These revelations came at a time when the U.S. government is putting additional standards on teacher preparation programs as part of nationwide education reform.

Under Ridley’s leadership, Texas Tech has taken a progressive role in education reform. In 2015 the [Bill & Melinda Gates Foundation announced it was giving \\$7 million to Texas Tech](#) to create a national center, called the [U.S.PREP National Center](#), aimed at reforming teacher preparation programs in the southern United States. U.S.PREP is an acronym for University-School Partnerships for the Renewal of Educator Preparation.

The U.S.PREP Center follows Texas Tech’s education reform, which Ridley pioneered at Arizona State University before coming to Texas Tech and implementing the [TechTeach program](#) in 2012. TechTeach puts teacher candidates in classrooms for a year, requires candidates pass subject competency tests before they move into the classroom and uses video technology to record teacher candidates at work so education professors can determine exactly what additional help is needed and work with teacher candidates immediately to adjust teaching.

Additionally, Texas Tech administrators work closely with the teachers and administrators at the partner schools to collect data and feedback about teacher candidate performances. The university also keeps track of students’ test scores, which are part of the rubric used to measure teacher candidates’ preparation.

“The College of Education at Texas Tech is not supporting reform blindly,” Ridley said. “We have learned many lessons as we have implemented TechTeach in the last several years. We know this is difficult work, but we also know it is worth the effort.”

Although all of the recommendations in the Deans for Impact brief are voluntary, education reform is on the horizon. The U.S. Department of Education is implementing new accountability standards in 2016 and 2017, which include evaluating teachers according to a rubric that includes student test scores and holding teacher preparation programs accountable for their graduates’ success.



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“Rather than tear apart any and every new proposal to hold our programs more accountable, we believe we must evaluate the effectiveness of the educators we prepare,” the brief reads. “We believe this is vital to ensuring every student in this country receives the education to which he or she is entitled.”

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2016

CONTACT: George Watson, george.watson@ttu.edu
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Texas Tech University School of Law Hosting Water Law Symposium

The event will feature discussions and lectures on current and emerging water law issues as well as administrative and agricultural impacts.

WHAT: The [*Texas Tech University Law Review*](#) will host a Water Law Symposium at [Texas Tech University School of Law](#).

WHEN: 9 a.m.-5 p.m. Friday (Feb. 26)

WHERE: Mark & Becky Lanier Professional Development Center Auditorium, Texas Tech School of Law, 1802 Hartford Ave.

EVENT: Featuring speakers and panelists from law firms and law schools from across the country, the Texas Tech School of Law and the *Texas Tech University Law Review* will present a Water Law Symposium to discuss issues related to current and future water use and how the law will have an impact.

The symposium will begin with a keynote address by Amy Hardberger, an associate professor at St. Mary's School of Law.

Panel discussions will cover topics including water and agricultural law, emerging issues in water law and water and administrative law.

The symposium will count for 5.25 continuing legal education (CLE) credits.

For more information, visit the Water Law Symposium [website](#).

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

CONTACT: Kimberly Grinnan, symposium editor, School of Law, Texas Tech University, (806) 742-3990 or kimberly.grinnan@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2016

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

Child Development Research Center to Host Cathy Nathan Fun Run

The 8th annual fundraising event was established to provide tuition assistance to families in financial need.

EVENT: The Cathy Nathan 8th Annual Fun Run, an annual fundraising event named after the 17-year [Child Development Research Center](#) (CDRC) director, was established to provide tuition assistance to families in financial need.

All proceeds from the Fun Run will benefit the tuition assistance endowment as well as help enrich the learning activities provided for children and students at the CDRC. Events will include a silent auction, face painting, raffle drawings, children's games, music and free [Cowamongus](#) ice cream. Festivities begin at 3:30, with the one-mile run beginning at 4 p.m.

Registration is \$17 and includes participation in the run, activities and a T-shirt. Please call (806) 742-3016 for more information.

WHEN: 3:30 p.m. Mar. 4

WHERE: Texas Tech University campus – Child Development Research Center Playground

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

CONTACT: Stacy Johnson, director, Child Development Research Center, College of Human Sciences, Texas Tech University, (806) 834-4382 or stacy.johnson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2016

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

NPR Classical Music Program to Record Live at Texas Tech

From the Top is a weekly radio program featuring talented young musicians recorded before live audiences across the country.

The most popular classical music program on public radio will come to life at Texas Tech University when it hosts “[From the Top](#)” with Christopher Riley at 7 p.m. Saturday (Feb. 27) at the Student Union Building’s Allen Theatre.

“From the Top” is a weekly, one-hour radio program that celebrates the power of music by featuring young talented musicians who inspire appreciation for the classical genre. Heard by more than half a million listeners in more than 220 markets, “From the Top” is recorded before live audiences in concert halls across the country.

Clint Barrick, general manager and director of programming at KTTZ-FM, said Texas Tech is excited to highlight the achievements of the country’s best young classical musicians by hosting the premiere public radio program.

“The program’s combination of art, music and education make it ideal for [Texas Tech Public Radio](#), and we are delighted to bring ‘From the Top’ to our university,” Barrick said. “We are also fortunate to showcase the talents of two Lubbock musicians on the show which will air nationally this spring.”

The event at Texas Tech will be taped and replayed at a later date on National Public Radio (NPR) stations nationwide. Tickets are \$25 for adults or \$15 for students and children and are available through Select-A-Seat at (806) 770-2000 or selectaseatlubbock.com. A reception will be hosted by the [Office of the President](#). Preferred seating and reception tickets are available through Select-A-Seat at an additional charge.

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

CONTACT: Clint Barrick, general manager and director of programming, KTTZ FM / KNCH- FM, Texas Tech Public Radio, Texas Tech University, (806) 834-4001 or clinton.barrick@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2016

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

Presidential Lecture & Performance Series Continues with Martha Redbone Roots Project

The second PLPS event of 2016 will feature award-winning indie singer Martha Redbone.

WHAT: Martha Redbone Roots Project

The 10th anniversary spring season of Texas Tech's [Presidential Lecture & Performance Series](#) continues with a performance by Independent Music Award-winning singer Martha Redbone. Renowned for blending music from her Native and African-American background, Martha Redbone combines R&B grooves, blues and Appalachian folk to earn herself the title of "charismatic indie-soul diva." She launched the Martha Redbone Roots Project with the release of her 2012 album "The Garden of Love – Songs of William Blake," a compilation of 18th century poems set to the music of Appalachia.

Tickets to the Martha Redbone Roots Project performance are \$18 and are available through Select-A-Seat at (806) 770-2000 or www.selectaseatlubbock.com. Texas Tech students may receive one free ticket with a valid student ID. A CD signing will follow the performance.

WHEN: 7 p.m. March 4

WHERE: Texas Tech University Allen Theatre, Student Union Building

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

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

Expert Pitch

FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Social Media Expert Available to Comment on New Facebook Emojis

Pitch

Facebook launched its much-anticipated “Reactions” feature Wednesday, adding five new emojis – “Love,” “Haha,” “Wow,” “Sad” and “Angry” – to the pre-existing “Like” option.

In a post explaining the change, Facebook CEO Mark Zuckerberg wrote, “Not every moment you want to share is happy. Sometimes you want to share something sad or frustrating. Our community has been asking for a ‘Dislike’ button for years, but not because people want to tell friends they don’t like their posts. People wanted to express empathy and make it comfortable to share a wider range of emotions.”

But the addition may have a wider effect as individuals can now express their thoughts with more than just the thumbs-up symbol. For example, unhappy customers can now post their complaints with an angry face emoji on a business’ Facebook profile, which could draw attention to the post.

Allison Matherly, coordinator of digital engagement for Texas Tech University, coordinates and manages the university’s official social media platforms. She handles the Emergency Communications Center and TechAlert system and develops content for various web presences across campus. She is available to discuss the new emojis and their implications.

Expert

Allison Matherly, coordinator of digital engagement, (806) 742-2136 or allison.matherly@ttu.edu

Talking points

- The new Facebook Reactions provide users with more ways to show their emotions toward Facebook posts.
- This is not the highly-requested “Dislike” button, but it does include two emotions that would be included in “Dislike.”
- More emotions provide ways for Facebook to show information to users based on those emotions. For instance, if someone uses the “Wow” Reaction, Facebook can use its algorithm to show similar posts in that person’s news feed.
- Facebook Reactions provides more data with which advertisers can target users and provides information to Facebook page owners about the true sentiment behind the “Like” a user gave.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2016

CONTACT: Glenys Young, glenys.young@ttu.edu
(806) 742-2136

Texas Tech Achieves Highest Membership Level in National Academy of Inventors

The university is now one of only five Sustaining Member Institutions.

Texas Tech University was recently named a Sustaining Member by the National Academy of Inventors (NAI), an achievement that will open to the university exclusive benefits for highlighting its research and innovation efforts.

The Sustaining Member Institution category is the highest level of institutional membership and is available to a limited number of institutions. Sustaining members provide vital support for the NAI to expand into a new era of growth in programs, visibility and membership.

“The NAI celebrates innovation, entrepreneurialism and advancement of the human condition through these essential activities,” said Robert V. Duncan, senior [vice president for research](#). “Texas Tech is a highly innovative place with a great tradition of discovery, and this affiliation with the NAI both recognizes and empowers our excellence in this regard. I am delighted that Texas Tech is a Sustaining Member of the National Academy of Inventors.”

The other Sustaining Member Institutions are New York University, University of Central Florida, University of Nebraska-Lincoln and University of South Florida.

Texas Tech is also a Charter Member Institution of the NAI, and two faculty members are NAI Fellows: Duncan and Mohamed Soliman, a professor of petroleum engineering and the George P. Livermore Chair in the [Whitacre College of Engineering](#).

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CONTACT: Sally Post, senior director, Office of the Vice President for Research, Texas Tech University, (806) 834-4838 or sally.post@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2016

CONTACT: Kristina Butler, kristina.w.butler@ttu.edu
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Texas Tech Alumni Association to Honor Three Distinguished Alumni

The honorees will be recognized for their outstanding accomplishments and significant contributions toward furthering the excellence of Texas Tech University.

The [Texas Tech Alumni Association](#) (TTAA) will honor three graduates as the 2016 Distinguished Alumni of Texas Tech University at a reception and dinner at 6 p.m. Friday (Feb. 26) at the McKenzie-Merket Alumni Center.

The honorees are Mark Lanier, Class of 1984; Laura Nieto, Class of 1995; and Jaston Williams, Class of 1971.

The Distinguished Alumni Award is the highest honor bestowed to alumni by the TTAA and the university. The award recognizes and honors alumni who have made significant contributions to further the excellence of Texas Tech through outstanding accomplishments, careers and/or through extraordinary measures of service. The evening includes a reception, dinner and a program featuring video biographies highlighting the life of each honoree.

Nominations are accepted from members and friends of the Alumni Association and Texas Tech faculty and staff. Attendance at Texas Tech is a requirement to be eligible for nomination, although receiving a degree is not necessary. Distinguished Alumni are selected by a committee composed of alumni and university officials.

Lanier graduated in 1984 with a juris doctorate from the [Texas Tech School of Law](#). He is the founder of [The Lanier Law Firm](#), with offices in New York, Houston, Los Angeles and Palo Alto, California. An attorney, author, teacher, pastor and expert storyteller, Lanier has earned international recognition as one of the country's top trial lawyers based on courtroom battles involving some of the world's largest companies. Described as one of the decade's most influential lawyers by The National Law Journal in 2010, Lanier continues to support his alma mater, serving on the Law School's Foundation Board. In 2006, he and his wife, Becky, donated \$6 million to the school for the creation of the Mark and Becky Lanier Professional Development Center.

Nieto graduated from Texas Tech in 1995 with a Bachelor of Arts from the [College of Media and Communication](#). She serves as senior manager of community affairs and grassroots at Southwest Airlines. Nieto has a passion for and expertise in community outreach to diverse audiences and has formed a powerful team that develops strategic relationships with key constituencies and national leaders with various segment audiences. She is a member of the company's Diversity Council, a fellow of the [National Office of Communications and Marketing](#)

[Hispana Leadership Institute's Executive Leadership Program](#) and was recently named to the Top 25 Latino Leaders list.

Williams is a Texas Tech alumnus from the [College of Visual and Performing Arts](#). A playwright, performer, writer, teacher and West Texas native, Williams is best known for his performances in the "Greater Tuna" series. Williams continues to use his talent to entertain with hilarious yet insightful portraits of his characters. His work with the [Burkhart Center for Autism Education and Research](#) at Texas Tech led to the creation of the [BurkTech players](#), a performance group composed of Burkhart students and Texas Tech students who work collaboratively to present public performances.

CONTACT: Jaryn Kilmer, special events coordinator, Texas Tech Alumni Association, (806) 834-6333 or jaryn.kilmer@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 25, 2016

CONTACT: George Watson, george.watson@ttu.edu

(806) 742-2136

Texas Tech's Llano River Field Station Hosting Texas Academy of Science Meeting

The multi-state meeting is scheduled for March 4-6
at the Texas Tech University Center in Junction.

When Tom Arsuffi first applied for the [Llano River Field Station](#) to host the annual regional meeting of the Texas Academy of Science in 2009, there was plenty of skepticism about having the event at an off-campus site.

Turns out, the facility at the [Texas Tech University Center in Junction](#) is just the right fit for more than 500 scientists, educators and staff members to gather for collaboration and the exchange of ideas on a variety of subjects. In fact, it's so ideal the meeting is coming back to the Llano River Field Station (LRFS) for a second time.

The LRFS will host the TAS multi-state meeting March 4-6 where Arsuffi estimates between 500 and 600 of the top scientific minds in the region will gather for sessions on subjects ranging from mathematics and conservation ecology to environmental science, freshwater and marine biology and science education. In addition, awards will be presented for the Distinguished Texas Scientist of the Year and the Outstanding Texas Educator of the Year.

"We were really pleased we had such a good meeting that they wanted to come back," said Arsuffi, director of the Llano River Field Station. "There will be all types of gatherings where scientists can get together, talk about their research, network and give their graduate students one of their first opportunities to give a presentation on that research. It's all about getting people together to share their common experiences and visions. It's an opportunity to have fun and learn things, develop some new ideas and find out what other people around the state and the nation are doing."

The LRFS is just the second facility in recent years to host the regional meeting twice, joining Kerrville as a two-time host. The process to host a TAS meeting begins with submitting a proposal that outlines the facilities available, the kinds of workshops planned, field trips and what the facility has to offer.

Arsuffi was confident the LRFS could be an ideal place for the meeting, having served as a past president of the academy and familiar with site selection criteria. The LRFS had to

have adequate classroom space to handle the myriad of lectures that will be delivered as well as a banquet room for the awards dinner at the end of the weekend.

Arsuffi said the rave reviews the LRFS received from the 2009 meeting was a key factor in hosting it again, being the only site to host the TAS meeting that is not on an actual collegiate campus.

“Everybody said it was one of the best Texas Academy of Science meetings they’d ever had,” Arsuffi said. “Part of it is the campus and what it promotes. People can walk around campus and see the picturesque hills of the Hill Country with a river running through it. It’s early enough in the spring that you see a few flowers start to bloom and you have the birds flying around. The people who are with the naturalist associations with Academy just bask in the natural resource glory it exhibits every day of the year.”

Sessions in a wide variety of subjects and disciplines will be held throughout the first two days of the meeting. Late Saturday (March 5), the Distinguished Texas Scientist and Outstanding Texas Educator will deliver lectures followed by a reception and awards banquet that evening. Texas Tech University System Chancellor Robert Duncan as well as Texas Tech Provost Lawrence Schovanec are scheduled to speak during the weekend.

The meetings will wrap up Sunday (March 6) with field trips, including a kayak trip on the South Llano River, a trip to the Enchanted Rock and Bamberger-Selah Ranch, the Fort McKavett State Historical Site and Caverns of Sonora, and the geology of the Northern Llano Uplift.

“The station is now becoming a destination for scientists and environmental educators, for natural resources, for water, for the study of rivers, watershed stewardship, protections and landowner engagements,” Arsuffi said. “These are all such a critical part of the state of Texas. The Hill Country is what I call the natural resources capital of the state. The meeting is a chance to see what a fantastic jewel in research we have at Texas Tech that is located five hours south of Lubbock.”

For more information on the Texas Academy of Science regional meeting at the Llano River Field Station in Junction, go to its [website](#).

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CONTACT: Tom Arsuffi, director, Llano River Field Station, Texas Tech University Center at Junction, Texas Tech University, (806) 834-6918 or tom.arsuffi@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2016

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

Climate Science Center Hosting Second Interdisciplinary Seminar Series Panel

The panel discussion will focus on the effects of climate change on local and regional water issues.

WHAT: Texas Tech Climate Science Center Interdisciplinary Seminar Series panel discussion

This panel discussion, hosted by the Texas Tech [Climate Science Center](#), will feature four professors from various departments at Texas Tech University to discuss the effects climate change has on water and water resources both locally and regionally.

Featured panelists are Chuck West, a professor and Thornton Distinguished Chair in the [Department of Plant and Soil Science](#) and the administrative director of the [Texas Alliance for Water Conservation](#); Alex Pearl, an assistant professor in the [Texas Tech School of Law](#) and the associate director of the [Center for Water Law and Policy](#); Kerry Griffis-Kyle, an associate professor of wetland ecology in the [Department of Natural Resources Management](#); and Ken Rainwater, a professor in the [Department of Civil, Environmental and Construction Engineering](#) and the former director of the [Texas Tech Water Resources Center](#) (2002-12).

The panel discussion is free and open to the public but seating is limited.

WHEN: Noon Tuesday (March 1)

WHERE: Experimental Sciences Building, Room 120

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CONTACT: Jennifer Vanos, assistant professor, Department of Geosciences, College of Arts & Sciences, Texas Tech University, (806) 834-3319 or jennifer.vanos@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2016

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

Texas Tech Chapter of Sigma Delta Pi Receives National Frida Kahlo Award

The National Collegiate Hispanic Honor Society was awarded for its outstanding website.

Texas Tech University's Alpha Phi Chapter of [Sigma Delta Pi](#), the National Collegiate Hispanic Honor Society, was named the recipient of this year's [Frida Kahlo Award](#) by the society's executive council.

Founded in 2006 and named after a renowned 20th-century Mexican artist, the Frida Kahlo Award is presented annually to a chapter for its outstanding website. Selection is based on the website's content, navigability, appearance, innovation and current maintenance. Texas Tech also was a co-recipient of the Frida Kahlo Award in 2014.

Comfort Pratt, chapter adviser of Sigma Delta Pi, said Texas Tech received the award over 600 other chapters in contention for the honor.

"Receiving this award now and in 2014 confirms our chapter's dedication to innovative use of technology to promote the ideals of the society and bring visibility to our university and community," Pratt said. "Our chapter works selflessly to help others and promote the study of the Spanish language, literature and the cultures of the Hispanic world."

Established in 1919 at the University of California, Berkeley, Sigma Delta Pi honors those who have completed three years of college-level Spanish, including at least three semester hours of a course in either Hispanic literature or Hispanic culture and civilization. Students must have a minimum 3.0 grade point average in all Spanish courses taken and rank in the upper 35 percent of their class.

With 608 chapters nationwide, Sigma Delta Pi is a member of the [Association of College Honor Societies](#), the nation's only certifying agency for college and university honor societies.

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CONTACT: Comfort Pratt, associate professor, Bilingual Education, College of Education, Texas Tech University, (806) 834-5710 or c.pratt@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 26, 2016

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

Texas Tech Recognized as Diversity Champion by INSIGHT Into Diversity

The university is one of only 10 colleges and universities selected for the prestigious title and is the only institution recognized in Texas.

Texas Tech University recently was named a Diversity Champion by INSIGHT Into Diversity magazine, the largest and oldest diversity and inclusion publication in higher education today, and is the only institution in Texas awarded the prestigious title.

“A diverse and inclusive learning environment is an essential aspect in providing a well-rounded, complete education to our students,” said Texas Tech Interim President John Opperman. “Our students are graduating into culturally-rich workplaces and working side-by-side with people of different backgrounds and nationalities. It is important we continue to emphasize this part of our mission.”

Only 10 colleges and universities were selected as a Diversity Champion. According to INSIGHT Into Diversity, the institutions selected exemplify an unyielding commitment to diversity and inclusion throughout their campus communities, across academic programs and at the highest administrative levels.

Those selected also were ranked in 2015 in the top tier of the 92 recipients of the Higher Education Excellence in Diversity (HEED) award presented by INSIGHT Into Diversity. The HEED award is presented annually by the diversity publication to recognize colleges and universities dedicated to creating a diverse and inclusive campus environment.

Texas Tech has received the highly esteemed HEED award [four consecutive years](#).

“This recognition reflects the commitment we place on diversity at Texas Tech, and the efforts of many staff and faculty who help provide an inclusive environment where students succeed,” said Lawrence Schovanec, Texas Tech provost and senior vice president. “I especially appreciate the leadership of Dr. Juan Muñoz, Dr. Paul Frazier and their colleagues in the Division of Institutional Diversity, Equity and Community Engagement.”

The university continually works to create an inclusive environment on campus and has seen a [rapid growth in the diverse population](#) over the past two years. Texas Tech reached

a new high in October when the Hispanic student enrollment reached 23 percent, the largest the university has seen.

The [Division of Institutional Diversity, Equity and Community Engagement](#) has 11 departments dedicated to various areas of diversity to develop students' professional skills, individual creativity, personal excellence and social awareness. The departments are:

- Cross-Cultural Academic Advancement Center
- Institute for the Development and Enrichment of Advanced Learners (IDEAL)
- Mentor Tech
- Military and Veterans Programs
- Office of Academic Enrichment
- Office Community Engagement
- Pioneers in Education: Generations Achieving Scholarship and Unprecedented Success (PEGASUS)
- Texas Tech Chess Program
- University Interscholastic League
- Upward Bound
- Women's Studies Program

Ethan Logan, executive director for [Undergraduate Admissions](#), said the university has worked to create programs for students dedicated to diversity and inclusion. He said having these programs helps the university reach out to more students and help them attain academic success at Texas Tech.

“Broadening the appeal of Texas Tech as a higher education institution of choice involves the marketing of the institution with the promise of the commitment of diverse programs, faculty and staff,” he said. “Exceptional programs for student support compliment the recruitment of new students to the institution; our strategy of inclusive outreach and the promotion of accessibility into underserved student markets introduce the possibilities of academic careers at Texas Tech.”

For more information about Texas Tech's diversity programs, visit its [website](#).

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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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Feb. 29, 2016

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

MEDIA - Four former U.S. ambassadors will be available from 10:15-11:30 a.m. March 7 in Room 105B of the International Cultural Center (601 Indiana Ave.).

Former U.S. Ambassadors Coming to Texas Tech for Middle East Forum
Former ambassadors with more than with 100 years of combined foreign service experience offer intriguing insight on foreign policy.

Four distinguished United States ambassadors with more than 100 years of combined foreign service experience will speak at Texas Tech University in a panel discussion for the Lubbock community at 5:30 p.m. March 7.

The event, sponsored by the [Office of International Affairs](#), [Center for Global Understanding](#) and the [CH Foundation](#), will be held in the International Cultural Center Auditorium, 601 Indiana Ave.

Former ambassadors Robert Ford, John Limbert, Ronald Neumann and Richard Hoagland will speak on foreign policy and the United States' interest in the Middle East. Hoagland will moderate the panel.

"Texas Tech is delighted to partner with the Center for Global Understanding and the CH Foundation to bring this group of foreign policy experts to Lubbock," said Ambassador [Tibor Nagy](#), vice provost for International Affairs. "The American Academy of Diplomacy includes some of our nation's most senior and knowledgeable diplomats and other foreign affairs officials, and we are pleased to have this group coming to share their expertise on events in the Middle East."

Robert Ford, U.S. Ambassador to Syria (2011-14)

Ford retired from the U.S. Foreign Service in 2014 after serving as the U.S. Ambassador to Syria from 2011 to 2014. During his time as ambassador, Ford was the State Department leader on Syria in the Obama administration, proposing and implementing policies and developing common strategies with European and Middle Eastern allies to help resolve the Syrian conflict. Ford also served as ambassador to Iraq (2008-10) and Algeria (2006-08). From 2001 to 2004 he served as deputy chief of mission in Bahrain and political counselor to the U.S. Embassy in Baghdad from 2004 to 2006 during the establishment of the new Iraqi government.

Office of Communications and Marketing

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During the news conference Ford can speak on topics regarding Syria and Iraq, such as:

- The purpose of American forces in Syria and Iraq.
- Whether American military operations are making any progress.
- Whether the United States could declare a victory and bring combat forces out of Syria and Iraq.
- What a possible victory could look like.
- What else the United States can do in Syria and Iraq.
- Whether the United States should work with Syrian president Bashar al-Assad as some Washington analysts and officials argue.
- How serious the confrontation is between Russia and Turkey along the Syrian-Turkish border.
- The possibility of the North Atlantic Treaty Organization (NATO) getting involved in the confrontation between Russia and Turkey.

Richard Hoagland, U.S. Ambassador to Pakistan (2011-13), Kazakhstan (2008-11) and Tajikistan (2003-06)

Hoagland serves as one of America's leading diplomats in South and Central Asia and was Principal Deputy Assistant Secretary of State for South- and Central-Asian Affairs from 2013 to 2015. Hoagland has held many titles during his service, such as ambassador to Pakistan (2011-13), Kazakhstan (2008-11) and Tajikistan (2003-06); U.S. Charge d'affairs to Turkmenistan (2007-08); director of the Office of Caucasus and Central Asian Affairs in the Bureau of Europe and Eurasian Affairs, Department of State (2001-03); director of the Office of Public Diplomacy in the South Asia Bureau of the State Department (1999-2001); and Special Adviser to the National Security Council for public diplomacy on Afghanistan.

Hoagland also works to raise [discussion about human rights](#) issues facing the LGBT community both in the United States and internationally. He is a founding member of the State Department's Gays and Lesbians in Foreign Affairs Agencies. In 2011, Hoagland spurred great controversy at the U.S. Embassy in Islamabad when he held its first LGBT pride celebration.

During the news conference Hoagland can speak on topics related to Central Asia and Afghanistan, such as:

- How sometimes people read about a new Great Game in Central Asia since that is where the British and Russian empires played out the 19th-century Great Game and whether this is accurate.
- How the United States has made a foreign-policy pivot to Asia with a focus on China.
- What is the current state of China in Central Asia.
- How some people hear about the New Silk Road, what that means and how the United States is involved in the recreation of ancient trade routes.

John Limbert, U.S. Ambassador to Islamic Republic of Mauritania (2000-03)



Limbert, a leading expert on Iranian politics and history, began his diplomatic career in Tehran in 1979 where he was one of 52 U.S. Embassy officials held hostage for 444 days, on which the movie “Argo” was in part based. Since his first assignment in Tehran, Limbert has served as the president of the American Foreign Service Association (2003-05), ambassador to the Islamic Republic of Mauritania (2000-03), deputy coordinator for counterterrorism in the U.S. State Department (2000), a member of the State Department’s Senior Seminar (1997-98), deputy chief of mission at the U.S. Embassy in Conakry, Guinea (1994-97), and director of orientation at the State Department’s Foreign Service Institute in Washington (1992-94).

In 2009, Limbert was appointed as the first U.S. Deputy Assistant Secretary of State for Iran, dealing solely with Iranian issues.

In addition to his diplomatic career, Limbert has published three books regarding issues with Iran and is a professor of international affairs at the U.S. Naval Academy.

During the news conference Limbert can speak on topics regarding the Middle East with a focus on Iran, such as:

- The importance of the recent nuclear deal between Iran and the P5+1 group, which includes Germany and the permanent members of the United Nations Security Council: the United States, Russia, China, France and Britain.
- Whether or not Iran is a threat to the United States and its allies.
- Whether or not there is a possibility for the United States and Iran to restore diplomatic relations, similar to the United States and Cuba after more than five decades of estrangement.

Ronald Neumann, U.S. Ambassador to Afghanistan (2005-07), Bahrain (2001-04) and Algeria (1994-97)

Neumann, president of the American Academy of Diplomacy and former Deputy Assistant Secretary of State, served as an ambassador to Algeria (1994-97), Bahrain (2001-04) and Afghanistan (2005-07). Before serving as an ambassador to Afghanistan, Neumann served in Baghdad from February 2004 to July 2005 with the Coalition Provisional Authority, then as the Embassy Baghdad’s principal liaison with the Multinational Command, where he was involved in coordinating the political part of military actions.

Also an author, Neumann wrote a book about his time in Afghanistan titled “The Other War: Winning and Losing in Afghanistan” and has written many monographs, articles and editorial pieces, focusing mostly on Afghanistan, stabilization and Bahrain. In October Neumann, along with Brookings Institution senior fellow Vanda Felbab-Brown and former Ambassador David Sedney, wrote an opinion piece for The Washington Post regarding America’s responsibility to Afghanistan titled “[Don’t abandon Afghanistan too soon.](#)”

A second-generation ambassador, Neumann was a U.S. Army infantry officer in the Vietnam War and was awarded a Bronze Star.

During the news conference Neumann can speak on topics regarding Afghanistan, such as:

- Whether the United States' effort in Afghanistan is worth the price.
- How the administration's policy is working.
- Whether it's a possibility the United States and the Afghans are losing the war.
- How serious the role of ISIS is in Afghanistan.

The panel discussion with the ambassadors will occur at the International Cultural Center auditorium, located at 601 Indiana Ave., and is free and open to the public. For more information about the event, call (806) 742-3667 or visit the Office of International Affairs [website](#).

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Advisory

FOR IMMEDIATE RELEASE

DATE: Feb. 29, 2016

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Second Film in Sexism in Cinema Series Showing This Week "The Color Purple" is showing Wednesday at Alamo Drafthouse

WHAT: Texas Tech University [Women's Studies Program](#), [Alamo Drafthouse](#), [International Film Series](#) and [Risk Intervention & Safety Education](#) presents "The Color Purple," the second film in the Sexism in Cinema Film Series.

Following the film there will be a 20-minute discussion engaging representations of race intersecting with femininities and masculinities led by Texas Tech professor [Karlos Hill](#).

WHEN: 7 p.m. Wednesday (March 2)

WHERE: Alamo Drafthouse Cinema, 120 W. Loop 289

WHO: The event is open to the public and admission is \$3. A complete list of the films in the series can be found [here](#).

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Web Only

Communications Professor Devotes Life, Faith to Education of Sickle Cell Disease

Bolanle Olaniran, who lost two brothers to the disease, was diagnosed in 1974.

By George Watson

Bolanle Olaniran considers himself to be extremely blessed, in spite of the fact he lives with an incurable disease.

Olaniran is blessed because he actually lives with the diseases while watching many in his life lose their battle with it, including two younger brothers. But it was those deaths almost three years apart that led him 16 years ago to do something, to educate the public about sickle cell anemia, or sickle cell disease.

“After losing my second brother in 1999, that was the last straw,” said Olaniran, a professor in the [Department of Communication Studies](#) in the Texas Tech University [College of Media & Communications](#). “It was something I was dealing with and I knew my brother had the disease but also believed that, with medication and frequent blood checking, it was kind of being managed. But I never thought I would lose two brothers within three years almost to the day of one another.”

It was then that Olaniran had what he called a “pity party” for himself and began praying for a cure, not just for him but for all those who are affected by the disease, especially parents who have to watch their children die from sickle cell.

But it also was the moment when he had an epiphany, realizing he could help others with the disease through his faith in God and with the help of his religious family at Redbud Baptist Church.

So, in 2000, he began the [Cure Sickle Cell Ministries](#) that provides counseling services to educate people about the disease and making the proper life choices in order to not only live as long with the disease as he has – going on 42 years – but also to limit the spread of the hereditary disease as much as possible.

“My goal has always been to seek every avenue to at least educate people about the disease and also help people who suffer from the disease,” Olaniran said. “One of the things our ministry tries to do is help people screen for the disease because it is one of the most misunderstood diseases.”

Sickle cell facts

A native of Nigeria, Olaniran, 51, was diagnosed in 1974 when he was 10 years old. It is a disease that affects primarily people of African descent, but in smaller numbers also can affect Hispanics, Mediterranean, Asian, Caucasian and in particular those of Italian ethnicity. It also impacts Jewish people, though it is known as sickle beta thalassemia.

Sickle cell is a disorder of the blood, particularly the red blood cells that carry oxygen. Normal red blood cells are smooth and round and move through blood vessels with ease.

But sickle cell causes the red blood cells to become deformed, taking the shape of a curve, or sickle. Sickle cell red blood cells do not move freely through the vessels, often times clumping at intersections and becoming stuck. Those clumps block the flow of blood through the body that lead to the limbs and organs, causing severe pain, infection and organ damage.

Sickle cell also reduces the effectiveness of red blood cells. Where normal red blood cells have an average life of about four months, sickle cell blood cells last only between 20-30 days. That's why blood transfusions are a vital part of fighting sickle cell disease.

"People who suffer from this disease have a very short life span," Olaniran said. "I feel like I've been blessed that the disease has not really affected me the way it does others. People with sickle cell have a very low quality of life because they are constantly away from school or constantly in pain and have to deal with that. It's not just a medical challenge, it's a social challenge."

In 2013, Olaniran became very ill and was in the hospital for four months, a period of time he admits he thought would be his end. But he recovered. He also spent another month in the hospital in 2014, but luckily has not had to go back since.

But because the disease deals with red blood cells and its oxygen-carrying capacity to necessary organs, he has been unable to fly since 2013, which has limited the traveling he used to do for the ministry, going to Africa, Southeast Asia and Brazil. He's also undergone close to 15 blood transfusions in the last three years, whereas before his 2013 hospitalization he had undergone only one. Even that isn't without risk as frequent transfusions can lead to liver damage.

"In the last three years I can see the age factor finally catching up with me," Olaniran said. "I used to feel like I was indestructible, and unfortunately that's not the case anymore. There was a time when I was undergoing transfusions about every two weeks."

Part of Olaniran's ministry is educating the public about the disease and how it is contracted.

Sickle cell is an inherited disease, but it isn't always passed on from a parent to a child. If only one parent has sickle cell but the other is unaffected, then all children produced will possess the sickle cell trait but none will have sickle cell anemia.

If both parents possess the sickle cell trait, there is a 25 percent chance a child will be born with sickle cell anemia. There also is a 25 percent chance a child will be unaffected, while there is a 50 percent chance that a child will be born with the sickle cell trait.

Many infants don't show signs of sickle cell until four months of age. Those signs include fatigue, pale skin and nails, jaundice and shortness of breath. Those suffering from the



disease also suffer from sudden episodes of excruciating pain, mostly in the bones, lungs, abdomen and joints.

Olaniran said there is only one FDA-approved drug used by sickle cell sufferers, and even then it's a medication designed for cancer patients who develop anemia after going through chemotherapy.

“The only problem with that medication is anytime you design a drug for something and you try to use it for something different, not everybody responds positively to it,” Olaniran said. “There is ongoing research to find other medications and an eventual cure for the disease.”

Sickle Cell Ministries

In the meantime, Olaniran and Sickle Cell Ministries provide counseling services to not only help those who suffer from it to manage the disease but make quality life choices going forward, including the decision of choosing marriage partners.

Olaniran said he never discourages couples who both possess the sickle cell trait from having children, saying that is a decision couples must make with their doctors. Instead, he explains the risks that come with passing on the sickle cell trait and the possible dangers with a blood disorder.

“All those dangers are out there, but we can talk to them in general terms of educating them as to what is there, not so much to scare them,” Olaniran said. “I never regret the fact that I was born. I have two of the most wonderful parents in my life, and I couldn't have been born into a better family.”

In fact, it was that family, and his father in particular, whom Olaniran credits with being who he is today. When Olaniran was diagnosed in 1974, his father refused to let the disease be an excuse for Olaniran not achieving his goals or acquiring a quality education.

“He sat me down when I was young and said, ‘Look, I don't care what disease this is, you will go to school, you will get an education, you will contribute productively to the society,’” Olaniran said. “I thank him for that today. I've put myself in a position that now I can encourage others, not so much in the sense of look at me and what I have done, but look at me as a person in terms of what God has done through me and how that is a positive for you.”

That go-getter attitude is reflected in the Sickle Cell Ministries' efforts not only into research on the disease but also providing the needed medical care and tests in order to screen for and treat the disease.

Screening for sickle cell is the first, most critical step, so hemoglobin types are detected to determine whether sickle cell is present. The roadblock becomes screening and treating those in rural areas who don't have immediate access to medical care. Also, the ministry

has been instrumental in raising money to purchase centrifuges and not charging patients for their use.

Olaniran said one of his former graduate students, Hilary Howard, played a critical role in the ministry. She helped the ministry acquire grant support through the Talkington Foundation and the Lubbock Area Foundation to mitigate the costs of screening. The [Texas Tech Health Sciences Center](#) is also crucial in the ministry getting a research rate on testing that knocked the price down to about 10 percent of its original cost.

He also has received help from the community at large in his fundraising efforts. Health Sciences Center President Dr. Tedd Mitchell, Texas Tech men's basketball coach Tubby Smith, former city councilman Todd Klein and Lubbock assistant city manager Quincy White and many others helped in those efforts to educate the public about the disease and limit its reach.

“One of the greatest joys I have is when I finish my global health talks at the Texas Tech Health Sciences Center and other settings, talking to doctors, medical students and other attendees about the disease and how we need to take care of the patients,” Olaniran said. “One of the things that always happens is someone will say they didn't know it affects their ethnic group. When you start to hear that you feel a sense of accomplishment.

“What does it hurt to know? Even if you get tested and find out it is positive, what's the worst that can happen? If you don't get checked and don't have that information, you continue to live in ignorance, and ignorance can be a dangerous thing. That is one of the greatest accomplishments I personally feel is that sense of satisfaction that a difference has been made.”



Web Only

Holly's Influence on McCartney Evident Throughout Career

Legendary singer/songwriter paid tribute to Lubbock crooner with 2014 tour stop.

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 came through Lubbock in 2014.

"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."

Given that influence, McCartney will most likely be one of those around the world today remembering Holly, Ritchie Valens and J.P. "The Big Bopper" Richardson on the 37th anniversary of the plane crash in Iowa that killed all three, known as "The Day the Music Died."

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

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.



Web Only

Oscar Experts: DiCaprio the Likely Best Oscar, but Other Categories Less Certain

Theatre, film and pop culture experts discuss who they think will win and what is most likely to be the biggest surprise of the night, including host Chris Rock's handling of the #OscarsSoWhite controversy.

By Heidi Toth

It's Oscars time again, and movie experts from Texas Tech University predicted their likely winners, discussed what surprises viewers should look for and just how host Chris Rock will address the backlash against the Academy for nominating only white actors for the second year in a row.

Tim Day, film instructor, blogger at [Day At the Movies](#)

Best Picture

"The Revenant" and its director and star will run the night. Alejandro G. Iñárritu just won Best Director for the Directors Guild Award, and my guess is the movie will snowball and win the top two awards of Best Picture and Best Director.

Best Actor

Leonardo DiCaprio for "The Revenant." This is a political win based on the larger body of work. "The Revenant" isn't even his third or fourth best performance, but his larger body of work and previous nominations will secure the win.

Best Actress

Brie Larson for "The Room." It isn't even close.

Best Supporting Actor

Sylvester Stallone in "Creed." Another lifetime achievement award here. And doesn't the crowd all want to do a standing ovation to the theme of Rocky?

Best Supporting Actress

Alicia Vikander for "The Danish Girl." She probably should have been nominated for "Ex Machina" instead, but with two solid movies this year, she will win. The Academy likes to use this category to give a nod to new talent.

Biggest surprise of the night

"Mad Max: Fury Road" winning anything outside of technical awards.

As far as #OscarsSoWhite, expect Chris Rock to capitalize, and not just with jokes. There may be some serious commentary. Also expect lots of presenters of the awards to be people of color to try and offset the public image that has been created.

Dean Nolen, head of the acting/directing program for the [School of Theatre and Dance](#)

Best Picture

“The Revenant”

Best Actor

Leonardo DiCaprio

Best Actress

Brie Larson

Best Supporting Actor

Sylvester Stallone

Supporting Actress

Alicia Vikander

Biggest upset(s) could be:

“Mad Max: Fury Road” and/or George Miller take(s) Best Picture or Best Director, respectively. Mark Rylance or Christian Bale takes Best Supporting Actor over Stallone

Rob Peaslee, chairman, [Department of Journalism & Electronic Media](#)

Best Picture

Although “The Revenant” started with plenty of momentum, the overall buzz from film people I know is the two best films on this list are “Spotlight” and “Mad Max.” Given its genre, I think “Mad Max” wins by being nominated, so I’m going with “Spotlight” here.

Best Actor

Despite my thinking about Best Picture, I think you’ll see Leo at the podium on this one. Dark horse pick: Bryan Cranston.

Best Actress:

Brie Larson. Devastating and devastatingly good.

Best Supporting Actor

Sly. Did you see that standing O at the Globes? The industry is behind him.

Best Supporting Actress

Rachel McAdams has put in some great work this year. If the momentum shifts as I think it might around “Spotlight,” she may come out on top here.

Best Director

Although I initially thought Iñárritu, I’m now embracing the notion that George Miller will win Best Director. The work he put into making this film look the way it does (production design, practical effects instead of CGI) is as impressive as what Iñárritu did with “The



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Revenant,” albeit in a very different way, and I think the Academy will see this as a kind of Lifetime Achievement award, particularly since Iñárritu won last year.

Paul Reinsch, assistant professor of practice in cinema

Best Picture

“Spotlight”

The Academy loves “issue” movies and the competition is either too slight (“The Revenant”) or too unapologetically thrilling (“Mad Max: Fury Road”). They also always favor drama over genre (musical, western, comedy, action).

Best Actor

Leo DiCaprio

Convincingly plays cold and angry (though I think lots of folks can do this). Really a career achievement award.

Best Actress

Brie Larson

She has swept previous awards and the acting in “Room” is remarkable, in part because other aspects of the film are only adequate.

Supporting Actor

Sly Stallone

He builds on and expands his work in “Rocky Balboa” because he’s working with a director (Ryan Coogler) more talented than himself. Also a career achievement award and industry folks know Stallone is not actually Rocky/Rambo.

Supporting Actress

Alicia Vikander

Toughest race to call, and Vikander should have been nominated for “Ex Machina” instead.

Biggest surprise:

No real surprises in awards this year. Surprise is perhaps how swiftly the Academy adjusted membership and voting rules in response to #OscarsSoWhite.

Rob Weiner, pop culture librarian

Best Picture

“The Revenant,” but I’d love to see “Mad Max” win.

Best Actor

Leonardo DiCaprio has been snubbed so many times and is the favorite of many. Still would love to see Bryan Cranston win.

Best Actress

Office of Communications and Marketing

An EEO/Affirmative Action Institution

I still hope Charlotte Rambling wins for best actress but I also think Brie Larson is a good contender.

Best Supporting Actor

Mark Ruffalo

Best Supporting Actress

Jennifer Jason Leigh but I'd love to see Alicia Vikander win.

Best Director

Would not be surprised if Alejandro G. Iñárritu won again, but personally want to see George Miller win.

Biggest upset

George Miller or "Mad Max" winning anything (Best Picture or Director)



Web Only

Politics and the Life Sciences Journal Now Published by Cambridge University Press

Erik Bucy, a professor in the College of Media & Communication,
serves as editor-in-chief.

By George Watson

In the grand scheme of things, the intersection of politics and biology is still a relatively new discipline, having been studied for a little more than four decades.

Now, however, the journal promoting studies and articles regarding those two disciplines is supported by one of the oldest publishing companies in the world.

Politics and the Life Sciences, a journal of political behavior, ethics and policy edited here at Texas Tech University, recently entered into a publishing agreement with Cambridge University Press, the nonprofit publishing arm of the historic British university that has been in existence for more than five centuries.

Editor-in-chief Erik Bucy, the Marshall and Sharleen Formby Regents Professor of Strategic Communication in the [College of Media & Communication](#) at Texas Tech, said the journal's acquisition by Cambridge was an ideal move, filling a mutual need.

"We filled a niche they did not have, not only in terms of political behavior or political ethics but political behavior and ethics relating to the life sciences and their connection to biology," said Bucy, who studies nonverbal communication in political news and cognitive and emotional processing of televised leader displays.

"We never thought we would be picked up by a publisher of this stature but Cambridge recognized our contribution. We got their attention due to the unique position we occupy in the literature. Cambridge has 350 journals in their list already but didn't have a title covering the niche that we fulfilled. It was kind of a perfect match when they realized we were out there."

Politics and the life sciences

The journal, now in its 35th year of publication, launched in 1982 under the Association for Politics and Life Sciences, which started as a section of the American Political Science Association. Bucy said the group felt the need to examine the deeper roots and causes of political behavior, and answers weren't coming from traditional methods of data gathering through surveys or institutional analysis.

Researchers began by examining animal behavior models and comparing them with such aspects of human politics as competition and aggression. By the early 1980s, researchers felt there was enough original research and interest to form the association and publish the journal.

“It really took off as kind of a niche within political science that has since spread to public policy, public opinion about life science issues like global warming or genetically modified foods, and even neuroscientific studies of political decision making,” Bucy said. “There’s even relevance to communication research when talking about visual framing of life sciences issues in the media, or some of the work I do on nonverbal behavior in politics. All that falls under a general biopolitics umbrella.”

The journal published independently for 33 years with a contracted printer (most recently, Allen Press of Lawrence, Kansas) while the association retained ownership of the journal. But with changing times the association’s executive council realized it needed to expand the journal’s reach not only nationally but globally, and there was a desire to increase publication frequency to a quarterly instead of twice a year as it is now.

So, in early 2014, council president Rob Sprinkle of the University of Maryland sought advice from a publishing consultant on the best way to proceed. The decision was made to align with an academic publisher, of which there are several, including Cambridge, Oxford, Sage, Elsevier, Taylor and Francis and others. Cambridge and Oxford are two of the oldest, both having existed for centuries, but whereas Cambridge is not-for-profit, Oxford—as with most other publishers—is now commercial.

Journal staff then put together a proposal and reached out to various publishers. Sage expressed interest but wanted to buy the journal outright and convert the format to all open access, meaning authors submitting their manuscripts would be charged a fee. Springer also expressed some initial interest but did not follow through with an offer.

“Cambridge gave us everything we were looking for – the recognition, the deep history, deep pockets, and commitment to market our journal and support us through the conversion from twice a year to four times a year,” Bucy said. “Now that we have some initial visibility under the Cambridge University Press imprint, it’s much easier to reach out to people who haven’t heard of us before.”

Downloading a revenue stream

Subscriptions had been a minor part of PLS’s revenue stream in recent years but joining the Cambridge list has placed the journal in over 2,000 library catalogs worldwide. Unlike earlier eras, most journal revenue these days comes from royalties received through database downloads. By retaining ownership and copyright of the journal, the Association for Politics and the Life Sciences (APLS) has benefitted from this new revenue flow.

Under the 10-year deal signed with Cambridge, APLS remains owner of the journal but copyright (and royalties) are now assigned to Cambridge. The journal receives an annual payment from Cambridge, mostly tied to article downloads. Part of the journal’s attractiveness, Bucy said, was its cash reserves – the journal has accumulated substantial financial resources for an operation of its size, which helps fund the annual APLS meeting.

“It’s interesting to look at the financial part of it,” Bucy said. “Nobody thinks there’s any money associated with academic journals but if you think about the fees institutional libraries have to pay for subscriptions, some journals, particularly in the sciences, are really expensive. In our case, the acquisition by Cambridge is not a money-making proposition



because they are a nonprofit – but our financial position certainly made us more attractive.”

Expanding the journal’s reach

Not only does the association with Cambridge expand the journal’s reach, it also allows the journal to make some key changes that will grow it even more.

The big push is to go from being published twice a year to four times a year. The first step in that process is developing an online ScholarOne submissions platform to handle the increased flow of manuscripts that are expected as the journal becomes more visible.

As it stands now, researchers just email their manuscripts to the journal for consideration, which isn’t scalable for an increased volume of submissions.

“Once we get on board with a new submission platform, we’ll be able to ramp it up quite a bit,” Bucy said.

Bucy said going quarterly will allow the journal to more easily measure its impact and reach using the Institute for Scientific Information (ISI) impact factor. At present, journal articles are tracked with “altmetrics,” such as views, downloads, and tweets. The ISI ranking, developed by Thompson Reuters, is preferred, particularly by professors and researchers seeking tenure, because it allows for computer-compiled statistical reports that not only measure the output of journals but also the frequency in which they are cited, thus measuring the journal’s impact in the field.

The second big change will come in the editorial structure of the journal. The editor-in-chief serves a three-year term, and Bucy, who took over the editorship in 2008 while at Indiana University, had already completed two terms in 2014 when he indicated he would like to step down to write a book. But the executive council of the association asked him to stay on through the transition, which he has. The process of finding a new editorial team has now begun, but Bucy said he may continue with the journal in some capacity, possibly as a consulting editor.

The current editorial structure has Bucy working with several contributing editors. But the new structure would have the editor-in-chief aided by multiple associate editors, with coverage in North America and possibly Europe to help distribute the workload and broaden the journal’s reach. Moving to a multiple-editor structure would ease manuscript processing and prevent any single editor from being buried with submissions. Authors could also expect to hear back about editorial decisions on an accelerated timeline.

“Another part of academic publishing that is changing is authors expect a pretty quick turnaround,” Bucy said. “The old standard was journals would get back to you in three or four months. The new standard is that authors would really like to hear back from a journal within four to six weeks. That really puts pressure on the editorial team. The other important thing to realize is how this is basically unpaid work and is really a service to the

field. It's rewarding to help shape a discipline and be a part of the discussion, but at the end of the day you're doing your editorial work on top of everything else."

A fortuitous partnership

To date, the journal has seen two issues published by Cambridge and a third is in production. So far, the association has been everything the journal had hoped for.

An important consideration in the journal's decision to publish under the Cambridge imprimatur was that it still operates on a nonprofit model. This means that editorial decisions are not driven by market imperatives but rather are made on the basis of intellectual merit or academic value.

Bucy also noted Cambridge's turnaround time in producing an issue of the journal has been nothing short of amazing compared to working with a smaller printer.

"When you work with an independent printer there's not quite the capacity to turn things around when you need them," Bucy said. "You might receive good customer service on the front end but when you've got to quickly produce an issue, a lot of times you are put at the end of the queue depending on the needs of other clients with deeper pockets who want their job to be the priority. So, we were often behind schedule.

"All of a sudden, with Cambridge, we're on time. The turnaround times are really fast. That, combined with other support like detailed copy editing and production assistance, has been a breath of fresh air. We've really experienced a jump in professionalism on the production and marketing side of things. As a result, we're getting into a good position already to embrace the quarterly model and eventually make a play for an impact rating.

As for the future, Bucy said the journal would like to expand its scope, which would include featuring more international contributors and showcasing a wider range of work. Among other areas, like life sciences policy and evolutionary theory, he would also like to see more submissions regarding what the body can tell us about politics and how researchers are using psychophysiology, brain imaging or endocrinology to explain political behavior.

"We're a natural home for this kind of work," Bucy said. "And I think as our association with new work in these areas builds, we will be recognized more and more. Five or 10 years down the road we could be big time."



Web Only

Texas Tech Alumna Creates Supplement to Increase Pet Health

Nancy Seymour founded Shining Star Pets, a company focused on increasing the health and quality of life of pets with all-natural supplements.

By Cara Vandergriff

Texas Tech alumna Nancy Seymour, like so many other pet owners, wanted more than anything to prolong the life of her beloved dog, Casey. When Casey began suffering from Cushing's disease, Seymour was devastated – and left wondering why we always seem to lose our pets too early.

Seymour considered that, like humans, pets' health could benefit from the sound nutrition made up of a healthy diet and natural supplements. With Casey's illness driving her motivation, she got to work.

After extensive nutritional research, she created a supplement consisting of ["superfoods" and natural ingredients](#) intended to increase overall health and quality of life for pets.

"My goal was to buy Casey some time with a better quality of life," she said. "I switched her to a grain-free diet and added my supplement to her food."

After just three days of providing the daily supplement, Seymour noticed an incredible difference in Casey's health.

"Her trembling legs stabilized after just three days, and the mucous that was covering her eyes disappeared – they became shiny and alert again," Seymour said. "After five days I noticed her coat, which had been falling out, was beginning to fill back in with a shine and luster."

After 21 days of taking the supplement, Casey's two belly tumors disappeared. With her wellbeing so improved, Casey could once again enjoy the simple canine delights of prancing around the yard and rolling in the grass. The dramatic increase in Casey's health led Seymour to believe her supplement had really made a difference, and her dream of beginning a pet nutrition company was born.

Seymour used the supplement for her other pets, and as her friends began to use it and observe its benefits, a business was launched.

"In the beginning, the supplement was just made for Casey," Seymour said. "But soon enough I had friends using it who told their friends, who told their friends – they all wanted it. I was getting calls every day. One thing led to another, and soon I opened my first little company."

In her ten years of work, Seymour has accumulated a following of loyal fans and has even been mentioned in Dog Living Magazine, Wake Living Magazine, UNCTV and the Raleigh News & Observer.

Seymour graduated from Texas Tech with a degree in home sciences, which she said introduced her to her passion for nutrition and the benefits of a healthy lifestyle.

“I loved everything about my time at Texas Tech,” Seymour said. “I think my love for nutrition and all I learned at the [College of Human Sciences](#) was clearly the foundation for me to continue on to make a difference in pet health.”

What she loved about studying nutrition was its relation to chemistry, which she had always implemented while pursuing her favorite hobby of cooking.

“I’ve always loved cooking, so studying nutrition was thrilling to me,” Seymour said. “It made sense to me even then that you can influence your health just by changing the nutrients you put into your body. People are finally starting to see that the same health benefits they get from healthy diets can also benefit their pets.”

Seymour’s company, newly named Shining Star Pets, is now working to use new technologies to reach customers online by launching its new [website](#) in February.

“This launch will be the first time our product is available online to consumers,” Seymour said. “We hope to become a global company one pet at a time, all while maintaining our original business model of compassion, customer service and genuine care of pets.”

With the launch of the new website, Seymour plans sell her pet supplements along with providing ingredient information, [customer testimonials](#) and creating a library of video blog tutorials on pet-related topics from adopting rescues to training a new puppy.

“It’s been my dream for ten years to share this product with people and their families,” Seymour said. “We seem to lose our pets too early, but I believe I have created something to give them every nutritional advantage to a long and healthy life.”



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Texas Tech Alumnus Returns After Leaving Olympic Impression

Bob Condron will conduct a weeklong special topics course for the College of Media and Communication.

By Jenae Fleming

[Texas Tech University](#) alumnus Bob Condron returns to campus to teach a one-week special topics course entitled “Media & Communication Planning for the U.S. Olympic Team” for the [College of Media and Communication](#). Condron served as the former director of media services for the United States Olympic Games for 30 years and is a member of the national advisory board for the college.

“I love the Olympic Games and its importance to this world, and I also love Texas Tech University and what it has meant to me in my life,” Condron said.

Throughout the week, students will select a U.S. sport and prepare a communications and media plan. Condron’s hope for the course is to teach students to see the need for planning and preparation and be ready for the challenges they face.

“They say luck is where preparation meets opportunity,” Condron said. “I want these students to know how to be prepared for luck to come their way.”

Condron’s career towards the Olympics began with an advertising class taught by [Billy Ross](#) in 1966. Ross mentioned the [athletics department](#) was looking for a student assistant in the sports information office and Condron jumped at the opportunity.

“That afternoon I was doing the clipping book for sports information director Bill Holmes,” Condron said.

Condron went on to graduate with a degree in business administration from Texas Tech in 1968. He said he credits his alma mater and former professors for showing him how to be professional, take on tasks and do them properly and precisely the first time.

“I’ll never forget the major influences I had in the classroom, like Ralph Selmeier, Billy Ross, Bob Rooker, Wally Garet and the [Bill Dean](#),” Condron said. “They treated us not as students, but as professionals and they expected us to do our classwork as professionals.”

The one-week course will be held from 6-8 p.m. Feb. 15-19 in the College of Media and Communication.

“I came away from this school with a love of people and a love of what I could be if I followed their advice,” Condron said. “I need to pay back that love and vision they had for me and pass it along to these students who will make a difference in the world.”



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Texas Tech Hosts Black History Month Events for February

The university is hosting a variety of events throughout the whole month.

By K'Leigh Sims

In honor of Black History month, Texas Tech University is hosting a variety of events throughout the month of February including lectures, a concert, spoken word performances, film screenings and a conference.

Here is a list of Black History month events:

40 Question Challenge | Online (Her)story, Feb. 1-29 – Throughout the month of February the Women’s Studies Program will test students’ knowledge about the history of women and their achievements through an online quiz game.

Meet the Greeks, 6 p.m. Feb. 2-3, Red Raider Lounge – Hosted by Fraternity and Sorority Life National Pan-Hellenic Council, come meet the members of the different fraternities and sororities on campus.

“The Blackness” by Alexis McGrigg, First Friday Art Trail exhibition, 6-9 p.m. Feb. 5, Texas Tech Satellite Gallery – Hosted by Landmark Arts and the School of Art, McGrigg’s work will be on display at the Texas Tech Satellite Gallery at the Charles Adams Studio Project/Louise Hopkins Underwood Center for the Arts.

McGrigg is an artist that utilizes both drawing and painting to explore the expansive meaning and depth of the color and history of “blackness.” The works are at once universal and deeply personal in their execution process and resulting images.

Using a variety of inspirations from poetry and her own memories, McGrigg’s work examines “blackness” as two things: a realm that is beyond me that cannot visibly be seen, and an overall body that is made up of mourning, loss of her ancestors, time and presence.

McGrigg delves within her own narrative and those of others to present viewers both the vast symbols of blackness and an intimate portrait of herself as an artist.

Annual Black History month celebration, 6 p.m. Feb. 6, Lubbock Women’s Club – The Texas Tech Black Faculty and Staff Association hosts its annual Black History month celebration banquet. Tickets are \$20 each or \$12 for students.

Back Girls CODE by Kimberly Bryant’s TEDx Talk, noon to 1 pm Feb. 9, Texas Tech Libraries’ TLPDC Room 153 – Founder and executive director of Black Girls

CODE, a viewing of Bryant's TEDx talk will be shown about the non-profit organization whose mission is to teach girls of color to become digital creators and technology leaders.

Black Violin, 7 p.m. Feb. 12, Student Union Building Allen Theatre – A part of the Presidential Lecture and Performance Series, virtuoso violinists Wil B and Kev Marcus will perform a meld of highbrow and pop culture through a fusion of classical, jazz, hip-hop, blues and R&B. Tickets are free for students with a valid Texas Tech ID, \$10 for faculty and staff with a valid Texas Tech ID and general admission is \$18. Tickets are available at the Allen Theatre information desk for Texas Tech students, faculty and staff and at all [Select-A-Seat](#) locations or (806) 770-2000 for general admission.

The Love Below, 7 p.m. Feb. 12, Human Sciences Building Room 169 – An evening of live spoken word and musical performances where women express themselves through song, poetry and monologues.

Harry Belafonte Lecture, 7 p.m. Feb. 16, Allen Theatre – A part of the African American History month lecture series, the iconic entertainer and activist will present a lecture entitled "My Life in Activism." The event is free and open to the public but space is limited. Tickets (limit two per person) can be picked up at Doak Hall Room 101. Tickets are available on a first come, first served basis.

"Talking Root: The Vision of Wangari Maathai" film screening, 6:30 p.m. Feb. 17, Human Sciences Building Room 111 – Talking Root tells the story of the Green Belt movement of Kenya and its founder Wangari Maathai, the first environmentalist and first African woman to win the Nobel Peace Prize. The film captures a world view in which nothing is perceived as impossible and presents an awe-inspiring profile of Maathai's 30-year journey of courage to protect the integrally connected issues of the environment, human rights and democracy.

"Good Hair" film screening, 6 p.m. Feb. 18, Human Sciences Building Room 169 – Featuring Chris Rock, the "Good Hair" is a film that visits beauty salons and hairstyling battles, scientific laboratories and Indian temples to explore the way hairstyles impact the activities, pocketbooks, sexual relationship and self-esteem of the black community.

"Do the Right Thing" film screening, 6 p.m. Feb. 21 at the Alamo Drafthouse and 7 p.m. Feb. 24 at the Humanities Center at Texas Tech – Based in Brooklyn, a neighborhood local becomes upset when he sees that a pizzeria's wall of fame features only Italian actors. The wall becomes a symbol of racism as tensions rise in the neighborhood.

Cornel West Lecture, 7 p.m. Feb. 25, Allen Theatre – A part of the African American History month lecture series, public intellectual and activist will discuss "Black America in the Age of Obama." The event is free and open to the public but space is limited. Tickets (limit two per person) can be picked up at Doak Hall Room 101. Tickets are available on a first come, first served basis.

Elevate Conference, 4:30-6 p.m. Feb. 26, Ted Phea Boys and Girls Club – Come out and volunteer for the Elevate Conference where the Boys and Girls Club is expecting 100-120 kids.



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For any questions regarding the Black History month events, contact Ricky Sherfield at ricky.sherfield@ttu.edu or (806) 834-3028.



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Texas Tech Recognized For Sustainability Efforts

University Student Housing's Green Cleaning team receives Green Cleaning Award.

By Jenae Fleming

[University Student Housing](#)'s Green Cleaning team was awarded honorable mention in the [December 2015](#) edition of [American School & University](#) magazine for its recycling efforts. The Green Cleaning Award recognizes teams involved in implementing green cleaning programs for their healthy and sustainable programs.

Submissions were judged on the quality of their green cleaning techniques and how well each team executed its program. The program includes the chemicals, equipment, policies, procedures and training that minimize the impact of hazardous cleaning on campus and better protect the environment.

Sean Duggan, managing director for University Student Housing, said he is proud of all the staff involved with helping Texas Tech become more sustainable.

“An award of this nature, in a national publication, promotes Texas Tech in a very positive light and communicates our commitment to being a sustainable university environment,” Duggan said.

Duggan is thrilled that University Student Housing can be a leader and active member in helping Texas Tech become as green as possible.

“Through green cleaning techniques, progressive recycling efforts and sustainable building practices, Texas Tech is a role model for the surrounding community,” Duggan said.

University Student Housing is committed to improving the recycling and energy conservation in all residence halls. Jackie Kimbler, manager of Support Services, said they strive to provide a clean and sustainable environment for everyone on campus and are excited to be recognized for their innovative approaches and cleaning practices.

“To be recognized for our efforts and green cleaning practices gives us tremendous pride,” Kimbler said.

Melanie Tatum, unit assistant director in [Sustainability and Warehouse Operations](#), said one of the largest sustainability efforts on campus is the recycling program. University Student Housing's [Recycling Center](#) offers numerous ways for students, faculty and community members to participate in sustainability efforts.

All proceeds received from the recycling efforts support [Sustainability Scholarships](#) as well. The rebate value from the recyclables they receive is returned to the students through

scholarship money. Since beginning the program three years ago, \$55,000 has been awarded to students.

“We feel giving the money back to our students through the scholarships sets us apart from other university recycling programs,” Tatum said.

Texas Tech’s sustainability efforts can be seen through continued participation in [Recyclemania](#), a recycling competition for colleges and universities. The eight-week event (Feb. 1- March 28) ranks the campuses based on their recycling efforts.

“To be recognized by our peers for our efforts is very humbling and lets us know we are moving in the right direction and making a difference for our university and environment,” Tatum said.



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Texas Tech Ties to Space Shuttle Columbia Endure 13 Years After Tragedy

Commander Rick Husband's wife donated his collection to their alma mater.

By Glenys Young

On a bright Saturday morning 13 years ago today, the space shuttle Columbia was on its way back to Earth from a 16-day mission. Due to land in Florida, the shuttle instead disintegrated over Texas a mere 16 minutes before its scheduled landing, killing the entire crew.

In the same instant the world lost seven of its best and brightest people, the Texas Tech University community lost two of its own: pilot Willie McCool, the son of university faculty members, and commander Rick Husband, a Texas Tech alumnus. And 1,300 miles away, a fellow Red Raider realized how close he'd come to joining his friends.

Willie McCool

As the oldest son of military parents, Willie McCool was raised all over the world. Born in San Diego, he'd lived in Minnesota and Guam as a child, becoming the island territory's first Eagle Scout. After his mother, Army Medical Specialist Corps Col. Audrey McCool, was hired to teach [nutritional sciences](#) at Texas Tech, Willie arrived in Lubbock and settled in as a junior at Coronado High School.

"He was a normal, everyday kid, interested in doing a lot of things," said Audrey, who was earning her doctorate in education while teaching. "He had a younger brother and sister, so he was in charge of the kids and keeping them organized. He was in scouts, on swim team, he was active in school. At Coronado, he was in the science club and running track, which he started in high school. He was on the Coronado cross country team and had some records there.

"If you go to Coronado, you can still see his name as one of the top 10 in a couple of things on the plaque, and that was from a long time ago. He was just a normal kid but interested in doing a lot of activities. He did a lot of different things. For any kid, that broadens his perspective."

Outside school, Willie sang in the youth choir at the First Methodist Church, which allowed him to see even more of the world.

"The choir at the time went to Russia, so he was part of the group that went," Audrey said. "I think that was also an enlightening experience because you have to remember, that was back in the 1970s, and so going to Russia was a really big deal at that point."

Willie's father, Lt. Commander Barry McCool, was a naval flight officer stationed in California at the time, so he flew back and forth when he wasn't deployed.

As the end of high school approached, Willie applied to the United States Naval Academy. After a friend was accepted to the Air Force Academy, he talked Willie into applying there as well. He was accepted at both, but ultimately chose the Naval Academy because Al Cantello, a retired Olympic javelin thrower, was the coach for the Naval Academy's cross country team – something Willie knew he wanted to be a part of.

“I was out on a carrier flying when he applied,” said Barry, who is now a professor in [Restaurant, Hotel and Institutional Management](#) at Texas Tech. “I didn't even know he applied to the academy until they notified me out there on the ship that he'd been accepted. I felt shock and pride: Shock because I had no idea he wanted to follow in my footsteps as a naval aviator and pride that he was going to the Naval Academy because that's a real big deal. Only about the top half percent of all high school graduates get accepted into any of the academies, so to be accepted at any of the academies is a great honor.

“All these activities and everything he did led to him getting accepted at the Naval Academy because he was such a well-rounded individual. And that's what the military academies are looking for: not just scholars, not just athletes, but a well-rounded background.”

Rick Husband

Rick Husband was born and raised in Amarillo and arrived at Texas Tech in 1975 to study engineering. He had known since childhood he wanted to be an astronaut and was set on making it happen.

In January of his sophomore year, Rick went to a Texas Tech basketball game at Municipal Coliseum. There in the row in front of him sat a girl he knew by sight but couldn't put a name to the face.

“He recognized me from home because we both grew up in Amarillo and both went to Amarillo High School. He knew me, but it was a big enough school that he couldn't quite remember my name,” said Rick's widow, Evelyn Husband Thompson – freshman Evelyn Neely at the time. “Afterward, apparently, he called the Texas Tech operator and they had a number for Evelyn Neely, so he called me. We visited for a little bit and he asked me out on a date. That was Jan. 24, 1977.”

The couple's first date was four days later.

“We went to a restaurant in Lubbock called Smuggler's Inn and had a delightful time just getting to know each other,” Evelyn said. “At dinner, he shared with me his life's story and it involved a quest of wanting to be an astronaut from the time he was 4 years old. He was extremely interested in flying and just really wanted to do that. He was so captured by the space program and was just very drawn to that. It became a passion when he was a very little boy, so he pursued that relentlessly throughout his school career.”

Less than a month after that first date, Rick wrote a letter to NASA from his Texas Tech dorm room, 612 Murdough, asking for information on becoming either an astronaut pilot or a mission specialist. He wanted to know what requirements he would need to fulfill and



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if any special training programs existed for undergraduate students heading that direction. If there were, he requested an application.

But even while focusing on space, the mechanical engineering major didn't miss opportunities on the ground.

"He also had an absolute passion for music and singing," Evelyn said. "So while he was at Texas Tech, not only did he work really hard on his engineering classes, but he was in the highest Texas Tech choir and absolutely loved that, and was in some plays. He was able to enjoy that diversity in his education, and I think it helped him have balance."

Military training

After four years of running track and excelling at the Naval Academy, midshipman Willie McCool graduated second in his class in 1983. The top 1 percent of the class was sent to the University of Maryland for master's degrees, so in 1985, Willie finished his master's in computer science. Flight training was next on his agenda.

"He was No. 1 at flight school at Naval Air Station Pensacola when he went to flight training," Barry said. "He had all these really high checks in the block for the Navy that made him stand out from the rest in terms of being a naval aviator."

After three years and two deployments, he was selected for the U.S. Naval Postgraduate School/Test Pilot School in Monterey, California. In 1992, he graduated top of his class from there, too, with a second master's degree, this time in aeronautical engineering.

"That's how he got involved with NASA," Audrey said. "He was in Monterey and was picked up by the Navy. He was harassed, talked into it more than anything – 'you should apply for NASA' – by his buddies because he was No. 1 in his class in aeronautical engineering and knew all the stuff. They said, 'You know, you should do this.'"

In Lubbock, Rick Husband had started his military career, too. He joined the [Reserve Officer Training Corps \(ROTC\)](#) program at Texas Tech and upon his graduation May 10, 1980, he was commissioned a 2nd lieutenant in the U.S. Air Force. He and Evelyn discussed marriage throughout college, but both had goals they wanted to attain first.

"He had a deferred assignment because there were too many people starting pilot training," Evelyn said. Rick worked for six months for an engineering firm in Amarillo, waiting to begin his active duty service in the military. In October, he began pilot training at Vance Air Force Base in Enid, Oklahoma, while Evelyn moved to Dallas to work for WBAP radio.

"He went through a year of pilot training that every pilot in the military goes through," Evelyn said. "It was a very grueling schedule. Some weeks he was flying late at night, some mornings he had to be in at 2 a.m. Both he and I knew that would have been an extremely difficult challenge to start a new marriage, so I'm glad we made that decision to wait until he was finished with that."

“But we were very serious, we knew that was the direction we were headed for marriage, so he visited me a few times in Dallas and I went to Enid a few times, and just prior to his graduation from pilot training, he proposed. So we had to figure it out around the military’s schedule when we could get married. It worked out for us to get married Feb. 27, 1982.”

The newlyweds started out at Homestead Air Force Base in Florida where Rick was assigned his first aircraft, an F-4. After training, he flew the F-4E for two-and-a-half years at Moody Air Force Base in Georgia. He went through F-4 Instructor School back at Homestead in 1985 and was assigned as an academic instructor and F-4E instructor pilot at George Air Force Base in California. In December 1987, Rick was assigned to Edwards Air Force Base in California. While there, he took a satellite course on base to earn his master’s degree in mechanical engineering through Fresno State University.

“During that whole timeframe between the ‘80s to the ‘90s, the next phase of qualification Rick needed to achieve was test flight hours, which is a requirement for a pilot astronaut,” Evelyn said. “He had many, many hours in the F-4 and subsequently started applying to U.S. Air Force Test Pilot School at Edwards. Eventually he got to the point that he qualified. In 1988, he went through test pilot school. Our plans, we knew, were starting to move toward the direction of his dream of becoming an astronaut.”

NASA

Willie McCool was selected for NASA in April 1996 in the largest class ever accepted.

“They were calling themselves ‘the sardines’ because they were so big and so cramped into the space. At that time, NASA was expanding its operations,” Audrey said. “Everybody had ancillary positions. You don’t just become an astronaut and go fly; you have other things you have to do, so Willie was assigned to redo the computer systems for the shuttle.”

When it was Willie’s turn for crew assignment, the head of the astronaut department wanted him to continue the development of the software for the shuttle, so he was asked to delay his opportunities to fly.

“His classmates were flying sooner than him and it was actually kind of an irritation for him to be doing software while the other guys were flying,” Audrey explained.

“All the commanders on all the shuttle missions wanted him as the pilot on their mission, and unfortunately because of his expertise, he wasn’t available,” Barry added. “But when you’re good, you’re good.”

“But when you go to become an astronaut, you go to fly,” Audrey said.

Rick was certainly doing his share of flying – just not in space. After the Challenger explosion on Jan. 28, 1986, killed its entire crew, NASA had stopped all space shuttle missions for three years to determine the cause. Rick applied to NASA once during that time but found they were not hiring. After eventually being granted an interview – a feat in itself, Evelyn said, as fewer than 100 people were interviewed out of thousands of



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applicants – Rick knew he had two options: He would be given another assignment, probably overseas, or he would become an astronaut.

He was not selected on his first application, although coming so close encouraged him, Evelyn said. In June 1992, the pair and their young daughter, Laura, moved to England where Rick flew with the Royal Air Force Base as an exchange test pilot.

“While we were there, he applied again,” Evelyn said. “This time, he flew back to Houston, rented a car and ate a Whataburger because he could – we didn’t have those in England. He interviewed in Houston, went through the week’s process and this time he was selected. We got the call in December 1994. That same week, we found out he’d been promoted early in the military to the next rank and we also found out we were pregnant with our second child – it was a week of a lot of news. We were very excited and so our son Matthew got to be born in Texas.”

Rick’s astronaut career, more than 30 years in the making, began in February 1995.

“Astronaut training lasts a little over a year but a lot of other training follows that, and once you’re assigned a mission there’s extensive training for that specific mission and the goals of that mission,” Evelyn said. Rick’s first mission was STS-96, a 10-day mission aboard the space shuttle Discovery in May and June 1999. It was the first flight to dock with the new International Space Station. “He was assigned that about a year before and trained with that crew, and he had notebooks that were 5 or 6 inches thick of information he would bring home nightly that he had to study to prepare for that mission. The studying never stopped, ever.”

Rick was one of the last people in his astronaut group to be assigned a flight, but Evelyn remembers he kept his cool.

“I kept telling him they were saving the best for last,” she said. “He was a very patient man, so he was not upset or nervous that he wasn’t getting assigned a flight. When he was assigned, it was with just an incredible crew. Training was very work intensive, but when you’re doing something that you’re incredibly excited about and passionate about, it’s hard to have a bad day.”

Columbia selection

Both NASA pilots, Rick and Willie met in the astronaut office and immediately hit it off.

“Willie and Rick Husband had developed a relationship when Rick came back from his first flight,” Barry said. “They really needed a pilot and to be a pilot on the shuttle, you have to graduate from either the Naval test pilot school or the Air Force test pilot school; you can’t just be a pilot. Willie was the kind of individual who had a tremendous working relationship with everybody, all the other astronauts, just because of his personality. Everybody wanted him on the crew.”

Rick heard rumors long before the actual announcement was made about STS-107 that he was being tapped as commander and that Willie was going to be the pilot.

“He was extremely excited about that,” Evelyn said. “He really thought the world of Willie; he was an extremely sharp man. The crew was actually all assigned except the commander and the pilot; they had to wait a long time to secure the official word, so he was super excited when that happened.”

In addition to Rick and Willie, the crew included mission specialists David M. Brown, Kalpana Chawla, Michael P. Anderson and Laurel B. Clark and payload specialist Ilan Ramon, NASA’s first Israeli astronaut.

“Rick just really liked Willie; there was no one who didn’t like Willie,” Evelyn said. “He was a real standup guy, very professional but so pleasant. And it was just a cool connection for us because we went to Texas Tech and Willie went to high school in Lubbock, we felt like the crew was getting an incredible cultural experience. Commander from Amarillo and pilot from Lubbock, they couldn’t get any better than that. It was a wonderful connection for us and really nice to have that hometown connection with each other.”

During the 16-day mission, the crew needed to complete more than 80 experiments on board. But because the mission was delayed repeatedly, extending their training time to nearly two years, the crew had plenty of time to become familiar with the tasks.

Preparing to go

Al Sacco, dean of the Texas Tech [Whitacre College of Engineering](#), flew on the Columbia as a payload specialist for STS-73 in 1995.

“That was called the United States Microgravity Lab 2 (USML2) and it was a science mission, mostly around material science but also fluid dynamics,” Sacco said. “We looked at the growth of protein crystals; we grew the first HIV crystals in orbit, which they used in part to develop the retrodrugs; we grew zeolite crystals, a catalyst for the petroleum industry, to try to figure out how to make them more active; grew a lot of crystals that are used in imaging equipment to look at the reduction of defects; did a lot of fluid dynamic experiments, a lot of biological experiments, ran the whole gamut.

“I knew all the science missions they were doing on STS-107 because about half of them were updated materials that I’d done on USML2.”

Sacco said he came close to doing the experiments himself.

“I was assigned to STS-107; I got bumped for the Israeli astronaut, which, as it turns out, was a good thing,” Sacco said. “I knew Rick pretty well and McCool a little bit. He wasn’t a good friend, but I’d call him an associate. I started the initial training with them and then I got replaced by the Israeli astronaut that they put on. I was the only non-NASA person; I was a guy from a university who came in for that flight, so I was the one they bumped when the politics said they wanted to fly someone from Israel. I was training with them for about two months.”



Barry was teaching at the University of Nevada-Las Vegas at the time, and Willie flew out to speak to his father's class about NASA and the manned Mars mission.

"We had to reschedule where we held it because there was more faculty from all over the university that showed up than my students," Barry recalled. "We had to go to the big auditorium where he did an outstanding presentation on all the factors of the manned Mars mission and why it's a minimum 3- to 6-year mission to go to Mars. He had a lot of insights and information on that particular endeavor.

"He was very interested in long-duration space flight and all the technical issues to make it happen, from the importance of the Mars rovers and returning the soil samples back to NASA from Mars so that they could determine whether or not they could manufacture fuel based on the content of the soil, and all of the physiological things like long-duration weightlessness and the effect on the loss of calcium and bone deterioration, muscle deterioration, that kind of thing. He was interested in all of those things."

But instead of looking to their son's potential future, Barry and Audrey were focused on getting his first mission out of the way.

"You can't do anything until you've done that," Audrey said.

Quarantine

In the days leading up to the launch, the crew went into quarantine – a normal NASA procedure designed to keep crew members from getting sick before a mission – and communication with the outside world was heavily restricted.

"They're put in quarantine, so you don't hear much of anything," Audrey said. "It's not like you're on the phone. You're in quarantine, No. 1, because you don't want any contamination of any kind, and they're obviously very busy with the launch and preparations and so forth. The only thing they have is each crew has a barbecue with the families more or less the night before they're going to fly. It's a very limited number of people and that's the last chance you get to talk to them."

As the excited families gathered to say their farewells, the McCools had mixed emotions.

"There were highs and lows," Audrey said. "Everybody was excited about the trip, but everybody also recognized the danger. If you go, you could not be coming home. This is not just like a walk around the block. While it was a celebration, because everybody was happy and excited and they were finally going on this mission after all of this delay, there was also a lot of emotion involved with it because you might not see them again."

Evelyn remembers mostly the good parts.

"We'd flown there a few days before, had a reception and I'd spent time with Rick," she said. "He was in quarantine at that point so unfortunately Laura and Matthew couldn't see

him; they were 12 and 7 at the time. But Rick and I got to spend time together, and my parents and Rick's mom and brother got to see Rick.

"Everybody was extremely excited; it was the day they'd waited for, for quite some time. We had some great private time together as well as time together with the other crew families. I had absolutely no foreboding that anything would be wrong or any problems; I was just super proud of him and excited that they were finally going to get to experience what they'd trained for, for so long."

Launch

Evelyn, Laura and Matthew woke up in their hotel room on the morning of the launch, Jan. 16, 2003. Rick had arranged for presents to be delivered to his family members after the launch.

"He had so many things to do, but he really kept his priorities straight – put God first, family second and job third, even if your job is flying into space – and so he was very focused on this," Evelyn said. "He made a videotape for Matthew and a videotape for Laura, and in those videotapes, he had 16 different recordings of devotional time with them with a devotional book they did every day. So he would read the Bible verse and the story and then a prayer, and then he would just talk to them for a few moments, so he made sure they had that to watch while he was in space. The kids received those videotapes the morning of the launch, which was extremely meaningful."

As the McCools sat in the bleachers overlooking Columbia at Kennedy Space Center, Barry thought about the little boy he'd seen grow up into an incredible man.

"You see the big board clicking 10, 9, 8 with the shuttle in the background and everything, and I'm sitting pretty high up in the bleachers with Audrey and the family, waiting for it to go," Barry said. "And when it launches, there's this tremendous resonance like kettle drums at the symphony. You can feel the resonance in your chest. And the ground's shaking. And you see this beautiful Chamber of Commerce Florida day with the bright sunshine and a few clouds and the Columbia launching and going up, and it was about 10 or 15 seconds into the launch when it kind of hit me, 'that's my little boy sitting on 2 million tons of TNT going into space.' And tears kind of run down the cheeks at that point.

"Then we packed up and went home."

In flight

Sacco says he knows from experience what the mission would have been like for the people on it.

"They would have had a ball; I knew exactly what they were doing and how they were doing it. They would have had a lot of fun," he said.

"I know you've seen pictures, but it's not the same as being there," Sacco added. "The earth is strikingly beautiful and they would have been wowed by that. The freefall environment of low-earth orbit, what people call zero gravity, is a very pleasant environment once you're in it. Your body gets used to it – it's a lot more pleasant than being here on the ground. And it's fun; it's just a fun place to be. You realize the



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magnitude of the cosmos, the universe. You realize that the earth is just like a small grain of sand on a very large beach. It's very humbling because you realize that you're a very small part of the earth, which is an infinitesimal part of the universe, so it's really very humbling when you realize we're not very important in the whole scheme of things. I'm sure they felt that; everybody does.

“And just the magnitude of what you're doing suddenly strikes you. You're in space: you've read about it since you were a kid, you've seen movies, but suddenly you're there. I'm sure it was great.”

Sacco did receive microwave messages from the crew during their mission, which Mission Control forwarded to him.

“I knew they loved it because they sent me the equivalent of text messages down every once in a while – all of them did; they'd go through Mission Control and they'd send them as an email to us,” he said. “I'd get this message, ‘Hey, we're having fun; I know you're not.’ They'd be kidding, you know. And they were right; I was teaching class and cleaning the house.”

Spouses and mission control were the only ones able to speak to the shuttle crew. Evelyn remembers the last time she spoke with Rick was on Jan. 28 – exactly 26 years after their first date and 17 years after the Challenger explosion.

The final day of the mission, Sacco received a message from one of the women on board.

“It came down and said that she had run the experiments I was supposed to run, one of which was my own experiment, and she thought she had done a great job so I owed her a dinner and she wanted to take her family with her,” he recalled. “‘When are you going to be down to Houston again’ – because I was in Boston at the time – ‘so you can take us out to dinner?’ And she said, ‘You were right, this was great, I loved it,’ because I had told her she's going to love it; it was her first flight.”

Explosion

On the morning of Columbia's planned return to Earth, Barry and Audrey McCool watched the capsule fly over their home in Las Vegas.

“I'm standing out there just like any parent at a little league baseball or football game, ‘Yeah, there goes Willie!’ and I'm taking pictures as it goes across the sky,” Barry said. “I'm on the phone to my daughter who was at Cape Canaveral with her family waiting for the shuttle to land. I'm telling her, ‘Willie's on the way, he just went across.’”

Inside the house, Barry had CNN on the television and NASA Direct on the computer. NASA Direct was airing audio from the capsule communicator (CAPCOM), the person at Mission Control responsible for communicating with the shuttle crew. He could hear in the background the radio transmissions from the Alamogordo, New Mexico, tracking station.

“You hear CAPCOM saying, ‘Columbia, this is Houston. How copy?’ When you’re going through the reentry, there’s a particular point where you don’t have any radio transmission because they’re going through the atmosphere. But when they come out, that’s when you reestablish communications,” Barry explained. “You hear this repetitive transmission, ‘Columbia, this is Houston.’ And then I hear the tracking station, you have to really listen close to hear it, and the transmission is, ‘Houston, this is Alamogordo, I no longer have an infrared or radar contact on Columbia.’ And at about that point you see the launch director’s face and on television is the starburst of the shuttle burning up on reentry. I looked at Audrey and I said, ‘Willie’s gone.’”

“The shuttle blew up on reentry and we knew it because of what I’ve done in the military. I knew it instantaneously. You’re traveling at Mach 25 at 103,000 or 108,000 feet at 25,000 miles an hour – there’s no way anybody’s going to survive that.”

In retrospect, Audrey said, the shuttle was already starting to break apart as it passed over Las Vegas.

“There were things that shouldn’t be there,” she said. “We saw flashes, little particles, but we just thought it was part of the atmosphere or something. We were calling our daughter and providing information because they didn’t know anything. We were providing information to the families at the landing site.”

In the bleachers at Kennedy Space Center, Evelyn and her children had watched the skies eagerly as the countdown clock got closer and closer to the landing time.

“When the clock counted down to zero and then started counting back up positive numbers, I had a very ominous feeling that something was horribly wrong,” she said. “We were surrounded by astronauts who took us back to crew quarters. We had to wait quite some time for an official notification of what was happening, but there was pretty much no doubt in anyone’s mind that it wasn’t good.”

While waiting, she called her father in Amarillo.

“He was sobbing, and so I knew that wasn’t good,” Evelyn said. “He was actually the first one who told me that Rick had not survived, before we were officially told.”

Eventually the news came: the cabin had broken apart upon reentry and there were no survivors. Shortly afterward, the families had a conference call with President George W. Bush extending his sympathy and concern.

“At that point, when you walk through a crisis or something like that in your life, everything kind of slows down,” Evelyn said. “It gives a very surreal feel to it. It’s shock, and it’s also a gift from God to not feel the full assault of the information you’re receiving.”

“We were in crew quarters, so we went and laid down on Rick’s bed, with his clothes packed there, waiting for him, his billfold and comb and everything. He didn’t use any of that in space so all of that stuff was there. We were just in shock.”



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Sacco remembers he was vacuuming the rug in the bedroom of his Boston home when his phone rang. It was one of his former crewmates, Michael López-Alegría.

“He said to me, ‘Did you hear that the Columbia is 14 minutes overdue?’ and we both knew what that meant: It was on the ground. The question is, was it in one piece or not?” Sacco said. “And when they couldn’t find it, if you’re in that business you know it had to have come apart because otherwise they would have been able to locate it quicker.

“And he said, ‘We may be looking for volunteers to come out and help look for survivors.’ We knew there’d be no survivors; what he was trying to say was looking for people and looking for pieces. ‘Would you be willing to do it if we needed you?’ And I said ‘Yeah,’ so then I immediately put on the TV and started following the news a little bit. Finally they showed those pictures coming back where you saw all those pieces and I knew it came apart and that was the end of it. You don’t survive that kind of thing.”

Reflecting on the loss of his friends, and the fact that he could have been with them, Sacco had mixed feelings.

“One is ‘I was supposed to be on that crew,’ so you feel sort of guilty – ‘Well how come I wasn’t on that crew?’” he said. “And then they’re your friends. Over time, though, I realized a couple of things. One is they died doing what they loved to do and very few of us have that opportunity. I wish it was quick and I hope it was quick. But other than that, I remember the good times with these people.”

Aftermath

After the families were taken back to crew quarters, everyone in the bleachers was still waiting.

“In NASA, the immediate family is the wife or husband. Parents were not considered immediate family, so they didn’t tell the other families anything,” Barry said. “The bus arrives, Willie’s wife, Lani, and all the other families get on the bus, and they leave. All the other brothers and sisters and everything were sitting in the bleachers going, ‘Where’s the shuttle?’ They were on a bus heading back to the visitor’s center when Audrey called and let Kirstie, our daughter, know. She told everybody else on the bus what happened.”

The non-immediate family members were put in a room, still with no official information.

“The only way they knew anything was people with cell phones getting calls in,” Audrey said. “You can tell why NASA didn’t want to go down and say, ‘Look guys, sorry you made it here, but the shuttle exploded.’”

The families were hoping for a miracle.

“They’re sitting there waiting for the shuttle to land,” Barry said. “They know you don’t have any fuel to go around. You land or you don’t. They’re thinking, ‘Where’s the shuttle?’

We haven't heard the sonic booms that break the sound barrier.' None of that's happening and NASA's saying nothing.

"But, there are two other landing sites: One in Oklahoma and one out at Edwards Air Force Base. The possibility is that the shuttle could have landed elsewhere instead of Florida."

As Evelyn struggled to process the news of Rick's death, she also had to focus on one hard reality: she was now a single mother to Laura and Matthew.

"As a mom, my first concern was for my kids, so I was extremely focused on them and their well-being," she said. "We were all devastated and we were in shock; we weren't even really crying, just trying to grasp it. I remember looking up at the sky when they didn't land and just not even being able to wrap my mind around the fact that that was it, that Rick's life had come to an end. He was 45 years old. It took me a very long time to even grasp that; it was so difficult to process.

"We had, and still do have, a very strong faith in God so I really didn't know what to pray at that point but I just asked the Lord to be with us and to help us, to help Laura and Matthew and to help the crew families."

While Evelyn's family waited at the crew quarters, someone from NASA went to their hotel room to pack their things for the trip home. In a moment of clarity, Evelyn remembered to ask for something she didn't want her children to lose: the videotaped devotionals from Rick were in the hotel room's TV cabinet.

"They were very precious to us," she said. "We still have them. They're painful to watch, but they're very important."

The families flew home later that day on a private NASA plane, the same one they would have taken home the following day with the shuttle crew if all had gone according to plan.

"They had some food on the flight and nobody was hungry," Evelyn said. "I just remember looking at Laura and Matthew and I offered Matthew some food and he ate a little bit – he was 7 years old. I remember telling him, 'Matthew, when we get home, if you want to play with Danny or if you want to do something, that's fine with me.' And he just looked at me like, 'Are you serious?' because I think all of us were just thinking, 'Has our life come to an end?'"

"We just didn't know what it would look like once we got home. Those first few days, we just had to take it minute by minute. We really couldn't go much further than that. But I felt very held by God. It's hard to find the words to explain just how secure I felt because of my faith and that he walked through that horrible, horrible tragedy with us and helped us navigate through some incredibly challenging days."

As word of the tragedy spread, tributes began raining down upon NASA. Letters, cards, quilts, stuffed animals, songs, poems and more came in from school children, dignitaries – any and every group. NASA collected it all, and then cataloged, managed and handled it for the families.



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“I received mail every day for the first few months and the mail lady would have to bring me buckets of mail,” Evelyn remembers. “There were people at my house working every single day going through that and helping me. It was hard enough losing my husband and becoming a widow, but on top of that he’s now a national hero. It was pretty overwhelming.”

The worst part for Evelyn, though, was waiting for closure.

“They didn’t find the crew remains immediately, so for several days we didn’t even know if those would ever be found,” she explained. “The last moments the shuttle was flying, it went between Amarillo and Lubbock. Rick was sitting on the Amarillo side and Willie would have been sitting on the Lubbock side, almost like flying through a goal post. So when they crashed, it was all over East Texas.

“It was almost a week before they located all of the crew remains, but they did locate them. So even though Rick died on the first of February, I did not have the funeral until the 20th of February. That was just an excruciatingly long period of time between the accident and the funeral, and just the process I had to go through of getting briefings every day from NASA on what was happening. It was very challenging.”

Southwest Collection

More than seven years later, in the spring of 2010, Monte L. Monroe, archivist of the Southwest Collection at the [Southwest Collection/Special Collections Library](#) at Texas Tech, received an unexpected call from a friend. Susan Smith, who worked in institutional development for Texas Tech in Houston, went to elementary school with Rick in Amarillo and wanted to know if the Southwest Collection would be interested in Rick’s records.

Monroe jumped at the opportunity.

“In collection development like this, you have to be sensitive to the prospective donors and their needs and desires, and this one was special because of the international tragedy aspect of the whole Columbia event,” he said. “I was cognizant of that. Evelyn was hesitant to give some things up but we developed a really close relationship.”

Monroe gave Evelyn an extensive tour of the archive, answering many questions and setting her mind at ease that she could donate what she wanted. Laura was then in college and Matthew in high school. Evelyn wanted to make sure she didn’t move too quickly and end up donating something the kids would want when they were older.

“Rick and I have an absolute love for Texas Tech: our alma mater, where we fell in love, met and married later, so it was something I didn’t have to struggle with at all,” she said. “When I figured out that was an option for all of his collection to go to Texas Tech, it made absolute perfect sense; it was a perfect fit as such an integral part of our lives. And I knew, absolutely without any hesitation, that Rick would have been so thrilled that I made that decision.

“When I met Monte and we talked through the process of donating Rick’s collection, he just became an immediate friend, so close and so perfect in the way he managed everything. He totally understood the sensitivity of this and the difficulty, and just greatly supported us through the navigation of going through all of Rick’s belongings and selecting what would be appropriate for the collection.”

On Nov. 11, 2010, Monroe and Southwest Collection registrar John Perrin drove from Lubbock to Houston to pick up the Rick Husband collection from Evelyn and Bill Thompson, who she married in early 2008.

“We took these things out of a storage shelter, out of the garage and out of their home and they’d never been tampered with since they were put in storage. Most of the family members of Columbia and Challenger are still having a hard time coming to grips with this, so many times these things are left in storage,” Monroe said. “We loaded all this stuff up in pouring rain in Houston. We didn’t get back until late at night. I can remember driving across Texas in our big 1-ton van with materials right up against the back of our heads because we had to pack and repack that van twice just to get it all in there.

“John and I were talking about the fact that here we are with one of the most distinguished Americans’ personal history right up against the back of our headrests. We thought about the Columbia, the astronauts and the disaster that day. In the back, we have some of Rick’s contact lenses; his charred, broken CD of ‘James Taylor’s Greatest Hits,’ and you just think about, here they are at the top of their game one instant and gone in an eye blink. It gave us a great respect for them.”

In Evelyn’s words, having Rick’s materials at the Southwest Collection has been a godsend.

“We recently donated a few items to Kennedy Space Center for a new exhibit remembering the Challenger and Columbia crews, and Monte came as my guest to the dedication,” she said. “It’s very hard when you lose someone, especially in this way, just the magnitude of it, but I really am a firm believer in what the Bible says about beauty coming out of ashes, and having Rick’s collection at Texas Tech has really been a wonderful way to honor him and feel like it’s blessing other people.”

The McCools have shared their private pictures of Willie, which they allowed the Southwest Collection to digitize, and one day those materials will be donated as well, Monroe said. But the bulk of Willie’s materials are still with his wife and three sons. The oldest is a captain in the Marine Corps, living in Okinawa, Japan, with four children of his own. The middle son is a media specialist in Washington state, living near his mother to help her. And the youngest is an artist in New York City.

Rick and Evelyn’s children have grown up, too. Matthew is 20 years old and a student at John Brown University. Laura, 25, graduated from Trinity University and now serves on the National Challenger Board of Education, working with Challenger labs throughout the country.

“It was tough on these families and you have to be sensitive to that,” Monroe explained. “It’s much different than going out and picking up a ranching collection, let’s say. Even



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though those kinds of collections are just as meaningful to their family members as this one is, it was because of the national and international exposure this event got that made it so tough on the families, I believe.

“As part of this collection, there were a lot of materials from this great national outpouring of grief: from little school kids to churches to quilting societies that sent quilts, to private individuals, to congressmen, senators and big shots. And so, all of these folks sent all these materials to Evelyn through NASA, and that’s part of the collection. It shows how extensive the outpouring of sympathy was to the families, not just Rick’s but the families of all that were lost that day.”

When a Columbia museum was established in Hemphill, Texas, where most of the debris was recovered, Monroe helped fulfill Evelyn’s desire for Rick to have a presence there. Over the past two years, they have worked with NASA and the Kennedy Space Center on a Fallen Heroes exhibit that became a component of the Atlantis Space Shuttle display and complex on the Kennedy Space Center compound.

“Our staff worked very hard to make that happen because we felt that we needed to properly honor these great Americans,” Monroe said. “This is a world-class collection and we’re very proud to be the archive of record for that collection. Hopefully we’ll gain some of the other family members when they’re ready to do it. We made it apparent to them that Texas Tech has a great interest in that.

“The thing that’s unique about Evelyn is she was the commander’s widow. She felt compelled to lead the way in making this donation and she felt like Texas Tech would be the best place for it. Our job was to lead them along the path of making this kind of donation, which could have been thrown in a dumpster. But, they were saved. Now, hundreds of years from now, students, historians, researchers will be able to look at Rick Husband’s records and realize just how well-trained these people were, how difficult their training was, how difficult their missions were and how passionately they loved what they were doing.”



Web Only

What Is Art? For Baron Batch, Every Day Is An Answer to That Question

The artist and Texas Tech alumnus discussed his personal brand and how living up to that credo has shaped his life.

By Heidi Toth

“Last week I met 50 Cent. I’ve met Will Smith, Alec Baldwin ...”

[Baron Batch](#) pauses as the noise in the classroom swells. The Texas Tech University students he is addressing are grinning and whispering to each other. The man in front of them just drops these names like it’s no big deal.

Batch looks out at the students. He is a few years older than them and appears at ease in the classroom with his dreadlocks, paint jeans and untied boots. On the white board behind him is his signature elephant, drawn with dry erase marker in about a minute while he was talking. That also impresses the class.

Batch is not impressed. The thing is, he tells the students, those celebrities are famous because people bought into their personas.

“All they are is a brand,” he says. “You made those people.”

Batch, who graduated from Texas Tech with a degree in communications studies in 2010, returned to campus in October to speak to a few classes about marketing and answer questions about his experience at Texas Tech, his art and football. Though Batch says he has always been an artist at heart, when he was at Texas Tech he was a running back with a buzz cut and 2,500 career yards.

In the half-decade since he left Lubbock, Batch was drafted by the Pittsburgh Steelers, moved across the country, tore his ACL before playing a down of professional football, played for a couple of seasons in the Steel City before “retiring” and beginning his real life as an artist and entrepreneur. He’s known throughout Pittsburgh for art, salsa, a food truck and Sunday brunch at his gallery.

“I only knew him as an artist, and it wasn’t until he came to the Lubbock Arts Festival that I found out he played for Texas Tech and he played for the NFL,” said Heidi Simmons, co-owner of the Tornado Gallery in downtown Lubbock. “I always tell him, ‘To me you’re an artist that used to play football, not a football player that now does art.’”

Who is Baron Batch?

The Artist, as he brands himself in all social media accounts, grew up in Midland with lots of siblings and little money. He’s written about his home life growing up, describing the embarrassment he felt comparing his house to his friends’ houses and the day his mother,

who'd been diagnosed with multiple sclerosis, was no longer able to take care of them. As teenagers they took care of each other. She died when Baron, the middle child, was 16. He turned to football and his best friend's family to help him cope with the loss and accompanying grief and anger.

It's a compelling origin story, one Batch doesn't like to talk about. It's all out there, he says. He's no longer the child who slept on the floor next to a space heater or the teenager filled with anger. His life now is his art, his relationships, the ideas in his head he can put on paper or canvas or a wall.

His past is an indelible part of him, though. When asked about his influences, Batch's answer comes easily: his mother. With little income, an absentee husband and increasingly poor health, she had every right to complain, he said, yet he never heard her do so.

One additional moment from his childhood defines him. When Batch was in elementary school, a teacher asked him what he wanted to be when he grew up. An artist, he responded. Pick something more realistic, he was told. A professional football player, he said.

He remembers the teacher shaking her head and telling him he needed a more achievable dream. He also remembers, even 20 years later, thinking, "I don't think that's how it works."

"Without a doubt that's the boldest decision I've made, because from that it allowed me to be bold in the things I chose to do and the things I didn't want to do," he said. "I understood at a young age that people have ability to do that. That's brought me here."

Up until the last few years, he walked the road he was on. Batch was good at football, so he played football. He came to Texas Tech to excel at football and earn a degree; he excelled and earned a degree. He was invited to visit and subsequently drafted by Pittsburgh, so he went to Pittsburgh. After his injury, he recovered and returned to football.

In 2013 the Steelers cut Batch. For the first time, he found himself forging his own road. With enough money from his football career to alleviate financial concerns, he bought an art studio and started painting full-time, and The Artist was born.

In just a couple of years Batch's persona has changed. He paints as much as he can, sometimes spending a few minutes, other times spending days on a piece of art. His studio is already too small for what he's trying to do, so he found a new place to create art and has his downtown Pittsburgh space as a gallery and events center. He doesn't own a TV and didn't waste time trying to convince the city of Pittsburgh to love him as an artist like they loved him as a Steeler.

"It wasn't convincing," he says. "I was doing. I was being. I was showing. I don't really have time to convince because what I was doing was too real."

What is art?

If it exists now and it didn't five minutes ago, it might be art.



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If it was a normal pair of jeans now covered in paint, some accidental and some not, it might be art.

If it expresses something about the creator, it might be art.

If people are willing to drop what they're doing and run through downtown Pittsburgh in high heels, it might be art.

To discover the value of his art, Batch started a social experiment. Instead of putting a financial value on his work, he gave it away, but with a catch – he tweets a picture of his art, complete with his signature elephant and the word “FREE,” and whoever gets there first gets to keep it.

“I thought that if I put art in the street without my name on it, just my work as is, telling people to look at it and see that it's free, would they take it? Is it good enough for someone to stop their time, their day and to pick up what I left?” he said. “And they did, and they liked it, and I gave them more, and they liked it, and I gave them more. It's to the point now where it's crazy to see what that's become.”

Simmons has never questioned the value of Batch's art. She sees different types of art and different types of artists in her gallery regularly and appreciates that Batch's art isn't easy or risk-free. He doesn't do art for the sale. He does the art he wants.

“Some of the artists don't change because they find what sells and keep doing it,” she said. “He's willing to take that chance and do what he's passionate about at the time.”

With the art drops increasing his name recognition and more and more people experiencing Batch's art in his gallery or throughout the city of Pittsburgh, the commissions have come. One project he's working on will go on the wall of a loft in downtown Pittsburgh, which is slowly becoming a hip place to live. A lawyer who's made it big wants an original Baron Batch.

It's not just the piece of art Batch is selling, of course. It's a piece of him. He sells his persona as The Artist as much he sells his actual art, and this particular client wants a particular persona.

“I'm selling him on the fact that I can get him all the ‘lay-deez,’” he said with a laugh.

Though he is best known for his paintings, canvas isn't Batch's only canvas. The installation for the lawyer involves a number of different media. He grew up drawing and he's picked up photography. He's also a writer. When Batch was in college he wanted to do a writing internship, so he wrote about his life experiences for the Lubbock Avalanche-Journal. The stories were sometimes painful, said Rodney Lackey, an athletics academic adviser, yet he always enjoyed reading them and so did others. Batch had a gift.

“The way he told it, he was able to put humor into the stories as well,” Lackey said. “He had really good points, but he always found a way to put humor in it.”

Relationships and community

When Lackey learned Batch was coming to Lubbock, he was thrilled. He always loves to see this former player.

But they had to have a little talk first.

“He usually gives me a heads up when he comes into town,” Lackey said. “I was giving him a hard time that I had to read it through TechAnnounce. He said he was going to get in touch, but I beat him to it.”

He and Batch go way back to Lackey’s first few days at Texas Tech. Lackey was introduced to the football team en masse. The next day Batch walked into Lackey’s office to introduce himself. What started as a friendly greeting turned into a friendship that has continued through Batch’s cross-country move and career change.

“He’s just a real genuine kind of individual,” said Lackey, who attended a class to hear Batch speak and sat next to him at the Oct. 31 Texas Tech vs. Oklahoma State football game. “There was no sense of arrogance about him. He’s just a really down-to-earth person.”

Batch has built his brand on relationships. His creative agency and gallery, Studio AM, and the ensuing projects have been successful in large part because of the team with which he’s surrounded himself. He has business partners, a publicist, a chef and a crew of people who are willing to vouch for him.

That last one is perhaps the most important, he tells one of the classes. That is what he credits the NFL for giving him after he left. He had several well-known friends who could tell potential clients his work was good.

“It’s kind of bizarre that they’d follow this 27-year-old around on this crazy adventure, right?” he says with a laugh. “They’ve done it. They’ve done big things, they’ve seen big things, they’ve been part of big things, so it’s like knowing they see something in me worth giving their time to and knowing me doing my job makes even these great professionals better makes me feel even better.”

He also sees the art drops as a way to build relationships, though not necessarily with him. They offer the chance for people to connect. Only one person gets to take home the art, but the rest find themselves in a group with similar tastes in art. Often they start talking. Maybe they’ll grab coffee or go to lunch.

Other artists have begun their own art drops, propelling a movement Batch foresaw when he chose to stay in Pittsburgh.

“I wanted to give the arts scene much more of a voice,” he said. “Pittsburgh has always had an arts scene, but the arts scene has never necessarily had a collective voice.”



He's not interested in being that voice, but he is comfortable in being a catalyst to a conversation that does Pittsburgh justice and will be at least somewhat to his liking.

"Pittsburgh right now is in such a cultural renaissance, and I'm not sure the city has quite grasped yet what's actually happening," Batch says, his entire face lighting up as he talks about his home. "Everybody's having this great time and things are happening and there's parties going on and events going on and there's always something happening. To me it's cool because I get to help build that, I get to document it, I get to be a leading focal point in that.

"Ultimately I am just a little piece, right? And it's just gonna be cool to know that my little piece, the stuff I contributed, it's gonna be remembered."

Being a brand while being himself

Batch is a cultivated brand, but don't be fooled: the man asking questions in response to questions, teasing his former professors and declaring his goal for immortality is the real Baron Batch. He doesn't have the time or inclination to create a public face and a private face. He just is.

His success has happened because he worked hard and took risks. It also happened because he was lucky. Batch walks that line every day. Yes, he's worked hard to get to where he is, and he's the first to acknowledge that. He talks about successful brands being the result of hustle. He sleeps when it works with his schedule. He has half a dozen projects going on simultaneously. He talks to people. His days, which he prefers to measure in accomplishments rather than hours, are full.

Some of it is just taking that first step – signing a lease and getting some paint on the walls of his studio. Some has been the people with whom he surrounds himself that give him confidence that he's on a good path.

Some of it is luck, good fortune and happenstance.

"I see life as so circumstantial, and I've been in such unique circumstances that have kind of bloomed these unique circumstances," Batch said. "Whether it's salsa or football or the art, I'm just really appreciative of where I am now. How did I get here? I have no idea."

Communication studies professor Narissra Punyanunt-Carter, who taught Batch for two semesters when he was a student, remembers a respectful, intelligent and independent thinker. Other than the hairstyle, the man who spoke to her class in October was the man she remembered from her class.

"Baron has always been a sweet, kind, thoughtful and humble person," she said. "He doesn't boast or brag about his accomplishments. He just proves he can do it. He has a great work ethic. He has a heart of gold. Despite all his fame and fortune, he is still the same person."

Batch is proud of what he's accomplished. He wants people to see his art and, if not like, at least consider it. Batch is determined to stay that person who introduced himself to Lackey, disagreed with Punyanunt-Carter and told his teacher he wanted to be an artist, even as he is featured in worldwide publications and his name recognition increases as an artist first and a former football player second, third or not at all.

“As far as the fame, stardom, the things that are coming, it'll be interesting,” he said. “I'll be excited to see what perspective that gives me. It'll change my perspective, but it won't change me.”

Immortality

Toward the end of his conversation in Punyanunt-Carter's class, a student asks Batch about his favorite piece of his own artwork. He hesitates, says he has one and stops. His favorite painting doesn't hang in his gallery, he didn't sell it and it wasn't a gift. No one else has seen it. It's stored in a time capsule to be opened many years from now.

He wants people to look at his art with a different perspective, he said.

“You guys will see,” he said. “Or your grandkids will.”

A couple of years ago Batch painted a portrait of Texas Tech football coach Kliff Kingsbury. In a [time-lapse video of the process](#), every now and then he puts on a horse's head and keeps painting. It was there, so why not?

He's spent so much of his life bound – by poverty, limited opportunities and even the collegiate and professional football schedule that in many ways contributed to who he is. Once he was unbound, however, Batch became his own man. He's never looked back. He's never regretted football not “working out.” It allowed him to become the signature he paints on every piece of art.

“Art's like this journey,” Batch said. “In a way you get to experience it but in a way you can't control what inspires you. Life happens. You meet people. You see things. You touch things.

“The goal of art is to be able to make yourself how you want to be.”