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# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 1, 2012

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

### **Former Regent Named Texas Tech System Vice Chancellor, General Counsel**

Officials at the Texas Tech University System (TTUS) announced today (Feb. 1) the hiring of John Huffaker, former member of the TTUS Board of Regents, as vice chancellor and general counsel. He will begin duties Feb. 13.

Huffaker will provide legal counsel to TTUS and its component institutions, coordinate institutional compliance and oversee legal teams at each university.

"It has been a pleasure serving the Texas Tech University System as a member of the board for the last three years," Huffaker said. "Texas Tech has always meant a great deal to me, and I look forward to contributing in this new role."

Huffaker was appointed to the Board of Regents in February 2009 and served as chairman of the Finance and Administration Committee, vice chairman of the Board of Trustees of the Carr Scholarship Foundation and a member of the Audit Committee. He resigned from the board in January 2012.

"John is an outstanding attorney," said Kent Hance, TTUS chancellor. "We were fortunate to have him serve as a regent and are excited to have such a distinguished and experienced leader join our organization."

Prior to joining the system, Huffaker was an attorney and a shareholder in the Amarillo law firm of Sprouse Shrader Smith, P.C. His practice areas include agricultural law, bankruptcy, banking, commercial litigation and employment law. He is also board-certified in civil trial law.

Huffaker earned his bachelor's degree in agriculture from Texas Tech in 1970 and law degree from the Texas Tech's School of Law in 1974. In law school, Huffaker served as editor-in-chief of the Texas Tech Law Review. He is married to Charlotte Warren Huffaker, a 1970 graduate of Texas Tech's College of Human Sciences.

Huffaker will replace Pat Campbell, who will stay on to assist Huffaker through a transition period ending March 31, following a 30-year career with TTUS and Texas Tech.

"The Texas Tech University System thanks Pat for his many years of dedicated service to our system and universities," Hance said. "His insight and expertise made Pat an invaluable member of our team, and we wish Pat the best."





## TEXAS TECH UNIVERSITY SYSTEM

During his tenure with the system and university, Campbell served as associate general counsel, general counsel, vice president and general counsel, and most recently as vice chancellor and general counsel.

"Texas Tech has made a great impact on my life and I am proud to have worked here," Campbell said. "It has been an honor to work for the place that has given me so much."

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



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 1, 2012

CONTACT: Jorge Cruz, [Jorge.cruz@ttu.edu](mailto:Jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech Student Government Approves New SafeRide Bus**

Texas Tech University's Student Government Association will incorporate a bus into the SafeRide system to encourage more students to use the service.

The S-Bus will run from 9 p.m. to 3 a.m. Thursday, Friday and Saturday nights. The bus is open to any student at Texas Tech with a valid student ID and is free of charge.

"This is the first major expansion in our SafeRide service in a decade, and we couldn't be more excited," said Tyler Patton, SGA president, and senior public relations major from Graham. "We believe Tech finally has a sustainable model to keep more students safe on the weekends and greatly reduce wait times for those who may not be near a bus route and still need to call a cab."

The program will facilitate all of the apartment complexes within the Overton area adjacent to Texas Tech, including University Fountains, University Trails, University Pointe, The Centre, The Suites and the Cottages. The bus route also will make stops at Broadway and the intersection of 18<sup>th</sup> Street and Buddy Holly Avenue in the depot district. The approximate route time will be 24 minutes.

"It is our hope that in the future, if this program is successful and can be implemented across all off-campus bus routes, we can begin the process of expanding our community partnerships in the investment of SafeRide," said Michael Uryasz, SGA external vice president, and senior political science major from Lubbock.

If successful, the program will be expanded to include every apartment complex that utilizes the bus service during regular hours of operation. The bus will run when school is in session, including the summer months.

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**CONTACT: Michael Uryasz, external vice president, Student Government Association, Texas Tech University, (806) 742-3631 or [m.uryasz@ttu.edu](mailto:m.uryasz@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 1, 2012

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

### Tax Experts Available as Americans Begin Compiling Tax Returns

#### Pitch □ □

As Americans begin gathering their W2s, 1099 forms and receipts, Texas Tech University tax and financial planning experts can provide tips, tax advice and commentary for taxpayers.

#### Experts □

Robert Ricketts, accounting department head and Frank M. Burke Chair in Taxation, (806) 742-3180, or [robert.ricketts@ttu.edu](mailto:robert.ricketts@ttu.edu).

- Changes and Tips for 2011
- Student Filing
- Tax Disasters

John Salter, assistant professor and director, Personal Financial Planning Division, (806) 742-5050, or [john.salter@ttu.edu](mailto:john.salter@ttu.edu).

- Retirement Planning
- Wealth Management

Bill Gustafson, associate professor Personal Financial Planning Division, (806) 742-5050, or [bill.gustafson@ttu.edu](mailto:bill.gustafson@ttu.edu).

- Retirement Planning
- Family Economics

Mitzi Lauderdale, associate professor, Personal Financial Planning Division, (806) 742-5050, or [mitzi.lauderdale@ttu.edu](mailto:mitzi.lauderdale@ttu.edu).

- Estate Planning
- Special Needs Planning

Bob Barnhill, instructor, Personal Financial Planning Division (806) 794-1282, or [robert.barnhill@ttu.edu](mailto:robert.barnhill@ttu.edu).

- Fiduciary Income Taxation
- Estate and Gift Taxation



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 1, 2012

CONTACT: Allison A. Ralston, [allison.ralston@ttu.edu](mailto:allison.ralston@ttu.edu)  
(806) 742-2136

### Experts Available as Valentine's Day Draws Near

#### Pitch □ □

As Valentine's Day nears, Texas Tech experts can discuss love, flowers and candy.

#### Experts

Patrick Hughes, associate professor in the Department of Communication Studies and associate vice provost, (806) 742- 2984, or [patrick.hughes@ttu.edu](mailto:patrick.hughes@ttu.edu).

- Everyday, mundane acts of kindness toward a loved one matter more than a blitzkrieg of candy and cards on Valentine's Day
- Lots of conflict in a relationship doesn't mean the end – it's how conflict is handled that matters

Ignacio Luis Ramirez, assistant professor of sociology, (806) 742-2400, or [i.ramirez@ttu.edu](mailto:i.ramirez@ttu.edu).

- Lesser-known forms of intimate partner violence, such as psychological or mental abuse directed toward males
- Dating violence and psychological aggression toward both genders

Narissra M. Punyanunt-Carter, associate professor of communications studies, (806) 742-3273, or [n.punyanunt@ttu.edu](mailto:n.punyanunt@ttu.edu).

- How affectionate communication can lead to a healthy relationship
- Why romance and affection are not just meant for Valentine's Day

Cynthia McKenney, associate chair and professor of ornamental horticulture, (806) 742-2832 ext. 234, or [cynthia.mckenney@ttu.edu](mailto:cynthia.mckenney@ttu.edu).

- Cut flowers and why they may not be the best environmentally friendly choice
- Using pot crop flowers that are longer lasting or just green foliage plants that help clean the air
- Green pots made out of recycled plastic or recycled wood pulp



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2012

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

### **Pop-Culture Expert Available to Comment on Super Bowl Ads, Madonna's Halftime Show**

#### **Pitch** □ □

From dogs barking the Imperial March to Matthew Broderick's moment with a walrus, advertisers are targeting their audience with clever humor and a big nod to pop culture.

After the final touchdown, which Super Bowl commercial will become top fodder for the water cooler come Monday morning.

#### **Expert** □

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

#### **Talking Points** □ □

- Targeting Gen-X audience with 80's pop culture
- Madonna's halftime show: Pass? Fail? Wardrobe malfunction?

#### **Quotes** □ □

- "In a world where commercials are watched less and less, the Super Bowl is one show where advertisers still have a captive audience."
- "Advertisers are using pop culture references like Ferris Bueller and Star Wars to sell their products. Honest entertainment is a good way to get people's attention, so they will stand up and take notice."
- "The Super Bowl is a big part of popular culture, and companies fortunate enough to afford the advertising time must be clever in their approach."
- "Madonna, like U2, has cross generational appeal. She still puts on a terrific show and her music continues to resonate."





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 3, 2012

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

### **Expert: Can J.C. Penney's New Tactics Save the Brand?**

#### **Pitch**

Will the aging retailer's new retail approach, which rolled out Feb. 1, help polish the tarnish from its brand?

#### **Expert**

Debra Laverie; senior associate dean, Jerry S. Rawls professor and Minnie Stevens Piper professor; Rawls College of Business, (806) 834-3953, [debbie.laverie@ttu.edu](mailto:debbie.laverie@ttu.edu).

#### **Talking Points**

- J.C. Penney's new head, Ron Johnson, who came up with the idea for the Genius Bar at Apple Stores, envisions a total face lift for the long-standing retailer.
- The company hopes the new tactic will build brand equity in one of the oldest family-founded retail businesses in the US.

#### **Quotes**

- "J.C. Penney had become a place that had big sales up to three times a week. All of these sales had eroded the brand image and conditioned the consumers to only buy when there is a sale."
- "Hopefully, this fresh approach can polish the tarnish off the J.C. Penney brand."
- "GAP tried this after they messed up their core strategy and have never been able to regain original form."



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2012

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

### **Texas Tech Law School Team Wins Second Consecutive National Moot Court Championship** First national championship in this competition was 32 years ago.

The Texas Tech University School of Law moot court team won its second consecutive national championship Thursday (Feb. 2) at the National Moot Court Competition in New York City. Texas Tech Law also won the championship 32 years ago.

The team of third-year law students Brandon Beck of Austin, Allie Hallmark of Midland and Elizabeth Hill of Lubbock prevailed over the University of California-Berkeley School of Law in the final round. With the repeat win, Texas Tech becomes just the second school to ever successfully defend its championship. To complete the night, the team's brief was named top in the nation, and Hallmark was named the nation's second-best advocate.

The team is coached by Rob Sherwin, director of advocacy programs.

"Needless to say, I'm so pleased with our amazing students, who continue to make Texas Tech proud. Perhaps the fact I'm most proud of is that we've had top finishes in not just one, but three different disciplines of advocacy competitions already this year," Sherwin said. "When added to our second-place finish at the Liberty National Negotiation Competition last week and our national championship at the ABA Arbitration Competition two weeks ago, this win signals success across a wide range of lawyering skills."

Dean Darby Dickerson, who attended part of the NYC competition, said that the team was probably the strongest she's seen in 17 years of moot court competitions. "The students were prepared, poised and professional. They represent a bright future for the legal profession and were outstanding ambassadors for Tech Law and our advocacy programs."

The contest is sponsored by the New York City Bar Association's Young Lawyers Division and co-sponsored by the American College of Trial Lawyers (ACTL).

Nearly 190 teams competed in 15 regionals in November, and the top 30 teams met in Manhattan for the national finals. The championship round panel included two federal circuit court judges, two federal district court judges, one New York state court of appeals judge, and the presidents of the ACTL and NYC Bar.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

**Contact: Leslie Cranford, Office of Communications and Marketing, (806) 742-2136, or [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2012

CONTACT: Alan Barhorst, [alan.barhorst@ttu.edu](mailto:alan.barhorst@ttu.edu)  
(806) 742-3563 ext. 241 (work)  
(806) 577-5137 (cell)

### Area High School Students Compete in Robot Challenge

WHAT: FIRST® Tech Challenge (FTC) Lubbock Qualifier Tournament

WHEN: 8 a.m. - 6 p.m. Sat. (Feb. 4)

8 a.m. – Practice matches begin  
1:05 p.m. – Opening Ceremony  
1:15 p.m. – Qualifying matches begin  
3:45 p.m. – Elimination matches begin  
5:30 p.m. – Awards and Closing Ceremony

WHERE: Texas Tech University Student Union Building, Ballroom

EVENT: Teams of ninth-12<sup>th</sup> graders from Lubbock and surrounding cities will participate in the FIRST® Tech Challenge (FTC) Lubbock Qualifier Tournament for an opportunity to win area recognition for design excellence, sportsmanship and teamwork, and advance to the FTC Panhandle-Plains Regional Championship on March 3, also held in Lubbock.

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

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 [www.media.ttu.edu](http://www.media.ttu.edu) and on Twitter @TexasTechMedia.

**CONTACT: Jeff Sammons, director of marketing, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or [jeff.sammons@ttu.edu](mailto:jeff.sammons@ttu.edu).**





TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2012

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

### History of Texas Law author to speak at Texas Tech Law School

**WHAT:** Michael Ariens, author of "Lone Star Law: A Legal History of Texas," will speak at the Texas Tech University School of Law.

**WHEN:** Noon Tuesday (Feb. 7)

**WHERE:** The Lanier Auditorium, Texas Tech School of Law, 18<sup>th</sup> Street and Hartford Avenue

**EVENT:** "Lone Star Law," published by Texas Tech University Press, looks at the rich legal history and culture of the state. Ariens examines the history of the legal profession as well as the evolution of the state's law in regard to land, families, businesses, crimes and civil actions.

Ariens, a professor of law at St. Mary's University in San Antonio, gives the reader a sense of a state that is both southern and western and how its Spanish and Mexican heritage influences the legal system. He also looks at how the fact that Texas has been both a republic and a state impacted its legal system.

The talk is free and open to the public. A book signing will follow. For more information on Ariens's talk contact Julie Doss, assistant academic dean of the School of Law, (806) 742-3793.

For more information on the book visit <http://ttupress.org/books/lone-star-law-cloth> or call Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982.

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



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2012

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

### **World-Renowned Dance Company to Perform at Texas Tech**

The Texas Tech University Presidential Lecture and Performance Series kicks off its Spring 2012 season with the New York-based Ailey® II at 7 p.m. Friday, Feb. 17 in the Allen Theatre, located in the Student Union Building (SUB).

Ailey® II has become a renowned dance company, winning rave reviews and regularly selling out its North American tour stops and annual New York seasons. South Plains dance artists and enthusiasts are invited to witness this critically acclaimed company as it includes Lubbock on a 32-city domestic and international tour.

Founded in 1974 as the Alvin Ailey Repertory Ensemble, Ailey® II embodies Mr. Ailey's pioneering mission to establish an extended cultural community that provides dance performances, training and community programs for all people.

Today, it has become one of the most popular dance companies in the United States. Under the artistic direction of Sylvia Waters and joined by artistic director designate Troy Powell, Ailey® II dancers are chosen from the most promising scholarship students of The Ailey School which offers unique opportunities for these young artists.

The Ailey® II performance will include, Alvin Ailey American Dance Theater Artistic Director Robert Battle's, "The Hunt." Set to the wildly percussive soundtrack by "Le Tambours du Bronx," the ballet of six men examines the relationship between modern sports and the rituals of the gladiators, revealing the aggressive side of human nature and the primitive thrill of the hunt. The performance also includes Thang Dao's "Echoes," Jessica Lang's "Splendid Isolation II, The Calling" and Alvin Ailey's timeless masterpiece "Revelations."

"Ailey® II is truly an event not to be missed. It is rare in Lubbock that we are audience to dance companies who perform works counted among the canon of American masterpieces," said Genevieve Durham DeCarso, an associate professor in the Theatre and Dance Department at Texas Tech.

General Admission tickets are \$15 and are available through all Select-A-Seat locations, (806) 770-2000 or [www.selectaseatlubbock.com](http://www.selectaseatlubbock.com). TTU students receive one free ticket with valid ID at the SUB information booth located at the entrance to the Allen Theatre.

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

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



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2012

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

### **Financial Planning Studies Social Media and Finance Relationship**

Upcoming research through a partnership between the Texas Tech University Department of Personal Financial Planning and Arkovi, a social media archiving company, will investigate how financial advisors use social media to interact with clients.

Michael Finke, professor and doctoral program coordinator for the Department of Personal Financial Planning, said access to Arkovi's information about client communications through Twitter, as well as future social media outlets, provides new and important insight into the client-planner relationship.

"The tweets tell us when a client reaches out to their advisor," Finke said. "This provides unique insight into the importance of communication between an individual and a financial professional. For example, our previous research provides evidence that working with an advisor leads to more patience in investment portfolios. The ability to contact a financial advisor when an investor feels anxiety can prevent them from making ill-advised emotional trading decisions."

The study's preliminary data indicate communication becomes most active during periods of market uncertainty. Part of the value of a financial advisor is their ability to help maintain a long-run investment plan.

Other recent research in the Department of Personal Financial Planning has focused on retirement savings and withdrawal rates.

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

**CONTACT: Michael S. Finke, associate professor, Department of Personal Financial Planning, Texas Tech University, at (806) 742-5050 ext. 25 or [Michael.s.finke@ttu.edu](mailto:Michael.s.finke@ttu.edu)**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 3, 2012

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

### **Expert: Komen Off-Again, On-Again with Planned Parenthood Calling Pink Ribbon Group's Integrity Into Question**

#### **Pitch** □ □

The Susan G. Komen for the Cure Foundation apologized Friday for its decision three days earlier to pull funding for cancer screenings from Planned Parenthood. A Texas Tech expert in public policy can discuss how the move has affected perceptions of the non-profit breast cancer research foundation.

#### **Expert** □

Helen Morrow, associate professor of social work, Texas Tech University, (806) 742-2400 or helen.morrow@ttu.edu.

#### **Talking Points** □ □

- Social workers may refer clients to Susan G. Komen and Planned Parenthood agencies for assistance to meet their needs for medical diagnosis or treatment.
- This is especially true for women who lack health insurance.
- Many indigent clients must use the services of both these agencies to ensure that their health care needs are met.
- The waffling raises questions about the Komen Foundation's management and its ability to yield easily to political pressure.
- The rise of the Tea Party movement seems to have emboldened certain members of the right wing to be more confrontational concerning the Komen Foundation's social agenda.

#### **Quotes** □

- "I suspect many Komen supporters, or previous supporters, may believe that the decision to no longer send funding for breast exams to Planned Parenthood was not a well-conceived decision, and that its potential negative impact was not fully considered."
- "The fact that they have now reversed this decision may simply increase the questions about management. It also shows that they are willing to bow to political pressure from the other side."
- "Potential donors may wonder if they can trust the administration of Komen to make good decisions in the future; they may wonder what the agency truly stands for at this point."



- “Those who were already opposed to Planned Parenthood and its services have probably not changed their minds. Those who support its services will probably continue to do so, just not through Komen.” □□
- “In the immediate sense, funding or contributions to Planned Parenthood have increased. They almost made enough overnight for the money they lost overnight. I don’t expect that will continue. That will level off.”
- “Susan G. Komen foundation may have fundraising issues. Contributors tend to back away when they get frustrated or suspicious about any agency whose integrity has been called into question.”



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 6, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)

(806) 742-2136

### **Texas Tech Students Selected for Congressional Internship Program**

Texas Tech University's Office of the President selects new students each semester to take part in educational service to the nation's capital through its Congressional Internship Program.

Students who complete the program observe how the government functions while working for senators and representatives. Interns are chosen through a competitive interview and application process.

"In many cases, our internship program has been a life-changing experience for the students," President Guy Bailey said. "Regardless of their career choice, the students will benefit from the experience of seeing first-hand how the political process will affect their futures."

### **The spring 2012 interns include:**

- **Sarah Arnett**, a junior public relations major from Pottsboro, working in the office of U.S. Rep. Pete Olson.
- **Katie Evans**, a junior international business major from Houston, working in the office of U.S. Rep. Joe Barton.
- **Austin Fielding**, a senior mechanical engineering major from Austin, working in the office of U.S. Rep. Michael Burgess.
- **Lauren Glover**, a senior electronic media and communications major from Plano, working in the office of U.S. Rep. Kay Granger.
- **Hollis Gurley**, a senior management major from Friona, working in the office of U.S. Rep. Randy Neugebauer.
- **Colby Harrell**, a senior political science major from Austin, working in the office of U.S. Rep. Gene Green.
- **Ashley Hawkes**, a junior human development and family studies major from Killeen, working in the office of U.S. Rep. Sheila Jackson Lee.
- **David Hutchens**, a graduate history student from Lubbock, working in the office of U.S. Rep. Jeb Hensarling.
- **Cash Langford**, a senior agriculture and applied economics major from Wellington, working in the office of U.S. Sen. John Cornyn.
- **Victoria Messer**, a senior political science major from Canyon, working in the office of U.S. Sen. Kay Bailey Hutchison.



## TEXAS TECH UNIVERSITY

- **Joshua Paulson**, a senior energy commerce major from San Antonio, working in the office of U.S. Rep. Henry Cuellar.
- **Rachael Stelly**, a junior political science major from Richardson, working in the office of U.S. Rep. Lamar Smith.
- **Bryan Thomas**, a senior history major from Spearman, working in the office of U.S. Rep. Sam Johnson.
- **Claudia Tristan**, a senior print journalism and business major from Austin, working in the office of U.S. Rep. Charlie Gonzalez.
- **Jamie Wallace**, a graduate anthropology and philosophy student from Rowlett, working in the office of U.S. Rep. Michael McCaul.
- **Taylor Williams**, a senior public relations major from Denver City, working in the office of U.S. Rep. John Carter.

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 7, 2012

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

### **Expert: Star Wars Franchise Returns to the Big Screen, Fans Have Favorites**

#### **Pitch**□□

The theatrical re-release of the first in the prequel trilogy of Star Wars films is set for Feb. 10.

#### **Expert**□

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

#### **Talking Points**□□

- Is Star Wars still relevant?
- Will this Star Wars run be as successful as previous runs?
- Original trilogy versus prequel trilogy

#### **Quotes**□□

- “In Episode 1, many fans won’t be looking forward to Jar-Jar Binks in 3D, but it will be cool to use the enhanced effects to watch Darth Maul, a great villain with too little screen time.”
- “Another added bonus will be to spot the E.T. cameo from Steven Spielberg’s movie of the same name.”
- “I think many true Star Wars fans are looking forward to the original trilogy (Episodes 4-6), more so than Episodes 1-3.”
- “I personally am looking forward to seeing all six films again on the big screen. As bad as the prequels are, they are still a part of the Star Wars film franchise, and for that reason I hope they still do well.”



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 7, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Africa Symposium: "Priorities for American Policy in Africa Today"**

Tibor P. Nagy, vice provost for international affairs at Texas Tech University and former ambassador to Ethiopia, said African policy has always been one of the lowest priorities in the U.S. Department of State's foreign policy, which has resulted in low funding, small staffs and a lack of centralized control within the region.

Of the 10 fastest growing countries in the world, seven of them are in the African continent, and 11 African economies are worth more than 13 trillion, he said. So what can the U.S. do to help integrate Africa into the 21<sup>st</sup> century? Nagy provided the following solutions:

- partner with Africans to promote security and developmental needs
- view Africa as an opportunity and not a problem
- engage all interested partners, not just western allies
- make Somalia a state or several states
- define Africa as a partner, competitor or adversary
- focus on the rebuilding of infrastructure and the creation of a healthy business environment.

"The U.S. has always viewed Africa as a problem since day one, rather than an opportunity," said Nagy, who spoke about American Policy in Africa on Feb. 6, as part of the Africa Symposium lecture series.

"There is an old African proverb that says 'even the darkest night is followed by a bright dawn.' The U.S. can be the one to bring Africa into the daylight."

Nagy said the African policy has never been coherent, and no over-arching policy framework has ever been successfully implemented to unify the continent. For 50 years, Africa has been developing and none of the countries have reached developed status.

He said the issues affecting the African continent have always tended to be more complicated as compared to the issues in Europe or Asia. Thus, the approach toward African policy has differed throughout presidential leaderships since the early 1950s.

Initially, he said, the U.S. Department of State created a policy geared toward dealing with the newly independent African states; addressing economic development within the



region, and imposing western intervention to combat soviet communist influences in the African states.

During the 1970s, Nagy said, countries such as Ethiopia and Angola came under the control of a Marxist government, resulting in a greater U.S. involvement within the region.

However, he said, with the fall of communism in Russia, the U.S. department's African policy and intervention was downgraded to a low priority issue.

"As the U.S. took a step back," he said, "many African countries experienced immense political turmoil through single party states, sham elections, massive corruption and the advancement of political principles rather than economic ones."

Despite the massive failures in Rwanda and Somalia, he said, the U.S. has enjoyed temporary success in countries such as Mozambique and South Africa.

Nagy said the U.S. worked behind the scenes during the transitional phase in South Africa, from a ruling white minority to the election and presidency of Nelson Mandela. During the transition, the U.S. built domestic political pressure and appointed the first black ambassador to South Africa.

"We have had tremendous success through our phenomenal humanitarian efforts throughout the region and HIV awareness program," he said.

However, Nagy said, problems still persist throughout the continent such as the continuing violence in the Democratic Republic of Congo, and the abandonment of Somalia, the only country in the world without central governmental control over most of the country's territory.

"I still remain optimistic for the future of the African continent," he said.

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 7, 2012

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)

(806) 742-2136

### **Experts: Globalization, Television Talent Shows, Desire for Hyper-Crossover Driving Music Scene**

#### **Pitch**

As America prepares for the 54<sup>th</sup> Grammy Awards, a pair of Texas Tech University music experts can discuss how pop music has changed in recent decades and how the drive for hyper-crossover, the influence of globalization and talent shows such as “American Idol” give us the gospel-influenced, patchwork sound floating across today’s airwaves, and how high-volume sales dictate today’s compositions sold for mass appeal.

#### **Expert**

Christopher Smith, chairman of musicology/ethnomusicology, director of the Vernacular Music Center, Texas Tech University, (806) 438-5067 or [Christopher.smith@ttu.edu](mailto:Christopher.smith@ttu.edu);

Elissa Stroman, doctoral candidate in musicology, (806) 742-3749 ext. 234, or [elissa.stroman@ttu.edu](mailto:elissa.stroman@ttu.edu).

#### **Talking Points**

- “American Idol” is partly responsible for the over-the-top pyrotechnics of vibrato in today’s music, featuring octave leaps, wide range and extensive ornamentation.
- Pop music is becoming less about actual composition and more about bites of sound with words composed around it.
- The lucrative goal of pop music has always been about grabbing the largest audience. That’s why many songs feature guest rappers and borrow or sample reworked melodies from previously popular songs to get the largest audience possible.
- Globalization continues to diversify pop music into many divergent styles.

#### **Quotes**

- “‘American Idol’ began during the end of a surge of bubblegum pop music popularity such as Britney Spears and boy bands. In 10 seasons, there has been much debate about ‘Idol’ being out of touch with the music industry because music genres and tastes have become so much more diversified. Beginning in about season six and seven, you start to see contestants making the songs ‘their own,’ whereby their ‘cover’ songs are more geared to their own musical aesthetic style, be it rock, country or whatever. So I think more than anything, ‘Idol’ has changed to the popular trends of the time, not the opposite.” – Elissa Stroman

- “Especially pronounced in the wake of the hip-hop revolution, DJs and rappers are able to remake or even ‘reinvent’ classic tracks – either whole songs, as Sean Combs did, or just short snippets of drum breaks or speech. Moreover, the presence of a guest, especially a rapper, means a single song can take on appeal to diverse audiences: fans of both pyrotechnic vocalizing and of rap/hip-hop can find something to like in a single track.” – Christopher Smith
- “I do see pop music continuing to be more and more structured, but not really composed, around bits and bites of symbolic sound: The ‘sound’ of gospel vocals, the ‘sound’ of ’80s drum machines or loops, the ‘sound’ of twangy country guitars, etc. Recordings are not really about compositions or songs anymore: they’re about stringing together bits and bites of sounds that remind consumers of other sounds they’ve previously liked and consumed.” – Christopher Smith
- “I think in an era of ubiquitous music consumption, record companies have to find some way for their music to reach the widest possible audience. The Internet has allowed music fans to become more niche-based, meaning today you don’t have to listen solely to the top 40 chart hits. But those top 40 charts are still important markers for record companies to ensure they make money. Thus, crossover songs are utilized to win over not only a Katy Perry fanbase but also Snoop Dogg fans with their mega hit ‘California Gurls,’” – Elissa Stroman
- “Look at the Grammy nominations for best pop vocal album. Three of the five (Cee Lo Green, Bruno Mars and Rihanna) utilize elements of hip-hop, R&B and various other styles of music to create their signature sound. I believe we’ll see more sampling, more incorporation of past styles and genres, and more melding of genres, such as Taylor Swift’s country/pop style.” – Elissa Stroman
- “‘Pop music’ is essentially now an advertising jingle. There is little or no distinction between the compositions, sounds or intentions between a Madonna half-time show or a Chevy truck commercial. It’s about selling a lifestyle. But then, so were the Beach Boys.” – Christopher Smith
- “The advent of the Internet and of digital downloads has essentially killed the record company as a mediator between artists and consumers. Artists simply do not require the budgets, technology or distribution networks that record companies formerly monopolized. Almost anybody can make a good-sounding record in her or his spare room. This is the ‘Long Tail’ approach to marketing music, and ironically it takes pop music back to the DIY ethos of early hip-hop, of punk rock before that, of folk music before that, and back and back to the days when music was a process to be shared, not an object to be manufactured and sold.” – Christopher Smith
- “We began the 2000s with boy bands, who quickly fell out of favor for rock stars such as U2, Blink 182 and Green Day. Later in the decade, we saw hip-hop and rap artists reach wider audiences, but in the end Katy Perry and Lady Gaga ended the 2000s with some of the biggest pop hits. Popular music goes in waves, pendulum swings of styles. It always goes somewhere.” – Elisa Stroman



# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 9, 2012

CONTACT: Celeste Villarreal, communications coordinator  
(806) 742-3990, ext. 249 or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)

### **Texas Tech University Law Professor Launches New Book “The Legal Kiss”**

- WHAT:** Victoria Sutton, Horn Professor at Texas Tech University School of Law, will introduce her new book, “The Legal Kiss.”
- WHEN:** 7-9 p.m. Friday (Feb. 10)
- WHERE:** Hastings Book Store, 3249 50<sup>th</sup> St.
- EVENT:** A light-hearted, clever, well-researched collection of stories about the kiss as a tool, or a subject of the law, “The Legal Kiss” is timely launched leading into Valentine’s Day. Whether prohibiting the kiss, or requiring a kiss, the power of a kiss has played a leading role in many historical events and periods.

“I wanted to write an interesting story that would make the law entertaining and fun for both lawyers and non-lawyers, adults and young adults,” Sutton said. “Kisses as symbols and the act of kissing with all the human emotion it brings present fascinating and entertaining opportunities to talk about constitutional law, contract law, tort law, public health law, criminal law and even voting law. ‘The Legal Kiss’ was the book that resulted from that journey.”

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# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Feb. 9, 2012

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

## **Raider Road Show Heading to Dallas**

- WHAT:** The Raider Road Show
- WHEN:** 2:30 p.m. Sunday, Feb. 12. (check-in is at 1:30 p.m.)
- WHERE:** The Westin Galleria, 13340 Dallas Parkway, Dallas
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

After check-in, the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech. There will be special appearances by Raider Red, members of the Goin' Band from Raiderland and Texas Tech cheer.

The event is open to high school seniors to complete their applications and attend a breakout session for admitted students; juniors to start exploring their futures; transfers to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech so special.

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 10, 2012

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(806) 742-2136

### **Former U.S. Senator Bob Krueger Recounts Burundi Genocide Experience**

Former U.S. Sen. Bob Krueger said he could only think about two things when genocide continued to rage during his term as U.S. Ambassador to Burundi: saving democracy and saving lives.

Krueger spoke to a room full of faculty and students Thursday to conclude the Texas Tech University Department of History's week-long event, titled Conditions for War, Conditions for Peace: A Symposium on Africa.

"I'd never had anything so clear in all my life," Krueger said "Nothing else really mattered."

After losing his Senate race by less than half a percent, Krueger met with Former President and friend Jimmy Carter about possible job opportunities in foreign affairs. He soon was offered several positions, one which led to his eventual placement in Burundi.

"I'm not looking for a trophy on the wall. I'm not looking for white gloves and chandeliers," Krueger said he told former President Carter. "I just want a real job."

Following the call about Burundi on his oldest daughter's fifth birthday, Krueger said he had to run to the map to make sure he knew where the small country of 7 million people was located.

When he accepted the position, Burundi had recently held its first free election.

"It and Rwanda are extraordinarily beautiful countries," Krueger said. "Nature's gifts are everywhere. I thought 'Great! I get to go to the world's newest democracy.'"

However, only weeks into his position, he began hearing reports of mass killings in the countryside and later witnessing the noise of nightly grenades himself.

In a country made up of two distinct ethnic groups, 15 percent Tutsis and 85 percent Hutus, despite the influence of western Belgium, the Tutsis remained in the long-standing power. This was evident in every aspect of daily life.

"They received 90 percent of the positions in secondary school, better than 90 percent of the positions in university, and all the judgeships and all of the army, and all of the people with



firearms. They had had this for a very long period of time,” Krueger said. “Then what happened is that on the 101<sup>st</sup> day in office, the military came on to the grounds, took the new Hutu president away and beaneted him to death.”

Krueger estimated there were about 100 deaths a day in Burundi, stating that would be proportionally equivalent to 4,200 U.S. deaths a day, more than were lost in the 9/11 attacks.

In order to find out the truth about the rumored killings, Krueger ventured out into the countryside where he found pits filled with victims of mass killings and decaying bodies.

“I’ll never forget that sticking up, out of the ground like this, was the leg of one of the bodies that they hadn’t buried quite well enough.” Krueger said as he formed a firm and tilted fist. “There is no scent so sickening, so repelling than decaying human flesh. There was no real civilian power. It was all military estate.”

After quoting Martin Luther King Jr. and former President Bill Clinton about social injustice, human rights and democracy, Krueger said he decided to take advantage of the power of free press.

“I just thought, I represent the most powerful country in the history of the world,” Krueger said. “If I don’t speak out, who’s to speak?”

During the news conference Krueger called for, he showed pictures of the nearly 70 bodies his team had found in one village, sharing dialogue from natives and photographs.

Within a week, Krueger recounted two newspapers calling for his assassination. Eventually, it became dangerous enough that the U.S. required him and his family to leave Burundi.

While in Burundi, Krueger not only helped expose the injustice going on in the country, but assisted Burundi citizen and refugees from Rwanda in leaving the country.

“It was certainly the richest experience of my life,” Krueger said. “I went back 13 years later, and to my astonishment, in a country where the median age is 16, when they found that Ambassador Krueger was back, they started cheering in the streets.”

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb.10, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)

(806) 742-2136

### **Texas Tech Alumna Featured on Lifetime Television Reality Show**

A Texas Tech College of Human Sciences alumna will compete for \$10,000 and approval from some of the nation's most renowned fashion personnel on Lifetime Television's reality show "24 Hour Catwalk."

Ashley Burghardt, a 2008 apparel design and manufacturing graduate, will compete as one of the four designers at 9 p.m. CST Feb. 16. Each week, producers select four promising designers. After an initial elimination, the judges, designer Cynthia Rowley, author and fashion editor Derek Blasberg and publicist James LaForce, select two contestants to design an entire collection in an intensive 24-hour span.

While "24 Hour Catwalk" does provide contestants with a team, they must be well-versed in the skills required to create a collection themselves.

"I started sewing at 6 years old," Burghardt said. "I knew how to sew before coming to Texas Tech, but I didn't know how to make my own patterns and draping. Rachel Anderson taught me draping, and she's an amazing teacher. Everything I learned about draping I learned from her."

Rachel Anderson, instructor in the department of apparel design and manufacturing, said Burghardt was a joy to have in class and an excellent student.

"Her creativity and enthusiasm were both contagious and inspirational," Anderson said.

During the New York filming, Burghardt said she and the other contestants didn't sleep for two days straight. While the designer loves her current work in accessories, she said she would like the opportunity to get back into clothing, the material responsible for her love of the industry in the first place.

Burghardt's Dallas-based handbag line, Ashard Richely, a combination of her and her husband's first names, was inspired by a semester trip attending Texas Tech enabled her to take.

"While I was at Texas Tech, I studied abroad in Florence, Italy for accessories and fell in love with it," Burghardt said. "I now have two lines, a leather line, Ashard Richley, and a synthetic, AR by Ashard Richley."



Handbags range from \$40-500, reaching a diverse group of individuals. Prior to the inception of her own line, Burghardt worked as a designer at both Be&D and Coach. To view the show's outcome and the results of Burghardt's hard work, tune into Lifetime Television on Feb. 16.

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

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 14, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech School of Law Ranked in Top Law Schools for Hispanics**

The Texas Tech University School of Law is ranked as one of the top 20 law schools for Hispanics by The Hispanic Outlook in Higher Education magazine.

Tied for 16th position with South Texas College School of Law, Texas Tech is distinguished in that 35 students, or 17 percent of all Hispanic Texans who attained a Doctorate of Jurisprudence, earned it from Texas Tech Law during the 2010 survey period.

Also of note, women comprised the majority of Texas Tech Law graduates, 19 total, as opposed to 16 men. Overall, from 19 of the top 28 schools, Hispanic women received more degrees than Hispanic men.

Each year, The Hispanic Outlook in Higher Education magazine reports on law schools conferring the most degrees on Hispanics. The information is based on National Center for Education (NCES) statistics. The report this year highlights the top 28 schools, which are located in Washington, D.C. and 10 states – Texas, Florida, New York, California, Massachusetts, New Mexico, New Jersey, Georgia, Illinois and Michigan.

Texas Tech University School of Law remains dedicated to growing the minority student population and is deeply committed to diversifying the legal community.

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 15, 2012

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

### **12 Step Programs: Not for Losers**

Public is invited to learn about programs and the people who attend them.

When someone mentions a 12-step program, what comes to mind?

The Association of Students About Service (ASAS) at Texas Tech University wants to educate, advocate and inspire the public's perception at a free event Saturday (Feb. 18) at the Center for the Study of Addiction and Recovery, located on campus at 15<sup>th</sup> Street and Akron Avenue.

"This is an effort to break the stigma, and let others know that you can recover," said Shannon Mason, a senior human development and family studies major, from Eden. "Millions have done it. It's a life-long process, but it is possible."

The 2012 ASAS Recovery Convention includes a day of lectures and appearances from leading researchers, advocacy groups, authors and representatives of various 12-step and recovery groups. The lineup includes Lubbock native Janice Gaunt, a Texas Tech alumna and author of "The Shame Game."

"The disease begins with pain and addictive behaviors, which leads to shame and guilt, which leads back to more pain. It keeps people in a destructive cycle," ASAS advisor George Comiskey said. "What Janice brings (to the conference) is the topic of coping, which brings about self-esteem and healing."

ASAS is a registered on-campus student organization, formed by students of the Collegiate Recovery Community (CRC). Community service falls in line with the 12-step philosophy, because it is said to be crucial to maintaining long-term, quality sobriety. Nick Hayes, a sophomore community, family, and addiction services major from Tuscaloosa, Ala., credits the CRC for his academic success.

"I came 1,010 miles to attend Texas Tech," Hayes said. "The CRC is a safe place. I've had a fun, clean and sober college experience at a major university."

“Sometimes I’m in awe that I’m really here,” Mason said. “I’m an alcoholic, in school and about to graduate.”

Convention schedule:

- 9-10 a.m. - Registration and breakfast
- 10-11 a.m. – George Youngblood, “Alternative Peer Groups”  
Grace M., Cocaine Anonymous
- 11-11:15 a.m. – Break
- 11:15 a.m.-12:15 p.m. – Dr. Adi Jaffe, “All About Addiction”
- 12:15-1:15 p.m. – Lunch
- 1:15-2:15 p.m. – Janice Gaunt, “The Shame Game”  
Ryan, Narcotics Anonymous
- 2:15-2:30 p.m. – Break
- 2:30-3:30 p.m. – Ben Bass, “Faces & Voices of Recovery”
- 3:30-3:45 p.m. – Break
- 3:45-4:45 p.m. – Katie Mitchell, “Eating Disorders”  
Alan, sex addiction
- 4:45-5 p.m. – Break
- 5-6 p.m. – Amy, Alcoholics Anonymous
- 6-7 p.m. – Dinner  
Kurtis Matthews, addiction and recovery comedian

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**CONTACT: George Comiskey, associate director, Center for the Study of Addiction and Recovery, College of Human Sciences, Texas Tech University, (806) 742-28911 or [george.e.comiskey@ttu.edu](mailto:george.e.comiskey@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb 15, 2012

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(806) 742-2136

### **Texas Tech Hosts a Reading by Melanie Rae Thon**

- WHAT:** A reading by Melanie Rae Thon an award-winning author of seven books of fiction, will host a reading at Texas Tech.
- WHEN:** 7:30 p.m. Thursday (Feb. 16)
- WHERE:** The English and Philosophy Building Lecture Hall 001
- EVENT:** Thon's work has been included in "Best American Short Stories," "In This Light: New and Selected Stories," three "Pushcart Prize Anthologies," and the "O. Henry Prize Stories."

She is a recipient of a Whiting Writer's Award, two fellowships from the National Endowment of the Arts and a Writer's Residency from the Lannan Foundation.

Thon's fiction has been translated into French, Italian, German, Spanish, Croatia, Finnish, Japanese and Farsi. She is a professor in the Creative Writing and Environmental Humanities program at the University of Utah.

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

**CONTACT: Jill Patterson, professor, College of Arts and Sciences, (806) 742-2531 or [jill.patterson@ttu.edu](mailto:jill.patterson@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 15, 2012

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

### Ailey II performs at Texas Tech

- WHAT:** New York-based dance company, Ailey II will perform for the Texas Tech University Presidential Lecture and Performance Series
- WHEN:** 7 p.m., Friday (Feb. 17)
- WHERE:** The Allen Theatre, Student Union Building
- EVENT:** Ailey® II has become a renowned dance company, winning rave reviews and regularly selling out its North American tour stops and annual New York seasons. South Plains dance artists and enthusiasts are invited to witness this critically acclaimed company as it includes Lubbock on a 32-city domestic and international tour.

Today, it has become one of the most popular dance companies in the United States. Under the artistic direction of Sylvia Waters and joined by artistic director designate Troy Powell, Ailey® II dancers are chosen from the most promising scholarship students of The Ailey School which offers unique opportunities for these young artists.

The Ailey® II performance will include, Alvin Ailey American Dance Theater Artistic Director Robert Battle's, "The Hunt." Set to the wildly percussive soundtrack by "Le Tambours du Bronx," the ballet of six men examines the relationship between modern sports and the rituals of the gladiators, revealing the aggressive side of human nature and the primitive thrill of the hunt. The performance also includes Thang Dao's "Echoes," Jessica Lang's "Splendid Isolation II, The Calling" and Alvin Ailey's timeless masterpiece "Revelations."

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

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



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 15, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech University's Rawls College Director Returns from Fulbright International Education Program in Germany**

The director of Grants and Outreach for Texas Tech University's Rawls College of Business has been working in the area of international business for the past 15 years. But recently, he was given the opportunity to experience international business education firsthand.

Archie Pitsilides recently returned from a Fulbright International Education Administrator (IEA) program in Germany.

The Fulbright program is a flagship international educational exchange program, sponsored by the U.S. Department of State, designed to increase mutual understanding between the people of the U.S. and the people of other countries.

"The experience exceeded my expectations as I was able to meet with a variety of education stakeholders such as university officials, government ministers and education administrators," Pitsilides said.

The month-long seminar gave participants an overview of the higher education structures in the European Union and Germany. Seminar events allowed for the exchange of best practices among German and U.S. university administrators, and included university site visits, presentations from education ministers and university presidents, program development workshops and international education colloquiums.

During his stay, he shared institutional practices with his German peers and investigated contributions to success in a variety of international education program areas from both a U.S. and European Union perspective.

"The program instilled in me a passion to share professional experiences and local traditions across cultures," Pitsilides said. "The IEA Program activities prepared me to better serve both inbound and outbound students as they seek international education abroad opportunities."

At his current position as Director of Grants and Outreach for the Rawls College of Business, he coordinates experiential learning activities for international business students including private industry, government, and international internships, study abroad opportunities and foreign language immersion programs.

Office of Communications and Marketing

Additionally, he said, he discovered different program development approaches that he can apply successfully to help meet the goals of the university and was introduced to unique collaborative techniques used by German administrators and institutions to establish model programs that could be replicated at Texas Tech.

With his newly acquired skills, he said he will help strengthen Texas Tech's current international partnerships and will assist in developing new ones.

Fulbright Scholars for the IEA program in Germany were selected by a three-committee process. First, selected scholars were evaluated by a peer-review committee, then by the presidentially appointed, 12-member Fulbright Foreign Scholarship Board and finally confirmed by the Fulbright German Commission.

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**CONTACT: Archie Pitsilides, director of grants and outreach, Rawls College of Business, Texas Tech University, (806) 742-1827 or [archie.pitsilides@ttu.edu](mailto:archie.pitsilides@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 15, 2012

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

### **Texas Tech Alumna Speaks as Expert on Abundant Relationships**

The West Texas Association of Women in Science presents “Healing Shame: The Science of Abundant Relationships,” a presentation by Texas Tech University alumna Janice Gaunt from 12-1 p.m. Friday (Feb. 17) at ACB 110 in the Texas Tech University Health Sciences Center.

Following her graduation from Texas Tech, Gaunt earned her master’s degree from Amberton University where she trained extensively with Terrence Real, founder of the Relational Life Institute, and Pia Mellody, senior clinical advisor for The Meadows.

Gaunt now works as a practicing counselor in Dallas, specializing in abundant living and overcoming childhood trauma. In addition to private work, Gaunt has served with Dallas Independent School District, the Timberlawn Mental Health System and the Recovery Healthcare Corporation.

Gaunt will sign her book, “The Shame Game,” at 6 p.m. that evening at Barnes and Noble at the South Plains Mall.

Both events are open to the public.

For more information visit [www.ciser.ttu.edu/wis](http://www.ciser.ttu.edu/wis).

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**CONTACT: Julie Isom, associate director, TTU/HHMI Science Education Program at the Center for Integration and Science Education and Research, Department of Biological Sciences, Texas Tech University, (806) 742-2883 ext. 240 or [julie.isom@ttu.edu](mailto:julie.isom@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2012

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

### **Texas Tech Spring Enrollment Sets New Standard**

More than 30,000 students are enrolled in classes at Texas Tech University, marking the second consecutive spring of record enrollment. The university reported an attendance of 30,102 students following the 20<sup>th</sup> day of classes Wednesday.

“We have experienced tremendous growth in our student population over the last several years, including a more than 25 percent increase in enrollment over the last decade,” said Guy Bailey, Texas Tech president. “And, we’re recruiting the highest quality students.

“We are talking to high school students, and they want to be at Texas Tech,” Bailey added. “This is an exciting time in our school’s history and everyone from current students, faculty and staff to alumni and supporters should be proud of the direction we’re headed.”

Spring semester enrollment figures are traditionally smaller than those in the previous fall due to December graduation, but this spring’s total ranks as the fourth overall largest enrollment by semester since the university opened its doors in 1925. The previous three fall semesters are the highest – 2011, 2010 and 2009, respectively.

The previous spring enrollment record of 29,604 students was set in 2011, and is the fifth largest single semester enrollment for the university.

Undergraduate enrollment increased to 24,133, up from 23,550 a year ago, while the Law School experienced an increase to 668 from 650 last spring.

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

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



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2012

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

### **Expert: Putting “Linsanity” in Perspective**

Professor crunches numbers for Jeremy Lin’s winning streak.

#### **Pitch** □ □

Jeremy Lin, the 23-year-old point guard of Taiwanese descent has led the New York Knicks to seven straight wins, so far. How rare is this streak?

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

Reifman is also the author of the forthcoming book “Hot Hand: The Statistics Behind Sports’ Greatest Streaks.”

#### **Expert** □

Alan Reifman, professor, Human Development and Family Studies, (806) 742-3000 ext. 274 or [alan.reifman@ttu.edu](mailto:alan.reifman@ttu.edu).

#### **Talking Points**

- Jeremy Lin as a modern-era record breaker
- Lin’s shooting percentages and how they compare to other leading NBA point guards
- Lin is not the only NBA player on a hot-streak right now

#### **Quotes** □ □

- “The New York Knicks’ Jeremy Lin has recently captured the imagination of sports fans with his creative moves to the basket and hot shooting.”
- “He’s achieved some statistical milestones that are not easy for players at the guard position to attain. On one measure of shooting percentage, Lin has recently done something that the L.A. Lakers’ Kobe Bryant hasn’t done in more than a year, and the Chicago Bulls’ Derrick Rose hasn’t done for nearly two years.”



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2012

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

### **Raider Road Show Heading to Houston**

- WHAT:** The Raider Road Show
- WHEN:** 2:30 p.m. Sunday (Feb. 19); Check-in is at 1:30 p.m.
- WHERE:** The Westin Galleria, 5060 W. Alabama, Houston
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

After check-in, the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech.

The event is open to high school seniors to complete their applications or attend a breakout session if they're already admitted; juniors to start exploring their futures; transfers to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech so special.

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**CONTACT: Diane Bollom, manager, Houston Regional Center, Texas Tech University, (713) 467-5100 or [diane.bollom@ttu.edu](mailto:diane.bollom@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 16, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Law Wins Regional ABA Client Counseling Competition**

Texas Tech University School of Law third-year students James Garrett and Meghan Graham won the regional American Bar Association (ABA) Law Student Division Client Counseling Competition. The team is coached by Professor Charles P. Bubany.

“The reason I like this competition is that it involves what every lawyer does – interviewing and counseling clients,” Bubany said. “And I’ve found out in coaching that there is a lot more to it than people think.”

Eleven teams from schools across Texas and Colorado competed in the contest, which was hosted Feb. 11 by the Texas Tech Law School at the Mark & Becky Lanier Professional Development Center. The team now advances to the national competition in North Carolina March 16-17 where a total of 12 teams will vie for the national title.

The ABA Law Student Division Client Counseling Competition simulates a law office consultation in which law students, acting as attorneys, are presented with a client matter. They interview with a mock client and then provide counseling advice based on the facts of the situation provided.

More information about Texas Tech University School of Law or the ABA may be found at [www.law.ttu.edu](http://www.law.ttu.edu) and [www.americanbar.org](http://www.americanbar.org).

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

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(806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 17, 2012

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

### **Texas Tech Spirit Squads Name New Pom Coach**

Texas Tech University's Pom Squad will have a new face on the sidelines this spring.

Erin Harold is the newly hired Pom Squad coach coming to Texas Tech from West Virginia University (WVU) beginning April 2.

"Erin brings a wealth of experience and knowledge to this position," said Stephanie Rhode, director of the spirit program in the Center for Campus Life. "We are all eager to add someone of Erin's caliber to the Texas Tech Spirit family."

Harold may not feel so far away from home, with WVU's entry into the Big 12, but even with that occurring, she's excited to make her own way to the Big 12.

"I am thrilled to be a part of such a rich tradition and look forward to working in such a prestigious conference," Harold said. "I can't wait to get started working with the Texas Tech Pom Squad, and hope to continue to make all of the fans and supporters proud of this team not only in the community, but in the national spotlight as well."

Originally from Wheeling, W.Va., Harold is a graduate of WVU with a bachelor's degree in exercise physiology and also is an A.C.E. Certified Personal Trainer. She was a two-year member of the WVU Dance Team, coached for three years and earned two consecutive National Dance Alliance (NDA) collegiate national championships. Harold also is on staff with the NDA as an instructor, choreographer and adjudicator.

Harold has been a highly sought-after teacher and choreographer in the tri-state area of West Virginia, Pennsylvania and Ohio, and had recently traveled to Texas and California to teach master classes, as well as set choreography. She has choreographed for several state festivals and pageants, and just recently finished choreographing a production for the nationally recognized organization, Broadway Cares.

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



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 17, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)

(806) 742-2136

### **Jason John to Speak About Art, Social Media and Entrepreneurship**

Texas Tech University's School of Art will host Jason John, assistant professor of painting and drawing at the University of North Florida at 5 p.m., Feb. 21 in Room B01 of the Art Building.

John will speak about the emerging world of social media, and how artists can use it to move their careers forward.

Works by John will be on display in the Folio Gallery through Feb. 21

The exhibitions, speakers and related programs at Landmark Arts and Texas Tech School of Art are made possible, in part, by generous grants from the Helen Jones Foundation and the CH foundation. Additional support comes from the cultural activities fees administered through the College of Visual and Performing Arts.

The art building is located at 2802 18th St. (near Flint Avenue). On Mondays through Fridays, paid parking is available on the fourth floor of the Flint Avenue parking facility. Parking is free on weekends. Admission is free.

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

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





# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 20, 2012

CONTACT: Clay Fuchs, [clay.fuchs@ttu.edu](mailto:clay.fuchs@ttu.edu)

(806) 742-2136

### **Texas Tech's Green Zone Program Assisting Military Veterans in New Ways**

The Texas Tech University Military and Veterans program (MVP) puts a premium on not only ensuring veterans receive a quality education, but also making sure their needs outside the classroom are met.

Enter the Green Zone. Implemented only seven months ago, the program is geared around informing faculty and staff about student veterans and their needs around campus.

Ryan Van Dusen, assistant director for the MVP program and mastermind behind the Green Zone, said the program provides advocacy for student veterans on campus. The office trains faculty and staff about what the veteran population looks like, some of the key issues a student may have adjusting to campus life and even dealing with disability issues veterans may face on campus.

"We focus on these things because veterans are surviving at a rate we have never seen before," Van Dusen said. "We basically talk about the obstacles or the perceived obstacles that a veteran may have, and also give them a list of resources available in not only our office but also the community as well."

Van Dusen said his expectations have been blown away with how well the program, a part of the Division of Institutional Diversity, Equity and Community Engagement, has been received by the campus.

"I have found people want to learn about our veterans so they can better serve them," he said. "Historically education has served veterans in multiple generations, however, this is the first time this generation has had the opportunity to serve veterans."

Leigh Green, an academic counselor for Student Disability Services, said the training was very helpful and the office not only learned about the student veteran population and common transition issues, but were provided with further information and resources available both on and off the campus.

"As a department that provides services to student veterans, we felt it was critical to understand the needs and transition issues of student veterans," Green said. "We strive for student veterans to feel that they are receiving personal and effective services so they have every opportunity for success at the university."



Upon completion, offices are given a Green Zone sticker to signify their designation as a military friendly office.

The program has trained around 223 faculty and staff and continues to train more.

“Student veterans are a unique and growing population on our campus,” Green said. “It is not only our mission but our duty to assist student veterans through a successful transition and ultimate matriculation through Texas Tech.”

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

**CONTACT: Ryan Van Dusen, assistant director, Military and Veterans Program,** (806) 742-6877 or [ryan.van-dusen@ttu.edu](mailto:ryan.van-dusen@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2012

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

### **Women's Studies Program Presents Multiple Feminist Forums**

The Texas Tech University Women's Studies Program will host three feminist forums this spring in the Teaching, Learning and Professional Development Center (TLPDC) on the main floor of the Texas Tech Library.

"The forums will examine cultural and social gender by studying the history, experience and contributions of women to society through leadership," said Patricia Earl, coordinator for the Women's Studies program. "Discussions will focus on the history and current state of national and international awareness campaigns where women have led and continue to lead within our community."

#### **Feb. 24**

**Feed Your Body & Soul** – noon-1 p.m., Room 153, TLPDC.

This month's forum will be one of many events focusing on awareness of thoughts, feelings and behaviors related to body image, promoting Feed Your Body & Soul Awareness Week. Cornelia deRiese, associate professor at the Texas Tech University Health Sciences Center will be guest speaking. This month's forum will focus on current changes in U.S. and state laws pertaining to reproductive health.

#### **March 8**

**A History of Women's Leadership** – noon-1 p.m., Room 153, TLPDC.

Annually on March 8, thousands of events are held throughout the world to inspire women and celebrate achievements. International Women's Day has been observed since the early 1900s, a time of great expansion and turbulence in the industrialized world that saw booming population growth and the rise of radical ideologies. This forum will discuss current strategies to promote forward movement of women's rights on a global scale.

#### **April 27**

**Women Leading Women Through Passion and Perseverance** – noon-1 p.m., Room 153, TLPDC.

This forum is held in observance of Sexual Assault Awareness Month. Across the Texas Tech Campus multiple organizations, departments and centers conduct academic discussions raising public awareness about sexual violence and the need to educate communities and individuals on how to prevent sexual violence. Guest speakers of this forum will highlight ways they have brought the community together to organize, plan and discuss sexual violence and how they feel these events have reinforced the need for

prevention efforts.

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

Registration for these events is free. Please go to the link provided and click on “schedule of events” on the left side of the page to find the event and register. For non-TTU personnel please contact the TLTC at (806) 742-0133 to register. Link to register: <https://www.tlhc.ttu.edu/>

The Women’s Studies Program is a part of the Division of Institutional Diversity, Equity and Community Engagement.

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



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 20, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Rawls College of Business Hosts Newly Appointed Regent John Walker**

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

**WHEN:** 11:30 a.m. Wednesday (Feb. 22)

**WHERE:** Valley of Lubbock Scottish Rite, 1101 70th St.

**EVENT:** Texas Tech's Rawls College of Business will host John Walker, president and CEO of EnerVest Ltd. and recently named regent for the Texas Tech University System. Walker will speak about the oil and gas industry.

Walker is a member of the Texas Tech Foundation Board and past chairman of the Independent Petroleum Association of America (IPAA). He also is a member of the National Petroleum Council and a past board member of the Natural Gas Council.

In addition, he has been recognized with the IPAA's leadership award for his contribution to the industry and named "All American" energy analyst by the Institutional Investor.

Walker received a bachelor's degree from Texas Tech and an MBA from New York University.

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

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

**CONTACT:** Alice Oles, alumni/public relations coordinator, Rawls College of Business, Texas Tech University, (806) 834-3940 or [alice.oles@ttu.edu](mailto:alice.oles@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 20, 2012

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

### **SPICE Earns Top Spot in 2012 Southwest Collegiate Championship**

The Texas Tech University's Knight Raiders clinched another first place chess victory Sunday at the 2012 Southwest Collegiate Championship in Fort Worth.

Team members include:

- Grandmaster Anatoly Bykhovsk of Israel
- Grandmaster Elshan Moradiabad of Iran
- Grandmaster Andre Diamant of Brazil
- Grandmaster Denes Boros of Hungary
- International Master-elect Faik Aleskerov of Azerbaijan
- International Master Vitaly Neimer of Israel

UT Dallas finished second, followed by UT Brownsville and Texas A&M, respectively.

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**CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University,**  
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# News Release

## FOR IMMEDIATE RELEASE

DATE: February 21, 2012

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

### Test of Emergency Sirens Scheduled

In preparation for severe weather season, Texas Tech University will test its outdoor siren system Wednesday (Feb. 22). The sirens will sound for one minute at approximately 10:50 a.m.

During an actual severe weather emergency, the Texas Tech Police will activate the outdoor siren system. If practical, the outdoor sirens will be augmented by the use of loudspeakers on university police vehicles broadcasting instructions and/or Texas Tech Police sounding the cars' police sirens. In these situations, individuals should IMMEDIATELY seek shelter in a safe area. More tips can be found on the [FEMA Web site](#).

"The safety of our university community is our top priority," said Ronald Phillips, university counsel and emergency management coordinator. "We test our sirens once a year and our TechAlert! system at least twice a year. It's important that our students, faculty and staff know the sound of our sirens and what to do when they are activated. It's also vital that we have current phone, text message and e-mail contacts so that our emergency communications system can get the latest information out as fast as possible."

### Emergency Communications Overview

In case of a weather emergency, the TechAlert! and siren systems are only one of several tools the university will use to alert the campus, including the university's home page at [www.ttu.edu](http://www.ttu.edu). Other facets of the university's multiple, redundant emergency notification methods include:

Updates to the following websites:

- [www.emergency.ttu.edu](http://www.emergency.ttu.edu) is the online Emergency Communications Center to inform the Texas Tech University community about what to do in advance of, during and after an emergency.
- Other online resources for emergency news are the [university home page](#) and [Texas Tech Today](#), in addition to our social media accounts on [Facebook](#) and [Twitter](#).

Updates via local media:

- The university has established protocols to use local media to help inform the public.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 22, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)

(806) 742-2136

### **Texas Tech Personal Financial Planning Students Shine Nationally**

Placing second nationally, four Texas Tech University financial planning students were awarded \$2,000 at the Financial Service Professionals National Industry Issues Competition for their research on social media within the financial services industry.

Department of Personal Financial Planning students Tyler Boyce, Nathan Davis, Jacob Storey and Paulina Veloz submitted their paper to be judged by a panel of highly recognized financial professionals and received notification they were one of the three finalist teams.

As finalists, the students made an oral presentation in Phoenix to a panel of judges from among the Foundation for Financial Services Professional institute attendees.

John Gilliam, assistant professor, said the team chose to concentrate their research on compliance issues surrounding the use of social media for practicing financial service professionals.

"A unique part of their presentation was relating personal experiences of how they witnessed the use of social media in financial planning firms where they had interned," Gilliam said.

Storey said the team's "hot-topic" research touched on the important issue financial advisors face in trying to integrate into the workforce.

"Businesses are trying to implement social media to take advantage of this quick, easy, and free marketing aspect to yield their businesses," he said. "Many businesses don't necessarily know how to implement social media because of certain constraints placed on them by regulatory agencies. Being able to talk with other financial planners, prospective employers and mentors about relevant issues will only increase our chances of finding employment upon graduation."

Gilliam and Storey agreed the opportunity to present the team's findings to a group of financial service professionals was an invaluable experience.

"Bringing home scholarship money was a bonus," Storey said. "We enjoyed the opportunity to represent Texas Tech and demonstrate the education we are receiving."





TEXAS TECH UNIVERSITY

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

**CONTACT: John Gilliam, assistant professor, Department of Personal Financial Planning,  
College of Human Sciences, Texas Tech University, (806) 742-5050 or [john.gilliam@ttu.edu](mailto:john.gilliam@ttu.edu).**



**FOR IMMEDIATE RELEASE**

DATE: Feb. 22, 2012

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

**Texas Tech Architecture Hosts “Re-Presentations” Symposium**

**WHAT:** A collection of lectures presented by Texas Tech University’s College of Architecture faculty in venues outside Texas Tech that have been re-thought for a home audience.

**WHEN:** Saturday (Feb. 25)

**WHERE:** Texas Tech University, College of Architecture Room 101a

**EVENT:** The scheduled lectures and discussions will run as follows:

- 8:30-8:45 a.m.
  - Introduction
- 8:45-10 a.m.
  - Brian Zugay- “The Academic Collector and the Scholarly Collection: Reflections on a Twentieth-first Century Professor’s Kunstammern”
  - Ben Shacklette- “Folkloric Influences and Owner-Builder Traditions in Northern New Mexico Architecture”
  - Saif Haq- “Lessons from Spatial Cognition Research on Evidence-Based Architecture”
- 10-10:30 a.m.
  - Discussion and Coffee Break
- 10:30-11:45 a.m.
  - Jeff Nesbit- “Self-Generating Territories”
  - Bennett Neiman- “Beyond Bebop”
  - Andrew Vernoooy- “Beauty is Not a Four Letter Word”
- 11:45 a.m.-12:30 p.m.
  - Discussion and final comments

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

**CONTACT: Saif Haq, associate professor, College of Architecture, Texas Tech University, (806) 742-3169 ext.284, or [saif.haq@ttu.edu](mailto:saif.haq@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Feb. 22, 2012

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

**Texas Tech Library to Host Grand Opening for Crossroads Recording Studio**

**WHAT:** Grand opening of state-of-the-art professional recording studio available for use by students, faculty and staff at no charge.

**WHEN:** 1:30 p.m., Friday (Feb. 24)

**WHERE:** Texas Tech Library, Basement Room 13

Media is invited for brief remarks, reception and studio tours.

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

**CONTACT: Julie Toland Barnett, assistant director, Communications and Marketing for Texas Tech University Libraries, (806) 742-2238 ext. 260, or [julie.toland@ttu.edu](mailto:julie.toland@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 22, 2012

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

### **Feed Your Body and Soul Week at Texas Tech**

The Feed Your Body and Soul Committee will host the Feed Your Body and Soul Week, a series of events aimed at raising awareness about eating disorders, body image and soulful living Feb. 26 through March 2.

February 27 through March 2, a Skinny Clothes Challenge will take place. All clothes will be donated to Women's Protective Services. To help promote body acceptance, donors may place their old skinny clothes in designated bins located in the Student Union Building (SUB), Horn Knapp residence hall lobby, Human Sciences building, Student Wellness Center lobby and the Student Recreation Center.

The events carried on throughout the week will include:

#### **Feb. 26**

- **Zumba, 7:15 p.m.-8:15 p.m.:** an introductory zumba class. Participants can experience a workout with the pure joy of a party. The event will be held in the Texas Tech University Student Recreation Center Court No. 5.

#### **Feb. 28**

- **Feed Your Body Fair, 11 a.m.-1 p.m.:** an interactive exhibit designed to raise awareness of healthy body image. The fair will feature free food samples provided by Dewey McMurrey, executive chef for hospitality services, media awareness displays and media literacy activities which all promote awareness and activism for healthy body image. Participants will receive free goody bags and free T-shirts while supplies last.

#### **Feb. 29**

- **Belly-dancing, 5:30 p.m.:** introductory course will be held in Room 114 of the Student Recreation Center. Belly-dancing provides a great cardiovascular workout and improves flexibility and strength while letting you have fun and learn to appreciate your body. Free T-shirts will be handed out while supplies last.

#### **Feb. 29**

- **Movie Presentation: "Thin," 6:45-8:45 p.m.:** following the belly-dancing class, the movie "Thin" will be shown in room 205 of the Student Recreation Center. "Thin" tells the story of four women struggling to maintain recovery from eating

disorders. A brief discussion will follow the move. Free popcorn and T-shirts will be given as well.

### **March 1**

- **Celebrate Recovery, 7p.m.:** The final event for Feed Your Body and Soul Week will be Celebration of Recovery to be held in the Center for the Study of Addiction and Recovery's Serenity Center. The event will feature a personal story of recovery from an eating disorder. Free T-shirts will be handed out while supplies last.

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

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# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Feb. 22, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

**Texas Tech Office of International Affairs Hosts French High School Day**

- WHAT:** Texas Tech University's Office of International Affairs hosts Second-Annual French High School Day
- WHEN:** 9:30 a.m. to 3 p.m. Friday (Feb. 24)
- WHERE:** International Cultural Center, 601 Indiana Ave.
- EVENT:** Texas Tech's Office of International Affairs and Carole Edwards, associate professor of French in the department of Classical and Modern Languages and Literatures, will host the second-annual French High School Day to reach out to local high school students studying French from the Lubbock Independent School District.

Students will be hosted at the International Cultural Center for the day and have the opportunity to explore their interest in pursuing an education in French at Texas Tech.

At the event, prospective students will learn more about the French program at Texas Tech, including majors, scholarships and study abroad opportunities.

Students will meet with current undergraduate and graduate students in the French program as they take them on a cultural journey through cultural and food presentations. High school juniors and seniors will then be given a tour of the campus and be hosted by Hospitality Services for lunch.

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

**CONTACT: Julia Mainini, study abroad advisor/ international agreements facilitator, Office of International Affairs, Texas Tech University, (806) 742-3667 or [Julia.mainini@ttu.edu](mailto:Julia.mainini@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 22, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990 ext. 249

### **Texas Tech Law School Hosts “Civility Matters” CLE Program**

The Texas Tech University School of Law will host the Civility Matters CLE program at 1 p.m. Friday (Feb. 24), in the Donald M. Hunt Courtroom at the School of Law. The program is co-sponsored by the law school and the Lubbock County Bar Association (LCBA), and will feature many prominent speakers and judges. The program has been approved for one hour of ethics CLE credit.

Justice Douglas S. Lang will moderate the event. Panelists include Judge Ruben Reyes, 72<sup>nd</sup> District Court, Lubbock; Retired Judge Sam Medina, 237<sup>th</sup> District Court, Lubbock, and City Attorney, City of Lubbock; and attorneys William (Bill) Franklin, president, Lubbock County Bar Association; and Jeff Lashaway, partner, Boerner, Dennis & Franklin, PLLC.

Civility is an attitude that lawyers will treat everyone (opponents, witnesses and judges) with dignity and respect. Respect is the foundation of civility as it is to good sportsmanship, good manners, and the Golden Rule. Civility Matters will address courtroom issues that pertain to lawyers, judges, and all persons who appear in court, and how to maintain the viability of the legal system even as attorneys are zealously advocating for their clients.

Lang is a justice on the Texas Fifth District Court of Appeals, appointed by Governor Perry in 2002. He earned a bachelor’s degree from Drake University in 1969 and a law degree from the University of Missouri-Columbia in 1972. After law school, Justice Lang worked as a briefing attorney for Judge Fred L. Henley of the Missouri Supreme Court. Prior to joining the bench, Justice Lang worked in private practice for nearly 30 years with two firms: Webber, Baker, Allums and, for 24 years, Garderre Wynne Sewell LLP.

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

**Contact: Celeste Villarreal, communications coordinator, Texas Tech School of Law,** (806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).



# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 22, 2012

CONTACT: Celeste Villarreal, [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Law School Presents Estate Planning and Community Property Law Journal Seminar**

**WHAT:** Texas Tech University School of Law presents a gathering of estate planning experts for those interested in learning the latest information on estate planning and property law.

**WHEN:** 8:30 a.m. - 4 p.m. Friday (Feb. 24)

**WHERE:** Mark & Becky Lanier Professional Development Center, Texas Tech School of Law, 1802 Hartford Avenue

**EVENT:** Nationally recognized leaders in the field, including Texas practitioners, professors and student editors from the Estate Planning & Community Property Law Journal will speak during the day-long event.

An invaluable opportunity to network with professionals within the estate planning community, the event is a once-in-a-lifetime chance to learn from top professionals nationwide.

Speakers include Professors Ira Mark Bloom, Albany Law School; Jeffrey N. Pennell, Emory University School of Law; Gerry W. Beyer, Texas Tech University School of Law; practitioners William D. Pargaman, Brown McCarroll, L.L.P.; Mike V. Bourland and Dustin G. Willey, Bourland, Wall & Wenzel, P.C.; and guest student speakers from the staff of the Estate Planning & Community Property Law Journal.

A hot breakfast, sponsored by Evensky & Katz, also will be provided from 7:30- 8:30 a.m. in the Law School Forum.

To make a reservation or for more information email [estateplanning.law@ttu.edu](mailto:estateplanning.law@ttu.edu).

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

**CONTACT: Celeste Villarreal, communications coordinator, Texas Tech School of Law, (806) 742-3990 ext. 249, or [celeste.villarreal@ttu.edu](mailto:celeste.villarreal@ttu.edu).**





# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 22, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### **Texas Tech's College of Mass Comm Buesseler Lectureship Series features Pulitzer Prize Winner Robert Montemayor**

- WHAT:** The 2012 Cathryn Anne Hansen Buesseler Distinguished Lectureship in Print Media
- WHEN:** 11:30 a.m. to 1 p.m. Friday (Feb. 24)
- WHERE:** McKenzie-Merket Center, 17<sup>th</sup> Street and University Avenue
- EVENT:** Texas Tech University's College of Mass Communications will host the 2012 Cathryn Anne Hansen Buesseler Lectureship featuring alumnus Robert Montemayor, director of Rutgers Latino Information Network and Pulitzer Prize Winner.

His discussion "Media, Mentors and the Truth," will provide an opportunity for students and faculty to meet nationally known print media professionals and engage in dialogue relevant to current social, cultural and political issues.

Montemayor received his bachelor's degree from Texas Tech and an MBA from the University of California Los Angeles. He has more than 35 years of media experience working as a journalist, marketing executive, consultant, author and college professor.

Montemayor was formerly a staff writer for the Los Angeles Times and was a contributor to the newspaper's series on Latinos, "Southern California Latino Community," which was awarded the 1984 Pulitzer Prize Gold Medal for meritorious public service.

Currently, Montemayor is a journalism instructor at Rutgers University's School of Communication and Information, as well as the director of the Latino Information Network at Rutgers, a database of Latino-related research and stories that will feed a web portal focusing in the increasing Latino community within the U.S.

The lectureship series was established in honor of Cathryn Anne Hansen Buesseler, a prominent figure in the college's history both with her

students in magazine writing and with her colleagues, in hopes of continuing her positive legacy in the College of Mass Communications.

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

**CONTACT: Emily Balke, student recruitment and alumni relations, College of Mass Communications, Texas Tech University, (806) 742-6500 ext. 239 or [Emily.balke@ttu.edu](mailto:Emily.balke@ttu.edu).**



# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2012

CONTACT: Tanja Karp, [tanja.karp@ttu.edu](mailto:tanja.karp@ttu.edu)  
(806) 742-3533 ext. 251  
(806) 283-3120 cell

### **300 Elementary and Middle School Students Compete in Robot Challenge**

- WHAT:** Get Excited About Robotics kickoff event (GEAR)
- WHEN:** 7 a.m. - 4 p.m. Saturday (Feb. 25)
- WHERE:** Biology Auditorium, Texas Tech campus
- EVENT:** GEAR is a six to eight week LEGO robotics challenge for elementary and middle school students. These student teams build and program LEGO robots using the MINDSTORMS NXT kits to perform specified tasks. To solve the challenge, students learn engineering skills through a team exercise in designing, building, programming, testing, and troubleshooting wheeled LEGO robots that perform and compete on an eight-foot-by-eight-foot field.

More than 300 students from 50 schools, together with their teachers and parents, are expected to participate in the event.

During the kickoff event, students learn about the tasks that their robots will have to perform in the 2012 "Power Up" challenge. At the end of the event, teams from participating schools will pick up their game pieces and will then design their robots at their schools during the next two months. Teams will return to the Texas Tech campus March 24 for a trial run, and April 21 to compete for awards on game day.

Through the involvement of engineering undergraduate students as mentors, participants are exposed at an early age to the engineering discipline.

For more information, visit the [GEAR website](#).

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

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# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 23, 2012

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

### **Raider Road Show Heading to Austin**

- WHAT:** The Raider Road Show
- WHEN:** 2:30 p.m. Sunday (Feb. 26) (check-in is at 1:30 p.m.)
- WHERE:** Renaissance Hotel, 9721 Arboretum Blvd., Austin
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

After check-in, the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech. There will also be a special appearance by Raider Red.

The event is open to high school seniors to complete their applications and attend a breakout session for admitted students; juniors to start exploring their futures; transfers to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech so special.

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

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2012

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

### Texas Tech Art Students Show Work in Senior Exhibition

Graduating studio art majors from the Texas Tech University School of Art will present their artwork in the Senior Studio Art BFA Group Exhibition Feb. 25- March 8 in the Studio Gallery. A public reception will be held in the foyer of the art building from 5-7 p.m. March 2.

The BFA Group Exhibit features work in all media, ranging from: ceramics, jewelry design and metalsmithing, painting and drawing, photography, printmaking and sculpture.

Artists include: Janette Anderson, Ellen Arneson, Peyton Aufill, Brooke Bartolowits, Ryan Burns, Adriane Byrd, Britt Byrne, Christine Case, Annie Dela Rosa, Taylor Dowdy, Diannah Duncan, Melissa Edwards, Amanda Goebel, Lauren Gonzales, Leah Highsmith, Josh Hunt, Dylan A. Kennedy, Dylan E. Kennedy, Dillon Land, Sarah Luttrell, Efren Marrufo, Josh Mixaydy, Robert Monk, Ashley Munger, Diana Neudorf, Carlton Noebel, Sarah Palmer, Catie Powe, Kristy Scales, Carrie Skinner, Justin Soto, Clayton Tatum, Rachel Trapp and Erica White.

The art building is located at 2802 18th St (near the corner of 18th Street and Flint Avenue). Paid parking is available on the fourth floor of the Flint Avenue Parking Facility on Monday through Friday and free on weekends. Admission to the exhibit is free.

The exhibitions, speakers and related programs at Landmark Arts and the School of Art are made possible, in part, by grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

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

**CONTACT: Landmark Arts, School of Art, Texas Tech University, (806) 742-1947, or [landmarkarts@ttu.edu](mailto:landmarkarts@ttu.edu)**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 23, 2012

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

### **Texas Tech Presents Severe Weather Awareness Day**

**WHAT:** Texas Tech University's Chapter of the American Meteorological Society will host its sixth annual Severe Weather Awareness Day

**WHEN:** 11 a.m. - 5 p.m. Saturday (Feb. 25)

**WHERE:** Science Spectrum, 2579 S. Loop 289

**EVENT:** Severe Weather Awareness Day attendees will have the opportunity to:

- See the Texas Tech radar and storm chasing equipment
- Participate in hands-on weather experiments
- Meet KCBT on-air meteorologists
- Complete National Weather Service SkyWarn training
- Learn severe weather safety tips
- Enter for door prizes and participate in crafts and face painting
- View an OMNI Theater presentation of "Tornado Alley"  
Regular OMNI Theater rates apply.

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

**CONTACT: Jennifer Daniel, graduate teaching assistant, Department of Geosciences, Texas Tech University, (806) 742-3113 or [jennifer.daniel@ttu.edu](mailto:jennifer.daniel@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 23, 2012

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-3905

### **Texas Tech Associate Vice President Named American College of Neuropsychopharmacology Fellow**

Alice Young, associate vice president for research (research integrity), recently was named a Fellow of the American College of Neuropsychopharmacology (ACNP) at the organization's annual meeting.

The designation is awarded to individuals who have made substantial contributions to the field of neuropsychopharmacology and to the organization.

"This is a special honor," said Young. "I'm especially thankful for the work ACNP does to encourage interactions among basic and clinical scientists."

ACNP, founded in 1961, is a professional organization of more than 950 leading scientists, including four Nobel Prize laureates. Its mission is to further research and education in neuropsychopharmacology and related fields. It is considered to be the premier organization in the world devoted to advancing the neurobiology and treatment of psychiatric disorders.

"Dr. Young was accepted as a member of the College in 1997, a testament to her significant research contributions to this field," said Ronnie Wilkins, ACNP executive director. "Becoming a Fellow is in recognition of her service to the organization as well as her continued scientific contributions in drug tolerance and dependence processes, and learning and memory disorders in Alzheimer's disease."

In her role as associate vice president for research, Young works with all Texas Tech research compliance offices and with the Texas Tech Ethics Center to develop the university's Responsible Conduct of Research training programs.

"This is a real honor for Dr. Young and reflects the standing and the regard with which she is held by her peers," said Taylor Eighmy, vice president for research at Texas Tech. "We hope that Dr. Young greatly enjoys her continued collaborations with her colleagues and scientists in her field. This appointment is very special and a tribute to her."

In addition to her duties in the Office of the Vice President for Research, Young holds dual appointments as a professor of psychology at Texas Tech and as a professor of pharmacology and neuroscience at the Texas Tech University Health Sciences Center.



Before joining Texas Tech in 2004, Young was professor of psychology, and of psychiatry and behavioral neurosciences at Wayne State University, where she also served as associate dean for research and graduate programs in the College of Science. She is a former recipient of a National Institute on Drug Abuse Research Scientist Development Award. Her research and teaching focus is on behavioral pharmacology and applied cognitive psychology.

Young earned a bachelor's degree from the University of Tennessee in Knoxville and a doctorate in experimental psychology from the University of Minnesota in Minneapolis. She also received postdoctoral training in pharmacology at the University of Michigan in Ann Arbor.

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 24, 2012

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

### **Texas Tech University Hosts Global Lens 2012 Regional Premiere** Award-winning world cinema series to screen at College of Mass Comm

The Global Film Initiative announced today that the Global Lens 2012 film series is set to screen at the College of Mass Communications at Texas Tech University during the months of March, April and May 2012.

The ten award-winning narrative films headlining the series are from Albania, Argentina, Brazil, Colombia, Iran, Iraq, Morocco, Rwanda and Turkey. The College of Mass Communications is located on the Texas Tech campus at the northwest corner of Memorial Circle, on the corner of Boston and Broadway. Admission is free.

"The lineup this year is really going to surprise audiences," said Susan Weeks Coulter, board chair of the Global Film Initiative. "The cinematic are strong, the tone is fresh and the stories are thought-provoking and unlike anything we've seen before."

All screenings will begin at 6 p.m. and take place in room 101 at the College of Mass Communications. A panel of interdisciplinary scholars from the Texas Tech faculty will follow each screening and will encourage discussion and remarks from the audience.

The schedule of events is as follows:

- March 5- "Amnesty" (Albania, dir. Bujar Alimani)
- March 8- "Craft" (Brazil, dir. Gustavo Pizzi)
- March 19- "Fat, Bald, Short Man" (Colombia, dir. Carlos Osuna)
- March 27- "The Finger" (Argentina, dir. Sergio Teubal)
- April 3- "Grey Matter" (Rwanda, dir. Kivu Ruhorahoza)
- April 12- "Mourning" (Iran, dir. Morteza Farshbaf)
- April 17- "Pegasus" (Morocco, dir. Mohamed Mouftakir)
- April 23- "The Prize" (Argentina/Mexico, dir. Paula Markovitch)
- April 26- "Qarantina" (Iraq, dir. Oday Rasheed)
- May 1- "Toll Booth" (Turkey, dir. Tolga Karacelik)

Global Lens 2012 is led by festival heavyweights that include Iranian newcomer Morteza Farshbaf's, "Mourning" (FIPRESCI Prize and New Currents Award, 2011 Pusan IFF), Paula Markovitch's, "The Prize" (Silver Bear, 2011 Berlin IFF and Best Film, 2011 Morelia IFF), and Mohamed Mouftakir's "Pegasus" (Golden Stallion, 2011 FESPACO and Best Cinematographer, 2010 Dubai IFF.)

Global Lens is an annual, touring film series launched in 2003 by the Global Film Initiative to support the distribution of critically acclaimed cinematic works from around the world. Since its founding, the series has provided a platform for exceptional storytelling and opened a window into the diverse world in which we live.

This year marks the fourth year the series will play at the College of Mass Communications. The series is made possible by generous contributions from the Institute for Hispanic and International Communication, the Texas Tech Cross-Cultural Academic Advancement Center and Louise Hopkins Underwood Center for the Arts and Flatland Film.

The Global Film Initiative is a U.S.-based international arts organization specializing in the support of independent film from Africa, Asia, Central & Eastern Europe, Latin America and the Middle East. Founded in 2002 to promote cross-cultural understanding through the language of cinema, the Initiative awards numerous grants to deserving filmmakers from around the world each year, and supports a touring film series entitled Global Lens.

For more information about the Global Lens film series and Global Film Initiative programs, please visit: <http://www.globalfilm.org>.

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

**CONTACT: Robert Peaslee, assistant professor, College of Mass Communications, Texas Tech University, (806) 742-6500 ext. 283, or [robert.peaslee@ttu.edu](mailto:robert.peaslee@ttu.edu).**

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 24, 2012

CONTACT: Melanie Hess, [melanie.hess@ttu.edu](mailto:melanie.hess@ttu.edu)

(806) 742-2136

### **Texas Tech Financial Planning Honors Alumni**

Texas Tech University's Department of Personal Financial Planning (PFP) named two outstanding individuals the 2012 Distinguished Alumni and Young Guns Alumni Award recipients.

Distinguished Alumni Awards are given based on an individual's advancement for the national reputation of the Texas Tech Department of Personal Financial Planning through significant achievements. They include professional accomplishments and career advancements, community service, demonstrated leadership through civic or corporate levels, and advocacy for the department.

Alumni are awarded the Young Guns Award for their contribution to the reputation of the Department of Personal Financial Planning through their record of achievements as a graduate within the last five years. This includes leadership roles, community service, significant contributions to the field, characteristics that indicate future leadership and success and interest and support for the department.

The 2012 Young Gun Alumni Award recipient is Amanda Lott, and the 2012 Distinguished Alumni Award recipient is Alvin Murgai.

A 2008 graduate, Lott currently works as a financial advisor at Regent Atlantic Capital in New Jersey. Prior to her current position, she served as a finance planning analyst and interned with investment research firm Evensky & Katz Wealth Management. She did not choose personal financial planning as her major until halfway through her sophomore year at Texas Tech.

Lott credits Texas Tech with providing her the working knowledge needed to hit the ground running when she joined a firm. The department gave her a head start by allowing active participation in client meetings, requiring internships and encouraging networking through national conferences.

"I am very proud to be a Texas Tech PFP alumna," Lott said. "I want to represent my alma mater in a positive way and build the value of our program by being a real life example of how a degree in personal financial planning can bring value to a firm and its clients."

Murgai, a 1990 graduate with more than 20 years of industry experience, currently serves as the first vice president and senior resident director with Merrill Lynch in Houston. He supervises 30 financial advisors and recently achieved status of No. 1 resident director among 450 other individuals.

After graduating from Texas Tech, Murgai worked for Derand, Pennington and Bass, Inc., a financial planning firm in Washington, D.C. From there, he took a position as a financial advisor with Fidelity Investments for seven years and was named No. 1 financial advisor out of 600.

“My degree in financial planning has been instrumental to my success as a wealth management advisor with Merrill Lynch,” Murgai said. “It provided me the foundation to help my client’s navigate the ever-changing financial landscape and to help my clients’ achieve their goals.”

Murgai also holds a master’s degree from the University of Houston and the designations of Chartered Retirement Planning Counselor (CRPC), Certified Financial Manager (CFM), Accredited Retirement Plan Counselor (ARPC) and Certified Special Needs Advisor (CSNA). He was also honored with the New Achiever award from the Texas Tech College of Human Sciences in 2001.

**CONTACT: Mitzi Lauderdale, assistant professor, Department of Personal Financial Planning, Texas Tech University, (806) 742-5050 or mitzi.lauderdale@ttu.edu.**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 24, 2012

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

### **Texas Tech Libraries Launches Professional Recording Studio**

Texas Tech University Libraries hosted grand opening ceremonies and tours of the new, state-of-the-art Crossroads Recording Studio on Friday (Feb. 24) in the basement of the Library.

The professional studio is free for all students, faculty and staff, saving them potentially hundreds and even thousands of dollars in recording studio fees.

“There was a need on campus for a recording studio that could serve the entire campus community,” said Donald Dyal, dean of Texas Tech Libraries. “We were able to fill that need with the help of some donors.”

Full-time professional sound engineer Amy Devoge is available to assist the Texas Tech community with all its recording needs. The studio has the capabilities to record 32 tracks of digital audio.

Session time can be requested by visiting <http://library.ttu.edu/crossroadsrecordingstudio> and completing the online form.

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

**CONTACT: Julie Toland Barnett, assistant director, Communications and Marketing for Texas Tech University Libraries, (806) 742-2238 ext. 260, or [julie.toland@ttu.edu](mailto:julie.toland@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 27, 2012

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)

(806) 742-2136

### **Texas Tech's College of Education Prepares Special-Needs Students for Workplace**

Many high school students have the opportunity to work while still in school, and employers are generally willing to hire them. But for students with autism or other special needs, the job outlook isn't necessarily stellar.

That scenario is changing because of a federally funded project through Texas Tech University's College of Education in partnership with Lubbock and Lubbock-Cooper Independent School Districts and the Texas Workforce Commission.

According to Robin Lock, a professor of special education in the college and director of the project, the Wagner-Peyser grant – federal money given to each state and dispersed through the office of the governor – netted her program \$1.5 million over three years.

"The first year (2009), we specifically looked at students with autism and also added in the idea that social skill development for them would make a difference for them in their ability to maintain employment," Lock said.

In the second year Lock said they decided to add intellectual and developmental disabilities because they had so much overlap there.

"We thought there were students really needing to be served – there were students with autism who had both autism and intellectual disabilities; and then there were students with just developmental disabilities who needed to find jobs and be successful in the workplace; and that we could really serve a larger population.

"So we added specific components – beyond social skills training – job training for those students that year. We also added more specific information for the employers about how to accommodate individuals with autism, with intellectual disabilities and with developmental disabilities in the workplace," Lock said.

In 2011, the final year of that grant, Lock said they looked at a model of what makes a workplace successful.

"What makes it successful from the students' perspective, from the parents' perspective, from the teachers' perspective and from the employer's perspective," Lock said. "We've maintained all of the original intent of the grant – we just added different research projects as we went along."



The three-year project has included about 150-175 students; and it has been a winning proposition for everyone involved, said Mike May, director at the LISD Vocational Transition Center (VTC).

The VTC allows students to do different types of tasks over the time they visit, from a two-hour period to an entire morning, depending on their high school's schedule.

"We're trying to make sure that there are more vocational opportunities available for our students post-high school," May said. "We are striving for them to have the best job, the best opportunity that they can have. We want everyone to be competitively employed, but it may be that some students are in a sheltered workshop. If we can get them into a sheltered work environment where they are receiving money for their work, that's positive. To see them competitively employed is our ultimate goal."

Lubbock Cooper's involvement was a little different, in that they had one high school, so the training occurred where the students went to high school.

Lock said there are up to 90 employers in the Lubbock County area who have gone through the training over the course of three years, and more than half of them – probably 60 – have employed students over the course of 2011.

"Some employers, for example, United Supermarkets, really do a great job employing a good number of individuals with disabilities, and they've been very supportive," Lock said. "There are just a whole bunch of businesses across the city that have been very helpful."

Lock said different organizations can apply through the governor's office for the federal flow-through money from the Department of Labor. The opportunity for a project to be funded is dependent on how the governor feels it will impact not only that part of the state, but the state as a whole.

"One of the things the state has been most pleased with is that we've been able to come up with a picture, a model of what a workplace looks like that is positive for individuals with autism, intellectual disabilities and developmental disabilities, that people can use and be distributed to other businesses and other types of entities in the state," Lock said.

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

**CONTACT: Robin Lock, professor, College of Education Texas Tech University, (806) 742-1997 ext. 288, or [robin.lock@ttu.edu](mailto:robin.lock@ttu.edu).**



## **Sidebar**

### **Fostering Future Employees with Additional Funding**

Looking for new ways to improve the employability of more young people, Lock and her team will be undertaking a new project with recently awarded Workforce development funds. Lock is expanding the program and research to students aging out of the foster care system.

“These students are not necessarily identified with disabilities, but they have experienced some upheaval and are at just about as at-risk as the students with disabilities, in terms of underemployment, unemployment, job skills, social skills and other types of on-the-job types of activities,” Lock said.

The new grant focuses on a short prevocational assessment and training period with an emphasis on getting the student into the workplace quickly. Lock said it is actually the opposite format from the first grant, which is what makes it different. The new grant also features mentoring from Texas Tech students as well as adults to provide more support to the students as they move into the workplace.

“The Baptist Children and Family Services has just opened the Making a Change (MAC) Center out at Buckner Children’s Home,” Lock said. “Buckner’s, the Children’s Home of Lubbock, and Texas Boys Ranch will all send students there for life skills training and for our vocational training. We are helping them to set up their vocational training for years to come. They also will be working with us to help students find employment and to support them on the job. It’s a great opportunity to partner and set up a highly functional training program.”



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 27, 2012

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)

(806) 742-2136

### Expert: Five-Dollar Fuel Prices Unlikely

#### Pitch□□

Rising gas prices are fueling consumer anger and election-year politics. How will the cost affect the economy and President Obama's re-election chances?

#### Expert□

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

#### Talking Points□□

- role of gas prices in economy and politics
- likelihood of \$5 gas prices in future
- reasons for fluctuation in oil prices

#### Quotes□□

- "I do not think gas prices approaching \$4 per gallon would hurt President Obama's chances significantly, however \$5 would."
- "I seriously doubt \$5 per gallon would happen by summer, unless Israel attacks Iran – and then if Iran were to respond with a series of attacks, not only on Israel, but also on Saudi Arabia for the perceived notion that Saudi Arabia supported the attack."
- "There are so many geopolitical issues that go beyond anyone or a country control that will cause temporary fluctuation in oil prices, including the situation in the Middle East, West Africa and South America. War in the Middle East is sure to cause oil prices to go sky high. I do not expect a war to take place, but it is possible."



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 27, 2012

CONTACT: Jorge Cruz, [jorge.cruz@ttu.edu](mailto:jorge.cruz@ttu.edu)  
(806) 742-2136

### Texas Tech Hosts Free Car Clinic

- WHAT:** Texas Tech University's Parking Services hosts car clinic to educate and promote safety for Texas Tech and community
- WHEN:** 2 to 5 p.m. Wednesday (Feb. 29)
- WHERE:** Texas Tech University, Lot C-17 at Texas Tech Parkway and Indiana
- EVENT:** Texas Tech's Parking Services, along with Scott's Complete Car Care, will host a free car clinic.

The clinic will be at the C-17 parking lot on Indiana Avenue and Texas Tech Parkway, west of the law school. The free clinic will be open to students, faculty and staff.

Scott's Car Care Clinic will check fluids and belts to ensure that students, faculty and staff are ready to safely travel the road before spring break.

In addition, free soft drinks and hot dogs will be provided. Attendees can register to win a free parking permit.

The car clinic is held three times a year: before Thanksgiving, before spring break and before the fall semester.

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

**CONTACT: Heather Medley, University Parking Services, Texas Tech University, (806) 742-7275 (PARK).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 27, 2012

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

### **Texas Tech, Society of Environmental Journalists Announce Date Changes for 22 Annual Meeting**

Citing scheduling conflicts with the Texas Oklahoma-Texas Tech football game, organizers at the Society of Environmental Journalists have announced a change in dates for the SEJ Lubbock 22<sup>nd</sup> Annual Conference.

The event now will run Oct. 17-21, and is expected to draw about 900 national and international environmental reporters, experts and industry and government leaders to the Hub City. Texas Tech University will serve as host the event.

“With the new football schedule, we needed to make the change to maximize our resources and abilities,” said Beth Parke, executive director of the society. “We’re expecting a lot of interest in the environmental issues faced in West Texas, and we want our society members and others to get the best experience possible.”

SEJ’s annual conference brings together hundreds of journalists, scientists, educators, government officials, environmental advocates, business representatives and other leaders to explore the many facets of environmental stories, Parke said. The goal of the conference is to help journalists working in all forms of media to improve the quality and accuracy of environmental news reporting.

“The fact that Texas Tech is hosting such a prestigious conference is a testament to the kind of university we are becoming,” said President Guy Bailey. “Not only is it a great opportunity for Texas Tech and West Texas to showcase what we do here, but also it will have a positive economic impact on our region as these reporters are learning about us. We are proud to host such a venerable group – especially in light of the current environmental issues Texas Tech is investigating with regard to the oil spill in the Gulf.”

Bringing the conference to Lubbock was the idea of Ron Kendall, director for The Institute of Environmental and Human Health. After reading about a recent SEJ conference held at his alma mater, Virginia Tech, he became intrigued with the possibilities of hosting a meeting at Texas Tech.

“I found out the previous two meetings were at Stanford and The University of Wisconsin at Madison – both of which are top-tier universities,” Kendall said. “Two years ago, we invited the board of directors to come to Texas Tech to talk with us and see the facilities. The board members had excellent interaction with faculty, staff and the

community. We are thrilled with the opportunities the 2012 conference will bring for the university and the city of Lubbock.”

**CONTACT: Ron Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or [ron.kendall@tiehh.ttu.edu](mailto:ron.kendall@tiehh.ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 28, 2012

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

### **College of Education Offers Rare Doctorate Specialization in Science Education**

Texas Tech University's College of Education recently unveiled a new doctoral option in Curriculum and Instruction with a specialization in science education – attainable mostly at a distance – that should appeal to location-locked education professionals.

"To the best of my knowledge, we are alone among research universities in the U.S. in offering a blended delivery Ph.D. that specializes in science education, not including mostly online schools like the University of Phoenix," said Walter Smith, Helen DeVitt Jones Professor of Education.

The department is taking applications through the end of April; review of applicants will begin May 1, with coursework beginning in the fall 2012 semester.

"We are targeting people who want to be a science educator at the university level, a science supervisor for a school district, or a regional or state science coordinator," Smith said. "Probably the majority of students will be from Texas because of the cost; half as much for Texas students as for out-of-state, but students can be from anywhere in the world, as long as they can get to the face-to-face meetings."

Applicants are required to have a master's in science education or a closely related field, and they must have three years' experience teaching science in K-12 or in informal science, such as a zoo or museum.

Smith said everything is online except for two weeks on campus face-to-face each summer (2013, 2014 and 2015) and attendance each spring (2013, 2014 and 2015) at a three-day national conference of a professional association. Those are the National Science Teachers Association in April 2013, Association for Science Teacher Education in January 2014, and National Association for Research in Science Teaching on a date to be decided in 2015.

The program is designed to produce graduates who can make a difference in science education at the local, state, national or international level with skills attained for positions such as a science education researcher; school-based science education change agent; advocate for science education policy and practice; science teacher leader or global science educator.

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

**CONTACT: Walter Smith, Helen DeVitt Jones Professor of Education, Texas Tech University, (806) 742-1998 ext. 430, or [walter.smith@ttu.edu](mailto:walter.smith@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: Feb. 28, 2012

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

**SPICE Grandmaster Wins Championship Title with Perfect Score**

Grandmaster Georg Meier, freshman finance major and co-captain of Texas Tech University's Knight Raiders A-team, captured the United States g/15 Open Championship with a perfect score.

The national competition was held Sunday on the campus of the University of New Mexico in Albuquerque.

Texas Tech team members Zachary Haskin, a senior from Wichita Falls; and Trey Modlin, a freshman from Shaker Heights, Ohio tied for first in the under 2000 section. They each scored four points in six games.

Meier, of Germany, will lead the Knight Raiders as they defend their national title at their third straight Final Four appearance March 30 – April 1 in Washington, D.C.

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

**CONTACT: Paul Truong, director of marketing, SPICE, Texas Tech University,**  
(806) 742-7742 or [paul.truong@ttu.edu](mailto:paul.truong@ttu.edu).





TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Feb. 28, 2012

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

### **Brigadier General to Speak at Texas Tech Law School**

- WHO:** Brig. Gen. Tom Draude, president and chief executive officer of the Marine Corps University Foundation
- WHEN:** 7 p.m., Thursday (March 1)
- WHERE:** Lanier Auditorium, Texas Tech University School of Law, 18<sup>th</sup> Street and Indiana Avenue.
- EVENT:** Draude served for more than 30 years in the U.S. Marine Corps, including three tours in Vietnam. He later commanded Marine Security Guards in Europe, the 5th Marine Regiment, and served as the Assistant Division Commander of the 1st Marine Division during Desert Shield and Desert Storm.

Draude received two Distinguished Service Medals and 10 personal awards for combat, including two Silver Stars and the Purple Heart.

This event is the latest in a series of distinguished speakers hosted by The Vietnam Center and Archive, as part of an effort to further the study of the Vietnam War's lasting influence on American politics, society and culture. The guest lecture series, made possible by a grant from the Helen Jones Foundation, continues through November.

Admission is free and open to the public.

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

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



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 28, 2012

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

### **Aesthetics and Philosophy of Art Specialist to speak at Texas Tech**

Landmark Arts at the Texas Tech University School of Art will host Sherri Irvin, an associate professor in philosophy at the University of Oklahoma.

She will speak at 7:30 p.m., March 1 in Room 169 of the Human Sciences Building.

Irvin, who specializes in aesthetics and the philosophy of art, will present, "Making Contemporary Art: Fabrication and Negotiation," a lecture arguing that making a contemporary artwork is not simply (and at times not at all) fabricating an object. The artist's negotiations with curators and conservators are often crucial in determining the artwork's very nature. In this lecture, Irvin will examine how the hybrid process of fabrication and negotiation shapes works of art.

Irvin is a mentor for the 2012 Oklahoma Art Writing and Curatorial Fellowships, a program of the Oklahoma Visual Arts Coalition. She is the Aesthetics and Philosophy of Art section editor for *Philosophy Compass*, Blackwell's online journal. In December 2010, Irvin gave the Seventh Annual Parodi Lecture in Philosophy of Art at the Miami Art Museum, which was co-organized with the University of Miami Department of Philosophy.

The exhibitions, speakers and related programs at Landmark Arts and the Texas Tech University School of Art are made possible, in part, by generous grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

Irvin's lecture is sponsored in part by the Department of Philosophy and the Art History area.

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

**CONTACT: Joe Arredondo, director, Landmark Arts, Texas Tech University, (806) 742-1947, or [joe.arredondo@ttu.edu](mailto:joe.arredondo@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Feb. 28, 2012

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

### **Texas Tech's La Ventana Wins Big**

Texas Tech University's yearbook, La Ventana, won 27 awards from the Columbia Scholastic Press Association's 29<sup>th</sup> Golden Circle Awards program for yearbook and digital media. La Ventana competed against more than 4,956 other entries from universities and colleges across the nation.

"To have our work recognized in such a positive way is amazing," said Lauren Watkins, editor-in-chief for the La Ventana yearbook. "It tells us that professionally, we are doing our job right."

Entries were accepted from published works from Nov. 2, 2010 to Nov. 1, 2011 and staff members chose from 42 categories to submit individual and staff entries.

La Ventana received first place in student life feature writing, theme and concept, cover design, end sheets, feature photo and people spreads without mug photos one spread.

Watkins said it is the staff's job to cover what the student body wants to see, and then produce it in the most appealing way.

"My staff and I put in countless hours of work into each yearbook," she said. "We plan out each element of the book and carefully execute them throughout the year. We try to capture the essence of college life upon 352 pages of eternal history."

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

**CONTACT: Lauren Watkins, editor-in-chief, Texas Tech University, (806) 742-3388, or [lauren.watkins@ttu.edu](mailto:lauren.watkins@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 29, 2012

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

### **Texas Tech School of Art Opens its Doors to Community**

The Texas Tech University School of Art will open its doors to the public during its fifth annual Community Open House from 2-5 p.m., Friday (March 2). The event is free and open to the public.

Attendees will have a chance to peek behind the scenes at the school's teaching facilities. During this afternoon event, art students will guide studio tours, student clubs will sell art and faculty will lead hands-on demonstrations.

Faculty also will review high school student portfolios. The review provides interested students an in-person opportunity to apply for advanced placement credit and a partial scholarship to Texas Tech.

The day will culminate with a reception recognizing graduating student artists in the Senior Studio Art BFA Group Exhibition from 5-7 p.m. in the Studio Gallery.

### **OPEN HOUSE EVENTS**

#### **High School Portfolio Review – 2-5 p.m., Archeology Building, Room 301.**

Faculty will review high school student portfolios. The review provides interested students an in-person opportunity to apply for advanced placement credit and/or a partial scholarship to Texas Tech. Contact Ryan Scheckel, academic advisor, at (806) 742-3825 to register for a portfolio review.

#### **Open Graduate Student Studios – 2-5 p.m., Archeology Building, Room 305.**

Tour painting/drawing studios

#### **Watercolor Workshop – 2-5 p.m., Art Building, Room B09.**

Painting area will hold a watercolor workshop on painting animals. Basic supplies will be provided.

#### **Tech Art History Society Silent Auction – 2-4 p.m., Art Building foyer near the east doors.**

Items donated by Lubbock businesses will be auctioned off.

#### **Print Club Sale & Foundations Exhibition – 2-5 p.m., Art Building South Gallery.**

The Print Club Sale will consist of prints made in the print lab by students of various styles and techniques.

**Visual Studies Workshop: Rubber Stamps – 2-5 p.m., Art Building, Room B14.**

Come and explore the creative world of rubber-stamping. Learn to make your own rubber stamp and experiment with different applications. Supportive and encouraging hands-on instruction with a multitude of examples is provided. All supplies will be furnished.

**Art History Meet & Greet – 2-5 p.m., Art Building, Visual Resources Library.**

Anyone interested in the meet and greet should make a request at the VRC.

**Association of Graphic Artists – 2-5 p.m., Art Building, Room B24.**

Students from the AGA will be selling one-of-a-kind designed buttons and greeting cards.

**Communication Design – 2-5 p.m., Art Building, Room B19.**

Learn to make different types of flip books from students and faculty of the Communication Design program. Can you name that logo? Find out by joining us in a game of Logo Lottery.

**Sculpture – 12-5 p.m., 3D Art Annex, Sculpture Foundry.**

The Sculpture area will have a foundry and will be pouring aluminum and bronze throughout the afternoon.

**Jewelry & Metals Area Exhibition and Tours – 2-5 p.m., 3D Art Annex, Metal's Studios.**

The Jewelry Design and Metalsmithing area will be hosting a hallway exhibition of current BFA and MFA works housed in the five display cases adjacent to the new jewelry design and metalsmithing studio. Jewelry Design and Metalsmithing graduate and undergraduate students will be available to answer questions and demonstrate their ongoing research and technical explorations. Tours will be given to students and teachers through the new multimillion-dollar facility.

**Landmark Arts – The Galleries of the Texas Tech University School of Art – 5 p.m.**

Beyond Printmaking III: 2012 National Juried Exhibition, and Warren Harold:

Alternating Weekends will be on view. A reception for the Senior Studio BFA Group Exhibition will follow.

**Incoming Freshman Scholarship Application Deadlines**

Mail-in scholarship applications are taken just as seriously as walk-in portfolio review applicants. Please mail your materials by the April 15 deadline to be considered for fall 2012 scholarships. Nominations to the College of Visual & Performing Arts for the needs-based H.Y. Price Scholarships, when available, are made from the pool of School of Art applicants. All applicants for needs-based scholarships must file a Free Application for Federal Student Aid (FAFSA) no later than March 1.



TEXAS TECH UNIVERSITY

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

**CONTACT: Carol Flueckiger, associate professor, School of Art, Texas Tech University, (806) 742-3825, or [c.flueckiger@ttu.edu](mailto:c.flueckiger@ttu.edu)**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 29, 2012

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

### **Expert: Davy Jones was the Monkee All the Girls Loved**

#### **Pitch**

Davy Jones was the face of the Monkees, and in some ways paved the way for Donny Osmond, David Cassidy, Justin Timberlake and Justin Bieber, as the young pretty boy that made women swoon.

#### **Expert**

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

#### **Talking Points**

- Davy Jones was the Monkee that all the girls loved. He was the pretty boy of the group. Peter Tork was the whimsical one, Mike Nesmith the intellectual and Micky Dolenz the jack of all trades; Davy Jones was the face of the group.
- The group managed to have some timeless rock classics "Last Train to Clarksville," "I want to be Free," "Daydream Believer," "I'm a Believer" and many others.

#### **Quotes**

- "For a group that was created for television, the Monkees managed to have a 40+ year career that generations of music lovers could enjoy. At one time the group played with Jimi Hendrix in one of the most bizarre double bills in the history of rock. The Monkees really never lost their popularity and continued to tour off and on."
- "The Monkees continued to make good music during the 1980s and 1990s and had a number of hits including 'That was Then, This is Now,' and 'Heart and Soul.'"





# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb 29, 2012

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

### **Wind Research Experts Available to Discuss Recent Tornado Outbreak**

Multiple deaths are confirmed after a line of tornadoes touched down across the Midwest; six fatalities occurred in southern Illinois and three in southwestern Missouri. Branson, a popular tourist destination, sustained heavy damage. The twisters are expected to continue developing into Wednesday evening, in the Appalachian region, including Kentucky and Tennessee.

Tornado season usually starts in March, but it isn't unusual to experience severe weather even earlier. This is the reason Texas Tech University's Wind Science and Engineering Research Center (WISE) is developing new technologies and methods of warning and damage mitigation.

Texas Tech is the only university in the country to offer a Wind Science and Engineering doctorate program. This multidisciplinary degree encompasses several different types of study including atmospheric science, wind engineering, economics, statistics, leadership/ethics and wind power systems.

Through WISE, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale, implemented in 2007 by the National Weather Service.

**John Schroeder**, associate professor of atmospheric sciences and director of WISE, brings extensive experience in wind flow characterization and atmospheric measurements, including directing Texas Tech's hurricane research program and West Texas Mesonet. Schroeder can be reached at (806) 742-2813 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).

**Christopher Weiss**, associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for the past 13 years. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the observed damage seen at the ground. He can be reached at (806) 742-4712 or [chris.weiss@ttu.edu](mailto:chris.weiss@ttu.edu).

**Daan Liang**, assistant professor of construction engineering technology at Texas Tech, has studied with various probability models how the construction of buildings affects

-more-

Office of Communications and Marketing



their vulnerability against severe windstorms. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damages to residential structures. Liang can be reached at (806) 742-3538 or [daan.liang@ttu.edu](mailto:daan.liang@ttu.edu).

**Ernst Kiesling**, professor of civil engineering and executive director of the National Storm Shelter Association, can speak on the construction and use of residential and community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 742-3476 ext. 335 or [ernst.kiesling@ttu.edu](mailto:ernst.kiesling@ttu.edu).

**Larry Tanner**, research associate in civil engineering, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Ind., prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 742-3476 ext. 336 or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).

**Bradley Ewing**, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City; Corpus Christi; Wilmington, N.C.; Miami; and Nashville, Tenn. Ewing can be reached at (806) 742-3939 or [bradley.ewing@ttu.edu](mailto:bradley.ewing@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: Feb. 29, 2012

CONTACT: John Davis, [john.w.davis@ttu.edu](mailto:john.w.davis@ttu.edu)

(806) 742-2136

### Expert: Barbie's Constant Reinvention Close to Madonna's

#### Pitch□□

Since her debut on March 9, 1959, Barbie's come a long way, baby, according to a Texas Tech University history expert on pop-culture and 20<sup>th</sup> century America. For better or for worse, very few toys have had the impact that the Mattel-made doll has had on American culture. The toy and pop icon Madonna have found the secret to longevity and relevance: Constant reinvention.

#### Expert□

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#### Talking Points□□

- The doll probably vies with G.I. Joe for the No. 1 spot of the most iconic toy in American history.
- While it's true that the doll experienced some serious backlash for teaching negative, subordinate stereotypes to girls during the feminist movement in the '60s and '70s, marketers began to realize Barbie had to grow with the changing social landscape if they wanted to keep her relevant and on store shelves.
- Madonna serves as a real-life example of how a pop culture icon survives in the same manner as Barbie has. As talented as Madonna is as an artist, she has to reinvent herself on a consistent basis to stay relevant to different generations of listeners. Madonna has proven, like Barbie, that reinvention in pop culture is possible and can be successful.

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#### Quotes□

- "In the past 50 years, Barbie has evolved in a multitude of ways. It's interesting to observe from a cultural and social point of view. She's someone who has constantly reinvented herself very much like Madonna has during her career. Barbie and Madonna, like all pop icons who seek to stay relevant, change with the times."
- "For both icons, one of the easiest examples is to examine their changing fashion. Another example is how their roles in society evolved. Mattel wants Barbie to sell, so she needed to break out of her shell as a simple, blond dress-up doll in order to appeal to as many consumers as possible over generations. Likewise, Madonna changed over time to appeal to as many people as possible. Both had to

appeal to many people over time to stay relevant for their own reasons, be they commercial or musical, and both found massive success.”