



TEXAS TECH UNIVERSITY SYSTEM™

Office *of* Communications and Marketing

News Releases

September through December 2004

LOG SHEET		
Separated by Weeks		
09/01/04	President Jon Whitmore to Deliver State of the University Address - Event Advisory	SLP
09/01/04	Baroque Lute Concert	SS
09/03/04	Parking Charges for the Metallica Concert	SLP
09/07/04	Christopher John Gellner Receives Internship for Texas Congressman Sam Johnson's Office	SS
09/07/04	Dustin R. Farahnak Receives Internship to Work on the House of Representatives Committee on the Judiciary	SS
09/07/04	Kate Marie Weber Receives Internship for Texas Congressman Henry Bonilla's Office	SS
09/07/04	Cynthia Nicole MacDonald Receives Internship for Texas Congresswoman Kay Granger's Office	SS
09/07/04	Nathan Gilbert Peters Receives Internship for Texas Congressman John Carter's Office	SS
09/07/04	Matthew David Mims Receives Internship for Texas Congressman Michael Burgess' Office	SS
09/07/04	Miriam Joanna Diemer Receives Internship for Texas Congressman Martin Frost's Office	SS
09/07/04	Meredith Lynn Slaughter Receives Internship for Texas US Senator Kay Baily Hutchison's Office	SS
09/07/04	Plant and Soil Sciences and Texas A&M Texas Cooperative Extension Office Host Field Day - Event Advisory	TTB
09/08/04	Forensics and the Media: Bridging the Gap Conference	SCM
09/09/04	Nguyen Thi Xuan Phuong, Ph.D. will be Visiting the Vietnam Center and Archive	TTB
09/13/04	The Memory Shoppe Opens at TTUHSC	SCM
09/14/04	Wind Science and Engineering Research Center Sent a Team of Researchers to Study Hurricane Ivan	SS
09/14/04	Russ Gibbs Named Associate Vice Chancellor for Development Programs	SLP
09/15/04	Robert Clark Schutt, Jr., M.D. Appointed New Chair in the Department of Orthopaedic Surgery	SCM
09/15/04	Gabor Racz, M.D. Receives Lifetime Achievement Award from the American Society of Interventional Pain Physicians	SCM
09/15/04	School of Nursing Graduate Program Receives the Rural RN to MSN and BSN to MSN Education Leadership Curriculum Grant	SCM
09/16/04	Heart Walk	SCM
09/16/04	Opening of New Computer Lab at the Student Union Building - Event Advisory	SLP
09/16/04	Preliminary Fall 2004 Enrollment Figures	SLP
09/16/04	TTUS Chancellor's Council Scholarship Recipient Reception - Event Advisory	SLP
09/16/04	TTU Ground Maintenance Department Receives Award for the Texas Forestry Commission	SLP
09/21/04	President's Town Hall Meeting - Event Advisory	SLP
09/21/04	Academic Construction at Texas Tech	SLP

09/24/04	School of Law Receives Gift from Mark and Beck Lanier	SLP
09/24/04	TTU Chapter of Habitat for Humanity Will Build Playground	SLP
09/27/04	Annual Meeting of the Western Society for French History - Event Advisory	TTB
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09/28/04	Donation from ExxonMobil	SS
09/28/04	A Reading of Banned Books - Event Advisory	SLP
09/28/04	Forensics and the Media Conference Cancelled	SCM
09/29/04	Third Annual John M. Burns Conference on the Scholarship of Teaching and Learning	SS
09/29/04	M. Roy Wilson's Presidential Address to the Health Sciences Center	DB
09/30/04	Texas Tech University Final Fall 2004 Enrollment	SLP
09/30/04	College of Engineering Receives New Endowed Chair from Texas Instruments Former and Current Employees	SS
10/01/04	Building Computer, Families and Computers	SS
10/01/04	Healthy Marriage Resource Center to Open	TTB
10/01/04	New Advising Positions for Tech Students	SLP
10/04/04	Silappadhikaram: A Story of Women of Substance - Event Advisory	SS
10/04/04	Fifth Annual Thesis/Dissertation Symposium	TTB
10/04/04	50th Anniversary of the Masked Rider Program	TTB
10/04/04	Paula Grammas, Ph.D. Appointed Director of the Institute for Healthy Aging at TTUHSC	SCM
10/04/04	School of Allied Health Hosts Job Fair	SCM
10/04/04	National Depression Screening Day	SCM
10/05/04	Texas Tech Part of New Texas High-Speed Data Network	SLP
10/05/04	Troy Sternberg Appointed as 2004-2005 US Fulbright Student Fellowship Recipient	SS
10/05/04	Mark Watts Appointed 2004-2005 US Fulbright Student Fellowship Recipient	SS
10/05/04	Technology Immersion Pilot in the College of Education - Event Advisory	TTB
10/06/04	Donna Bacchi, M.D., Elected President for the American Heart Association, Texas Affiliate	SCM
10/07/04	Reception for Pamela Eibeck, Dean of Engineering - Event Advisory	SS
10/08/04	University Day	SLP
10/08/04	Jason Lenz Appointed 2004-2005 US Fulbright Student Fellowship Recipient	SS
10/11/04	Texas Tech Political Science Class Conducts Poll on 19th Congressional District Election	SLP
10/11/04	Poll Results from 19th Congressional District Election - Event Advisory	SLP
10/11/04	Members of Texas Tech University's Fulbright-Hays Group To Give Three Talks - Event Advisory	TTB
10/12/04	American Music and Radical Politics	SS
10/12/04	Texas Tech University Awards	TTB
10/12/04	Three Students Appointed for 2004-2005 US Fulbright Student Fellowship	SS
10/12/04	Iron Horse Literary Review Presents a Reading by Kim Barnes - Event Advisory	SLP
10/12/04	Carillon Senior Village Hosts Dinner for the American Heart Association's Walk Event Advisory	SCM
10/14/04	Two Professors from the School of Law were Named Super Lawyers by the Texas Monthly Magazine	SS

10/14/04	Brian Shannon Selected as the 2004 Distinguished Alumnus Award from Angelo State University	SS
10/14/04	Women's Studies Honor Windy Sitton for Her Outstanding Service to the Community and the University - Event Advisory	SS
10/15/04	American Heart Association Walk - Event Advisory	SCM
10/15/04	Vickie Gustafson Receives Top Techsan Award from the TTU Alumni Association	SLP
10/18/04	TTU Student Government Association is Asking Football Fans to Wear Red For the Football Game Against UT	SLP
10/18/04	TT Alumni Association's Lubbock Chapter of Black Alumni Awards Two Scholarships	SLP
10/19/04	Polling by the Political Science Class for the 19th Congressional Race	SLP
10/19/04	Visiting Fulbright Specialist , Razia Akter Banu, to Speak to the League of Women Voters - Event Advisory	SLP
10/19/04	Presentation of SBC Scholars - Event Advisory	SLP
10/20/04	New Professorship in the Department of Mathematics and Statistics Event Advisory	SLP
10/21/04	Chief Oren Lyons of the Iroquois Tribe to Speak as a Part of the Formby Lecture Series	SS
10/21/04	College of Mass Communications 2004 Outstanding Alumni Breakfast	SLP
10/21/04	TTU Agricultural Economists Announced Results of an Analysis of the Effects of a Projected Chinese Currency Appreciation on World Fiber Markets	TTB
10/22/04	E. R. "Dick" and Martha Brooks Endowed Professorship in the Department of Mathematics and Statistics Announced	SLP
10/22/04	Make Your Child's Halloween Healthy and Safe	SCM
10/25/04	School of Law Groundbreaking Ceremony - Event Advisory	SLP
10/25/04	News Conference for Two New Endowed Chairs - Event Advisory	TTB
10/25/04	Willie Tullis, Former NFL Player and Kodak All American Cornerback, to Speak About His Recovery and Addiction	TTB
10/26/04	Groundbreaking Ceremony for the Mark and Becky Lanier Professional Development Center	SLP
10/26/04	Texas Tech University Independent School District Works with Brazilian High School	SS
10/26/04	Center for Campus Life Encourages Students to Participate in the South Plains Food Bank Voucher Program	TTB
10/27/04	Cell Phone Fraud	SS
10/28/04	James W. Bagley Endows Chair in Business and Chair in Engineering	TTB
10/29/04	19th Congressional District Voter Poll Survey for the 2004 Election	TTB
10/29/04	Political Science Students Schedule a Watch Party for the Election Results Event Advisory	SS
10/29/04	Eighth Annual Greek Treat, October 31st	TTB
11/01/04	Exit Polls of the 19th Congressional District	SS
11/01/04	Bone Marrow Drive	SLP
11/01/04	Wiley's Way Day at Lubbock ISD - Event Advisory	TTB
11/01/04	TTU Can Share Food Drive	TTB
11/01/04	The Future of Water in West Texas	TTB
11/01/04	Texas Tech Releases Survey Results on the Electoral College and Amendment	TTB

	36 in Colorado	
11/02/04	TTU Horse Judging Team Placed First in the All-American Quarter Horse Congress	TTB
11/02/04	No Class Cancellations	SS
11/03/04	TTU College of Education, Post ISD, Floydada ISD Showcase the Texas Immersion Pilot (TxTIP) Grant	SS
11/08/04	Keh-Shew Lu Endows Chair in the College of Engineering	SS
11/08/04	TTU Public Art Program to Restore and Maintain Five Outdoor Bronze Sculptures	SS
11/08/04	Annual Red Raider Symposium	SS
11/10/04	Center for Campus Life Spirit of Sharing	TTB
11/11/04	ROTC Flag Retirement Ceremony	SLP
11/11/04	Tech Student, Robin Milstead, Featured in Glamour Magazine	SS
11/11/04	Masters of Agriculture at a Distance Degree Program	TTB
11/11/04	Annual Agriculture and Natural Resources Awareness Week	TTB
11/15/04	Major General Ken Bowra, United States Joint Forces Command, to Visit Vietnam Center	TTB
11/15/04	Who's Who Among America's Teachers	TTB
11/15/04	Drowsy Driving 5K/1 Mile Fun Run Walk - Event Advisory	TTB
11/15/04	Fun and Fitness for Lubbock Boys & Girls Club - Event Advisory	SCM
11/16/04	2004 Gerald W. Thomas Outstanding Agriculturalists	TTB
11/17/04	Three-day Texas Viticulture Shortcourse	TTB
11/17/04	Great American Smokeout	SCM
11/17/04	Founding Fathers of the School of Medicine Honored	SCM
11/18/04	Civil Engineering Classes to Demonstrate Rube Goldberg Machines	SS
11/18/04	Governor for a Day	SS
11/18/04	Ph.D. Programs Offered On-line	LW
11/18/04	West Texas Cares Program Honored by the U.S. Administration on Aging	SCM
11/19/04	KTXT-TV Fundraiser "Be More, Watch and Support Your Public Television"	SLP
11/22/04	Matt Cartmill, Ph.D. to Lecture at TTU	TTB
11/22/04	Addition of the Clinical Tower/Research Center	SCM
11/24/04	News Conference to Announce the Gift from Chester and Clela Belle Gilmore	TTB
	Event Advisory	
11/24/04	Establishment of the J. W. Wright Regents Chair in Mechanical Engineering	SS
	Event Advisory	
11/29/04	Starting the Journey Program - Event Advisory	SCM
11/29/04	West Texas Rural EXPORT Center	DB
11/29/04	Geoffrey Raisoman, M.D., Ph.D., to Lecture on the "Repair of Spinal Cord Injury by Transplantation of Olfactory Ensheathing Cells"	SCM
11/29/04	J. W. Wright Regents Chair Established in the College of Engineering	SS
11/29/04	Poetry Reading by Chad Davidson - Event Advisory	SLP
12/01/04	New Facility for the Office of the Medical Examiner	SCM
12/01/04	46th Annual Carol of Lights	SLP
12/02/04	Chris Esperat, Ph.D. Inducted in the American Academy of Nursing	SCM
12/02/04	Annual Robot Demonstration Day - Event Advisory	SS

12/02/04	Program on Lego Robotics Scheduled - Event Advisory	SS
12/03/04	New Faculty for Texas Tech	SLP
12/03/04	Marshall and Sharleen Formby Endowed Professorship in the College of Mass Communications Announced - Event Advisory	SLP
12/07/04	Office Grand Opening of the Southwest OB/GYN Associates	SCM
12/07/04	Marshall and Sharleen Formby Regents Professorship	SLP
12/08/04	2004 Chancellor's Council Distinguished Teaching and Research Awards Event Advisory	SLP
12/09/04	TTUHSC's Larry Combest Community Health and Wellness Center	SCM
12/09/04	Golf Digest Names Rawls Golf Course Second Most Affordable Golf Course	TTB
12/10/04	Chancellor's Council Distinguished Teaching and Research Awards	SLP
12/13/04	Third Annual Caprock Celtic Christmas	SS
12/13/04	Fall Commencement Ceremonies	SS
12/15/04	UMC Health System Honors Nine TTUHSC School of Medicine Physicians with the UMC Endowment for Excellence in Medicine	SCM
12/15/04	EyeCare America	SCM
12/16/04	Parking Availability for the December Commencement Ceremonies	SLP
12/17/04	TTUS Board of Regents Elect New Chairman and Vice Chairman	SLP
12/20/04	Statement Regarding Aaron Shelley and NCAA	SLP
12/21/04	TTU Police Department Adds Three New Officers	SLP
12/22/04	David R. Smith, M.D. Named to the National Association of State Universities and Land-Grant Colleges Board of Directors	SLP



Texas Tech University System
COMMUNICATIONS & MARKETING

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EVENT ADVISORY

Date: October 1, 2004

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TEXAS TECH TO HELP KIDS BUILD COMPUTERS

WHAT: Texas Tech University's College of Engineering will host the "Building Computer, Families and Computers" program as student-and-parent teams build their own computers.

WHEN: 9 a.m. to noon and 1 to 5 p.m., Saturday, (Oct. 2), and 1 to 5 p.m., Sunday, (Oct. 3).

WHERE: Science Spectrum, 2579 S. Loop 289.

EVENT: Students and instructors from the College of Engineering will help build 60 computers over the two-day event. The computers will be put together on Saturday, while Sunday will be devoted to loading software. The families will get to keep the computers they build, and they will be taught how to use the computers by completing special projects, like interviewing senior citizens and writing reports on their life experiences.

CONTACT: John Chandler, Ph.D., director, Center for Partnerships in Science and Technology, College of Engineering, Texas Tech University, (806) 742-3451 or e-mail john.chandler@coe.ttu.edu.



FOR IMMEDIATE RELEASE

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**TEXAS TECH UNIVERSITY FORMS PARTNERSHIP TO CREATE
NATIONAL MARRIAGE RESOURCE CENTER**

LUBBOCK – Approximately 90 percent of Americans get married during their lifetime. Unfortunately nearly half of all marriages end in divorce. Yet according to the National Council on Family Relations (NCFR), research indicates that with premarital preparation, good relationship skills and support, many more Americans would enjoy happy marriages.

Texas Tech University is a part of a new partnership aimed at providing resources for healthy marriages. Texas Tech will house an online Healthy Marriage Resource Center created with a grant received by the NCFR. The grant is for \$900,000 per year for up to five years from the Administration of Children and Families of the United States Department of Health and Human Services to establish the center. The center will be developed over the next five years and its initial Web site will be available by early 2005.

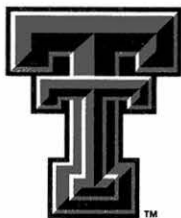
“For the next five years we have the opportunity to gather resources that anyone in the nation can use,” said Dean Busby, Ph.D., chair of the Department of Human Development and Family Studies and project director for the center. “This is an honor for Texas Tech to be part of a great resource for the nation.”

To create the center, NCFR is collaborating with Child Trends, a nonpartisan research organization located in Washington, D.C., and five major universities including Texas Tech University, Brigham Young University, Syracuse University, Norfolk State University and the University of Minnesota.

The center will have five main functions:

- To collect and disseminate information on healthy marriage.
- To create resources and tools to aid marriage educators, practitioners, community activists and other interested individuals and groups.
- To collect, organize, synthesize and disseminate research findings about how to build and sustain healthy marriages.
- To collect, foster and articulate best practices for practitioners, such as marriage counselors, social workers, clergy and mental health professionals.
- To communicate information about healthy marriage to practitioners, policymakers, legislators, and the general public.

The center will offer a regular listserv for electronic news and will publish newsletters and other publications. Beginning in 2006, the center will host an annual Marriage Summit. NCFR will gather participants from across the political, regional, cultural and educational spectrum to coordinate healthy marriage efforts, advise the center and discuss the current state of marriage.



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TEXAS TECH UNIVERSITY ADDS NEW ADVISING POSITIONS

LUBBOCK – Texas Tech University is spending \$867,000 to improve student advising and support services.

The funds come from tuition increases. “I promised our students that when we raised tuition that those funds would be used to benefit students,” said Jon Whitmore, president of Texas Tech University. “Improving student advising has been a high priority for me since I arrived on this campus and after talking with students.”

The new positions provided by these funds are a key part in Texas Tech keeping its side of contract under the new Graduate On Time program which is being offered for the first time this semester to entering freshman students.

“We are asking our students to take more credit hours,” said Whitmore. “To make sure that students can get into the courses needed and in the order in which they are needed means we need more help in student advising. Provost Bill Marcy looked at the areas that advise the most students and has tried to supplement staff in those units first.”

Among the departments receiving new personnel are the Department of Biological Sciences which deals with almost 1,000 majors each semester. The new College of Mass Communications is receiving additional staff to aid in advising its 1,500 majors. Additional staff is being added to the Health Professional Advisement Office, which advises about 2,000 each semester. In all, 22 departments received additional staff.

A second goal is to reduce what Texas Tech Provost William Marcy, Ph.D., calls the “Tech Shuffle.” “We know that it is a problem that students often cannot get all their questions answered in one place and we’re working very hard to eliminate the frustrations I know our students feel.”

Marcy points to the renovation of the third floor of West Hall as another way to improve services for students. Once finished, all student-related business services and financial aid will be housed in the same space thereby reducing the amount of time students must spend crossing campus from one office to another.

“We are not using student tuition funds for the West Hall renovation,” said Marcy. “We promised students that we would spend their tuition money on people who will benefit students. Funds for other projects, such as this building renovation, will come from other state funds.”



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TEXAS TECH TO HOST INDIAN DANCE PERFORMANCE

WHAT: Lubbock's Fine Arts Academy of India, in cooperation with Texas Tech University's India Students Association, will present "Silappadhikaram: A Story of Women of Substance," a historical dance drama in classical and folk styles from India.

WHEN: 7 p.m., Thursday, (Oct. 14)

WHERE: Lubbock Memorial Civic Center Theater

EVENT: The dance drama will be performed by the Avigna Dance Ensemble based in Chennai (Madras), India. "Silappadhikaram" is based on one of the great epics of ancient Tamil literature and tells the love story of loyal and courageous Kannagi and her husband Kovalan.

Ticket prices are \$100 for patron seating, \$25 for reserved seating, \$10 for general admission and \$5 for students.

CONTACT: Christopher Smith, Ph.D., assistant professor of music, director of the Vernacular Music Center, Texas Tech University, (806) 742-2270, extension 249, or e-mail christopher.smith@ttu.edu.



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TEXAS TECH TO HOLD THESIS/DISSERTATION SYMPOSIUM

- WHAT:** The Texas Tech University Graduate School and the Graduate and Professional Student Association are sponsoring the fifth Thesis/Dissertation Symposium.
- WHEN:** 9 a.m. and 1 p.m., Wednesday, (Oct. 6).
- WHERE:** International Cultural Center, Rm 105.
- EVENT:** A 9 a.m. session and a 1 p.m. session are scheduled to help students conquer the process of writing a thesis or dissertation.

Guest speaker Thomas Darwin, Ph.D., of the University of Texas at Austin will be featured at both sessions. Darwin, a published scholar in rhetoric and communication with more than 10 years teaching experience, comes from the Office of the Vice President and Dean of Graduate Studies at UT. Darwin's lecture will focus on the writing process for graduate students and is titled "Writing the Dissertation or Thesis as a Creative Venture." His speech will be followed by a question and answer session to allow concerned students to better understand how to begin, continue, and finish their theses and dissertations.

In addition to Darwin, eight Texas Tech faculty members from a variety of areas will hold panel discussions and question and answer sessions in both the morning and afternoon sessions.

For more information, please contact Becky Davidson, Thesis/Dissertation supervisor, at (806) 742-2781, ext. 225 or becky.davidson@ttu.edu



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**TEXAS TECH UNIVERSITY CELEBRATES THE 50TH ANNIVERSARY
OF THE MASKED RIDER PROGRAM**

LUBBOCK – The masked rider is the one of the oldest and most popular Texas Tech University traditions. During the weekend of the homecoming, Oct. 8-10, Texas Tech will celebrate the 50th anniversary of the masked rider program.

“I am so excited about the 50th anniversary because it is such a wonderful opportunity to show the public how proud we are of the program and its history,” said Stacy Stockard, masked rider for 2004-2005.

The masked rider was first seen in the 1936 game against Texas Christian University. Two students, George Tate and Saddle Tramps Founder Arch Lamb, borrowed a Texas Tech palomino without permission for Tate to make the first ride across the field on. The game ended in a 7-0 victory for Texas Tech.

The masked rider reappeared as an official mascot in 1954, when Joe Kirk Fulton led the team onto the field at the Gator Bowl. Fulton, wearing Levis, a red shirt, a black cape and mounted on a black horse, made his entrance onto the field.

Today the masked rider, with his or her guns up, leads the team onto the field for all of the home football games. Texas Tech elects a student each year to serve as masked rider.

Upcoming Events:

- **Southwest Collections Exhibit “A Tech Tradition: 50 Years of the Masked Rider”** - The exhibit will debut at 4:30 p.m., Friday, (Oct. 8), in the Croslin Room of the Texas Tech Library.
- **Homecoming Parade** - The former masked riders will serve as grand marshals in the homecoming parade on Broadway Avenue, held in the morning on Saturday, (Oct. 9).
- **Texas Tech vs. Nebraska Pre-Game Presentation** - The presentation will feature the former masked riders on Saturday, (Oct. 9), at Jones SBC Stadium.



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**NATIONAL ALZHEIMER'S EXPERT TO HEAD HEALTH SCIENCES
CENTER AGING INSTITUTE**

LUBBOCK – Paula Grammas, Ph.D., one of the nation's top Alzheimer's researchers, has accepted the position of director of the Institute for Healthy Aging at the Texas Tech University Health Sciences Center.

Grammas is nationally recognized for her pioneering research into the role that blood vessels and inflammation might play in the development of diseases, including Alzheimer's disease, Diabetes, AIDS and atherosclerosis and also is well known in the research community for her cross-disciplinary approach to disease investigation.

Prior to accepting the position with the Texas Tech University Health Sciences Center, Grammas was serving as the director of the University of Oklahoma's Center for Neuroscience. She also held the Presbyterian Health Foundation Endowed Chair in Neuroscience and was adjunct professor of cell biology, geriatrics and psychology and behavioral science at the University of Oklahoma Health Sciences Center in Oklahoma City.

Roderick Nairn, Ph.D., executive vice president for academic affairs and dean of the graduate school of biomedical sciences, said Grammas was chosen because of her excellent leadership and dedication to her field. "Without question she will serve the health sciences center well with her commitment to our students, community and research," said Nairn.

Grammas said she chose the Texas Tech University Health Sciences Center because it was an opportunity to join a strong health sciences center dedicated to the field of aging. "This is a challenging and exciting opportunity to join President Wilson and the talented faculty, staff and students at the health sciences center," Grammas said. "I look forward to enhancing the Institute for Healthy Aging and the research programs through this new position."

Grammas received a B.A. in biology from Barnard College in New York and a Ph.D. in pathology from Wayne State University in Detroit, Michigan. She has been the recipient of several honors, including the Presbyterian Health Foundation Chair in Neuroscience Award for Outstanding Achievement in Alzheimer Research, the Alzheimer's Association Zenith Fellows Award and the Alzheimer Research Award from the Fraternal Order of American Eagles.

In 2001, she received her fifth Alzheimer's Association Award for her project, "Alzheimer's disease and Heart Disease: Is There a Connection?" In addition to her support from the Alzheimer's Association, she has successfully secured funding for her work from the National Institutes of Health, the American Foundation for AIDS Research and the Presbyterian Health Foundation.

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FOR IMMEDIATE RELEASE

October 4, 2004

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**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER'S SCHOOL OF
ALLIED HEALTH SCIENCES TO HOST JOB FAIR**

LUBBOCK – The Texas Tech University Health Sciences Center's School of Allied Health Sciences will host a job fair for students from 10 a.m. to 2 p.m. Oct. 26. at the Health Sciences Center's Academic Classroom Building located at 3601 4th St.

Representatives for physical therapy, occupational therapy, speech-language pathology, clinical laboratory science and molecular pathology professions will participate.

They include the following companies: Aldine ISD, Alief ISD, Aptus Therapy Services, ARUP Laboratories, Baylor Health Care System, Brownwood Regional Medical Center, Children's Medical Center of Dallas, Concentra Inc, Covenant Health System, Cypress-Fairbanks ISD, Dallas ISD, DBC America, EnduraCare, Therapy Management, ETMC Rehabilitation Center, Fishers of Men Medical Group, Good Shepard Medical Center, Health Success, HealthSouth, Hendrick Medical Center, Katy ISD, Lubbock Independent School District, Mariner Healthcare, Medical Center Hospital, Medical Staffing Network, National Rehab Partners, Niskers Pediatric Rehabilitation Center, Parkland Health & Hospital System, Presbyterian Healthcare Services, Presbyterian Hospitals of Greenville & Commerce, Rehab Visions Cariant Health Partners, Rehab Works, Richards Healthcare, Sentara Healthcare, Shannon Medical Center, Texas Health Resources, Therapy 2000, United Regional Health Care System, University Medical Center, UT Southwestern Medical Center of Dallas and the Wichita Valley Rehabilitation Hospital.

For more information, contact Lindsay E. Roberts, assistant director of Admissions and Student Affairs, at (806) 743-3220 or at Lindsay.roberts@ttuhsc.edu

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EVENT ADVISORY

October 4, 2004

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NATIONAL DEPRESSION SCREENING DAY

WHAT: National Depression Screening Day

WHEN: 11 a.m. to 2 p.m., Saturday, (Oct. 9)

WHERE: South Plains Mall Grand Court

EVENT: Mental health professionals from the Department of Neuropsychiatry at the Texas Tech University Health Sciences Center, Raiders Assistant Program, MHMR and the Texas Society of Psychiatric Physicians will give confidential mental health screenings and provide education information about mental illness.

CONTACT: Suzanna Cisneros Martinez, associate director, Office of Communications and Marketing, at (806) 743-2143.



Texas Tech University System
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FOR IMMEDIATE RELEASE

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TEXAS TECH PART OF NEW TEXAS HIGH-SPEED DATA NETWORK

LUBBOCK – Texas Tech University System is part of a consortium of institutions of higher education in Texas that plans to build a statewide high-speed data network. The network will enhance research opportunities and link Texas Tech University and the Texas Tech University Health Sciences Center with other institutions of higher learning across the country.

Gov. Rick Perry, Lt. Gov. David Dewhurst and Speaker of the Texas House Tom Craddick announced this week that \$9.8 million will be used from the Texas Enterprise Fund to build the network. Of the total amount pledged by the state leaders, \$7.3 million will be allocated to creating the Lonestar Education and Research Network (LEARN) that will connect colleges and universities in 14 Texas cities.

In addition to linking universities throughout the state, the network will provide Texas Tech with a connection to universities and government laboratories across the country via national fiber networks including Internet2 and the emerging National LambdaRail project.

Expanding research opportunities is a priority for both Texas Tech University and Texas Tech University Health Sciences Center.

"It is our goal to become a nationally ranked Health Sciences Center. To do that, we must increase the amount of sponsored research that we conduct," said M. Roy Wilson, M.D., president of the Health Sciences Center. "The high-speed data network will expand our research opportunities."

"The network will give us the opportunity to increase the amount of federal funding we need to become a top-tier university," said Jon Whitmore, president of Texas Tech University. "The network also will allow us to better compete for the best faculty and students."

The remainder of the money pledged by state leaders will be allocated to the members of the High Performance Computing Across Texas (HiPCAT) university consortium for the development and deployment of the Texas Internet Grid for Research and Education (TIGRE). Texas Tech is one of the five members of the HiPCAT consortium. The network will allow researchers at these universities to collaborate on research projects and share computer, data storage and visualization systems.

-more-

LEARN NETWORK/Page 2

The high-speed data network also provides an opportunity for economic development in the state.

“By expanding our computing power and attracting new research opportunities, we have potential to partner with private industry,” said Texas Tech Provost William Marcy, Ph.D. “Those partnerships could well produce new jobs for the West Texas area.”

“We believe the Governor and Lieutenant Governor’s announcement shows that the leadership of the State of Texas is committed to ensuring that Texas is positioned to be a national and international leader in research,” said David R. Smith, M.D., Texas Tech University System chancellor. “We are pleased to be a part of the LEARN consortium and believe the network will be a valuable resource for Texas Tech in securing additional federal and private research funding.”



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FOR IMMEDIATE RELEASE

Date: October 5, 2004

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu

**RECENT TEXAS TECH UNIVERSITY
STUDENT APPOINTED AS FULBRIGHT FELLOW**

[Editor's Note: Individual featured below is from your area.]

LUBBOCK – Troy Sternberg, who is seeking a master of science degree in the Department of Range, Wildlife and Fisheries Management at Texas Tech University, has been appointed as a 2004-2005 U.S. Fulbright Student Fellowship recipient. Sternberg is the son of Quentin Sternberg and Haidi Sternberg, both of Seattle, Wash.

As a Fulbright Student Fellowship recipient, Sternberg will travel to Mongolia to study land tenure and water issues among nomadic pastoralists. While in Mongolia and its capital, Ulaan Bataar, Sternberg plans to work with Mongolian nomads and volunteer in rural schools.

"The response to my receiving a Fulbright has been great," said Sternberg. "It's well-known and respected both in America and overseas, and there's the sense that it opens many doors. For me, the defining Fulbright moment will probably be riding through the Gobi Desert on a camel going to a research site. It will be a most rewarding experience that Texas Tech has made possible—a memorable 10-month intensive cultural and academic adventure."

This year, three Texas Tech students received Fulbright Student Fellowships and are going to Germany and Denmark, in addition to Mongolia. Since 1998, 10 Texas Tech students have been named Fulbright fellows. Previous recipients of the international exchange program have traveled to Germany, Vietnam, Peru and Canada. Last year, two students were selected for the program.

Established in 1946, the U.S. Fulbright Program aims at broadening the cultural understanding between American and foreign citizens. Annually, the Fulbright Program gives approximately 1,000 students the opportunity to conduct research or lecture in more than 140 countries. The program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs. Students, who are graduating seniors or enrolled in graduate school, have the opportunity to study abroad under the Fulbright Student program. At-large candidates who are not currently enrolled at a university also may apply.

-30-

CONTACT: Jane Bell, director, International Affairs, Texas Tech University, (806) 742-3667 or e-mail jane.bell@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

Date: October 5, 2004

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**RECENT TEXAS TECH UNIVERSITY
GRADUATE APPOINTED AS FULBRIGHT FELLOW**

[Editor's Note: Individual featured below is from your area.]

LUBBOCK – Mark Watts, who received a bachelor of science degree in electrical engineering at Texas Tech University, has been appointed as a 2004-2005 U.S. Fulbright Student Fellowship recipient. Watts is the son of Mr. and Mrs. Greg Watts of Odessa.

As a Fulbright Student Fellowship recipient, Watts is now in Copenhagen, Denmark to study electrical engineering. While in Denmark, Watts said he is traveling around the country, improving his Danish language skills and training at a local boxing gym.

"I am having a blast here in Copenhagen," said Watts. "I am getting to know not only Danes but other international students as well. I have had the opportunity to travel to many places in northern Europe so far. The research I do is based at a company rather than the university where I take courses, so I am getting a good look at the corporate world here in Denmark and how it differs from that in the United States. Overall, I am very pleased with my experience so far, and I still have almost a year to go."

At Texas Tech, Watts was a member of Tau Beta Pi, the engineering honors organization; Eta Kappa Nu, the electrical engineering honors organization; and the HON Society, Texas Tech's honors organization. He also was the athletics director for the Institute of Electrical and Electronics Engineers.

This year, three Texas Tech students received Fulbright Student Fellowships and are going to Germany and Mongolia, in addition to Denmark. Since 1998, 10 Texas Tech students have been named Fulbright fellows. Previous recipients of the international exchange program have traveled to Germany, Vietnam, Peru and Canada. Last year, two students were selected for the program.

Established in 1946, the U.S. Fulbright Program aims at broadening the cultural understanding between American and foreign citizens. Annually, the Fulbright Program gives approximately 1,000 students the opportunity to conduct research or lecture in more than 140 countries. The program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs. Students, who are graduating seniors or enrolled in graduate school, have the opportunity to study abroad under the Fulbright Student program. At-large candidates who are not currently enrolled at a university also may apply.

-30-

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Texas Tech University System
COMMUNICATIONS & MARKETING

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DATE: Oct. 5, 2004

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TIP GRANT ACTIVITIES TO BEGIN

WHAT: Texas Tech University's College of Education announces the beginning of activities for the Technology Immersion Pilot (TIP) grant partnership.

WHEN: Floydada Junior High School- 9 a.m., Wednesday, (Oct. 6).
Post Middle School- 6:30 p.m., Tuesday, (Oct. 12).

WHERE: Floydada Junior High School
910 South 5th Street
Floydada, Texas

Post Middle School
405 W 8th
Post, Texas

EVENT: Floydada I.S.D. and Post I.S.D. are celebrating the beginning of the TIP Program activities. Every student will receive a new Apple iBook computer for his or her use, 24 hours a day. Floydada Junior High and Post Middle School are two of 22 schools selected across the state of Texas to receive the grant to provide laptop computers for every student and staff member and the schools.

Expectations from the project will be that the technology availability to students and staff members will have a great positive impact on student learning and success.

For more information about the TIP grant, please visit
<http://www.educ.ttu.edu/tip/>



FOR IMMEDIATE RELEASE

October 6, 2004

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**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
EXPERT NAMED TEXAS AMERICAN HEART ASSOCIATION PRESIDENT**

LUBBOCK – Donna Bacchi, M.D., M.P.H., director of the Center for Tobacco Prevention and Control and associate professor of pediatrics at the Texas Tech University Health Sciences Center, was elected president of the American Heart Association, Texas Affiliate.

Bacchi has volunteered for the American Heart Association for more than 10 years. She has served on the American Heart Association state board since 1999.

“Education and prevention are key to stopping heart disease and stroke,” Bacchi said. “Heart disease is the leading cause of death and disability in West Texas and my hope as president is to keep our communities informed about the risk factors and ways they can educate themselves and their families to become healthier.”

She received her B.S. in nutrition from Cornell University, her medical degree from the University of Cincinnati College of Medicine and her Master of Public Health from Johns Hopkins School of Public Health. She has spent her career focusing on improving the health and development of impoverished children. This has included working in a community health center in the Rio Grande Valley, starting a mobile-based health care for homeless children in Dallas and overseeing a school-based health program in East Austin.

Bacchi has also been a leader in state and local efforts to reduce the epidemic increase in youth tobacco use. Her accomplishments include those in medicine, public and community health, academics and literacy.

Locally, she has been a leader for the Lubbock Area United Way's Success By 6 initiative and contributed to the American Heart Association's efforts to provide more access to automated external defibrillators (AED's) in public venues such as Texas Tech University, the Texas Tech University Health Sciences Center, airports, shopping malls, public sports arenas, hotels and other settings. She also is director of the Red Raider Reader program at the Health Sciences Center.

On a state level, Bacchi has served on the Texans Care for Children Campaign, the American Cancer Society Board of Directors and the Texas Reach Out and Read Steering Committee. Nationally, she also serves on the Americans for Non-Smokers Rights Board of Directors and executive committee and the National Health Advisory Committee.

“The American Heart Association has the ability to dramatically impact the challenge of heart disease and stroke with programs such as Get with the Guidelines, Search Your Heart and Go Red for Women, all of which promote cardiovascular health and raise awareness of these diseases,” Bacchi said.

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Texas Tech University System
COMMUNICATIONS & MARKETING

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EVENT ADVISORY

Date: October 7, 2004

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**RECEPTION FOR TEXAS TECH
ENGINEERING DEAN SCHEDULED FOR FRIDAY**

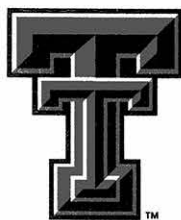
WHAT: Texas Tech University will host a reception for Pamela A. Eibeck, Ph.D., the new dean of the College of Engineering.

WHEN: 4-6 p.m., Friday, (Oct. 8).

WHERE: Texas Tech's International Cultural Center, Seventh Street and Indiana Avenue.

EVENT: Eibeck comes to Texas Tech from Northern Arizona University, where she served as chair of the Mechanical Engineering Department, interim dean of the College of Engineering and vice-provost for Undergraduate Studies. She is one of only 20 female deans of the 349 Colleges of Engineering in the United States.

CONTACT: Amy Fox, development officer, College of Engineering, Texas Tech University, (806) 742-3451, or e-mail amy.fox@coe.ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

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HIGH SCHOOL SENIORS TO VISIT TEXAS TECH UNIVERSITY

LUBBOCK -- Texas Tech University will host Fall University Day on Monday, (Oct. 11). University Day is designed for prospective students and their families to meet one-on-one with faculty, staff and students.

Registration begins at 7:30 a.m., in the United Spirit Arena, followed by a welcome event with the Court Jesters band, the Spirit Squads and presentations by guest speakers.

During the day, prospective students will have a chance to participate in academic information sessions, take campus and housing tours, and visit student services and organization fairs.

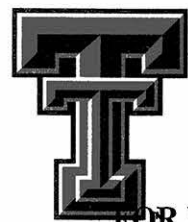
"This is a day that provides prospective students an opportunity to see what Texas Tech has to offer," said Karen Hamel, associate director, Office of Admissions.

Last year, more than 2,000 prospective freshmen and more than 140 prospective transfer students and their families attended University Day. This year, about 2,500 prospective students and their families are expected.

"University Day gives prospective students a glimpse of college life," said Mindy Holloway, Texas Tech admissions counselor. "There will be many opportunities to see what Texas Tech is all about."

-30-

CONTACT: Julian Olivas, Texas Tech Office of Admissions, (806) 742-1480 or julian.olivas@ttu.edu.



FOR IMMEDIATE RELEASE

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**RECENT TEXAS TECH UNIVERSITY
GRADUATE APPOINTED AS FULBRIGHT FELLOW**

[Editor's Note: Individual featured below is from your area.]

LUBBOCK – Jason Lenz, who received a bachelor of arts degree in history and German from Texas Tech University, has been appointed as a 2004-2005 U.S. Fulbright Student Fellowship recipient. Lenz is the son of Gary Lenz of Del Rio.

As a Fulbright Student Fellowship recipient, Lenz has traveled to Germany to teach English in schools. While in Gerbstedt, a small town in the state of Saxony-Anhalt, Lenz will spend approximately 12 hours a week teaching English courses to both students and adults. He also plans to travel to many different parts of the country.

"I'm working at the local secondary school, which in Germany means I am teaching students between the ages of 10 and 16, though the school administration prefers to have me work with the older students, who would be in the 10th grade in America," said Lenz. "I teach the occasional lesson, help students and teachers with pronunciation and sometimes serve as a human dictionary."

At Texas Tech, Lenz was the president of the German Club and the vice president of Delta Phi Alpha, the German honor society. He also was a reporter and columnist for the University Daily, a DJ and sports talk co-host at KTXT-FM and a member of the speech and debate team.

This year, three Texas Tech students received Fulbright Student Fellowships and are going to Denmark and Mongolia, in addition to Germany. Since 1998, 10 Texas Tech students have been named Fulbright fellows. Previous recipients of the international exchange program have traveled to Germany, Vietnam, Peru and Canada.

Established in 1946, the U.S. Fulbright Program aims at broadening the cultural understanding between American and foreign citizens. Annually, the Fulbright Program gives approximately 1,000 students the opportunity to conduct research or lecture in more than 140 countries. The program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs. Students, who are graduating seniors or enrolled in graduate school, have the opportunity to study abroad under the Fulbright Student program. At-large candidates who are not currently enrolled at a university also may apply.

-30-

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Texas Tech University System
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**TEXAS TECH POLITICAL SCIENCE CLASS CONDUCTS POLL
ON 19TH CONGRESSIONAL DISTRICT ELECTION**

[EDITOR'S NOTE: Dr. Banducci is available for interviews at noon, Tuesday, (Oct. 12).]

LUBBOCK – The 19th Congressional District election between Republican Randy Neugebauer and Democrat Charlie Stenholm is one of the most competitive and expensive in the nation. As a means of studying how campaigns affect voter behavior, a Texas Tech University political science class is releasing the first results of a nightly telephone poll of residents of the newly created 19th Congressional District.

The interest in this campaign is high, with 70 percent of those responding saying that they are paying a lot or some attention to the race. Slightly more than 50 percent of respondents report seeing a lot or several ads from both candidates. Data from a national poll in 2000 suggests that fewer than 33 percent of respondents can name the two congressional candidates who are running in their district, said Susan Banducci, Ph.D., faculty director of the Early Survey Research Laboratory and assistant professor of political science at Texas Tech University.

According to open-secrets.org, the 19th Congressional District race is the sixth most expensive congressional race this year in the nation in terms of money raised by both candidates at \$3.4 million and the 8th most expensive in terms of money spent at just more than \$2 million.

"I believe that we are seeing higher than average levels of awareness because of the large amounts of money both candidates are spending on this race and the fact that both candidates are incumbents," said Banducci

Stenholm is a 13-term House member who previously represented District 17 in and around Abilene. Neugebauer was elected in 2003 to fill out the term of Cong. Larry Combest who resigned his District 19 seat. The men were pitted against each other in a newly created District 19 by a redistricting plan approved by the Texas Legislature in 2003.

The Texas Tech polling began Oct. 4, and as of Oct. 10, shows 53.5 percent of those responding favoring Neugebauer in the race. Stenholm was favored by 23.3 percent of those responding. About 12 percent of those responding were undecided.

-more-

CONGRESSIONAL POLL/Page 2

The poll also asks which issues voters believe are most important in this election. The results show: the war in Iraq at 22 percent; national security/terrorism at 18 percent and the economy was mentioned by 16 percent.

Calls for the poll, which is conducted in conjunction with Earl Survey Research Laboratory in the Texas Tech Department of Political Science, will be conducted every night up until the election. A new set of survey results will be released each week.

While the primary purpose of the poll is to educate political science students about survey research methods and how campaigns influence voters, it is conducted using the same scientific methods utilized by the National Annenberg Election Study.

At this point, the percentages are based on 368 respondents. Given a sample size of 368, the margin of error is +/- 5.2% in 95 out of 100 surveys. "Our purpose with this survey is not to forecast the outcome of the election, but to understand campaign dynamics," said Banducci.

"The purpose of our poll is to track the effect of campaign events such of the debate October 12," said Banducci. "By the end of the campaign, we'll be able to see how preference and awareness of candidates changed. Much research says most people have made up their minds before campaigns start, but tracing polls such as this one can show volatility over the campaign as people's preferences are crystallized. There are a fair number, 12.3 percent, who are undecided and about 5 percent said they would not vote at all."

-30-

CONTACT: Susan Banducci, Ph.D., Texas Tech University faculty director of the Earl Survey Research Laboratory and assistant professor of political science, at (806) 742-4051 or susan.banducci@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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**TEXAS TECH POLITICAL SCIENCE CLASS RELEASES FIRST
CONGRESSIONAL RACE POLL**

- WHAT:** Poll results from 19th Congressional District election.
- WHEN:** Noon, Tuesday, (Oct. 12).
- WHERE:** Department of Political Science Library, first floor, Holden Hall.
- EVENT:** A Texas Tech University political science class has begun polling residents living in the 19th Congressional District on the election between incumbents Randy Neugebauer and Charlie Stenholm. The 19th Congressional District race is one of the most expensive in the nation.

The poll looks at voter awareness of the campaign, the issues voters believe are most important in the election and voter preferences of the candidates.

The students, working through the Earl Survey Research Laboratory in the Department of Political Science, will poll every night up until the election. A new set of survey results will be released each week. A post election poll also will be taken.

While the primary purpose of the poll is to educate political science students about survey research methods and how campaigns influence voters, it is conducted using the same scientific methods utilized by the National Annenberg Election Study.

CONTACT: Susan Baducci, Ph.D., faculty survey director of the Early Survey Research Laboratory and assistant professor of political science, at (806) 742-0167 or susan.banducci@ttu.edu.



EVENT ADVISORY

DATE: Oct. 11, 2004

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TALKS ON SOUTHEAST ASIA AT CULTURAL CENTER

WHAT: Members of Texas Tech University's Fulbright-Hays group project abroad to give three talks.

WHEN: 5-7 p.m., Wednesday, (Oct. 13).

WHERE: International Cultural Center, located on 6th Street and Indiana Avenue

EVENT: Members of the grant project traveled to Vietnam, Laos and Cambodia for the purpose of curriculum development and research in Asian studies.

5-5:20 Mark Owen Webb, assistant professor of philosophy, will speak on "Seeing Things As They Are."

5:20-5:40 John Burkduell, associate professor of political science, will speak on "Golden Triangle or Golden Straitjacket: Southeast Asia and Globalization."

5:40-6 Joe Aranha, associate professor of architecture, will speak on "Following the Mekong: A Photographic Journey Through Laos, Cambodia And Vietnam."

6-7 Artists reception (exhibits on view through Oct. 15)
"Following the Mekong" by Joe Aranha
"Vietnam Works, 1993-2004" by Peter Steinhauer



FOR IMMEDIATE RELEASE

Date: October 12, 2004

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TEXAS TECH STUDENTS EXAMINE MUSIC AND POLITICS

LUBBOCK – From colonial-era folk songs and Reconstruction spirituals to 1960s singalongs and today's angry punk rock and country hits, one thing has tied them all together: politics. And a new course at Texas Tech University is examining just how music and political sentiment interact.

Christopher Smith, Ph.D., assistant professor of music history and literature and the director of Texas Tech's Vernacular Music Center, teaches "American Music and Radical Politics," which reaches all the way back to the middle of the 15th century for the origins of the political song.

"One of the interesting insights that is emerging from our work in this seminar is the way that music has been used in many eras of American history to argue for and against certain political positions, both on the liberal and conservative sides of the political spectrum," said Smith. "All the way from the first conquistadores who landed in Florida and Mexico and the first pilgrims in Massachusetts, music has been used to convey political messages. We should remember that the pilgrims themselves were religious radicals fleeing oppression in England and the continent, on what they believed to be a sacred mission to create 'God's Holy Kingdom' in the new world. Native American people who were displaced by these colonizers themselves had a view of music as a very important sacred tool and a precious part of the natural world."

Smith said political music has included a wide variety of styles over the centuries, from patriotic marches to today's rap music.

"'Yankee Doodle' began as a satire of low-class Yankee farmers before the tune, with new words, was stolen by revolutionists," said Smith. "'Dixie' started out as a minstrel tune before it became a theme song of the Confederacy, while another minstrel tune, 'Old Dan Tucker,' was transformed by Abolitionists into 'Get off the Track!' Aaron Copland wrote songs under a pseudonym for 1930s proletariat songbooks. Songs were used to preach in favor of labor unions and by the Salvation Army to oppose them."

Smith said the popularity of music has always made it a powerful tool to use in conveying political ideas. Because music can be so memorable, it can help people remember and pass on political ideas.

"One of the analogies we've developed in our seminar is that, in many eras of American history, music has functioned with nearly the same flexibility and ubiquity as

email: in other words, in the Colonial, Federalist, Antebellum, Civil War, Reconstruction and World War eras, a political idea carried by a melody—like a text message consigned to email—could be endlessly copied, downloaded, forwarded, sung and shared,” said Smith. “And that made music a very powerful tool for passing along political ideas. The link between political groups like MoveOn.org and various musicians, for example, seems to be a modern version of the same connection.”

Smith said he hopes his course, which has proven popular with students majoring in music performance, music history, mass communications and political science, can help explain some of the ways music has been an important and effective tool in politics.

"As historians, our first and most important job is to understand what actually happened and to try to understand why it happened," Smith said. "If, as I suspect, there is an untold story here—a long tradition of American music interlinking with various forms of radical politics—then that is a story which the field of music history seems to have neglected. If we are able to better understand and describe what happened and suggest reasons why it happened, then I think we'll have done our job. And maybe, in a way, we'll have made a valuable contribution to the nation's political discourse—because we'll be helping people understand why American history, politics and music are the way they are."

-30-

CONTACT: Christopher Smith, Ph.D., assistant professor of music history and literature and the director of the Vernacular Music Center, Texas Tech University, (806) 742-2270 or christopher.smith@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

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TEXAS TECH UNIVERSITY AWARDS

MEN'S AND WOMEN'S TEAMS WIN FIRST PLACE AT RODEO

The Texas Tech University men's and women's rodeo teams both won first place at the Vernon College Rodeo, October 7-9.

Stetson Vest, freshman animal and food sciences major from Childress, led the men's team by finishing first in the all-around cowboy race by placing in both the tie-down roping and steer-wrestling events. Lacy Bohlander, a junior pre-nursing student from Phoenix, Ariz., led the women by placing first in the goat-tying event at Vernon. Bohlander won the championship at Sul Ross State University Rodeo as well.

A total of 10 rodeos will be held for the 2004-05 school year. Texas Tech University's 55th annual National Intercollegiate Rodeo Association Rodeo, November 18-20, will be the last for the fall semester. More than 430 contestants will be in Lubbock for the competition.

TEXAS TECH GROUNDS MAINTENANCE DEPARTMENT WINS CIVIC ORGANIZATION PROJECT AWARD

Texas Tech University's Ground Maintenance Department won the 2004 Civic Organization Project Award for the Arbor Day celebrations. The award is given by Texas Community Forestry and recognizes an outstanding urban forestry project by a non-profit or volunteer organization.

Arbor Day is a time for students, faculty and staff to join together and plant flowers to promote campus beautification. A committee, comprised of members from various departments from Texas Tech and Keep Lubbock Beautiful Committee, oversees the details for each year's celebration. The Grounds Maintenance Department supervises the plant material and planting areas.



Texas Tech University System
COMMUNICATIONS & MARKETING

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**RECENT TEXAS TECH UNIVERSITY
STUDENTS APPOINTED AS FULBRIGHT FELLOWS**

LUBBOCK – Three students from Texas Tech University have been appointed as 2004-2005 U.S. Fulbright Student Fellowship recipients.

The students include: Jason Lenz of Del Rio, who received a bachelor of arts degree in history and German; Mark Watts of Odessa, who received a bachelor of science degree in electrical engineering; and Troy Sternberg of Seattle, Wash., who is seeking a master of science degree in the Department of Range, Wildlife and Fisheries Management.

Lenz has traveled to Germany to teach English in schools. While in Gerbstedt, a small town in the state of Saxony-Anhalt, Lenz will spend approximately 12 hours a week teaching English courses to both students and adults. He also plans to travel to many different parts of the country.

Watts is now in Copenhagen, Denmark to study electrical engineering. While in Denmark, Watts said he is traveling around the country, improving his Danish language skills and training at a local boxing gym.

Sternberg will travel to Mongolia to study land tenure and water issues among nomadic pastoralists. While in Mongolia and its capital, Ulaan Bataar, Sternberg plans to work with Mongolian nomads and volunteer in rural schools.

Since 1998, 10 Texas Tech students have been named Fulbright fellows. Previous recipients of the international exchange program have traveled to many different countries, including Germany, Vietnam, Peru and Canada.

"The Fulbright is one of the most prestigious scholarships one can receive," said Jane Bell, director of International Affairs at Texas Tech. "Texas Tech students have been quite successful in Fulbright competitions over the past several years, and I strongly urge all interested students to set up an appointment with International Affairs if they are interested in learning more."

Established in 1946, the U.S. Fulbright Program aims at broadening the cultural understanding between American and foreign citizens. Annually, the program gives approximately 1,000 students the opportunity to conduct research or lecture in more than 140 countries. The program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs. Students, who are graduating seniors or enrolled in graduate school, have the opportunity to study abroad under the Fulbright Student program. At-large candidates who are not currently enrolled at a university also may apply.

-30-

CONTACT: Jane Bell, director, International Affairs, Texas Tech University, (806) 742-3667 or e-mail jane.bell@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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EVENT ADVISORY

Date: October 12, 2004

CONTACT: Sally Logue Post, sally.post@ttu.edu

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Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

<http://www.texastech.edu/newhome>

TEXAS TECH LITERARY REVIEW SETS READING

WHAT: Reading by Kim Barnes.

WHEN: 7:30 p.m., Thursday, (Oct. 14).

WHERE: English Building, Lecture Hall 001 on the Texas Tech campus.

EVENT: Texas Tech University's Iron Horse Literary Review will host a reading by Kim Barnes. Barnes is the author of two memoirs, "Hungry for the World," and the Pulitzer Prize finalist, "In the Wilderness," which is an account of a young woman's coming to terms with her family, her homeland, her spirituality and her self.

The Iron Horse Literary Review is published quarterly by the Texas Tech Department of English.

CONTACT: Jill Patterson, editor of the Iron Horse Literary Review, (806) 742-2500, ext. 234.

Office of Communications & Marketing
3601 Fourth Street, Stop 6235
Lubbock, TX 79430
Phone: 806-743-2143
Fax: 806-743-2118

EVENT ADVISORY

October 12, 2004

**CARILLON SENIOR VILLAGE TO SPONSOR AMERICAN HEART
ASSOCIATION WALK DINNER BENEFIT**

WHAT: Carillon Senior Village will host a dinner to benefit the American Heart Association's Walk.

WHEN: 5 p.m. to 6 p.m., Wednesday (Oct. 13)

WHERE: Carillon Senior Village, 1717 Norfolk Ave.
Skylight Inn Dining Room at Pointe Plaza

EVENT: The American Heart Association Walk is scheduled for Sat. (Oct. 16). The benefit will feature menus of healthy foods from the American Heart Association. Tips for healthy eating will be shared, as well as educational information about the risks for heart disease and strokes.

Cost for the dinner is \$10 per plate. Additional donations will be accepted. Participants are encouraged to wear red to support the American Heart Association.

CONTACT: Cayce Kaufman, corporate market director of the American Heart Association, at (806) 762-6599 or Christopher Gay, benefit dinner chair at (806) 382-6166.



FOR IMMEDIATE RELEASE

Date: October 14, 2004

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu

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TEXAS TECH LAW PROFESSORS NAMED "SUPER LAWYERS"

LUBBOCK – Two professors in the Texas Tech University School of Law have been named "Super Lawyers" in a survey by *Texas Monthly* magazine.

Adjunct Professor of Law Don Hunt, J.D., and Robert H. Bean Professor of Law Marilyn Phelan, J.D., were chosen, based on a survey by *SuperLawyers.com*, in which more than 20,000 Texas attorneys cast ballots.

This is the second year in a row that Hunt and Phelan have been named Super Lawyers.

"I was very flattered to have been nominated by my fellow lawyers," Hunt said. "It always makes you feel good to have been recognized by a selection like this."

"This is good news for us and for the university itself," said Phelan. "The School of Law's reputation is already excellent, and an honor like this shows that other attorneys are paying attention."

Hunt is the coach for the Texas Tech School of Law moot court team, which recently claimed the national championship at the prestigious John Marshall competition in Chicago.

Phelan also is a certified public accountant and the director of the law school's tax clinic. She recently was a keynote speaker at the 21st General Assembly of the International Council of Museums in Seoul, Korea. She was appointed by Gov. Rick Perry as a Texas Commissioner to the National Conference on Uniform State Laws and is the author or co-author of 12 law books, one of which is available online on *Westlaw.com*.

"We're very proud of both of our Super Lawyers," said Texas Tech School of Law Dean Walter Huffman, J.D. "The many Texas Tech law students who have benefited from their instruction and expertise would heartily agree that if anyone qualifies as a true Super Lawyer, it is these two."

-30-

SOURCE: Walter B. Huffman, J.D., dean, School of Law, Texas Tech University,
(806) 742-3793, walter.huffman@ttu.edu.



FOR IMMEDIATE RELEASE

Date: October 14, 2004

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TEXAS TECH PROFESSOR NAMED DISTINGUISHED ALUMNUS

LUBBOCK – A professor in the Texas Tech University School of Law has received the 2004 Distinguished Alumnus Award from Angelo State University.

Brian Shannon, J.D., Charles "Tex" Thornton Professor of Law and the associate dean for academic affairs at the School of Law, was selected for the honor by the Angelo State University Alumni Association. The award presentation will be a part of ASU's homecoming activities October 23-24, in San Angelo.

The criteria for this award includes distinguished professional and civic lifework.

Shannon received his bachelor of science degree from Angelo State University in 1979, when he also received the Presidential Award as the outstanding graduate. He then attended the University of Texas School of Law, graduating first in his class in 1982.

Prior to joining the Texas Tech law faculty in 1988, Shannon practiced at the Office of the General Counsel to the Secretary of the Air Force at the Pentagon, and at the Hughes & Luce law firm in Austin. Shannon also served as associate dean for programs and associate dean for student affairs at the School of Law before assuming his current position in 2001.

According to the nomination, Shannon has distinguished himself with his commitment to furthering opportunities for people with disabilities through research, public service and advocacy. He serves on the Governor's Committee on People with Disabilities, is the board chair for the Lubbock Regional Mental Health & Mental Retardation (MHMR) Center, is the vice chair of the State Bar of Texas Disability Issues Committee and is a member of the Texas Tech Athletics Council.

-30-

CONTACT: Brian D. Shannon, J.D., associate dean for academic affairs and Charles "Tex" Thornton Professor of Law, School of Law, Texas Tech University, (806) 742-3990, extension 259 or brian.shannon@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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EVENT ADVISORY

Date: October 14, 2004

CONTACT: Scott Slemmons, scott.slemmons@ttu.edu

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**TEXAS TECH WOMEN'S STUDIES COMMUNITY
CONNECTION TO HONOR REGENT WINDY SITTON**

WHAT: The Women's Studies Community Connection at Texas Tech University will honor university Regent and former Lubbock Mayor Windy Sitton for her outstanding service to the university and community during its fall mixer.

WHEN: 5-7 p.m., Thursday, (Oct. 21).

WHERE: Cafeteria of American State Bank, 1401 Avenue Q. Please enter from the east parking lot.

EVENT: Marsha Sharp, head coach of the Lady Raiders basketball team, will introduce Sitton during the event. Also during the mixer, the new director of the Women's Studies program, Charlotte Chorn Dunham, Ph.D., will be introduced, and a special quilt with 62 handwritten signature blocks will be presented to Gwen Sorell, Ph.D., former director of the Women's Studies program.

The Women's Studies Community Connection is an organization of women from Texas Tech and the local community who work to provide community-wide visibility and support for the Women's Studies program at Texas Tech.

CONTACT: Dee Thomas, assistant managing director, Office of Equal Employment Opportunity, Texas Tech University, (806) 742-3627 or dee.thomas@ttu.edu.

Office of Communications & Marketing
3601 Fourth Street, Stop 6235
Lubbock, TX 79430
Phone: 806-743-2143
Fax: 806-743-2118

EVENT ADVISORY

October 15, 2004

CONTACT: Suzanna Cisneros Martinez, suzanna.martinez@ttuhsc.edu

WALKING WITH A MISSION

WHAT: American Heart Association Walk

WHEN: Saturday (Oct. 16)
9 a.m. Welcome and registration
9:30 a.m. Bike ride
10 a.m. Walk

WHERE: Texas Tech University Frazier Pavilion, Sixth St. and Boston Ave.
(next to Jones SBC Stadium)

EVENT: Heart disease is the country's No. 1 cause of death. More than 1,000 area residents will walk or ride for the American Heart Association. This year's theme is "Change Tomorrow. Today" Co-chairs of the event are Texas Tech University Health Sciences Center President M. Roy Wilson, M.D., M.S. and Suzanne Arkle Wilson. Honorary chair is Lady Raider Coach Marsha Sharp.

This event's goal is \$110,000. This year the event includes the addition of 17-mile bicycle ride.

CONTACT: Suzanna Cisneros Martinez, associate director, Office of Communications and Marketing, (806) 743-2143.

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FOR IMMEDIATE RELEASE

Date: October 15, 2004

CONTACT: Sally Logue Post, sally.post@ttu.edu

NASHVILLE NATIVE RECEIVES TEXAS TECH AWARD

LUBBOCK – Vickie Gustafson, a native of Nashville, Ark., has been named one of four winners of the annual Top Techsan Award.

The award, given by the Texas Tech University Alumni Association, honors members of the university staff for their outstanding contributions to the university and their community.

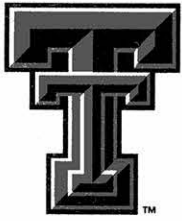
Gustafson, daughter of the late Hoy and Virginia Darling of Nashville, is Assistant Vice President in the Information Technology Division of Texas Tech.

One nominator wrote of Gustafson, "During a challenging era in higher education, faced with constrained resources and escalating demand, Vickie Gustafson has been an assertive and diligent advocate for faculty, staff and students."

Gustafson is married to Bill Gustafson, Ph.D., a professor in the College of Human Sciences at Texas Tech and is the mother of two sons, Heath and Chance.

-30-

CONTACT: Vickie Gustafson, assistant vice president, Texas Tech University Information Technology Division, at (806) 742-5757 or vickie.gustafson@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

Date: October 18, 2004

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RED RAIDER SPIRIT EVENTS PLANNED

LUBBOCK – The Texas Tech University Student Government Association is asking football fans to turn Jones SBC Stadium red for the Red Raider – University of Texas football game Saturday, (Oct. 23).

“We’re asking everyone going to the game to wear red to show our Red Raider spirit,” said Mitchell Moses, president of the Student Government Association. “The sign above the student gate reads ‘Sportsmanship Leads to Championships’. We’re asking all of our fans to show good sportsmanship. UT is always a huge game for us and we want to show the Longhorns and a national television audience that no school has more spirit or better fans than Texas Tech.”

“Our students are absolutely the best,” said Red Raider Football Coach Mike Leach. “We appreciate the noise and the energy that we get from our student sections. We want to see the stadium covered in red for the game on Saturday.”

Students and fans also are asked to join in a spirit parade and then help the Midnight Raiders as they wrap the Will Rogers statue in red crepe paper Thursday night, (Oct. 21). Starting at 6:15 p.m. the Goin’ Band from Raiderland and the spirit squads will gather in the band lot and begin a parade through campus passing most residence halls. Students are urged to join the parade which will end up at about 7 p.m. at the Will Rogers statue for a pep rally. The first 1,000 students to show a valid ID will receive a T-shirt.

On Saturday, RaiderGate opens at 1:30 p.m. and will conclude at 4:30 p.m. to allow students to get to Jones SBC Stadium early. The student gate opens at 4 p.m. for the game. A valid student ID is needed to enter the stadium.

“We expect all of the student seating to be taken early for the Texas game,” said Gerald Myers, Texas Tech athletic director. “Seating is limited and we’re asking students to come early and to pack the stands so we can get as many students as possible into the seats.”

The Student Union Building ballroom and the TV rooms in the basement will be open as an alternative site to watch the game on television for those who cannot gain admission to the stadium. Food service areas will be open for the purchase of drinks and food.



Texas Tech University System
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**LUBBOCK CHAPTER OF BLACK ALUMNI HONOR
STUDENT SCHOLARSHIP WINNERS**

[**Editor's Note:** A student from your area is included in this release]

LUBBOCK – The Texas Tech Alumni Association's Lubbock Chapter of Black Alumni recently awarded scholarships to two current students, Scott Jackson and Kimberly Hartsfield.

Hartsfield is a sophomore business administration major from Pearland, Tex. Jackson is a sophomore electrical engineering major from Lubbock.

A scholarship recognition reception will be held at 6 p.m., Tuesday, (Oct. 19), at the Red Raider Lounge in the Student Union at Texas Tech University. In addition, the reception also serves as an official welcome to African-American students to Texas Tech and the City of Lubbock. Scholarship applications will be available for interested students.

The chapter's primary focus is toward building a scholarship endowment to support student recruitment and retention for African-American students attending Texas Tech University and increasing membership to support the Alumni Association's goals of inclusion. While building the endowment, scholarships are awarded annually to students who meet criteria. Generous donors, including Bank of America, will be recognized during the reception.

-30-

CONTACT: Marsha Jackson, president, Lubbock Chapter of Black Alumni in care of Cathy H. Allen, vice chancellor, Texas Tech University System Administration, at (806) 742-8671 or cathy.allen@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

Date: October 19, 2004

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POLL SHOWS CONGRESSIONAL RACE BECOMING CLOSER

LUBBOCK – Continuing polling by a Texas Tech University political science class shows the 19th Congressional race is tightening up.

Democrat Charlie Stenholm is a 13-term House member who previously represented District 17 in and around Abilene. Republican Randy Neugebauer was elected in 2003 to fill out the term of Cong. Larry Combest who resigned his District 19 seat. The men are facing against each other in a newly created District 19 by a redistricting plan approved by the Texas Legislature in 2003.

Polling regarding this race began Oct. 4, and has continued nightly. Results from data collected between Oct. 11 and Oct. 17 show an increase in support for Stenholm from 23.3 percent in the previous week to 31.7 percent. Support for Neugebauer has fallen from 53.5 percent to 44.1. The number of undecided voters has increased slightly from 12.3 percent to 13.4 percent. Of those who say they would vote for another candidate, the numbers are up to 10.2 percent from 9.7 percent the previous week, said Susan Banducci, Ph.D., faculty director of the Earl Survey Research Laboratory and assistant professor of political science at Texas Tech University.

Among those who are registered and intending to vote, support for Stenholm is at 34.1 percent and Neugebauer at 46.5. While the congressional race appears to be tightening, support for President Bush remains unchanged at 70 percent while support for Democrat John Kerry increased by 3 percent to 21.5.

Interest in the congressional campaign remains high with 43 percent reporting that they are paying a lot of attention to the congressional campaign. About 30 percent reported seeing either of the two debates held last week, said Banducci.

The sample size for these estimates is 372. The margin of error is plus or minus 5.1 percent. Respondents are randomly selected from the new 19th Congressional District using random digit dialing procedures. Polling is conducted nightly at the Earl Survey Research Laboratory in the Department of Political Science.

-more-

CONGRESSIONAL POLL/PAGE 2

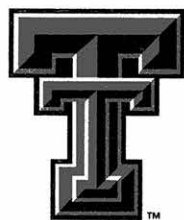
Reflecting the competitiveness of the race, over the two-week period, 35 percent recalled seeing a significant number of Neugebauer advertisements while 30 percent recalled seeing a significant number of Stenholm advertisements. In the second week of polling, respondents were more likely to recall seeing either a Neugebauer or Stenholm advertisement than during the first week of polling.

The total sample size over the two-week period is 740 with a margin of error of plus or minus 3.6 percent.

Over the two-week period of interviewing, younger respondents tended to favor Neugebauer while older voters are more likely to favor Stenholm. Of those who are younger than 35 years of age, 46 percent intend to vote for Neugebauer compared to 20 percent for Stenholm. In contrast, Neugebauer is trailing Stenholm among those who are 65 or older, 41 percent to 45 percent.

Neugebauer appears to have slightly more support among men, 49 percent, than women at 45 percent, whereas Stenholm polls equally from men and women.

Neugebauer enjoys a sizeable lead in Lubbock County, with 57 to 23 percent. In Abilene and the rest of Taylor County, Stenholm leads with 47 to 36 percent.



EVENT ADVISORY

Date: October 19, 2004

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**VISITING FULBRIGHT SPECIALIST SPEAKS ON STATUS
OF ISLAMIC WOMEN AND FAMILIES**

WHAT: Visiting Fulbright Specialist will speak on the status of Islamic women and families to the League of Women Voters monthly meeting. Razia Akter Banu, Ph.D., will be available for interviews after the talk.

WHEN: Noon, Thursday, (Oct. 21).

WHERE: Mahon Library, 1306 19th St.

EVENT: Razia Akter Banu, Ph.D., will speak to the monthly meeting of the Lubbock League of Women Voters. Banu is one of 33 Fulbright Visiting Specialists from Muslim countries studying at colleges and universities in the United States at this time. She has been working in the Department of Political Science at Texas Tech University since September.

The Fulbright Visiting Specialists program is aimed at expanding current understanding and knowledge and to dispel false perceptions about Islamic societies and cultures.

Banu is a professor of political science at the University of Dhaka in Bangladesh. She has spoken to Texas Tech classes and other groups about a variety of social, legal and political issues in Muslim countries and the Islamic religion.

CONTACT: John Barkdull, Ph.D., associate professor of political sciences, Texas Tech University at (806) 742-2993 or john.barkdull@ttu.edu.



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EVENT ADVISORY

Date: October 19, 2004

CONTACT: Sally Logue Post, sally.post@ttu.edu

SBC SCHOLARS HONORED AT TEXAS TECH

WHAT: Presentation of SBC Scholars.

WHEN: 4 p.m., Wednesday, (Oct. 20).

WHERE: Hall of Nations, International Cultural Center, Texas Tech campus.

EVENT: This is the third year SBC scholarships have been awarded to Texas Tech University students.

SBC has contributed more than \$34 million to Texas Tech University during the past decade. The SBC Scholars endowment this year provided \$2,500 scholarships for 45 first-generation and economically disadvantaged students.

CONTACT: Jeff McLain, associate vice chancellor for Institutional Advancement, Texas Tech University System, (806) 742-1778.

-30-



Texas Tech University System
COMMUNICATIONS & MARKETING

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EVENT ADVISORY

Date: October 20, 2004

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TEXAS TECH REGENT MAKES MAJOR DONATION TO UNIVERSITY

WHAT: Establishment of a new professorship in the Department of Mathematics and Statistics.

WHEN: 3 p.m., Friday, (Oct. 22).

WHERE: Visitor's Center lobby, West Hall near the Broadway entrance of the campus.

EVENT: Texas Tech Regent E.R. "Dick" Brooks, and his wife Martha, have established a \$500,000 professorship in the Department of Mathematics and Statistics. The endowment will allow the department to recruit a nationally known faculty member to Texas Tech University. This is the first professorship endowment created in the department.

The professorship is one of several established under the Regents Faculty Endowment Program. Gifts of \$250,000 are matched with existing university funds to create named professorships. The program is part of the university's goal of recruiting and retaining quality faculty.

CONTACT: Sally Logue Post, director of communications and broadcast media, Texas Tech Office of Communications and Marketing, at (806) 742-2136, or sally.post@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

Date: October 21, 2004

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IROQUOIS CHIEF TO SPEAK AT TEXAS TECH LECTURE SERIES

LUBBOCK – Texas Tech University will host a chief of the Iroquois Nation in its Formby Lectures on Social Justice.

Chief Oren Lyons, traditional Faithkeeper of the Turtle Clan of the Onondaga Nation Council of Chiefs of the Six Nations of the Iroquois Confederacy of New York, will speak at the Helen Jones Auditorium at the Texas Tech Museum, 4th Street and Indiana Avenue, at 7:30 p.m. on Tuesday, (Oct. 26).

Lyons also is a professor of American Studies at the State University of New York in Buffalo, N.Y., where he directs the Native American Studies Program.

Lyons is the inaugural speaker for the Formby Lectures in Social Justice, sponsored by the Southwest Collection/Special Collections Library. This lecture, the first of a series in which internationally known speakers will address issues of political, economic, environmental, and racial justice, is free and open to the public.

Lyons was born in 1930 and raised in the traditional lifeways of the Iroquois on the Seneca and Onondaga reservations in northern New York state. After serving in the Army, he graduated in 1958 from the Syracuse University College of Fine Arts. He pursued a career in commercial art in New York City, becoming the art and planning director of Norcross Greeting Cards with 200 artists under his supervision. He also has exhibited his own paintings widely.

He returned to Onondaga in 1970 and became a leading advocate for American Indian causes. He is recognized internationally as a spokesperson on behalf of Native peoples. He lectures on a wide variety of topics, including American Indian traditions, Indian law and history, human rights, the environment and interfaith dialogue.

He has taken part in meetings in Geneva of Indigenous Peoples of the Human Rights Commission of the United Nations and helped to establish the Working Group on Indigenous Populations in 1982. He serves on the Executive Committee of the Global Forum of Spiritual and Parliamentary Leaders on Human Survival, and is a principal figure in the Traditional Circle of Indian Elders, an annual council of traditional grassroots leadership of the major Indian nations of North America.

Lyons has written several books, including *Exiled in the Land of the Free: Democracy, Indian Nations, and the U.S. Constitution*, *Voice of Indigenous Peoples* and *Native People Address the United Nations*.



Texas Tech University System
COMMUNICATIONS & MARKETING

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COLLEGE OF MASS COMMUNICATIONS TO HONOR ALUMNI

LUBBOCK – The Texas Tech University College of Mass Communications will honor 10 alumni at the 2004 Outstanding Alumni Breakfast at 8 a.m., Saturday, (Oct. 23), in the Merket Alumni Center.

Established in 1981, the Mass Communications Outstanding Alumni Awards honor alumni who have contributed greatly to the field of mass communications.

The 10 alumni honored this year are Cindy Fluitt, Beth Harris, Greg Heitzman, Arthur Mayhew, Karin McCay, Carol McKelvy McWhorter, Mack Owen, Beth Pratt, John J. Rafferty Jr. and Renee Underwood.

Cindy Fluitt earned a bachelor's degree from Texas Tech in 1976. She is executive producer for Goody, Berlin & Silverstein.

Beth Harris earned a degree from Texas Tech in 1986 and now is director of marketing for the Academy Awards.

Greg Heitzman, a 1981 Texas Tech graduate, is the national sales manager for ABC Radio in Dallas.

Arthur Mayhew graduated with a bachelor's degree in journalism from Tech in 1960. He retired in 2003 after 25 years with Calkins Media.

Karin McCay, a 1977 Tech alumna, has been the co-anchor of the KCBD NewsChannel 11 with Abner Euresi at 6 and 10 p.m. since 1980.

Carol McKelvy McWhorter earned a bachelor's degree in advertising in 1975 and currently serves as the director of sales for the Lubbock Avalanche Journal.

Mack Owen, a 1981 alumnus, founded The Owen Group Advertising Agency in Lubbock in 1988.

Beth Pratt earned her bachelor's degree in journalism in 1982 has been a reporter and religion editor for the Lubbock Avalanche Journal for more than 20 years.

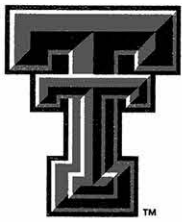
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MASS COMMUNICATIONS ALUMNI/PAGE 2

John J. Rafferty Jr. earned a degree from Texas Tech in 1987 and is now general sales manager of WJXT-TV in Jacksonville, Fla.

Renee Underwood graduated from Texas Tech in 1978 and now serves as director of advertising for United Supermarkets.

The cost to attend the breakfast is \$18 per person or \$120 per table, and the event is open to the public. Contact Annie Ruland for reservations at (806) 742-3385 or by e-mail at annie.ruland@ttu.edu by Oct. 21.



FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2004

CONTACT: Tiffany Tubbs-Berry, tiffany.tubbs@ttu.edu

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**COTTON ECONOMICS EXPERTS MEASURE EFFECTS OF CHINESE CURRENCY
APPRECIATION IN WORLD FIBER MARKETS**

LUBBOCK—Texas Tech University agricultural economists today, (Oct. 20), announced results of an analysis of the effects of a projected Chinese currency appreciation on world fiber markets.

Samarendu Mohanty, Ph.D., associate professor of agricultural and applied economics and study coordinator at Texas Tech, said that an appreciation in the Chinese currency by 30 percent would result in a 5 percent rise in international cotton prices. The study also projects the effects of currency rate increases at appreciation levels of 10 and 20 percent.

Mohanty and colleagues in Texas Tech's Cotton Economics Research Institute found that Chinese currency appreciation will likely increase fiber imports into Chinese markets, and lower Chinese domestic cotton production, fiber prices and textile exports. The researchers project a rise in cotton prices on the international level due to higher cotton imports by China, signaling a rise in world trade of which Brazil, Australia and the United States will be the major beneficiaries in terms of higher exports.

China has fixed its currency rate to the dollar since 1993, with the effect of keeping its fiber exports cheaper and more competitive on the world market. However, after pressure from the United States and other developed countries, China recently reported their intention to move to a market-based flexible exchange rate system, which will likely cause the currency to appreciate by 10 to 40 percent, according to currency experts.

"We believe that the significant economic policy implication revealed in our study is that a change in Chinese currency policies will have a significantly larger impact on international cotton prices than would any changes in the United States' domestic cotton programs," said Mohanty. He clarified that in a study earlier this year, his institute determined that a complete elimination of U.S. cotton programs would result in international cotton price increases of between .5 and 2 percent over the next ten years.

In 2003, Brazil and several West and Central African nations brought charges before the World Trade Organization (WTO) that the United States' supports to cotton farmers resulted in depressed cotton prices on the international market, said Mohanty. The WTO partially agreed with the arguments, but the United States is appealing the WTO's ruling.

For full results of the study, a policy briefing paper summarizing results, as well as the earlier study of the U.S. cotton program effects on world cotton prices, visit www.ceri.ttu.edu/Policy. To set up an interview with Mohanty, call (806) 742-2821.



FOR IMMEDIATE RELEASE

Date: October 22, 2004

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**TEXAS TECH REGENT CREATES PROFESSORSHIP FOR
DEPARTMENT OF MATHEMATICS AND STATISTICS**

LUBBOCK – Texas Tech University officials today, (Oct. 22), announced the creation of the \$500,000 E.R. “Dick” and Martha Brooks Endowed Professorship in the Department of Mathematics and Statistics, the first of its kind for the department.

Brooks is a member of the Texas Tech University System Board of Regents and an alumnus of the university. “Martha and I are dedicated supporters of Texas Tech and this gift provides an opportunity for us to give something back to the university that opened many doors for us,” said Brooks. “The Department of Mathematics and Statistics supports a wide range of disciplines, from engineering to science to business, all fields that have been important in my career.”

“The endowment will enable us to attract a nationally recognized scholar who will not only contribute to our research programs, but also enhance the educational experience of our students,” said Lawrence Schovanec, Ph.D., chairperson of the Department of Mathematics and Statistics. “We cannot thank the Mr. and Mrs. Brooks enough for their faith in our work and the opportunity they are providing.”

“I am thrilled with the new professorship. The Department of Mathematics and Statistics already has done a spectacular job of attracting very good young faculty members,” said Jane Winer, Ph.D., dean of the College of Arts and Sciences.

The \$250,000 contribution from the Brooks’ will be matched by funds through the Regents Faculty Endowment Program to create the professorship. The program is part of Texas Tech’s Path to Preeminence effort to enhance recruitment and retention of distinguished faculty.

Brooks is the retired chairman, president and chief executive officer of Central and South West Corporation, a public utility holding company located in Dallas. He received a bachelor of science degree in electrical engineering from Texas Tech in 1961. A native of Slaton, Brooks has been honored as a Distinguished Engineer and a Distinguished Alumnus by Texas Tech.

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**Contact: Todd Rasberry, development officer, Texas Tech University College
of Arts and Sciences at (806) 742-3833.**



FOR IMMEDIATE RELEASE

October 22, 2004

CONTACT: Suzanna Cisneros Martinez, suzanna.martinez@ttuhsc.edu

MAKE YOUR CHILD'S HALLOWEEN HEALTHY AND SAFE

The Centers for Disease Control and Prevention states that four times as many children age 5 to 14 are killed while walking on Halloween night compared to other evenings of the year. Pediatricians at the Texas Tech University Health Sciences Center warn of numerous hazards that can ruin your children's Halloween. Take precautions as suggested by the American Academy of Pediatrics to make Halloween healthy and safe.

- Small children younger than age 10 should not be carving pumpkins. Doctors suggest they paint on the pumpkin instead. Children older than 10 should be supervised by an adult during such activities.
- Votive candles are the safest for pumpkins. Make sure the lighted pumpkins are placed on a sturdy table or on the floor away from curtains or objects that can catch on fire. Never leave them unattended.
- Masks are not recommended because they can obstruct a child's vision. If your child is wearing makeup, make sure it comes from non-toxic and hypoallergenic kits. Some children can have severe reactions to other makeup.
- Costumes should be flame-retardant and fit properly. Avoid oversized shoes, high heels or long baggy costumes that could cause a child to fall.
- Remember to have reflective tape on your children's costumes so that they can be seen more easily, and carry a flashlight.
- Pediatricians suggest feeding your children a full meal before they begin trick-or-treating so they are less tempted to begin eating their candy. All candy should be inspected by an adult before children begin eating it.
- It is important for parents to stay with their children in a familiar neighborhood and only visit homes and buildings that are well-lighted when trick-or-treating.

If you would like to interview a Texas Tech University Health Sciences Center pediatrician, contact Suzanna Cisneros Martinez, Office of Communications and Marketing, at (806) 743-2143.

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EVENT ADVISORY

Date: October 25, 2004

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GROUNDBREAKING FOR LAW SCHOOL ADDITION SET

WHAT: Groundbreaking for an addition to the Texas Tech School of Law.

WHEN: 11 a.m., Tuesday, (Oct. 26).

WHERE: West side of the School of Law, 19th Street and Indiana Avenue. In case of inclement weather, the event will move inside the School of Law to the Forum area on the first floor.

EVENT: Construction of the School of Law addition is made possible by a \$6 million dollar gift from Mark and Becky Lanier of Houston, the largest single gift ever received by the School of Law. The addition will be named the Mark and Becky Lanier Professional Development Center. The couple will be present at the groundbreaking and available for interviews.

The gift, coupled with matching resources from the university, will be used to construct a high-tech courtroom and multi-use facility that will enhance the quality of legal education at the Texas Tech School of Law.

Mark Lanier is a 1984 graduate of the Texas Tech School of Law and is founder and senior partner of Lanier Law Firm with offices in Houston and New York. Becky Lanier received her bachelor's degree in 1984 and a master's degree in 1986, both from Texas Tech.

CONTACT: Walter Huffman, dean, Texas Tech University School of Law, (806) 742-3793.



Texas Tech University System
COMMUNICATIONS & MARKETING

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EVENT ADVISORY

DATE: Oct. 25, 2004

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DONOR CREATES ENDOWED CHAIRS FOR TWO COLLEGES

WHAT: News Conference announcing two new Texas Tech University endowed chairs.

WHEN: 1:30 p.m., Thursday (Oct. 28).

WHERE: Lubbock Country Club, located at 3400 Mesa Road.

EVENT: James W. Bagley, chairman and chief operating officer of Lam Research Corp, established two endowed chairs at Texas Tech University in the Rawls College of Business and the College of Engineering, totaling \$1 million.

The Fremont, Calif. Company is a global supplier of silicon wafer processing systems used in semiconductor manufacture. Bagley received his bachelor's and master's degrees from Mississippi State University, both in electrical engineering.

The gift is one of several forthcoming announcements benefiting the recently established Regents Faculty Endowment Program. Designed to provide unprecedented support to faculty and researchers at Texas Tech, the program offers matching funds to donors to create regents professorships and chairs, at \$500,000 and \$1 million, respectively. Once complete, the program will have created a \$20 million investment in recruiting and retaining top quality faculty at Texas Tech.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FORMER NFL PLAYER SPEAKS ON RECOVERY FROM ADDICTION

WHAT: Willie Tullis, former NFL player and Kodak All American cornerback, will speak about his recovery and addiction.

WHEN: 7 p.m., Tuesday (Oct. 26).

WHERE: Allen Theater, located in the Student Union Building on campus.

EVENT: October is National Drug Awareness Month. The Center for the Study of Addiction and Recovery is hosting guest lecturer Willie Tullis in conjunction with the Association of Students About Service.

Tullis is currently a drug and alcohol counselor at Texas House, a residential treatment center in Houston.

The event is free and open to the public.

CONTACT: Kelly West, external relations for the Center for the Study of Addiction and Recovery, Texas Tech University, (806) 742-2891 or Kelly.west@ttu.edu



FOR IMMEDIATE RELEASE

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TEXAS TECH SCHOOL OF LAW BREAKS GROUND ON NEW ADDITION

LUBBOCK – The ceremonial first shovels of dirt were turned today, (Oct. 26), on the Mark and Becky Lanier Professional Development Center at the Texas Tech University School of Law. The new center is made possible through a \$6 million gift from Mark and Becky Lanier of Houston, the largest ever received by the law school.

Mark Lanier, a 1984 graduate of the Texas Tech School of Law, is founder and senior partner of Lanier Law Firm, a national litigation firm with offices in Houston and New York. He has been selected as a "Texas Super Lawyer" by his peers and identified by professional legal publications as one of the top "go-to" plaintiff's lawyers in America. Becky Lanier received her bachelor's degree in 1984 and her master's degree in 1986, both from Texas Tech.

"Mark's successes and record-setting verdicts have established him as one of the premiere litigators in America," said Walter Huffman, dean of the Texas Tech School of Law. "This gift will propel the Texas Tech School of Law to even greater heights nationally. We cannot thank Mark and Becky enough for their support and confidence in our school."

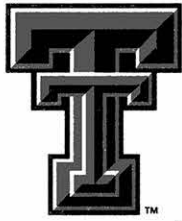
The center piece of the new facility will be a "Courtroom of the Future." It will include the latest in courtroom technology and allow the School of Law to improve its already impressive advocacy training programs.

The Laniers have requested that the courtroom be named for Don Hunt, long-time professor and moot court team coach in the School of Law. The Texas Tech School of Law advocacy teams have won ten National Championships including the 2003 John Marshall national moot court competition. The planned courtroom will be patterned after other high-technology courtrooms such as the Sandra Day O'Connor Federal Courtroom in Phoenix, Arizona, and is envisioned to be the most advanced advocacy training facility in the nation. It also will large enough and of the quality necessary to host courts, such as the Texas Supreme Court and the U.S. Court of Appeals for the Fifth Circuit.

The multi-purpose facility also will include seminar rooms, faculty offices and a 300-seat auditorium to be named for Lanier's parents, Carolyn and Bill Lanier.

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CONTACT: Walter Huffman, dean, Texas Tech University School of Law, (806) 742-3793.



FOR IMMEDIATE RELEASE

Date: October 26, 2004

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**TEXAS TECH PROVIDES INTERNATIONAL EDGE
TO BRAZILIAN HIGH SCHOOL STUDENTS**

LUBBOCK – Young Brazilian college students at universities around the globe are armed with Texas high school diplomas. With this document in one hand, and their Brazilian diploma in the other, these young academics are well-equipped for whatever career path they pursue. Through a special project of Texas Tech University, two groups of Brazilian students from Centro Educacional Leonardo Da Vinci, a private high school, have earned this international edge over some of their classmates. The third class will graduate on Nov. 6.

According to Gib Weaver, superintendent of Texas Tech University Independent School District (TTUISD), Texas Tech's distance-learning high school started working with the Brazilian school about four years ago to develop the concurrent degree program. "The Brazilian school wanted to establish a magnet program within their curriculum, to offer an American high school diploma to their students who were interested," Weaver said. "They chose TTUISD's high school curriculum over several other extremely qualified diploma programs."

Centro Educacional Leonardo Da Vinci is separated into four main disciplines: two pre-med, one pre-law and general education. "The students are all very academically oriented college-bound individuals," Weaver said. "They're the cream of the crop in Brazil, just outstanding students."

Many students comment that their initial interest in the American diploma program was to improve their English. For this year's valedictorian, 17-year old Paula Campos Perim, pursuing an English-language curriculum was essential. "English is my passion," Perim said. "When I heard about the program, I realized it was perfect for me because I wanted to be more in touch with the English language. To achieve this, there was nothing better than being able to take the American curriculum without even leaving Brazil."

Most students, like Gilmar de Oliveira Dornelas Jr., the 2003 valedictorian, believe taking an English curriculum will help their future career plans.

"I was motivated to take the American high school curriculum because of the challenge not only to learn English, but to learn 'in English,' and of subjects about the English language as well," said Dornelas. "Moreover, an American high school diploma

would provide me with an increased opportunity to engage in future post-graduate programs given in American universities.”

The dual diplomas are priceless when one counts the opportunities such an accomplishment can offer. Julia Fiorin de Vasconcellos can vouch for that.

The valedictorian of the class of 2002, Julia is now studying law at Espirito Santo’s Federal University in Brazil. “The biggest characteristic of this program, and the one that makes it different from any other preexisting, is the fact that I did not have English classes. I had classes in English. This may seem to be a technical detail, but the fact that I learned subjects in English forced me to think in English, and not think in Portuguese and then translate to English. With that, I gained automatism and independence; in other words, fluency,” de Vasconcellos said.

The latest group of 23 students finished the diploma program in three years, concurrently with their regular class work. TTUISD honored as many of the Brazilian courses as were acceptable for credit and offered the remaining requisite courses for receiving the TTUHS diploma. Students also were required to pass the Texas Assessment of Academic Skills (TAAS) test before earning their diplomas. Three American teachers were hired by the school to teach the students.

A fourth group of Brazilian students approaching graduation already are working toward their American diplomas through TTUISD. Another group is just beginning the curriculum. Weaver said the program could certainly be used as a pilot for other international high schools, and might prove to be an invaluable tool to recruit international students to Texas Tech.

“Some of them have expressed interest in attending Texas Tech. That would be huge for Texas Tech, because these are such exceptional students. The university would be lucky to have them in whatever discipline they choose to pursue.”

Those who complete the program are certainly encouraging to others about a path that is decidedly very difficult to follow. De Vasconcellos says, “There is a verse by Robert Frost that I used in my graduating speech that translates exactly this feeling: ‘I took the road less traveled by, and that has made all the difference.’”

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CONTACT: Leslie Woodard, unit coordinator, Office of Outreach Extended Studies, Texas Tech University, (806) 742-7200, leslie.woodard@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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TEXAS TECH STUDENTS PARTICIPATE IN THE VOUCHER PROGRAM

WHAT: The Texas Tech University Center for Campus Life encourages students to participate in voucher program.

WHEN: Oct. 25 – Oct. 29.

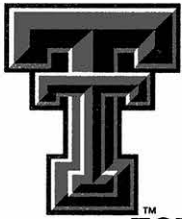
WHERE: Room 201 in the Student Union Building on the Texas Tech campus.

EVENT: The Center for Campus Life is working with the South Plains Food Bank to help raise awareness about hunger and poverty. The center is encouraging students to participate in the South Plains Food Bank Program for a week and document their experiences.

Students will receive a food voucher from the center and will take the voucher to the South Plains Food Bank to pick up their food box. The food box will provide for their meals for the week. Students are asked to record their experience by keeping a journal or e-mail jobi.martinez@ttu.edu throughout the week to share their experiences.

The program is to raise awareness and also to prepare for the Texas Tech Can Share Food Drive Nov. 1-5.

For more information please contact Jobi Martinez, coordinator for leadership and civic engagement, Center for Campus Life, Texas Tech University at (806) 742-5433.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

Date: October 27, 2004

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TEXAS TECH PROFESSOR EXAMINES CELL PHONE FRAUD

LUBBOCK – Cell phone users must be as on-guard against fraud as users of the Internet, according to a professor at Texas Tech University at Abilene, one of Texas Tech University's recognized higher education teaching sites.

Remzi Seker, Ph.D., assistant professor of computer science at Texas Tech at Abilene, said "phishers," or scam artists who try to trick people into revealing financial information that can be used for fraud, are making the transition from e-mail spam to cell phone messaging.

Seker and other researchers from Texas Tech, working with other researchers at the University of South Africa, said many phishers send Short Message Service (SMS) messages that seem to come from banks or other financial institutions.

"For example, an SMS message may claim it is originating from your bank and ask you to try out a new banking service through SMS," said Seker. "You may be promised worry-free protection as well. The moment you give your banking details, such as your login name and password, or other personal information, the phisher has all the information he needs to defraud you. Some of the fraudulent SMS messages may direct you to a spoofed website which looks like a financial organization's website."

To date, there has not been a reported attack using mobile services, but researchers think it is just around the corner. Before such attacks appear, the first step to take for weathering this potential threat is to educate the public and then work toward putting other precautions in place, Seker said.

Seker said that in 2003, the reported financial loss due to Internet fraud exceeded \$200 million, though sophisticated spam filters and increased awareness are helping to minimize the potential damage. Cell phone fraud could cause even greater losses.

"As we all know, security is usually a race between the good guys and the bad guys," said Seker. "Success in rendering a potential threat ineffective lies largely in awareness and taking preemptive measures, the major one being educating the potential victims."

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CONTACT: Remzi Seker, Ph.D., assistant professor, computer science, Texas Tech University at Abilene, (325) 677-1112 or e-mail remzi.seker@coe.ttu.edu.



FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2004

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DONOR CREATES ENDOWED CHAIRS FOR TWO COLLEGES

LUBBOCK – James W. Bagley, chairman of the board and chief operating officer of Lam Research Corp., today, (Oct. 28), established two endowed chairs at Texas Tech University in the Rawls College of Business and the College of Engineering.

“My family has a strong attachment to Texas Tech University. My first two children and one of my sons-in-law received their undergraduate degrees from Texas Tech, my son in the Rawls College of Business,” said Bagley. “We have made gifts to Texas Tech for scholarships and were pleased with the opportunity to participate.”

The \$1 million gift from Bagley, plus matching funds of \$1 million from the Regents Faculty Endowment Program will create the Jean Austin Bagley Regents Chair in the Rawls College of Business Administration and the Bryan Pearce Bagley Regents Chair in the College of Engineering.

The Fremont, Calif., company is one of silicon wafer processing systems used in semiconductor manufacture. Bagley received his bachelor's and master's degrees from Mississippi State University, both in electrical engineering.

“It is businessmen like James Bagley who make our programs shine through recruitment of outstanding faculty. His example of philanthropy will make us competitive in attracting scholars of national reputation to Texas Tech,” said Jon Whitmore, president of Texas Tech University.

“We are excited with the prospect of filling the colleges' chairs in the near future and with the belief that this new faculty member will make a substantive contribution to Texas Tech,” said Bagley.

The Regents Faculty Endowment Program is designed to provide unprecedented support to faculty and researchers at Texas Tech. The program offers matching funds to donors to create regents professorships and chairs, at \$500,000 and \$1 million, respectively.



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

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**TEXAS TECH POLITICAL SCIENCE CLASS
RELEASES FINAL POLL RESULTS**

LUBBOCK – The 19th Congressional District election between Republican Randy Neugebauer and Democrat Charlie Stenholm is one of the most competitive and expensive in the nation. As a means of studying how campaigns affect voter behavior, a Texas Tech University political science class is releasing the third and final polling results.

The results are part of an ongoing survey in the new 19th Congressional District. Surveying began on Oct. 4 and will continue until the day before the election. Respondents who agreed to be surveyed will be sent a follow-up survey after the election to measure opinions of the election outcome and examine what influenced their preferences.

The survey shows that more than 25 percent of respondents from the new 19th Congressional District have already voted. The numbers are consistent with early voting turnout in the rest of Texas.

Results also found that early voters tend to be older. Of the respondents who are more than 60 years of age, 36.4 percent had already voted compared to only 13.4 percent of those between the ages of 18 and 29. Also, 32.2 percent of Republican identifiers have already voted compared to 21.6 percent of those who consider themselves Democrats.

The difference in support between the candidates is narrowing. In data collected between Oct. 18 and Oct. 28, 45.5 percent of registered voters say they either have or would vote for Randy Neugebauer and 32.3 percent say they would vote or have voted for Charlie Stenholm. The proportion of respondents who say they would vote for someone else is 4.9 percent, while 4.9 percent refused to report their vote intention. This leaves 12.3 percent who remain undecided.

Among only registered voters who have not yet voted, the race is even closer with 42.3 percent for Neugebauer, 34.4 percent for Stenholm, 13 percent undecided, 4.3 percent for someone else and 3 percent refused to answer.

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“Unlike other tracking polls, the class does not probe undecided respondents to force them to make a decision. The high proportion of undecided voters at this stage of the campaign may be due to the increasing negativity of the campaign,” said Susan Banducci, Ph.D., faculty director of the Earl Survey Research Laboratory and assistant professor of political science at Texas Tech University.

Banducci said that political science students asked respondents how many ads they have seen from each campaign and more than a third reported that they have seen a lot while some respondents have volunteered that they have seen too many.

The poll results are based on phone interviews with a random sample of registered voters in the new 19th Congressional District using randomly generated phone numbers. The results are based on 454 respondents interviewed between Oct. 18 and Oct. 28 with a margin of error of error for this survey is +/- 4.5 percent in 95 out of 100 surveys. Between Oct. 4 and Oct. 28, 1,253 respondents have been interviewed.



Texas Tech University System
COMMUNICATIONS & MARKETING

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**TEXAS TECH POLITICAL SCIENCE
STUDENTS SET ELECTION WATCH PARTY**

WHAT: Students majoring in political science at Texas Tech University have scheduled a watch party for election results.

WHEN: 7-10 p.m., Tuesday, (Nov. 2).

WHERE: Texas Tech's Holden Hall, Room 107.

EVENT: The students will conduct exit polls in the 19th Congressional District during the election and will use the watch party as an opportunity to see how the actual election results measure up to their predictions.

CONTACT: Kevin Scott, Ph.D., assistant professor of political science, Texas Tech University, (806) 742-4047 or e-mail kevin.scott@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

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FOR IMMEDIATE RELEASE

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**TEXAS TECH PANHELLENIC AND INTERFRATERNITY COUNCILS
CO-SPONSOR GREEK TREAT**

LUBBOCK – The Texas Tech University Panhellenic and Interfraternity Councils are co-sponsoring the eighth annual Greek Treat 5 – 7 p.m., Sunday, (Oct. 31), at Greek Circle, located on Quaker Avenue between 8th and 15th Streets. Lubbock community parents and their children are welcome to attend.

The sororities and fraternities will provide various activities for the children including haunted houses, face painting, candy apples and trick-or-treating. Security guards will be present and the street will be blocked off to ensure safety for the children and their parents.

“The Greek community looks forward to giving the children of Lubbock a safe environment to make their Halloween a memorable experience,” said Emily Curtis, president of the Texas Tech Panhellenic Council.

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