



TEXAS TECH UNIVERSITY SYSTEM™

Office *of* Communications and Marketing

News Releases

September through December 2004

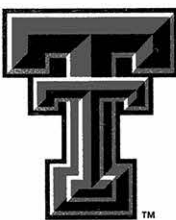
LOG SHEET		
Separated by Weeks		
09/01/04	President Jon Whitmore to Deliver State of the University Address - Event Advisory	SLP
09/01/04	Baroque Lute Concert	SS
09/03/04	Parking Charges for the Metallica Concert	SLP
09/07/04	Christopher John Gellner Receives Internship for Texas Congressman Sam Johnson's 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
09/27/04	Charles Weddle Distinguished Lecturer Wildflower Symposium	TTB
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

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

Date: November 1, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH STUDENTS TO CONDUCT EXIT POLLS

LUBBOCK – Students at Texas Tech University plan to conduct exit polls of the 19th Congressional District on Tuesday, Nov. 2, Election Day.

Kevin Scott, Ph.D., assistant professor of political science at Texas Tech, teaches a course in research methods. He and his students will focus their polling on the race between Republican Representative Randy Neugebauer and Democratic Representative Charlie Stenholm.

"My students will be responsible for sampling precincts, putting together the questionnaire and going to polling places on Election Day and asking people to fill out the questionnaire," said Scott. "They're going to do research papers that are analyses of the results that we were able to get from voters in West Texas. I also have several colleagues at other institutions who have been interested in doing exit polls, so we thought it would be neat to have our students, along with students from other institutions, work on aspects of designing the surveys, administering the surveys and analyzing the data. And what we hope to do is have a big watch party on Election Night to compare the results to our predictions."

Scott said his class' watch party is set for 7-10 p.m. on Tues. (Nov. 2) at Texas Tech's Holden Hall, Room 107.

Students at Texas Tech will be working with other students from Randolph Macon College in Virginia, James Madison University in Virginia, Hood College in Maryland, University of West Florida and Colorado State University.

"I want my students to see, up close and personal, how voters may vary across different parts of the country," Scott said. "We talk a lot these days about red states and blue states, so we want to see some exit polling in red states, like Texas, while some of the other schools do their polling in blue states to see how their votes differ but also to see how their take on issues, like the economy, abortion or same-sex marriage, might vary across different parts of the country."

Scott said many people don't know how an exit poll works, though the process is really very simple.

"When people come out of the polling place, you ask, for example, every third person," said Scott. "Actually, you give them a questionnaire, a clipboard and a pencil,

-more-

An EEO/Affirmative Action Institution

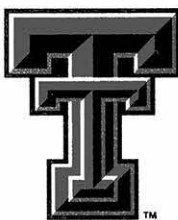
and it's basically one page, front and back, with a series of questions about who they voted for, questions about their opinions on issues, then questions about their demographics. It's completely anonymous, almost as anonymous and private as the act of voting itself."

Scott said the elections are an exciting time for political scientists, and his students are eagerly anticipating studying the results of their polls.

"Once every four years, this is our big event," said Scott. "Most political science majors are involved politically or are very interested in the political process. The students that I've had in my upper division classes have been phenomenal. They've been very interested and involved, and I look forward to tapping that interest and involvement in conducting this exit poll."

-30-

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



FOR IMMEDIATE RELEASE

Date: Nov. 1, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

BONE MARROW DRIVE OPEN TO THE LUBBOCK COMMUNITY

LUBBOCK -- The Texas Tech Student Recreation Center will host a bone marrow drive from 10 a.m. to 8 p.m., Nov. 3 and 4. This is a community-wide event sponsored by The National Marrow Foundation and Texas Tech Recreational Sports Department.

"Everybody has a chance to make a difference in someone else's life," said Betty Blanton, associate director of the Texas Tech Recreational Sports. "Donating bone marrow could save someone from a life-threatening disease. For those diagnosed with Leukemia, aplastic anemia and other life-threatening blood diseases, their only chance for survival is a marrow or blood stem cell transplant. By donating blood at the Texas Tech Recreational Center on Nov. 3 and 4, you will automatically be put into a national bone marrow registry."

At the drive, qualified technicians will collect small blood samples to test for DNA matches. Bone marrow will not be donated at this time. If the blood of a person needing a transplant matches a person on the donor list, the prospective donor will be contacted at that time.

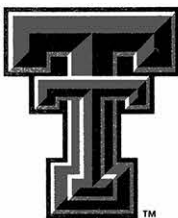
"We encourage serious consideration of the impact of their decisions before donating, but there is no obligation to donate if a match is found," said Blanton.

More donors of diverse race and ethnicity are needed, so that all patients will have an equal chance of finding a matched donor. Minority patients will continue to benefit from the additional donations by more African Americans, American Indian/Alaska Natives, and Asian/ Pacific Islanders.

"Heroes come in many forms. By participating in the bone marrow drive at the Texas Tech Recreation Center from 10 a.m. to 8 p.m., on Nov. 3 and 4, anyone can be a hero," said Blanton.

The Student Recreation Center is located one block east of Indiana Avenue on Main Street. The drive is open to the public, as well as Texas Tech students and faculty. Visitor parking spaces are available to community members.

To find out more information on the Texas Tech bone marrow drive, call Betty Blanton, associate director, Texas Tech Recreational Sports at (806) 742-3828.



EVENT ADVISORY

DATE: Nov. 1, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

WILEY'S WAY DAY AT LUBBOCK INDEPENDENT SCHOOL DISTRICT

WHAT: Wiley's Way Day.

WHEN: 2 p.m., Thursday (Nov. 4).

WHERE: Ramirez Elementary School Library, located at 702 Ave T.

EVENT: Texas Tech University System Chancellor David Smith, M.D., Texas Tech University President Jon Whitmore, Ph.D., Texas Tech University Provost Bill Marcy, Ph.D., Lubbock Independent School District (LISD) Superintendent Wayne Havens and school board members will join hundreds of Texas Tech students and faculty as they converge on 35 LISD elementary school campuses to hold simultaneous assemblies with all the district's 2,300 fifth-grade students. The purpose is to celebrate LISD's *Wiley's Way* Day.

Wiley's Way is a book targeted to elementary school students that is the adventure story of 12-year-old Wiley the Crab. A host of quirky animal characters teach him about life on a university campus. The goal of *Wiley's Way* is to get elementary-age children, especially minority, first-generation children, excited about the idea of going to college and to help them understand the importance of reading and studying in school so they can be prepared for college when the time comes.

Angel Saucedo, one of the student authors of *Wiley's Way*, as well as other participants, will be available for comment.



Texas Tech University System
COMMUNICATIONS & MARKETING

a d v i s o r y

EVENT ADVISORY

DATE: Nov. 1, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH KICKS OFF ANNUAL FOOD DRIVE

- WHAT:** Texas Tech University Can Share Food Drive.
- WHEN:** Monday from noon - 5 p.m., Tuesday through Friday from 9 - 5 p.m., Nov. 1 - 5.
- WHERE:** C-1 Commuter lot on campus.
- EVENT:** Texas Tech has a goal to collect 25,000 pounds of food. Canned goods will be collected from departments, offices, classes and student organizations.

The Center for Campus Life also 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.

For more information please call (806) 742-5433.



FOR IMMEDIATE RELEASE

DATE: Nov. 1, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**CENTER FOR PUBLIC SERVICE TO HOST HALF-DAY COLLOQUIUM AND
SYMPOSIUM ON WATER POLICY AND PRACTICE**

LUBBOCK- Texas Tech University's Center for Public Service is sponsoring a half-day colloquium, "The Future of Water in West Texas." The colloquium is from 9 - 11:30 a.m., Friday (Nov. 5), at the Lubbock Memorial Civic Center.

Cornelia Flora, Ph.D., distinguished professor of agriculture and sociology at Iowa State University will be featured as the colloquium chair. Flora has earned national recognition for her work on rural communities and rural policies. She was recently appointed to the National Agricultural Research, Education and Economics Advisory Board.

In addition to Flora, the colloquium will feature four expert panelists covering water-related topics:

- *Agriculture*: Steve Verett, Plains Cotton Growers Inc.
- *Law*: Gabriel Eckstein, Ph.D., Texas Tech University School of Law
- *Policy*: Jim Conkwright, High Plains Water District
- *Technology*: Ken Rainwater, Ph.D., Water Resources Center

The colloquium is presented as part of Texas Tech's growing emphasis on water related issues in teaching and research and precedes the center's 23rd Annual Symposium, which will begin at noon at the Civic Center. Lubbock City Manager Lou Fox is the keynote speaker and recipient of this year's Distinguished Public Service Award. The topic of Mr. Fox's keynote address will be "Re-Entry: Old Days, Today, and Times to Come."

The recipient of this year's Outstanding Alumni Award is Rodney Markham, former presidential management fellow. Markham, who currently works with the Department of Homeland Security, will conduct a brief seminar entitled "Starting Your Career in Public Service."

In addition, merit scholarships, named for former students Jerry Perkins and Joe Cayer, will be awarded to master's of public administration students.

For more information, please contact Shelby Jean at (806) 742-8035. To make reservations for either event, please contact Evelyn Nobles at (806) 742-3125.



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

<http://www.texas-tech.edu/newhome>

FOR IMMEDIATE RELEASE

DATE: Nov. 1, 2004

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

**TEXAS TECH RELEASES SURVEY RESULTS ON OPINIONS ABOUT
ELECTORAL COLLEGE AND AMENDMENT 36 IN COLORADO**

LUBBOCK –On Nov. 2, voters in Colorado will decide whether to approve an initiative that would change the way the state awards its electoral votes. Jeffrey Karp, assistant professor in the department of political science at Texas Tech University, designed and administered a statewide survey of eligible voters in Colorado from October 25-31.

“Reforming the Electoral College is an issue that was put on the agenda following the controversy over the 2000 presidential election, when Al Gore received 500,000 more votes than George W. Bush nationwide, but ultimately lost following a lengthy court battle over Florida’s Electoral votes,” said Karp.

Like 48 other states, Colorado uses a winner-take-all method, which gives the candidate who receives the most votes all nine of the state’s electoral votes, explained Karp. If approved, Amendment 36 would award the votes on a proportional basis.

“The initiative would be retroactive and would go into force immediately, which could possibly have an impact on the outcome of the presidential election,” he said. “In 2000, Bush won Colorado by 8.4 percent. If Amendment 36 had been enacted for the 2000 presidential election, Al Gore would have been elected president.”

Pre-election polls conducted in Colorado over the last few weeks indicate that the state has become more competitive in 2004, putting either candidate in reach of winning all of the states’ electoral votes.

Results indicate that about 73 percent know that the popular vote winner does not decide the winner of the presidential election. However, a majority (53 percent) believe that the candidate that wins the popular vote should be elected president.

A fair amount of support for the principal of proportionality also exists. Respondents were asked whether a hypothetical candidate receiving 20 percent of the vote nationwide but failing to carry a single state deserved 20 percent of the electoral votes, some electoral votes, or none at all.

-more-

About 29 percent responded that the candidate should receive 20 percent of the electoral votes, while 26 percent responded that the candidate should receive at least a proportion of the electoral votes. Just a third believe that a candidate winning 20 percent of the nationwide vote deserves no electoral votes at all.

"Republicans are about twice as likely to reject proportionality in favor of a winner-take-all system than Democrats or Independents. A majority of Republicans (52 percent) believe that the popular vote winner should not win the election, compared to just 22 percent of Democrats," said Karp.

Nevertheless, results of the survey show that it appears as if Amendment 36 will fall short of the majority needed for passage, with 51 percent either voting or intending to vote no, 42 percent yes and 6 percent undecided. Republicans are generally opposed, with 76 percent voting no, compared to Democrats, 66 percent of whom support the initiative. Independents appear to be slightly more likely to vote yes than no. Opinions about the initiative do not appear to be guided by expectations about whether George W. Bush or John Kerry will benefit from its passage.

Reflecting the competitiveness of the race, 41 percent believe the presidential election is too close to call while a third believe it is likely that Colorado could decide the election. However, 60 percent in Colorado believe that Bush will carry the state, while 24 percent believe it is too close to call. Of those expecting Bush to carry the state, 60 percent are opposed to Amendment 36.

"If opinions were guided by immediate self-interest, one also would see opposition among those expecting Kerry to win the state. However only a third of those expecting Kerry to win the state are opposed while two-thirds intend to vote yes," said Karp. "Rather than immediate self-interest, opinions about the initiative appear to be guided more by past experiences of being on the winning or losing side."

"Those who have supported presidential candidates who usually win are likely to oppose the initiative while those who identify themselves as supporting candidates who either sometimes lose or usually lose are far more supportive. Those on the losing side appear to be far more likely to be dissatisfied with the way democracy works in the United States, more likely to believe their vote does not count and more likely to believe they have no say in the political process," he said.

The total sample is 400 with a margin of error of +/- 5 percent in 95 out of 100 surveys. Data were collected by the Earl Survey Research Lab.

For more information please contact Karp at (806)742-4048 or j.karp@ttu.edu



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

DATE: Nov. 2, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

<http://www.texas-tech.edu/newhome>

HORSE JUDGING TEAM WINS FIRST IN COMPETITION

[Editor's Note: A student from your area is included in the release. Pictures are available upon request.]

LUBBOCK – The Texas Tech University Horse Judging Team recently placed first at the All-American Quarter Horse Congress on Oct. 15 in Columbus, Ohio. It was the first time in 18 years for Texas Tech to win the congress.

“The congress horse judging contest has always been heralded as an extremely competitive national contest and this year was no different,” said Kris Wilson, coach of the Texas Tech horse judging team. “This year, 11 senior teams and 12 junior teams represented the largest and most competitive animal science programs in the country.”

Wilson explained that in collegiate horse judging there are three different divisions: halter, performance and reasons. Texas Tech placed first in halter, second in performance and third in reasons.

Individually, Amanda Burns, senior animal science major from Adrian, finished first overall in the halter division and third in reasons. Venessa Ramsower, junior agriculture communications major from Plainview, was third overall and fifth in halter. Emily Baker, junior animal science major from Honeywell, Mo., was 10th in reasons. Both Burns and Ramsower were awarded scholarships for their accomplishments.

Other team members who participated include Ashley Maly, a junior animal science major from Longview; Brandy Daugherty, a junior agriculture communications major from Cleburne; and McKenzie Brazile, junior speech pathology major from Amarillo.

For more information, please contact Kris Wilson, coach, Texas Tech Horse Judging Team, at (806) 742-2804 or k.wilson@ttu.edu



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

Date: November 2, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH ANNOUNCES NO CLASS CANCELLATIONS

LUBBOCK – Officials at Texas Tech University in Lubbock say they do not anticipate canceling classes on Wednesday, (Nov. 3), due to ice or snow.

According to the President's office, current weather forecasts do not indicate a need to disrupt classes at the university.



Texas Tech University System
COMMUNICATIONS & MARKETING

a d v i s o r y

EVENT ADVISORY

Date: November 3, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**TEXAS TECH COLLEGE OF EDUCATION
PARTNERS TO BRING COMPUTERS TO SCHOOLS**

WHAT: The Texas Tech University College of Education, the Post Independent School District and the Floydada Independent School District will host a special briefing to showcase the innovative Texas Technology Immersion Pilot (TxTIP) grant.

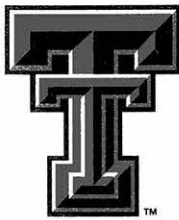
WHEN: 12:15-2 p.m., Friday, (Nov. 5).

WHERE: Texas Tech's Education Building, 3008 18th Street.
12:15 p.m. - Briefing, Room 152.
1 p.m. - Classroom visit to observe students and teachers at work, Room 201.
1:20 p.m. - Interactive dialogue with invited legislators, Room 253 in the College of Education's Sitton Burkhardt Library.

EVENT: The Texas Education Agency has selected Floydada Junior High School and Post Middle School as two of only 22 campuses statewide, serving students in sixth through eighth grades, to receive funding for the \$12 million TxTIP grant project. Every student and teacher at each schools has received an Apple iBook laptop computer to use at school and home.

The overall goal of the TxTIP initiative is to increase student achievement in the core subject areas of reading and language arts, mathematics, science and social studies. The project is part of a research study commissioned by the United States Department of Education to determine the impact of technology immersion on student achievement.

CONTACT: Sheryl Santos, dean, College of Education, Texas Tech University, (806) 742-1837, sheryl.santos@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

a d v i s o r y

EVENT ADVISORY

Date: November 8, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

COLLEGE OF ENGINEERING BENEFACTOR TO VISIT TEXAS TECH

WHAT: Texas Tech University's College of Engineering welcomes Keh-Shew Lu, Ph.D., one of the Texas Tech graduates whose generosity has made the \$1 million Keh-Shew Lu Regents Chair possible.

WHEN: 8:15 a.m., Thursday, (Nov. 11).

WHERE: The Bullen Room in Texas Tech's Electrical Engineering Building.

EVENT: The Keh-Shew Lu Regents Chair will support five to 10 graduate engineering students as they assist Texas Tech professors' research in the field of Advanced Electronic Systems Engineering (AESE). Lu and three other Texas Tech graduates—Ming Chiang, Julie England and Chung-Shing (C.S.) Lee—gave a half-million dollars for the chair, which was matched by the Texas Tech regents. All four are Distinguished Engineers of the College of Engineering and current or former employees of Texas Instruments, which gave a \$1 million gift to build infrastructure and facilitate the growth of Texas Tech's Department of Electrical and Computer 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.

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

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

Date: November 8, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**TEXAS TECH SCULPTURES SCHEDULED
FOR CONSERVATION "FACELIFT"**

LUBBOCK – Texas Tech University's Public Art Program has received \$25,000 from the CH Foundation to professionally restore and maintain five outdoor bronze sculptures on the university campus, with conservation treatments to begin this month.

The sculptures include Glenna Goodacre's *Park Place* (1998) and *Preston Smith* (1985); Grant Speed's *Masked Rider* (2000); Rosie Sandifer's *Freedom of Youth* (1986); and Electra Waggoner Biggs' *Riding into the Sunset* (1947).

These sculptures were examined in March 2003 by John Dennis, an art conservator who specializes in metals, and Cecilia Carter Browne, Texas Tech's public art manager. The examiners found that the works are in varying degrees of deterioration. As the works are exposed to a harsh, outdoor urban environment, they all show varying degrees of corrosion.

The conservation treatment plan will require that the sculptures be cleaned with a Ph neutral detergent. The conservators also will repatinate corroded or bare metal surfaces using oxidizing chemicals and heat from a MAPP gas torch and will apply two coats of Incralac, a clear, non-yellowing acrylic lacquer, which contains a copper corrosion inhibitor. Finally, all surfaces of the sculptures will be waterproofed with a microcrystalline-based wax.

All restorations outlined in this plan will be carried out by Dennis, according to the code of ethics and guidelines in accordance with the American Institute for Conservation of Historic and Artistic Works. The entire project, including the work of the art conservator, will be managed by Browne.

Dennis studied art conservation at Harvard. Since 1991, he has been the senior conservator of objects for the Dallas Museum of Art.

-30-

CONTACT: Cecilia Carter Browne, public art manager, Texas Tech University,
(806) 742-2116 or e-mail cecilia.carter@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

Date: November 8, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**SYMPOSIUM ON MATHEMATICS,
STATISTICS SCHEDULED AT TEXAS TECH**

LUBBOCK – The Red Raider Symposium, an annual symposium dedicated to mathematics and statistics, will be held at Texas Tech University, Nov. 11-13.

Most events on Thursday, (Nov. 11), and Friday, (Nov. 12), will take place at the Merket Alumni Center, while the events on Saturday, (Nov. 13), are set for Room 113 in Texas Tech's Chemistry Building.

The symposium's mission is to present mathematical invariant theory and its applications, to provide a forum for mathematical communities, to allow early-career researchers and graduate students to interact with outstanding scholars and learn about new research venues and open problems and to encourage women and under-represented minorities to pursue careers in mathematics.

Speakers at the symposium will include Roger Howe of Yale University, Peter Olver of the University of Minnesota, Karen Parshall of the University of Virginia, Vladimir Popov of Moscow State University, David Wehlau of the Royal Military College, Clarence W. Wilkerson of Purdue University, Anne Shepler of the University of North Texas and Sarah Witherspoon of Texas A&M University.

In addition to poster presentations from around the world, symposium attendees also will participate in a local reception, a visit to Cap Rock Winery and a dinner at Skyviews Restaurant.

The symposium is primarily sponsored by the National Security Agency, the National Science Foundation, Frits Ruymgaart, Ph.D., Paul Whitfield Horn Professor of mathematics and Texas Tech's Department of Mathematics and Statistics.

-30-

**CONTACT: Mara D. Neusel, Ph.D., associate professor of mathematics,
Department of Mathematics and Statistics, Texas Tech University,
(806) 742-2580, ext. 248 or e-mail mneusel@math.ttu.edu.**



FOR IMMEDIATE RELEASE

DATE: Nov. 10, 2004

CONTACT: Tiffany Tubbs-Berry, tiffany.tubbs@ttu.edu
Sonia Moore, sonia.moore@ttu.edu

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH BEGINS SPIRIT OF SHARING FOR THE HOLIDAYS

LUBBOCK – Each year, more than 3,000 families in the Lubbock area seek assistance during the holiday season. The “Spirit of Sharing” at Texas Tech University brings together many donation programs and volunteer opportunities for students, faculty and staff to help those in need. The Center for Campus Life provides many opportunities to help including:

Angel Tree: The Angel Tree program provides assistance for needy children during the holiday season. Located in the Center for Campus Life, the Angel Tree includes names and holiday wishes from more than 200 children in the Lubbock area.

Sponsor a Family: The opportunity helps an entire family in need this holiday season by purchasing clothing, food and other items.

Toys for Tots: In cooperation with the Marine Toys for Tots Foundation, the center will be happy to take donations of new, unwrapped toys for children in need.

Holiday Food Boxes: A donation of \$20 will buy a food box that can be given to a family, the parents of an Angel Tree child or allow a local agency to give as needed. Donations are accepted at the center.

Cash Donations: Cash donations also are accepted and our volunteer shoppers will do the rest.

To participate, visit the Center for Campus Life in the Student Union Building, Suite 201 or call (806) 742-5422. Various other volunteer opportunities are available through Dec. 24.



Texas Tech University System
COMMUNICATIONS & MARKETING

a d v i s o r y

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

EVENT ADVISORY

Date: November 11, 2004

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

TEXAS TECH ARMY ROTC HOLDS FLAG RETIREMENT CEREMONY

WHAT: Flag retirement ceremony.

WHEN: 5-6 p.m., Thursday, (Nov. 11).

WHERE: Memorial Circle on the Texas Tech University campus.

EVENT: The Texas Tech Army ROTC Red Raider Battalion will hold a flag retirement ceremony to properly dispose of worn and unserviceable American flags.

The ROTC unit will fire one blank artillery shell from its cannon to end the ceremony. The Marine Corp Reserves will send a detachment to perform a 21-gun salute. The seven members of the rifle team will fire three rounds each of blank ammunition.

CONTACT: Texas Tech Army ROTC Red Raider Battalion office at (806) 742-2141.



FOR IMMEDIATE RELEASE

Date: November 11, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH STUDENT FEATURED IN *GLAMOUR* MAGAZINE

LUBBOCK – A Texas Tech University student has been spotlighted in *Glamour* magazine for her efforts to change the way sex education is presented in Texas schools.

After becoming concerned that sex education lessons in textbooks were too vague to be useful, Robin Milstead, a senior English major and women's studies minor from Houston, got involved in the fight over the content of state textbooks. She testified before the Texas Board of Education this summer about the need to make sure schoolchildren are properly informed so they can make smart decisions.

After testifying, Milstead received a call from a *Glamour* magazine editor who wanted to feature her story. Milstead appears in the December 2004 issue of the magazine, which currently is on newsstands.

Milstead said she's glad *Glamour* chose to spotlight her because it's an important issue for all Texans.

"I don't believe that, in the past, Texas schools have had strong sex education programs," said Milstead. "Many new textbooks up for adoption do not follow the TEKS requirements set by the state. For example, one textbook says people can prevent STDs by getting a good night's rest. It's bad news for all of us when our students are misinformed."

Esther Lichti, Ph.D., coordinator of Women's Studies at Texas Tech, said Milstead is enthusiastic about wanting to change the world for the better.

"Robin's recent testimony at the State Board of Education textbook hearing, as well as the other activist work she has undertaken on campus and in the Lubbock community, comes from her desire to make a difference," said Lichti. "Her studies and classroom discussions helped her understand the history and theories that lie beneath the problems she perceives. Many students never really make the connection between their textbooks and the real world, between theory and practice. Robin, however, made a conscious decision to put what she was learning to use."

In the end, the Board of Education did not make the changes that she lobbied for, but Milstead said she is not discouraged and will continue her efforts to persuade the Board of Education to change the way they address sex education.

-30-

CONTACT: Esther Lichti, Ph.D., coordinator, Women's Studies, Texas Tech University, (806) 742-4335, esther.lichti@ttu.edu



FOR IMMEDIATE RELEASE

DATE: Nov. 11, 2004

CONTACT: Tiffany Tubbs-Berry, tiffany.tubbs@ttu.edu
Leslie Woodard, leslie.woodard@ttu.edu

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH OFFERS AG MASTERS DEGREE AT A DISTANCE

LUBBOCK – For successful agriculture professionals and recent graduates who want to combine work and continue their education, the choices have been limited. Most working agriculturalists do not have the luxury of being able to leave their jobs and family commitments to go to a campus to pursue an advanced degree. Now, thanks to Texas Tech University's College of Agricultural Sciences and Natural Resources (CASNR), those professionals can pursue a master's degree at a distance. This fall, Texas Tech University will offer a Master of Agriculture at a Distance degree program.

Marvin Cepica, Ph.D., dean of the CASNR, points out the benefits of Texas Tech's program. "First and foremost, these professionals can pursue their educational goals without sacrificing personal or professional commitments. Also, all coursework can be completed online or via interactive television, and student support services are designed to meet the needs of these distance learning students."

The program is designed to prepare students and professionals as leaders, managers and executives in the agricultural sciences and natural resources areas. This non-thesis degree program requires a minimum of 36 semester-hours of graduate coursework.

Because the program is multidisciplinary, students are able to design a program that will meet their unique career objectives. Students select an area of emphasis (a minimum of 18 semester credit-hours) in agronomy, horticulture or resource management. For a complete listing of courses offered in the three areas of emphasis in Fall 2004, visit www.casnr.ttu.edu. Additional areas of emphasis will be offered in the future.

The remaining 18 hours of coursework must be in at least two other subject areas. These areas can include animal and food science, range wildlife and fisheries management, landscape architecture, agricultural and applied economics, plant and soil science, and agricultural education and communications. A complete listing of these courses is available online at www.casnr.ttu.edu.

For more information, contact Norman Hopper, Ph.D., associate academic dean, College of Agricultural Sciences and Natural Resources, Texas Tech University, at (806) 742-2808 or by e-mail at norman.hopper@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

DATE: Nov. 11, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**TEXAS TECH HOSTS AGRICULTURE AND NATURAL
RESOURCES AWARENESS WEEK**

LUBBOCK – Texas Tech University's College of Agricultural Sciences and Natural Resources (CASNR) will host its annual Agriculture and Natural Resources Awareness Week Nov. 15-19. This year's theme is "Agriculture and Natural Resources: Part of Your Everyday Life." Planned events not only will promote the awareness of agriculture and natural resources, but also activities within the college.

Monday, (Nov. 15)

- | | |
|------------------|---|
| 8 a.m. to 5 p.m. | Department Research Highlights Exhibit in the Croslin Room of the Library. |
| 9 a.m. to 4 p.m. | Landscape Architecture Display of students' work at the Plant Science Building. |
| 11 a.m. to noon | College Symposium with Larry Combest, former chairman of the House Committee on Agriculture, U.S. House of Representatives, in the United Spirit Arena. Combest will speak on "The Farm Bill, Where Do We Go from Here." |

Tuesday, (Nov. 16)

- | | |
|------------------|---|
| 8 a.m. to 5 p.m. | Department Research Highlights Exhibit in the Croslin Room of the Library. |
| 9 a.m. to 4 p.m. | Landscape Architecture Display of students' work at the Plant Science Building. |
| 9 a.m. to 1 p.m. | Ag-In-The-Bag , an outreach to elementary school students to teach them about agriculture, in the Livestock Arena. |

** Tours of the new Animal and Food Sciences bldg. and Greenhouse/Horticultural Gardens will be available in the morning, starting in the Livestock arena.*

Wednesday, (Nov. 17)

- | | |
|------------------|--|
| 8 a.m. to 5 p.m. | Department Research Highlights Exhibit in the Croslin Room of the Library. |
| 9 a.m. to 4 p.m. | Landscape Architecture Display of students' work at the Plant Science Building. |

-more-

- 9 a.m. to 1 p.m. **Ag-In-The-Bag**, an outreach to elementary school students to teach them about agriculture and natural resources, in the Livestock Arena.
- 2 p.m. **Tour of Playa Lakes** - meet at Goddard Building.

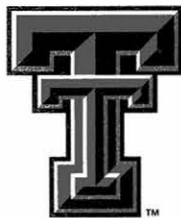
Thursday, (Nov. 18)

- 8 a.m. to 5 p.m. **Department Research Highlights Exhibit** in the Croslin Room of the Library.
- 9 a.m. to 4 p.m. **Landscape Architecture Display** of students' work at the Plant Science Building.
- 9:30 to 11 a.m. **Seminar with Maria Navarro, Ph.D.**, -"Factors affecting participation of faculty and choice of strategies for the internalization of the agricultural curriculum" in the Ag Education bldg., room 116.
- 9 a.m. to 1 p.m. **Ag-In-The-Bag**, an outreach to elementary school students to teach them about agriculture and natural resources, in the Livestock Arena.
- 5 p.m. to 6:30 p.m. **Ag Council Chili Cook-off** at the Equestrian Center, off campus.
- 7 p.m. **Texas Tech Collegiate Rodeo** in the Equestrian Center, off campus.

Friday, (Nov. 19)

- 8 a.m. to 5 p.m. **Department Research Highlights Exhibit** in the Croslin Room of the Library.
- 8 a.m. to 1 p.m. **Golf Tournament** at the Rawls Golf Course. The tournament is limited to the first 84 golfers. The entry fee per person is \$80 and per team is \$320. This includes green fee, cart, range balls and lunch. All golfers will receive a complimentary towel and sleeve of golf balls. Proceeds will benefit the Gamma Sigma Delta Agricultural Honor Society's scholarship program. For more information regarding the golf tournament, please contact: Jay W. Johnson, (806) 742-4214 or jay.w.johnson@ttu.edu.
- 7 p.m. **Texas Tech Collegiate Rodeo** in the Equestrian Center, off campus.

For more information on the CASNR Agriculture and Natural Resources Awareness Week events, times and locations, contact Meredith Schacht, coordinator of student and career development for the college, at (806) 742-2808.



EVENT ADVISORY

DATE: Nov. 15, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

MAJOR GENERAL TO VISIT VIETNAM CENTER

WHAT: Maj. Gen. Ken Bowra, Oak Ridge National Laboratory's program director for the United States Joint Forces Command in Suffolk, Va., will visit Texas Tech University's Vietnam Center.

WHEN: 9 -11 a.m., Tuesday (Nov. 16).

WHERE: Marshall Formby Room, located in Southwest Collections Library on campus.

EVENT: During his visit, Bowra will receive updated briefings on the Vietnam project and give presentations to undergraduate and graduate classes. Bowra retired as a major general after 33 years of service in the United States Army in Oct. 2003.

In his last assignment, he served as the assistant chief of staff for operations, Allied Forces North Europe, NATO, where he led NATO's first out-of-Europe mission to Afghanistan.

Bowra has commanded Special Forces units at all levels serving as a reconnaissance team leader in Vietnam, advisor to Cambodian units, Operational Detachment Alfa team leader and executive officer, Military Equipment Delivery Team in Cambodia, and battalion and group commander with the 5th Special Forces Group (Airborne).

He also served as a company commander in the 4th Infantry Division and 2nd Battalion (Ranger), the 75th Infantry and with the Joint Special Operations Command, and deployed in support of operations in Grenada, and other contingencies.

For more information about Bowra's visit, contact Jim Reckner, director of the Texas Tech Vietnam Center, at (806) 742-3742 or james.reckner@ttu.edu



FOR IMMEDIATE RELEASE

DATE: Nov. 15, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

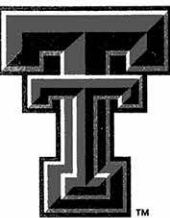
**10 TEXAS TECH FACULTY CHOSEN AS
WHO'S WHO AMONG AMERICA'S TEACHERS**

LUBBOCK – Every two years, members of the academic community are recognized for educational excellence. Texas Tech University faculty members are among the 2004 *Who's Who Among America's Teachers*.

"This is such a great honor for our faculty because they have been chosen by their community as the most influential educators within Texas Tech," said William Marcy, Ph.D., provost of Texas Tech.

Those honored include Bill Dean, Ph.D., associate professor of mass communications and executive vice president and chief executive officer of the Texas Tech Alumni Association; Hafid Gafaiti, Ph.D., professor of classical and modern languages and literature; Matthew Gallegos, Ph.D., assistant professor of architecture; Charles Geer, Ph.D., associate professor of education; Deborah House, Ph.D., assistant professor of sociology; Ellen Peffley, Ph.D., professor of plant and soil science; Lane Powell, Ph.D., faculty associate and assistant chair of human development and family studies; Leslie Thompson, Ph.D., associate professor of animal and food sciences; James Watkins, Ph.D., professor of architecture; and James White, Ph.D., academic dean of architecture.

Who's Who Among American Teachers, first published in 1990, honors those educators nominated by students from *Who's Who Among American High School Students*, *Who's Who Among American High School Students-Sports Edition* and students honored in *The National Dean's List*.



Texas Tech University System
COMMUNICATIONS & MARKETING

a d v i s o r y

EVENT ADVISORY

DATE: Nov. 15, 2004

CONTACT: Tiffany Tubbs-Berry, tiffany.tubbs@ttu.edu
Sonia Moore, sonia.moore@ttu.edu

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH TO HOST DROWSY DRIVING FUN RUN WALK

WHAT: Texas Tech University will host the Drowsy Driving 5K/1 Mile Fun Run Walk.

WHEN: 9 a.m., Saturday (Nov. 20).

WHERE: North entrance of the Texas Tech Recreation Center.

EVENT: Registration for the event will be at 9 a.m. and the event will begin at 10 a.m. Free barbecue and presentations about the dangers of drowsy driving will be given after the event.

Sponsors include Rudy's Country Store and Bar-B-Q, the Student Government Association, Alpha Phi Omega and Texas Tech Recreational Sports.

The event is free. For more information, contact Megan Lavoie or Anne Hunninghake at (806) 742-3631.

Office of Communications & Marketing

3601 Fourth Street, Stop 6235

Lubbock, TX 79430

Phone: 806-743-2143

Fax: 806-743-2118

EVENT ADVISORY

November 15, 2004

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

FUN AND FITNESS WITH THE LUBBOCK BOYS & GIRLS CLUB

WHAT: Texas Tech University Health Sciences Center's Healthy Lubbock initiative will sponsor Fun and Fitness for Lubbock Boys & Girls Club members to promote physical activity and healthy lifestyles.

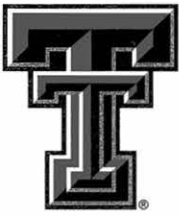
WHEN: 4 p.m. to 6 p.m., Tuesday (Nov. 16)

WHERE: Wilson Branch of the Lubbock Boys & Girls Club, 3221 59 th St.

EVENT: According to the Centers for Disease Control and Prevention, obesity rates have increased for children during the past 20 years, especially children of minority decent.

Healthy Lubbock, a community-wide initiative to combat obesity in the Lubbock area, is working to educate children and parents about healthy lifestyles. This event will include fun and interactive hands-on activities to promote fitness.

CONTACT: Liz Inskip-Paulk, community programs coordinator for Healthy Lubbock, at (806) 743-1338.



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

<http://www.texas-tech.edu/newhome>

FOR IMMEDIATE RELEASE

DATE: April 14, 2006

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

**COLLEGE OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES
HONORS OUTSTANDING AGRICULTURALISTS**

[Editor's Note: A person in this release is from your area.]

LUBBOCK -- Texas Tech University's College of Agricultural Sciences and Natural Resources will honor three outstanding leaders Friday, (Nov. 19), as the 2004 Gerald W. Thomas Outstanding Agriculturalists. This recognition will take place during the college's 77th annual Pig Roast, scheduled for 6:30 p.m. at the Lubbock Memorial Civic Center Banquet Hall. The Pig Roast is sponsored by the Student Agricultural Council.

The annual award, established in 1969, honors individuals for their contributions to Texas agriculture in the areas of agribusiness, production and public service. The award was named for Gerald W. Thomas, who served as dean of Texas Tech's College of Agricultural Sciences from 1958-1970. The Pig Roast honors the college's scholarship donors and their recipients, as well as intercollegiate judging teams.

This year's Outstanding Agriculturalists are Eddie Smith for agricultural production, Larry Nelson for agribusiness and U.S. Cong. Henry Bonilla for public service.

Smith is a 1973 graduate of Texas Tech University with a bachelor's degree in agricultural economics. Smith is a cotton producer from Floydada and has been farming with his father on the High Plains of Texas for nearly three decades.

Smith is partner in Floyd County Farms and serves as president of E&B Farm Enterprises. He also is involved with his son in a cattle concern that runs a cow-calf operation with a yearling sideline during summer months.

A long-time member of the board of directors for Cotton, Inc., Smith is currently a director and chairman of the board. He also was director to Plains Cotton Cooperative Association, a cotton-marketing cooperative that supplies marketing opportunities to growers throughout Texas. Smith also serves as a director to Floydada Cooperative Gins.

Smith resides outside of Floydada with his wife, Jennifer. They have one son, Eric, a daughter-in-law, Leigh, and a grandson, Ethan.

Nelson received a bachelor's degree in agriculture engineering in 1957 from Texas Tech University. He is currently the president and chief executive officer of Windstar Inc., in which he has owned and operated five cotton gins and other investments since 1987. He also is a self-employed irrigation farmer in Swisher County.

He has been president of the Texas Independent Ginners Association, Texas Ginners Association, Plains Ginners Association, Plains Cotton Grower, the Cotton Foundation and Cotton Council International. Nelson has served as chairman of the Board of Directors for Cotton Incorporated for several years. Nelson and his wife Rena have two children, Kevin and Judy, and six grandchildren.

Bonilla earned his bachelor's degree in journalism from University of Texas in 1976. Beginning as a reporter in San Antonio, he later became a producer for WABC in New York, and then moved on to Philadelphia to become their assistant news director. He returned to KENS-TV in San Antonio in 1986 to serve as the executive producer for news. In 1989, Bonilla assumed the role of executive producer for public affairs.

Bonilla's election to Congress in 1992 was a historic one for Texas and for Republicans. Never having run for public office, his election marked the first time a Hispanic Republican was elected to Congress from Texas. Bonilla made his mark early in Congress by winning an assignment to the coveted House Appropriations Committee. After eight years of dedicated service on this committee, Bonilla was named chairman of the House Agriculture Appropriations Subcommittee. Bonilla has two children, Alicia and Austin.

- 30 -

**CONTACT: Meredith Schacht, coordinator of student and career development,
College of Agricultural Sciences and Natural Resources, Texas Tech
University, (806) 742-2808 or at meredith.schacht@ttu.edu.**



Texas Tech University System
COMMUNICATIONS & MARKETING

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

FOR IMMEDIATE RELEASE

DATE: Nov. 17, 2004

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

THREE-DAY WINEGRAPE SHORTCOURSE OFFERED IN JUNCTION

LUBBOCK –Texas Tech University's Extended Studies and the Texas Cooperative Extension and is offering a three-day Texas viticulture shortcourse that will be held Jan. 12-14. The course is for those interested in commercial winegrape production and vineyard management.

"This intensive three-day course is designed as a comprehensive study of principles and practices of commercial winegrape production in Texas," said Ed Hellman, associate professor of viticulture at Texas Tech University.

Viticulture specialists and faculty from Texas A&M University, Texas Tech University and the University of Houston-Downtown will teach the shortcourse.

Topics will include winegrape physiology, vineyard establishment and management, and pest management. A field trip to a local vineyard will provide hands-on experience in pruning practices and a discussion of vine training methods.

Registration costs \$395 per person before Jan. 1 and \$450 thereafter. The fee includes course materials, two breakfasts, three lunches, two dinners and an evening wine social. Enrollment is limited to 50 participants on a first-come, first-enrolled basis.

"Those who attend will qualify to earn 2.1 Texas Tech University continuing education units and a certificate, and five hours of continuing education units for Texas Department of Agriculture pesticide recertification," Hellman said.

For more information or to register visit <http://www.dce.ttu.edu/outreach/viticulture>. Print and fax a completed registration form and credit card information to (806) 742-7277, or call (806) 742-7200, ext. 222.

"Lodging is available on campus at the Junction Center, or off campus at several nearby motels. The shortcourse fee does not cover lodging," Hellman said.

For lodging inquiries please contact Wanda Merchant at (830) 990-2717 or wanda.merchant@ttu.edu. Persons with disabilities who need additional services should call (830) 990-2717, ext. 232, one week in advance of the shortcourse.

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

FOR IMMEDIATE RELEASE

November 17, 2004

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

GREAT AMERICAN SMOKEOUT LOOKS TO THE FUTURE

LUBBOCK – The Center for Tobacco Prevention and Control at the Texas Tech University Health Sciences Center will give Texas Tech students a glimpse into their future Thursday (Nov. 18) during the Great American Smokeout.

From 1 p.m. to 3 p.m. at the Student Union Building and from 3 p.m. to 5 p.m. at the Student Recreation Center, both on the Texas Tech University campus, students will have the opportunity to use April Age technology to see both the repercussions and benefits of not smoking.

Kerren McDougal, Ph.D., associate director for the center, said the center is excited to offer this technology to the Texas Tech community. "Most of us are guilty of not recognizing the long-term effects our short-term choices will have on our health," said McDougal. "It is our plan to make this technology available first to the Texas Tech community and then to the South Plains community in the near future."

April Age uses technology similar to that many law enforcement agencies use to update photos of individuals who are missing. Texas Tech students will answer questions about their lifestyle such as how often they exercise, what kind of diet they maintain and if they use tobacco and consume alcohol. A digital image of the participant is then loaded into the program, which then ages the subject in five year increments, taking into account their answers to the lifestyle questions.

The center also will showcase a new Web site geared to the college community. The site at www.techfresh.org will assist students in answering the question, "What do you want to do tonight?" The site promotes a healthy lifestyle as well as includes a comprehensive calendar of events in Lubbock.

Students who fill out pledge cards to quit smoking are eligible to win an MP3 player and many other prizes donated by local businesses. For more information about the Great American Smokeout at Texas Tech, contact Libby Camp at (806) 743-4481 ext 246.

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

FOR IMMEDIATE RELEASE

November 17, 2004

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

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
SCHOOL OF MEDICINE CELEBRATES 35 YEARS**

LUBBOCK – Former Gov. Preston Smith had a vision of providing more physicians to the West Texas area. Now 35 years later, the Texas Tech University Health Sciences Center will celebrate his vision by honoring the founding fathers of the first School of Medicine with a reception at 5:30 p.m. Friday (Nov. 19) at the Health Sciences Center Academic Classroom Building, 3601 Fourth St.

On May 27, 1969, Smith signed House Bill 498 creating the Texas Tech University School of Medicine as a multi-campus institution with Lubbock as the administrative center and campuses in Amarillo, El Paso and Odessa.

At that time professionals and hospitals were scarce: 19 of the surrounding counties had no physicians; the area had only one-third of the national physicians-to-patients ratio and 23 of the surrounding counties had no hospital. Today, Texas Tech University Health Sciences Center has graduated 7,393 health care professionals in the areas of medicine, nursing, pharmacy, biomedical sciences and allied health sciences. Of those, 4,609 remain in Texas with 2,092 alumni living in the West Texas area.

M. Roy Wilson, M.D., M.S., said the health sciences center brings with it more than just an opportunity to educate future health-care professionals.

“Anytime you are fortunate to have a health sciences center in a community every person benefits whether it is through innovations in technology, education and research or new methods of health care. We are recognized as a leader not only in developing new methods, but also in the delivery of health care,” Wilson said.

The Health Sciences Center has gained expertise in the field of diabetes, aging, cancer, rural health, border health, women’s health and pain management. A 2000 economic impact study estimated the impact of health care delivered by Texas Tech University Health Sciences Center professionals in the Lubbock community alone at more than \$37 million annually.

Release Name/Page 2

Wilson said the Texas Tech University Health Sciences Center has much to be proud of and has set a goal to become a symbol of excellence and achievement for the region, state and nation. "We continue to strive to meet that goal through achievements in education, research and patient care," Wilson said.

He added that Gov. Smith's vision grew beyond expectations. The Health Sciences Center now meets the health care needs of more than 2.5 million people who live throughout a vast 108 county area and health care providers see about 500,000 patients each year. The institution also has made additions with campuses in Midland and Dallas.

"It is to the founding fathers' credit that we have achieved much and served many during the past 35 years. Without their vision and tenacity, as well as the support of the state legislature and our community, Texas Tech University Health Sciences Center would not exist," Wilson said.

##



FOR IMMEDIATE RELEASE

Date: November 18, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

RUBE GOLDBERG PROJECT TO CHALLENGE ENGINEERING STUDENTS

WHAT: Civil engineering classes at Texas Tech University will demonstrate a class project this week in which they built "Rube Goldberg" machines to perform simple tasks.

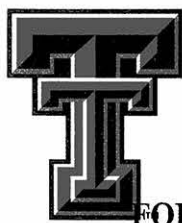
WHEN: Noon to 4 p.m., Friday, (Nov. 19).

WHERE: Civil Engineering Building, Room 205.

EVENT: Thirty-six teams of students will present their designs on Friday. The students' projects required them to design a machine which would place a small wood cube on top of a wooden block. The machines must consist of at least two moving parts, and there must be at least eight steps in the process. Electrical components must be battery powered, unless the machine itself generates electricity. Liquids must not be used.

Goldberg was a Pulitzer-winning cartoonist whose work combined his love of art with his knowledge of engineering. His cartoons featured fanciful and absurdly complex homemade inventions that performed very simple tasks. Creations based on Goldberg's ideas have been seen in everything from television shows and movies to board games, such as the popular "Mouse Trap" game.

SOURCE: Phillip Nash, research associate, Department of Civil Engineering, College of Engineering, Texas Tech University, (806) 742-2783 or phil.nash@coe.ttu.edu.



FOR IMMEDIATE RELEASE

Date: November 18, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

TEXAS TECH SCHOOL OF LAW GRADUATE NAMED GOVERNOR FOR A DAY

LUBBOCK – A graduate of the Texas Tech University School of Law will serve this month as the state's Governor for a Day.

Texas District 25 Senator and state senate President Pro Tempore Jeff Wentworth of San Antonio will be sworn in as Texas Governor on Saturday, (Nov. 20), and will serve for only one day.

Governor for a Day is part of an almost half-century-old tradition that honors the President Pro Tempore and provides that senator with the opportunity to showcase Texans from his or her own district. On the senator's inauguration day, the Governor and Lieutenant Governor leave the state, thereby legally making the President Pro Tempore the acting Governor of Texas during their absence.

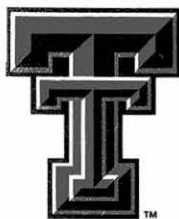
This occasion will not be the first time Wentworth has served as the state's governor. As the President Pro Tempore of the Senate, he is second in the line of succession for the governor's office. He served as acting governor for the six days in late August and early September when both Gov. Rick Perry and Lt. Gov. David Dewhurst were in New York City attending the Republican National Convention.

Wentworth said he is looking forward to his short term as governor. "I am honored to be serving as President Pro Tempore, and I am delighted that the Governor for a Day ceremony will give me the opportunity to express my gratitude to the people of Texas for this high honor," said Wentworth.

Wentworth, who is serving his fifth term in the Texas Senate after five years in the State House of Representatives, earned his bachelor's degree from Texas A&M University and his law degree from Texas Tech's School of Law. In 2000, Wentworth was named a Distinguished Alumnus of the School of Law.

Walter Huffman, J.D., dean of the Texas Tech School of Law, said the honor for Wentworth is well-deserved.

"We are, of course, very pleased that a Texas Tech University School of Law graduate will receive the honor of being Governor of Texas for a Day, and we are especially pleased because the person so honored is Sen. Wentworth," said Huffman. "Jeff is not only an excellent senator for the people of San Antonio, he also is an excellent and supportive representative of the Texas Tech Law School. This latest honor certainly validates his status as one of our most distinguished graduates, and we are proud of him and proud for him."



FOR IMMEDIATE RELEASE

Date: November 18, 2004

CONTACT: Leslie Woodard, leslie.woodard@ttu.edu

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

<http://www.texas-tech.edu/newhome>

TEXAS TECH OFFERS FIRST-OF-ITS-KIND PH.D.

LUBBOCK – Pursuing a doctoral degree without being on a college campus just became more convenient, thanks to Texas Tech University's online Ph.D. in Technical Communication and Rhetoric (TCR), the first online doctoral program in the field. Just because it's more convenient, doesn't mean it's easy. The admission standards are high—of more than 30 people who have applied, only nine have been accepted.

According to Locke Carter, Ph.D., director of graduate studies in TCR at Texas Tech, and assistant professor in the Department of English, people in many different career are inquiring about the degree.

"Human resources people are asking about it, as are faculty and staff at junior colleges," Carter said. "Future academics and professionals in fields like technical communication, consulting, software design, graphic design, engineering and management will find the online TCR Ph.D. invaluable in advancing their careers."

Texas Tech is no stranger to success in the field of online communication degrees. The Master of Arts in Technical Communication which the university has offered entirely online since 1997, maintains an online cohort of 30-35 students and has graduated 12 students since its inception.

Carter says the Texas Tech TCR program is very strong in technology, production, rhetorical theory, rhetorical analysis, rhetoric of science, visual rhetoric, gender studies and research methods. And it's customizable.

"Just like our on-site program, the online Ph.D. can be tailored to fit one's interests," Carter said.

The coursework can be finished in two to three years, depending on how much relevant coursework is transferred to Texas Tech. In addition to completing coursework, one must attend an annual two-week summer seminar in addition to remaining active in the online community. The upcoming summer seminar is scheduled for May 16-28, 2005. After course work is completed, a qualifying exam is required, after which a dissertation is mandatory. The dissertation usually takes between two and four years to complete.

For more information about the Technical Communication and Rhetoric online doctoral program, or the online master's in technical communication, contact Locke Carter, Ph.D., at (806) 742-2501 or by e-mail at english.tc@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

November 18, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
CAREGIVERS PROGRAM HONORED BY
U.S. ADMINISTRATION ON AGING**

LUBBOCK – The U.S. Administration on Aging has designated West Texas Cares as a Caregiver Program Champion. West Texas Cares is a collaborative initiative between the Texas Tech University Health Sciences Center Institute for Healthy Aging and six Area Agencies on Aging in the West Texas region. The program focuses on outreach and education to address unmet needs of rural family caregivers in the region.

As one of only 20 caregiver programs in the U.S. to receive this award, West Texas Cares was featured on the Administration on Aging/National Family Caregiver Support Program Web site, www.aoa.gov as a part of National Family Caregivers Month. West Texas Cares was chosen for its innovation, partnerships and the ability to replicate the program in other areas.

It is estimated by the National Family Caregivers Association that more than 50 million caregivers across the country provide services to their family members valued at \$257 billion annually. In recognition of the importance of family caregivers, President George W. Bush issued a White House proclamation making November National Family Caregivers Month.

Ann Laurence, M.S., director of Education & Training Programs for the Health Sciences Center Institute for Healthy Aging, said many people think their care giving responsibilities end when their children leave home and that is not necessarily the case.

“Many people find themselves caring for aging parents or even raising their grandchildren. West Texas Cares begins with having caregivers identify themselves in the role of caregiver. Many people do not know that they fall under this classification,” said Laurence. “They are simply providing a better quality of life for a loved one, but don’t know there is help out there for them.”

The program is designed to assist caregivers in rural communities through services such as respite care, counseling, education and home modifications. Laurence added the program offers print and visual media to provide rural caregivers details about services available.

The Institute for Healthy Aging and West Texas Cares give the following tips to caregivers:

- Choose to take charge of your life, and do not let your loved one's illness or disability always take center stage.
- Watch out for signs of depression, and do not delay in getting professional help when you need it.
- Educate yourself about your loved one's condition. Information is empowering.
- There's a difference between caring and doing. Be open to technologies and ideas that promote your loved one's independence.
- Seek support from other caregivers. There is a great strength in knowing you are not alone.

If you would like more information about West Texas Cares or the Institute for Healthy Aging, contact Laurence at (806) 743-3610 or visit the West Texas Cares Web site at www.westtexascares.com. The Administration on Aging Web site at www.aoa.gov is another source for information.

##



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

Date: November 19, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

KTXT-TV SETS DECEMBER FESTIVAL

LUBBOCK -- Texas Tech University's educational television station, KTXT-TV, the Public Broadcasting System (PBS) affiliate for the South Plains, will conduct an on-air fundraising event December 4-12. The December Festival 2004 will air on Channel 5 (Cox Cable Channel 4 in Lubbock). The theme of the fundraiser is "Be More, Watch and Support Your Public Television!"

Station officials have set a goal of \$20,000 for the nine-day event, giving South Plains residents ample opportunity to support local public television as an essential community resource. Funds raised during the event will go directly to the purchase and broadcast of quality television programming.

"KTXT-TV is a non-commercial public television station and, as such, it relies on the public for the funds necessary to purchase programs and broadcast these programs into your home," said Tim Chambers, the station's development officer. KTXT-TV is now in its 42nd year of providing educational television to the people of the South Plains.

The December Festival schedule will feature several music specials including, "Daniel O'Donnell: Live from Branson," "Josh Groban: Live at the Greek," "Dionne Warwick: In Concert" and "George Jones: 50 Years of Hits, A Soundstage Special."

"Lawrence Welk Family Christmas," "Blind Boys of Alabama: Go Tell It On The Mountain," and "Rock and Roll Forever: Ed Sullivan's Greatest Hits" also will air.

Other specials include "Phil Collins: Live and Loose in Paris," "My Music: Get Down Tonight, The Disco Explosion," and "The Morgan Choir: A Joyful Celebration."

Many of the regular programs such as "The Newshour with Jim Lehrer," "Washington Week in Review," "Wall Street Week with Fortune" and "Now with Bill Moyers" also will be a part of the special programming schedule.

The station will offer DVDs, VHS tapes and CDs from select programs as thank-you gifts throughout the fundraiser. Pledges also can be sent via KTXT-TV's Web site at www.ktxt.org.

For more information on KTXT-TV's December Festival 2004, or to make a donation, call Chambers at (806) 742-2209.

-30-



FOR IMMEDIATE RELEASE

DATE: Nov. 22, 2004

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

TEXAS TECH TO HOST LECTURE OF DUKE UNIVERSITY PROFESSOR

LUBBOCK – Matt Cartmill, Ph.D., professor of biological anthropology and anatomy at Duke University, will discuss his work in biological anthropology. Faculty, students and the community are invited to attend a special lecture at noon on Monday, (Dec. 6), in Room 307 of the Texas Tech Library. This event is sponsored by the national Phi Beta Kappa Society, the local Phi Beta Kappa Alumni Association, and the Texas Tech University Honors College.

“Each year, the national Phi Beta Kappa Society arranges for a select group of outstanding scholar-teachers to travel around the country to discuss their work and promote the intellectual ideals of the Phi Beta Kappa Society,” said Ed Quitevis, Ph.D., professor of chemistry at Texas Tech University and president of the Phi Beta Kappa Alumni Association of West Texas and Eastern New Mexico.

Cartmill has been a faculty member at Duke University since 1969. He is the recipient of the Duke University Scholar/Teacher of the Year Award and the Duke Medical Alumni Distinguished Teaching Award. He also was president of the American Association of Physical Anthropologists and a fellow of the American Association for the Advancement of Science.

He is the author of *A View to a Death in the Morning: Hunting and Nature Through History*, co-author of *Human Structure* and former editor-in-chief of *American Journal of Physical Anthropology*. His research interests include bipedal locomotion; origin and differentiation of primates; evolution of arboreal adaptations in mammals; evolution of the carotid arteries and basicranium; origins of higher primates; theoretical systematics; history of ideas; and the history and philosophy of science.

For more information about Cartmill, visit <http://www.baa.duke.edu/FacPages/cartmill.html>. For more information about the lecture, contact Quitevis at (806) 742-3066 or edward.quitevis@ttu.edu.



Texas Tech University System
COMMUNICATIONS & MARKETING

Box 42022
Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

FOR IMMEDIATE RELEASE

November 22, 2004

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

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

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
GROUNDBREAKING TO SET STAGE FOR
NEW CLINICAL TOWER/RESEARCH CENTER**

LUBBOCK – Texas Tech University Health Sciences Center will celebrate the future addition of a Clinical Tower/Research Center with a ceremony at 3 p.m. Tuesday (Nov. 23) at the Health Sciences Center, 3601 Fourth St., 2nd floor north AB elevator lobby.

The \$36 million project includes a new 152,000 square foot facility and renovation of 25,500 existing square feet to relocate the clinical practices of Family Medicine, Internal Medicine, Obstetrics and Gynecology, Pediatrics, Orthopaedics, Surgery and Ophthalmology.

M. Roy Wilson, M.D., M.S., president of the Health Sciences Center, said the institution continues to search for ways to improve patient care. "The Health Sciences Center has grown dramatically over the years. But our goal is not growth for growth's sake. This is about setting a standard of exceptional patient care."

Richard V. Homan, M.D., vice president for Clinical Affairs and dean of the School of Medicine, said the design of the new facility will create more of a patient-focused health-care environment. "The School of Medicine is proud to serve West Texas. The new Clinical Tower/Research Center is a facility that will provide patients easier access to health care," Homan said. "We are committed to our patients and will continue to serve them with the best facilities available."

The Clinical Tower/Research Center completes Phase II of the medical campus master plan and reallocates previously occupied space in the Health Sciences Center for expansion of the institution's research programs. The project schedule calls for completion in 24 to 28 months. FKP Architects Inc. from Houston, Texas designed the facility; Lee Lewis Construction Inc. of Lubbock will serve as the construction manager.

For more information, contact Suzanna Cisneros Martinez, associate director, Office of Communications and Marketing, at (806) 743-2143.

##



Texas Tech University System
COMMUNICATIONS & MARKETING

a d v i s o r y

EVENT ADVISORY

DATE: Nov. 24, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

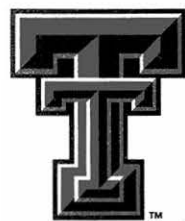
TEXAS TECH TO ANNOUNCE GILMORE GIFT

- WHAT:** News conference announcing gift.
- WHEN:** 11:15 a.m., Tuesday, (Nov. 30).
- WHERE:** City Bank Room in the United Spirit Arena on campus.
- EVENT:** Chester "Pots" and Cleta Belle Gilmore of Idalou significantly impacted the academic mission of two Texas Tech University colleges with a \$3.6 million bequest to the university.

Chester was a farmer, and Cleta Belle was a 1938 Texas Technological College home economics graduate and community volunteer. Chester served as a director of Idalou State Bank and was active in community projects while Cleta Belle served as superintendent of the women's division of the South Plains Fair. Cleta Belle preceded her husband in death in 1996. Chester died in 2003.

The Gilmore's bequest to Texas Tech will be equally divided among the College of Agricultural Sciences and Natural Resources (CASNR) and the College of Human Sciences. With its \$1.8 million, CASNR will establish the Chester "Pots" and Cleta Gilmore Endowment for teaching and research enhancement, student-related activities and other needs within the college.

The College of Human Sciences will use the gift to renovate Texas Tech's former bookstore for the expansion of the Child Development Research Center and the Center for the Study of Addiction and Recovery. Any remaining funds will be used to support that college's mission of improving and enhancing the human condition.



EVENT ADVISORY

Date: November 24, 2004

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

DONOR CREATES ENDOWED CHAIR FOR COLLEGE OF ENGINEERING

WHAT: The Texas Tech University College of Engineering will announce the establishment of the J.W. Wright Regents Chair in Mechanical Engineering.

WHEN: 10:45 a.m., Monday, (Nov. 29).

WHERE: Merket Alumni Center, 17th Street and University Avenue.

EVENT: The new endowed chair was made possible by Associated Supply Company, Inc. (ASCO) and by Wrights' children, Brax Wright, Steve Wright and Paula Key, who own ASCO. The \$1 million gift will be used to establish the endowed chair for the College of Engineering's Department of Mechanical Engineering. The Wrights contributed \$500,000, which will be matched by the Texas Tech regents to endow the chair.

The gift benefits 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.

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



Texas Tech University System
COMMUNICATIONS & MARKETING

EVENT ADVISORY

November 29, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**MAKING THE TRANSITION FOR CAREGIVERS
CARING AT A DISTANCE**

WHAT: Starting the Journey, a program for caregivers

WHEN: Noon, Tuesday (Nov. 30)

WHERE: Mildred and Shirley L. Garrison Geriatric Education
and Care Center, 3710 Fourth St.

EVENT: November is National Caregiver Awareness Month. Topics at this
program will include making the transition, caring at a distance, rural
resources, surviving the holidays and local assistance for caregivers.

Sponsored by Texas Tech University Health Sciences Center, Institute
for Healthy Aging, Mildred and Shirley L. Garrison Geriatric Education
and Care Center and the Agency on Aging of the South Plains.

CONTACT: The Institute for Healthy Aging at (806) 743-3610.

##



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

FOR IMMEDIATE RELEASE

Date: Nov. 29, 2004

CONTACT: Danette Baker, danette.baker@ttuhsc.edu

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

**TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER
RECEIVES \$1.2 MILLION NATIONAL GRANT
TO STUDY HEALTH DISPARITIES**

LUBBOCK – M. Roy Wilson, M.D., M.S., president of Texas Tech University Health Sciences Center, announced today that the institution has received a \$1.2 million grant from the National Institutes of Health's National Center on Minority Health and Health Disparities. The three-year grant will create the West Texas Rural EXPORT Center within the Health Sciences Center's Office of Rural and Community Health. The acronym EXPORT stands for Excellence in Partnerships for Community Outreach, Research on Health Disparities and Training.

"In our region, we see striking differences in health status and in access to health care caused by economic, social and geographic factors," Wilson said. "The West Texas Rural EXPORT Center is the logical next step in our long-term efforts to address community health needs. This grant will improve our ability to conduct research that can lead to the elimination of disparities in health outcomes."

The West Texas Rural EXPORT Center will use the grant to develop partnerships among researchers at the Health Sciences Center, Texas Tech University and other academic institutions and to collaborate with community organizations. The basis of such research is to create community-based research methods for studies on rural health issues and to create interventions that can reduce health disparities.

"We are taking a regional approach to problems of national significance," said Patti J. Patterson, M.D., M.P.H., vice president for Rural and Community Health at the Health Sciences Center. "Two of our main long-term goals are to identify the underlying socioeconomic factors of health status in rural populations and to understand the differences it can make to live in isolated communities."

Patterson, who also is the principal investigator for the EXPORT Center, said in addition to the rural component, research would focus on the ethnic and cultural influences of health disparities.

-- MORE --

Health disparities refer to differences in health status among racial and ethnic minority populations and the economically disadvantaged. Statistics have shown shorter life expectancies and higher rates of cancer, birth defects, infant mortality, asthma, diabetes, cardiovascular disease and stroke among these groups.

“By focusing on rural and isolated communities and on issues important in our Hispanic communities, we hope to gain practical benefits from our research projects,” Patterson said. “Our goal is to connect statistics to solutions.”

The West Texas Rural EXPORT Center grant is one of eleven awarded nationwide by the National Institutes of Health’s National Center on Minority Health and Health Disparities.

For more information, contact Patti J. Patterson, M.D., M.P.H., vice president for Rural and Community Health at Texas Tech University Health Sciences Center, at (806) 743-1338 or patti.patterson@ttuhsc.edu.

##



Texas Tech University System
COMMUNICATIONS & MARKETING

n e w s r e l e a s e

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

FOR IMMEDIATE RELEASE

November 29, 2004

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

<http://www.texas-tech.edu/newhome>

**NEUROSCIENTIST TO SHARE RESEARCH
APPROACH TO REPAIRING SPINAL CORD INJURIES**

LUBBOCK – The injuries suffered by the late Christopher Reeve brought national attention to spinal cord injuries and the need for continued research for answers. Among those working in that direction is world-renowned neuroscientist Geoffrey Raisman, M.D., Ph.D., head of the Division of Neurobiology at the National Institute for Medical Research (Medical Research Council) in London.

Raisman will present a free lecture on the “Repair of Spinal Cord Injury by Transplantation of Olfactory Ensheathing Cells” on Dec. 3 at Texas Tech University Health Sciences Center. His visit to Lubbock is co-sponsored by the Society for Neuroscience, the West Texas Chapter of the Society for Neuroscience, the Texas Tech University Health Sciences Center School of Medicine and the Department of Pharmacology and Neuroscience.

He will speak from noon to 1:30 p.m. in the Academic Classroom Building, Room 110 on the Health Sciences Center campus. The lecture also will air live via a Healthnet link on the Health Sciences Center campuses in Amarillo, El Paso and Odessa.

“Dr. Raisman is one of the leaders in this type of research,” said Penelope W. Coates, Ph.D., a neuroscientist in the Department of Cell Biology and Biochemistry at Texas Tech University Health Sciences Center. “Scientists definitely will have interest in his lecture, but he also has the ability to communicate on a public level so this will be of great interest to those people who have a spinal injury themselves or who have family members affected.”

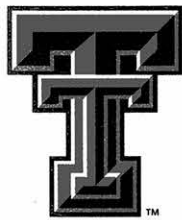
Raisman is well-known internationally for his research in using olfactory ensheathing cells to repair damaged spinal cord cells, Coates said. Currently, there is not a way to repair spinal cord cells because spinal tissue does not repair itself like bone and skin tissue can. Raisman discovered that the olfactory ensheathing cells, found in the nerves that connect the nose with the brain and allow for the sense of smell, constantly reproduce themselves. He led a team of researchers at the National Institute for Medical Research in repairing the injured spinal cord of an adult rat by transplanting olfactory cells in to the damaged tissue.

-more-

Promising research for spinal cord injuries

In the June 2003 "Journal of the Royal Society of Medicine," Raisman writes that he believes the research will make it possible to plan pilot trials on humans within the next few years. His research has been published in a number of scientific publications and was featured as part of a segment on stem cells, which aired in April on the PBS series, "Innovation, Life Inspired."

SOURCE: Penelope Coates, Ph.D., associate professor, Texas Tech University Health Sciences Center Department of Cell Biology and Biochemistry, (806) 743-2715, Penelope.coates@ttuhsc.edu



FOR IMMEDIATE RELEASE

DATE: November 29, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

DONOR CREATES ENDOWED CHAIR FOR COLLEGE OF ENGINEERING

LUBBOCK – The Texas Tech University College of Engineering today announced the establishment of a new endowed chair Monday, (Nov. 29). The gift funding the new J.W. Wright Regents Chair was made possible by Associated Supply Company Inc. (ASCO) and by Wrights' children, Brax Wright, Steve Wright and Paula Key, who own ASCO.

"The generosity of the Wright family in creating an endowed chair will have an immense impact on our academic endeavors in engineering," said Pamela A. Eibeck, Ph.D., dean of the College of Engineering. "The J.W. Wright Chair in Mechanical Engineering will allow us to attract a nationally renowned faculty member to further advance the excellence in our instructional and research activities."

The \$1 million gift will be used to establish the endowed chair for the College of Engineering's Department of Mechanical Engineering. The Wrights contributed \$500,000, which will be matched by the Texas Tech regents to endow the chair.

Brax Wright, ASCO's chief executive officer, said that he and his family felt it was important that the company give back to the community and help train future generations of mechanical engineers.

"Our vision for the future included establishing the first chair ever in the Department of Mechanical Engineering at Texas Tech in the name of our founder and chairman and Steve's, Paula's and my father, J.W. (Bill) Wright," said Brax Wright. "The establishment of this chair honors our company's core values and core purpose. It also honors the university's Path to Preeminence campaign and Chancellor David Smith's vision for university chairs and professorships to acquire outstanding faculty who will instill knowledge in the next generation of leaders. The core values and purpose of ASCO encourage us to get involved in the communities in which we live and work and raise our families and certainly endowing a chair in the Department of Mechanical Engineering at Texas Tech University meets that criteria. It also honors our father, a registered professional mechanical engineer."

The gift benefits 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

a d v i s o r y

EVENT ADVISORY

Date: November 29, 2004

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

Box 42022

Lubbock, TX 79409.2022

806.742.2136

Fax 806.742.1615

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

READING BY POET CHAD DAVIDSON SET AT TEXAS TECH

WHAT: Poetry reading by Chad Davidson.

WHEN: 7:30 p.m., Thursday (Dec. 2).

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

EVENT: Chad Davidson is the author of a collection of poems, "Consolation Miracle," which was chosen as the winner of the Crab Orchard Prize. His poetry has appeared or is forthcoming in "Colorado Review," "Doubletake," "Hotel Amerika," "The Paris Review," and "Virginia Quarterly Review."

Davidson also translates fiction and poetry from Italian and has translations appearing or forthcoming in "The Literary Review," "Minnesota Review," and others.

Davidson, a professor at the University of West Georgia, has received a Rotary Ambassadorial Scholarship to the University of Perugia, Italy, and a Thayer Fellowship in the Arts from New York State University.

The reading is sponsored by the Texas Tech University English Department, the Creative Writing Program and "32 Poems Magazine."

CONTACT: John Poch, Ph.D., Texas Tech University Department of English, at (806) 742-2501 or john.poch@ttu.edu.