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TEXAS TECH UNIVERSITY

# News Release

**FOR IMMEDIATE RELEASE**

DATE: Dec. 3, 2007

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

**Texas Tech Museum Hosts Exhibition Featuring the Art and  
Collections of Anthony Quinn**

**[Editor's Note: Please consider this exhibition for your calendar of events]**

The Museum of Texas Tech University will exhibit "Anthony Quinn: A Lifetime of Creating and Collecting Art," June 22, 2008 through Nov. 30, 2008.

Anthony Quinn, whose heritage was Mexican-Indian and Irish, may be best known as an Oscar Award-winning actor, but he considered himself an artist. He created a large body of art and collected more than 3,000 items ranging from ancient Roman artifacts to modern art.

In addition to his own art, in the exhibit are works by Auguste Renoir, Sir Jacob Epstein, John Decker, Josef Herman, John Duncan Fergusson, Cecil Skotnes, Jean Janssen, Henri Matisse, Henry Moore, Karel Appel, Alexander Archipenko, Arthur Giardelli, Rufino Tamayo, and many pieces from Africa, South America, Mexico, Tibet, Thailand, and other nations around the world.

Quinn, who died in 2001 at the age of 86, appeared in more than 200 films and won two Oscars.

The exhibition is free and open to the public. The Museum of Texas Tech University is located at 4<sup>th</sup> Street and Indiana Avenue, on the university campus. For more information contact Gary Edson, museum executive director, or David Dean, director of information services, at (806) 742-2442, or e-mail [museum.texastech@ttu.edu](mailto:museum.texastech@ttu.edu). Museum hours are 10 a.m. - 5 p.m. Tuesday-Saturday, until 8:30 p.m. on Thursday, and 1-5 p.m. on Sunday. The museum is closed on Monday.

Stay current on museum exhibitions and events at [www.museum.ttu.edu](http://www.museum.ttu.edu).



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 4, 2007

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

### **Band Together To Raise Funds For Uniforms**

The Texas Tech Goin' Band from Raiderland is one of the most distinctive and visible symbols of the university. The musicians need new uniforms and are turning to their legions of fans for help.

The College of Visual and Performing Arts has launched the Band Together campaign to raise funds to buy new uniforms and provide travel support for the award-winning band.

"An immediate goal is to raise money to purchase new uniforms for the Goin' Band," said Carol Edwards, dean of the College of Visual and Performing Arts. "The college also is committed to securing a significant endowment to establish future support for the band. Our talented students who dedicate themselves year after year to carrying forward the tradition and excellence of the Goin' Band deserve our support."

In 1925, 21 students dressed in matador uniforms formed the first band. Now, more than 440 members strong, the Goin' Band from Raiderland is recognized as one of the finest marching bands in the country.

The new uniforms combine the best of the old and a few new twists.

"The new uniform is our basic, traditional jacket design incorporating the scroll which has been a part of the Goin' Band uniform since 1983, when the university returned to the Matador look," said Christopher Anderson, director of the band. "The breastplate creates several additional looks which can be utilized at exhibition and high school performances where students expect a more modern style. This allows us to create a cutting-edge look while celebrating the history and heritage of the Matador style which has become synonymous with the Goin' Band from Raiderland."

The current uniforms are 12 years old and worn. New uniforms cost about \$500 each. Special one-of-a-kind commemorative gifts will be given to those who give to the Band Together campaign. For more information on how to donate to the Band Together Campaign, go to [www.vpa.ttu.edu](http://www.vpa.ttu.edu) and click on the Band Together link or call (806) 742-0700.



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Dec. 4, 2007

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Vietnamese Delegates Tour Texas Tech, Discuss Partnership Opportunities**

WHAT: Media availability with delegates from Vietnamese university

WHEN: 1:30-2:30 p.m. Wednesday (Dec. 5)

WHERE: The Formby Room of the Southwest Collection, Special Collections Library (north of the Texas Tech University Library)

EVENT: The Vietnam Center at Texas Tech is hosting a delegation from Open University of Ho Chi Minh City, Vietnam, giving the visitors an opportunity to meet with various university officials and departments to learn about academic programs and discuss the possibility of establishing joint academic degree programs between the two institutions.

“This is part of the ongoing work of the Vietnam Center to strengthen ties between Texas Tech and universities in Vietnam,” said Stephen Maxner, director of the Vietnam Center. “In April, Provost William Marcy signed an agreement creating the first joint degree program between Texas Tech and a university in Vietnam. As a result of that success, the Ministry of Education and Training in Vietnam (the equivalent of the U.S. Department of Education) has urged universities throughout its country to do the same.”

Khanh Le, associate director for Vietnamese affairs at the Vietnam Center, said the ministry has instructed Vietnam’s universities to send increasing numbers of students to universities in the U.S. to earn advanced degrees as part of a massive program throughout Vietnam to increase the number of master’s and doctoral graduates by 20,000 by the year 2017.

“Because of the work of the Vietnam Center, Texas Tech is in a unique position to recruit a large number of these students to attend our university,” Le said.

This could position the Vietnam Center to help meet Chancellor Kent Hance’s call to increase the number of international students at Texas Tech and boost enrollment to 40,000 students by 2040. This past summer, the office of the provost underwrote the first recruiting trip to Vietnam conducted by Maxner and Le. This already has resulted in new Vietnamese students attending Texas Tech.

Open University of Ho Chi Minh City is a liberal arts university with a student population of approximately 40,000 students that is expanding its academic offerings for students and is changing its educational structure to a credit-hour system.

Delegates hope to learn more about U.S. higher education and discuss the creation of joint degree programs in several areas of study.

**CONTACT: Stephen Maxner, director, Vietnam Center, Texas Tech University,**  
(806) 742-9010 or [steve.maxner@ttu.edu](mailto:steve.maxner@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 5, 2007

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

### **Texas Dance Halls Subject of New Book**

Dance halls have been a part of the Texas landscape for more than a century. While the music and the dance steps change with the years, the halls remain remarkably the same, the center of community life in many a small Texas town.

Author Gail Folkins and photographer J. Marcus Weekley capture the sights, sounds and history of 18 of these establishments in "Texas Dance Halls: A two-Step Circuit" published by Texas Tech University Press. This book is not just about the music and the dancers – it also celebrates the men and women, some of them third generation dance hall operators, who keep the dance hall doors open.

Folkins, a journalist and creative writing teacher, draws on her personal observations as the wife of one of the boys in the band. Her husband, John, is a bass player.

"I would go along with John on the weekends and I really liked the sense of history and place I found in the dance halls," said Folkins. "Many dance halls were founded as places for working men to bring their families and relax and enjoy good music, specially in German and Czech communities. By that definition, the dance halls are still used today the same way as places for people to bring their entire families and have a good time. "

The book began as a single profile on a singer Folkins' husband worked with. "Once I wrote that piece I realized that the place was so intertwined with the personality profile, that it made me think there were more stories to tell of people and of the buildings themselves."

To illustrate her book, Folkins turned to photographer J. Marcus Weekley. The two had known each other during their days working on master's degrees in Texas Tech's creative writing program. For Weekley, who is also a poet and writer, he found that the assignment changed his view of the Texas dance hall.

"I had never been to a dance hall in my life," he said. "I thought there's going to be cowboys and beer and country music. That was way wrong."

From thinking he would just try to take pretty pictures, Weekley found himself looking at each building in a very different way.

"I looked for what was individual about each hall what made it different. I tried to capture the spirit of the place," he said.

Whether it's the fabled Luckenbach Dance Hall west of Austin, to the Czech heritage of the KJT in Fayette County, south of LaGrange, or mingling with the very modern tourists on the dance floor of Austin's Broken Spoke, Folkins and Weekley bring alive the sound of boots moving across a sawdust-covered floor, the ghosts of dancers past and the down-home future of a Texas institution.

For more information or a review copy of "Texas Dance Halls: A two-Step Circuit," contact Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or [barbara.brannon@ttu.edu](mailto:barbara.brannon@ttu.edu).



TEXAS TECH UNIVERSITY SYSTEM

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Dec. 5, 2007

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

**Announcement of Texas Tech Chancellor's Council Distinguished  
Teaching and Research Awards Set**

WHO: The Texas Tech University System Chancellor's Council

WHAT: Announcement of the four 2007 winners of the Distinguished Teaching and Research Awards

WHEN: 10:30 a.m. Thursday (Dec. 6)

WHERE: Board of Regents meeting room, 2<sup>nd</sup> floor of the Administration Building

EVENT: The annual awards recognize an outstanding professor and researcher at Texas Tech University and at the Texas Tech University Health Sciences Center. The Chancellor's Council provides funding for student scholarships, faculty incentives and other programs.

Each winner will receive a \$10,000 cash award and a plaque.





TEXAS TECH UNIVERSITY

# News Release

FOR IMMEDIATE RELEASE

DATE: Dec. 6, 2007

CONTACT: Sally Logue Post [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

## **Texas Tech Chancellor's Council Announces Outstanding Teaching, Research Awards**

Two faculty members from Texas Tech University Health Sciences Center and two from Texas Tech University today (Dec. 6) received the Chancellor's Council Distinguished Teaching and Research Awards.

The Distinguished Teaching Awards go to Robert "Bob" McDonald, professor in the Rawls College of Business Administration at Texas Tech, and to Jon A. Weidanz, professor in the School of Pharmacy at the Health Sciences Center.

The Distinguished Research Awards go to Thomas Thekkumkara in the School of Pharmacy at the Health Sciences Center and to Stephen Graham Jones, professor of English at Texas Tech University.

"These four individuals epitomize the high standard we have for academic instruction and research at both universities," said Kent Hance, chancellor of the Texas Tech University System. "They are a major reason why our students receive an outstanding education. I am very impressed with the impact they are having on our students and in their individual fields of scholarship and research."

This is the seventh year for the Chancellor's Council to present the awards. The winners will receive a plaque and a \$10,000 cash award. The Chancellor's Council raises funds for student scholarships, faculty recruitment and support, and other programs.

McDonald, an associate professor of marketing, has been with Texas Tech since 2001. He teaches several classes including sales management and business-to-business marketing, where he consistently receives top marks on student evaluations. He received the Texas Tech President's Teaching Award in 2005 and is this year's winner of the Marketing Management Association's Teaching Excellence Award. He also is a member of the executive council of the university's Teaching Academy and served as a service learning faculty fellow mentor. He received his bachelor's degree from Columbia University, his master's degrees from the University of Houston and his doctorate from the University of Connecticut.

Weidanz, an associate professor, has been on the faculty of the School of Pharmacy since 2000 teaching immunology, biochemistry and pharmacotherapy courses. He received the

2007 President's Excellence in Teaching Award and won the Teacher of the Year Award in the School of Pharmacy in 2002, 2003, 2004 and 2006. Weidanz is a widely-published author and has spoken at numerous conferences. He has redesigned an immunology course and developed a new course on clinical immunization, both of which give students hands-on practical experience. In addition to his teaching responsibilities he conducts funded research in the area of cancer therapy. He earned his bachelor's degree from West Virginia University and his master's degree and doctorate from the University of Alabama at Birmingham.

Thekkumkara joined the School of Pharmacy in 2000, where he also serves as associate dean for research. He was awarded the President's Research Achievement Award in 2007 and the Distinguished Faculty Award at the Health Sciences Center in 2003. He has been a member of the Teaching Team of the Year for Pharmacotherapy II classes three times since 2001. Thekkumkara is widely published and has research funding from the National Institutes of Health and the American Heart Association, among others. His research currently focuses on the molecular mechanisms that activate and regulate G-protein coupled receptors. These receptors play a critical role in blood pressure regulation and electrolyte balance, which are implicated in many medical disorders including hypertension and diabetes. He earned his bachelor's degree from Kerala University in India, his master's degree and doctorate from Kanpur University in India and was a postdoctoral fellow in biochemistry and molecular biology at Case Western Reserve University in Cleveland.

Jones, who joined the university in 2001, is an associate professor of creative writing in the Department of English. He has published four novels, with a fifth due next year. He also has published one collection of short stories and more than 80 short stories in prominent literary journals. Jones has received the Independent Bookseller's Award for Multicultural Fiction, the Texas Institute of Letters Jesse Jones Award for Best Work of Fiction, a National Endowment of the Arts Fellowship in Literature and a Texas Writers League Fellowship in fiction. He has twice received a second-place award in the Texas Tech President's Book Award Competition. He has also been a finalist for the International Horror Guild Award, the Bram Stoker Award and the Texas Writers League Violet Crown Award. Jones earned his bachelor's degree from Texas Tech, his master's from the University of North Texas and his doctorate from Florida State University.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 6, 2007

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **Masked Rider to Attend Gator Bowl**

Bowl appearance brings mascot back to its roots.

Texas Tech University and the Masked Rider Advisory Committee announced Thursday (Dec. 6) the anticipated appearance of Kevin Burns, 2007-2008 Masked Rider, and Midnight Matador at the Jan. 1 Konica Minolta Gator Bowl.

Despite a more than 13,000-mile drive from Lubbock, the appearance marks a homecoming of sorts for the mascot, which made its first official appearance on New Year's Day in 1954 when the Red Raiders faced Auburn University in the Gator Bowl. That ride has been hailed as one of the most sensational team entrances ever made.

The advisory committee made the recommendation that the Masked Rider travel to Jacksonville, Fla., for the Gator Bowl during its Thursday meeting. Committee members also reviewed Burns' actions during Texas Tech's Nov. 14 football game against the University of Oklahoma, when safety guidelines were disregarded by the rider.

Burns issued an apology for violating safety guidelines following the meeting.

"When I was selected as the Masked Rider last spring, the committee members reminded me that the position of Masked Rider is larger than any one rider," he said. "I represent a spirit and tradition of the university, and my actions at the Oklahoma game, while perhaps exciting, put a valued Texas Tech tradition at risk. Future riders must understand that there are reasons that the safety guidelines exist, and my disregard for them should never be repeated."

The sanctions issued to Burns are confidential employment decisions. Masked Rider Committee Chairperson Stephanie Rhode did indicate that the committee's decisions were made to protect the future of the Masked Rider program and to prevent similar incidents concerning future riders.

"The committee remains supportive of Kevin in his position as Masked Rider and looks forward to his appearance with Midnight Matador at the Konica Minolta Gator Bowl," Rhode said.

Details regarding the Masked Rider's upcoming bowl appearance are not finalized. The horse and rider are anticipated to appear at the Winn-Dixie Hometown Gator Bowl Parade

on Dec. 31, the Gator Bowl Budweiser Tailgate Party on Jan. 1, and lead the Red Raiders onto Jacksonville Municipal Stadium field prior to kickoff.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 7, 2007

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

### **International Ceramic Artists to Speak at Texas Tech Clay on the Wall Art Symposium**

Internationally-known ceramic artists Don Reitz, Patti Warashina, Bill Hunt and John Balistreri will speak during the Clay on the Wall Symposium Weekend on Jan. 18–19, 2008.

The symposium, hosted by Landmark Arts at Texas Tech University's School of Art, celebrates Clay on the Wall: 2007 Clay National exhibit, which is on display from Dec. 1, 2007, to Feb. 17, 2008, in the Landmark Gallery in the Art Building.

A reception for the artists will be held from 6-8 p.m. Jan. 19, 2008.

Matthew Kangas, a Seattle-based independent art critic and curator, served as juror for the Clay on the Wall: 2007 Clay National. From more than 500 entries submitted by 153 artists, Kangas selected 45 artworks by 43 artists.

The Landmark Arts' mission is to promote fine arts growth and development in the Lubbock community through a comprehensive program of exhibitions, symposia and workshops, publications, and hands-on experience with working artists.

Attendance to all events is free and open to the public, however pre-registration is required for the ceramic demonstrations. The Landmark Gallery is located in the Art Building on Texas Tech's campus, near 18<sup>th</sup> Street and Flint Avenue east of the Architecture Building. To pre-register for the symposium or for more information on the exhibition, visit [www.landmarkarts.org](http://www.landmarkarts.org).

**CONTACT: Joe Arredondo, director of exhibitions and programs, Texas Tech University, (806) 742-3825 ext. 226, or [joe.arredondo@ttu.edu](mailto:joe.arredondo@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 7, 2007

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

(806) 742-2136

### **Trio of Texas Tech Programs Ranks Nationally in Productivity Study**

Three of Texas Tech University's programs have been ranked in a national survey as among the top most productive in their areas of study.

Doctoral programs in industrial engineering; wildlife sciences; and composition, rhetoric and writing received top-10 rankings in a productivity survey compiled annually by Academic Analytics. The results were published in the Nov. 16 issue of "The Chronicle of Higher Education."

Composition, rhetoric and writing earned a fifth-place ranking among similar programs surveyed. Industrial engineering ranked sixth in its discipline and wildlife sciences placed eighth in the country.

The productivity of each faculty member is judged on such factors as books published, journal publications, citations of journal articles, federal-grant dollars awarded, and honors and awards. The 2007 index compiled overall institutional rankings on 375 universities that offer the doctoral degree. The total number of faculty members rated by the 2007 index is 164,843.

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TEXAS TECH UNIVERSITY

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 7, 2007

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-2136

### **United Future Leaders Host Christmas Party for Special Olympics Athletes**

United Future Leaders (UFL) will host Special Olympics athletes and accompanying family members at a Dec. 8 Christmas party at the United Spirit Arena.

Prior to the party, a breakfast honoring UFL graduates will begin at 8:30 a.m. Fifty-seven UFL participants have been meeting weekly since September with staff members from the Texas Tech University Center for Prevention and Resiliency.

Graduates will have an opportunity to enter the arena floor as if they were Texas Tech basketball players, with their names announced overhead and former Lady Raiders Basketball Coach Marsha Sharp waiting to greet them.

The Special Olympics party begins at 10:30 a.m., with Santa and Mrs. Claus expected to make an appearance by 11:30 a.m. UFL students will interact with Special Olympians through six stations featuring activities such as dribbling and bowling.

The party is the final of three service lessons taught to UFL students this semester.

UFL promotes values such as civility, ethics and leadership for fifth- and sixth-grade students. The program was founded in March through a \$1 million gift by United Supermarkets to the Center for Prevention and Resiliency, housed in the College of Human Sciences.

“When we founded United Future Leaders with United Supermarkets, we did so with the goal of equipping kids with the values necessary to successfully navigate middle school while making a positive mark on their communities,” said Linda Hoover, dean of the College of Human Sciences. “This service project with Special Olympics athletes is exactly the type of outreach we envisioned.”

The breakfast and the service project are underwritten by the 2007 class of Leadership Lubbock.

**Contact: Gloria Gonzales, research associate, Center for Prevention and Resiliency, Texas Tech University, (806) 742-2891 ext. 262, or [gloria.gonzales@ttu.edu](mailto:gloria.gonzales@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## **For Immediate Release**

DATE: Dec. 7, 2007

CONTACT: Georgia Godfrey, [georgia.godfrey@ttu.edu](mailto:georgia.godfrey@ttu.edu)

(806) 742-3263

### **Interior Design Faculty Member Appointed to Accreditation Board**

Texas Tech University interior design professor Cherif Amor was recently appointed as a site visitor for the Council for Interior Design Accreditation.

Amor, associate professor and director of graduate studies for the Department of Design in the College of Human Sciences, will be part of a three-member team that will conduct site visits during the accreditation process for academic programs across the country.

The purpose of site visits during the accreditation process is to allow for peer review of on-site evidence and allow for informed judgments about different interior design programs' compliance of accreditation standards. This opportunity also allows Amor to give back to the interior design community in a volunteer service-oriented fashion.

"Our Department of Design program is one of the leading programs in the nation" said Linda Hoover, dean of the College of Human Sciences. "Cherif's dedication to this program at Tech and to other programs helps to maintain interior design program standards and continually increase our educational visibility across the country."

Amor joined the faculty in the College of Human Sciences in 2000. Previously, Amor was an instructor at the University of Missouri-Columbia and the University of Constantine-Algeria in architecture. Amor has been honored for numerous teaching, faculty contribution and international scholar awards. His research endeavors and publications focus on home environments with special emphasis on social, psychological, cultural and economic contexts. Amor also played a major role in the extension of the Islamic Center of the South Plains in Lubbock, Texas in 2007.

The Department of Design encompasses the fields of apparel design, interior design and environmental design and strives to contribute to new knowledge in these areas through design education, research and community outreach.

**CONTACT: Georgia Godfrey, coordinator for college development and external relations, College of Human Sciences, Texas Tech University, (806) 742-3263, or [georgia.godfrey@ttu.edu](mailto:georgia.godfrey@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 10, 2007

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

### **Texas Tech Presidential Lecture & Performance Series Opens Spring Season with Taylor Dancers**

The Taylor Dance Company of New York, created by modern dance legend Paul Taylor, will open the spring season for Texas Tech University's Presidential Lecture & Performance Series.

The company will perform at 7:30 p.m. Jan. 11-12, 2008, at the Allen Theatre at Texas Tech's Student Union Building. A Mid-America Arts Alliance grant and a New England Foundation for the Arts grant will support the dance company's visit Jan. 9-13, 2008, as part of the National Endowment for the Arts' American Masterpieces: Dance presentation.

Last year The Taylor Dance Company's sister company, Taylor 2, spent a week teaching master classes to students at Lubbock Independent School District schools and Texas Tech before playing Sept. 29 to a sold-out house.

Wallace Chappell, executive director of Taylor 2 Dance Company, says the 16-member dance troupe also will participate in educational and outreach activities for students at Lubbock Independent School District schools and Texas Tech.

"We're coming back to try to build on last year's success, at the invitation of President Whitmore," Chappell said. "These two nights of dancing will include a wide range of ideas, themes, images and music for each night. It's an excellent opportunity to see the work of Paul Taylor, who's been choreographing for his own company for 53 years."

Paul Taylor has become one of America's most famous and accomplished choreographers. Some of his most famous works showcased in this tour include "Musical Offering," "Black Tuesday" and "Fiends Angelical."

Mary Jane Hurst, performance series organizer and faculty assistant to the president, said the Mid-America Arts Alliance and New England Foundation for the Arts grants made it possible to bring the larger Taylor Dance Company to Texas Tech. That, in turn, allows the lecture and performance to reach its goal of enriching the lives of Texas Tech students and the Lubbock community.

Office of Communications and Marketing

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## TEXAS TECH UNIVERSITY

“The Taylor Dance Company’s residence represents an enormous and invaluable boost to the cultural and academic atmosphere on campus and in the community,” Hurst said. “We are confident that our students, faculty, staff and community partners have been enriched by their engagement with this extraordinary dance group.”

Mid-America Arts Alliance enriches communities through cultural experiences throughout America’s heartland, developing programs and activities that allow more people to enjoy the arts and cultures of our region and the world, said Mary Kennedy McCabe, executive director of Mid-America.

“The Presidential Lecture & Performance Series at Texas Tech University is to be commended for its commitment to serving the community with this distinctive event,” McCabe said. “Audiences in West Texas will have the opportunity to see the exciting work of the Paul Taylor Dance Company, many for the first time. This is a great example of the focus we’ve had since 1972. Mid-America Arts Alliance is proud to help support this work and the Presidential Lecture & Performance Series at Texas Tech University.”

General admission is \$10. Students can get two free tickets with a valid student ID at the ticket booth in the Student Union Building. For tickets and more information, call Select-a-Seat at (806) 770-2000 or 1-800-735-1288.

**CONTACT: Mary Jane Hurst, faculty assistant to the president, Texas Tech University, (806) 742-2121 or [maryjane.hurst@ttu.edu](mailto:maryjane.hurst@ttu.edu). Also visit [www.presidentialseries.ttu.edu](http://www.presidentialseries.ttu.edu) or [www.ptdc.org](http://www.ptdc.org).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 10, 2007

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

### Texas Tech University to Honor Graduates

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

Texas Tech University will award diplomas to 2,370 students during graduation exercises Dec. 14 and 15.

Commencement speakers are Texas Lt. Gov. David Dewhurst, Paul L. Foster, and Katharine Hayhoe. Foster is chairman and chief executive officer of Western Refining Inc., and a member of the University of Texas Board of Regents. Hayhoe is a research associate professor in the Department of Geosciences at Texas Tech and a contributor and expert reviewer for the United Nations Intergovernmental Panel on Climate Change, which was awarded the Nobel Peace Prize in 2007.

Texas Tech's Graduate School will hold a separate commencement ceremony at 4 p.m. Friday (Dec. 14) in the United Spirit Arena, 1701 Indiana Ave., in Lubbock. Hayhoe will serve as the ceremony's featured speaker.

Undergraduate commencement ceremonies will be at 9 a.m. and 1:30 p.m. Saturday (Dec. 15), in the United Spirit Arena. Foster will speak at the early ceremony; Dewhurst will speak in the afternoon.

The morning ceremony will include students in the Colleges of Architecture, Arts and Sciences, Engineering and Education.

The afternoon observance includes the Colleges of Agricultural Sciences and Natural Resources, Human Sciences, Mass Communications, Visual and Performing Arts, and the Rawls College of Business.

Richard Roper, U.S. Attorney for the Northern District of Texas, a 1984 graduate of the Texas Tech law school, will give the speech at the Texas Tech School of Law commencement at 5 p.m. Saturday, in the Student Union Building's Allen Theater. A reception will follow in the Ballroom of the Student Union Building.

Receptions for the colleges will follow their respective ceremonies. Reception locations are: College of Agricultural Sciences and Natural Resources in the atrium area of the Animal Science Building; College of Architecture in the Architecture Gallery; College of

Office of Communications and Marketing



## TEXAS TECH UNIVERSITY

Arts and Sciences in the foyer in front of room 104 in Holden Hall; Jerry S. Rawls College of Business Administration in the Business Administration Building Rotunda; College of Education in the second floor foyer of the Education Building; College of Engineering in the Dean's Office Suite; College of Human Sciences in the El Centro Lounge; College of Mass Communications in the Frazier Pavilion; and College of Visual and Performing Arts in the university's Maedgen Theatre.

Outstanding students will carry banners representing their respective colleges. Administrators selected the banner bearers based on all-around achievement.

The banner bearers are: Matthew Daniel Sellers, an animal science major from League City, College of Agricultural Sciences and Natural Resources; Ronnie Newton Buckaloo, an engineering technology major from Gainesville, College of Engineering; Sarah Virginia Solis, a multidisciplinary studies major from El Paso, College of Education; Deanna Lynn Kramer, a music major from Spring, College of Visual and Performing Arts; Ronnie Scott Williams, Jr., a mathematics major from Roswell, N.M., College of Arts and Sciences; Steffanie Lauren Henderson, an early childhood major from Lubbock, College of Human Sciences; Rebekah Wilks (morning ceremony), cell and molecular biology major from Slaton, and Kelly Metz (afternoon ceremony), an accounting major from Sugar Land, Honors College; Kerri Michelle Griffin, a marketing major from Spring, Rawls College of Business; Christi Lynn Chesner, Arlington, a public relations major, College of Mass Communications; Stephen Michael Montalvo, an architecture major from Las Cruces, N.M., College of Architecture.

Selected to carry the banner for the Graduate School is Timothy D. Hadley, from Springfield, Mo., who this semester received his doctorate in technical communications and rhetoric.

Also recognized during commencement exercises will be bachelor's degree candidates with the highest grade-point-averages in their respective colleges.

Highest ranking December graduates for each college are:

- Agricultural Sciences and Natural Resources: Matthew Daniel Sellers, an animal science major from League City.
- Architecture: Stephen Michael Montalvo, an architecture major from Las Cruces, N.M.
- Arts and Sciences: Han Zhuang Beh, a biology major from East Hampton, N.Y.; Kayla Marie Childs, a psychology major from Abilene; Samuel Duane Edwards, a chemistry major from Midlothian; Allison Sarah Griest, an English major from Sugar Land; Elizabeth Victoria Jensen, an exercise and sport sciences major from Farmington, N.M.; Ashley Renee Mosman, a health, exercise and sport sciences major from Gainesville; Elizabeth Anna Murray, a psychology major from Houston; Alma Rodriguez, a Spanish major from Lubbock; Lindsey Elizabeth



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Tibbets, a psychology major from Lubbock; Brittani Cherell White, a social work major from Rowlett; Kathryn Marie White, an English major from Downey, Calif.; and Cathryn Elyse Wright, an English major from Abilene.

- Rawls College of Business: Kerri Michelle Griffin, a marketing major from Spring; Haley Shae Layman, a marketing major from San Angelo; Jennifer Leigh Partney, a marketing major from San Antonio; Haley Jo Foster, an accounting major from Paradise; and Amy Christina Murrell, an accounting major from Mesquite.
- Education: Sarah Virginia Solis, a multidisciplinary studies major from El Paso.
- Engineering: Ronnie Newton Buckaloo, an engineering technology major from Gainesville; and Alex Gregory Pearson, a mechanical engineering major from Beaumont.
- Human Sciences: Steffanie Lauren Henderson, an early childhood major from Lubbock; Casey Aileen Cardwell, an early childhood major from Denton; Gary Alan Lain, a personal financial planning major from Hamlin; and Amanda Lynn Schoolcraft, an early childhood major from Canyon.
- Mass Communications: Christi Lynn Chesner, a public relations major from Arlington.
- Visual and Performing Arts: Deanna Lynn Kramer, a music major from Spring.



# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Dec. 11, 2007

CONTACT: Ben Z Samples, [ben.z.samples@ttu.edu](mailto:ben.z.samples@ttu.edu)  
(806) 742-2136

## **LISD Students Go 3-D**

- WHAT:** Byron Martin Center students get hands-on tour of Texas Tech University's 3-D Animation Lab
- WHEN:** 10:55–11:45 a.m. and 2:55–3:30 p.m. on Wednesday (Dec. 12) and 8:55–9:35 a.m. and 1:30–2:00 p.m. on Thursday (Dec. 13)
- WHERE:** The second floor of the University Library
- EVENT:** Students from the Lubbock Independent School District's Byron Martin Center will receive hands-on tours of Texas Tech's 3-D Animation Lab this week.

The lab, which opened in June, offers eight work stations with state-of-the-art software used by industry professionals to produce models and animation projects.

Programs available on the lab's workstations include trueSpace, for modeling and animation; Poser, a character modeling program; Vue Infinite, an animation tool often used for final production of animated features, such as Disney's "Pirates of the Caribbean;" Maya, used in all aspects of 3-D; and 3-D Studio Max, a favorite of designers in the gaming industry.

**CONTACT: Jeff Whitley, director of communications and marketing, Texas Tech University Libraries** (806) 742-3685, or [jeff.whitley@ttu.edu](mailto:jeff.whitley@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **EMBARGOED RELEASE**

RELEASE DATE: Noon CST, Dec. 12

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

### **Texas Tech Researcher: Milky Way Galaxy Wears Two Halos of Stars**

Though it's devoured and destroyed countless smaller galaxies in its nearly 14-billion-year history, the Milky Way has earned itself two halos of stars, according to a Texas Tech researcher.

Ronald Wilhelm, an assistant professor of physics and co-author of the report, *Two Stellar Components in the Halo of the Milky Way*, said that though our galaxy is shaped like a flat disk of up to 400 billion stars rotating clockwise, it also wears two crowns of stars that make up a spherical haze and envelops the galaxy's disk. Though others have suggested that the galaxy wears two halos of stars before, this is the first definitive proof of two different halos, he said.

The report will be published in the Dec. 13 issue of the journal, *Nature*.

It was produced with 11 other researchers working through the Sloan Digital Sky Survey and the Sloan Extension for Galactic Understanding and Exploration.

"These stars in the halos are really, really ancient," Wilhelm said. "They're some of the oldest stars in the universe. Probably, this outer halo of stars came about through the cannibalization of smaller galaxies that ran retrograde to our galaxy's rotation.

"The big deal is that people have suggested for some time this outer halo existed, but they only had small samples of stars in their studies. We've created a much larger sample and can see that there is definitely a second halo orbiting retrograde, or backward, to the direction which the disk of the galaxy is rotating. If it was a part of the original formation of our galaxy, that halo should orbit the same direction."

From a sampling of 20,000 stars, Wilhelm and collaborators determined that the inner halo of stars is more flattened, and orbit slowly but in the same direction as the disk. It remains unclear whether the inner halo arose from mergers of small satellite galaxies or as part of the overall formation of the galactic disk.

The outer halo, however, seems to be composed of a population of stars which were stripped from smaller galaxies that orbited counter to the rotation of the disk. While small galaxies which orbit with our galaxy's rotation tend to rapidly fall into our galaxy,





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the retrograde orbiting satellite galaxies dissolve and their stars are spread throughout the outer halo.

By probing the chemical composition of the stars in the second halo, Wilhelm and collaborators were able to determine that these stars came from early protogalaxies or small satellite galaxies that had fewer processed elements such as calcium and iron, when compared to the inner halo.

This change in chemical composition, and orbital characteristics, confirms that two separate populations of stars exist in the halo of the Milky Way. Furthermore, the most likely explanation for the origin of the outer halo stars is that of small, disrupted, satellite galaxies which did not share the chemical history of the Milky Way Galaxy.

For a copy of the report, contact [press@nature.com](mailto:press@nature.com).

**CONTACT: Ronald Wilhelm, an assistant professor of physics, (806) 543-9245, [ron.wilhelm@ttu.edu](mailto:ron.wilhelm@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 12, 2007

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

### **Texas Tech Professor's Research Finds Voters' Bodies Recoil at Negative Political Advertising; Brain Remembers Negative Messages**

They're aversive. They're arousing. They're fairly well-remembered.

They're negative political ads, and one Texas Tech University researcher has found scientific evidence that they do have a physiological and psychological effect on voters.

With one study predicting an unprecedented \$4.5 billion expected for political advertising during this next election cycle, American voters should get ready to feel uncomfortable and remember a lot of mudslinging sentiments – even if they're incorrect, said Samuel Bradley, an advertising professor at Texas Tech's College of Mass Communication.

"The question was simple," Bradley said "Are negative political ads unpleasant enough to engage a person's emotional circuitry? The data show that negative ads do indeed engage emotional circuits involved in helping humans avoid unpleasantness."

In a study published in the December 2007 *Journal of Advertising*, Bradley found that negative political advertising makes the body want to turn away physically, but the mind remembers negative messages indiscriminately and sometimes incorrectly.

Bradley, with James R. Angelini of the University of Delaware, and Sungkyoung Lee from Indiana University, began their research in the spring of 2003 and used undergraduate students at Indiana University.

The researchers focused on the preattentive reflex of the eye known as the startle reflex. Those exposed to negative political advertising experienced larger reflex reactions indicating a desire to move away than when exposed to positive or neutral ad messages.

"This is the very beginning of the fight-or-flight response," Bradley says. "The body is saying, 'This is bad.' So the preattentive reflex is bigger and the body starts preparing to move away."

But people remember negative ads because the brain finds them arousing, he said. Since viewing the ads isn't a life-or-death situation, the brain has time to store the messages. Sometimes, the brain can even make up the negative message it only thought it saw.

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Although some researchers blame the media and negative political ads for decreasing political participation, Bradley said more research is needed before that can be demonstrated.

“This is a single step on a journey of a thousand miles toward understanding what negative political advertising does to voters,” he said. “We’ve made some progress by showing there’s greater physiological arousal and that these ads are indiscriminately remembered.

“That’s what you want if you’re the attacker in the ad.”

For a copy of the research, titled Psychophysiological and Memory Effects of Negative Political Ads: Aversive, Arousing, and Well Remembered, please contact the John Davis at (806) 742-3601 or [john.davis@ttu.edu](mailto:john.davis@ttu.edu).

**CONTACT: Samuel D. Bradley, assistant professor, College of Mass Communications Texas Tech University, (806) 742-3385 ext. 273, or [sam.bradley@ttu.edu](mailto:sam.bradley@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 12, 2007

CONTACT: Margaret Lutherer, [margaret.lutherer@ttu.edu](mailto:margaret.lutherer@ttu.edu)  
(806) 742-2136

### **Texas Tech Addresses SACS Concerns**

Texas Tech University is accredited by more than 25 agencies representing a broad spectrum of academic disciplines taught at the university. On Tuesday (Dec. 11) one agency, while continuing Tech's accreditation on good cause, placed the university on probation for failing to satisfy one of the agency's 87 standards for accreditation.

The Commission on Colleges of the Southern Association of Colleges and Schools (SACS) announced Texas Tech's probation at its annual meeting in New Orleans.

The requirement in question concerns assessment of the students' general education competencies. SACS noted that the university had not yet collected sufficient data in its assessment plan to determine whether students had attained the expected learning competencies. The assessment plan was implemented within the last academic year.

University officials say that sufficient data will be collected in the spring semester, analyzed in the summer and reported to SACS by September 2008. The probation should then be removed at the next meeting of SACS in December 2008.

"We are currently accredited by SACS and a host of other agencies and we will continue to retain our accreditation with all of them," said President Jon Whitmore.

"SACS did not find fault with the quality of any academic program at Texas Tech. The issue was the collection of data to verify student outcomes. We will have that data by the end of the Spring Semester.

"Texas Tech University remains an excellent institution for undergraduate education and we will continue to move forward, satisfying this issue of insufficient data and educating our students to be both professionally competent adults and well educated, good citizens who reflect positively on this institution and this state," he said.

SACS is the regional accrediting body for overall school and college effectiveness in the eleven U.S. Southern states (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia) and in Latin America.



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 14, 2007

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

### **Texas Tech Names Winner of \$1 Million Research Grant Competition**

A group of researchers working on sequencing the cotton genome has won the 2007 Texas Tech Research Development Fund Competition.

Thea Wilkins, Bayer Crop Science Regents Professor in Genomics, leads a group of seven co-principal investigators on the project which won the \$999,000 grant.

"It is vital that Texas Tech find ways to support its own researchers," said Dean Smith, vice president for research. "Texas Tech is making a major effort to increase its research capacity. By creating internal incentives such as this grant program, we are telling scientists that Texas Tech is serious about supporting our researchers and their projects."

The grant program is in its second year and is meant to enhance the research efforts of university scientists. Researchers from across the campus submitted 40 proposals requesting a total of \$21.3 million in this year's competition. Independent reviewers looked at the applications and made recommendations to Smith. The grant money comes from the Research Development Fund, which was created by the Texas Legislature to support research activities in higher education.

"I know that choosing among the many incredible research projects that were submitted was a difficult task for our reviewers," said Jon Whitmore, Texas Tech president. "Finding a genome sequence would be a major accomplishment for any researcher. Dr. Wilkins and her co-investigators are in a position to make great headway in this area."

The cotton genomics research team also includes from the Department of Plant and Soil Science: Eric Hequet, research associate professor; Nouredine Abidi, research assistant professor; Robert Wright, assistant professor; Dick Auld, Rockwell Professor of Plant and Soil Science; Randy Allen, professor; and Craig Bednarz, associate professor. Gregory May, program leader for the National Center for Genome Resources in Santa Fe is also a member of the team.

Texas Tech and the National Center for Genome Resources signed an agreement in September that will in part establish a framework for specific areas of cooperation in genome sequencing and genome analysis.

“The impact of having the cotton genome sequence cannot be overestimated,” said Wilkins. “Once a genome sequence is found, we can take basic laboratory research and get new cotton varieties into the hands of growers at a significantly accelerated rate. This discovery would open the way for novel applications to utilize cotton as an important renewable resource for food, fuel and fiber.”

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CONTACT: Dean Smith, Texas Tech vice president for research, at (806) 742-3905 or via e-mail at [dean.smith@ttu.edu](mailto:dean.smith@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 14, 2007

CONTACT: Sally Logue Post, [sally.post@ttu.edu](mailto:sally.post@ttu.edu)  
(806) 742-2136

### **Texas Tech Announces Research Collaboration Grants**

Two research projects that showcase the collaborative efforts of research at Texas Tech University and Texas Tech University Health Sciences Center have been awarded funding from the two universities.

One project, funded for \$253,342, looks at how binge drinking affects adolescents' and college-age adults' brain development and function. The second project, funded for \$218,856, seeks to develop innovative biomedical or environmental sensors based on engineered bacterial viruses, or phages.

This is the second year for the Research Collaboration Grant program. It was designed to provide incentive for scientists at the two universities to work together on research projects. The project grew out of discussions between the Texas Tech Board of Regents and university administrators on how to increase research.

"We are unique in that we have a research university and a health sciences center located on the same campus," said Kent Hance, chancellor of the Texas Tech University System. "These grants will further encourage large, multidisciplinary projects that have the potential to introduce new areas of academic collaboration between the two universities."

Proposals for the grants were judged by a panel of external experts and funds awarded based on the projects' likelihood of generating major extramural funding from sources such as the National Institutes of Health.

Jordan Berg, professor of mechanical engineering at TTU, and Joe Fralick, professor of microbiology and immunology at HSC, are developing sensors using bacteriophages, which are viruses that infect bacteria. Bacteriophages are commonly used in genetics and are also applied therapeutically to combat infection. In this project genetically-modified phages will be used to create fast, inexpensive diagnostic sensors capable of performing an assortment of tasks, including testing blood samples for specific proteins or other biomarkers and monitoring drinking water for harmful substances or organisms.

Sergey Nikishin, associate professor of electrical engineering at TTU, is co-principal investigator on this project.

Alice Young, professor of psychology at Texas Tech and Gregory Schrimsher, assistant professor of neuropsychiatry and behavioral sciences at the Health Sciences Center, lead a group of researchers exploring whether binge drinking poses a special risk for adolescents and college-age adults based on how long, how often and how much they binge drink. The funding will allow the researchers to measure the effects of binge drinking on cognitive function and brain chemistry in rodent models. Funding will also enable use of functional MRI imaging and cognitive tests to explore changes in brain activity and memory, attention, and other cognitive abilities in college-aged individuals who engage in binge drinking. The researchers hope to use this grant to create potential for generating major extramural funding in the form of a National Institutes of Health Alcohol Research Center.

Co-principal investigators on the project are Peter Syapin, professor of pharmacology and neuroscience at the HSC; Michael O'Boyle, professor of human development and family studies at TTU; Susan Bergeson, associate professor of pharmacology and neuroscience at the HSC; Lee Cohen, associate professor of psychology and Charles Bradley, professor of pathology and obstetrics and gynecology at the HSC.