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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### Theatre Department Presents 'You Can't Take It With You'

Alumni, including special guest Jaston Williams, join faculty, staff and students in this comedy about family drama during the Great Depression.

Faculty, students, staff and alumni of the [School of Theatre & Dance](#) at Texas Tech University are taking the stage in the fall production of "You Can't Take It With You," a family farce written by Moss Hart and George S. Kauffman.

The play is about the Sycamore family, who escapes the gloom of the Great Depression by creating an oasis of passion and pursuits in their home. With hobbies and interests ranging from ballet and baking to painting and puttering, the family is quirky and chaotic. Alice, the sanest and squarest of the bunch, brings home a boy from an affluent family, and the play explores how she justifies her family's eccentricities.

The cast features many Texas Tech alumni including Kim Ansolabehere, Sylvia Ashby, Richard Privitt and special guest artist Jaston Williams, of "[Greater Tuna](#)" fame, as well as graduate and undergraduate students.

"Being back on the stage at the university theatre at Texas Tech is a return to the source, in a way," Williams said. "I first worked on that stage at the age of 15. It's good to be home."

Theatre professor Jonathan Marks is directing the play, which will be on the [Maedgen Mainstage Theatre](#) at 2812 12<sup>th</sup> St. between Boston and Flint avenues. Performances will be 8 p.m. Thursday through Saturday (Oct. 8-10) and 2 p.m. Sunday (Oct. 11).

Tickets are \$18 for the general public and \$5 for Texas Tech students with a valid university ID. A limited number of free student rush tickets are available for Texas Tech students. For more information, call the Maedgen Theatre Box Office at (806) 742-3603. Visit the [school's calendar](#) for upcoming events on the mainstage and lab theatres.

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

**CONTACT: Richard Privitt, audience relations specialist, School of Theatre & Dance, Texas Tech University, (806) 834-8398 or [richard.privitt@ttu.edu](mailto:richard.privitt@ttu.edu).**

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2015

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

### **National Windstorm Impact Reduction Act of 2015 Signed Into Law**

The original bill enacted in 2013 was written with the assistance of Texas Tech University's John Schroder and introduced at the National Wind Institute.

Late Wednesday, President Barack Obama signed into law House Resolution 23, the National Windstorm Impact Reduction Act Reauthorization of 2015, which was written with the assistance of researchers at Texas Tech University's [National Wind Institute](#).

Originally introduced by Congressman Randy Neugebauer in 2013, the law was created to help improve the understanding and effects of windstorms and how to reduce their damaging impact. It also establishes a committee to oversee and coordinate federal agencies participating in the program.

"I'm very proud my windstorm bill was signed into law," Neugebauer said. "Promoting windstorm research — like that already being done at Texas Tech's National Wind Institute — will continue to go a long way to making communities in Texas and across America safer while saving taxpayer dollars in the long run. I thank my colleagues on both sides of the aisle for working together to move this common sense bill into law."

The bill was passed last week by both the U.S. House of Representatives and the U.S. Senate and submitted to the president for approval. The bill's beginning came at its announcement in 2013 at the National Wind Institute, which was established in 2012 to serve as a hub for research, commercialization and education into wind science, wind energy, wind engineering and wind hazard mitigation.

"The National Wind Institute at Texas Tech and its faculty are rightly viewed as national leaders, and it is reflected by their involvement in drafting this reauthorization law," said Guy Loneragan, a faculty fellow in the Office of Vice President for Research. "They have contributed greatly to society and saved lives through research, education and service. As a result of this reauthorization, the Nation Wind Institute will continue its leadership role and expand the national prominence of Texas Tech."

John Schroeder, a professor of atmospheric science in the Texas Tech [Department of Geosciences](#), assisted in writing the original bill while Ernie Kiesling, a research professor at Texas Tech and executive director of the [National Storm Shelter Association](#), testified before the House Science, Space and Technology committee on behalf of the act when it was approved in 2013.

“I’m extremely pleased with the passing of the National Windstorm Impact Reduction Act Reauthorization of 2015,” said Daan Liang, interim director of the National Wind Institute. “For the past four decades, Texas Tech University has been on the forefront of windstorm research by advancing the knowledge in severe wind events and loading on structures as well as developing practical solutions towards life safety and property protection. Under this act, the National Wind Institute will continue its leadership in research, education and public service to minimize future losses to windstorms.”

Under the law, the act will be funded through government appropriations spread out equally over the next three years (fiscal years 2015, 2016 and 2017) for four agencies: the Federal Emergency Management Association (FEMA), the National Science Foundation (NSF), the National Institute of Standards and Technology (NIST) and the National Oceanic and Atmospheric Administration (NOAA).

The NSF will receive the largest allocation of funds totaling more than \$29 million. FEMA will receive just less than \$16 million, NIST, the agency in charge of planning and coordinating for the program, will receive more than \$12 million and NOAA will receive just less than \$6.8 million.

The Congressional Budget Office estimates implementation of the act will cost \$42 million over the next five years (2016-2020). The act does not contain any intergovernmental or private-sector mandates defined in the Unfunded Mandates Reform Act and will not affect state or local government budgets.

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**CONTACT: Daan Liang, interim director, National Wind Institute, Texas Tech University, (806) 834-0383 or [daan.liang@ttu.edu](mailto:daan.liang@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2015

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

### **Slate Editor to Speak at College of Media & Communication Event**

Dahlia Lithwick will present a lecture for National News Engagement Day.

- WHAT:** National News Engagement Day guest lecture with Dahlia Lithwick
- WHEN:** 2 p.m. Tuesday (Oct. 6)
- WHERE:** College of Media & Communication, Room 281
- EVENT:** The [Department of Journalism & Electronic Media](#) in the Texas Tech University [College of Media & Communication](#) will celebrate National News Engagement Day with a lecture from Dahlia Lithwick, senior editor at Slate, a daily online magazine that covers politics, business, technology and the arts. Lithwick also writes columns for Supreme Court Dispatches and Jurisprudence magazines.

Lithwick is a graduate of Yale University and earned her jurisdoctorate from Stanford University. She covers political, educational and legal topics and has been a guest on CNN, ABC, "The Colbert Report" and "The Rachel Maddow Show."

"Last year, we marked National News Engagement Day with a panel discussion on what engagement looks like today, particularly from the perspective of campus and local news producers," said Rob Peaslee, chairman for the Department of Journalism & Electronic Media. "This year, we focus on the stakes surrounding engagement and particularly on news engagement's relationship to democratic citizenship, privilege and responsibility. Ms. Lithwick is ideally placed to speak on these issues, and we feel fortunate to be hosting her at Texas Tech."

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

**CONTACT: Aleesa Ross, director, Center for Student Success, Outreach and Engagement, College of Media & Communication, Texas Tech University, (806) 834-0348 or [aleesa.ross@ttu.edu](mailto:aleesa.ross@ttu.edu).**

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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2015

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

### **Texas Tech Homecoming: Wreck 'Em Arcade**

The video game themed week will offer several events  
for students and the Lubbock community.

WHAT: Texas Tech Homecoming: Wreck 'Em Arcade

WHEN: Oct. 5-10

WHERE: Texas Tech University campus

It's that time of year again when the campus gets a good dose of Red Raider spirit, students prepare homecoming floats, alumni return and a new king and queen are crowned.

During Texas Tech's homecoming, titled "Wreck 'Em Arcade," the university will host several events throughout the week for students, alumni and the Lubbock community to participate in.

This year's events include:

- **Kick-off:** Noon-12:50 p.m. Monday (Oct. 5), Student Union Building North Plaza
- **Student Organization Sing:** 8 p.m. Tuesday (Oct. 6), United Supermarkets Arena
- **Techsan Memorial:** 5:30 p.m. Thursday (Oct. 8), Memorial Circle (if inclement weather occurs, the memorial will be moved to the Matador Room in the Student Union Building)
- **Rowdy Raider Rally:** Noon-12:50 p.m. Friday (Oct. 9), Student Union Building North Plaza
- **Top Techsan Luncheon:** Noon Friday (Oct. 9), McKenzie-Merket Alumni Center
- **A Matador Evening:** 6 p.m. Friday (Oct. 9), McKenzie-Merket Alumni Center
- **Homecoming Parade:** 6 p.m. Friday (Oct. 9), Texas Tech Broadway Entrance
- **Homecoming Pep Rally:** 7:30 p.m. Friday (Oct. 9), United Supermarkets Arena
- **Bonfire:** 9 p.m. Friday (Oct. 9), Bonfire pit/rugby fields (east of the United Supermarkets Arena)
- **RaiderGate:** 10:30 a.m. Saturday (Oct. 10), R-1 Parking Lot/15<sup>th</sup> and Detroit

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For the pep rally on Friday (Oct. 9) at United Supermarkets Arena, all doors will open at 7 p.m. and two concessions stands will be open for service. More information about Friday night's events and parking can be found on the Student Union and Activities [website](#).

Other homecoming events will occur throughout the week including a spirit boards and banners competition, games and activities for Texas Tech students, Tamale Fest sponsored by [Cru at Texas Tech](#) and alumni events. For more information about Texas Tech's homecoming, visit its [website](#).

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

**CONTACT: Jon Mark Bernal, associate director, Student Union and Activities, Texas Tech University, (806) 834-2963 or [jm.bernal@ttu.edu](mailto:jm.bernal@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Inaugural One Love Week**

Several departments across campus are participating in the initiative focused on relationship violence.

Several departments across Texas Tech University are partnering with the One Love Foundation for the school's inaugural One Love Week this November. Texas Tech will host events throughout campus each day from Nov. 9-14. The activities involve speaking with students, faculty, staff and student-athletes and will wrap up with the Kansas State – Texas Tech football game.

Chloe Barnes, director of student-athlete affairs, formed the initiative this summer.

“I went to the NCAA Life Skills Symposium this summer and all of the practitioners were speaking about hot topics across the country in intercollegiate athletics,” Barnes said. “During the conference there was a presentation on the One Love Foundation, which is an organization centered around healthy relationships and domestic violence prevention education. After hearing that presentation and seeing how One Love had already made such an impact on other campuses, I knew we had to bring the organization to Texas Tech.”

The initiative will include 46 Texas Tech students who are involved in different departments on campus, including [Athletics](#), [Fraternity & Sorority Life](#), [Mentor Tech](#), [Risk Intervention & Safety Education](#) and the [School of Law](#). Students received training on Sept. 30 from Zoe Skinner, a program coordinator for educational initiatives at the One Love Foundation, about giving relationship violence workshops to their peers.

One of the student-athletes participating is men's basketball player Toddrick Gotcher. Gotcher already has graduated with his bachelor's degree in exercise and sport sciences. He is pursuing a master's degree in sports management, where he is set to graduate in December, and sports media, where he is expected to graduate in August, while the upcoming season marks his senior year on the court.

“I chose to get involved in One Love Week because it was an opportunity I couldn't miss,” Gotcher said. “I want to help advocate against domestic violence. The initiative

will get awareness out to Texas Tech students, faculty and staff about preventing abuse around relationship violence.”

Sheena Geevarghese, a senior psychology major and student facilitator, is involved in Mentor Tech and one of the founders of [Tech Kahaani](#), a student organization that performs Bollywood dances.

“Domestic abuse is real, and it happens more than you think it does,” Geevarghese said. “One Love is a powerful movement I think every student should be a part of. It starts with just one person being more aware of their surroundings. Join us, and together we can stop relationship violence.”

One Love Foundation was founded in 2010 and works with young adults across the country. The focus is raising awareness about the warning signs of abuse and to change statistics involving relationship violence. Other schools partnered with One Love include Duke University, the University of Alabama and Vanderbilt University.

For more information on One Love, visit its [website](#).

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

**CONTACT: Chloe Barnes, director of student-athlete affairs, Fearless Champions Leadership Academy, Athletics, Texas Tech University, (806) 834-4374 or [chloe.barnes@ttu.edu](mailto:chloe.barnes@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2015

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

### **Texas Tech Welcomes U.S. Poet Laureate for Celebrate Diversity Awards Banquet**

Juan Felipe Herrera will be the keynote speaker for the fifth annual banquet, hosted by the Division of Institutional Diversity, Equity and Community Engagement.

WHAT: Celebrate Diversity Awards Banquet

WHEN: 7 p.m. Monday (Oct. 5)

WHERE: McKenzie-Merket Alumni Center, 17<sup>th</sup> Street and University Avenue

Texas Tech University's [Division of Institutional Diversity, Equity and Community Engagement](#) welcomes 2015 [U.S. Poet Laureate Juan Felipe Herrera](#) as the keynote speaker Monday (Oct. 5) for the fifth annual Celebrate Diversity Awards Banquet.

The banquet provides an opportunity to honor individuals who are advancing and encouraging diversity on the Texas Tech campus and Lubbock community.

Herrera was appointed as the nation's 21<sup>st</sup> poet laureate earlier this year, becoming the first Mexican-American to hold the position. Herrera is the author of 30 books, including collections of poetry, prose, short stories, young adult novels and picture books for children.

Past speakers of the banquet include renowned actors Edward James Olmos and Terrence Howard, CNN and HBO correspondent Soledad O'Brien, and John Quiñones, anchor of ABC's "What Would You Do?"

General tickets are \$75 while VIP tickets are \$100. All proceeds benefit student scholarships. Sponsorship opportunities also are available.

To purchase tickets, call (806) 742-8692 or visit the Division of Institutional Diversity's [website](#).

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**CONTACT: Cory Powell, director, Mentor Tech, Division of Institutional Diversity, Equity and Community Engagement, Texas Tech University, (806) 834-0991 or [cory.powell@ttu.edu](mailto:cory.powell@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2015

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

### **Texas Tech's Hispanic Enrollment Reaches Record High**

Texas Tech is continuing its efforts to diversify its student body and reach its goal to become a Hispanic-Serving Institution.

Hispanic student enrollment at Texas Tech University reached a new high at 23 percent this semester, but the Hispanic population on campus hasn't always been so large – even in a city with a 36 percent Hispanic population.

In 1979, only 2.5 percent of Texas Tech students were Hispanic. That population continually increased each year, eventually reaching 11 percent in 2005. The past decade has led to the Hispanic enrollment rate doubling, growing to 23 percent in 2015.

Currently, 6,730 Hispanic undergraduate students are enrolled at Texas Tech.

Texas Tech hopes to reach its goal of becoming a [Hispanic-Serving Institution](#) by growing its Hispanic enrollment to 25 percent, which can lead to more funding and opportunities to recruit and retain a diverse body of students.

Juan Muñoz, vice president of Institutional Diversity, said Texas Tech is proud of its efforts to attract highly accomplished students, over 23 percent of which are Hispanic undergraduates.

“As a public university, Texas Tech is committed to educating the citizenry of the state, and that includes its growing Hispanic population,” Muñoz said. “But if one looks at the continued record enrollment at the university, it is clear that Texas Tech is becoming the school of first choice for exceptional students of all backgrounds.”

Ethan Logan, executive director for Undergraduate Admissions, said the educational experience is enhanced through exposure to diversity.

“Diversity of thought and ideas, the exposure to different people with different backgrounds and the philosophies and cultures of diverse experiences all combine to enrich the educational experience,” Logan said. “As Texas Tech develops into a Hispanic-Serving Institution, the diversity of the students, faculty and staff all reflect this continuing diversity of culture and ideas. That is what promotes the comprehensiveness of experiences Texas Tech has to offer.”

Recruitment efforts by the Lubbock school systems as well as Texas Tech itself have proven to be helpful in catching the eyes of prospective Hispanic students across both the city and the state.

Logan said Texas Tech intentionally recruits and advises students from underrepresented high schools and with low socio-economic profiles.

“It’s our intention to be as comprehensive in our outreach and recruitment across all communities in Texas,” Logan said.

Daniel Castro, Vice president and investment adviser of the Lubbock-Cooper Independent School District board of trustees and Texas Tech alum, said the efforts to recruit high academic achievers from across the state to Texas Tech is helpful in influencing Hispanic students to consider attending the university as well.

“When those kids leave Texas Tech and talk about their experiences, it makes it easier to recruit Hispanics to Texas Tech as opposed to other schools in the southern part of the state,” Castro said.

Including Hispanic cultural groups such as the Ballet Folklórico and Mariachi bands in Texas Tech celebrations also helps recruit Hispanic students, Castro said.

“Groups like that being included in those kind of celebrations is helping,” Castro said. “These are folks who are representatives of our community, and it is definitely helping.”

Ever since the first Mexican-American student from Lubbock graduated from Texas Tech, efforts have been made to encourage Hispanic Lubbock natives to continue their education at Texas Tech.

Anita Carmona Harrison became the first Mexican-American student from Lubbock to graduate from Texas Tech in 1967. She was the first Chicana student to go through the entire Lubbock and Texas Tech school systems.

A generation before Harrison attended Texas Tech, Maria Alejandrina Hevia became the earliest cited female Hispanic student of the university. Hevia was born in Argentina and came to Texas Tech from Brazil in 1935 to study languages and business administration. A 1935 issue of the *Toreador* said Hevia planned to return to South America to work as an interpreter after leaving Lubbock.

Today, Texas Tech’s [Undergraduate Admissions](#) actively works to recruit a diverse student body. Jamie Hansard, director of recruitment and marketing for Undergraduate Admissions, said she is proud of the efforts of the recruitment team over the last three years to increase the diversity of Texas Tech’s incoming freshmen and transfer students.



TEXAS TECH UNIVERSITY

“Undergraduate Admissions is excited to participate in the university’s goal to become a Hispanic-Serving Institution,” Hansard said. “Although our recruitment efforts are vast, we’re proud of our efforts to provide access and opportunity to students.”

Undergraduate Admissions offers a variety of inclusive services such as bilingual staff in all regional recruitment centers, Spanish-language campus tours upon request and the development of a Spanish-language website to assist parents with the admissions process.

Logan said Texas Tech’s goals to grow its Hispanic population are to better reflect the nature and evolution of the population of the state of Texas.

“As Texas grows in the Hispanic population, so too does our institution’s growth reflecting this population across the state and the country,” Logan said.

Texas Tech participates in National Hispanic Institute programming as well as community engagement programs in Austin, Dallas, Houston, San Antonio and South Texas.

“These are just a few of the many things we’re doing,” Hansard said. “We want to recruit a diverse class to Texas Tech University.”

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**CONTACT: K’Leigh Sims, senior editor, Office of Communications and Marketing, Texas Tech University, (806) 834-5631 or [kleigh.sims@ttu.edu](mailto:kleigh.sims@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2015

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

### **Texas Tech Ranked No. 60 in the Nation, No. 3 in Texas by Niche**

The website rated the top 515 public universities  
in the United States based on several factors.

Texas Tech University was ranked No. 60 in the nation and No. 3 in Texas among the top public universities by the website [Niche](#).

The rankings are based on several factors – strength of academic programs, aptitude of professors, campus amenities and student life as well as student reviews. Combined the rankings measure the overall college experience.

Texas Tech received an “A” in four areas. Value grade measures average student loan amount, alumni earnings and student surveys regarding value. Student life takes into account student safety, diversity and athletics. Athletics grade measures national championships and athletics department revenue while campus quality factors in quality of campus food and housing.

In terms of student surveys on their overall experience at Texas Tech, 261 respondents rated the university at an average of 4.3 on a scale of 5. Texas Tech also received high grades on academics, professors, diversity, the local area and safety.

Founded in 2002 by students at Carnegie Mellon University, Niche provides reviews and insight from experts to help people choose the right neighborhood, college or secondary school system. Those interested can gain insight from students, parents and professionals while viewing grades, scores and other material to aid in their decisions.

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

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



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 5, 2015

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

### **Thomas Jay Harris Institute Hosting Hispanic/Latino Researchers' Symposium**

The symposium will bring together faculty and researchers from across the Texas Tech campus focused on Hispanic and Latino topics.

WHAT: Texas Tech University Hispanic/Latino Researchers' Symposium

WHEN: 1-4:15 p.m. Wednesday (Oct. 7)

WHERE: Texas Tech University [College of Media & Communication](#), Room 156

EVENT: The [Thomas Jay Harris Institute for Hispanic and International Communication](#) will host the first Texas Tech University Hispanic/Latino Researchers' Symposium. The symposium is designed to bring together faculty and researchers from throughout the university who are focused on Hispanic and Latino issues. Discussions will include areas such as language and literature to community-based research and the roles of school principals.

The event is open to all Texas Tech faculty, staff and students as well as the Lubbock community.

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

**CONTACT: Kent Wilkinson, director, Thomas Jay Harris Institute for Hispanic and International Communication, College of Media & Communication, Texas Tech University, (806) 834-0199 or [kent.wilkinson@ttu.edu](mailto:kent.wilkinson@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 6 , 2015

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

### **Award Renamed For Longtime Rawls College of Business Professor** Shelby Hunt's work and leadership in marketing theory is recognized by the American Marketing Association.

Three times since 1976, Texas Tech University [Area of Marketing](#) professor Shelby Hunt has been named the Harold H. Maynard Award winner by the American Marketing Association (AMA).

Now, the award will bear a new name – his.

The Jerry S. Rawls and Horn Professor of Marketing in the [Rawls College of Business](#), Hunt has made a career of studying marketing theory, and now his work will be forever recognized as his name is added to the award he has won three times. It will now be known as the Shelby D. Hunt/Harold H. Maynard Award.

The award recognizes articles submitted to the AMA's Journal of Marketing that make the most significant contributions to marketing theory in a calendar year.

"I am deeply honored by the decision of the American Marketing Association this year to establish the Shelby D. Hunt/Harold H. Maynard Award," Hunt said. "Harold H. Maynard was one of the pioneers of marketing academic theory and thought at the beginning of the 20<sup>th</sup> century. To have my name paired with his in this award for the Journal of Marketing's best article each year that contributes to marketing theory and thought is so gratifying that I have difficulty finding words to accurately reflect my feelings."

Hunt received the award for the first time in 1976 for his article "The Nature and Scope of Marketing." Eight years later, in 1983, he won it for "General Theories and the Fundamental Explananda of Marketing." His final Maynard award came in 1995 when he collaborated with Robert M. Morgan for the article "The Comparative Advantage Theory of Competition."

"This honor recognizes Shelby as the premier scholar in marketing theory in the last 30 years," said Debbie Laverie, senior associate dean and professor of marketing. "His

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contributions are exemplary. Professor Hunt's work has brought acclaim to himself, the area of marketing and Texas Tech University."

Hunt served as editor of the Journal of Marketing for three years (1985-87) and has written numerous books and articles on competitive theory, strategy, macromarketing, ethics, relationship marketing, channels of distribution, philosophy of science and marketing theory. He is one of the most frequently cited researchers in economics in business in the world.

He has won countless other awards from the AMA, and in 2011, Sage Publications published 132 of his articles in a 10-volume set, "Legends of Marketing."

"Many scholars have joined the faculty to be able to work and learn from Dr. Hunt, myself included," Laverie said. "He is a legend in the discipline of marketing."

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

**CONTACT: Trevor Bell, communications manager, Rawls College of Business, Texas Tech University, (806) 834-4651, or [trevor.bell@ttu.edu](mailto:trevor.bell@ttu.edu).**



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Preview Weekend for Prospective Students**

Texas Tech Preview is Oct. 11-12.

- WHAT:** Texas Tech University Preview for prospective students.
- WHEN:** 1 p.m. Sunday (Oct. 11) – Registration begins  
7:30 a.m. Monday (Oct. 12) – Registration begins
- WHERE:** United Supermarkets Arena, 1701 Indiana Ave.
- EVENT:** Texas Tech Preview is a weekend for prospective students and their families. It is designed to allow visitors to meet one-on-one with current students, faculty and staff.

Participants will have the opportunity to attend information sessions and housing and campus tours on Sunday. Registration begins at 7:30 a.m. Monday before the Goin' Band from Raiderland and spirit squads perform and guest speakers present information. Guests also will have the opportunity to attend a resource fair that features information about student services and student organizations.

For more information about Texas Tech Preview, visit its [website](#) or call (806) 742-1299.

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

**CONTACT: Jamie Hansard, director of recruitment and marketing, Undergraduate Admissions, Texas Tech University, (806) 742-1480 or [jamie.hansard@ttu.edu](mailto:jamie.hansard@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2015

CONTACT: James Hodgins, [james.hodgins@ttu.edu](mailto:james.hodgins@ttu.edu)  
(806) 834-4829

### **Texas Tech School of Music Presents Kaleidoscope of Choirs**

Concert features all TTU choirs performing together.

**WHAT:** Texas Tech University [School of Music](#) presents the Kaleidoscope of Choirs. The concert will feature all of the [Texas Tech choirs](#) – the University Choir, Women’s Chorale, Matador Singers and the University Singers – performing music from all over the world and from the 15th century to the 21st. All choirs will combine to open and close the concert together with two stunning contemporary selections.

The concert is open to the public and admission is free. Seating is general admission.

**WHEN:** 7:30 p.m. Friday (Oct. 9)

**WHERE:** Hemmle Recital Hall, Texas Tech School of Music

**WHO:** For more than 50 years, the Texas Tech University Choir has enjoyed a rich legacy of outstanding conductors and has established a standard of excellence recognized through both national and international venues, including Carnegie Hall.

In addition to a regular concert series, the Women’s Chorale performs for various other university and community events. This ensemble is open to females of all majors, yet is primarily made up of music performance and music education majors.

The Texas Tech University Matador Singers was established in 2000 as a musical outlet for all male students to perform a wide variety of musical styles, including classical works, spirituals, folksongs, barbershop, jazz standards, opera choruses and spirit songs. Now under the direction of professor Karl Dent, the Matador Singers has expanded its membership to 50 singers and renewed its vision to support the university as a fine choral ensemble singing performed arrangements of artistic, accessible and entertaining music.

The University Singers is a non-auditioned, large mixed ensemble that provides students with the opportunity to experience outstanding choral performance, develop their vocal technique, discover and absorb choral repertoire and masterworks from diverse musical and stylistic periods, improve their musicianship and learn artistic disciplines in a collaborative setting. As with all Texas Tech choral ensembles, the University Singers is comprised of both music majors and non-majors.

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

**CONTACT: Richard Bjella, director of choral studies, School of Music, Texas Tech University, (806) 834-6430 or [richard.bjella@ttu.edu](mailto:richard.bjella@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2015

CONTACT: Bailey Shiplet, [bailey.shiplet@ttu.edu](mailto:bailey.shiplet@ttu.edu)

(940) 357-1834

### University Library Hosts Homecoming Exhibit

Library to hold Texas Tech Homecoming through the Ages exhibit.

To celebrate [homecoming](#), the [Texas Tech University Libraries](#) will host Homecoming through the Ages, an exhibit of Texas Tech's homecomings from each decade, beginning with the first in 1930.

The exhibit features artifacts and photographs from the [Southwest Collection/Special Collections Library](#) and will be on display in the Croslin Room through November.

Kaley Daniel, director of communications and marketing for the Texas Tech libraries, said the exhibit is not only one of nostalgia but also displays a great deal of the pride and spirit that Texas Tech was founded on.

"Fall is a great time to be on a college campus because the change in the air is a wonderfully binding contagion for all those who are around it," Daniel said. "To be able to see this same excitement and spirit in historical photos and artifacts and realize we have that same bond of today with Texas Tech generations all the way back to our university's roots, well, it's a profound sense of belonging."

Homecoming is an annual tradition in the United States and derives its name from the return of alumni. It has been a staple in American culture since 1911 when the Missouri Tigers hosted the first football game and parade that encouraged alumni to attend.

Texas Tech's homecoming activities include a bonfire, parade, float competitions, open houses, award programs, the homecoming football game and more.

**CONTACT: Kaley Daniel, Director, Communications and Marketing, Texas Tech University Libraries, (806) 834-1040 or [kaley.daniel@ttu.edu](mailto:kaley.daniel@ttu.edu).**





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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2015

CONTACT: Jenae Fleming, [jb.fleming@ttu.edu](mailto:jb.fleming@ttu.edu)  
(806) 742-2136

### **Wine Expert to Speak at Wine and Aesthetics Event**

Distinguished wine expert Steve Charters will speak on consumer engagement with wine.

**WHAT:** The Texas Wine Research Institute at Texas Tech University hosts Wine and Aesthetics event with Steve Charters.

**WHEN:** 2-3 p.m. Friday (Oct. 9)

**WHERE:** Room 169, College of Human Sciences

**WHO:** [The Texas Wine Research Institute](#) presents Steve Charters as speaker at an upcoming event. Charters is the director of research in the School of Wine and Spirits Business in Dijon, France.

Charters will talk about consumer engagement with wine and answer questions.

The event is open to the public and admission is free.

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

**CONTACT:** Tim Dodd, director, Texas Wine Marketing Research Institute, College of Human Sciences, Texas Tech University, [tim.dodd@ttu.edu](mailto:tim.dodd@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

**MEDIA:** There will be a press gathering with Cokie Roberts at 3 p.m. Oct. 15 at the KTTZ-TV studio located west of the United Supermarkets Arena.

### **ABC, NPR Commentator Cokie Roberts Presents Insider's View of Washington**

Roberts opens the Presidential Lecture & Performance Series on Oct. 15.

Cokie Roberts, ABC and NPR political commentator and best-selling author, will present "An Insider's View of Washington, D.C." at 7 p.m. Oct. 15, as part of Texas Tech University's [Presidential Lecture & Performance Series](#). The lecture will be given in the Student Union Building's Allen Theatre.

"It is a privilege to welcome Cokie Roberts to Texas Tech as part of the Presidential Lecture & Performance Series," Texas Tech President M. Duane Nellis said. "Her extensive background in covering the news offers a unique insight into political, national and global affairs. We are fortunate to have a person of her caliber opening the 10th anniversary of the series."

Roberts has more than 40 years of broadcasting experience and has provided political analysis for network news programming on ABC and NPR. She also is the former co-anchor of "This Week with Sam Donaldson and Cokie Roberts." She has won three Emmy awards and was inducted into the Broadcasting and Cable Hall of Fame. American Women in Radio and Television named her one of the 50 greatest women in the history of broadcasting. Roberts wrote best-sellers "We Are Our Mothers' Daughters" in 2004, "Ladies of Liberty" in 2008 and "Capital Dames: The Civil War and the Women in Washington, 1848-1868" in 2015. A book signing will follow the lecture.

Tickets cost \$18 per person and are available at all Select-a-Seat locations, by phone at (806) 770-2000 or by visiting the Select-a-Seat [website](#). Texas Tech students can claim one free ticket by showing their student ID at the Allen Theatre Information Desk.

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

**CONTACT: Jo Moore, director, Presidential Lecture & Performance Series, Texas Tech University, (806) 834-5261 or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).**

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TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2015

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

### **Autumn Fest Returning to Texas Tech Campus Sunday**

The festival is free and open to the South Plains community and will include live music, art, food and local vendors.

WHAT: Autumn Fest

WHEN: 11 a.m. to 3 p.m. Sunday (Oct. 11)

WHERE: Memorial Circle, Texas Tech University

After a successful event last year, Texas Tech University's Autumn Fest will return Sunday (Oct. 11) and will include live, local music, food, entertainment, art and local vendors selling their works. Hosted by the [Office of the President](#), it is open to the public and appropriate for all ages.

Some products featured will be art of all different styles – glass, paintings, print, pottery, metal yard art, carvings and photography – handmade crafts, clothing, accessories, jewelry, home décor, household products such as salves, creams, soaps, sprays, lotions and bath blends, local food of all sorts, including organic items, and much more.

Food also will be served at Autumn Fest including:

- Sandwiches
- Snow cones
- Street tacos, burritos and tortas
- Loaded potatoes
- Nachos
- Frito pie
- French fries
- Kettle corn
- Homemade lemonade

Activities will be available for kids such as nature-based crafts, science demonstrations, face painting, chess demonstrations, inflatable activities and more.

Open parking will be available to the community, except for the R-08 lot (reserved for vendors) located west of Memorial Circle by the Science, Chemistry and Mathematical Sciences buildings.

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For more information about Autumn Fest, visit its [website](#) or contact [autumnfest@ttu.edu](mailto:autumnfest@ttu.edu).

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

**CONTACT: K'Leigh Sims, senior editor, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or [kleigh.sims@ttu.edu](mailto:kleigh.sims@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)

(806) 742-2136

### **Educational Leadership Program Part of \$7.2 Million Grant for Training Reform**

The College of Education joins the National Institute for Excellence in Teaching in the nationwide education reform movement.

The [Educational Leadership program](#) in Texas Tech University's [College of Education](#) will partner with the [National Institute for Excellence in Teaching](#) (NIET) to build a grant-funded, competency-based training model for school principals.

The \$7.2 million federal Supporting Effective Educator Development (SEED) grant will impact leadership training in high-need schools in Texas, Louisiana and Indiana.

"Just as in the health profession, the ongoing professional learning of school leaders requires competency-based instruction to increase their ability to address the complex needs and changing demands of schools," said Fernando Valle, associate professor of educational leadership at Texas Tech. "The action and application of instructional leadership is the antithesis of outdated school reform discourse. Leaders of high-need schools cannot wait for change and reforms to happen. School leaders must be proven teachers at heart who can model and provide specific skills and expertise to the teaching and learning environments."

The need for better leadership in high-need, low-functioning schools is evidenced by research showing the quality of the principal is second only to quality of teachers in student achievement. These schools, which tend to be low-income, have difficulty attracting the type of principal they need and end up with leaders who lack the skills or knowledge needed to support and coach teachers; find new, effective teachers; and use available data to determine where the school needs to improve.

Texas Tech is a pioneer in this area, having started a pilot program with the Lubbock Independent School District two years ago. The Principal Fellows Program model measures principals on given competencies like classroom teaching, professional development and building communities across diverse stakeholders, such as parents and community members.

By evaluating principals according to the specific skills that research into best practices has indicated makes a principal effective and providing clinical training and mentoring with veteran leaders, NIET and Texas Tech plan to train principals who are up to the challenges involved in turning around a low-performing school.

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“We are delighted to have this opportunity to partner again with NIET on another competency-based initiative that will train the measurably best professionals in the field of education,” College of Education Dean Scott Ridley said. “This funding will allow us to provide the most ideal on-the-job training any principal could ask for.”

The Lubbock, Roosevelt and Slaton school districts join four other school districts in Texas and two each in Louisiana and Indiana in the initial rollout. The long-term goal is to create a model that schools nationwide can apply to train principals.

The federal SEED grant provides partnering school districts the financial support to provide the optimal job-embedded training and learning experience of principal interns with executive coaching, mentoring, and instructional leadership development.

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

**CONTACT: Fernando Valle, associate professor, Department of Educational Leadership, College of Education, Texas Tech University, (806) 834-3670 or [f.valle@ttu.edu](mailto:f.valle@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **Lubbock Lake Landmark Celebrating 12,000 Years of Cultural Heritage**

The landmark's fall festival includes Native American storytelling and family-friendly activities.

**WHAT:** The [Lubbock Lake Landmark's](#) Fall Festival of Cultural Heritage, which commemorates 12,000 years of history and culture on the Southern High Plains, concludes Saturday with a day of special demonstrations and family-friendly activities.

Landmark staff will give demonstrations and presentations on Native American culture. Hands-on activities include creating seed mosaics and corn husk action figures, decorating a tree cookie and more. There also will be "Storytelling with Eldrena Douma." Douma is a nationally known Native American storyteller who uses her experiences and imagination as she creates stories and retells legends from her youth on the Laguna and Hopi reservations.

**WHEN:** 10 a.m. to 4 p.m. Saturday (Oct. 10)  
Storytelling with Eldrena Douma: 10 a.m., noon and 2 p.m.

**WHERE:** Lubbock Lake Landmark, 2401 Landmark Drive (accessible via marked Loop 289 exits or following signs on U.S. 84 through Landmark Lane)

### **About the Lubbock Lake Landmark**

Once the site of an ancient spring-fed watering hole, the Lubbock Lake Landmark has produced evidence of an unbroken human presence spanning 12,000 years. One of the few places in North America that reveals continuous occupation, the site has yielded early tools and weapons as well as the remains of many extinct animals, including mammoths, ancient camels, two types of ancient horses, ancient bison, giant short-faced bears and giant armadillos. The site was discovered in 1936 as the city of Lubbock attempted to revive the underground springs. Excavations began in 1939 and now are conducted annually in July.

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**CONTACT: Susan Rowe, education director, Lubbock Lake Landmark, Texas Tech University, (806) 742-1116 or [landmarkeducation@ttu.edu](mailto:landmarkeducation@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Oct. 9, 2015

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

### **Homecoming Bonfire Canceled Due to Weather**

The parade and pep rally will still take place as scheduled.

The Texas Tech University homecoming bonfire has been canceled due to inclement weather conditions and the safety of students, faculty, staff and the Texas Tech community. The parade and pep rally will still take place as scheduled.

"We want to keep our students and the Texas Tech community safe," said Jon Mark Bernal, associate director of student activities. "Due to the amount of rain we have received, the bonfire pit was not safe to build around, and we want to keep our students as safe as possible. It is unfortunate to cancel this beloved tradition, but ultimately the safety of our students and everyone else is our greatest priority."

The parade will begin at 6 p.m. at the Texas Tech Broadway entrance and the pep rally at the United Supermarkets Arena (USA) will begin at 7:30 p.m. following the parade. The doors to the USA will open at 7 p.m. and two concession stands will be open for service. More information about Friday night's events and parking can be found on the Student Union and Activities [website](#).

Texas Tech will continue to monitor weather conditions leading up to the scheduled events. For all of the latest information on Texas Tech stay tuned to its social media channels.

For more information about Texas Tech's homecoming, please visit [homecoming.ttu.edu](http://homecoming.ttu.edu).

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

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



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2015

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

### **Homecoming Court Announced at Rowdy Raider Rally**

Eleven Texas Tech students will take the field at halftime Saturday before a new king and queen will be crowned.

The Texas Tech University 2015 homecoming court was announced Friday (Oct. 9) at Rowdy Raider Rally by the Student Union Building before the football game against Iowa State University Saturday (Oct. 10).

The 2015 homecoming court nominees for king are:

- **Evan Estes**, an energy commerce major from Longview, representing the [Rawls College of Business Ambassadors](#)
- **Benjamin Sharp**, an economics major from Borger, representing Beta Upsilon Chi fraternity
- **Arren Wells**, an accounting and finance major from Albuquerque, New Mexico, representing Pi Kappa Alpha fraternity
- **Charlie Mitchell**, a petroleum engineering major from Dallas, representing Phi Gamma Delta fraternity
- **Sergio Molinar**, an industrial engineering major from Hobbs, New Mexico, representing [President's Select](#)

The 2015 homecoming court nominees for queen are:

- **Victoria Cervantes**, a retail management major from Sugar Land, representing Chi Omega sorority
- **Sarah Berry**, a political science major from San Antonio, representing Alpha Phi sorority
- **Jennifer Thompson**, an early childhood education major from Rowlett, representing Delta Delta Delta sorority
- **Lauren Gfroerer**, an elementary education major from Austin, representing Delta Gamma sorority
- **Emily Latham**, a marketing major from Poetry, representing [Mortar Board](#)
- **Ashley Vaughan**, a political science major from Boerne, representing Alpha Delta Pi sorority

The winners will be announced during halftime Saturday (Oct. 10) at Jones AT&T Stadium.

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The top 10 queen and 11 king candidates were announced Tuesday (Oct. 6) at the homecoming Student Organization Sing. The number was narrowed down to five king and six queen candidates after a review of the candidates' resumes and an interview process.

Last year's homecoming king and queen were Texas Tech Student Body President Holton Westbrook from Stephenville, who represented Pi Kappa Alpha, and Bailey Iverson from Rowlett, who represented Delta Gamma.

For more information about Texas Tech's homecoming events, please visit [homecoming.ttu.edu](http://homecoming.ttu.edu).

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**CONTACT: Jon Mark Bernal, associate director, Student Union and Activities, Texas Tech University, (806) 742-4708 or [jm.bernal@ttu.edu](mailto:jm.bernal@ttu.edu); Claire Maginness, assistant director, Student Union and Activities, Texas Tech University, (806) 742-4708 or [claire.maginness@ttu.edu](mailto:claire.maginness@ttu.edu)**



TEXAS TECH UNIVERSITY™

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2015

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

### **Museum of Texas Tech to Host Events for Hispanic Heritage Month**

The museum will host a documentary screening of “Latino Americans” as well as an El Día de los Muertos celebration.

**WHAT:** Just in time for Hispanic Heritage Month, the Museum of Texas Tech University will host two events celebrating Lubbock’s Latino community. First will be a documentary screening of “Latino Americans,” followed by an El Día de los Muertos celebration Nov. 1.

**WHEN:** Documentary screening: 7-8:30 p.m. Monday (Oct. 12)  
El Día de los Muertos: 2-4 p.m. Sunday (Nov. 1)

**WHERE:** Museum of Texas Tech University, 3301 4<sup>th</sup> St.

**EVENT:** [The Latino Hispanic Faculty and Staff Association](#) along with the [Museum of Texas Tech University](#) will host a screening of the documentary “Latino Americans Episode III: War and Peace, 1942-1954.” The screening will be followed by a conversation with Miguel Levario, an associate professor of [history](#) at Texas Tech.

To commemorate El Día de los Muertos, or Day of the Dead, the Museum of Texas Tech will host a celebratory gathering for guests to remember loved ones who have died.

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

**CONTACT: Dr. Jill Hoffman, Acting Executive Director, Museum of Texas Tech University, Texas Tech University** (806) 742-2442 or [jill.hoffman@ttu.edu](mailto:jill.hoffman@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2015

CONTACT: Glenys Young, [glenys.young@ttu.edu](mailto:glenys.young@ttu.edu)

(806) 742-2136

### **New Paper Shines Light on Little-Understood Process in Astronomy**

Tom Maccarone coauthored a study published in the journal Science Advances.

A paper coauthored by Tom Maccarone, a Texas Tech University associate professor in the [Department of Physics](#), studies one of the most important but least understood processes in astronomy: accretion, or the growth in mass of an object by gravitationally collecting material from its surroundings.

The article, titled “Astrophysical accretion is a universal process in objects from proto-stars to supermassive black holes,” is published in the most recent issue of the journal Science Advances.

“In our paper, we discovered a relationship that spans the range of different types of accreting objects, from proto-stars, much like our sun was at its time of birth, to white dwarfs to supermassive black holes with a billion times the mass of the sun located in galaxies millions of light-years away,” Maccarone said. “In these systems there is some characteristic timescale for the variability – typically the large brightenings and fadings occur with that timescale. What we have found is that two important properties of the object are its physical size scale and the rate at which it is accreting matter.”

The paper discussed a unified scenario for understanding brightness variations from accretion disks around different types of stars and stellar remnants. Previous work unified the variability in disks around black holes of different mass ranges, but now scientists can bring in accreting white dwarfs and even proto-stars by considering not just the mass of the star but also its size.

“Interestingly, there is no evidence the mass of the object affects the timescale,” Maccarone said. “That the objects all fit on a universal scale suggests that the process of infall of matter is a universal process. Until recently, there has been relatively little discussion between the scientists who try to understand how proto-stars grow and the scientists who try to understand how supermassive black holes grow, but these findings suggest that there should be.”

The study’s lead author is Simone Scaringi, a Humboldt Research Fellow at the Max Planck Institute for Extraterrestrial Physics in Garching, Germany. The earliest ideas for this study came about when Scaringi visited Maccarone in Lubbock during the summer of 2014.

“I’ve known him for about a decade, since he was a student at my previous institution, and he and I have been working together for about four years,” Maccarone said. “It is often just good to visit and talk face to face with collaborators, and that was his main motivation for coming out here.”

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**CONTACT: Tom Maccarone, associate professor, Department of Physics, College of Arts & Sciences, Texas Tech University, (806) 834-3760 or [thomas.maccarone@ttu.edu](mailto:thomas.maccarone@ttu.edu).**



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2015

CONTACT: Jenae Fleming, [jb.fleming@ttu.edu](mailto:jb.fleming@ttu.edu)  
(806) 742-2136

### **Red to Black Peer Financial Coaching to Host 11<sup>th</sup> Annual Financial Education Week**

Tell Your Money Where to Go events happening Oct. 13-15.

- WHAT:** Red to Black raises awareness during Financial Education Week with daily events.
- WHEN:** 11 a.m. to 2 p.m. Tuesday – Thursday (Oct. 13-15)
- WHERE:** The Student Union Building courtyard
- WHO:** Red to Black is sponsoring its annual Financial Education Week with events to get students thinking financially. Students will learn how to save, spend and protect their money while participating in activities put on by Red to Black.

Red to Black Peer Financial Coaching provides answers to Texas Tech students' money questions through individual coaching and group presentations.

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**CONTACT:** Angela Mazzolini, program director, Red to Black Peer Financial Coaching, Texas Tech University, (806) 742-9781 or [angela.mazzolini@ttu.edu](mailto:angela.mazzolini@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2015

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

### **Texas Tech Faculty Receive National Science Foundation Grants**

Research projects focus on understanding supernova explosions, accelerating diagnoses and formulating models to combat viruses.

The National Science Foundation awarded three grants to four Texas Tech University faculty members.

David Sand, an assistant professor in the [Department of Physics](#), received \$538,039 for his [project](#) “Unveiling the Physics and Progenitors of Cosmic Explosions with a One Day Cadence Supernova Search.”

“The goal is to find supernovae, which are stars that explode at the end of their life, very young – within a day of when they exploded – so we can trace back and understand what type of star exploded,” Sand said. “There’s a whole zoo of different types of supernovae and we don’t have a clear mapping of what stars become what supernovae.”

Sand and his students will focus on 400 galaxies per night, hoping to find 10 supernovae each year. By intensively studying the supernovae as soon as possible after the explosion, the team hopes to measure the temperature and chemical abundance of the explosion with time and ultimately measure the radius of the star that exploded. The award started Sept. 15 and is expected to run through August 2018.

**CONTACT: David Sand, assistant professor, Department of Physics, College of Arts & Sciences, Texas Tech University, (806) 834-2264 or [david.sand@ttu.edu](mailto:david.sand@ttu.edu).**

Jungkyu (Jay) Kim, an assistant professor in the [Department of Mechanical Engineering](#), received \$301,966 for his [project](#) “Collaborative Research: A self-contained microfluidic optical cavity biosensing platform for multiplex label-free molecular diagnostics.”

“Millions of people suffer from major chronic diseases such as cancers, diabetes, cardiovascular and infectious disease,” Kim said. “To improve survival rates of patients and give the right treatment at the right time, early diagnosis of these diseases from a simple blood test is critical. Current blood screening methods have significant limitations: large sample volume, lengthy testing time, expensive fluorescence tagging and an inability to test for many target molecules simultaneously.”

“In this research project, we will demonstrate a novel optical cavity biosensor that is integrated with a simple microfluidic device to detect the concentration of target

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molecules. This integrated device enables automated, low-cost and ultra-sensitive biomolecule detection. Such rapid, simple and cost-effective ultra-sensitive biosensors have huge potential to make a significant impact on various clinical and healthcare applications.”

The project is a collaboration with Seunghyun Kim, an associate professor of electrical engineering at LeTourneau University in Longview. The award started Sept. 1 and is expected to run through August 2018.

**CONTACT: Jungkyu Kim, assistant professor, Department of Mechanical Engineering, Whitacre College of Engineering, Texas Tech University, (806) 834-6106 or [jungkyu.kim@ttu.edu](mailto:jungkyu.kim@ttu.edu).**

Linda J. S. Allen, a Paul Whitfield Horn Professor of mathematics, and Alex Trindade, a professor of statistics in the [Department of Mathematics & Statistics](#), received \$349,803 for their [project](#) “Collaborative Research: Modeling Immune Dynamics of RNA Viruses in Reservoir and Nonreservoir Species.”

“Over 50 percent of all human infectious diseases are zoonotic or originate through the cross-species transmission of viruses from wildlife to humans,” Allen said. “Included among these are hantaviruses, which pose a significant threat to public health worldwide and are classified as emerging infectious diseases. Hantaviruses are transmitted to humans through contact with infected rodent excrement. Although hantaviruses cause little morbidity or mortality in their rodent reservoir, they establish a persistent infection that spills over into sympatric or human hosts. Spillover infection in nonreservoir rodents results in an asymptomatic acute infection without any apparent proinflammatory response or disease, whereas spillover in humans results in severe pathology (hantavirus cardiopulmonary syndrome) with mortality reaching 40-50 percent.

“Very little is known regarding the differences in the innate/adaptive immune response to hantavirus infection that characterize these three distinct responses: persistence, viral clearance or severe pathology. The primary goals of this research are to formulate and test new mathematical models based on carefully designed in vitro experiments for hantavirus infection and to identify key immune components at crucial time points that differentiate between natural versus nonnatural reservoirs (rodents and humans). This knowledge is essential for designing interventions and therapeutics for treatment of hantaviruses and other similar zoonotic viruses for which treatment is not currently available.”

The project is in collaboration with Colleen Jonsson, a professor of microbiology at the University of Tennessee, and Michele Kosiewicz, an associate professor of microbiology and immunology at the University of Louisville. The award started Sept. 15 and is expected to run through August 2018.

**CONTACT: Linda Allen, Paul Whitfield Horn Professor, Department of Mathematics & Statistics, College of Arts & Sciences, Texas Tech University, (806) 742-1112 or [linda.j.allen@ttu.edu](mailto:linda.j.allen@ttu.edu); Alex Trindade, professor of statistics, Department**



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**of Mathematics & Statistics, College of Arts & Sciences, Texas Tech University, (806) 834-6164 or [alex.trindade@ttu.edu](mailto:alex.trindade@ttu.edu).**

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2015

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

### **Texas Tech Meat, Livestock Judging Teams Open Fall With Victories**

The livestock judging team took first place at the State Fair of Texas contest while the meat judging group captured the crown at the Eastern National competition.

The Texas Tech University meat and livestock judging teams in the [College of Agricultural Sciences and Natural Resources](#) opened the fall competition season with a pair of victories, including the State Fair of Texas judging contest.

The meat judging team captured first place at the American Meat Sciences Association Eastern National Intercollegiate Meat Judging Contest on Oct. 3 in Wyalusing, Pennsylvania. Texas Tech outscored Colorado State University, winning by 59 points with a total of 4,115. Texas A&M University was third with 4,045 points.

Clay Bendele, a junior from Hondo, captured overall individual top honors, finishing first with a total of 1,054 points. Erin Beyer, a junior from Brookshire, finished fourth with 1,025 points while Sean Morrow, a junior from Nolan, and Darby Gonzales, a junior from Hondo, rounded out the top 10 with 1,022 and 1,014 points, respectively.

Texas Tech took first place in several categories, including beef judging, overall beef, lamb judging, specifications and total placing. Texas Tech also took third in beef grading and total reasons/questions and fourth in pork judging.

Other members of the meat judging team include:

- Morgan Boyer, a senior from Wallisville
- Elizabeth Burges, a senior from Graham
- Annalisa Clark, a junior from Las Cruces, New Mexico
- Zena Doty, a senior from La Plata, New Mexico
- Scotta Faulkenberry, a senior from Stephenville
- Landon French, a senior from Burleson
- Melani Howell, a junior from Seymour
- Hallie Hutto, a junior from Hondo
- Erin Klein, a junior from Littlefield
- Kyle Lambert, a junior from Sweetwater
- Madison Langemeier, a junior from Marion
- Michaela Pinder, a junior from League City
- Cody Shannon, a senior from Royse City

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Professor Mark Miller, the San Antonio Stock Show and Rodeo Distinguished Chair in Meat Sciences, coaches the team. Graduate students Bo Hutto and Dan Crownover assist.

The Texas Tech livestock judging team opened the fall season Monday with a dominating performance at the State Fair of Texas Collegiate Judging Contest, winning three of the four categories to run away from Oklahoma State University, winning by 62 points with a total of 4,708. Arkansas finished third with 4,626 points and West Texas A&M took fourth with 4,577 points.

Texas Tech captured first place in reasons with 1,856 points, sheep/goat with 1,413 points and swine with 1,626 points and finished second in cattle with 1,669 points.

Individually, Texas Tech had three of the top four finishers. Lane Hale, a senior from Ozona, finished second with 952 points, just one point shy of first place. Bryson Williams, a senior from Earth, was third with 946 points followed in fourth place by Colby Redifer, a senior from Blacksburg, Virginia. Tylee Williams, a senior from Rio Vista, was sixth (944 points) and Laramie Priest, a senior from Lorena, finished ninth (939 points).

Other members of the livestock judging team include:

- Syann Foster, a senior from Lockney
- Colton Fritz, a senior from Fredericksburg
- DeShae Hanagan, a senior from Artesia, New Mexico
- Linay Runnels, a senior from Hondo
- Taylor Shackelford, a senior from Prosper
- Luke Ziegler, a senior from New Windsor, Maryland

Ryan Rathmann, an associate professor and the John W. and Doris Jones Professorship in the [Department of Animal and Food Sciences](#), coaches the team. Graduate student Kylan Carson is the assistant coach.

The livestock judging team continued its fall season on Friday (Oct. 9), competing at the Tulsa State Fair in Oklahoma. The meat judging team is back in action Oct. 18 at the American Royal Intercollegiate Meat Judging Contest in Omaha, Nebraska.

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**CONTACT: Moriah Beyers, coordinator, Department of Animal and Food Sciences, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2805 or [moriah.beyers@ttu.edu](mailto:moriah.beyers@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Oct. 10, 2015

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

### **Texas Tech Crowns 2015 Homecoming King and Queen**

Ben Sharp and Lauren Gfroerer were announced during halftime of the Texas Tech–Iowa State football game.

Ben Sharp of Borger and Lauren Gfroerer of Austin were named the 2015 Texas Tech University homecoming king and queen during halftime of the Texas Tech–Iowa State football game Saturday (Oct. 10) at Jones AT&T Stadium. Texas Tech President M. Duane Nellis and wife Ruthie crowned the winners.

The 2014 homecoming king and queen, Texas Tech Student Body President Holton Westbrook from Stephenville and Bailey Iverson from Rowlett, were present during the crowning ceremony.

Sharp represented Beta Upsilon Chi fraternity and Gfroerer represented Delta Gamma sorority.

The student body voted for the winners after the homecoming court was announced Friday (Oct. 9) at the Rowdy Raider Rally at the Student Union Building. Eleven men and 10 women were originally announced at the Student Organization Sing Tuesday (Oct. 6) with a resume process and were narrowed to five king candidates and six queen candidates after an interview process.

In addition to Sharp and Gfroerer, the 2015 homecoming court included:

- Evan Estes, an energy commerce major from Longview, representing the Rawls College of Business Ambassadors
- Arren Wells, an accounting and finance major from Albuquerque, New Mexico, representing Pi Kappa Alpha fraternity
- Charlie Mitchell, a petroleum engineering major from Dallas, representing Phi Gamma Delta fraternity
- Sergio Molinar, an industrial engineering major from Hobbs, New Mexico, representing President's Select
- Victoria Cervantes, a retail management major from Sugar Land, representing Chi Omega sorority
- Sarah Berry, a political science major from San Antonio, representing Alpha Phi sorority

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- Jennifer Thompson, an early childhood education major from Rowlett, representing Delta Delta Delta sorority
- Emily Latham, a marketing major from Poetry, representing Mortar Board
- Ashley Vaughan, a political science major from Boerne, representing Alpha Delta Pi sorority

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**CONTACT: Jon Mark Bernal, associate director, Student Union and Activities, Texas Tech University, (806) 742-4708 or [jm.bernal@ttu.edu](mailto:jm.bernal@ttu.edu); Claire Maginness, assistant director, Student Union and Activities, Texas Tech University, (806) 742-4708 or [claire.maginness@ttu.edu](mailto:claire.maginness@ttu.edu)**



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# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2015

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)

(806) 742-2136

### **Legendary Coach Marsha Sharp to Speak at Fall Commencement Ceremonies**

Sharp, who is the associate athletics director for special projects, led the women's basketball team to unprecedented success, including the 1993 national championship.

Marsha Sharp, one of the most successful women's basketball coaches in the sport's history who led the Texas Tech University women's team to the 1993 national championship, will speak to the Fall 2015 graduates Dec. 11-12 at United Supermarkets Arena.

Sharp led the Lady Raiders for 24 seasons (1982-2006), compiling a 572-189 record with eight Southwest Conference and Big 12 Conference titles, 10 Sweet 16 appearances, four Elite Eight appearances and the 1993 national title. She was named National Coach of the Year in 1993 and 1994 and was a seven-time SWC/Big 12 Coach of the Year.

"Marsha Sharp's legacy at Texas Tech University and in women's basketball globally is transcended only by the leadership and guidance she has provided countless numbers of students and student-athletes over the years," said M. Duane Nellis, Texas Tech president. "She is a wonderful ambassador for Texas Tech and we are proud to have her address our graduating class."

She is a member of four halls of fame – the Texas Women's Hall of Fame (1999), the Texas Sports Hall of Fame (2000), the Women's Basketball Hall of Fame (2003) and the Texas Panhandle Sports Hall of Fame (2008). In 2010 she was awarded the Naismith Outstanding Contributor to Basketball Award and the Women's Basketball Coaches Association Jostens Berenson Lifetime Achievement Award.

Sharp also is a past winner of the Lauro F. Cavazos award presented by the Texas Tech Alumni Association and was named head coach emerita.

In her current role with Texas Tech athletics, Sharp is responsible for development of the Fearless Champions Leadership Academy, oversees the Marsha Sharp Leadership Circle as well as community involvement and professional development for athletes. She is a fierce advocate for gender equity, civility, ethics and leadership for coaches, teams and corporations.

Her dedication to academics – she retired with a near-perfect graduation rate for her players – is exemplified in the Marsha Sharp Center for Student-Athletes, which opened in 2004. The center provides student-athletes with up-to-date academic services.

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She is a past president of the Women's Basketball Coaches Association (2001-03), served as executive director of the Kay Yow Cancer Fund (2009-11), is a lifetime member of the Kay Yow Cancer Fund Board of Directors and also is a member of the Women's Basketball Hall of Fame Board of Directors.

Other organizations in which she is involved include the local YWCA, the Carillon Senior LifeCare Community Board of Directors, the Sharp Academy/Lubbock Learning Difference Center Advisory Board and the Second Baptist Church.

She has worked as a television analyst for the San Antonio Silver Stars of the WNBA (2007-08) and the Lady Raiders (2010-12). Sharp is an accomplished author, releasing an autobiography in 2004 titled "Tall Enough to Coach."

Texas Tech's [School of Law](#) also will have a commencement speaker for its hooding ceremony on Dec. 12.

School of Law 2008 alumnus C. Barrett Thomas is a partner with firm of Blanchard & Thomas in Waco and is the president of the Texas Young Lawyers Association. He was named the Outstanding Young Lawyer for 2014 by the Abilene Young Lawyers Association and earned the Bob Black Bar Leaders award from the School of Law that same year.

Thomas is known as a passionate, detail-oriented litigator specializing in criminal and family law. Prior to becoming an assistant district attorney he worked as a police officer. He has practiced law in Sweetwater and Abilene and is a former felony prosecutor in the 32<sup>nd</sup> Judicial District Attorney's Office.

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





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Oct. 12, 2015

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

### **Student Financial Aid Director Inducted to TASFAA Hall of Fame**

Becky Wilson was inducted Oct. 8 as an Unsung Hero for her 30 years of service in financial aid administration.

Becky Wilson, senior managing director of student financial aid at Texas Tech University, was inducted into the Texas Association of Student Financial Aid Administrators' (TASFAA) Hall of Fame Oct. 8 in Austin as an unsung hero, an award recognizing a staff member who epitomizes TASFAA and its work.

Wilson, who has worked in student financial aid administration for almost 30 years, said working in financial aid has been rewarding in helping students achieve their goals in higher education.

"It is such an honor to receive this award and also assist and encourage students with their financial aid as they plan for education beyond high school," she said. "Educating students and families while removing financial barriers is so rewarding as they begin to see the difference a college education will make in their lives. From here, it's possible."

Wilson began her financial aid career at Lubbock Christian University where she spent 15 years serving in the areas of financial aid and the academic deans and vice president for academic affairs. She joined Texas Tech where she now oversees 50 staff members and more than \$300 million annually in federal, state and institutional funds. Wilson has served roles in financial aid from administrative assistant to now as the senior managing director.

Staff members within the student financial aid office say Wilson is the definition of a servant-leader, always positive and motivating, the epitome of an empathetic, caring leader and has a commitment to students that is genuine, treats them as individuals with integrity, relates to each students' needs and goes above and beyond to help them in every possible way.

"Becky has been an innovator for Texas Tech's financial aid and the financial aid industry," said Helen Carter, associate director of scholarships and financial aid. "She is a highly respected authority on state and federal aid, so her counsel is sought by colleagues

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across the country. Thousands of Texas Tech students have benefited from her commitment to customer service.

“She is best known for her leadership and integrity. She sets a leadership standard few can actually achieve, yet she leads gracefully and with humor. I wish every person could have the opportunity to have a boss like Becky Wilson. There is no one more deserving of this honor.”

Receiving her bachelor’s degree from Lubbock Christian University, Wilson is an active member of the National Association of Financial Aid Administrators, the Texas Association of Financial Aid Administrators and serves on various committees at Texas Tech and off-campus financial aid venues as well.

Creating a family business, Wilson’s husband, Marcus, is the managing director of financial aid at the Texas Tech University Health Sciences Center and her daughter, Tia, was the financial aid director at a regional institution for more than 10 years.

A small reception in the visitor’s center of Texas Tech’s West Hall will honor Wilson on Tuesday (Oct. 13) after she returns from Austin.

“Ever since I’ve known her, Becky has always been bubbly and would speak with you with such kindness and concern,” said Nichole Moll, assistant director of financial aid and student loan programs. “As the director of financial aid, these same characteristics are portrayed in her managing traits.

“Becky’s door is always open to talk about office issues, concerns or ideas to help processes. Most of all, she shows her appreciation and praise for even the small things a staff member accomplishes. Congratulations, Becky. Your dedication, enthusiasm and insight are really inspiring.”

For more information about the TASFAA and the Financial Aid Hall of Fame, visit the TASFAA [website](#).

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**CONTACT: Ben Montecillo, associate director, Student Financial Aid and Scholarships, Texas Tech University, (806) 834-5435 or [ben.montecillo@ttu.edu](mailto:ben.montecillo@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 12, 2015

CONTACT: Jenae Fleming, [jb.fleming@ttu.edu](mailto:jb.fleming@ttu.edu)  
(806) 742-2136

### **Texas Tech English Professor Wins Award from Stillhouse Press**

Jacqueline Kolosov recognized for non-fiction essays.

Jacqueline Kolosov, a full professor in the Texas Tech University [Department of English](#), was awarded the Mary Roberts Rinehart Award from Stillhouse Press for her collection of essays, "Motherhood, and the Places Between." Individual essays have been published in leading journals including *The Sewanee Review*, *Bellevue Literary Review*, and *Terrain.org*. 3 of the essays are also Notables in *Best American Essays 2014 & 2015*. The Mary Roberts Rinehart Award is both highly competitive and prestigious. Previous recipients of the award include Eula Biss (2014); Cheryl Strayed, the author the best-selling *Wild* (2013), Katherine Boo, a literary journalist and author of *Beyond the Beautiful Forevers* (2012), and Mary Karr, whose *Liar's Club* is a hallmark of the memoir tradition (2011).

Kolosov's collection of linked essays explores the inevitability of change through the lens of motherhood and infertility, loss and grief, and the power of self-transformation. Culling from her deep connection to writer Virginia Woolf and a newfound love of horseback riding, Kolosov's powerful memoir of loss, healing and renewal tugs at your heartstrings and keeps you coming back for more.

"I have always written through all my experiences, so I knew I would write through this one," Kolosov said of her challenging experience with In Vitro Fertilization, including a devastating miscarriage at the same time that she was losing 2 dear friends to cancer, among them Margaret Sheffield Lutherer, who served Texas Tech for two decades.

Kolosov enlarged the project further through her lifelong engagement with the writings of Virginia Woolf, whose influence resonates throughout the collection. She is immensely grateful to Texas Tech for funding her research trip to London and to St. Ives, a village town on the coast of Cornwall where Woolf spent her childhood summers. This trip proved essential in the development and success of the collection.

Four months after her miscarriage, Kolosov began getting involved with horses. She valued their peacefulness, silence and calm, and found herself drawn to their mystery as well as the challenges that come with learning to ride well and become a true horsewoman. Working with horses began to change her and since that day, she has never looked back.

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“In June 2013, I bought a five-year-old half Andalusian mare, Marah, who has transformed my grief into something much richer and has enabled me to grow and to heal as well as to learn how to ride mindfully and with compassion,” Kolosov said.

The competition was judged by Warren Ralph Eubanks, non-fiction author, former editor of the Virginia Quarterly Review and publishing director at the Library of Congress.

In addition to winning the contest, Kolosov will travel to Virginia in September 2016 to participate in a discussion with Eubanks and be featured at the Fall for the Book Festival.

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**CONTACT: Jacqueline Kolosov, professor, Department of English, Texas Tech University, (806) 742-2501 or [jacqueline.kolosov@ttu.edu](mailto:jacqueline.kolosov@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)

(806) 742-2136

### **Counselor Education Program Earns Top Accreditation**

The three education counseling degrees earned perfect scores from the accrediting agency.

All three degrees in the [Counselor Education program](#) at Texas Tech University recently earned eight-year accreditation from the [Council for Accreditation of Counseling & Related Educational Programs](#) (CACREP).

To earn the eight-year accreditation, the longest period allowed under CACREP's standards, the program obtained perfect scores on 320 standards in its master's degrees in clinical mental health counseling and school counseling and its doctorate degree in counselor education and supervision.

"It's a very difficult accreditation to obtain and maintain," said Loretta Bradley, a Horn Professor of education and the coordinator of counselor education. "Receiving this accreditation is like receiving the Good Housekeeping seal of approval."

Among the 450 counselor education programs nationwide, about 25 percent are accredited. Texas Tech has the only accredited program between Albuquerque and Dallas.

CACREP accreditation is not required of counselor education programs, although some major employers like the Veterans Administration now require counselors to graduate from a CACREP-accredited program. This accreditation indicates to future students and future employers of Texas Tech graduates the counselor education program has achieved a high educational standard and prepares its graduates to work in government and community agencies, clinical mental health counseling centers and schools to effectively deal with problems.

Each counselor education degree has trademark outcomes. For the master's in clinical mental health counseling, a trademark outcome is graduates are prepared to understand, organize and implement an effective treatment plan. For the master's in school counseling, a trademark outcome is for graduates to understand, plan and implement the American School Counselor Association National Model. At the doctorate level, the trademark outcome is students understand, organize and implement a social justice advocacy leadership plan.

The counselor education program also prepares students to pass the state licensure and school counseling certification exams.

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“We feel CACREP accreditation has many advantages for our students in the job market, both at the master’s degree level and the doctorate level,” Bradley said.

All of the counseling education faculty members took part in the reaccreditation process: Bradley, Charles Crews, Janet Froeschle-Hicks, Bret Hendricks, Aretha Marbley and Gerald Parr.

“I would place our counseling education faculty right up there with the top professionals in the nation,” College of Education Dean Scott Ridley said. “This accreditation is a great and well-deserved honor and will allow our faculty to do what they do best – train the best counseling professionals in the industry.”

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**CONTACT: Loretta Bradley, Horn Professor of education, Counselor Education Program, College of Education, Texas Tech University, (806) 834-1031 or [loretta.bradley@ttu.edu](mailto:loretta.bradley@ttu.edu).**

# Expert Pitch

## FOR IMMEDIATE RELEASE

DATE: Oct. 13, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)

(806) 742-2136

### Expert Weighs in on Campus Sexual Assault, Title IX

Campus sexual assault remains a difficult issue for universities throughout the nation. Research shows campus sexual assault victims are most likely to be assaulted in the first six weeks of college; estimates say most sexual assaults are committed by about 5 percent of college men. Additionally, while the rate of false reporting of rape or sexual assault is one in 10 or lower, many more people assume a woman fabricates her assault than assuming false reporting in other crimes. Universities must balance supporting the accuser, giving the accused due process and keeping students safe.

In her discussions of rape culture in her classes, [Elizabeth Sharp](#), an associate professor of human development and family studies in the [College of Human Sciences](#) at Texas Tech University and an affiliated faculty member with the [Women's Studies Program](#), argues the research shows sexual assault is a highly gendered crime – men are much more likely to be the perpetrators in attacks on women and other men. The attacks can be linked to the attacker's assertion or reassertion of control, with control and dominance as main features of hegemonic masculinity. Additionally, the systems are stacked against victims, so action, especially from the legal system or a large number of universities, has been unusual. She believes more knowledge of the culture surrounding the crimes, and the high incidence of these crimes, on the part of university faculty and staff members related to how to handle reports of sexual assault and help victims will make a significant difference both in coping with this issue and decreasing the frequency of such attacks.

Sharp is an associate professor of human development and family studies in the College of Human Sciences and an affiliated faculty member with the Women's Studies Program. Sharp, along with colleagues at Virginia Tech and the University of Connecticut, is spearheading an international pre-conference on sexual assault on colleges; the event will bring together nationally and internationally recognized violence researchers. Additionally, she and her two colleagues are guest editors for an upcoming issue of the Journal of Family Relations that will focus on the [feminist framing of sexual assault on college campuses](#). She is chairwoman of the [President's Gender Equity Council](#) at Texas Tech and recently gave a [TEDx talk](#) on this subject. She has presented at a series of workshops to educate faculty and staff members on Title IX issues and to clarify how to handle reports of sexual assault on campus. As a result of her expertise, several other universities have consulted with Sharp on these issues.

In addition, Sharp's teaching on the role masculinity plays in sexual assault (that is, a perceived reaction to a lack of control) contributes to the understanding of the role misplaced masculinity plays in mass shootings, the vast majority of which are perpetrated by men.

**Expert**

Elizabeth Sharp, associate professor of human development and family studies, (806) 834-8652 or [elizabeth.sharp@ttu.edu](mailto:elizabeth.sharp@ttu.edu)

**Sharp on campus sexual assault**

- “College is a unique environment in that students have to live and work with the person who has harmed them. You’re not in an equal environment if you’re having to be in contact with your perpetrator on a daily basis.”
- “This topic – rape, sexual assault – crosses all disciplines. One of the things I argue is that we’re all implicated, and I feel like we all need to know what some of the issues are and how we are responding or not responding appropriately.”
- “I think one thing we could ask of our universities is for our faculty and staff to be knowledgeable of the ways in which our larger culture operates in a very gendered way. We know one of the biggest problems is blaming the victims. This wrong-headed blame is part of a larger culture that is male-centered.”
- “I, like many scholars, argue there’s a crisis in masculinity to make some men feel they always have to be in control and always dominant, and that transcends into the sexual realm, which is arguably why we see way more men than women committing this crime.”

**Sharp on mass shooters**

- “There’s something about masculinity and dominance that is linked to school shooting. With one exception, every one of these shooters has been a boy or a man. To get to the solutions, we need to start having a conversation about masculinity, perceived lack of control and the recourse to guns. These men, often white men who have been ostracized, want a way to get their power back. Then they resort to incredible violence.”

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 14, 2015

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)

(806) 742-2136

### **Value Colleges Ranks Texas Tech Engineering Online Graduate Program No. 1**

The Whitacre College of Engineering's graduate program  
as a whole was ranked 17<sup>th</sup> in the nation.

The online graduate program in the Texas Tech University [Whitacre College of Engineering](#) has been ranked best in the nation for 2016 by Value Colleges Best Value rankings.

In addition, Whitacre College of Engineering was ranked No. 17 in the nation in Best Value for Graduate Engineering Programs for 2016.

[Value Colleges](#) is a website that researches colleges and universities to offer straightforward and practical answers that potential college students and parents have when considering education. The website also publishes articles with information regarding costs and benefits as well as ranking degree programs to enhance the ability to make smart financial decisions when choosing colleges.

The rankings for best online graduate engineering programs were based on three factors: the U.S. News and World Report's 2016 Best Online Graduate Engineering Programs ranking, in which Texas Tech is valued 20<sup>th</sup>; PayScale's 2016 College Salary Report, where Texas Tech ranked 49<sup>th</sup>; and tuition as reported by institutional websites.

The Whitacre College of Engineering was praised for the master's of engineering degree offered through the Worldwide eLearning program, which is open to all students and is of particular benefit to working engineers seeking to further their education. Texas Tech also was recognized for its engineering reputation, particularly in the areas of alternative energies, wind and water.

The website also praised Texas Tech's relative low cost and its availability to residents outside the state. Texas residents pay about \$2,100 per course, and that rate is available to residents of neighboring states, while non-residents pay about \$3,100 per course.

Whitacre College of Engineering offers an interdisciplinary master's degree in engineering, a master's of science in bioengineering and master's degrees in chemical engineering; civil, environmental and construction engineering; computer science; electrical and computer engineering; industrial engineering; mechanical engineering and

petroleum engineering. The college also offers a 150-hour dual bachelor's and master's degree program.

The list of Best Value Online Graduate Engineering Programs can be viewed [here](#).

The list of Best Value Graduate Engineering Programs can be viewed [here](#).

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

**CONTACT: Jim Kennedy, director of marketing and communications, Whitacre College of Engineering, Texas Tech University, (806) 834-0893 or [jim.kennedy@ttu.edu](mailto:jim.kennedy@ttu.edu).**

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2015

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

### **\$307,000 Raised Halfway Through State Employee Charitable Campaign** Texas Tech University has reached 65 percent of its overall goal.

After a month of raising funds for several different agencies, Texas Tech University has reached 65 percent of its overall goal for the [State Employee Charitable Campaign](#) (SECC) with \$307,000 collected. The university is only half way through the campaign time frame and is projected to reach its goal of \$472,000 by the end of October.

“As of today we have raised well over half of the goal for this year’s campaign,” said Wes Condray, Texas Tech’s SECC campaign coordinator. “We have been consistently ahead of last year’s pledges, and I am blown away by the generosity of the Texas Tech community.

“It is great to see so many passionate people give back to our community. I have no doubt that together we will be able to meet our goal. I would like to encourage those who haven’t pledged yet to think about doing so. All throughout this campaign, I have been reminding people that no gift is too small. If every state employee in the Greater West Texas region gave just \$2 a month from their paycheck, we would raise more than \$2 million for our community. It is amazing to think about the impact made through a \$2 per month gift.”

In 2014, Texas Tech [raised more than \\$469,000 and raised the highest per capita gift from higher education institutions with 2,000 or more employees](#). The SECC as a whole raised more than \$9 million for more than 500 agencies.

Incentives are available for Texas Tech employees who participate, including an autographed Kliff Kingsbury football, an autographed Tubby Smith basketball, an autographed Candi Whitaker basketball and tickets to sporting and entertainment events on campus.

To participate in the SECC, Texas Tech employees can submit their pledge forms online and choose a donation amount, how many organizations they wish to support and make a one-time donation or enroll in payroll deduction. Paper pledge forms are available upon request.

The final amount of funds raised will be announced at a later date.

For more information about the SECC, visit Texas Tech's SECC [website](#).

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

**CONTACT: Wes Condray, campaign coordinator, State Employee Charitable Campaign, Texas Tech University, (806) 742-2984 or [wes.condray@ttu.edu](mailto:wes.condray@ttu.edu)**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Alcohol Awareness Week Events**

The program is part of National Collegiate Alcohol Awareness Week from Oct. 19-24.

Texas Tech University will participate in [National Collegiate Alcohol Awareness Week](#) starting Oct. 19. The events will end Oct. 24 with a Pack the Jones Watch Party for the Texas Tech – Oklahoma game. The week is hosted by several on-campus departments including [Student Union & Activities](#), [Risk Intervention & Safety Education](#) (RISE) and [University Student Housing](#).

“My goal is to find a way to show the campus is coming together to support safety around alcohol use at Texas Tech,” said Claire Maginness, assistant director for student activities. “National Collegiate Alcohol Awareness Week is an initiative to showcase as many resources as possible on campus to show the students and student organizations the faculty and staff at Texas Tech care about alcohol-free programming and their safety.”

The Alcohol Awareness Week events are:

#### **All week:**

- The MythBusters Wall sponsored by [Beta Theta Pi](#) and RISE
- Letters to my Former Self sponsored by the [Association of Students About Service](#) (ASAS), RISE and the [Center for Collegiate Recovery Communities Across Campus](#)
- The [Regret Blog](#) sponsored by RISE.
- Resources on and off campus are available all week on OrgSync

#### **Monday:**

- [Raiders Against Drunk Driving](#) (RADD) will give away “Don’t Drink & Drive” items from 11 a.m.-1 p.m. in the Student Union Building (SUB) across from CopyMail.
- Be Aware Rec Fair from 4-7 p.m. at the [Robert H. Ewalt Student Recreation Center](#)

#### **Tuesday:**

- DWI Simulators hosted by Phi Delta Theta and RISE from 11 a.m.-1 p.m. at the SUB North Plaza.

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**Wednesday:**

- [Tech Activities Board](#) (TAB) hosts Crossing the Line & Drunk Goggle Obstacle Course from 11 a.m.-1 p.m. in the SUB North Plaza.
- [The Interfraternity Council](#) and RISE host Life Size Battleship from 9-11 p.m. in the Red Raider Lounge.

**Thursday:**

- RISE and University Student Housing host Raiders Respond: Bystander Intervention in the Senate Room from 2:30-3:30 p.m.
- [The School of Theatre & Dance](#) and ASAS host Plays on Tap: One Acts and Discussion from 3:30-5 p.m. in the SUB Ballroom.
- The Center for Addiction and Recovery hosts Celebration of Recovery from 7-8 p.m. at the Center for Addiction and Recovery.
- ASAS hosts the Thursday Night Movie “28 Days” at 10 p.m. in the SUB Escondido Theatre.

**Friday:**

- Zombie Run for Recovery Obstacle Race from 5-9 p.m. at Urbanovsky Park.

**Saturday:**

- Pack the Jones Watch Party for the Texas Tech – Oklahoma football game sponsored by the [Student Government Association](#) and RISE. The watch party will start 30 minutes before kickoff.

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**CONTACT: Claire Maginness, assistant director, Student Activities, Texas Tech University, (806) 742-4708 or [claire.maginness@ttu.edu](mailto:claire.maginness@ttu.edu) or Jeffery Sayers, graduate assistant, Student Activities, Texas Tech University, (806) 742-4708 or [jeffery.sayers@ttu.edu](mailto:jeffery.sayers@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2015

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

### **Law Professor Velte to Lecture on Ramifications from Marriage Equality Decision**

The lecture will examine the impact going forward on the lives of LGBT individuals.

**WHAT:** Texas Tech University presents a lecture, “Ramifications of Obergefell vs. Hodges: Same-Sex Marriage in America”

**WHEN:** Noon Tuesday (Oct. 20); encore presentation at 7 p.m.

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

**EVENT:** Kyle Velte, a visiting assistant professor at the Texas Tech [School of Law](#), will present a lecture examining the possible wide-ranging legal ramifications and protections for LGBT people from this summer’s U.S. Supreme Court decision in Obergefell vs. Hodges, which legalized same-sex marriage.

Velte, who prior to joining Texas Tech was an assistant professor of practice in the Legal Externship Program at the University of Denver, has expertise in civil procedure, conflicts of law, and sexual orientation and the law.

In its current form, Velte argues, the ruling will have only a limited impact on the lives of LGBT individuals beyond marriage and the doctrinal reach beyond marriage for the law is short, if any at all. She argues Obergefell does not compel protection from sexual orientation discrimination in areas such as employment, housing and public accommodation.

The lecture is open to the public and admission is free. Those attending the event are eligible for one hour of Continuing Legal Education (CLE) credit.

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

**CONTACT:** Kari Abitbol, director of communications, Texas Tech School of Law, (806) 834-8591 or [kari.abitbol@ttu.edu](mailto:kari.abitbol@ttu.edu).

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TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2015

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

### **Seismologist to Speak at Energy Law Lecture Series**

Heather DeShon's research focuses on understanding earthquake initiation and rupture complexity.

- WHAT: Texas Tech University [School of Law](#) Energy Law Lecture Series featuring Heather DeShon
- WHEN: Noon Monday (Oct. 19)
- WHERE: Lanier Auditorium, Texas Tech School of Law, 1802 Hartford Ave.
- EVENT: The Energy Law Lecture Series, hosted by the Texas Tech School of Law, welcomes seismologist Heather DeShon for its second lecture this season. Her lecture is titled "Mitigating Induced Earthquakes in North Texas."

DeShon is an associate professor of geophysics at Southern Methodist University whose research focuses on understanding earthquake initiation and rupture complexity. Using high-resolution technology, she studies the spatial and temporal relationships between an earthquake's source characteristics and fault structure. Through her research she hopes to improve seismic and tsunami estimates. She is part of SMU's Seismic Study Team that authored a report connecting excessive disposal-well use to a series of earthquakes near Azle.

A live webcast of the lecture can be seen [here](#).

Those attending the event are eligible for one hour of Continuing Legal Education (CLE) credit. Contact Corey Clem at [corey.clem@ttu.edu](mailto:corey.clem@ttu.edu) for details.

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

**CONTACT: Kari Abitbol, director of communications, Texas Tech School of Law,** (806) 834-8591 or [kari.abitbol@ttu.edu](mailto:kari.abitbol@ttu.edu).





TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Oct. 16, 2015

CONTACT: Tricia Earl, [patricia.a.earl@ttu.edu](mailto:patricia.a.earl@ttu.edu)  
(806) 742-2136

### **Women's Studies Program Hosts Gender and Gender Identity Colloquium**

This is the seventh year the colloquium is hosted at Texas Tech.

The Texas Tech University [Women's Studies Program](#) will host its annual Gender and Gender Identity Colloquium Friday (Oct. 23). Sessions are from 9 a.m.-2 p.m. in the Red Raider Lounge of the Student Union Building.

Since its inception in 2009, the colloquium has served as a forum where speakers, discussants, presenters, panelists and the general audience can engage in vigorous exchanges centering on gender and gender identity in terms of empowerment and commitment to social justice.

"I look forward to our colloquium each fall," said Tricia Earl, Women's Studies Program coordinator. "This year, I am especially excited because we decided to return to accepting proposals from researchers here on campus. Additionally, for the first time since 2009, we are delighted to host a keynote speaker, Blaine Bookey. Hosting faculty, staff and student research sessions along with our keynote speaker, participants will be able to gain insight into a wide variety of topics that center around the intersection of gender identities that influence us all."

This year's keynote speaker is Blaine Bookey, legal director and adjunct professor at the Center for Gender and Refugee Studies, University of California Hastings College of the Law. Bookey's work focuses on advancing protection for women, children and lesbian, gay, bisexual and transgender (LGBT) individuals fleeing persecution. Prior to joining the center, Bookey served as a federal appellate judicial law clerk and a fellow at the Institute for Justice and Democracy in Haiti/Bureau des Avocats Internationaux where she first began collaborating with MADRE, an international women's human rights organization, to support grassroots organizations and Haitian lawyers fighting to end sexual and gender-based violence.

The colloquium program schedule is:

- 8:30 a.m.: Check In & Registration
- 9-9:50 a.m.: Session I
- 10-10:50 a.m.: Session II
- 11-11:50 a.m.: Session III

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- Noon-12:50 p.m.: Session IV
- Lunch: \$10 box lunch
- 1-2 p.m.: Blaine Bookey

The event is open to the public and admission is free. Proof of attendance is provided to those students attending the colloquium for course credit. Off-campus visitors can enter through the main campus entrance at University Avenue and Broadway, and ask for directions and visitor parking location instructions at the traffic kiosk station.

To register, visit the Women's Studies Program website:

[http://www.depts.ttu.edu/wstudies/colloquium\\_registration.php](http://www.depts.ttu.edu/wstudies/colloquium_registration.php)

The Women's Studies Program is a part of the [Division of Institutional Diversity, Equity and Community Engagement](#). For more information, the complete conference program and schedule and the registration form, visit

[http://www.depts.ttu.edu/wstudies/events\\_gender15.php](http://www.depts.ttu.edu/wstudies/events_gender15.php)

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



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)

(806) 742-2136

### **Education Professors Become Literacy Champions for East Lubbock Schools**

The literacy initiative is part of the East Lubbock Promise Neighborhood grant.

Six Texas Tech University education professors are taking creative literacy initiatives to schools in East Lubbock.

The balanced literacy component of the [East Lubbock Promise Neighborhood grant](#) started this school year with the shared goal of improving literacy practices in high-need schools. The program moves beyond ensuring students are literate, said education professor René Saldaña, Jr. Rather, the professors, along with teachers and literacy coaches from the Lubbock Independent School District, focus on literacy success – helping students to understand the books, stories and poems they read and to love reading.

“As literacy practitioners, there is nothing more important than supporting students’ literacy development,” said Mellinee Lesley, the associate dean of graduate education and research in the [College of Education](#). “It is truly our life’s work. Although we are working in different schools with different literacy goals, there is a larger, overarching goal of student success that we are working on collectively with campus principals, teachers and central office administrators.”

Lesley and Saldaña, along with fellow education professors Patriann Smith, Amma Akrofi, Julie Smit and Ana Torres, will be literacy champions at four elementary schools, one middle school and one high school in East Lubbock. Each will spend six to eight hours a week in their respective schools, working with educators, administrators and students to identify specific campus needs related to promoting literacy. The literacy champions are there only for support; they do not critique the teachers or schools.

Each school has a different literacy plan. For instance, Lesley is working with students in a college readiness program at Estacado High School to develop academic writing skills. The students are working on personal narrative essays based on the topic “A Day in My Shoes.” She has been helping students generate and develop ideas and draft their essays. The students’ essays will be published in a book when the first cycle of writing is finished.

Torres, who is bilingual, is working with several teachers at Harwell Elementary School to help students celebrate reading in two languages. In December, community members will come to campus to read to students, and each child will get a copy of the book. The book, “Niño Wrestles the World” by Yuyi Morales, also will become part of each classroom library.

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“The literacy champions initiative was established to strengthen the collaborative partnership between Texas Tech University and Lubbock Independent School District,” said Theresa Williams, the deputy superintendent of academic services for LISD. “Strong partnerships between universities and school districts have proven to be invaluable in bridging theory to practice in meaningful, relevant and practical ways that have a positive impact on students, teachers and university faculties.”

The program runs only through this school year, but both Lesley and Saldaña say they hope it will extend beyond May. They also want to implement programs in each school that teachers and administrators can keep going without the literacy champions or provide enough resources that each school can come up with its own plan.

“Part of the ELPN expectation is sustainability,” Saldaña said. “Though each of us is approaching literacy success in our own individual ways, the goal is the same: to get there. We hope the kids will experience success as a result of the teachers’ work and our work, that they will be able to take from it something they can use in the future.”

The balanced literacy initiative is just one of many Texas Tech has spearheaded as part of ELPN, founded in 2013 with a grant from the U.S. Department of Education. The program aims to educate, support and advocate for children and parents in one of the poorest, most underserved neighborhoods in Texas. Programs focus on health, early learning education and community and have included such projects as music lessons from [College of Visual & Performing Arts](#) students; increasing participation in Early Head Start from the [College of Human Sciences](#); Camp Champion, a four-day camp out on by the [Department of Kinesiology & Sport Management](#); and school readiness programs from the College of Education.

“The greater goal of ELPN is to bring to the fore East Lubbock’s rich story in so many different ways,” Saldaña said. “Our part, as literacy folks, is to ensure each of the children whose lives we touch will learn, as U.S. poet laureate Juan Felipe Herrera said, that their voices are beautiful, their stories wonderful and worth telling.”

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**CONTACT: René Saldaña, Jr., associate professor, College of Education, Texas Tech University, (806) 283-7080 or [rene.saldana@ttu.edu](mailto:rene.saldana@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 19, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **Free Financial Advice Available at Financial Planning Day**

Lubbock financial planners will offer free, private financial consultations to area residents.

WHAT: Lubbock Financial Planning Day

WHEN: 9 a.m. to noon Saturday (Oct. 24)

WHERE: Groves Public Library, 5520 19<sup>th</sup> St.

EVENT: Area residents can receive financial advice at Financial Planning Day, put on for the second consecutive year by the Financial Planning Association of West Texas. Local financial planners, including professors from the Texas Tech University [Department of Personal Financial Planning](#), will answer questions, discuss the benefits of financial planning and provide information on budgeting, credit, investing, estate planning and other financial topics.

Participants can get a private consultation with a certified financial planner. There also will be a number of workshops from financial planners.

The event is free. The financial planners will not be selling or promoting any products or services, including their firms. Registration is not necessary but is highly preferred. To see the schedule and register, go to the [Financial Planning Day website](#) or call 1-877-861-7826.

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

**CONTACT: Eric Sawyer, director of planning, Department of Personal Financial Planning, College of Human Sciences, Texas Tech University, (806) 834-3742 or [eric.sawyer@ttu.edu](mailto:eric.sawyer@ttu.edu).**

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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2015

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

### **Texas Tech Graduate School to Host Arts and Humanities Graduate Student Research Conference**

The annual event features presentations by graduate students focusing on research and work in the arts and humanities.

- WHAT:** Fifth Annual Arts and Humanities Graduate Student Research Conference
- WHEN:** 9 a.m. to 5 p.m. Thursday – Friday (Oct. 22 – 23)
- WHERE:** Texas Tech Student Union Building Matador Room
- WHO:** The Texas Tech University [Graduate School](#) is hosting its fifth annual Arts and Humanities Graduate Student Research Conference at the Student Union Building. The conference will feature presentations highlighting research and work in the arts and humanities. Each presentation will be 15-20 minutes and will receive a rating from a panel of judges, followed by a question-and-answer session.

Conference participants may attend the keynote speech by Texas Tech public art manager Emily Wilkinson at noon Thursday (Oct. 22) in the Matador Room of the Student Union Building. Conference panel information is available on the event [website](#).

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**CONTACT:** Carleigh Smith, senior lead evaluator, Graduate School, Texas Tech University, (806) 834-5356 or [carleigh.smith@ttu.edu](mailto:carleigh.smith@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct, 20, 2015

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

### **Texas Tech Meat Judging Team Captures Crown at American Royal Contest**

The Red Raiders narrowly edged out the University of Wyoming to take first place.

The Texas Tech University [Meat Judging team](#) in the [Department of Animal and Food Sciences](#) continued its strong showing this fall by taking first place at the American Royal Intercollegiate Meat Judging Contest in Omaha, Nebraska.

Texas Tech captured the win by just three points over the University of Wyoming, 4,098-4,095, while Oklahoma State finished third with 4,072 points. The Red Raiders took first place in team judging in three categories – overall beef, beef judging and beef grading – while finishing second in lamb judging and reasons/questions and third place in total placing and specifications.

Individually, Cody Shannon, a senior from Royse City, finished as the top Texas Tech performer, coming in third as one of three Red Raiders to finish in the top 10. Shannon totaled 1,036 points thanks to strong showings in overall beef (first place), beef grading (second), beef judging (third) and total placing (third).

Erin Beyer, a junior from Brookshire, finished fifth overall (1,027 points) and was second in beef judging and third on overall beef while taking fifth in lamb judging. Morgan Boyer, a senior from Wallisville, was one point behind Beyer in sixth (1,026 points).

Texas Tech's alternate teams also had a strong showing, sweeping the top three spots in the alternate division. At least one of the three teams also took first place in all team judging categories but one.

Annalisa Clark, a junior from Las Cruces, New Mexico, was the top individual among alternate team members, outpacing teammate Darby Gonzales, a junior from Hondo. Erin Klein, a junior from Littlefield, and Hallie Hutto, a junior from Hondo, rounded out the top five.

Other members of the meat judging team are:

- Clay Bendele, a junior from Hondo
- Sean Morrow, a junior from Nolan
- Elizabeth Burges, a senior from Graham
- Zena Doty, a senior from La Plata, New Mexico
- Scotta Faulkenberry, a senior from Stephenville
- Landon French, a senior from Burleson

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- Melani Howell, a junior from Seymour
- Kyle Lambert, a junior from Sweetwater
- Madison Langemeier, a junior from Marion
- Michaela Pinder, a junior from League City

Professor Mark Miller, the San Antonio Stock Show and Rodeo Distinguished Chair in Meat Sciences, coaches the team. Graduate students Bo Hutto and Dan Crownover assist.

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**CONTACT: Moriah Beyers, coordinator, Department of Animal and Food Sciences, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2805 or [moriah.beyers@ttu.edu](mailto:moriah.beyers@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2015

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

### **American Heart Association Hosts 2015 Lubbock Heart Walk**

The annual fundraising event promotes physical activity and heart-healthy living while raising money for the research, education and advocacy of heart health.

The American Heart Association's premiere fundraising event, the Lubbock Heart Walk, will be held at 9:30 a.m. Saturday (Oct. 24) at the Texas Tech University Frazier Alumni Pavilion.

The annual event consists of individual walkers as well as company and local community teams walking either a three-mile or one-mile wheelchair accessible course to promote physical activity and heart-healthy living. This year's event will include appearances by Raider Red and the Masked Rider along with multiple vendors, music, awards and other family-friendly activities.

Texas Tech Provost Lawrence Schovanec will serve as the 2015 chairman of the Lubbock Heart Walk.

"The money raised through this event will greatly help future cardiovascular disease and stroke research," Schovanec said.

Funds raised at the Lubbock Heart Walk will help the American Heart Association to reach its fundraising goal of \$110,000 to support research, education and advocacy efforts of the association. With cardiovascular disease remaining the leading killer of all Americans, advocating for better health and raising awareness can make a difference in the community's well-being.

Over the past five years, the American Heart Association has given \$1.2 million in grants to the Lubbock community for cardiovascular disease and stroke research. In addition to these grants, the American Heart Association will give back \$3 for every \$1 raised at the Lubbock Heart Walk. With over \$140,000 in meritorious cardiovascular disease and stroke research grants in Lubbock, the American Heart Association hopes to fund these necessary grants to improve the heart health of the local community.

Walk participants can register at [www.lubbockheartwalk.org](http://www.lubbockheartwalk.org) or at the event from 8 to 9 a.m. The Lubbock Heart Walk does not charge a registration fee, as it seeks to impact a larger population by making fundraising and donations its priority.

This year's opening ceremonies, which will both honor survivors and memorialize loved ones, will begin at 9 a.m. Walkers are eligible for a Heart Walk T-shirt once they have raised \$100. Participation is free.

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**CONTACT: Denise Sanders, corporate market director, American Heart Association of Lubbock, (806) 789-7122 or [denise.sanders@heart.org](mailto:denise.sanders@heart.org).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **CDRC Students Taking Part in 10<sup>th</sup> Anniversary of Read for the Record**

The worldwide campaign encourages reading, particularly among low-income children.

**WHAT:** For the 10<sup>th</sup> anniversary of Jumpstart's Read for the Record, a worldwide campaign to increase support for high-quality early learning, classes at Texas Tech University's [Child Development Research Center](#) will read "Not Norman: A Goldfish Story."

The campaign started in 2006 with "The Little Engine That Could" and since has raised more than \$8.6 million worldwide and provided more than 1.6 million books to low-income neighborhoods.

**WHEN:** 8:15-9:15 a.m. (preschool and toddler rooms), 10:30 a.m. (infant rooms)  
Thursday (Oct. 22)

**WHERE:** Child Development Research Center, 15<sup>th</sup> Street and Akron Avenue,  
Texas Tech

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**CONTACT:** Stacy Johnson, instructor, Human Development and Family Studies,  
College of Human Sciences, Texas Tech University (806) 834-4382 or  
[stacy.johnson@ttu.edu](mailto:stacy.johnson@ttu.edu).



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Oct. 21, 2015

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

### **Texas Tech Offers Annual Tech or Treat, SafeTreat Events to Lubbock Community**

The events are family-friendly and are hosted by Student Union and Activities and University Student Housing.

In an effort to strengthen the ties between the university and local communities, Texas Tech University's [Student Union and Activities](#) and [University Student Housing](#) are hosting their annual Halloween events, Tech or Treat and SafeTreat, from 6-8 p.m. Oct. 28 for the Lubbock community.

The events allow families from the community to bring their children to campus for a safe and fun trick-or-treating environment while also experiencing life on the Texas Tech campus.

Claire Maginness, assistant director for Student Union and Activities, said Tech or Treat in conjunction with SafeTreat will offer different types of activities and entertainment for families.

"Texas Tech's Student Union and Activities department, the Tech Activities Board, Student Union Building partners, student organizations and University Student Housing wanted to provide safe alternatives to traditional trick-or-treating," she said. "The free, kid-friendly events will have games, activities and even a magician (at Tech or Treat) for an evening of fun for the Lubbock community."

Tech or Treat will be in the Student Union Building (SUB) with free parking near the Administration Building (R-7), Doak Hall (R-13), south of the SUB (R-11) and east of the SUB. The lots open at 5:30 p.m. and will remain open until 9 p.m.

SafeTreat will offer a variety of activities and entertainment in nine different residence halls on campus, including an appearance from the Masked Rider, a singing ghost chorus, photo opportunities, hot chocolate and a pumpkin gallery. Free parking is available in all residence halls' "Z" and visitor parking lots until 8:15 p.m. Four "Boo Buses" will run continuously between 5:45-8:15 p.m. for free to transport families between the participating residence halls.

“SafeTreat provides families with an opportunity to experience the classic door-to-door trick-or-treating along with fun activities in a safer location,” said Craig Kuehnert, assistant director for student leadership development with University Student Housing. “The Texas Tech Police Department will provide additional coverage throughout the event, and we’ve also added a number of non-candy treat options for children with special dietary needs or food allergies.”

A map of the SafeTreat route is available on the University Student Housing’s website at <http://housing.ttu.edu/safetreat>.

More information about Tech or Treat and SafeTreat can be found on the [Student Union and Activities](#) and [University Student Housing](#)’s websites.

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

**CONTACT: Claire Maginness, assistant director, Student Union and Activities, Texas Tech University, (806) 742-3636 or [claire.maginness@ttu.edu](mailto:claire.maginness@ttu.edu); Craig Kuehnert, assistant director for student leadership development, University Student Housing, Texas Tech University, (806) 742-2661 or [craig.kuehnert@ttu.edu](mailto:craig.kuehnert@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2015

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

### **Texas Tech Ranked on List of Best College Instagram Accounts**

Texas Tech's Instagram account was selected as one of 17 of the best college and university accounts worldwide.

Texas Tech University recently placed 11<sup>th</sup> on a [list](#) of the best college Instagram accounts in the world. The list, which was created by [HubSpot Blogs](#), looked at college and university Instagram accounts worldwide – from England and Spain to Chile and Australia – and ranked the top 17 according to the appeal and regularity of their content.

According to a [2015 Pew Research Center survey](#), Instagram is the most popular social networking site among college students. With 53 percent of 18 to 29 year olds using the site on a daily basis, it's no wonder many brands have taken to Instagram to target their young adult audience. Colleges and universities are no exception.

HubSpot Blog's list said what makes Texas Tech's Instagram account stand out are its videos and seasonal content. The account features simple but interesting videos, such as the football team's stadium entrance and Texas Tech's NASCAR racing, as well as seasonally-appropriate content such as Texas Tech-themed jack-o-lanterns and Valentine's Day treats.

Allison Matherly, coordinator of digital engagement in Texas Tech's Office of Communications and Marketing, is the lead operator of the university's official social media accounts.

"It is such an honor to be recognized among other universities around the world," Matherly said. "We strive to give a glimpse into Raiderland through our Instagram account. Each photo and video shows a different aspect of the Texas Tech story, and gives us the ability to showcase what it means to be a Red Raider."

Texas Tech's Instagram [account](#), @TexasTech, has over 33,000 followers and 402 posts, each of which showcases a different aspect of life at Texas Tech.

Chris Cook, managing director of the Office of Communications and Marketing at Texas Tech, said it's imperative that the university utilize the appropriate channels to reach its audience, especially when appealing to current and potential students.

“We continue to engage and reach out across all platforms to ensure our message is shared broadly,” Cook said. “Kudos to Allison and her group for this much deserved recognition for the university.”

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

**CONTACT: Allison Matherly, coordinator of digital engagement, Office of Communications and Marketing, Texas Tech University (806) 834-0355 or [allison.matherly@ttu.edu](mailto:allison.matherly@ttu.edu).**



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Women's Studies Hosts Gender Identity Colloquium**

The conference begins with registration at 8:30 a.m. Friday.

**WHAT:** Texas Tech University's [Women's Studies Program](#) hosts the seventh annual Gender and Gender Identity Colloquium

**WHEN:** 8:30 a.m.-2 p.m., Friday (Oct. 23)

- 8:30 a.m.: Check in and registration
- 9-9:50 a.m.: Session I
- 10-10:50 a.m.: Session II
- 11-11:50 a.m.: Session III
- Noon-12:50 p.m.: Session IV
- Lunch: \$10 boxed lunch
- 1-1:50 p.m.: Blaine Bookey, keynote speaker

**WHERE:** Red Raider Lounge, Student Union Building, 15th Street and Akron Avenue

**EVENT:** Blaine Bookey, legal director and adjunct professor at the Center for Gender and Refugee Studies at University of California's Hastings College of Law, will be the keynote speaker. Bookey's work is in advancing protection for women, children and LGBT individuals.

The Women's Studies Program has hosted the conference since 2009. The event is open to the public and all sessions are free. There will be a boxed lunch available for purchase. For more information on the colloquium, the registration form and a complete schedule of events, visit [Gender and Gender Identity Colloquium website](#).

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

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





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## FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2015

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

### **Hispanic Scholarship Fund's Scholar Chapter to Host Informational Retreat**

It All Starts with an Idea is an event intended to provide high school students and parents with information on a variety of college topics.

**WHAT:** The [Scholar Chapter of the Hispanic Scholarship Fund](#) at Texas Tech University is hosting an informational retreat called It All Starts with an Idea. The event will provide college information to high school students and parents on everything from financial aid and scholarships to life on campus.

**WHEN:** 9:30 a.m. to 2 p.m. Saturday (Oct. 24)

**WHERE:** Student Union Building Red Raider Ballroom

**WHO:** The Scholar Chapter of the Hispanic Scholarship Fund is supported by the [Cross-Cultural Academic Advancement Center](#) in its efforts to recruit, retain and graduate Hispanic students from Texas Tech.

Lunch will be provided at the informational retreat. Guests may park in lot R07 north of the Student Union Building. Admission is free. RSVP at [crosscultural@ttu.edu](mailto:crosscultural@ttu.edu) or (806) 742-8681.

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

**CONTACT:** Misael Rojas, publicity coordinator, Hispanic Scholarship Fund, Scholar Chapter, Texas Tech University, (832) 808-5123 or [misa.rojas@ttu.edu](mailto:misa.rojas@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2015

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

### **Rawls College of Business MBA for Working Professionals Earns Top 10 Ranking**

The rating by GraduatePrograms.com is based on student experiences.

The [MBA for Working Professionals program](#) in the Texas Tech University [Rawls College of Business](#) was ranked in the top 10 by [GraduatePrograms.com](#), an online guide where students can rate programs at colleges and universities across the nation.

Students ranked colleges based on a scale of 1-10 stars, with 10 being the best. Each college was judged on categories including academic competition, career support, financial aid, social life, student diversity and workload, among others. In all, Texas Tech's MBA program for working professionals rated nine stars in nine of 15 categories.

Overall, Texas Tech received a 9.17 student rating. The University of California-Berkeley led the list with 9.70.

"Our Working Professional MBA program has become extremely popular," said Bill Pasewark, associate dean of Graduate Programs and Research in the Rawls College of Business. "One weekend a month we have approximately 200 individuals who travel to Lubbock to participate. These are extremely talented people who are excited about becoming the next business leaders of Texas."

The MBA for Working Professionals program helps managers and professionals obtain a master's degree in business administration while remaining employed. Students are able to complete the program in 24 months with completion of 42 credit hours.

In comments provided with the rankings, students complimented the Texas Tech program for its convenience with working schedules, the use of real-world examples to develop new thought processes and its appropriate course load.

"The GraduatePrograms.com ranking is particularly meaningful because it is determined by students and graduates of executive MBA programs," Pasewark said. "Student satisfaction happens when participants see both learning enhancement and career advancement value in the program."

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**CONTACT: Trevor Bell, communications manager, Rawls College of Business,  
Texas Tech University, (806) 834-4651 or [trevor.bell@ttu.edu](mailto:trevor.bell@ttu.edu).**



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## FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2015

CONTACT: Allison Matherly, [allison.matherly@ttu.edu](mailto:allison.matherly@ttu.edu)  
(806) 742-2136

### TechAlert! Test Scheduled

Texas Tech University will test its TechAlert! Emergency Communications System at 10:50 a.m. Oct. 29.

All faculty, staff and students should update cell phone, home phone or text message information at [emergency.ttu.edu](http://emergency.ttu.edu). The system is used to alert the university community of emergency situations or class cancellations or delays.

“The safety of our university community is our top priority,” said Ronald Phillips, university counsel and emergency management coordinator. “We test the TechAlert! system at least twice a year if it is not otherwise activated. It is vital we have current phone, text message and email contacts for all faculty, staff and students, so our emergency communications system can release the latest information as fast as possible.”

In addition to the TechAlert! system, the university will use a variety of communication tools in the event of an emergency. These tools include:

- The online Emergency Communications Center, [emergency.ttu.edu](http://emergency.ttu.edu)
- The university’s [home page](#), [Texas Tech Today](#) and social media accounts on [Facebook](#) and [Twitter](#)
- Local media to deliver emergency information
- Outdoor siren notification system

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



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts YouTube Star Laci Green**

Green will give a lecture called “Best Sex Ever” at 8 p.m. Monday.

**WHAT:** Texas Tech University’s [Interfraternity Council](#) and [Risk Intervention & Safety Education](#) present “Best Sex Ever” by Laci Green.

**WHEN:** 8-9:30 p.m. Monday (Oct. 26)

**WHERE:** City Bank Auditorium, 2720 Drive of Champions

**WHO:** “Best Sex Ever” is a crash course in healthy and safe sexual exploration. Green will address topics including consent, assault prevention, having safe sex, anatomy, sexually transmitted infections and personal empowerment.

Green started her YouTube channel [Sex Plus](#) as a student at University of California – Berkeley where she graduated with highest honors and a departmental distinction in 2011 with a degree in legal studies and an emphasis on sexual assault prevention policy. She became the host of MTV’s first original YouTube channel “Braless” in November 2014 where she examines gender, race and sexuality issues in popular culture. She has won several awards including a 2015 Webby Award in public service and activism for “Braless,” and YouTube Honors from 2011-2013 for Sex Plus.

For more information about Green visit her YouTube [channel](#) or [website](#).

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**CONTACT:** Kimberly Simón, director, Risk Intervention & Safety Prevention, Texas Tech University, (806) 742-2110 or [kimberly.simon@ttu.edu](mailto:kimberly.simon@ttu.edu).



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)

(806) 742-2136

### **Texas Tech to Unveil University-Themed Locomotive**

The train is operated by Watco Companies.

- WHAT:** Unveiling of a Texas Tech University-themed locomotive
- WHEN:** 2:30 p.m. Monday (Oct. 26)
- WHERE:** 130 N. Steck Ave. at the corner of North Steck and Main Street in Wolfforth
- EVENT:** Watco Companies asked Texas Tech to design a Texas Tech themed locomotive. The painting of the locomotive started the week of Oct. 12. The train is routed along the Lubbock and Western Railroad line going through cities such as Levelland and Brownfield. To see the entire route, click [here](#).

Dusty Young, the trainmaster and a Texas Tech alumnus, was one of the forces behind having a locomotive with a Texas Tech design and will be the person pulling the train out of the depot for the unveil.

Watco has completed similar projects with schools including Alabama Southern, Wichita State and Pittsburg State.

Watco Companies, LLC, is a transportation company based in Pittsburg, Kansas. It also owns Watco Transportations Services, LLC, one of the largest short line railroad holding companies in the United States. For more information, visit the [company website](#).

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

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



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2015

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

### **Texas Tech University Chosen for Sultan Qaboos Cultural Center Conference**

Selected by the Sultan of Oman, the conference promotes cultural understanding with the United States and will focus on water and water management in arid areas.

Texas Tech University and the [College of Agricultural Sciences and Natural Resources \(CASNR\)](#) have been chosen to host the 2015 Sultan Qaboos Cultural Center (SQCC) conference Nov. 5 at Texas Tech [International Cultural Center](#).

The SQCC is based in Washington, D.C. and promotes mutual cultural understanding between the people of America and Oman. The SQCC sponsors outreach programs, scholarships, lectures, educational resources and cultural partnerships to bring together the culture, history and heritage of Oman and the United States.

The conference was established in 2005 and the host is selected each year by the Sultan Qaboos bin Said al Said of Oman. Kennesaw State University hosted the conference in 2014.

“Texas Tech is very fortunate to have been selected for this year’s Sultan Qaboos Conference,” said Tibor Nagy, vice provost for international affairs. “We will benefit from a shared conference with some of Oman’s most respected academic researchers, including high-level officials from its science ministries. This really will be a unique opportunity to both benefit from global experts on some of the most important issues facing our region as well as promote Texas Tech’s name in a vital region of the world.”

The title of this year’s conference will be “Agriculture in Arid Areas,” which highlights the similarities between the South Plains and Oman, an Arab country on the southeastern coast of the Arabian Peninsula at the mouth of the Persian Gulf and bordered by the United Arab Emirates, Saudi Arabia and Yemen.

The conference will address water management and use by both regions in agricultural and urban areas, agricultural production in arid and semi-arid areas as well as technology used in Omani arid-land agriculture.

“The College of Agricultural Sciences and Natural Resources is deeply honored to be selected to host this year’s Sultan Qaboos Cultural Center annual conference with a focus on agriculture in arid areas,” said David Weindorf, associate professor and B.L. Allen Endowed Chair of Pedology in the [Department of Plant and Soil Sciences](#).

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“Our faculty’s expertise will correspond well with the theme of the conference relative to water scarcity, drought/salinity stress and soil conservation. Furthermore, this conference affords CASNR the opportunity to strengthen international ties with talented foreign academicians whereby both countries will gain knowledge applicable to arid lands.”

In addition to the conference, the Honorable Hunaina Al-Mughairy, the Omani ambassador to the U.S., will attend the conference along with the Omani delegation. She will participate in a panel discussion at the International Cultural Center auditorium at 6 p.m. Nov. 5. She will be joined by former U.S. Ambassador to Oman, the Honorable Frances Cook, and the panel will be moderated by Nagy, a former U.S. ambassador.

“Oman, unlike many of the other countries in the region, is not a recent creation of European powers, but has an illustrious history going back a thousand years,” Nagy said. “It played an important role throughout its history in the Indian Ocean littoral, and continues to be a vital source of stability in a highly chaotic and conflict prone area.”

The conference is open to the Texas Tech and Lubbock communities and admission is free.

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

**CONTACT: Jane Bell, senior director, International Operations and Outreach, Office of International Affairs, Texas Tech University, (806) 834-3667 or [jane.bell@ttu.edu](mailto:jane.bell@ttu.edu).**





TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2015

CONTACT: Aleesa Ross, [aleesa.ross@ttu.edu](mailto:aleesa.ross@ttu.edu)

(806) 834-0348

### **Communication Studies Hosting An Evening with Baron Batch**

The former Red Raider football player is an accomplished artist and entrepreneur.

The Texas Tech University [Department of Communication Studies](#) is hosting “An Evening with Baron Batch” from 5-7 p.m. Thursday (Oct. 29) in Room 359 of the [College of Media & Communication](#) Building.

The event will feature a visit from Baron Batch, an alumnus of the college and former running back for the Texas Tech football team who has become an artist and entrepreneur.

After playing football for Texas Tech, Batch earned a bachelor’s degree in communication studies in 2010 and went on to play for the Pittsburgh Steelers. He retired from football in 2013 and has since pursued a career as an entrepreneur with Angry Man Salsa and as an artist with the advertising agency Studio AM.

Brian Ott, chairman of the Department of Communication Studies, described Batch’s experience as the perfect example of the many opportunities available to students.

“Baron Batch embodies the creative and entrepreneurial spirit of our majors,” Ott said. “He’s a perfect example of the endless possibilities open to students with a degree in communication studies.”

In addition to a meet and greet with Batch, the event will give guests an opportunity to network with current professors and students and to find out more about the Department of Communication Studies. The event will feature free food and is open to the public.

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

**CONTACT: Aleesa Ross, director, Center for Student Success, Outreach and Engagement, College of Media & Communication, Texas Tech University, (806) 834-0348 or [aleesa.ross@ttu.edu](mailto:aleesa.ross@ttu.edu).**



TEXAS TECH UNIVERSITY™

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2015

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

### **Difficult Dialogues Series to Hold Discussion on Future of Policing in America**

This semester's discussion is themed "Future of Policing in America; Building Trust Between the Police and the Citizens they Serve."

**WHAT:** This semester's installment of the Difficult Dialogues discussion series will focus on the future of policing in America.

**WHEN:** 3 p.m. Monday (Oct. 26)

**WHERE:** Student Union Building – Red Raider Lounge

**WHO:** The [Cross-Cultural Academic Advancement Center](#) at Texas Tech University is hosting the fall installment of its "Difficult Dialogues" series. This semester's discussion, "Future of Policing in America; Building Trust Between the Police and the Citizens they Serve," will include a panel with several law enforcement professionals as well as students, faculty and staff.

The event will be moderated by John Delony, associate dean of Texas Tech [School of Law](#). Panel members will include Chief Kyle Bonath of the Texas Tech [Police Department](#), Maj. Bryan Rippee of Texas Department of Public Safety, Sgt. Scott Stephenson of Texas DPS and Brionne Dunham of [Justice Together](#). Refreshments will be provided.

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**CONTACT:** Sarah Shiver, director, Cross-Cultural Academic Advancement Center, Texas Tech University, (806) 834-8094 or [sarah.shiver@ttu.edu](mailto:sarah.shiver@ttu.edu)



# Expert pitch

## FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2015

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

### **Experts Available to Discuss Patricia, Strongest Hurricane on Record**

The tropical cyclone is bearing down on the Pacific coast of Mexico with maximum sustained winds of 200 mph.

Hurricane Patricia, which The Weather Channel reports is the strongest hurricane recorded in the Western Hemisphere, is expected to hit the west coast of Mexico Friday with potentially devastating results. The hurricane's winds measure 200 mph and has the lowest central pressure seen in a hurricane.

Texas Tech University leads the nation in wind research. Texas Tech University has a number of researchers with extensive experience researching hurricanes such as Rita, Katrina and Ike and can speak as experts about various aspects of these devastating storms.

[John Schroeder](#), professor of atmospheric sciences, visited affected areas after both hurricanes Rita and Katrina to deploy instrumented towers that gather high-resolution storm data at a time when most conventional observation systems fail. Schroeder can offer insight into how hurricanes develop, move and react to various meteorological elements. He is an expert on hurricane winds and has been actively intercepting hurricanes since 1998.

Schroeder can be reached at (806) 834-5678 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).

[Daan Liang](#), assistant professor of construction engineering technology and interim director of NWI, used satellite images and aerial photos along with ground survey results to investigate building damage caused by Katrina. Liang used various probability models to study how the construction of buildings affects their vulnerability against severe windstorms. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damage to residential structures. Liang can be reached at (806) 834-0383 or [daan.liang@ttu.edu](mailto:daan.liang@ttu.edu).

[Ernst Kiesling](#), research professor at NWI and executive director of the National Storm Shelter Association (NSSA), recommends homeowners who live above the flood plain in hurricane-prone areas buy a storm shelter for their home. As was seen in Houston preceding Rita, evacuations are stressful and expensive. They often put immense strain on traffic corridors, leading to traffic jams and – in the case of Houston – fatalities. By using in-home shelters, some families who are not required to evacuate can remain where they are and ease the traffic flow. However, Kiesling urges buyers to look for an NSSA seal when they buy a safe room for their home, because not all shelters are

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verified to be fully compliant with current standards for storm shelters and provide full protection from extreme winds. Kiesling has more than 35 years of experience in the design, standards-writing and quality control of storm shelters.

Kiesling can be reached at (806) 834-1931 or [ernst.kiesling@ttu.edu](mailto:ernst.kiesling@ttu.edu).

[Larry Tanner](#), research associate in civil engineering, completed a six-month investigation working with the Federal Emergency Management Agency mitigation assessment team on the wind damage to residential structures from Hurricane Ike in Texas and Louisiana. He also was a member of the FEMA mitigation assessment team that studied Hurricane Katrina. He led a team that recorded wind and water damage along the coastline in Louisiana and Mississippi. Much of the damage done by Katrina, he said, resulted from structures being built below the base flood elevation, or the elevation flood waters will rise during a 100-year storm event (meaning the storm only has a 1 percent chance of happening in a year).

Tanner can be reached at (806) 834-2320 or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).

[Bradley Ewing](#), professor of operations management in the [Rawls College of Business](#), has studied the economic impact of hurricanes and tornadoes. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City; Corpus Christi; Wilmington, North Carolina; Miami, Florida; and Nashville, Tennessee.

Ewing can be reached at (806) 834-3939 or [bradley.ewing@ttu.edu](mailto:bradley.ewing@ttu.edu).

#### **About the National Wind Institute**

The [National Wind Institute \(NWI\)](#), as it is now known, combines the former Wind Science and Engineering (WiSE) research center, which created the first doctorate in wind science and engineering, with the Texas Wind Energy Institute (TWEI), creator of the only bachelor of science degree in wind energy. NWI strengthens the university's interdisciplinary approach to all things wind.



# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2015

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

### **RISE Office Committed to Outreach, Educating Alcohol-Related Risks**

The newly formed department hopes to gain a better outreach to Texas Tech students with customized educational tools and peer-to-peer resources.

With a strong commitment to ensure students' safety, Texas Tech University recently created the [Risk Intervention and Safety Education](#) (RISE) office to provide prevention education and services to students on various topics such as alcohol, drugs, relationship violence, suicide prevention, overall wellness and more.

One particular area the RISE office specializes in is alcohol education.

The RISE office has two programs for students regarding alcohol education: [AlcoholEdu for College](#) and an [eCheckup to Go](#) self-assessment. Because RISE wants to create more customized alcohol educational tools for students, the RISE staff plans to implement new services in the near future, such as peer-to-peer education and other programs.

Director Kimberly Simón said RISE brings a harm reduction approach to how the staff talks about alcohol on college campuses.

"Students will choose to drink or not drink regardless of what 'education' they receive," she said. "Where we think we can make the biggest impact is to ensure our students are getting accurate information in order to help them make the best possible decisions. We sincerely believe most students really do want to take care of themselves and their friends, but when you're working off assumptions, falsehoods, 'Google truths,' or what your buddy's older brother told you, students can unintentionally put themselves or others in bad situations."

Texas Tech, along with several other colleges and universities, have adopted the AlcoholEdu for College program, an interactive online course designed to reduce the negative consequences of alcohol-related incidences with college-aged students. The program educates and quizzes students about the amount of a standard drink, how alcohol affects the body in general and at different levels, statistics about alcohol and many other topics. While the program is not required for higher education institutions, Texas Tech has made it mandatory for all students.

Simón said while AlcoholEdu is vital, she wants Texas Tech to take alcohol education even further and make it more applicable to students.

“A lot of Texas Tech students have an idea of what the drinking culture will look like once they get on campus,” Simón said. “Essentially, that everyone drinks all the time. But I think it’s important for our students to know that doesn’t represent the biggest demographic of their peers. The perception is that everyone is drunk all the time when the statistics here at Texas Tech say otherwise and that is harmful to students. Students should choose to drink or not drink based on what is right for them, not what they perceive is expected at college.

“Here at RISE, we want to help our students think critically about what they are doing, why they are doing it and how they could be doing these things in a safer way. We also want our students to know if they have questions, need clarification or aren’t sure where to go for help, the RISE office can help get them these answers. We want to be an accessible place on campus for students to get real information about real issues.”

Another asset the RISE office has is its eCheckup to Go program where students can participate in an anonymous assessment about their drinking, receive feedback and access online resources if they choose. The assessment is completely anonymous and does not share any personal information about the student or any of the student’s answers.

Simón and the RISE staff plan to implement the peer-to-peer education program soon so students will have a more comfortable outlet to speak about alcohol-related topics rather than a professional setting.

“Students are more likely to speak to their peers about alcohol and other topics rather than someone who is older than them and is not living the same lives they are,” Simón said. “With the peer-to-peer program, students will have access to their peers who have gone through training and will know how to speak to students about the things they are needing help with. We know students will be another great resource for other students.”

The RISE office, located in the Student Wellness Center in Suite 204, also offers education and services on many other topics as well and hosts fun, free events for students.

During this past Alcohol Awareness Week (Oct. 19-24), RISE hosted a MythBusters Wall to help crack the myths surrounding alcohol consumption, a Be Aware information fair and drinking-while-intoxicated simulators to help students understand how alcohol and other drugs affect their driving.

RISE is hosting future events on topics such as sexual health, men’s health and relationship violence. To see RISE’s upcoming events, visit its events [page](#).

“The amazing thing about the RISE office is we get to do this work full time, all day, every day as our ‘real’ job,” Simón said. “RISE provides prevention education and



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programming in areas that are vital to our student body – alcohol and other drugs, healthy relationships, safe sexual relationships, relationship/sexual violence prevention, suicide prevention, general wellness and bystander intervention. We get to work with students to help keep them physically, mentally and emotionally safe while they are at school, which absolutely contributes to their overall experience at Texas Tech and helps them be more successful academically and overall.”

For more information about RISE, visit its website at [rise.ttu.edu](http://rise.ttu.edu).

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

**CONTACT: Kimberly Simón, director, Risk Intervention and Safety Education Office, Texas Tech University, (806) 742-2110 or [kimberly.simon@ttu.edu](mailto:kimberly.simon@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2015

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

### **Texas Tech to Celebrate Disability Awareness Week**

The university's Student Disability Services will celebrate the 25<sup>th</sup> anniversary of the Americans with Disabilities Act with campus-wide events all week.

Texas Tech University's [Student Disability Services](#) (SDS) will celebrate the 25<sup>th</sup> anniversary of the Americans with Disabilities Act (ADA) with campus wide events during Disability Awareness Week, Oct. 26-30.

A kick-off event for the week will occur from 2-3 p.m. Monday (Oct. 26) at West Hall, 2520 Broadway, where Larry Phillippe, managing director for SDS, will speak about the ADA and the impact it has had on student and society and highlight how the ADA also has pushed technology to new heights and has pushed for a more universal design of items everyone uses on a daily basis.

"As we celebrate the 25<sup>th</sup> anniversary of the ADA, the goal of Disability Awareness Week is to raise awareness in the Texas Tech community for students that have a disability and to continue to provide equal opportunity and access for those individuals," Phillippe said. "The university's commitment to inclusivity, diversity and ethical leaderships have helped in creating proactive efforts to create an exceptionally inclusive environment at Texas Tech."

The ADA was signed into law in 1990 by then-President George H.W. Bush. The ADA is one of the United States' most comprehensive pieces of civil rights legislation that prohibits discrimination and guarantees those with disabilities the same opportunities as all other American citizens. A disability, according to the ADA, is defined as a physical or mental impairment that limits one or more major life activities.

Other events for Disability Awareness Week include Deaf BINGO from 5:30-7:30 p.m. Tuesday (Oct. 27) with a student speaker, an art reception and classes about best practices in accommodating students with disabilities and creating ADA compliant accessible classes online.

To show support, the Texas Tech community can pick up a wristband in West Hall, Room 335 or the free speech zone by the Student Union Building and wear it throughout the week, attend the events and share experiences with the #TTUDAW15 hashtag. Those

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who use the hashtag will have a chance to win gift cards, Texas Tech apparel and other door prizes via [Facebook](#) and [Twitter](#). SDS also will give out door prizes at the events throughout the week.

For more information about SDS or Disability Awareness Week, visit <https://www.depts.ttu.edu/sds/DisabilityAwarenessWeek.php>.

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

**CONTACT: Taylor Fidler, unit coordinator and academic counselor, Student Disability Services, Texas Tech University, (806) 742-2405 or [taylor.fidler@ttu.edu](mailto:taylor.fidler@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2015

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

### **Texas Tech to Host Unmanned Aircraft Systems Workshop**

The event will focus on future joint research and development efforts.

**WHAT:** An Unmanned Aircraft Systems (UAS) workshop will be held to plan future research and development initiatives between Texas Tech University, Texas A&M University and Reese Technology Center.

**WHEN:** 9 a.m. to noon Monday (Oct. 26)

**WHERE:** Innovation Hub at Research Park, 3911 4<sup>th</sup> St.

**EVENT:** The workshop will focus on the universities' ongoing research efforts related to unmanned aircraft systems.

"This area of applied research is good for agribusiness and economic development in our region, and UAS platforms have great potential to provide additional services in rural health care," said workshop organizer Dr. Annette Sobel. "We have faculty with expertise and interest in research in this area. We also have partnerships with Reese Technology Center that promise to be a win-win for our region."

Presenters are:

- Sobel, Texas Tech executive for critical infrastructure protections and health security initiatives;
- Robert Duncan, Texas Tech senior [vice president of research](#);
- Luis Cifuentes, Texas A&M University-Corpus Christi (TAMUCC) vice president for research, commercialization and outreach;
- Jerry Hendrix, director of the Lonestar UAS Center for Excellence;
- Al Davis, deputy agency director for the Texas A&M Engineering Extension Service;
- Vickie Sutton, Horn professor in the Texas Tech [School of Law](#);
- Darrell Guthrie, legal counsel for Reese Technology Center;
- David Weindorf, Texas Tech associate dean for research;
- Ahmed Mahdy, TAMUCC associate professor and director of the innovations in computing research labs;

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- Helen Ren, assistant professor in the Texas Tech [Department of Mechanical Engineering](#);
- Mark Harral, CEO of Group NIRE;
- Steve Presley, Texas Tech's biological threat research lab;
- Ravi Vadapalli, adjunct professor and research scientist for the Texas Tech [High Performance Computing Center](#);
- Vincent Friedewald, CMO and COP Medical Technologies Inc.

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**CONTACT: Sally Logue Post, senior director for research and academic communications, Office of the Vice President for Research, Texas Tech University**  
(806) 742-3905 or [sally.post@ttu.edu](mailto:sally.post@ttu.edu)



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 26, 2015

CONTACT: James Hodgins, [james.hodgins@ttu.edu](mailto:james.hodgins@ttu.edu)  
(806) 834-4829

### **Los Angeles Philharmonic Principal Trumpet to Perform at Texas Tech**

Thomas Hooten will perform as part of the Caprock Trumpet Conference.

**WHAT:** Thomas Hooten, principal trumpet with the Los Angeles Philharmonic, will perform a solo recital as part of the Caprock Trumpet Conference, hosted by Texas Tech University [School of Music](#). Hooten also will conduct master classes for registered attendees of the conference.

Tickets for the concert are \$10, and registration for all conference events is \$30. Tickets can be purchased online at [www.caprocktrumpetconference.org](http://www.caprocktrumpetconference.org). Complete details on the conference, including a schedule of events, can also be found on the website.

Texas Tech students can attend all events free of charge. Registration is not required.

**WHEN:** 2 p.m. Nov. 8

**WHERE:** Hemmle Recital Hall, Texas Tech School of Music

**WHO:** Thomas Hooten is principal trumpet of the Los Angeles Philharmonic Orchestra. He can be heard on numerous L.A. Philharmonic recordings, including Mahler's "Ninth Symphony" and Lutoslawski's "Symphony No. 1." He has also recorded Scriabin's "Poem of Ecstasy" and Gandolfi's "Garden of Cosmic Speculation" with the Atlanta Symphony.

Prior to joining the Los Angeles Philharmonic, Hooten served as principal trumpet in the Atlanta Symphony from 2006 to 2012, where he was awarded the first Mabel Dorn Reeder Honorary Chair, a \$10,000 merit-based award for "excellence in musical artistry, leadership, collegiality and community engagement." He released "Trumpet Call," his first solo album, in 2011.

Hooten has appeared as a soloist with the Atlanta Symphony Orchestra, the St. Paul Chamber Orchestra, the U.S. Air Force Band, Keystone Winds and the Richmond Symphony Orchestra. As an orchestral and chamber

musician, he has performed with such ensembles as the National Symphony Orchestra, Harrisburg Symphony, Washington Symphonic Brass, Arlington Symphony and the Baltimore Symphony. He has given master classes and recitals at Juilliard, Northwestern University, Indiana University, Mannes School of Music, San Francisco Conservatory and many other locations throughout the United States. Hooten has appeared as a guest principal with the Saint Louis Symphony, at the Grand Teton Music Festival and with the Los Angeles Philharmonic.

Hooten began his career in 2000 with a trumpet/cornet position in “The President’s Own” U.S. Marine Band in Washington, D.C., where he was often a featured soloist. While with the Marine Band, Hooten won the second trumpet audition with the Richmond (VA) Symphony, where he performed through 2004. He joined the Indianapolis Symphony as assistant principal trumpet for two years and won the principal trumpet auditions for both the Houston and Atlanta symphonies.

Hooten has served on the faculty for The Aspen Music Festival, acting as a guest artist and teacher. While in Atlanta, he shared a studio with his wife, Jennifer Marotta, at Kennesaw State University, where they provided lessons, master classes and performance coaching to a range of musicians. A native of Tampa, Florida, he earned his bachelor’s degree from the University of South Florida and his master’s degree from Rice University.

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**CONTACT: Andrew Stetson, assistant professor of trumpet, School of Music, College of Visual & Performing Arts, Texas Tech University (806) 834-4069 or [andrew.stetson@ttu.edu](mailto:andrew.stetson@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2015

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

### **Bayer Plant Science Building Opening Set for Oct. 30**

The new building adds more than 21,000 square feet of laboratory and office space.

- WHAT:** Ribbon-cutting ceremony to celebrate the opening of the new Bayer Plant Science Building and renovation of the Plant & Soil Science Building
- WHEN:** 10:30 a.m. Friday (Oct. 30)
- WHERE:** Room 118, Bayer Plant Science Building, 2911 15<sup>th</sup> St., Lubbock
- EVENT:** Texas Tech will host a ribbon-cutting ceremony to open the new Bayer Plant Science Building next to the Goddard Range Wildlife Building and the current Plant & Soil Science Building, which has undergone renovations.

Texas Tech University System Chancellor Robert L. Duncan; Texas Tech President M. Duane Nellis, Lisa D. Calvert, vice chancellor for [Institutional Advancement](#) and Michael Galyean, dean of the [College of Agricultural Sciences and Natural Resources](#), will deliver remarks.

At a cost of \$14.3 million funded from donations, including a lead gift from Bayer CropScience, the project adds more than 21,000 square feet of laboratory and office space while also renovating more than 2,400 square feet of interior and exterior space in the Plant & Soil Science Building, which houses the [Department of Plant & Soil Science](#).

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**CONTACT:** George Watson, senior editor, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or [george.watson@ttu.edu](mailto:george.watson@ttu.edu).



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **Let the Games Begin: Students Hit the Kitchen in Restaurant Wars Competition**

The competition, which is styled after “Top Chef,” will benefit the RHIM Faculty Scholarship Fund.

Two teams of students from the [Department of Restaurant, Hotel and Institution Management](#) (RHIM) are having a cross-town kitchen duel and inviting members of the Lubbock and Texas Tech University communities to pick the winner.

The inaugural Restaurant Wars on Nov. 12 will pit the winners of the Broadway and Gourmet on Avenue J cooking competition against RHIM students who are enrolled in the Dinner Series Capstone course. Each team will conceptualize a pop-up restaurant and plan and create a three-course menu.

One team will be at [Skyviews Restaurant](#) on the top floor of the Bank of America building at 19<sup>th</sup> Street and University Avenue, and the other will be at McPherson Cellars, 1615 Texas Ave. Skyviews is part of Texas Tech’s RHIM program.

“People should expect an elevated fine-dining experience at both restaurants,” said Amy Lott, a teaching assistant at Skyviews who is running the competition. “At both restaurants guests will be wined and dined with a three-course menu that embodies the restaurant’s concept and theme.”

After ticketholders eat, they will judge each restaurant on taste, presentation and creativity of the food and the service, ambiance and the overall execution of the concept.

The competition starts at 5:30 p.m. Tickets, which cost \$50 each, went on sale Monday. Anyone interested in purchasing tickets can contact Lott at [amy.lott@ttu.edu](mailto:amy.lott@ttu.edu) or (361) 676-2714. They also can purchase tickets at Skyviews or by calling (806) 742-4762. Ticket holders will be given an itinerary explaining which restaurant they will visit first and the location swap times.

All the proceeds from the event will go to the RHIM Faculty Scholarship Fund.

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**CONTACT: Amy Lott, teaching assistant, Skyviews Restaurant, Texas Tech University, (806) 742-4762 or [amy.lott@ttu.edu](mailto:amy.lott@ttu.edu)**

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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2015

CONTACT: Allison Matherly, [allison.matherly@ttu.edu](mailto:allison.matherly@ttu.edu)  
(806) 742-2136

### **TechAlert! Test Thursday**

**WHAT:** Test of the Texas Tech University TechAlert! System

**WHEN:** 10:50 a.m. Thursday (Oct. 29)

**EVENT:** Texas Tech will test its TechAlert! emergency communications system used to alert the university community of emergency situations, class cancellations or delays.

To update cell or home phone information, visit [emergency.ttu.edu](http://emergency.ttu.edu).

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



# Expert Pitch

## FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2015

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

## Texas Tech Expert in Nonverbal Debate Expressions Available for Comment

### Pitch

The latest of the 11 scheduled Republican primary debates is scheduled for Wednesday (Oct. 28), hosted by CNBC and held at the University of Colorado in Boulder, Colorado. The first two Republican debates have produced great theatre and memorable moments from a wide variety of personalities like billionaire businessman Donald Trump, neurosurgeon Dr. Ben Carson, former Hewlett-Packard CEO Carly Fiorina, Texas Sen. Ted Cruz and New Jersey Gov. Chris Christie.

The debates also have produced their share of verbal barbs, but also a good deal of nonverbal expressions from most every candidate, Trump in particular.

Erik Bucy, a professor in the [College of Media & Communication](#) at Texas Tech University, has done extensive studies on non-verbal expressions in presidential debates and is available by phone to comment on not only the upcoming debate but future debates as well.

### Expert

Erik Bucy, Regents Professor of Strategic Communication, College of Media & Communication, (806) 834-3346 or [erik.bucy@ttu.edu](mailto:erik.bucy@ttu.edu)

### Talking Points

- Several candidates on the bubble need to have a good night, much like Carly Fiorina in the second Republican debate. Jeb Bush especially needs a strong performance to revive his sagging political fortunes, which means not allowing Donald Trump to dictate the tone or agenda of the debate and engaging with a broad set of issues and personalities.
- In terms of communication style, less is more for Ben Carson, who is surging in the polls relative to Trump, but less is just less for Bush, whose calm and collected demeanor is not viewed as a sign of strong leadership in the pre-primary process.
- Bombastic candidates like Trump, who know only one mode of communicating with potential voters — loud and somewhat tone-deaf to the broader electorate — can't understand the Carson surge or a non-Trump centric campaign dynamic.
- The “lower tier” or lesser-known candidates also need a breakout debate performance to show that they have more than just regional appeal. The field is beginning to winnow and the number of candidates left standing after each debate will continue to narrow.

### Quotes

- “A calm demeanor and reassuring style, even tone of voice, is playing well for Carson but not for Bush. A low-key communication style reinforces the image of Bush as a quiet

technocrat rather than a capable leader. Decrying the toxic tone of the campaign may play to pundits and thoughtful commentators but doesn't rally potential voters."

- "Jeb Bush can't allow himself to be the guy stuck in the middle of another crossfire between Trump and the rest of the field."
- As The New York Times recently noted, "Mr. Trump has derided Mr. Carson for lacking the vigor and fortitude to be president, but voters here are drawn to the retired neurosurgeon's low-pitched manner."

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TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2015

CONTACT: James Hodgins, [james.hodgins@ttu.edu](mailto:james.hodgins@ttu.edu)  
(806) 834-4829

### University Symphony Orchestra to Perform Halloween Concert

Families are invited to participate in an instrument petting zoo and costume contest prior to the concert.

**WHAT:** The [Texas Tech University Symphony Orchestra](#) presents its annual Halloween “Hauntcert.” Music will be performed from “Phantom of the Opera,” “Wicked,” “The Planets,” “Sorcerer’s Apprentice” and other orchestra pieces, including the world premiere of “Merlin-Halloween Special” by William Linthicum-Blackhorse.

Conductors are David E. Becker and Ross T. Ipsen. Winners of the Halloween costume contest will guest conduct a march with the orchestra during the concert.

Before the concert, children and adults have the opportunity to listen, touch and play the orchestra instruments in the Instrument Petting Zoo, led by orchestra musicians. Additionally, students from the TTU String Project will perform prior to the concert.

The concert is open to the public, and admission is free.

**WHEN:** Concert: 7 p.m. Friday (Oct. 30)  
Instrument petting zoo and costume contest: 6-6:45 p.m.  
TTU String Project Student Performance: 6:30-6:50 p.m.

**WHERE:** Concert: Hemmle Recital Hall, Texas Tech [School of Music](#)  
Instrument Petting Zoo: Band Hall (Room 011), School of Music  
Costume Contest: Hemmle Recital Hall lobby  
TTU String Project Student: Hemmle Recital Hall Organ Loft

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

**CONTACT: David E. Becker, director of orchestral studies, School of Music, Texas Tech University, (806) 742-2270 or [david.e.becker@ttu.edu](mailto:david.e.becker@ttu.edu).**

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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **Grammy-Winning Vocal Jazz Quartet to Perform at Texas Tech**

The Manhattan Transfer is coming as part of the Presidential Lecture & Performance Series, which brings speakers, musical groups and dance troupes to Texas Tech.

**WHAT:** As part of the Texas Tech University Presidential Lecture & Performance Series, The Manhattan Transfer, a 10-time Grammy-winning jazz quartet and an industry cornerstone for pop and jazz hits, will perform at Texas Tech.

The group consists of vocalists Janis Siegel, Alan Paul, Cheryl Bentyne and Trist Curless. Curless replaced founding member Tim Hauser, who died in 2014.

The Manhattan Transfer has released 19 singles and 29 albums in its decades-long career, and its music has been featured in major films and TV shows. The group has recorded with Tony Bennett, Bette Midler, Smokey Robinson, Laura Nyro, Phil Collins, B.B. King, Chaka Khan, James Taylor and Frankie Valli as well as others.

Tickets are \$18 and can be purchased from [Select-A-Seat](#) or by calling (806) 770-2000. Texas Tech students can receive one free ticket with a valid student ID at the Student Union Building ticket booth. There will be a CD signing at the Allen Theatre after the performance.

Visit the [PLPS website](#) or [Facebook page](#) for additional information.

**WHEN:** 7 p.m. Nov. 13

**WHERE:** Allen Theatre, Student Union Building, 15<sup>th</sup> Street and Akron Avenue

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**CONTACT: Jo Moore, director, Presidential Lecture & Performance Series, Texas Tech University** (806) 834-5261 or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2015

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

### **Knight Raiders Win State Collegiate Chess Championship**

Texas Tech's nationally recognized chess team has won this competition three years in a row.

For the third year in a row, Texas Tech University's nationally ranked [Knight Raiders](#) chess team won the Texas State Collegiate Chess Championship in Houston this weekend (Oct. 23-25) after taking on the University of Texas-Dallas and the University of Texas-Rio Grande Valley, two other nationally ranked teams.

Last year, Texas Tech finished tied with the University of Texas-Brownsville (now UT-Rio Grande Valley) deeming them co-champions, but this year Texas Tech finished a point ahead of UT-Dallas and two points ahead of UT-Rio Grande Valley.

"Both UT-Dallas and UT-Rio Grande Valley have deeper benches – more available top players – than Texas Tech," said Al Lawrence, program director for Texas Tech Chess. "But our top players are as good as anyone's, and they train regularly with our head coach, former U.S. champion Alex Onischuk, the premier college chess coach in the United States."

Nineteen of the 22 competitors were internationally titled players. Eight were international grandmasters, the highest-ranking title in chess.

International grandmasters Yaroslav Zhrebukh, a junior finance major; Elshan Moradiabadi, a management information systems doctoral student; Andrey Baryshpolets, an economics doctoral student; and international master Andrey Gorovets, a geography graduate student, turned in the top four scores for the Knight Raiders.

International master Luis Torres, World Chess Federation (known as FIDE) master Steven Breckenridge, women's international master Iryna Andrenko, national master Leo C. Creger and Seetharam Reddy Marreddy also represented Texas Tech at the event.

For the past two years, Texas Tech's Knight Raiders have qualified for the Final Four of Collegiate Chess in New York City, finishing third. This year, the qualifying event, the Pan-American Intercollegiate Team Chess Championship, will be organized by Oberlin College Dec. 27-30 near Cleveland, Ohio.

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On Nov. 5 at 2:15 p.m. in the Texas Tech Library, Onischuk will take on 30 representatives of Texas Tech fraternities at once in a game of chess during the annual “Beat the Greeks” exhibition. The Lubbock community is invited to the event.

The Texas Tech University Chess Program – part of the [Division of Institutional Diversity, Equity and Community Engagement](#) – offers outreach programs to more than a dozen area schools and can provide teaching materials and other assistance on request.

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**CONTACT: Al Lawrence, program director, Texas Tech Chess Program, Texas Tech University, (806) 742-7742 or [al.lawrence@ttu.edu](mailto:al.lawrence@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2015

CONTACT: Aleesa Ross, [aleesa.ross@ttu.edu](mailto:aleesa.ross@ttu.edu)

(806) 834-0348

### **Media & Communication Alumnus Robert Montemayor Dies at Age 62**

Montemayor won a Pulitzer Prize as part of a team that profiled Latinos in Southern California for the Los Angeles Times.

Pulitzer Prize-winning journalist and [College of Media & Communication](#) alumnus and [Hall of Fame](#) member Robert Montemayor died Oct. 22 at the age of 62 after a long battle with diabetes and cancer.

Born on Jan. 31, 1953, in Tahoka, Montemayor graduated from Texas Tech University with a bachelor's degree in journalism in 1975. He began his professional career as a feature and news writer at the Dallas Times Herald.

Sally Post, senior director of communications for the [Office of the Vice President for Research](#) at Texas Tech, worked with Montemayor at the campus newspaper, then called The University Daily, in the early 1970s.

"Robert was one of the most dedicated and talented journalists I've ever known," Post said. "He had a passion for journalism and telling stories that made a difference to society. Robert made a huge impact on our industry."

Montemayor served as the student newspaper's editor from 1974 to 1975. Jeff Klotzman, an alumnus of the college and news anchor for Fox 34 in Lubbock, described Montemayor as an honest and ethical journalist, beginning with his time at The University Daily.

"On the masthead of The University Daily during Robert's editorship was this quote: 'It's the business of this newspaper to raise constructive hell,'" Klotzman said. "He did, and he did it so well within the confines of journalism ethics, creativity and reliability all the years of his magnificent career."

Montemayor joined the Los Angeles Times in 1978. During his time as a staff writer, he was part of a team that earned the 1984 Pulitzer Prize for Meritorious Public Service for a 21-part series of stories on Latinos in Southern California that was later published as a book.

Jerry Hudson, founding dean and now dean emeritus of the college, described Montemayor as "a great man and beloved patriarch" who was honored many times by his alma mater.

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“Robert was more than just a journalist,” Hudson said. “He was a Pulitzer Prize winner and a dedicated professional who had a passion for making a difference in the lives of people through his reporting.”

Montemayor earned a master’s degree in business administration from the University of California, Los Angeles in 1986. He worked in New York City as a media executive specializing in consumer retention and marketing with Dow Jones & Co., BPI Communications, Inc., The McGraw-Hill Companies and Business Week Magazine.

In addition to authoring the book “Right Before Our Eyes: Latinos Past, Present and Future,” Montemayor established a consulting company, served on the board of directors of the Maynard Institute for Journalism Education in Berkeley, California, and worked as a journalism professor and director of the Latino Information Network at Rutgers University.

Montemayor was inducted into the College of Media & Communication’s Hall of Fame in 2012, and a scholarship for recruiting incoming freshman students has been established in his name.

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**CONTACT: Aleesa Ross, director for the Center for Student Success, Outreach & Engagement, College of Media & Communication, Texas Tech University, (806) 834-0348 or [aleesa.ross@ttu.edu](mailto:aleesa.ross@ttu.edu)**





# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2015

CONTACT: Emily Gardner, [emily.e.gardner@ttu.edu](mailto:emily.e.gardner@ttu.edu)  
(806) 742-2136

### **Texas Tech K-12 GEO Hosts Veteran's Day Event with Waters Elementary**

The school's fifth annual Armed Forces Day is Nov. 6.

Texas Tech University's [K-12 Global Education Outreach](#) (K-12 GEO) with the [Office of International Affairs](#) (OIA) is helping host a Veteran's Day event at Waters Elementary School. The event will be from 8:15 a.m.-3:15 p.m. Nov. 6 and is the fifth annual Armed Forces Day Waters Elementary has hosted.

"K-12 GEO is excited to partner with Waters Elementary for another year of Veteran's Day programming," said Kelley Coleman, director of OIA's K-12 International Education and Outreach. "With outreach at the heart of our K-12 GEO mission, this collaboration provides an opportunity for us to promote both cultural awareness and higher education while also honoring the veterans who have served our country."

More than 700 students will participate in activities throughout the day at Waters Elementary. [The Vietnam Center and Archive](#), Lubbock Vet Center, Silent Wings Museum, [Military and Veterans Programs](#) at Texas Tech, American Red Cross of Lubbock, the [Joe Foss Institute](#) and representatives from the military branches will attend and sponsor activities.

The activities for students include:

- Hands-on activities such as making poppies, writing letters to active military members and listening to retired veterans and active duty military members
- Performing patriotic songs, quotes and poems
- Military service dog presentation
- Exploration of a Marine Humvee from the Vietnam War
- Display of a military helicopter
- Display of artifacts from major wars from the Vietnam Center and Office of International Affairs at Texas Tech and students with active or retired military personnel in their families
- Guest speakers from Vet Star representing each branch of military service
- Classroom visits sponsored by the Joe Foss Institute's veteran volunteers throughout the week leading up to Armed Forces Day
- Wall of Honor for students' family members who are active duty, retired military and those who died in service.

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Parents and community members also are invited to attend.

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**CONTACT: Kelley Coleman, director, K-12 International Education & Outreach,  
Office of International Affairs, Texas Tech University, (806) 742-3667 or  
[kelly.coleman@ttu.edu](mailto:kelly.coleman@ttu.edu)**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2015

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

### **Army ROTC Team Wins Competition at Fort Hood**

The university's team competed against 10 other programs in the Ranger Challenge Regional Competition.

Texas Tech University's Army ROTC Red team took first place this weekend at the two-day Ranger Challenge Regional Competition at Fort Hood. They competed against 10 other teams in contests that are both physically and mentally demanding and measure cooperation and personal skills. The red and black teams from Texas Tech had been preparing for the competition since summer.

Lt. Col. John Ring, a professor of military science and head of the Texas Tech Army ROTC [Military Science Department](#), said the cadets represented the university in a professional manner and exhibited great teamwork.

"Our cadets did a fantastic job, and I was impressed with their preparation, efforts through the two-day competition and attitudes," he said. "I received numerous compliments all weekend from other programs who commented on their exceptional professionalism and teamwork. They represented both Texas Tech and the Army ROTC program extremely well, and I am very proud of them."

The Ranger Challenge is an annual competition in which ROTC teams demonstrate individual and team proficiency and stamina through various technical and tactical scenarios. The purpose of the challenge is to:

- Challenge ROTC cadets both mentally and physically
- Enhance leadership development
- Develop team cohesion
- Develop a healthy competition between battalions

The challenge consists of an Army physical fitness test, a written exam, a land navigation course, disassembly and assembly of an M16A2 rifle, first aid obstacle course, hand grenade assault course and a 10-kilometer road march.

Capt. Angela Monday, an assistant professor of military science and Ranger Challenge team officer in charge, said the Texas Tech teams trained extensively to prepare for the challenge. Their training included physical fitness, weapons assembly and disassembly,

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land navigation and map-reading skills, creating and crossing a one-rope bridge, tactical knowledge from the Army Ranger handbook, first aid and tactical casualty care and evacuation and a 10-kilometer forced ruck march among other tasks.

“After 10 long, hard weeks of training at 5:30 a.m., five days a week, they came out victorious,” she said. “All their hard work and dedication paid off to represent the Texas Tech Army ROTC program and the university in front of all the other Division I schools in our region.”

Twelve ROTC cadets participated in the challenge:

- Clint Young, a senior economics/sociology major from Southlake
- Odes Gish, a junior university studies major from Fayetteville, North Carolina
- Ariel Rogers, a junior sport management major from Sunset
- Zach Stokes, a junior psychology major from The Colony
- Christian Condez, a junior kinesiology major from Lubbock
- Alex Katers, a junior accounting major from Fort Bragg, North Carolina
- Michele Greene, a sophomore anthropology major from College Station
- Joshua Kast, a freshman kinesiology major from Rio Rancho, New Mexico
- Steven Hernandez, a sophomore psychology major from College Station
- Jason Gardner, a freshman mechanical engineering major from Cibolo
- Bryce Roberts, a sophomore finance major from Sugar Land
- Collin Edwards, a freshman advertising major from Round Rock

The Red team will compete in the Brigade Competition Nov. 6-8 at Camp Bullis just outside of San Antonio.

For more information about Texas Tech’s Army ROTC program, visit <https://www.depts.ttu.edu/armyrotc/>.

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

**CONTACT: Lt. Col. John Ring, professor of military science and head of Texas Tech Army ROTC, Texas Tech University, (806) 742-2141 or [john.ring@ttu.edu](mailto:john.ring@ttu.edu)**



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)  
(806) 742-2136

### **Museum of Texas Tech Hosts Day of the Dead Celebration**

There will be food, music and other activities for people of all ages.

**WHAT:** The 6<sup>th</sup> annual El Día de Los Muertos (The Day of the Dead) celebration at the Museum of Texas Tech University. El Día de los Muertos is a Mexican holiday that allows people to celebrate their relatives who have died.

The celebration will include live mariachi music, face painting, papel picado, skeleton masks, paper flowers and Mexican poetry, as well as a chance to learn more about the holiday. Mexican pastries, chips and salsa and other refreshments will be provided.

The event is free and open to the public.

**WHEN:** 2-4 p.m. Sunday (Nov. 1)

**WHERE:** Helen DeVitt Jones Sculpture Court, Museum of Texas Tech, 3301 4<sup>th</sup> St.

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**CONTACT: Jill Hoffman, Helen DeVitt Jones Curator of Education, Museum of Texas Tech University** (806) 742-2442 or [jill.hoffman@ttu.edu](mailto:jill.hoffman@ttu.edu)



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# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2015

CONTACT: Heidi Toth, [heidi.toth@ttu.edu](mailto:heidi.toth@ttu.edu)

(806) 742-2136

### **Texas Tech Professors Taking on Leadership Roles During ObesityWeek<sup>SM</sup>**

A dozen faculty members and graduate students are heading to Los Angeles to participate in The Obesity Society's flagship research conference.

The Texas Tech University [Department of Nutritional Sciences](#) continues its quest to be among the world's leading programs in obesity and nutritional sciences with substantial contribution by its faculty and students to The Obesity Society (TOS) leadership and to TOS annual scientific sessions at ObesityWeek Nov. 2-6 in Los Angeles.

Department chairman Nikhil Dhurandhar is finishing his one-year term as TOS president and continues to serve his fourth year on the executive council as immediate past president for 2016. He also will serve as chair of the TOS leadership program and of the nominations and scientific review committees. Dhurandhar also will deliver a presidential address and participate as host for "The Tipping Point," an educational play about reshaping conversations in obesity.

Members of Dhurandhar's research group also are active this year, with assistant professor Vijay Hegde serving as secretary-treasurer for the Obesity & Cancer section and as a member of the Early Career Grant Review Committee. Lab members also are involved in several research presentations related the causes and treatment of obesity.

Departmental biostatistician and assistant professor John Dawson will present his research, which relates to the methodology of modeling in biological systems. These procedures are often fragile but necessary during the analysis of the data. His poster describes a straightforward way to make the results of nonlinear modeling robust and provides a practical example.

Martin Binks, an associate professor and director of the Nutrition and Metabolic Health Initiative at Texas Tech, continues his three-year term on the TOS Executive Council as secretary-treasurer and continues to head up development activities for the coming year. He also will continue to serve as chair of the Infographic Education Task Force, regional coordinator for state level advocacy for a region that includes Texas, Oklahoma, Arkansas, Louisiana and Colorado, and as a member of several other task forces and committees. At ObesityWeek, Binks will serve as co-chair for the Early Career Grant Challenge in the opening session, faculty for the Early Career Academic Workshop, and he will present as part of a symposium entitled "Media Messages: How to handle the starstruck patient."

“This is an exciting time for early career TOS members as we have an increasing number of early career educational and scientific activities and available grants. We have even added our first dissertation and thesis awards competition,” he said. “The energy these students and early career members are bringing to the organization is wonderful, and Texas Tech’s presence is substantial.”

Professor Naima Moustaid-Moussa, who also is director of the [Obesity Research Cluster](#), will start a three-year term as member of the public affairs committee. Four doctoral students from her [Nutrigenomics, Inflammation & Obesity Research Laboratory](#) will present their research in poster sessions. Assistant professor Latha Ramalingam is one of five Early Career Research Grant Challenge finalists selected from nearly 70 applicants, and she will compete for a \$40,000 research grant in this competition. Her grant topic relates to how a mother’s intake of fatty acids from fish oil can reduce obesity-associated inflammation in her children.

Doctoral student Nadeeja Wijayatunga’s poster on inflammatory and metabolic changes following weight loss surgery was selected as one of 10 winners in the basic science section poster competition, and fellow doctoral student Arwa Aljawadi is taking on a new leadership role as early career representative for the Obesity & Cancer section of TOS for the upcoming year.

“Our program continues to grow into a formidable and well-recognized presence on the world scientific stage at ObesityWeek and throughout the year in TOS leadership,” Dhurandhar said. “We truly are growing the future leaders in obesity research right here at Texas Tech. I am always invigorated by the presence of our students and early career members and what they bring to the field of obesity.”

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

**CONTACT: Martin Binks, associate professor, Department of Nutritional Sciences, College of Human Sciences, Texas Tech University, (919) 485-9215 or [m.binks@ttu.edu](mailto:m.binks@ttu.edu).**



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2015

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

### **Oil and Gas Executive to Speak at Energy Law Lecture Series**

Carl Michael Smith has served as the executive director of the Interstate Oil and Gas Compact Commission since 2008.

- WHAT:** Texas Tech University School of Law Energy Law Lecture Series featuring Carl Michael Smith
- WHEN:** Noon Monday (Nov. 2)
- WHERE:** Lanier Auditorium, Texas Tech School of Law, 1802 Hartford Ave.
- EVENT:** The Energy Law Lecture Series, hosted by the Texas Tech [School of Law](#), welcomes Carl Michael Smith, executive director of the Interstate Oil and Gas Compact Commission, for its final lecture of the fall.

Since 2008, Smith has served as the executive director of the commission, which seeks to ensure oil and gas reserves throughout the nation are sustained and done so while protecting health, safety and the environment while also maximizing production. Prior to that, he served as the assistant secretary of fossil energy for the U.S. Department of Energy. He has worked with departments worldwide focusing on energy, technology and the environment.

He has served as the secretary of energy for the state of Oklahoma and is a former president of the Oklahoma Independent Petroleum Association.

A live webcast of the lecture can be seen [here](#).

Those attending the event are eligible for one hour of Continuing Legal Education (CLE) credit. Contact Corey Clem at [corey.clem@ttu.edu](mailto:corey.clem@ttu.edu) for details.

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**CONTACT: Kari Abitbol, director of communications, Texas Tech School of Law,** (806) 834-8591 or [kari.abitbol@ttu.edu](mailto:kari.abitbol@ttu.edu)

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## FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2015

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

### **Pakistani Student Association Hosting Candlelight Vigil in Memory of Earthquake Victims**

A 7.5 magnitude earthquake struck near the Afghanistan-Pakistan border on Monday, killing at least 340 people and injuring more than 2,000.

**WHAT:** In light of a recent earthquake that struck near the Afghanistan-Pakistan border and resulted in more than 340 fatalities and 2,000 injuries, the Pakistani Student Association at Texas Tech University will hold a candlelight vigil to show its support and solidarity with those affected by this tragedy.

The earthquake of 7.5 magnitude struck northeastern Afghanistan on Monday, resulting in more than 340 fatalities, a number likely grow as more rubble is cleared. Though the earthquake's epicenter was in Afghanistan, the majority of deaths reported have been in Pakistan.

**WHEN:** 6 p.m. Friday (Oct. 30)

**WHERE:** Memorial Circle

**WHO:** The Pakistani Student Association is a newly-formed student organization at Texas Tech. The candlelight vigil is open to the community.

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**CONTACT:** Richard Verrone, graduate studies coordinator, Department of History, Texas Tech University, (806) 834-8399 or [richard.verrone@ttu.edu](mailto:richard.verrone@ttu.edu)



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# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2015

CONTACT: Glenys Young, [glenys.young@ttu.edu](mailto:glenys.young@ttu.edu)

(806) 742-2136

### **Researchers Find Vampire Bats' Saliva Specially Evolved For Blood-Feeding**

Two Texas Tech faculty members say the genes found in the blood-feeders' saliva also can be found in humans and most other animals.

As the closest real-world cousin of a Halloween nightmare, the vampire bat is unique among vertebrates because it feeds only on the blood of other mammals. But according to new research from two Texas Tech University faculty members in the [Department of Biological Sciences](#), these bats may now be specially designed for it.

In their soon-to-be-published [study](#) "Secretory gene recruitments in vampire bat salivary adaptation and potential convergences with sanguivorous leeches," Caleb D. Phillips, an assistant professor and curator of genetic resources at the [Natural Science Research Laboratory](#), and Robert Baker, Horn professor emeritus and curator of mammals emeritus at the Natural Science Research Laboratory, said some of the venomous contents in the bats' saliva likely evolved by recruiting ancestral genes to produce new transcript molecules rather than by creating completely new gene sequences.

"Using comparative gene expression approaches, we saw vampire bats and leeches, both blood-eating species, express some of the same gene products in their salivary glands, and the known biological function of some of these molecules is expected to be adaptive to the needs of blood-eaters, such as numbing the bite site or preventing blood clotting," Phillips said. "Interestingly, these gene products do not appear to be secreted from the salivary glands of related insect-eating bats, but the genes that code for them are present in their genomes, just as they are in our human genomes and those of most animals."

Vampire bats, which are native to the Americas, evolved over the last five million years when insect-eating ancestral bats developed a complex combination of physical and physiological traits that enabled blood-eating.

"We identified at least three genes that would be beneficial for blood-eating by producing molecules that interfere with host nervous response and blood coagulation," Phillips said.

These results indicate the process of gene recruitment, which is the new expression of ancestral genes in new tissue and cellular locations, has been an important genomic mechanism in the evolution of blood-feeding.

Phillips and Baker present two mechanisms that enable this recruitment of ancestral genes to produce novel secretory transcripts in vampire bats: exon microdeletions, the removal

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of small sequences of the gene in the genome, and alternative splicing, variation in which parts of the gene are pieced together into the final product. Much like how skipping different keywords when re-reading a paragraph can lead to different messages, different transcript molecules can be obtained depending on which exons are used, and this can lead to different biological functions. In the case of vampire bats, these mechanisms appear to have allowed for the recruitment of molecules to be secreted from vampire bat salivary glands.

“Future studies that will include larger comparisons among bats, other blood-eating species and additional tissues are needed to clearly describe the importance of gene recruitment, alternative splicing and genome reorganization for the evolution of blood-eating,” Phillips said. “Our work provides new insights about genomic adaptations underlying blood-eating in the remarkable evolution of vampire bats.”

The work was funded by the Texas Biological Database Program, and published in the open-access scholarly journal *Frontiers in Ecology and Evolution*.

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**CONTACT: Caleb D. Phillips, curator of genetic resources, Natural Science Research Laboratory, Texas Tech University, (806) 834-8181 or [caleb.phillips@ttu.edu](mailto:caleb.phillips@ttu.edu); Robert Baker, curator of mammals emeritus, Natural Science Research Laboratory, Texas Tech University, [robert.baker@ttu.edu](mailto:robert.baker@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2015

CONTACT: George Watson, [george.watson@ttu.edu](mailto:george.watson@ttu.edu)

(806) 742-2136

### **Texas Tech Opens Bayer Plant Science Building**

The \$14.3 million building was made possible through a lead donation from Bayer CropScience.

Texas Tech University's continued commitment to agricultural research and education took another step forward Friday with the opening of the new Bayer Plant Science Building.

Thanks in part to Bayer CropScience, a longtime philanthropic partner in of the [College of Agricultural Sciences & Natural Resources](#), the Bayer Plant Science Building will provide students with a state of the art facility to learn and conduct research as well as collaborate on projects with fellow students.

"Texas Tech University's relationship with Bayer CropScience provides a lasting example of the inherent importance of collaboration and partnerships with industry," Texas Tech President M. Duane Nellis said. "We are grateful to Bayer CropScience for its commitment to supporting higher education and research."

At a cost of \$14.3 million funded from donations, including a lead gift from Bayer CropScience, the project adds more than 21,000 square feet of laboratory and office space while also renovating more than 2,400 square feet of interior and exterior space in the Plant & Soil Science Building, which houses the [Department of Plant & Soil Science](#).

"I greatly appreciate Bayer CropScience's continued commitment to philanthropy and Texas Tech University," said Robert L. Duncan, chancellor of the Texas Tech University System. "The work that will take place in this beautiful facility will change not only lives but the face of agriculture itself. I have fond memories of this building from my days as an undergraduate student and look forward to seeing more lives transformed through the power of education."

The Department of Plant & Soil Science consists of 28 faculty members who conduct research on a large scale, from the cellular level to large-scale eco-systems. The department offers bachelor's and master's degrees as well as a doctorate and four post-graduate certification programs.

The expanded facility includes new research and teaching labs that enable the department to expand its research mission and build on Texas Tech's growing reputation as a national research university. The high-tech equipment and expanded laboratories give researchers

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the tools to address emerging global challenges in food and fiber production. The new building also creates an enclosed courtyard that serves as an outdoor instructional space for Plant & Soil Science programs.

Renovations inside the existing Plant & Soil Science Building connect the existing structure with the new building as well as new offices for faculty, staff and graduate students. It also provides a new break room, accessible restrooms, infrastructure upgrades, landscape enhancements and public art.

“The opening of the Bayer Plant Science Building is a significant milestone in the history of the Department of Plant & Soil Science and the college,” said Michael Galyean, dean of the College of Agricultural Sciences & Natural Resources. “The addition of critically needed laboratory space and offices for faculty and graduate students will ensure the department continues to provide research solutions for the agricultural and natural resources community and will further enhance its position as a leader in research and graduate education on campus. We are indebted to Bayer CropScience and the many other donors to this project for their generosity and continuing support of the college’s programs.”

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**CONTACT: George Watson, senior editor, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or [george.watson@ttu.edu](mailto:george.watson@ttu.edu)**



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# Advisory

## FOR IMMEDIATE RELEASE

DATE: Oct. 30, 2015

CONTACT: Kari Abitbol, [kari.abitbol@ttu.edu](mailto:kari.abitbol@ttu.edu)  
(806) 834-8591

### **Texas Tech University School of Law Hosts 7<sup>th</sup> Court of Appeals**

The court will hear cases brought from appeal from the state's lower courts.

- WHAT:** The Texas Tech University [School of Law](#) will host the 7<sup>th</sup> Court of Appeals.
- WHEN:** 10 a.m. Tuesday (Nov. 3)
- WHERE:** Donald M. Hunt Courtroom, School of Law, 1802 Hartford Ave.
- EVENT:** Texas Tech Law students and the general public will have an opportunity to view the [7<sup>th</sup> Court of Appeals](#), which usually presides in Amarillo, in action. The court, which consists of a chief justice and three justices, has immediate appellate jurisdiction of civil and criminal cases appealed from lower courts in Texas' 46 counties.

Seven Texas Tech Law alumni will argue before the court — Jeff Hartsell ('88), assistant city attorney for Lubbock; Phil Johnson ('08) of Jenkins, Wagnon & Young, P.C.; Julie Goen Panger ('09) of The Kiechler Law Firm PLLC; Jason Bujnosek ('02), 106<sup>th</sup> Judicial District Attorney; Elizabeth Hill ('12) of Craig, Terrill, Hale & Grantham, LLP; John Simpson ('74) of Splawn Simpson Pitts; and Richard Martindale ('92), 47<sup>th</sup> District Assistant Attorney.

Oral arguments will be heard in four cases starting at 10 a.m. and 1:30 p.m.

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**CONTACT: Kari Abitbol, director of communications, School of Law, Texas Tech University, (806) 834-8591, or [kari.abitbol@ttu.edu](mailto:kari.abitbol@ttu.edu).**



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# Web Only

## **Alumna on Muscular Dystrophy: 'It's Just Life; It Doesn't Determine What I Do'**

Kiva Carson, now an elementary school teacher in Lubbock, was diagnosed with the limb-girdle form of muscular dystrophy when she was just 2 years old.

By K'Leigh Sims

Walking, running, jumping, climbing – things almost everyone has the ability to do. But when Kiva Carson was in middle school, those things were taken from her due to the progression of muscular dystrophy.

Carson, now 24, never let muscular dystrophy stop her from living a normal life and she doesn't plan on letting it stop her now.

"For me it's just life," she said. "It's not any great feat. It was just the hand I was dealt and I just deal with it. Muscular dystrophy has always been a constant companion to me in some way. It's been something that determines how I do things but it doesn't determine what I do."

A native of Olton, Carson was diagnosed with muscular dystrophy when she was only 2 years old. She said her parents saw something wasn't right and decided to get it checked out.

"I always joke about how my sister is an over-achiever, always meeting her milestones early," she said. "and I wasn't necessarily meeting them late, but my parents noticed that something was up."

When they took her to the doctor, they found out it was muscular dystrophy, a group of diseases that cause progressive weakness and loss of muscle mass allowing them to deteriorate over time. While there are different kinds of muscular dystrophy that can affect a person's ability to breathe or swallow, Carson was diagnosed with the limb-girdle form of muscular dystrophy, a form that affects only her limbs.

Carson said growing up with muscular dystrophy wasn't always "rainbows and butterflies," but she said her parents never treated her differently than her siblings.

"It's all about maintaining a lifestyle," she said. "My parents never gave me special treatment to a certain extent; it was never an 'Oh, let's feel sorry for Kiva' type of situation. My parents encouraged me to always do what I needed to do to get things done and be successful, and they've always been more than willing to help me."

"My parents have always fought for me and gotten things done to make muscular dystrophy work for me. My dad is a MacGyver and is great at making these contraptions to

make things work. Whenever I was younger I wanted to water ski so bad but couldn't pull up, so he'd put me on his back and we'd water ski together. He has always adapted things for me to make things work."

Carson grew up walking and running like every other child up until middle school. She played with her siblings, had chores and grew up with a relatively normal lifestyle despite having muscular dystrophy.

She was a mathlete, student council member, volleyball and basketball manager, cheerleader, senior class president, participated in youth group at her church, 4-H and showed goats.

Once she graduated high school, she attended Texas Tech and earned her bachelor's degree in early childhood education and her master's of education in language and literacy education. She participated in Paradigm, Raiders Sisters for Christ, National Science Teachers Association and was on the homecoming court. Her favorite thing at Texas Tech: the football games. Carson said that within her six years at Texas Tech, she may have missed only two games.

"My time at Texas Tech was shaped by the people I got to know there," Carson said. "It's not the experiences that make it worth while but the people you meet. I've been blessed with some of the greatest friends that have carried me up mountains, both figuratively and literally."

Carson and her friends are constantly going on adventures. They've climbed up mountains, swam with jaguars while on a cruise, gone intertubing, cliff-jumping, parasailing, four-wheeling, snowmobiling and wake-surfing. Like she said, muscular dystrophy may make her change how she does things, but it doesn't change what she does.

"My life is doable because of the people in it," Carson said. "I wouldn't be where I am today if it weren't for my friends and family."

"I do attribute a lot to my faith in God and knowing that he does things for a purpose. And while I may not know that purpose, I trust in him continually."

One of her closest friends, Caleb Fisher, external vice president for Student Government Association and videographer/owner of [C. Fisher Productions](#), recently produced a [short film](#) that told Carson's story. He believed her story could be an inspiration to people all over the world.

"I met Kiva when I first transferred to Texas Tech my junior year," Fisher said. "I had never met anyone quite like Kiva. Her uniqueness is not in her disability, but in her passion and desire to make a difference in the world around her. Kiva has a perspective on life that I have never seen before. She cares infinitely more for other people than she does herself and always has a drive to make the most of the life she lives."

Carson said she still has much more to accomplish. Now with two degrees in hand, she is currently a fourth grade reading teacher in the Lubbock Independent School District. She said she hopes to step foot on all seven continents, have a family one day, write children's



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books, become a reading and writing specialist and ultimately be the best Kiva Carson she can be.

“You can’t change what you were given and you’ve got to do your best to push through it,” she said. “I don’t let it stop me from doing what I do. I have high goals for myself and my life and things that I want to accomplish, and I’m not going to let muscular dystrophy or anything else stop me from doing it.

“No, it’s not ideal. This isn’t something I would’ve chosen or would wish on my worst enemy, but it’s what I have before me and it’s up to me to decide if it’ll make or break me.

“No one knows what the future holds.”



# Web Only

## **Alumna Takes Violin to Grammy-Winning Mariachi Group**

Felicia Rojas grew up playing classical music but found a love for mariachi when she moved to West Texas.

By Heidi Toth

Felicia Rojas can be her own backup music if needed.

The Texas Tech University alumna, who graduated in May with a doctorate in music performance, grew up in a musical home in Cleveland, Ohio. Both her parents were guitar players and she quickly developed a love for music – so much that she came home from school crying one day because she had not been given the opportunity to learn a musical instrument.

A maternal letter to an understanding teacher got 8-year-old Felicia into music classes. When presented with a wall of instruments, she didn't hesitate.

"I just for some reason knew I wanted to play the violin," she said. "I must have seen someone playing it on TV and thought it was a really cool instrument. I just had it in my mind that I had to play the violin."

She learned to play the violin, along the way also studying piano, harp and voice. The violin, however, remained her first love; she studied it in college and it brought her to Texas Tech. Her violin also introduced her to mariachi, a type of music she'd never played before coming to Lubbock, despite her love for ethnic music like Peruvian musica criolla.

Mariachi didn't need much time to get into her blood, though. After two years with a local mariachi group and a semester with the Texas Tech [Mariachi Los Matadores](#), she got a job with Mariachi Divas de Cindy Shea, a Grammy Award-winning group that performs at California Adventure every day. Rojas is already talking about building her own home recording studio and fulfilling a lifelong dream of playing with the Trans-Siberian Orchestra, among other plans.

### **Love of music**

Rojas' mother is from a classical music background, while her father, who learned to play the guitar from his father in Peru, played traditional folk music and improvised new songs but couldn't read music. Out of this marriage came Rojas, who's known she wanted to be in music for as long as she can remember.

"They didn't want to push me into music, but I think they always hoped their kids would be interested in it," she said.

After a few months of listening to scratchy violin sounds, Rojas' mother started her 8-year-old daughter on piano. Her teacher, Jan Bis, a Polish immigrant, told Rojas' mother after a lesson one day that Rojas had perfect pitch. Her mother sat down at the piano and played note after note, trying to stump Rojas, who was sitting across her room with her back to the piano. Rojas named each one.

From there, voice lessons were a natural evolution. The two instruments and singing kept her busy, but when the Padua High School orchestra visited her grade school, Rojas became entranced with the harp. After much deliberation, her parents found a harp teacher. They also said no more.

"I realize how lucky I am because not a lot of kids get the opportunity to play that many instruments," Rojas said. "But my mom drew the line at drums."

Music became her primary focus. In high school when she wanted to get a part-time job her mom said no – her job was to practice. At Baldwin-Wallace University she studied the harp with Cleveland Orchestra harpist Trina Struble and the violin with professor Julian Ross, who both nurtured and pushed her in her music.

When she finished her bachelor's degree, Rojas auditioned at a number of graduate schools. At Texas Tech she met John Gilbert, a friend of Ross. After a 5-minute audition with him she knew she wanted to study with Gilbert. He supported her plan of competing, which would raise her profile as a solo artist, and helped her start on that path. Under his tutelage she learned to practice more efficiently and refine her technique.

Rojas turned around and shared these lessons with her students, and they had the same reaction she had: "Oh, you were right. It's like magic."

### **Getting into mariachi**

Rojas got involved in mariachi music by coincidence. She was out to dinner in Lubbock one night and was carrying her violin, and as she passed a long table full of people they stopped her and asked if she wanted to play mariachi music. They were the Mariachi Mexico Lindo, a local mariachi group. Her focus up to this point had been on classical music, with occasional forays into Celtic music and her background in Peruvian musica criolla. She'd never thought about mariachi, and she was busy with school and work, so initially she said no. A member invited her to one rehearsal to check it out.

"I ended up really liking it, so I stuck with that," she said.

Her final semester at Texas Tech she also joined the university's mariachi group, which gave her the opportunity to learn from visiting artist Jesús "Chuy" Guzmán, a Grammy Award-winning mariachi artist from Mariachi Los Camperos who plays half a dozen instruments and knows all the parts to every song.

She joined the Texas Tech group in part on the recommendation of musicology professor Christopher Smith, who she knew through participation in the Celtic Ensemble. He'd seen her perform arrangements of the Peruvian musica criolla, her family's musical tradition, and knew how much she loved ethnic music.



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“Felicia sang those pieces beautifully with great intensity, and after that I suggested she join the mariachi ensemble,” he said. “She is a tremendously skilled person in instrumental music, voice and dance and is a great resource for any performing ensemble.”

Through Texas Tech Rojas also attended the Mariachi Spectacular in Albuquerque, New Mexico, in July. Well-known mariachi musicians from the United States and Mexico gave lectures and taught classes. Rojas was one of eight selected for the violin master class, where an elite mariachi instructor taught the group three songs, after which they joined the musicians from the other master classes in a full-size mariachi.

Rojas sang a solo during the performance of “Al Mariachi de Mi Tierra” in addition to playing her violin. The entire experience was incredible.

“We got to play side by side with these big-name groups,” she said. “These are the best mariachi musicians in the world all there on stage, and we were standing right next to them. They’re fabulous musicians. They can all play concertos at a very high level, but they want to play mariachi.”

This was an especially good experience for her because a week earlier she’d accepted a job with Mariachi Divas de Cindy Shea, a musical group that performs every day at California Adventure in Anaheim and records albums yearly. While she was hesitant to tell people at Mariachi Spectacular, Texas Tech musicology professor Lauryn Salazar had no qualms about introducing Rojas to other musicians and telling them she’d just been hired by the Divas.

Although her career plans have morphed since she dreamed of following Whitney Houston and Mariah Carey, being part of a well-known group like the Mariachi Divas fits nicely into the future she wants.

“This is definitely in the realm of what I envisioned myself doing,” Rojas said. “I get to play, and I get to sing and dance and interact with a crowd.”

### **Life as a Mariachi Diva and beyond**

Every performance for Rojas now is a little different. During the summer she plays at Pacific Wharf in California Adventure on weekdays and does concerts every Sunday at the Paradise Garden Bandstand. For weekday shows, which are more informal, the group performs near the food stands, singing and playing mariachi music that has been jazzed up a little. It’s a cross between mariachi and pop, she said.

“I think this group has found a niche,” she said. “When we do a stage performance, the fans go nuts. It may not be traditional, but people like it. It’s something they enjoy, and they’ll go see a concert.”

For the Sunday shows they actually go on stage and perform, though the set list is a moving target. The group’s founder will call out songs, and they’ll interact with the

audience, taking requests from couples celebrating their anniversary or singing to a birthday boy or girl.

It's different than what she's used to – sometimes there's no recording or sheet music to follow along – but she's having a good time. When she's been in the job a little longer Rojas will take the lead in the weekday performances, calling out songs and visiting with the crowds.

In January the Mariachi Divas will record a new album with mariachi legend Rigoberto Alfaro as their new composer, arranger and musical director. The group won a Grammy in 2015 for best regional Mexican music album with "15 Aniversario." They also do concerts through California, across the United States and in Mexico.

Performing with the Divas also allows Rojas time for side projects. She wants to build a home recording studio and create YouTube videos of herself performing and teaching. She gives Suzuki violin lessons and performs at weddings and other events. Plus, she's learning the business side of music so she can continue building her brand.

She has plenty to keep her busy, yet Rojas has more plans. One of her longtime dreams is to play with the world-famous Trans-Siberian Orchestra. She's reached out to violinists Mark Wood and Asha Mevlana, both of whom have played with TSO. She met Wood while performing with the Texas Tech University Symphony Orchestra at the Texas Music Educators Association, and Mevlana used to be a Mariachi Diva, so Rojas is keeping her fingers crossed while she learns to play electric violin.

Life is pretty much where she wants it to be, the Red Raider turned Diva said.

"Performing in general is just a thing I love to do," she said. "In a way it isn't what I expected, but it's exactly what I wanted."



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## **Cavazos Discusses Groundbreaking Career in Education, Government**

Alumnus Lauro Cavazos was the only Hispanic president in the history of Texas Tech and the first Hispanic member of the U.S. Cabinet.

By Heidi Toth

Lauro Cavazos wanted to write.

When he enrolled at Texas College of Arts and Industries in Kingsville after World War II, the Kineño – the moniker given to the “King’s People” who lived on the famous King Ranch in South Texas – majored in journalism. He wasn’t allowed to just write, though.

“You needed to have a science course, so I took biology,” he said. “I fell in love with it.”

It was the teacher as much as the subject who inspired his love of science, Cavazos, now 88 said. When his biology teacher at Texas A&I transferred to Texas Technological College, Cavazos packed up and followed him 600 miles to the High Plains. He earned bachelor’s and master’s degrees in zoology before heading to Iowa State for a doctorate.

That move set him on a path to becoming an educator whose career has spanned the country and included prestigious medical schools, becoming president of his alma mater and being Secretary of Education under Presidents Ronald Reagan and George H.W. Bush, the first Hispanic to be a Cabinet member.

For a South Texas boy who grew up on a ranch and first went to school in a two-room schoolhouse, it was quite the climb – more than this Kineño once thought possible.

“I remember my father telling me, ‘you’re going to go to college,’” Cavazos said. “First of all, I didn’t think I was smart enough to go to college. Secondly, I didn’t think we could afford it. He said we’d find a way.”

### **Getting started in education**

Although Cavazos Sr. was the foreman of the showcase Santa Gertrudis Division, he knew the importance of education. Lauro, his three brothers and one sister started school in the two-room schoolhouse on King Ranch. Each row consisted of one grade.

“They taught us in English, but on the playground we all spoke Spanish,” he said. “At home I spoke English to my father and Spanish to my mother.”

When he was a little older the children transferred to a school in the nearby town, where he graduated from high school. He joined the U.S. Army, and when World War II ended, he went to college, then graduate school. In the process he met his wife, Peggy, and they began their family of 10. From Iowa State he went to the University of Michigan Medical



School to take a few human anatomy classes, then he got a teaching position at the Medical College of Virginia.

From Virginia, the Cavazos family moved to Boston, where Cavazos became a professor and then dean of the Tufts University School of Medicine. In 1980 he returned to Lubbock to become the 10<sup>th</sup> president of Texas Tech and the third president of the Health Sciences Center. He is the only Hispanic to hold this position, as well as the first alumnus.

“It kept me pretty busy,” he said of this job, which included leadership of the academic centers in El Paso, Amarillo and Odessa and other regional health centers.

Through the almost three decades between graduating from Texas Tech and returning as president, he’d earned nationwide acclaim for his leadership in education. According to Cavazos’ papers at the [Southwest Collections/Special Collections Library](#), President Reagan presented Cavazos with an award for outstanding leadership in the field of education; in 1985 he received the Distinguished Service Medal from the Uniformed Services University for the Health Sciences; and in 1988 he was given the National Hispanic Leadership Award in the field of education from the League of United Latin American Citizens.

### **A focus on minority education**

When Cavazos took the oath to become Secretary of Education in 1988, he had one primary focus: keep children, especially Hispanic children, in school. His career had been in higher education, and he’d seen how underrepresented minorities were in various professions. That wouldn’t change as long as non-white and low-income students were getting low grades and dropping out before graduating.

“My concern was well-justified,” he wrote in his book, “A Kineño Remembers: from the King Ranch to the White House.” “Low educational achievements coupled with the growth of the Hispanic population could have a serious economic, social and political impact on the nation.”

During the two-year period when he was Secretary of Education, the dropout rate of Hispanic students was between 9 and 11 percent, the highest of any ethnic group, and more than half of Hispanics 25 and older had not finished high school. Even fewer graduate from college.

In his research, Cavazos found the single biggest factor to improve the performance among Hispanics nationwide was parental involvement. Too many parents were intimidated by their children’s teachers, didn’t speak enough English to feel comfortable going to school meetings or didn’t know how to help their children because they were uneducated.

During his tenure he commissioned studies to look at how to correct educational disparities among Hispanics and to assess the participation of Hispanics in federal education opportunities, such as research grants, and identify the barriers limiting participation. He also did focus groups in largely Hispanic schools, talking to teachers, students and parents, and did a study on lagging educational performances among Native American students. Cavazos also drew attention to migrant students, many of whom were Hispanic, and



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encouraged partnerships between neighboring states to keep track of these students and helped move them toward graduation.

It wasn't an easy process, however. He'd gone to Washington to improve education and found himself in the middle of political activity. No matter how hard he tried to stay away from it, in Washington, it's just not possible, he said.

"I don't like politics," he said. "I went there really to try and improve education, and I think we did a pretty good job. I can take pride in the fact that as Secretary of Education I really focused the federal government on the need to improve the education of minority students and how to do it."

Although they had a number of ideas, the suggestion he moved forward was an executive order, which President Bush signed on Sept. 24, 1990, on the South Lawn of the White House. The order established the President's Advisory Commission on Education Excellence for Hispanics, and for the first time in U.S. history created an organization that would highlight the needs of Hispanic students and work to overcome barriers.

President Bush was not the only president to ink that executive order either. All of his successors since have signed similar orders.

"That executive order we wrote for the president has now been signed by four presidents, and it still continues," Cavazos said. "I feel pretty good about it."

Although he still sees disparities in education, it's getting better, and he plans to keep working on improving education for as long as he can. He's passed the same message onto his children, all of whom went to college.

"We passed on to them the whole concept of what I've been talking about – parents have to be involved in the education of children, or somebody has to care about it," he said. "If not parents, then somebody."

### Interesting facts about Lauro Cavazos Jr.

- One brother, Richard Cavazos, was the first Mexican-American four-star general in the United States Army.
- Another brother, Bobby Cavazos, was one of the most decorated football players in Texas Tech history. He was a senior on the 1953 team that went 11-1 and is a member of the Tech Athletics Hall of Fame.
- He is a probable descendant of Francisca Alvarez, the "angel of Goliad." Alvarez was the companion of a captain in the Mexican army, and she persuaded him not to execute a number of soldiers being held captive at Goliad during the Texas Revolution.
- He is now a professor at Tufts University Medical School and continues his work with Hispanics and education.



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## **‘Everybody Needs A Drummer:’ How a Texas Tech Alum Became a Rock Star**

1992 graduate Rich Redmond, who returned to Lubbock in September as part of Jason Aldean’s band, talked about his time at Texas Tech and how he attained success.

By Heidi Toth

Rich Redmond’s eyes are closed, and he’s mouthing along to something, though not the words of the song he’s playing. He moves his head from side to side, quickly wipes sweat from his face and then brings both sticks down on his cymbals, the sounds reverberating as he returns to the snare drum.

If there is a zone, he is in it.

“I just play it like it’s the last time I’m ever going to play,” Redmond, a Texas Tech University alumnus, said.

Redmond graduated in 1992 with a bachelor’s degree in [music education](#). He spent four years in the [Goin’ Band from Raiderland](#) and ZIT, the university’s drumline, before going to the University of North Texas for a master’s degree and moving to Dallas to play the club scene. Five years after leaving Lubbock he realized if he wanted to be a big-time musician, he needed to go where the music producers were – New York, Los Angeles or Nashville. He chose Nashville.

It’s worked out rather well. Redmond has recorded and toured with country music superstar Jason Aldean for more than a decade and performed and recorded with dozens of other artists including Miranda Lambert, Eric Church, Bryan Adams, Bob Seger and Ludacris.

“It’s all fun,” Redmond said during a recent visit to Lubbock on Aldean’s Burnin’ It Down tour. “I just pinch myself every day thinking this is my life. I get to play drums all the time.”

### **Getting an education**

From the time he heard a KISS record and hit his first drum at age 7, Redmond wanted to be a drummer. Through high school in El Paso and his years at Texas Tech, he knew his career was in drumming. In fact, he told percussion professor Alan Shinn he just wanted to play the drums all the time. Shinn was happy to make that happen.

“He had me playing drums, jazz and classical music, all day every day,” Redmond said. “He trained me to be overqualified for the majority of music situations I find myself in. The training I got here at Texas Tech laid the groundwork for my entire musical career.”

He played in all the bands and the drumline (Zeta Iota Tau, for those who'd rather not use the better-known acronym), even convincing then-band director Keith Bearden to let him write ZIT's music his final year.

Shinn recruited a teenage Redmond to Texas Tech at a band camp when the two met and discovered they were kindred spirits. Shinn recognized the love for drumming in Redmond the same as his parents had a decade earlier.

"Rich was a lot of fun to teach," Shinn said." He was super-talented with a great work ethic and a big personality. Rich had many performing opportunities at Texas Tech and he took advantage of all of them. I enjoyed working with him the most in jazz ensemble I, where I was the director. He played in that group all four years."

From Lubbock he moved to Denton and earned a master's degree in music performance, playing in the UNT lab band and as many side gigs as possible. From Denton he moved to Dallas and started working the music scene, meeting musicians, producers, club owners and anyone who may need a drummer – which, he is quick to point out, is everyone.

### **Moving to Nashville**

In every city, Redmond had to re-establish his brand, going to new clubs, meeting new producers, agents and guitarists. He'd been in Dallas a few years and had finally built up his reputation when he moved to Tennessee.

Still, Nashville is where people were making music, so he needed to be in Nashville. He started over, this time with the want ads. Redmond's first job in Nashville came from a "drummer wanted" ad in Thrifty Nickel. Other drummers who'd hit the big time answered want ads, so he did too. The ads led to a gig, then another gig. During his time in Dallas he'd played with bands ranging from reggae to smooth jazz to Top 40 to commercial jingles, so he was ready to play anything.

In between he spent his days doing whatever jobs he could – waiting tables, parking cars, substitute teaching, construction work – and his nights playing at the Nashville club scene then making the rounds at clubs and parties, shaking hands, introducing himself and handing out his business cards. He'd go to bed at 3 a.m. and be up at 7 a.m. to teach kindergarten.

Sound exhausting? It was, especially when no jobs were coming from all of his hard work. Although he's living his dream life now, he's had plenty of days when the phone didn't ring, the offers didn't come and those kindergartners would not behave. That's the price an artist pays, Redmond said.

"Whether you want to be a poet or a dancer or an actor, it's so, so tough. There's so much competition," he said. "You just have to totally believe in yourself and not give up, and I was never gonna give up."

Eventually, though, the phone did ring. In 1999 Redmond met an up-and-coming country musician named Jason Aldean and started playing drums for him. Their band did showcases all over Nashville, recorded demo sessions and went on tours in vans and secondhand buses – what Redmond calls their "blood, sweat, tears and diesel fuel" phase.



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In 2004 Aldean got a record deal. He got the tour buses with his name on the side the next year and took his original band with him.

“We have a blast,” Redmond said. “We’re like a band of brothers. It’s really difficult to get a steady job in the music industry, so we’re all very happy and very grateful to be making good music and doing it with our friends.”

### **Life as a recording artist and beyond**

Redmond devotes about half of his week to touring and recording with Aldean. The week they came to Lubbock the band had already spent several hours recording the music video for “Gonna Know We Were Here,” Aldean’s latest hit.

He played that song at a speech he gave to a few dozen South Plains College drummers. Audience members needed about five seconds to realize how passionate Redmond was. He moves to his beat, shifting his whole body on the throne behind a minimalist drumset. His head moves back and forth, up and down; he might be singing along but he might just be moving his mouth. His eyes scrunch closed and then open as he alternates between the drums and cymbals. When he’s playing the drums, everything else fades away.

That’s true every time, Redmond said, whether he’s playing for 80,000 people at a sold-out Houston Rodeo, for U.S. troops in Cairo, Egypt, or for a drum clinic at a high school. Every audience, every performance matters. He does this because he never knows if a musician or performer is in the audience and thinking about hiring him, but also because he believes if he phones in a performance, he is cheating someone out of a life-altering musical experience.

“Music is probably our greatest gift,” he said. “It’s our highest form of communication between people.

“Yeah, I play the drums, but we have the ability to change lives and I see it. I see what music does for people. It gives them a break from their everyday worries.”

His success in music has led to other opportunities as well. Redmond’s bachelor’s degree is in music education, and he enjoys educating. He teaches drum lessons via videoconferencing and recently coauthored a book, “FUNdamentals of Drumming for Kids,” aimed at teaching drums to 5- to 10-year-olds.

He is a member of a production company, New Voice Entertainment, with other members of Aldean’s band, and they produce groups like Thompson Square and Parmalee. Redmond also writes songs and he’s thinking about artist management one day. Music keeps him plenty busy, one would think.

“The good thing is I’m spending a lot of time in rooms with people who I enjoy their company,” he said. “I respect their musicianship but also enjoy them as human beings, which is a real luxury at this point in my career.”

Yet he's still made time for even more ventures. Redmond does voiceovers for commercials and he flies to Los Angeles once a month for acting lessons so one day he can be on screen. He already has his first on-screen credit – Lt. Paxton in soon-to-be-released horror movie "[Reawakened](#)" – and his life goals including being a regular on a sitcom – maybe the next Joey Tribbiani from "Friends," he said.

### **CRASHing into success**

Redmond does not credit his success to his talent. Sure, he's talented, but so are hundreds of other drummers who aren't on stage with megastars. His success is built largely on two factors: how hard he worked and the relationships he built. When he auditioned for artists in his younger years, instead of learning the five songs the producer asked for, he learned the artist's entire repertoire, just in case anybody wanted to mix things up. As a student at Texas Tech he went to the library every day to read a different music chart. The library had about 2,000. He read them all.

Even now that he is, by any measure, successful, he still works 15-16 hours a day either recording music, writing songs, producing other artists' work or speaking. He still goes to clubs to meet new people because he never knows where the next big opportunity will come from. Plus, the more people he knows, the more people he can help. Redmond remembered auditioning for 1990s country crooner Pam Tillis, and he got the job because the exiting drummer told the band leader to hire him.

"The music business is based solely on handshakes and human relationships that are sincere," he said.

Almost a decade ago, Redmond realized he wanted to use what he'd learned, step outside of music just a little bit and help others find success. He thought up his [C.R.A.S.H Course for Success](#), designed to help anyone from fellow musicians to elementary school children to Fortune 500 executives at Cisco, Johnson & Johnson and others be successful in their lives.

"I tried to come up with a concept people from all walks of life could use to attract success to their lives," he said.

C.R.A.S.H., which stands for Commitment, Relationships, Attitude, Skill and Hunger, is a loud, fun, involved seminar – if a performance that involves Redmond rocking out on his drums can be called a seminar – that invites people to consider what they're doing now to reach success and how they can get closer to it.

It starts, he says, with identifying dreams and figuring out the best way to get there.

"This is my calling, this is my passion, and I want to be able to pay my bills doing it," Redmond said.



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## **First-Generation College Student Has Faced Obstacles, Detours on Road to Degree**

Laura Gonzalez changed universities, turned down her dream job and more to set a good example for her younger sisters.

By Glenys Young

For Texas Tech University student Laura Gonzalez, the road to a degree has been filled with twists, turns and bumps. Throughout the journey, she's been guided by her dedication to her family.

For Hispanic Heritage Month, Gonzalez shared how her background has affected her educational and career choices and how she hopes her path will influence others.

"I come from a culture where you're kind of honed in on that pride element, where it's very hard to ask people for help, and that can be a bit conflicting in higher education, especially for a first-generation college student," Gonzalez said. "You don't know the loops and the puzzle pieces to a lot of things other students already know. You fail that first test and it's a shock, whereas others have had parents go through that who can mentor and coach them and say, 'it happens, you'll get over it.' I didn't have that support because my parents knew nothing about higher education."

Her father first came to the United States in 1987 at age 19, and when he was found to be here illegally, he was deported. He came back legally in 1988.

"He had a total of 10 siblings and obviously my grandparents, and he was helping support them," she said. "He traveled here to find a better job that would pay better, and the money he was making would go to Mexico to support his family. You can see why he knew he had to come back here."

Gonzalez's mother came to the U.S. in the 1980s after her own father died.

"She was only 18 years old and she had to come with her mother and her siblings to find a better life because my grandpa was the sole provider of their family; they had a restaurant business," Gonzalez said. "So when he passed away, everything kind of dissolved at that point."

Gonzalez's father has worked in maintenance for Tyson Foods for 25 years and is the sole provider for his family after a series of nine back surgeries in the past three years rendered his wife disabled. Gonzalez also has five younger sisters, ranging in age from 9 to 22.

"There's a guilt factor" in attending college, she admitted. "Seeing my parents struggle and not have high-paying jobs, it was difficult for me to not just jump into the workforce and bring a bit of income to help out with the bills. Instead, I chose to do college, so that's

weighed on me a lot. I feel the way I've been able to overcome that is seeing how my experiences are now influencing and inspiring my sisters to pursue that alternative rather than going into the workforce and seeing there's a brighter future in choosing option B."

The senior public relations major from Amarillo was on a much different path just two years ago. She was a mechanical engineering major at the University of Texas, progressing more than 60 percent toward her degree plan, with only three semesters left until her anticipated graduation. But she was also unhappy.

"I decided engineering was not the path for me," she said. "I wasn't passionate about it, I didn't feel like it was bringing out the best in me, and I could not thrive in it."

She started looking into other programs at other universities. She found the [Department of Public Relations](#) at Texas Tech's [College of Media & Communication](#) different because chairman Trent Seltzer offered to speak to the prospective student by phone instead of just email. But even the hope that she'd found a better place didn't ease the choice of changing her current path.

"That was hard to walk away from, seeing how far I had come," she said. "I mean, passing all those higher-level calculus courses and the science part was hard to walk away from because that in itself was full of all-nighters I was leaving behind me. But I'm glad I went through that experience because going through that built the work ethic I have today. And it also ties back into my Hispanic heritage. You're raised in a household where you're taught that you need to work hard, so it's really impacted my success today, knowing that I need to be a risk taker and trying to not be afraid to ask for help."

After arriving at Texas Tech in Fall 2014, Gonzalez felt she had a lot to prove.

"A lot of people viewed my transition from mechanical engineering into public relations as a failure because they saw it from the perspective of, 'oh, the going got tough and she didn't want to finish it out,'" she said. "Around November, I came across the Multicultural Advertising Intern Program (MAIP) opportunity, the most promising intern program. Seeing the competitiveness in that application was a bit scary because more than 1,000 students apply from all over the country and only a small fraction are selected, 155 to be exact.

"Seeing that kind of fueled me, and I knew I had many to prove wrong after my transition from engineering into this field, so I knew this would be the eye-opener for many of my mentors and myself to say, 'I made the right choice jumping into this field.' Even though I was competing against students who had two years of experience, I ignored that fact and really applied myself, devoting my heart into that application. From studying how to create a resume to how to create a LinkedIn profile, I really went that extra mile to make myself distinctive among the applicants. In February, I was named a MAIP fellow."

The 22-week fellowship program started in the spring, so while taking classes at Tech, Gonzalez enrolled in digital webinars to learn skills from industry professionals that would prepare her for the next step. In early June, she flew to St. Louis for a media planning internship at marketing and advertising firm Osborn Barr.





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“When starting at Osborn Barr, one of their media planners had just left their team, so I had the opportunity to do a lot of the duties typical media interns don’t get to do,” Gonzalez said. “I was helping the media director draft a presentation for a client and I was drafting competitive analyses, things I didn’t even know the terminology to before. If I didn’t know the answer, you’d best believe Google was my best friend.”

As part of the internship, Gonzalez and her group developed a marketing plan for the company, competing against other intern groups in the St. Louis and Kansas City offices.

“Toward the end of the summer, we had the opportunity to present that plan to our client, which consisted of the CEO, the human resources director, the vice president and all the senior executive personnel. That in itself was a bit intimidating; you’re presenting to the CEO, that’s enough right there,” she laughed. “I think what really made our presentation distinctive was the passion that just bounced off from one to another in that group and toward the end of the day, our group was announced the winner. Even to this day, those recommendations we made for that campaign are being utilized by Osborn Barr.”

As part of the MAIP program, Gonzalez completed a separate project with other MAIP fellows across the country in teams of 12. Gonzalez, who volunteered as the group’s leader, headed a point-of-view campaign for Nike, a project facilitated by Portland, Oregon-based advertising agency Wieden+Kennedy. It would lead to her dream job offer.

“At the end of my internship, a Wieden+Kennedy rep reached out to me through LinkedIn, asking if I was interested in an assistant media planner position in their Portland office,” she said. “Getting that kind of offer can be dazing. It’s kind of the foundational truth: you come to college to get a better education to get a better life. I knew I would be skipping a step ahead if I took this opportunity, but it would invalidate all that sacrifice I know my family has gone through, not having that extra income from me just pursuing the workforce instead of going to college. Knowing that it would invalidate that and set the wrong example for my sisters, it was not worth taking the dream job.”

After she explained her reasons to the Wieden+Kennedy representative, she was told she’d be contacted again in a year to see if she was interested in another internship opportunity or perhaps another position, if one became available.

Back at Texas Tech, Gonzalez is now the president of Tech PR, the university’s chapter of the Public Relations Student Society of America (PRSSA), a role she uses to teach other students what she’s learned along the way – in public relations and out.

“I’ve learned the best leader is compassionate to people’s circumstances,” she said. “I’ve let that really influence how I lead others. I’m also very analytical, which comes from those engineering classes. I really analyze people’s strengths and weaknesses and use those assessments to bring out the best in people.”

Gonzalez, who expects to graduate in May, said Texas Tech has given her chances she wouldn’t have imagined two years ago.

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“I think a lot of the opportunities I have today are because of the faculty here at Tech,” she said. “Just seeing that underlying support and passion that transmits in those individuals has pushed me to be a better person and a better student. Texas Tech is a magical place and I couldn’t be more thrilled to be here. I hope my sisters will also follow my alma mater, but obviously that’s up to them.

“Seeing that I do come from a low-income Hispanic background has really pushed me to take opportunities where I can because I know pursuing the workforce wouldn’t have as large of an impact as higher education would for my family,” she added. “I will be the first in my family to get a college degree. I hope that sacrifice will bring more generations, with my sisters and their families. Seeing the long view picture of that is what pushes me to not be fearful of circumstances and making my own opportunities.”



# Web Only

## **Fulbright Scholar Comes to Lubbock from Bolivia for Forensic Science Program**

Ximena Mantilla was selected by the Fulbright Scholars Program to earn her master's degree in forensic science from Texas Tech.

By Cara Vandergriff

When Ximena Mantilla worked as a forensic examiner for the Bolivian police, she was the only woman in that position. Though she loved forensic science, she knew the level of education she desired wasn't possible in Bolivia, where the discipline is just beginning to develop. She knew she needed to go abroad to learn more about the work she loved; she knew she wanted to come to the United States.

Born in La Paz, Bolivia, Mantilla grew up sneaking crime and investigation magazines from her grandfather and wondering why she was the only one in her family who wasn't repelled by corpses or blood.

"I'm the only one in my family who likes to work with corpses, blood, those kinds of things," Mantilla said. "Even my dad, a police officer, doesn't know where my tendency comes from. Not even he can tolerate handling corpses; my mom and siblings are afraid of even seeing one."

Due to her unique inclinations, Mantilla studied forensic medicine at Mayor de San Andres University in Bolivia where she earned her master's degree. It was there a professor told her the best forensic science was in the United States.

"My older sister saw the announcement and encouraged me to apply to the Fulbright program offered by the American Embassy in Bolivia," Mantilla said. "I wasn't sure, because I thought it would be too hard to be selected. I had already applied for many other scholarships and didn't make it."

After some encouragement from her family, Mantilla applied for the Fulbright program. A few weeks later, she received a call informing her she had earned an interview.

"I was so surprised," Mantilla said. "The day of the interview I was really nervous."

Mantilla remembers a kind woman at the American Embassy who told her she would do great and had a good chance of being selected since she had never seen a forensic professional there before.

"During the interview I was as honest as I could be," Mantilla said. "I thought, 'I don't have anything to lose. I want to tell these people how much I love my work and why I want to keep increasing my knowledge to benefit what I do.'"

Two weeks later, while at work, Mantilla received a call.

“They told me I had been selected as a Fulbrighter,” Mantilla said. “I could not believe it. I did it! When I called my sister, who had encouraged me to apply, she was so excited that she started to cry. She always believed in me – in a way, my sister is responsible for me being here right now.”

Mantilla said while looking at American universities online, Texas Tech stuck out to her immediately.

“I liked the campus at first sight,” Mantilla said. “It also was one of the few colleges with a forensic science program with two different tracks: science and investigation. I read about its degree program and I knew I wanted to go to Texas Tech.”

Mantilla is currently a master’s student in Texas Tech’s [forensic science](#) program. Whitney McClendon, one of Mantilla’s former professors in crime scene investigation, said she thoroughly enjoyed having Mantilla in class.

“She is an extremely intelligent student who grasped at every opportunity to learn,” McClendon said. “She also brought applicable life experience that provided different perspectives to crime scene investigation. She excelled in every capacity during the class.”

McClendon said the Fulbright Scholars program won’t only benefit Mantilla, but her home country of Bolivia as well.

“Ximena will return to Bolivia and be able to apply everything she has learned through Texas Tech,” McClendon said. “Her hard work will help ensure crime scenes are processed completely and accurately.”

Though the adjustment of living in a new country has been difficult, Mantilla said she has learned that people’s weaknesses are most evident when they are alone and far away from loved ones. She’s also learned how to turn those weaknesses into strengths.

“I miss my family so much every day, but they support me from where they are,” Mantilla said.

Though she misses her family, her dog and her home country’s food, Mantilla said she still would recommend the Fulbright program to anyone interested in studying abroad.

“This is a great experience the Fulbright program gives; it’s a great reward for the effort you have been making in your country and a great resource to learn more,” Mantilla said. “You will have the chance to go back to your country and apply what you’ve learned during the time you were in the United States.”

After graduation, Mantilla hopes to return to her home country and continue working for the Bolivian police.



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“I hope to continue being a trainer of the homicide and crime scene investigators, teaching them what I’ve learned here,” Mantilla said. “I also would love the chance to be a professor in the same forensic medicine program I completed at my university.”

Mantilla said she is grateful for the opportunity Texas Tech and the Fulbright Scholars program has given her to continue learning about the field she loves.

“In my future career, I’ll be able to convey what I know thanks to my experiences with Fulbright and Texas Tech,” Mantilla said. “I’ll always remember my time here.”

### **Sidebar questions**

- What is your favorite spot on campus?

Memorial Circle. I love the sound of the falling water from the fountains around it.

- What is your favorite Texas Tech memory?

Even though my home city is at a high altitude, it rarely snows there. Here in Lubbock, I have had the chance to see snow falling and everything covered in white. It was a beautiful landscape I have never seen before.

- Favorite Texas Tech tradition?

The Carol of Lights.

- Favorite experience at Texas Tech?

I participated in the Homecoming parade last year, and I had the chance to carry my country’s flag. It was touching to see the public waving fondly at us, the group of international students, during the walk.

- What is your favorite thing about Texas Tech/Lubbock?

At Texas Tech, I love my apartment in West Village. I never would have imagined a campus room could be so comfortable and beautiful. We do not have housing services at my country’s universities, so this is a new, great experience for me. Also, I enjoy having so many places on the campus where I can eat.



# Web Only

## **Fulbright Scholar Makes Sacrifices to Achieve Dreams**

Astrid Sierra is earning a master's degree in applied linguistics through the Fulbright program.

By Emily Gardner

When Astrid Sierra applied for the Fulbright scholarship program, she did so because she wanted to continue studying and felt a need to expand beyond her career and culture. She was an English teacher in Honduras. But to make her dream a reality, she had to leave her 8-year-old daughter behind.

"I miss my daughter, definitely. She's been the reason why I endeavor to do the best I can in my life," Sierra said. "I gave birth to my daughter when I was really young, just 21, and I decided to apply to the Fulbright program because everybody thinks when you're a young mother and unmarried, you're done."

Sierra is in her first year of the two-year Fulbright program and plans to bring her daughter to Texas next year. In the three months she's been in Lubbock at Texas Tech University, she's only been able to talk to her daughter and help her with assignments via Skype, but she hopes to go to Honduras for Christmas.

Since Sierra was a little girl she said she had always dreamed of studying abroad, but didn't start thinking about the possibility of applying for a study abroad scholarship until she was earning her undergraduate degree in teaching English as a foreign language at the National University of Honduras.

"One of my professors and mentor, Marcia Torres, encouraged me to strive for a better academic opportunity and she taught me about the Fulbright program," she said. "She is a former Fulbright scholar and persuaded me to apply."

The application process took Sierra about a year in order for her requirements to be completed. She had to wait three months to hear back from the Fulbright commission. After hearing, she took the required exams, and waited another two months to find out if she had been selected. At first, she thought she wouldn't be selected because of the amount of people applying, but she heard back from the commission, had an interview with representatives from the Washington, D.C. Fulbright Commission, took a couple proficiency exams and eventually was awarded the scholarship.

"I wanted to become a scholar, first, because I have always been very ambitious," Sierra said. "I've always wanted more once I got something I really fought for. When I finished my undergraduate studies, I knew it was not enough for me to work, go home and go back

and forth. I needed to go beyond my career and culture. I knew I needed to continue studying.”

With her Fulbright scholarship, Sierra said she plans to conduct research and improve how English is taught in Honduras. She also would like to earn a doctoral degree in second languages studies.

Sierra taught English in Honduras for five years and said she needed to understand how the language itself worked.

“It’s not the same to speak English in your country where everybody speaks Spanish then to speak English in a country where everything is in English,” Sierra said. “I needed to take my profession to a new level to be able to improve my language skills.”

Sierra chose Texas Tech because of its faculty members and programs. She said she was impressed with the information she received from two women: one who would eventually become her adviser, Greta Gorsuch, an associate professor of applied linguistics, and Carla Burrus, an adviser in the [Department of Classical & Modern Languages & Literatures](#). She also found the core courses to be interesting, knowing that those courses were what she was looking for to advance her academic and professional life.

When Sierra first applied she had chosen a master’s program about teaching English to people who are not native English speakers. When she arrived at Texas Tech, she learned about the [applied linguistics program](#) and said she identified with the program, so she made the switch.

But that wasn’t the only thing that changed since her arrival.

Sierra also has learned about herself, something Marcia Torres agrees with. Torres, who has known Sierra for seven years, said Sierra gained self-confidence, self-assurance and more resilience, especially since she had to leave her daughter behind.

“Being alone in a country that isn’t yours, but that eventually you love as yours is a new life,” Sierra said. “I have learned to love other cultures regardless of the differences. I have learned to be tolerant and let other speak their minds. I have learned life isn’t that different in humankind. All of us have the same feelings, emotions and problems.”

Torres said she hopes Sierra is able to develop her knowledge of the profession so when she comes back to Honduras she can work with other teachers to help launch the Language Center at the National University of Honduras. She also hopes Sierra will learn about the U.S. culture and have the opportunity to hone her English skills.

“I really wanted Astrid to have this experience. I knew if she applied the commission would be able to see her potential the way I had seen it when she was just a student,” Torres said. “A master’s degree was the next step in her education. This is a person who will do wonderful things for our university when she comes back. The experience of living in the U.S. will give her not only a degree, a great achievement by itself, but also a vision of the world, other cultures, people and knowledge she didn’t have before.”



### **Sidebar Questions:**

#### **What is your favorite spot on campus?**

“I have three favorite spots on campus. One of them is the [Robert H. Ewalt Student Recreation Center](#). I try to have a fit life, thus I do exercise every day. That keeps your mind and body healthy. The second spot is the [Texas Tech Library](#). With the large amounts of books they have, everything you want, it is just awesome. The other is the Student Union Building study spots.”

#### **What is your favorite Texas Tech memory?**

“Until now my favorite Texas Tech memory was when I saw President Nellis serving hot dogs. I was impressed on how such important person could do it. That tells me everything about him and Texas Tech.”

#### **What is your favorite Texas Tech tradition?**

“Since I only have been here two months, I can say my favorite tradition is ‘Guns up!’”

#### **What is your favorite experience at Texas Tech?**

“My favorite experience was the first time I went to a football game. It was amazing. You share with other students and try new things, like tailgating. I had a blast. I am still learning about football, but it is such a fun experience.”

#### **What is your favorite thing about Texas Tech/Lubbock?**

“My favorite thing about Texas Tech is the diversity. You can find and meet people from around the world. Not all the universities in the U.S. have as large a quantity of international students as Texas Tech does.”





# Web Only

## Get The Halloween ‘Spirit’ With These Gothic Readings

English professor Marjean Purinton recommends her favorite eerie 19<sup>th</sup> century literature.

By Glenys Young

With Halloween fast approaching, here is a list of 19<sup>th</sup> century novels, dramas and short stories recommended by Texas Tech University English professor Marjean Purinton, author of the forthcoming book “Staging Grotesques and Ghosts: British Romantic Techno-gothic Drama.”

### *Novels*

#### **Mary Shelley’s “Frankenstein; or, The Modern Prometheus”**

Victor Frankenstein, a brilliant but wayward scientist, builds a human from dead flesh and then, horrified at what he has done, abandons his creation. The creature, an outcast because of his appearance, learns language and becomes civilized, but when rejected by society seeks revenge on his creator. So begins a cycle of destruction in which Frankenstein and his monster lose all vestiges of their humanity in monomaniacal hatred.

#### **Charles Brockden Brown’s “Edgar Huntly; or, Memoirs of a Sleepwalker”**

Edgar Huntly, a young man who lives with his uncle and sisters on a farm outside Philadelphia, is determined to learn who murdered his friend Waldegrave. Walking near the elm tree under which Waldegrave was killed late one night, Huntly sees Clithero half-dressed, digging in the ground and weeping loudly. Huntly concludes Clithero may be the murderer and that Clithero is sleepwalking. Huntly decides to follow Clithero when he sleep walks, but after an initial disappointment ends up getting more than he bargained for.

#### **Wilke Collins’ “The Woman in White”**

Walter Hartright, a young art teacher, meets a mysterious and distressed woman dressed in white. He helps her on her way, but later learns she has escaped from an asylum. The next day, he travels to his new job at Limmeridge House in Cumberland. One of the students in the house, Laura Fairlie, bears an astonishing resemblance to the woman in white, who is known to the household and whose name is Anne Catherick. The mentally disabled Anne had lived near Limmeridge as a child and was devoted to Laura’s mother, who first dressed her in white. Walter and Laura fall in love. Laura, however, has promised her father she will marry Sir Percival Glyde. After their honeymoon, Sir Percival and Lady Glyde return to his house, Blackwater Park in Hampshire; they are accompanied by Glyde's friend, Count Fosco. Glyde unsuccessfully attempts to bully Laura into signing a document allowing him to use her marriage settlement of 20,000 pounds. Glyde reveals to Fosco the resemblance between Laura and Anne, and Fosco and Glyde plot to switch the identities of Laura and the terminally-ill Anne, so Anne’s death can be passed off as Laura’s and Glyde can inherit her money.

### **Louisa May Alcott's "A Long Fatal Love Chase"**

The ostentatiously Faustian plot centers on Rosamond Vivian, a discontented maiden who lives on an English island with only her bitter old grandfather for company and who begins the novel by rashly declaring: "I often feel as if I'd gladly sell my soul to Satan for a year of freedom." Right on cue, a man named Phillip Tempest — a man who bears a more than trivial resemblance to Mephistopheles — walks in the door. Within a month, Rosamond is in love, and although she realizes this man is "no saint," she marries him, believing with the fatuousness of youth that her love will save him. She sails away from her lonely island in Tempest's yacht and begins her married life. Much to his surprise, Tempest finds he, too, has fallen in love. He tries to make Rosamond happy; however, after a year in his company, she begins to realize how conscienceless and cruel he is. She then discovers Tempest has a wife and son already, making her the unwitting mistress of a man who grossly deceived her. She packs a few items, stealthily climbs down from her second-floor balcony and catches the next train to Paris. Tempest pursues her, beginning the obsessive "chase" of the title.

### **Bram Stoker's "Dracula"**

Jonathan Harker, a young London lawyer, travels to Transylvania to help a rich nobleman, Count Dracula, purchase an estate in England. Dracula is planning to immigrate to England and wants Harker to help him hammer out all the legal details. Harker is at first impressed by Dracula's suave politeness, but is soon creeped out by the Count's uncanny ability to communicate with wolves and by the lack of servants – or anyone else – in the Count's huge castle. Soon after, Harker realizes he's a prisoner. When he tries to escape, he is discovered and almost seduced/devoured by three sexy vampires, the brides of Dracula. Dracula rescues him at the last minute, and Harker realizes Dracula is only keeping him alive to finish the real estate transaction. Harker escapes but is delayed returning to England. While waiting for him, his fiancée, Mina, loses her best friend to mysterious blood loss. Dr. Van Helsing realizes there's a vampire involved. Harker and Van Helsing swear to get rid of Dracula once and for all.

### **Robert Louis Stevenson's "The Strange Case of Dr. Jekyll and Mr. Hyde"**

An eminently sensible, trustworthy lawyer named Mr. Utterson listens as his friend Enfield tells a gruesome tale of assault. The tale describes a sinister figure named Mr. Hyde who tramples a young girl, disappears into a door on the street and reemerges to pay off her relatives with a check signed by a respectable gentleman, Dr. Jekyll. One of Utterson's clients and close friends, Jekyll has written a will transferring all of his property to this same Mr. Hyde. A year later, a servant witnesses Hyde brutally beat to death an old man. Jekyll now claims to have ended all relations with Hyde. For a few months, Jekyll acts especially friendly and sociable, as if a weight has been lifted from his shoulders. But then Jekyll suddenly refuses visitors. Jekyll's butler visits Utterson in a state of desperation: Jekyll has secluded himself in his laboratory for several weeks, and now the voice that comes from the room sounds nothing like the doctor's.

### *Dramas*

### **Joanna Baillie's "Orra"**

"Orra" is set in the 15th century in the darkest section of the Black Forest. Orra's guardian wants her to marry the guardian's son so Orra's estate and his can be combined. But Orra loves someone else. To punish Orra, the guardian sends her to an abandoned castle deep in



the Black Forest. She is accompanied only by her nurse, and she is to remain in seclusion until she changes her mind. Orra has an active imagination, which is stimulated by her isolation and by the ghost stories that her nurse likes to tell. Meanwhile, Orra's lover has joined with a group of outlaws, and he determines he will appropriate their services to help him rescue Orra. He determines he will enter her chamber by way of the castle's underground passageways. Orra retires for the evening after having just heard about her ancestral huntsman believed to be a murderer and consequently a ghost who visits the castle at night. When her lover appears, Orra mistakes him for the ghost of her wicked ancestor.

### **Matthew Lewis' "The Castle Spectre"**

"The Castle Spectre" relates the tale of the villainous Earl Osmond, who has overthrown his brother and inadvertently killed Lady Evelina, the woman he hoped to marry, who married his brother instead. To minimize his beautiful and virtuous niece Angela's threat to his power (as heir to the rightful lord), Osmond placed her with a peasant couple who reared her as their child. When he makes the fateful decision to call her back to the court, however, her resemblance to Evelina makes him fall in love with her. But during the last weeks of her peasant existence, she fell in love with the lowly Edric, and even the opportunity to marry an earl is not temptation enough to shake her fidelity to this humble swain, who is soon revealed to be more than he seems.

### *Short Stories*

### **Washington Irving's "The Legend of Sleepy Hollow"**

The "Legend" relates the tale of Ichabod Crane, a lean, lanky and extremely superstitious schoolmaster from Connecticut, who competes with Abraham "Brom Bones" Van Brunt, the town rowdy, for the hand of 18-year-old Katrina Van Tassel, the daughter and sole child of a wealthy farmer. Bones, the local hero, vies with Ichabod for Katrina's hand, playing a series of pranks on the jittery schoolmaster. The tension between the three is brought to a head when Crane attends a harvest party at the Van Tassels' home. He dances, partakes of the feast and listens to ghostly legends, but his true aim is to propose to Katrina after the guests leave. After failing to secure Katrina's hand, Ichabod rides home "heavy-hearted and crestfallen" through the woods. As he passes several purportedly haunted spots, his active imagination is engorged by the ghost stories told at the party. Ichabod encounters a cloaked rider at an intersection in a menacing swamp. Unsettled by his fellow traveler's eerie size and silence, the teacher is horrified to discover his companion's head is not on his shoulders, but on his saddle.

### **Edgar Allen Poe's "The Tell-Tale Heart"**

An unnamed narrator claims he is nervous but not mad. He says he is going to tell a story in which he will defend his sanity yet confess to having killed an old man. His motivation was neither passion nor desire for money, but rather a fear of the man's pale blue eye. Again, he insists he is not crazy because his cool and measured actions, though criminal, are not those of a madman.

### **Nathaniel Hawthorne's "The Birthmark"**

Aylmer is a brilliant, recognized scientist and philosopher who has dropped his focus from his career and experiments to marry the beautiful Georgiana, who is physically perfect except for a small red birthmark in the shape of a hand on her cheek. As the story progresses, Aylmer becomes unnaturally obsessed with the birthmark on Georgiana's cheek. After Aylmer dreams of cutting the birthmark out of his wife's cheek, Georgiana declares she would risk her life having the birthmark removed from her cheek rather than to continue to endure his horror and distress that comes upon him when he sees her. He begins to experiment on her and describes some of the successes, but as he questions how she is feeling, Georgiana begins to suspect that Aylmer has been experimenting on her the entire time without her knowledge and consent.

### **Edgar Allen Poe's "The Black Cat"**

Because he is due to die the next day, the narrator has decided to present the facts of a past event that has terrified and destroyed him, although he claims he is not mad and hopes someone else will be able to explain his story logically. He begins by describing his kind and humane younger self: he keeps many pets because animals such as dogs are so loving and faithful, and at a young age he marries a woman who also loves pets. In their household they have a number of animals, including a large and beautiful black cat named Pluto. Although his wife often refers to the superstition that black cats are actually disguised witches, the narrator is particularly fond of the unusually intelligent cat. In subsequent years, the narrator becomes increasingly moody and irritable due to alcoholism, and he begins to verbally abuse and threaten his wife as well as his pets. After cutting out one of Pluto's eyes with a pen-knife while drunk, he completes his attack on Pluto by hanging the cat from a tree. The same night as the cat's death, the house is set on fire. On the single wall that did not fall in the fire is an image of a gigantic cat with a rope around its neck.

### **Mary Shelley's "The Transformation"**

Having squandered his wealth, the feckless Guido returns home to claim the hand of his beloved Juliet, but finds himself censured by her father. Angry at his chastisement, his temperament gets the better of him and he is punished with banishment. While plotting his revenge, he witnesses a mighty storm and from the raging sea emerges a strange figure. Although he is initially repelled by the dwarfish form before him, the stranger soon makes him an offer he can't refuse, but by surrendering his identity and selling his soul to this mysterious creature, Guido makes yet another fatal error.



# Web Only

## How to be Credit Smart

Red to Black Peer Financial Coaching president gives financial tips to fellow students.  
By Jenae Fleming

Financial planning can be intimidating to many college students. Get Smart About Credit Day educates students about credit. The peer coaches at [Red to Black Peer Financial Coaching](#) are available to help Texas Tech University students tackle their finances by providing one-on-one coaching,

Shelby Huber, president of Red to Black Peer Financial Coaching, encouraged students not to ignore their finances while they are in college.

“Gaining control and understanding of your finances in college just puts you at that much more of an advantage leaving college,” Huber said.

Huber said she encourages students to take advantage of the resources Texas Tech has to offer, whether through Red to Black or personal financial planning courses offered by the university.

Huber suggested a few tips that could assist students while they make financial decisions in college:

- Don’t take out more students loans than you need.
- Track your expenses by using websites such as [OneReceipt](#) and [TheBirdy](#) or download the [GoodBudget](#) app.
- Be aware of your credit score and [track it](#) online.
- Make S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Timely) goals.
- Don’t be afraid to seek out help/advice.

“It is an emotionally loaded and intimidating topic, but the sooner you start to understand your financial situation and educate yourself on money topics, the better,” Huber said.



# Web Only

## **Internationally Inspired: Artists Discuss Influence of Native Culture**

For International Artist Day, an alumnus and a professor in the School of Art talk about bringing their Asian backgrounds to West Texas studios.

By Heidi Toth

For International Artist Day on Sunday (Oct. 25), two Texas Tech University artists who grew up in other countries talked about how they got here, what inspires their art and what they hope other people see and feel when experiencing their art.

### [Pedram Baldari](#)

Pedram Baldari came to Lubbock from his native Iran to study art. After studying art and architecture at the University of Tehran, he spent years doing first architecture and then art, including an art residency program in London.

His art is his voice. Baldari creates pieces of art that express his feelings on issues, particularly sociopolitical questions. He said his experience as an immigrant in the United States piqued his interest in body and identity.

“In some cases I work with traditional material, but in a way that I can translate those into more contemporary issues and mediums,” he said. “That was what brought me from the world of design and architecture into the world of art – to be able to talk about those issues.”

If he thinks it is needed, he supports each piece with a short statement so viewers can learn more about it. Frequently, he said, people would ask him about different pieces, or they’d pull out their phones and research that piece of art to figure out what he wanted to say.

Baldari’s art doesn’t always have a specific message, though. He doesn’t want people to walk away thinking in a certain way. But he does want them to think. Much of his artwork would not be allowed in Iran, though his homeland finds its way into all of his art.

“All my projects are sort of a bridge between my own culture and the western world,” he said. “I’m not looking for answers in my work or to educate people, but to expose them to a variety of questions that they might not have thought about or show them some things from my own perspective that might be new and not totally fit into the western aesthetical world and vocabulary.”

His art provides a lot to consider. Although Baldari doesn’t have a favorite – “they are all like my children” – in his latest solo show two works have been most successful in terms of what he hoped to accomplish. The first, “And Hereby Your Eyes Are Opened,” is a collection of close-up photographs of people’s eyes. He installed the prints into 4-foot tall columns along the wall and included a video between the two installations.

“A lot of people just enjoyed the vibrant visual and the diversity in all the people’s eyes,” he said. “Each person has a special iris. The pattern in it only belongs to that person.”

The other, called “Sealed the Concealed,” is taken from an ancient Iranian ritual called Zoor-Khaneh. Baldari looked at the ritualistic wooden club, called a Meel, and saw a similarity to the form of a bomb. Given the conversation today around Iran and nuclear weapons, he saw a parallel between the ancient and the contemporary because for centuries this ritual was an underground activity in ancient Iran.

To create the installation, Baldari used a lathe on these clubs to carve out designs and added metal symbols to the top, highlighting the weapon’s nonfunctionality. These pieces are no longer weapons, he said. They are the artist’s commentary on his culture and history and whether his country is repeating the same sociopolitical patterns under current systematic restrictions.

“People might think it’s exotic cultural behavior, but I see patterns, how the ritual has been translated into modern Iranian culture, the dialogue between the subconscious of the nation and its history,” he said.

### Sang-Mi Yoo

As an artist focusing on installation and printmaking, Sang-Mi Yoo’s art starts out backwards. She takes photographs and uses the photographs to create her prints. The printmaking technique she uses, lithography, requires that she roll oil-based ink onto a photographic image on a plate that has been treated so the ink only sticks where she wants it. Slowly, the image comes to life. For Yoo, that image is frequently a house and surrounding landscape.

When Yoo moved to Lubbock in 2004, she was appalled by how many houses in a variety of neighborhoods were all built in the same way. Each neighborhood was different based on the time period in which it was built, but the houses in each period just seemed to be copycatting each other. She didn’t see the beauty, art or life in these cookie-cutter houses – not like what she was used to, growing up in South Korea.

“I think replanting myself in America made me aware of the notion of an ideal home,” Yoo said. “The house is more like an archetype that I dream about from my childhood, like my grandma’s house, where I would spend time when my mom was busy.”

Slowly, however, the sameness became both more interesting and more familiar. These houses reminded her of South Korea’s New Village Movement, undertaken by then-president Park Chung-hee to bring economic development to rural Korea. Thousands of boxy homes went up in the 1970s. When discussing this style of architecture with art history professor Kevin Chua, he was interested in how similar those housing designs were to American minimalism in the 1960s. Four decades later, those few simple designs still influence home and neighborhood design in rural South Korea.

She had grown up seeing those types of homes, she realized. What’s more, she had spent a significant part of her childhood in one of those homes.



## TEXAS TECH UNIVERSITY

“Interestingly, my grandmother was living in one of those houses,” Yoo said. “There is a blurry line between my ideal home that is associated with my childhood memory and the same-looking houses as New Villages home and American tract homes.”

That led to the creation of “Capriccio,” an exhibit of large format prints and laser cuts that explores this idea of an ideal home but sort of looks at it backward, allowing viewers to also find their ideal homes in her work. She set up the installation this summer in Charleston, South Carolina, and it became one of her favorite shows.

Although she is now almost exclusively in printmaking, her art career started with drawing stick figures at age 5 and getting her bachelor’s degree in painting. After finishing her degree, however, Yoo discovered painting was not her passion. She moved on to computer graphics, working for a couple of post-production companies in Seoul before moving to the United States. While in Champaign, Illinois, she took a few courses in printmaking at the University of Illinois and fell in love with the processes.

When she discovered printmaking was her passion, Yoo went to The Ohio State University for a master’s degree in fine arts. Her master’s thesis show combined all types of printmaking, including lithography, screen printing and digital printing. One piece, a lightbox with three openings, hangs above her desk; the outer openings show silhouettes of people’s heads, while the middle has a head superimposed onto a city map.

“It didn’t say it was interdisciplinary, but each area really allowed crossover,” she said of her program.

Yoo has continued to try new ways of creating art. Much of her art now is digitally printed for the larger scale necessary for her installation. Along with digital prints, she uses wool felt in her work, which is a stiff enough fabric to retain its shape but still creates drapery and casts shadows behind it when hung on the wall. Yoo cuts felt into silhouetted shapes using lasers, then goes through the lithography process with her pieces after hanging them on a wall and taking photographs of them.

Really, for her, art is about finding the idea an artist wants to express and the best medium with which to do it.

“My subject matters are more related to something that happens on a daily basis or about our everyday environment and surroundings, but I try to look at it from a different angle to make it unfamiliar,” she said. “I guess it goes with what other artists pursue as well: We all try to find unique viewpoints.”





# Web Only

## **New App Makes National Ranching Heritage Center More Interactive for Visitors**

Users enjoy playing games, listening to recordings and counting critters as they take a self-guided tour through the historical park.

Heidi Toth

Cowboy boot-bedecked brothers McCoy and Miller Middleton ran from old house to old house, stopping to play in the grass, look for rabbits and fist-bump other visitors. Father Charlie Middleton followed with an iPad, pointing out the history of each item they passed.

The Middletons were some of the first users of a new app that acts as tour guide, information sign and map for the National Ranching Heritage Center at Texas Tech University, a museum and 27-acre historical park that explains the history of ranching in West Texas and the rest of the country. They've been before, but never like this.

"It works well," Charlie said of the app. "When we get near a structure it pulls up the information about it and tells us what it is."

The app, which is available for download on Google Play and the App Store, includes GPS so visitors know where they are on the interactive map and has specific information about each of the 49 structures as well as pictures and information about the artifacts inside them.

It also includes games, though Charlie made up his own game for his almost-4-year-old and almost 2-year-old. He would show them a picture of an artifact, and they would peer into the house, train depot or dugout to find the artifact. They were all having fun.

"I think this would be a tool in getting people more interested in coming out here," Charlie said.

The Logan family, also of Lubbock, has been to the NRHC dozens of times through the years. However, having the app made this trip much more informative than others.

"We like it," said 7-year-old Katie Logan, who was there with her family. "We like how it has all the details and we can look at pictures."

Caleb Logan, 16, liked how much information is available on the app. It includes the history of each structure and pictures of the artifacts inside each structure, but it also tells the visitor the logistics behind moving each structure. He also took the ranch hand quiz, getting 19 out of 25 questions correct.

Lesley Logan said they plan to use the app every time they come to the NRHC. It provides a more rich experience than simply standing in building doorways and reading signs can

provide. The app takes them around corners inside of buildings and into places visitors can't see as well from the outside. It also gives a more complete description of each building and its history.

"It's almost like reading a book," Lesley said. "It tells a story."

The app is the product of a grant from the Amon G. Carter Foundation and 18 months of work for Julie Hodges, the Helen Devitt Jones director of education at the NRHC. They realized many of their visitors are technologically savvy and have smartphones, so the best way to reach potential visitors was to go where they are. She anticipates the app will be helpful both for regular visitors and the thousands of schoolchildren who come to the NRHC every year on field trips.

"It's a fun way to keep kids focused on learning while they're here," she said.

Parts of the app were designed with children in mind. It has interactive games, including a history quiz and scavenger hunt for older children and a "critter count" for younger children to count the lizards, jackrabbits and other animals they see in the park. It also has a postcard feature that allows users to upload pictures into branded frames to be posted on social media.

The app is helpful before and after a visit as well. Potential visitors can check out the center before going, find upcoming events and even look for nearby restaurants and lodging.

"I'm really pleased with all the options it gives you to explore the center in different ways," Hodges said.

Jenny Paxton was impressed with the how thorough the app is, including audio and video clips along with pictures and historical tidbits. It had more information than she expected.

She also liked that it includes GPS and can track where patrons are. That ensures visitors don't miss an entire loop by accident.

"I was a ranch host, and even then sometimes it's hard to find your way around," she said.

Current ranch host John Levacy, who's in his 26<sup>th</sup> year of giving tours, is happy to share some of the work with smartphones. While he admits his tour is better, he can't be at the NRHC all the time to give tours, and having an app provides a much better tour than walking around and reading the signs.

"Here, anyone that's got a smartphone or iPad can get a great tour using this," he said, holding up his smartphone.

Having the app to help in meeting the demand for guided tours also will allow him to continue on focus on the Masterson JY Bunkhouse, where Old West cowboys hung their hats.

"The cowboy to me is the embodiment of the development of the West," he said.



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# Web Only

## **Student Teachers Learn Bullying Awareness, Prevention at Workshop**

Education psychology professor Patricia Hawley led the workshop, which is offered to the students in the College of Education's teacher preparation program.

By Heidi Toth

Two middle school boys come back from lunch fighting. An assistant principal, seeing the altercation, intervenes.

"Shake hands," she tells the two teenagers.

One – the boy who instigated the fight, who, viewers learn in a moment, has been harassing, name-calling and beating up the other boy for weeks – sticks out his hand. No problem, his body language said. I can pretend to be sorry.

The other boy, Cole, is physically smaller. He keeps his hand at his side. He tries to walk away; the assistant principal calls him back and chastises him. She refuses to listen to his protests, that he is a victim and he doesn't want this boy touching him. After a moment of struggle, he sticks out his hand. The insincerity of the exchange radiates from the screen.

This scene from "Bully," a 2011 documentary about bullying in American schools, was on the big screen in a workshop Friday aimed at preparing teachers to prevent bullying. More than 100 student teachers from the [College of Education](#) at Texas Tech University watched this play out mostly in silence. Gasps or disbelieving laughter penetrated the quiet a few times, but for the most part they just observed.

As pre-service teachers, they are co-teaching in public school classrooms in Lubbock and surrounding areas. They've seen kids push, tease and manipulate. The middle school teachers all recognize this scene exactly. It has played out in their classrooms, hallways, school buses and cafeterias. A few handled it well. Others wished they'd handled it differently. Most didn't know what to do. Sometimes they weren't sure if what they saw was bullying or something else.

Educational psychology professor Patricia Hawley, who researches bullying, aggression and power, hosted the seminar. The presentation was largely delivered by five students working with Hawley on combatting the problem of bullying in schools – school psychology doctoral students Julianna Carpenter, Tara Stewart and Nancy Coffey; educational psychology doctoral student Rachael Phillips; and senior psychology major Lindsay Wargo. Dean Scott Ridley, who pioneered the competency-based teacher preparation TechTeach, also wants teachers to be ready to cope with other problems in the classroom as well.

“In order for students to be prepared to learn, they must first feel safe and supported,” Ridley said. “That’s impossible to achieve in an environment where bullying is pervasive. A main focus of teacher reform is ensuring teacher candidates are prepared to be the best possible educators, but also that they are great classroom managers, knowledgeable and experienced in creating the right environment for learning. Dr. Hawley and her colleagues are doing amazing work toward that end.”

### **What is bullying?**

Bullying is defined by three factors: aggression (intent to harm), repetition (actual or potential) and a difference in power. Without all of those factors being present, a situation may be negative, but it is not bullying per se. Knowing what bullying is – and isn’t – is essential for implementing interventions against it. These interventions, Hawley said, begin with teachers understanding the social dynamic in their classrooms so they can immediately act when they see bullying and protect vulnerable victims.

Phillips started the workshop by asking students at each table to write down what they considered bullying, as a way to assess what pre-conceived ideas they had about bullying. Included on the list were hitting, teasing, calling names, spreading rumors, ostracizing, sexual harassment and harassing on social media, among many other behaviors. The students shared stories, first with their tables and then with each other.

Coffey told a story about her son, who in elementary school was getting regularly beaten up by a little girl in his class. When Coffey spoke to the girl’s mother, she brushed it off with, “oh, she just likes him.”

From there, specifics poured out. One student teacher had students who engaged in “corn dogging” – kneeling a student in the tailbone. They talked about happy slapping, the nervous game and boys snapping girls’ bras. One had to explain the game, “What are those?” Pulled from a Vine video, young students would gather around another student who wasn’t wearing brand-name clothing and yell, “What are those?”

One third-grade class all jumped over a red line in the hallway; the teacher thought it was just a game but then found out the students said anyone who stepped on this line liked a little boy who none of them wanted to like. The boy knew about it.

“It’s kind of crazy what kids can come up with,” Stewart said.

Common things people say may make the power dynamic worse: “Boys will be boys.” “Toughen up.” “He didn’t mean it.” These statements both excuse the bully and invalidate the harm that is being done.

Every disagreement or negative interaction, however, does not rise to the level of bullying. The assistant principal in the movie scene saw only an everyday disagreement, not bullying. In demanding equal-sided reconciliation, she revictimized the target of the bullying and validated the bully’s power.

### **Who is most vulnerable?**

The children most at risk of being bullied are those who have less power. In a school setting, they may be less popular, socially awkward, economically disadvantaged, low-



achieving or an ethnic or sexual minority. Other children find differences to mock – an English language learner’s accent or a low-income student’s clothing.

“Oftentimes the kids who are targeted are the ones who can’t defend themselves,” Wargo said.

### **Who are the bullies?**

In Carpenter’s first year as a teacher, she watched her class closely and thought she had picked out the likely bullies and victims. However, as she learned about social dynamics, she learned her students had a better understanding of the classroom’s power structure than she did. So she discreetly asked each child.

To Carpenter’s shock, every student in her classroom named one little girl as a bully.

“It was one of my favorite students,” she said. “She was an expert manipulator, and I thought she was the popular kid.

“Something I learned right there was my students in my classroom understood social dynamics in my classroom more than I ever did.”

This isn’t atypical. Many bullies project one image to teachers and another to their peers. They also bully more subtly.

“Some kids are harder to spot than others,” Coffey said. “We call them the sparkly girls and boys. They’re socially savvy, they smile at you, they obey the teacher. They’re harder to spot than the ones who are pushing and shoving and calling other people names.”

Bullies also like attention. They frequently have an audience when they’re bullying another student, and this positive attention may reinforce and strengthen the negative behavior.

### **Where does bullying happen?**

The short answer is everywhere – classrooms, hallways, cafeterias, the bus, the gym, the playground, the walk to and from school and increasingly, the Internet and phones.

Much of this bullying happens in view of teachers. All too often, teachers don’t know what to look for, have misconceptions about what bullying is or are unaware of the harm to the youth involved or unsure about what to do. Students know this and feel a sense of immunity. Often, everyone in the room agreed, they’re right.

“It happens in plain sight because the students think teachers aren’t watching or don’t care,” Hawley said. “Kids are feeling out the ecology of the school, and they know what they can get away with when they’re in front of you.”

This is not because teachers don’t care, she said. Rather, they are underprepared and undersupported and sometimes feel powerless. As a consequence, victims learn quickly

that reporting bullying is not effective in stopping the problem. Teachers should actively seek out information from their classes.

Teachers also need to talk to each other, to the school nurse and to administrators. A student may complain about being bullied multiple times but to a different person each time, and if no one shares the information the organization doesn't know how severe the bullying is.

"You cannot assume just because nobody is reporting it that bullying is not an issue in this classroom," Wargo said.

Many of the student teachers said they worried about this. One student wondered what should be ignored and what needs to be addressed.

"At what point do I overlook something, and at what point do I intervene? We notice it, but we don't really do anything. This workshop is eye-opening."

The pre-service teachers also were encouraged to notice bullying outside of their classroom. Carpenter once saw a number of children beating up a boy outside of the school. It was across the street and not on school property, and it was after school let out. Regardless, she charged across the street – the only one of half a dozen adults who saw it – and stopped the fighting. Hawley said this is why teachers need to understand the "bystander effect" – the more people who witness an event, the less likely any one person is to break from the crowd to help – and help their students overcome it.

"Witnesses often assume somebody else already told the teacher or did something," Carpenter said. "All it takes is one person to notice the event, take responsibility for what is going on and take action. If you're willing to step up and take responsibility for it that's a step in the right direction."

One of the best ways to combat bullying is empowering bystanders to do more. An audience to bullying has layers, the team explained. Besides the bully and the victim there are those who assist the bully and those who reinforce the behavior with attention, laughing and jeering. Another layer is the well-intentioned bystanders who are merely observing. These children are a good target for intervention efforts. Teachers can empower them to report incidents they observe. They also can be encouraged to ask the bully to stop.

For this empowerment to happen, teachers must be more than bystanders themselves, which can be hard. The point of the workshop was to teach developing teachers what to look for, explain the complex social dynamic and suggest how they can navigate it successfully to counteract bullying regardless of administrative support of a formal bullying prevention program.



# Web Only

## **Texas Tech Alumnus, Lubbock Native Passionate about Giving Back to Community**

Business graduate Daniel Castro has used his experiences through life to advocate for others throughout the Lubbock area.

By George Watson

Daniel Castro is a textbook example of the phrase “making the most of your opportunities.”

Whether it’s been his education, family, career or life in general, the 1999 graduate of Texas Tech University has made the most of his opportunities, and it’s turned into a pretty great life for the financial adviser with Edward Jones investments.

“My parents always reminded me that if you want to do something, you can do it,” Castro said.

“I’ve always been one of those people that if a coach said we’re going to run 10 laps, I would run 14 or 15. If a coach said we’re going to do this in six minutes, I would try to do it in five. I’m just that way. If I mow my lawn you’re going to see the lines. When I do something I don’t do it half-hearted. I do it with everything I’ve got until I get tired.”

Luckily for the Texas Tech and Lubbock communities, Castro still has plenty of energy left and exemplifies the leadership recognized during Hispanic Heritage Month.

His passion and desire to serve come from a sense of responsibility for giving back to the communities which helped shape him from an early age while at the same time wanting to leave things in better shape for those coming after him.

That’s why he’s been heavily involved in coaching youth football and baseball, served on the Lubbock Cooper Independent School District Board for the past eight years, was involved with [Raiders Rojos](#) from 2003 to 2004, worked for the Catholic Diocese finance committee and was president of the Lubbock Lions Club in 2013.

“This community has been very good to my family, my extended family and to me,” Castro said. “This community has taken care of me and allowed me to work to put myself through school, and so I knew I had to give back. It’s like a garden. If you take something out, you have to put some nutrients back in.”

### **First opportunity to succeed**

Castro spent about the first decade of his life on the north and east sides of Lubbock, and at times, it was a matter of survival.



Fights were normal in that neighborhood, and very few times did you get to be a spectator unless you could outrun everyone to get home before it all started.

Castro said getting away from that influence, however, was crucial to developing both academically and as a person.

“Things like that just weren’t conducive to becoming an architect or financial adviser or an attorney,” Castro said.

Life changed after his sixth-grade year. His great-grandfather died, and Castro convinced his mother to let him move out with his grandmother on the farm, which was in the Lubbock Cooper school district.

Free from the daily threats and danger, encouraged by teachers and family to succeed, Castro flourished.

“That was a game-changer for me,” Castro said. “It was just a culture shock, and I think it definitely helped in molding what my mom was trying to instill in me. Education first, all that other stuff later. At Cooper, it was encouraged to try harder.

“Don’t get me wrong. The schools in Lubbock are good schools, it was just a different environment I think I needed.”

In that environment, Castro graduated in 1993 and finished in the top 10 of his class. He had the opportunity to go to college on a partial baseball scholarship, but turned it down to follow his then-girlfriend to Texas Tech.

At Texas Tech, however, he was anything but a traditional student.

### **Paying his own way**

Castro used a Pell grant to begin his college career at Texas Tech, but from then on it was up to him to pay for school.

Because of that, he rarely took a full course load during a semester – “nine hours here, three (Summer I) and three (Summer II) to complete a full year,” Castro said.

Castro began as a pre-med major, and his sophomore year earned an internship with a physical therapy company, driving and interpreting for a Chilean-born physical therapist as they made house calls around the South Plains.

But he soon realized medicine might not be for him after the times when the physical therapy ended and the patients were heartbroken to lose part of what little human contact they had. The next summer, Castro went into the [Rawls College of Business](#) and changed his major.

Not wanting to live at home and needing to make as much money as possible, Castro took a job working seven days a week, five hours a day at a local bingo parlor and also had a part-time job working at the mall. That meant Castro missed many of the experiences most college kids take for granted.



“I don’t think I really got to enjoy college, and that’s sad to say,” Castro said. “Unless it was a late game, by the time you change and get to the game everyone is already having fun and you’re behind.”

What he didn’t miss out on, however, were opportunities.

One day, a friend encouraged him to hit some golf balls with him. Castro said he instantly fell in love with the game, and for three years until he graduated from Texas Tech in 1999 with a bachelor’s degree in general business, he would hit balls every day when he wasn’t working or studying.

Little did he know what golf would give to him. He eventually became proficient enough to qualify for the Professional Golf Association as an instructor and eventually landed a job at Meadowbrook Golf Course teaching golf and helping run the pro shop on weekends.

It also was about this time a friend handed him a copy of the book “The Millionaire Next Door” by Thomas J. Stanley. The book identifies the common traits used by the wealthiest Americans, most notably that they accumulate wealth and live within their means instead of spending on lavish, materialistic desires.

“I started to understand the concept that it’s not what you have in your possession, but what you can afford to have in your possession,” Castro said.

At the same time, Castro met an adviser with Edward Jones investments on the golf course who got Castro interested in investing and, eventually, recruited him to join the company.

“I had the misconception that you had to come to the table with a lot of money. I didn’t think a working man could have a financial adviser,” Castro said. “I looked at Edward Jones and investing and fell in love with it, started reading all the magazines and started from there.”

It was a continuation of what Castro already knew, from golf to bingo to investing, and has made him a successful financial adviser.

### **Giving back**

Because of his success and his philanthropic endeavors in the community, Castro has been asked to help promote diversity and opportunity within the Hispanic community, and he’s been more than happy to do so.

He also realizes there’s more to do, and part of the concern is having a growing Hispanic population represented more positively and equally in the national view other than the current hot-button topic of illegal immigration.

“I don’t know that the Hispanic population is where it needs to be,” Castro said. “I would like to see us do more to get it there. The next generation, Hispanic, black, white, needs to

be more consistent in being more philanthropic. Collectively, we're getting there and we're more willing to give back.

"You turn on the TV and see the Yankees play the Rangers and see three or four dozen commercials, and it's not equally represented there. I pay a hefty cell phone bill like everyone else but it doesn't seem so, and it hits me time and again, you don't see equal representation of marketing of companies. You don't see Coke cans with Juanito or Gustavo. I don't know if it's because we haven't been given that opportunity or we just haven't stuck our neck out there to gain that opportunity. I always think about that."

At the same time, Castro said he doesn't want to be pigeonholed into being an advocate for only Hispanics just because he is Hispanic, but also realizes he needs to be a voice for the Hispanic community. He and his wife Ophelia, who he credits as being the CEO of the Castro household, want to make sure his four boys – Gabriel, Daniel, Ivan and Samuel – are as well-rounded and exposed to as many experiences as possible.

And there might be more for Castro on the horizon as well in terms of giving back. Castro admits there might be some political aspirations he has considered, but only if he can run as an honest candidate. He also would relish the chance to serve his alma mater as a Texas Tech University Regent should that opportunity arise one day.

Rest assured, however, that whatever area Castro chooses to serve, he will do it with the enthusiasm and passion that has gotten him to this point in his life and career.

"My mom always told me that if you put your heart into it and put God first, you can do anything you want," Castro said. "If this community gives you something, you better give it back because if you just continue to take, there won't be anything left for anyone else."



# Web Only

## **Texas Tech Curriculum Center Helping Students, Teachers for 48 Years**

The center is housed in the College of Human Sciences and specializes in curriculum for family and consumer sciences.

By Emily Gardner

For 48 years, the [Curriculum Center for Family and Consumer Sciences](#) at Texas Tech University has created curriculum for family and consumer sciences teachers to use.

Students in the [College of Human Sciences](#), Texas Tech alumni and other teachers and school districts across the nation use the program. Lauren Peterson, a family and consumer sciences teacher at Garland High School, used the center as a student and now uses it as a teacher.

Peterson, who received her bachelor's degree in family and consumer sciences in 2014, heard about the Curriculum Center through undergraduate classes with Patti Rambo, center director, and Barbara Allison, student teacher coordinator and associate professor in family and consumer sciences education, and she used the free lessons offered for classes. As a first-year teacher she said she had to teach four preps that she hadn't done while student teaching, but the Curriculum Center provided a way for her to save time in the creation of PowerPoint presentations, worksheets and engaging lessons.

"I felt prepared in the fact I knew the content I was in charge of presenting to my students, but the challenge I faced was planning engaging lessons with four different courses," she said. "The Curriculum Center provided me with engaging lessons my students loved, which allowed me to spend more time building positive relationships with students and showing them school can be fun."

The center was established in 1967 by Camille Bell, chairwoman of the home economics education department in what was then known as the College of Home Economics – the name was changed to human sciences in the 1990s. Bell received a grant through the Texas Education Agency to develop and share curriculum with middle and high school home economics teachers throughout the state, Rambo said. The center had the grant for 42 years.

The Curriculum Center developed print materials until changes to the Texas Essential Knowledge and Skills were implemented during the 2010-11 school year when the center switched to distributing the curriculum online, Rambo said. The newest curriculum package the center provides is for hospitality and tourism management.

"We create high-quality, comprehensive and rigorous online curriculum, serving not only Texas teachers, but family and consumer sciences teachers throughout the nation," Rambo

said. “It is the only curriculum center in the world that specializes in and disseminates family and consumer sciences curriculum.”

In September, the center added study guides and test banks that students, including current Texas Tech students, studying for the family and consumer sciences teacher content certification exam can use.

Rambo said her goals for the center include continuing to develop and disseminate the highest-quality information, reach more subscribers and continue outreach and engagement opportunities that provide family and consumer sciences teachers with professional development. Rambo also wants to ensure all students complete the content exam successfully after finishing their coursework.

“As far as I know, the Curriculum Center is the oldest center housed under the auspices of the College of Human Sciences,” Rambo said. “We have been around developing curriculum and other materials for family and consumer sciences for a long time. We are recognized around the U.S. as innovators of family and consumer sciences curriculum and have received many awards for our curriculum. We also are recognized in the state of Texas as highly qualified presenters for teacher professional development.”

The center offers 27 different curricula and contains at least 350 strategies for teaching each course while including slide presentations, teaching aids and other resources, Rambo said. Those involved with the center also develop new curriculum for new courses yearly. The subscription for the online curriculum is on a year-by-year basis. The curriculum uses PDF fillable forms and contains interactive games and teaching aids, which are created by staff at the center.

All curriculum developed is correlated with the Texas Essential Knowledge and Skills, National Standards for Family and Consumer Sciences and financial literacy standards. The center has partnerships with the Education Services Centers in the state of Texas along with the Texas Education Agency.

“The Curriculum Center offers so much to all teachers,” Peterson said. “When I had to create a lesson on the fly – I think every teacher has been there – the Curriculum Center offered me peace in knowing my students were always going to get to participate in an engaging lesson. The curriculum covers the standards that we follow in Texas, but any teacher from any state would benefit from these lessons. There are a plethora of concepts and ideas that could fit the requirements of any states’ standards, and prompt teachers to think of creative activities that directly reflect the information provided by the center.”



# Web Only

## **Texas Tech Designed University-Themed Locomotive Makes its Debut**

Dusty Young, a university alumnus, was the driving force behind the suggestion.

By Emily Gardner

There's a new way to spread the Texas Tech University spirit in Texas.

Texas Tech was asked to design a university-themed locomotive owned by Watco Companies. The [Office of Communications and Marketing](#) provided the themed design, which includes a red and black painted train, a Double T graphic on the front and the Masked Rider and Texas Tech University logos on the sides.

Dusty Young graduated with his bachelor's degree in agronomy in 2007 from Texas Tech and was the driving force behind having the train designed.

"When Watco took over our railroad in mid-July I knew they had a few locomotives in the fleet painted in schemes of the local universities, so I asked the corporate folks when they were checking it out if they could paint a locomotive red and black," Young said. "It was kind of a joke to begin with. They were planning to paint the locomotives anyhow. I had no idea they would do what they did."

After the suggestion Young said he hadn't heard anything else about the design until he received a mock-up of it about a month ago and saw they were adding the Masked Rider and the Texas Tech logos instead of just painting it red and black like he thought.

Young also will be the pilot engineer on what he called the locomotive's maiden voyage, something in which he asked to participate.

"I'm still a certified engineer," he said. "I'm going to be proud to be the pilot engineer. When I got my degree, when I went to Texas Tech, I was proud. It's unusual to have a locomotive look like this."

The design process started in July and painting started Oct. 12. By Thursday (Oct. 22) the decals were added and the train was ready for service. The locomotive will be routed along the Lubbock and Western Railway (LBWR) line going through towns including Levelland, Brownfield and Plainview. For a complete map of LBWR, click [here](#).

"There are very few locomotives done in school themes, and our company thought it would be a great way to let the community know how much we support them," said Tracie VanBecelaere, communications director at Watco. "Texas Tech is a big part of the area that our short line, LBWR, serves and this is a fun way to get involved."

Watco Companies, LLC, has done similar projects with other schools including Alabama, Wichita State, Pittsburg State and Boise State. Watco Companies is located in Pittsburg, Kansas and provides mechanical, transportation, terminal and port services in North America and Australia. The company owns Watco Transportation Services, LLC, a short line railroad holding company with 34 short line railroads and more than 4,700 miles of track. For more information about the company, visit its [website](#).



# Web Only

## **The Daily Toreador Celebrates 90<sup>th</sup> Anniversary**

Texas Tech's student newspaper has been a part of campus since day three.

By Glenys Young

Just two years after Lubbock was selected as its home, the newly established Texas Technological College opened its doors on Oct. 1, 1925, with a record-setting 770 students and “a few ‘stragglers’ still coming in,” according to the first issue of the student newspaper, The Toreador, dated Oct. 3.

Many of that edition's articles focused on enrollment, specifically the disproportionate number of men to women on campus, and the opening ceremonies of the new college. But the newspaper's top story was full coverage of the Matadors' first football game – a 0-0 tie against McMurry College.

“This initial issue of The Toreador is the first sheet off the press and on the streets of Lubbock carrying a story of the Tech-McMurry game played this afternoon,” wrote editor Harry Montgomery. “Within two hours after the last whistle of the game sounded, football fans were reliving the battle from a complete play by play report appearing on this page. We expect to serve the students more efficiently each week by giving them the news of their school before it has become stale.”

Ninety years and two name changes later, the Toreador still records the history of Texas Tech University as it happens.

### **Raising hell**

As Montgomery explained in the [first issue](#) of The Toreador, “It is well known, of course, that in the favorite sport of Spain and Old Mexico the ‘toreador’ is an assistant to the ‘matador’ or bull fighter – an aggravator you might say. So when the name Matador was suggested in keeping with the Spanish architecture and design of the college buildings, nothing seemed more appropriate as a name for the student publication than The Toreador.”

[Robert Montemayor](#), editor from 1974 to 1975 and one of four Pulitzer Prize winners produced by the Texas Tech newspaper, expressed the same sentiment in 1987, writing: “There was a slogan that I borrowed and slightly altered, from another university, that I used on the masthead while I was editor: ‘It is this newspaper's duty to raise constructive hell.’ It was my personal signature and attitude then and remains my attitude today.”

Among the editors most famous for stirring up controversy was Marshal Formby, who led The Toreador from 1931 to 1932. He established the strong editorial policy that would distinguish the paper during its early years, railing against boarding houses that required



students to work in the house to pay for their meals and defending Texas Tech and its professors from a Lubbock preacher who accused the college of teaching atheism.

Ernest V. Joiner, editor from 1939 to 1940, was the only Toreador editor to be fired and reinstated twice because of his editorial stances. Hostile to any type of censorship, Joiner vigorously attacked many adverse school conditions, irritating a number of those in authority. A few months after his first reinstatement, he conducted a campaign in The Toreador to find out who was the “biggest horse’s (neck).” After publishing the name of the winner – one of the deans – Joiner was re-fired in the resulting furor.

Charles Richards, editor from 1962 to 1963, remembers the most interesting story of his tenure happened by accident.

“My roommate, Max Jennings, and I were in the basement of the Student Union Building one Friday afternoon our senior year, playing bumper pool when we should have been busy getting the next edition of the Toreador out,” he said. “The student newspaper’s adviser, Phil Orman, called on the telephone and was chewing us out, and we ‘explained’ that we were actually doing surveillance on heavy gambling on pool games by students.

“Not only did he buy our story, he dispatched Toreador head photographer Cal Wayne Moore over to the SUB, where he covertly took pictures under a jacket he had over his arms. Phil also alerted campus security, which showed up and raided the games. The ‘accidental’ story, a double byline by Max and me, covered the top half of the Toreador the next day, was an overnight sensation and won second place in the Southwestern Journalism Congress’ annual writing contest for student newspaper in Texas and surrounding states.”

Over the decades, the paper increased in frequency from its weekly beginnings to semi-weekly in 1935 and then to three times a week in 1957. The first plans for a daily paper were announced in 1962, although the expansion came four years later. The Toreador’s name was changed to The University Daily on Sept. 20, 1966, as part of Texas Technological College’s push to become a university. The college would follow suit, becoming Texas Tech University on Sept. 1, 1969.

Richards, for one, didn’t like the new name.

“I felt a sadness,” he said. “I liked the Spanish architecture around the campus and carrying the theme over to other things – the Matador Song; the Picadors, as freshman athletics teams were called back then; and The Toreador, along with other closely linked traditions such as the Masked Rider and the Saddle Tramps.”

Bill Dean, director of student publications from 1967 to 1978, remembers the University Daily stirred up the Lubbock community with a disturbing photograph taken during construction of the former Business Administration building in the late 1960s, which now houses the College of Media & Communication.

“Apparently the high school kids in Lubbock came out on campus and played around in the elevator shaft – kind of a crazy, dangerous thing,” he said. “A 15-year-old fell to his death one Sunday afternoon and the University Daily photographer – I don’t know how he



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found out about it –got over there before the police and took a picture of it. So I got a call, ‘come back to campus, we’re going to have a debate: Do we run that picture or not?’ It wasn’t a close-up, but it was definitely a body. There were arguments on both sides and I just said, ‘If we run it, my phone’s going to ring off the wall in the morning and y’all will be home in bed.’

“They decided to run it and the reasoning was sound, I couldn’t argue with it,” he said. “They said, ‘if the other kids who are doing this see this, maybe it will deter them from doing it,’ which I thought was a pretty good argument. Of course, the phone did ring off the wall. People thought it was very insensitive for us to do it, but there was a perception that, as director of student publications, I could keep that picture out of the paper and that’s not true. They sought my advice, but I didn’t try to censor what they were doing.”

### **Lessons learned**

Andrea Watson, who started as a reporter in 1996 and returned as an adviser in 2002, said student journalists who work for the newspaper learn valuable lessons from both everyday and extraordinary situations.

“I think they just have this really unique place on campus, in that we have been here for all of these major milestones on the campus,” Watson said. “We have newspapers that document all these major historical milestones – the Kennedy assassination, Sept. 11, the Challenger – and all of our students have gotten to be a part of that because they’ve worked here and they’ve been, to some extent, forced into covering those situations, which is not always easy.”

Kippira (Kippie) Hopper, who began writing at the University Daily in 1979 and was editor from 1982 to 1983, remembers covering the public suicide of a student in the early 1980s.

“I got there before the ambulance did and it really shook me up,” she said. “My news editor at the time said, ‘Go home, get something to eat, take a nap, then come back and write it.’ I was just so shaken up; it was my first dead body. But that prepared me for future stories like that.”

Dean recalled a major wakeup call he gave his students when they almost printed an erroneous story in the University Daily.

“One time there was an election in Lubbock, I think it was a bond election, and the student newspaper took a stand against it. They were going to print a story that a local broadcaster, R.B. McAlister, who owned channel 28, was involved in the deal, that he owned the property involved,” Dean said. “Something in the back of my mind told me ‘that’s not right,’ so I said, ‘now wait a minute; before you run that story, we’re going to do some more checking on this.’ And it turned out to be another McAlister. Some source gave them that information, but the lesson is: most sources have an ax to grind; most sources have an agenda. That should be understood. What you need to do is thoroughly vet what they tell you and make absolutely sure you can ascertain the truth of it. Don’t just print it because somebody told you that.”

Hopper remembers winning a seventh place William Randolph Hearst Award for the story that would be one of her biggest regrets – that of the university president interfering in the process of admissions to get his daughter into medical school.

“I learned a lot on that story,” she said. “I had all kinds of off-the-record sources and I was encouraged so much by them to do the story. What I learned from the story is that it didn’t feel good to me to go after someone. And looking back, it’s one of my regrets that I kind of targeted someone. I was targeting the president, but his daughter got involved in a way I wish she hadn’t. Everything was fact-checked, but I’ll never forget that story. I was proud to win the award, but looking back, I just wish an innocent person hadn’t gotten in trouble.”

She also learned about the power journalists have to help people.

“I’m kind of responsible for putting the elevator into the old journalism building,” Hopper said. “We had a student who was a staff member who had multiple sclerosis. He was in a wheelchair and could not walk up the stairs, so every day when he got to work, the guys had to go out there – it took four of them – and carry him up the stairs. He filed a lawsuit against Texas Tech for handicap access and after my stories ran – investigative stories following his lawsuit – they put in an elevator. So I’m proud of that; I felt like my stories made a difference.”

Sheri Lewis, an adviser in Student Media, said the training students receive there gives them an advantage for their future.

“The people who come through here are generally pretty young and just getting started. This may be their first job, so they’re learning a lot of things,” Lewis said. “I think it serves them extremely well. I think they learn, more than anything, how to hit a deadline. I think they learn the logistics of how newsrooms work, how to deal with sources, how to know stories are going to fall through and how to go ‘oh, this one just landed in my lap and I’m so happy!’ They learn the ups and downs.

“This is not an 8-to-5 kind of business; it’s not a job where you go home at 5 p.m. and put it on the shelf and pick it back up the next morning, and I think that’s what they learn,” she continued. “And they learn whether or not they’re going to love doing this, which is a wonderful thing. I’d rather know now than, ‘Well, I’ve been doing this for five years and I really don’t like it.’ I think it gives them that opportunity as well. Most of the people who go through here probably start further down the road than people who have only had limited internship experience.”

### **Achievements**

For the then-Department of Mass Communications’ 50<sup>th</sup> anniversary, it published the book “From Journalism to Mass Communications: 1937 to 1987” recalling the history of the department and its components. In its section on The Toreador, the book reads: “As a training ground for aspiring journalists and other mass communications majors, The Toreador and The University Daily have served well the Departments of journalism, Mass Communications and Student Publications, in addition to the University. Editors and



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reporters as well as advertising sales people have gone on to noteworthy positions in the media as well as other professions.”

Toreador alumni have been noteworthy. In addition to Montemayor, who won his Pulitzer Prize in 1984, others to win Pulitzers are [Dennis Copeland](#), a two-time award winning photographer who worked for The University Daily in the mid-1970s; [Tod Robberson](#), who worked at The University Daily in the late 1970s and early 1980s and won his Pulitzer in 2010; and [Frank Bass](#), who worked for The University Daily in the early 1980s and won his Pulitzer in 1988.

Charles Richards’ younger brother Don would follow in his footsteps, making them the only known siblings to serve as editor of the student newspaper. While Charles made journalism his lifelong career, Don went into journalism followed by a stint as press secretary for then-U.S. Rep. Kent Hance, who would later become Texas Tech chancellor, and then a 30-plus-year career as an attorney.

“It’s a really neat feeling to have been associated with one of the truly great university newspapers,” said Don Richards, who was editor from 1971 to 1972. “It was a really fun and learning time in my life, and I cherish the memories.”

Lewis, now in her 18<sup>th</sup> year in Student Media, was struck recently by thought of how much she’s seen during that time.

“I thought, ‘Gosh, I’ve been here for a chunk of that 90 years now,’” Lewis said. “For me, it’s a source of pride. Not so much of anything I’ve done, but that the students have achieved this and been able to have it continue to grow and evolve and change and to know what it means to those students who come through here. It’s exciting.”

In 2005, the newspaper was renamed The Daily Toreador to coincide with its 80<sup>th</sup> year of publication. The name was supposed to be a combination of the history of The Toreador and the standards of The University Daily, according to an Aug. 29, 2005, [article](#) in the paper.

“I’m glad The UD got changed to The Daily Toreador; it’s so much more apropos for the Red Raiders and it goes back to its early beginnings,” Hopper said. “We should be proud at Tech to still have a newspaper that is funded and that’s continued for all those 90 years. That’s amazing and I think unusual compared to other universities. Often they’ve been cut for budget reasons and often they’ve been put under a college so faculty could monitor the writing and editing and stories that were selected, and we didn’t have a monitor. We had a good person there to keep us out of legal trouble, but we had a hierarchy of editors and we just didn’t make very many mistakes.”

### **90 years in**

What is the legacy of the Toreador after all this time?

“I think it’s a great experiment in journalism for young people,” Dean said. “And I say experiment because they’re not professionals; they’re striving to be professionals. The thing I learned through many situations is the world is not waiting for today’s issue of The Daily Toreador. It’s not going to have that huge an impact, but when you’re personally involved in it and when people are mad at you for something that’s in it, you have a feeling that it’s much larger than that.”

Lewis said she thinks the Daily Toreador, like most media, is underappreciated.

“I don’t know that the campus really looks at the publications from Student Media and goes ‘we can’t live without these, we must, must have these!’ But yet I think if the doors were shuttered and we went away, I think there would be a hole,” she said. “But I think that’s true of media as a whole. If you listen and look and the media’s always ‘that bad liberal media,’ you get cussed and discussed all the time, but if we weren’t there to be the watchdog, if we weren’t there to report the good and the bad and the ugly, people wouldn’t have the knowledge that they do. So I think the same holds true. I think we play a vital role on this campus that probably isn’t recognized for what it is.”

Hopper believes it’s one of the best college newspapers in the country and has been so for decades.

“What makes it unusual is that it remains an independent student-run publication, not a lab paper for a class where the teacher corrects everything,” she said. “I’m proud The Daily Toreador has remained an independent, student-run newspaper so people can train and learn and learn from their mistakes and develop their techniques of writing and types of writing – personality, news, advances, speech, all those things we covered – while learning on the job.”

Watson said one of the most meaningful parts of her job is seeing how seriously student journalists take their jobs.

“It’s wonderful to see how invested they are and to see how invested all our students have always been, just how committed they really are and how many hours everybody’s willing to put in that they don’t really get money for necessarily,” she said. “And obviously, yes, they’re doing it so they have something when they graduate to point to as work experience, which is completely understandable, but some of them go so far above and beyond just that aspect of it – and that’s what’s really exciting to see.”

Looking back on the last 90 years, Watson said she feels lucky to have been involved.

“There are obviously so many people who have been a part of that history over the years and who’ve gone on to huge major accomplishments,” she said. “I’m honored just to be a little tiny part of that and to know it’s something that’s been on this campus, basically since day one.”

It’s something Hopper said the staff members recognized even at the time.

“We knew that was something we had to work very hard to keep its integrity and its respect and its reputation for being fair and honest and factual,” she said. “If you work on



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The Daily Treador staff, you know that consumes your life, probably more than your classroom time, because we were so devoted.”

It’s a sentiment shared across the decades.

Orlin L. Brewer, 1948-49 editor, wrote, “I will always be glad for having stumbled from the farm into the newsroom in a quest for a writing career. A newspaper, properly utilized, is a powerful tool for good in any community. A newsman, without such a medium, of course, would be nothing. Better to lose his arms and legs.”