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News Release

FOR IMMEDIATE RELEASE

DATE: March 1, 2012

CONTACT: Chris Cook, chris.cook@ttu.edu
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Texas Tech Regents Approve Slight Increase in Tuition, Fees

The Texas Tech University System Board of Regents' finance committee approved a 1.95 percent net increase in tuition and fees Thursday (March 1), pending final vote from the Board as a whole Friday. The increase reflects a maximum addition of \$177.50 for 30 semester credit hours in fiscal year 2013.

"As we continue to grow, the university needs to retain and hire quality faculty to help reduce the increasing student-to-faculty ratio," said Guy Bailey, Texas Tech president. "When evaluating our options in increasing tuition and fees, we made very conservative decisions to minimize the impact on our student body."

The percentage increase is the lowest in the last 20 years, while the dollar increase is the fourth lowest over the same period.

Tuition and fees are estimated to cost \$9,242 for 30 semester credit hours in fiscal year 2013 (upcoming fall and spring semesters). The increases also will be invested in infrastructure, including higher anticipated utility costs.

Early estimates rank Texas Tech seventh among state peers in tuition and fee costs for fiscal year 2013 and 10th among Big 12 member institutions. Texas Tech's out-of-state costs will continue to be one of the lowest among conference peers.

Additionally, the number of Texas Tech seniors in fiscal year 2010 who took out student loans declined to 39.6 percent, due primarily to increases in scholarship funding. Ranked No. 7 in the latest U.S. News & World Report rankings among schools with students graduating with the least debt, Texas Tech students' debt declined from \$21,500 to \$17,875.

"We continue to provide an affordable, high quality education for college students," Bailey added. "This is reflected in the steady record enrollment growth we've experienced the last five semesters and the fact our graduates have not experienced a decline in job opportunities, despite a difficult job market."

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News Release

FOR IMMEDIATE RELEASE

DATE: March 1, 2012

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

Expert: In 320 Years, Message of the Salem Witch Trials Morphed Through History

Pitch □ □

Today the Salem witch trials, which began March 1, 1692, stand for bad government leaders overstepping boundaries, McCarthyism and Arthur Miller's "The Crucible," but a Texas Tech historian says the trials haven't always had the same meaning throughout history.

Expert □

Gretchen Adams, associate professor of history and author of "The Specter of Salem: Remembering the Witch Trials in Nineteenth-Century America," Texas Tech University, (806) 885-4567 or gretchen.adams@ttu.edu.

Talking Points □ □

- In her book "The Specter of Salem: Remembering the Witch Trials in Nineteenth-Century America" she discusses how the metaphor's use in political rhetoric and meaning to Americans in the 1800s differs from how people view the story today.
- Though also used against Catholics and Mormons during the 19th century, the most important rhetorical use of the Salem witch trials was during the Civil War.
- When railing against Massachusetts abolitionist Rep. Horace Mann, Rep. Henry Bedinger of Virginia countered back that someone from a state such as Massachusetts had no moral high ground to call slavery a form of barbarism considering the fact that Massachusetts government officials burned witches at the stake.
- None of those found guilty of witchcraft in the U.S. were ever burned at the stake. But even today, some people associate witch burnings with the trials.
- Following the conclusion of the war, the rhetoric changed to try and connect the South and North again.
- By the 1920s, Prohibition, the first Red Scare and anti-Catholic and anti-Semitic sentiments changed the story to become a moral of how bad leadership could abuse government authority to carry out egregious behavior.
- It again became important in the 1950s – the days of McCarthy and the House Un-American Activities Committee.

Quotes □ □

- “We think of the Salem witch trials now as a story of poor leadership and abuse of the government’s investigative powers. In the 19th century, people thought of it as a tale of mass hysteria and going back to the ways of the Old World. That was a surprise to me. I didn’t expect to find this when I got into it.
- “Back then, the story was about excessive public emotion and the potential of a political movement that might overthrow the government. It was about, ‘you go back to these Old-World, hysterical practices, and you’ll risk the republic.’ It’s a history of meanings and how we create national symbols to support things or to fight against things.”
- “The cast of characters changes, but the Salem witchcraft symbolism rolls on through.”



News Release

FOR IMMEDIATE RELEASE

DATE: March 1, 2012

CONTACT: John Davis, john.w.davis@ttu.edu

(806) 742-2136

Texas Tech Announces Opening of New English Language Center for International Students

Officials at Texas Tech University announced the opening of an ELS Language Center this June to teach English as a second language to incoming international undergraduate and graduate students.

ELS Educational Services Inc. will run the facility, said Ambassador Tibor Nagy, vice provost for international affairs. The company's centers teach English to international students as well as recruit international students to the centers at partnering universities.

"We have been running our in-house English as a second language program for a number of years," Nagy said. "But we as a university have never had the resources to put into it to make it a world-class organization. The program was never accredited. ELS Educational Services is the premier program for this, and they come with a global network of agents, offices and recruiters. In effect, they will be recruiting for us. I imagine our numbers of international students will be increasing, because they want to place their students with U.S. universities that house their programs."

During the research process, Nagy said he and others looked at several campuses which used ELS Educational Services programs and found that officials at these universities reported the program exceeded expectations by doubling to tripling the amount of international students.

"It would be wonderful if Texas Tech could achieve 10 percent international students," Nagy said. "Currently, we're at about 5.6 percent. And our figures are askew. About 80-85 percent are graduate students. Most of the Big 12 numbers are closer to 60 percent graduate, 40 percent undergraduate. So it will be nice to also have a much larger number of undergrads."

Peggy Miller is the dean of Texas Tech's Graduate School, which handles both graduate and undergraduate admissions for international students. She said providing an accredited English language program quickly to meet new Homeland Security regulations was unfeasible at the time in terms of space and resources. Officials chose ELS Education Services program because it could provide its own space near campus and would provide the university an accredited program instantly.

Students will pay ELS for the classes and housing. They will pay Texas Tech fees to access some places such as the library, the student recreation center and the Student Union Building.

Classes will begin on June 25.

In the past 50 years, ELS has helped more than 1 million students from 140 countries around the world learn English and with more than 60 locations throughout the United States and Canada, according to the program's website. ELS provides intensive English programs and university placement assistance to executive business programs and vacation learning options.

With headquarters in Princeton, New Jersey, ELS is the largest recruiter of international students for U.S. and Canadian colleges, universities and postgraduate programs. More than 650 universities in the U.S., Canada, and Australia recognize completion of ELS Level 112 as proof of the English language proficiency necessary for admission.

More international students will not only help the local economy, Nagy said, but also contribute to the national economy.

"Very few Americans think of it this way, but our universities represent our sixth or seventh largest export," Nagy said. "Our universities are so much better than most, globally. When an international student comes to the U.S., they are buying a U.S. education. It's an extremely important component of U.S. exports in the balance of trade."

CONTACT: Ambassador Tibor Nagy, vice president of international affairs, Texas Tech University, (806) 742-3667 or tibor.nagy@ttu.edu; Peggy Miller, dean, Graduate School, Texas Tech University, (806) 742-2781 or peggy.miller@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: March 1, 2012

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu

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Graduation Fairs Scheduled for Texas Tech Students March 6-8

The Texas Tech Alumni Association, in conjunction with the University Bookstore, Texas Tech University Career Services, and the Texas Tech University Graduate School, will host the Spring 2012 Graduation Fair from 9 a.m. to 5 p.m. on March 6-8 at the Frazier Alumni Pavilion.

Texas Tech students can take advantage of one-stop shopping for class rings and commencement needs at the Graduation Fair. Campus representatives will be available to assist in ordering class rings, caps, gowns and hoods, as well as announcements, invitations and diploma frames.

Although the Graduation Fair is primarily designed to accommodate seniors who are nearing the completion of their degrees, students who have completed a minimum of 75 credit hours are eligible to purchase the Official Texas Tech Class Ring. Texas Tech Chancellor Kent Hance will present each ring at the Official Ring Ceremonies on April 30 and May 1 at the McKenzie-Merket Alumni Center.

A portion of the proceeds from the sale of the Official Texas Tech Class Ring funds the Texas Tech University First Generation Scholarship program.

Texas Tech University Career Services will be available to answer questions about career development and the job search, the Texas Tech University Graduate School will provide information for those considering advanced degrees and Kaplan Test Prep Services will offer tips on test-prep courses.

Representatives from the Texas Tech Federal Credit Union and Liberty Mutual will assist students with planning for the transition to post-college life.

Members of the Student Alumni Association and Student Alumni Board will provide information about joining the Texas Tech Alumni Association. Attendees can register to win an iPad and other gift certificates.

-more-

**CONTACT: Brent Ross, associate vice president, Marketing and Development,
Texas Tech Alumni Association, (806) 742-3641, ext. 225 or brent.ross@ttu.edu.**



News Release

FOR IMMEDIATE RELEASE

DATE: March 1, 2012

CONTACT: Jorge Cruz, jorge.cruz@ttu.edu
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U.S Department of State Discourages Spring Break Travel to Mexico

With spring break just around the corner, many students are planning to head to the beaches of Mexico. However, be advised the Texas Department of Public Safety and the U.S. State Department have issued travel alerts for Mexico.

For students who are U.S. citizens:

Travel to Mexico during spring break is **not** encouraged due to the safety and security concerns. The U.S. Department of State issued a revised Travel Warning for Mexico on Feb. 8. Students who do travel to Mexico should exercise a high degree of caution, primarily due to drug cartel related crime activities and extreme violence in the northern regions near the U.S.-Mexico border. Other specific areas of Mexico are also considered dangerous. Anyone contemplating travel to Mexico should review the latest warnings at <http://travel.state.gov> for general travel conditions throughout Mexico and security/safety conditions in specific regions of Mexico. Please note that official university travel to Mexico continues to require pre-authorization for each trip based on individual criteria for the location visited.

For students who are non-U.S. citizens:

The Office of International Affairs generally advises third-country international students **not** to travel to Mexico during spring break for security and safety concerns. Students who do travel to Mexico should exercise a high degree of caution, primarily due to drug cartel related crime activities and extreme violence in the northern regions near the U.S.-Mexico border. Other specific areas of Mexico are also considered dangerous. International students are urged to visit <http://travel.state.gov> and take into consideration all U.S. Department of State's alerts regarding travel to Mexico.

U.S. citizens living or traveling in Mexico are urged to register with the nearest U.S. Embassy or Consulate through their website at <https://travelregistration.state.gov/ibrs/ui/>.

If you have any further questions, please contact the Dean of Students office at (806) 742-2984 or the Office of International Affairs at (806) 742-2974.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.



Advisory

FOR IMMEDIATE RELEASE

DATE: Mar. 2, 2012

CONTACT: Alan Barhorst, alan.barhorst@ttu.edu

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(806) 577-5137 (cell)

High School Students Compete in Regional Robot Championships

WHAT: FIRST® Tech Challenge (FTC) Panhandle-Plains Championship Tournament

WHEN: 8 a.m. - 7 p.m. Saturday (Mar. 3)

8 a.m. – Practice matches begin

1:05 p.m. – Opening Ceremony

1:15 p.m. – Qualifying matches begin

4:15 p.m. – Elimination matches begin

5:30 p.m. – Final matches begin

6:30 p.m. – Awards and Closing Ceremony

WHERE: City Bank Coliseum, Lubbock

EVENT: Teams of ninth-12th graders from across the western third of the state will participate in the FIRST® Tech Challenge Panhandle-Plains Regional Championship Tournament for an opportunity to win statewide recognition for design excellence, sportsmanship and teamwork, and advance to the national championship April 25-28 in St. Louis.

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

Teams of up to 10 students are responsible for designing, building and programming their robots to compete in an alliance format against other teams. The robot kit is reusable from year to year and is programmed using a variety of languages. Teams, including coaches, Texas Tech student mentors and volunteers, are required to develop strategy and build robots based on sound engineering principles.

For more information, visit the FIRST® Tech Challenge website.

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

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



Advisory

FOR IMMEDIATE RELEASE

DATE: Mar. 2, 2012

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

Texas Tech University's Kicks Off Global Lens Film Series

- WHAT:** Texas Tech University's College of Mass Communications 2012 Global Lens Film Series
- WHEN:** 6 p.m. Monday (March 5)
- WHERE:** Mass Communication building, room 101
- EVENT:** Texas Tech's College of Mass Communications begins the fourth-annual Global Lens 2012 film series featuring ten award-winning international films with Albanian film "Amnesty."

The film is directed by festival heavyweight Bujar Alimani, winner of the best Balkan Film Award at the International Short Film Festival in Drama and winner of the best Albanian Short Film Award,

During the month of March, Global Lens will feature four award-winning narrative films:

- March 5-"Amnesty" (Albania)
- March 8-"Craft" (Brazil)
- March 19-"Fat, Bald, Short Man" (Colombia)
- March 27-"The Finger" (Argentina)

The films will be followed by a panel discussion featuring interdisciplinary scholars from the Texas Tech faculty to encourage discussion from the audience.

Global Lens is sponsored by the Institute for Hispanic and International Communication, the Cross-Cultural Academic Advancement Center and the Louise Hopkins Underwood Center for the Arts.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 5, 2012

CONTACT: John Davis, john.w.davis@ttu.edu
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Expert: Putin Election Most Likely Tainted

Pitch□□

Vladimir Putin recently won the Russian Federation presidency by 64 percent of the vote. However, many cry foul at the results, and a Texas Tech University expert in Russian politics said charges of election fraud are most likely true.

Expert□

Frank C. Thames, associate professor of political science and expert on Russian politics, (806) 742-4049 or frank.thames@ttu.edu.

Talking Points□□

- Putin's support, much of it legitimately earned, is based on his success in overseeing economic improvement.
- Russians, on the whole, are wealthier than they have been since the end of communism. In fact, many of the people who are demonstrating against him are people who have benefited under his rule. The question is whether he will have to use stronger measures to keep the peace.
- Many of the protestors are tired of the managed democracy and want more input. It is unclear whether he can continue as he has done in the past.
- If election corruption is discovered, it will likely be ignored. Putin will blame it on his enemies and suggest the U.S. is behind it. For those who believe the allegations are true, there is nothing that he can say that will dissuade them.

□□

Quotes□□

- "There are various reports, including apparent evidence from webcams, of ballot box stuffing. There are also reports of United Russia officials using buses to move voters from one poll to the next to cast multiple votes. The reports are most likely true."
- "In all of the Putin elections, there has been evidence of these tactics. The data on voter turnout and support for Putin and his allies shows evidence of unexpectedly high rates of both in several regions, in particular the Caucasus."
- "Medvedev is considered more liberal; however, there is little evidence that his programs accomplished anything. In fact, Putin was always in charge as prime minister. Putin has, at times, wanted to modernize and end corruption as well. The problem is that serious attempts at either risk antagonizing those groups who

profit from the status quo. Without the support of many business interests who profit from the current situation, Putin would be much weaker.”

- “The news coverage does not do a particularly good job of emphasizing how much support Putin does enjoy in particular outside of the major urban centers.”



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 5, 2012

CONTACT: Celeste Villarreal, celeste.villarreal@ttu.edu

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Texas Tech Law Moot Court Team Wins Best Brief Award at National Competition

Two Texas Tech University School of Law students won the Overall Best Brief Award and advanced to the semifinals of the National Environmental Law Moot Court Competition.

Ricardo Bonilla, a third-year student; and Cara Brewer, a second-year student, earned the award among 77 teams from schools across the United States that competed in the contest, which was hosted Feb. 23-25 by Pace Law School in White Plains, N.Y.

The team is coached by alumna Professor Brie Sherwin and Texas Tech Law alumna Laura Pratt of the Lubbock City Attorney's Office.

"Our advancement in this competition demonstrates that Tech Law not only has one of the top advocacy programs in the country, but also a major presence in environmental and energy law," Sherwin said.

Since 1989, student advocates from across the United States and Canada have participated in the National Environmental Law Moot Court Competition. Recognized as the preeminent environmental law moot court competition in the United States, it tests skills in appellate brief writing and oral advocacy on issues drawn from real cases, providing experience in environmental litigation first hand. The competition is distinctive in that three adverse teams argue the issues, reflecting the fact that environmental litigation frequently involves multiple parties - the government, a public interest group and a member of the regulated industry.

More information about Texas Tech University School may be found at www.law.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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



News Release

FOR IMMEDIATE RELEASE

DATE: March 5, 2012

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

Lecture on Roman Cartography and the Peutinger Map

Texas Tech University and the American Institute of Archeologists Lubbock Society will host Richard Talbert, a researcher in ancient cartography, who will present a lecture concerning Roman cartography and the Peutinger Map, a significant document because it is the only known surviving map showing the “cursus publicus,” or roman roads.

The event will take place at 5:35 p.m., Wednesday (March 7), in Room 0001 in the English and Philosophy Building and is free and open to the public.

Classical scholars have become more attuned to the importance of cartographic representations and the Roman worldview, and Talbert has applied this new way of thinking to the Peutinger Map and A.D. 210 Severan Marble Plan of Rome. In his lecture Talbert will discuss how the Peutinger map was a pivotal moment in Western cartography and will further explore its long-term impact and influence on Christian mapmaking throughout the Renaissance.

The version of the Peutinger Map researchers have today is a 13th century medieval copy of an original that was last revised around A.D. 400. For the Romans, such a map was much more than simply a factual record; it was a valuable document promoting and reinforcing values such as pride, conquest and entitlement to world-rule that were integral to maintaining public support.

Talbert has held a Guggenheim Fellowship, an American Council of Learned Societies Senior Fellowship and the inaugural Goheen Fellowship at the National Humanities Center. He has received a Doctorate of Letters from Cambridge University and has been awarded a Harley Research Fellowship in the History of Cartography for his work in London.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 6, 2012

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu
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Texas Tech Wins Eighth-Consecutive Houston Livestock Show Meat Judging

Texas Tech University's meat judging team walked away with first place honors March 4 at the Houston Livestock Show's Intercollegiate Meat Judging Contest. This is the eighth-consecutive year the Red Raiders have won the competition in Houston.

The Red Raider's Black team finished first and posted a total score of 4,053 points. They outdistanced their nearest competitor, Kansas State University, by 23 points. Oklahoma State University and Texas A&M University were third and fourth in the competition. The Texas Tech red team was fifth overall.

The Texas Tech teams won the beef judging, lamb judging, pork judging, specifications, total placings and reasons divisions.

"I'm very proud of the commitment of these students this spring," said Mark Miller, Horn Professor and San Antonio Livestock Show Distinguished Chair in Meat Science. "We are very blessed to have such a deep team this year."

Individually, three Red Raiders finished in the top-ten overall. Tanner Adams, a sophomore from Sanger, was second overall. Dan Crownover, a sophomore from Italy, placed third and Steven Ebeling, a sophomore from Plainview, was eighth.

Additional team members include:

- Weston Burson, a sophomore from Florence
- Colton Christian, a sophomore from Farwell
- Bradley Davis, a junior from Lubbock
- Garydale Grubelnik, a junior from Raton, N.M.
- Bo Hutto, a sophomore from Hondo
- Trevor King, a sophomore from Winnsboro
- Valerie Manning, a sophomore from Mabank
- Zac Miller, a sophomore from Seymour
- Dewayne Phillips, a sophomore from Stephenville
- Heather Rode, a sophomore from Doss

The team is coached by graduate students Collin Corbin and Henry Ruiz along with Miller.

This was the last contest of the spring for the 2012 team. Next fall they will compete at four more contests. The team also will host six contests and workouts this spring and summer at Texas Tech for 4-H and FFA students from across the United States.

During the past decade, Texas Tech has established a dominant record in meat judging. They have won more than 60 percent of all national contests and four national championships.

CONTACT: Moriah Beyers, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or moriah.beyers@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: March 7, 2012

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Denim Runway 2012

South Plains cotton and denim industry invites students into fray of fashion.

For the third consecutive year, students in the Apparel Design and Manufacturing (ADM) Program at Texas Tech University are stretching their minds to come up with the latest in denim fashion, under the supervision of ADM program director Su Shin.

The Plains Cotton Cooperative Association (PCCA) and Cotton Council International (CCI) Denim Runway 2012 Design Contest provides students with an opportunity to compete in three categories. First is a high-fashion category for men and/or women, and second is a casual wear competition.

The third is a cotton trend board, which gives students the opportunity to research trends that could utilize cotton. Contestants will be judged on their ability to effectively deliver a strong message about cotton, their selling strategy to a target market, how appropriate it is for current and future trends, plus its creativity and design. Students may use a variety of materials to achieve their goal, including fabrics, adhesives, computer designs, magazine clippings and more.

"This collaborative effort with PCCA, CCI and American Cotton Growers (ACG) helps students extend their knowledge of the cotton industry," Shin said. "It also increases their motivation to learn about the subject matter, from cotton fiber to the final product."

Their journey, now underway, began with a visit to cotton farms during the fall semester, and continued in February with a tour of the PCCA Denim Mill in Littlefield. Students were introduced to everything from bales of cotton, to the manufacturing of yarn, the dyeing process, weaving and finishing. At the tour's conclusion, ACG presented the group with a selection of fabrics to choose from, including premiums such as stretch denim.

Contestants received their selections Tuesday and will work on their designs to the farthest possible construction point. Then, during "Mill Finishing Week," each student will have the opportunity to seek professional assistance from denim mill personnel for their creation's washing, destruction and hardware assembly. All entries must be complete by the April 19 deadline.

Both blue jean contests will be judged on the garment's appearance and illustration, which includes how appropriate the garment is for the target market, and their design and brand name. Judges will also be looking at the design and construction, including originality, wash and destruction, and fit and details. And finally – the student will be critiqued through interview and presentation, which includes how they present their idea, their inspiration, and their knowledge of design principles, fashion and the retail industry.

The winner in the casual category will receive a recognition plaque with a \$500 cash prize. The trend board winner also will receive a recognition plaque and a \$200 cash prize.

The designer(s) of the top two high-fashion jean competition will receive a recognition plaque, plus the opportunity to travel to Guatemala, courtesy of PCCA to visit their apparel facility, Denimatrix, in Guatemala City. And CCI will also sponsor a trip to the Sourcing Trade Show, also in Guatemala. Each winner will stay for one week.

“They will get to see how jeans are produced commercially and they will meet some professionals in the industry,” said John Johnson, PCCA communications director.

Winners will be announced April 28, at the TechStyle: Annual Senior Day Fashion Show.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 7, 2012

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech College of Ag Honors Distinguished Alumni

Texas Tech University's College of Agricultural Sciences and Natural Resources (CASNR) recognized six distinguished alumni recently at the university's McKenzie-Merket Alumni Center. The Distinguished and Young Alumni Awards honor alumni who have made significant contributions to society, and whose accomplishments and careers have brought distinction to the college and to the professors associated with agriculture and natural resources.

In addition, program officials recognized the CASNR Young Alumna Award, said Jane Piercy, CASNR's director of development and external relations. The recipient of the second 2012 Young Alumna Award is Ginger Light, physiological traits development manager with Bayer CropScience. Light, of Idalou, earned her doctorate in agronomy from Texas Tech in 1999.

The recipients of this year's Distinguished Alumni Awards are:

- Dean Hawkins, Canyon: Hawkins received his bachelor's degree in animal sciences in 1984 and master's degree in animal breeding in 1986 from Texas Tech. Today, he is head of West Texas A&M University's Department of Agricultural Sciences.
- Larry Richardson, Vega: Richardson received his bachelor's degree in agronomy in 1981. He is president of Richardson Seeds, and president of MMR Genetics, a sorghum breeding company.
- Dewey Shroyer, Wolfforth: Shroyer received his bachelor's degree in 1966 and a master's degree in 1973, both in park administration. He is managing director-emeritus of Texas Tech's Grounds Maintenance Department.
- Chris Skaggs, Bryan: Skaggs received his bachelor's degrees in agricultural education and animal science in 1982. He is associate dean for student development for Texas A&M's College of Agriculture and Life Sciences.
- Kirk Thomas, Lubbock: Thomas received his bachelor's degree in agricultural economics in 1981 and master's degree in finance in 1982 from Texas Tech. The Lubbock County native is president of Lone Star State Bank.
- David Wester, Kingsville: Wester received his master's degree in 1979 and doctorate in 1984 from Texas Tech, both in range science. He is a professor and research scientist with Texas A&M – Kingsville's Department of Animal, Rangeland & Wildlife Sciences.

"The measure of a college's distinction and influence depends greatly upon the achievements of its alumni and the positions they attain in their respective communities and fields of endeavor," Piercy said. "These awards were established to recognize some of our most outstanding alumni."

The awards do more than honor former students, she added. They spotlight the accomplishments of the college, Texas Tech and, ultimately it enhances the pride of alumni, students, faculty and staff. It's tangible evidence of the effectiveness of agricultural and natural resource programs at Texas Tech.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 7, 2012

CONTACT: Celeste Villarreal, celeste.villarreal@ttu.edu

(806) 742-3990, ext. 249

Texas Tech School of Law Eighth Annual Gala Honors Distinguished Alumni

Texas Tech University School of Law celebrated the accomplishments of distinguished alumni Mar. 2. David W. Copeland ('82) and Chris A. Peirson ('77) received the Distinguished Alumnus Award, and Michael J. Henry ('81), and Walter B. ('77) and the late Anne R. Huffman received the Distinguished Service Award.

More than three hundred, including previous award recipients, local attorneys and judges, students, faculty and staff attended this year's event. The awards recognize professional and personal commitment to excellence, and contributions to the law school and legal community.

Copeland is the senior vice president, general counsel and corporate secretary of SM Energy Company in Denver. He has enjoyed a long, successful career in the oil and gas business. During the course of his legal career, he has negotiated more than \$15 billion in merger, acquisition, divestiture and financing transactions in the energy industry. He serves on the board of trustees of the Texas Tech University School of Law Foundation and the board of directors of the State Bar of Texas; he is a Sustaining Life Fellow of the Texas Bar Foundation and a member of the Energy Innovation Initiative Advisory Board of the University of Colorado Law School.

Peirson is board certified in residential real estate law in Texas and is a nationally recognized authority on the law and regulation of residential mortgage lending. She is a frequent speaker at seminars and conventions, including the Mortgage Banking Association of America, the American Institute of Banking, the State Bar of Texas and many other professional organizations. Currently a partner in PeirsonPatterson, LLP, Peirson also authored the legal forms that govern the practice of residential property transactions and has contributed to legal publications for the State Bar of Texas, Texas Real Estate Law Reporter, the Texas Land Title Institute and a number of Texas law schools. In addition, she has written screenplays that have appeared on national television.

Henry has provided premier representation in oil and gas disputes, breach of contract, employment, commercial, personal injury and wrongful death litigation for more than 30 years. He is board certified by the Texas Board of Legal Specialization in civil trial law and personal injury law and is a member of the American Board of Trial Advocates; he

has attained the highest rating of professional excellence by Martindale-Hubbell. Henry has been named a Super Lawyer for 2004 through the present year.

Walter B. Huffman, served as dean of the Texas Tech University School of Law from August, 2002 through June 2010. He was formerly a senior assistant for law and policy to the Secretary of Veterans Affairs, and also served as the Judge Advocate General of The United States Army – the Army's senior military lawyer. Dean Huffman has been named a Distinguished Graduate of Texas Tech University, a Distinguished Graduate of the College of Education, and a Distinguished Graduate of the School of Law. He also is a member of the Army Field Artillery Officer Candidate School Hall of Fame. Dean Huffman is a Fellow of the American Bar Foundation, and the Texas Bar Foundation and is a member of the American Law Institute. He is a former director of the State Bar of Texas. In 2009, he was appointed Distinguished Senior Fellow at the National Defense University's Institute for National Strategic Studies.

The late Anne R. Huffman married Walter Burl Huffman, on April 7, 1966 and joined him on a 33-year Army career, during which she devoted her life to her family and to helping others. Mrs. Huffman's selfless devotion to helping others was epitomized during her second tour in Germany when Walt's unit was deployed to South West Asia for Operation Desert Storm leaving many family members behind in Germany. She helped to pioneer a concept now formalized in the Army as the Family Support Group when she organized a center to assist the spouses of enlisted soldiers during the soldier's combat deployment. She embodied this same spirit of service when she became a mentor to many and a friend to all during her time as the "First Lady" of the Army JAG Corps and subsequently as "First Lady" and sponsor of the Law Partners organization for student's spouses at the Texas Tech School of Law. This world lost a very kind soul when Anne Huffman lost a valiant battle with cancer on Dec. 23, 2011. She is the first non-alumnus to receive this award.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 8, 2012

CONTACT: Leslie Cranford; leslie.cranford@ttu.edu
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Texas Tech Executive MBA Programs Recruiting New Cohort Weekend and week-block programs have impact statewide.

For working professionals, holding a master's degree in business administration (MBA) likely improves their worth in the job market, but getting one is easier said than done. Many location-locked professionals cannot leave their employment to pursue an MBA, or find time in an already-full schedule to take night classes.

Texas Tech University's Rawls College of Business has equipped job-bound professionals with that coveted degree since 2008, with its popular Executive MBA program – available in a weekend-style or week-block curriculum, with a face-to-face component.

About 53 percent of current participants are from the Dallas/Fort Worth area; 23 percent from Houston, nearly 16 percent from the Austin area and almost 7 percent from San Antonio.

Jim Hoffman, associate dean of MBA programs and executive education, and director of the programs, said that in business it is critical to stay close to the customer and be aware of the customer's needs.

"The program grew to the point where we had nine 30-40 person cohorts going at the same time," Hoffman said. "We currently have two weekend programs going and three week-block programs. We are scheduled to have one new weekend and one new week-block program start later this spring."

With the opening of the new Rawls College of Business Building, the on-campus component is better than ever, Hoffman said.

"The classrooms in the new building provide a great environment for learning. The new building is very impressive; our executive students will certainly tell their colleagues about it."

According to Hoffman, the Texas Tech curriculum is all about creating value. "We have a fantastic team of faculty tasked with teaching these professionals how to create and assess value on both an individual and organizational level," Hoffman said.

“We want graduates of our program to be able to create value in others around them and in themselves, create value for their customers and create overall value for their company or organization.”

The college is taking applications now for the next cohorts of the two MBA programs. Working professionals have the opportunity to earn their MBA in condensed formats that offer more flexibility for participants.

Scheduling Strategy

April Lewis works in Dallas as a procurement specialist for Pioneer Natural Resources, a large independent oil and gas company, buying services and equipment for its operations.

A 2005 graduate in Texas Tech’s Human Development and Family Studies program, with a master’s in Development and Family Studies from the University of North Texas, Lewis has nearly completed her first year in Texas Tech’s MBA week-block program.

“With a busy life schedule, I like best that this program enables me to work at my own pace,” she said. “Every week is not the same; other programs require you to attend class two to three nights a week and commute to school, and in Dallas this can be a challenge. The week block gives me a time to set aside everything else for two weeks out of the year, completely focus on the task at hand, and the remainder of the year I am free to study as necessary to complete assignments by the deadlines.

“I chose the week-block because it was less travel to and from Lubbock as compared to the weekend block where you go once a month, seemed more cost efficient and less of a blow to my schedule.”

Lewis said she already has gained a great deal of knowledge in the nine months she’s been in the program.

“I have obtained business knowledge that I have applied to my work and shared with my co-workers. My strategy course helped me implement measuring key performance indicators within our department. I have also gained friends and we use each other’s strengths to help one another accomplish our goals in this program.”

Location, Location, Location

Jerry Thomas, who also is enrolled in the week-block program, earned his Bachelor of Science in Nursing in 1994 from the University of Texas at Tyler.

Complicating his quest for an MBA, Thomas has two places of residence: primarily in Beaumont and Shreveport, La. on weekends. Thomas is the administrative director of Perioperative Services for Baptist Hospitals of Southeast Texas.



TEXAS TECH UNIVERSITY

"I chose the week-block program because it allowed me flexibility of juggling work and school," he said. "It enabled me to focus without work interruption. My travel schedule is demanding and, quite frankly, weekends were not an option."

Thomas expects this degree, coupled with his past experience, to open other doors professionally which were not available before.

"This was a goal to satisfy my deepest desires, to achieve graduate-level status," Thomas said. "The ability to engage different avenues within the medical arena or into other industries is attractive."

Thomas said he would recommend this program to others because of the Texas Tech staff and the level of expertise they bring to the table.

"Jim has succeeded in developing a team of individuals whose knowledge expands across a broad spectrum of experience. Their interaction along with fellow students', assists with the learning process for those who maintain full time employment."

The Personal Touch

Kimberly Jones-Ross, who lives in Arlington and works for Southern Methodist University as Contracts Manager in the Office of Research Administration, is enrolled in the week-block program as well.

"Having two young boys, this fit perfectly in our busy schedules," she said. "The best part of the program to me was the flexibility and the timing of the weeks that we had to attend. It worked out perfectly with my kid's school schedules and work schedule."

Jones-Ross chose Texas Tech's program for its flexibility but also because of personal attention from the faculty.

"Dr. Hoffman took nearly an hour to explain and talk to me about the program," she said. "That impressed me, for someone like him to take that amount of time out for me and my future. I knew if they accepted me, this was the place for me. You just do not get that kind of treatment these days."

Jones-Ross, having a science background, said she expects to gain better knowledge of the business world, and the program has helped her tremendously in her professional development.

"One day I hope they will offer a Ph.D. program like this one. I know I would apply," she said. "I would recommend this to other business professionals because it is an awesome program that can increase your knowledge base, it has world-class professors who are the top in their fields, and it is flexible. The networking and the friendship that I have made are just additional benefits."

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 8, 2012

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu
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The Women's Studies Program Celebrates Women's History Month

The Texas Tech University Women's Studies Program will host a number of events on campus and online throughout the month of March in celebration of Women's History Month. Events are planned to celebrate achievements by, for and about women.

"These events are inspired by the National Women's History Project 2012 Theme on Women's Education and Empowerment," said Patricia Earl, coordinator of the Women's Studies Program at Texas Tech, "and will tell the stories of women's achievements as central to the fabric of understanding history."

The public celebration of women's history in this country began in 1978 as "Women's History Week." The week including March 8, International Women's Day, was selected and in 1981 Sen. Orrin Hatch and Rep. Barbara Mikilski co-sponsored a joint Congressional resolution proclaiming a national Women's History Week. In 1987, Congress expanded the celebration to the entire month of March.

Events include:

A History of Women's Leadership – noon to 1 p.m. March 8, Room 153 of the Teaching, Learning & Professional Development Center (TLPDC) of the Texas Tech University Library. International Women's Day has been observed since in the early 1900s, a time of great expansion and turbulence in the industrialized world that saw booming population growth and the rise of radical ideologies. This forum will discuss current strategies to promote forward movement of women's rights on a global scale. Guest speakers will include members of the newly formed Texas Tech student organization Women for Women International.

Binding Equality: A Women's Studies Symposium – 8:30 a.m. to noon, March 23, Helen DeVitt Jones Auditorium, Museum of Texas Tech University. The symposium is an event celebrating women writers. The symposium coincides with the exhibition, "Speaking Volumes: Books and Ideas from 1250-1862," which showcases ancient and rare books, documents and manuscripts from the Remnant Trust Inc. The exhibition is currently available for viewing and will remain open to the public until April 29. All sessions for the symposium are free and open to the public and will be in the museum's auditorium. Registration and a welcome address will begin at 8:30 a.m. and two one-hour sessions will follow from 9 a.m. to 11:15 a.m. and conclude with a guided gallery talk and tour of the exhibition beginning at 11:30 a.m. Pre-registration is available on the



TEXAS TECH UNIVERSITY

Women's Studies website. Proof of attendance will be provided at the registration desk for students needing to attend the symposium or a single session for course credit.

Title IX: History of Women's Leadership in Sports – noon to 1 p.m. March 30, Marshall Formby Room, Southwest Collection/Special Collections Library. 2012 marks the 40th anniversary of the passage of Title IX, the federal law that prohibits discrimination on the basis of sex in federally funded education programs. American colleges nationwide have seen a vast increase in enrollment by women. Within a generation Title IX has transformed the educational landscape of the United States to serve as the primary tool for women's fuller participation in all aspects of education from scholarships, to facilities, to classes. Judi Henry, senior associate director of athletics will speak, along with other guests to be announced later. Henry will speak about the history of Title IX and the impact the law continues to have on girls and women in all levels of academia.

Two online options will be offered; the first being the "Test Your Knowledge" quizzes and the 40 Question Challenge being second. Both are online opportunities to test knowledge of women in history. Throughout the month of February and March weekly quizzes will be posted using campus announcements as well as the Women's Studies Program's Facebook group.

Events are free and open to the public. Visitor parking is available in the Student Union parking lot and at the Museum of Texas Tech University, respectively.

For more information go to www.depts.ttu.edu/wstudies or on Facebook by searching "Texas Tech University Women's Studies Program."

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

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 8, 2012

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Broadcast Journalism Student Gets \$10,000 Texas AP Scholarship

A Texas Tech University student is one of two students chosen to share \$15,000 in Texas Associated Press Broadcasters (TAPB) scholarships.

The TAPB board voted recently to give \$10,000 to Andrew Nepsund of San Antonio. He is a Texas Tech junior, double majoring in broadcast journalism and history.

Brenna Arthur of Frisco, a freshman attending the University of North Texas, received the remaining \$5,000.

The scholarships will be presented during the TAPB awards banquet on March 31 at the Headliners Club in Austin.

Last year TAPB gave out \$7,500 in scholarships. Additional funds were available this year because all TAPB radio and television entries, for the first time, were submitted and judged online. Judges previously were flown to Dallas.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE

DATE: March, 9, 2012

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

Texas Tech to Host A Women's Symposium

Texas Tech University Women's Studies Program will host, "Binding Equality: A Women's Studies Symposium," an event celebrating women writers, from 8:30 to noon, March 23, in the Helen Devitt Jones Auditorium at The Museum of Texas Tech University.

In honor of Women's History Month, the Women's Studies program along with the Education Division of the museum of Texas Tech will host the event, which will coincide with the exhibition, "Speaking Volumes: Books and Ideas from 1250-1862." The exhibition showcases ancient and rare books, documents and manuscripts from the Remnant Trust Inc. The exhibition currently is available for viewing and will remain open to the public until April 29.

All sessions for the symposium are free and open to the public and will be held in the museum's auditorium with the registration and a welcome address beginning at 8:30 a.m. Two one-hour sessions will follow beginning at 9:00 a.m. to 11:15 a.m. and will conclude with a tour of the exhibition.

Pre-registration is available on the Women's Studies [website](#). Proof of attendance will be provided at the registration desk for students needing to attend the symposium or a single session for course credit.

Visitors can find free parking in the museum parking lot located at the southeast corner of Fourth Street and Indiana Avenue. To preview the exhibition visit the Special Exhibitions Gallery 7 at the museum.

Public hours for the museum are Tuesday through Saturday, 10 a.m. to 5 p.m. and Sunday, 1 to 5 p.m. Admission is free.

For more information and the complete symposium program visit the Women's Studies website www.depts.ttu.edu/wstudies.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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Office of Communications and Marketing

An EEO/Affirmative Action Institution



News Release

FOR IMMEDIATE RELEASE

DATE: March 9, 2012

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu

(806) 742-2136

Texas Tech Presents Mozart's Così Fan Tutte

The Texas Tech University School of Music along with the College of Visual and Performing Arts hosts W.A. Mozart's "Così Fan Tutte" at 7 p.m. March 23 and 24 in the Allen Theatre.

Tickets are available through Select-A-Seat at (806) 770-2000 or www.selectaseatlubbock.com and are \$15 for adults, \$13 for seniors and \$10 for students and children. Service charges are not included in the price.

In "Così Fan Tutte," the young bachelors Ferrando and Guilielmo, on a bet from their older and "wiser" friend Don Alfonso, decide to find out how devoted their sweethearts Fiordiligi and Dorabella really are by disguising themselves as dashing visitors from overseas to see if the ladies will remain faithful. The plot becomes complicated when the boys learn that they must woo their counterpart's young lady.

Wolfgang Amadeus Mozart was commissioned to write his two-act opera buffa, "Così fan tutte," after the successful revival of "Le Nozze di Figaro," in August 1789. The opera was first performed in Vienna on Jan. 26, 1790.

"Così Fan Tutte," contains some of the most exciting arias and ensemble numbers in opera buffa.

Gerald Dolter is the stage director, Andrew George conducts the orchestra and Timothy Walsh is in charge of scenic design and lighting. The show is presented in Italian with English recitatives and supertitles. It is mainly double cast with principal roles being performed as follows:

- Fiordiligi- Elizabeth Hott, Catherine Swindle
- Dorabella- Kaitlin Hatchett, Casey Joiner
- Despina- Amy Pineau, Jackie Stevens
- Ferrando- Neal D. Patel, John Wenzel
- Guglielmo- John Daugherty, Nathan Rhoden
- Don Alfonso- Andrew Henry

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News Release

FOR IMMEDIATE RELEASE

DATE: March 12, 2012

CONTACT: Karin Slyker, Karin.Slyker@ttu.edu
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Expert: Society's Acquired Taste for "The Hunger Games"

Pitch□□

"The Hunger Games" opens nationwide March 23, and is the much-anticipated theatrical release based on a trilogy of the same name. However, should society be celebrating a story where children kill other children in the name of sport and entertainment?

Expert□

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

Talking Points□□

- Books based on a similar concept, including "The Lord of the Flies."
- Movies, such as "Battle Royale," that may have influenced "The Hunger Games."
- Comparison to other series in pop culture, like "Harry Potter" or "Twilight."

Quotes□□

- "The concept of children against children is not a new one. The biggest similarity comes from the controversial "Battle Royale," where children are forced to kill one another and only one is supposed to survive."
- "There's nothing logically moral about kids killing kids in a contest, but the concept is reminiscent of other stories and films."



News Release

FOR IMMEDIATE RELEASE

DATE: March 13, 2012

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Announces Dean of College of Agriculture

Officials at Texas Tech University announced today (March 13) that Michael Galyean will become the permanent dean of the College of Agricultural Sciences and Natural Resources (CASNR), effective April 1. He was named interim dean in February 2011, taking the reins that July, on the retirement of John M. Burns.

The announcement came from Provost Bob Smith. Lawrence Schovanec, dean of the College of Arts and Sciences, was chairman of the search committee.

Galyean is a Horn professor and Thornton Distinguished Chair in beef cattle nutrition and management in Texas Tech's Department of Animal and Food Sciences.

"Michael is the ideal person to fill the dean position in CASNR," Smith said. "His background and experience will be most helpful in making successful contributions. President Bailey and I believe he will work successfully across the university landscape in unique ways to help the college advance to future significant levels."

Galyean earned a bachelor's degree in agriculture from New Mexico State University, and a master's in animal science and doctoral degree in animal nutrition, both from Oklahoma State University.

He joined the faculty at Texas Tech in 1998 and was chairman of the Animal Care and Use Committee from 2002 to 2006.

Previously he was assistant professor, associate professor, and professor in the Department of Animal and Range Sciences at New Mexico State University from 1977 to 1990; professor and superintendent of the New Mexico State University Clayton Livestock Research Center from 1990 to 1996; and professor of animal science at West Texas A&M University and the Texas Agricultural Experiment Station in Amarillo from 1996 to 1997.

Along with awards from other organizations and universities, Galyean has received multiple awards from Texas Tech, including the College of Agricultural Sciences and Natural Resources Outstanding Researcher Award in 2004 and 2005; the President's Academic Achievement Award in 2005; and he was appointed as a Horn Professor in 2006. Additionally, he earned the Animal Management Award from the American

Society of Animal Science in 2006; the College of Agricultural Sciences and Natural Resources Service and Outreach Award from Texas Tech in 2007; and he was named a Fellow in the American Society of Animal Science in 2010.

Galyean is a member of the American Society of Animal Science, American Registry of Professional Animal Scientists, American Dairy Science Association and American Society for Nutritional Sciences.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 13, 2012

CONTACT: Clay Fuchs, clay.fuchs@ttu.edu
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Texas Tech's Active Character Program Teaches Elementary and College Students

Who knew that staying after school could be fun and beneficial. Students from Texas Tech University and McWhorter Elementary, are proving that concept with a new after-school initiative called the Active Character Program.

The program acts as a mentorship for underprivileged youths in the area, and is designed to teach character through discussion, mentoring and playing various sports. It also keeps students active and helps them become lifelong exercisers in an attempt to reduce obesity.

The program pairs up one to two fourth and fifth-grade elementary school students with a college student throughout the semester as they participate in various after school drills and activities. More than 50 elementary school students already have participated during the program's two semesters of existence.

"One of our main goals was to create a successful mentoring program," said Jeff Key, an instructor and personal fitness and wellness coordinator at Texas Tech, who co-created and directs the program. "Each Tech student is assigned a group of kids and they stick with them the whole semester. This program is so great because these kids get to see these college students take a vested interest in them. A lot of times they don't get that experience."

Key said the program, which also was the idea of Marc Lochbaum, an associate professor in exercise and sport psychology, already has seen an early success.

"This is one of those things where you dream of it, write it out on paper, talk to other people and ask what they think," Key said. "And honestly, it came out perfectly."

The after-school program takes place every Tuesday and Thursday during the semester. Students get to play sports such as hockey and lacrosse, sports not typically provided to them in the elementary school's athletic curriculum.

Key said he hopes to get children involved in doing something positive early in their life and hopefully, it will light a fire that will help them stay active throughout their lives.

Texas Tech students in the program gain much more than three hours of course credit. Because many of the students in the program are planning to be coaches and educators, the hands-on experiences are great learning tools.

“It is more worthwhile than anything I could ever teach them in a classroom,” Key said.

Jeffrey Rosales, a health, exercise and sports sciences major from Vernon, said he truly enjoys the program because he gets to know the students on a personal level and becomes friends with them.

Rosales said he has wanted to be a coach from the beginning, and this experience has only solidified the idea he wants to teach and coach at the elementary level.

“You honestly learn from them. You learn how to be a better teacher,” Rosales said. “You develop friendships with the people you work with.”

There also is a research aspect to the program. Key, along with Luis Cardenas, the principal at McWhorter, are hoping to see if the program has a positive effect outside the program and in the classroom. They will look to see if the participants are better behaved than non-participants.

Cardenas wants students to see the program as an incentive to do better in class. He said he thinks overall the program has helped because the kids look up to the college students and pay attention to the way they carry themselves.

“It’s nothing but positives all the way around,” Cardenas said, “from improved self esteem to being exposed to kids who are at Texas Tech to even giving them something to do after school.”

Cardenas anticipates the program continuing as long as resources remain, he has kids who can benefit from the program and Texas Tech is there to help. He said Texas Tech is a gold mine for his school because of all the resources that are available for his kids.

“Texas Tech reaching out to the community is tremendous. I have been here 13 years and we have had a very close relationship with the various professors and people at the university at all levels, from supervising to student teaching,” said Cardenas.

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Advisory

FOR IMMEDIATE RELEASE

DATE: March 15, 2012

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Initial Meeting for South Central Climate Science Center

- WHO: South Central Climate Science Center
- WHAT: Roll-out meeting for partners and those interested in the center
- WHEN: 8 a.m. – 5 p.m. Monday (March 19)
- WHERE: USDA-ARS Cropping Systems Laboratory, located at the corner of the Texas Tech Parkway and 4th St.
- EVENT: The South Central Climate Science Center (SCCSC) is one of eight regional centers established and funded by the U.S. Department of Interior. The centers are designed to bring together the best science available to help federal and state agencies, and the public and nonprofit sectors address climate variability.

The meeting will define the federal mandate for the South Central Climate Science Center as well as its mission, scope and operation and for the members of the SCCSC to hear from stakeholders on what they see as critical issues for this region.

NOTE: John Zak, Texas Tech principal investigator, and Allison Shipp, federal interim director of the SCCSC, will be available for interviews. The mission, scope and operation of the center will be discussed from 8:45-9:45 a.m. The best time for interviews would be at breaks at 10:15-10:45 and just before noon.

CONTACT: John Zak, principal investigator, Texas Tech University, (806) 742-3833 or john.zak@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 15, 2012

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

Texas Tech Rawls College of Business Hosts Co-Founder and CEO of Medhab

- WHAT:** Texas Tech University's Rawls College of Business Chief Executives' Roundtable Speaker Series
- WHEN:** 11:30 a.m. Wednesday (March 21)
- WHERE:** Valley of Lubbock Scottish Rite, 1101 70th St.
- EVENT:** Texas Tech's Rawls College of Business will host Johnny Ross, co-founder and CEO of Medhab. Ross will speak about leadership and entrepreneurial skills in the business world.

Johnny Ross has nearly 15 years of experience in various fields of leadership. He worked in business development and field sales for Johnson & Johnson.

While at Johnson & Johnson, he received three presidential trophies, was named strategic market director of the year, district manager of the year and sales representative of the year.

In late 2008, Ross co-founded Medhab, a start-up medical device company. Medhab has developed new patent-pending technology in the medical device field affording medical prescribers the ability to customize the rehabilitation protocol to meet each patient's needs.

Ross received his bachelor's degree in political science from Texas Tech and his master's degree in public administration from Angelo State University.

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

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Alice Oles, unit coordinator of alumni relations/external relations, Rawls College of Business, Texas Tech University, (806) 742-3188 or alice.oles@ttu.edu.

Office of Communications and Marketing

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Advisory

FOR IMMEDIATE RELEASE

DATE: March 15, 2012

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

Texas Tech University Law Hosts 7th Court of Appeals

- WHAT:** The Texas Tech University School of Law will host the Texas 7th Court of Appeals.
- WHEN:** 10 a.m. Wednesday (March 21)
- WHERE:** Donald M. Hunt Courtroom, School of Law, 1802 Hartford Ave.
- EVENT:** The Court, which usually presides in Amarillo, will provide an opportunity for law students and the public to view the high court in action.

The 7th Court of Appeals is composed of a chief justice and three justices. The court has intermediate appellate jurisdiction in both civil and criminal cases appealed from lower courts in 46 counties in Texas; in civil cases where judgment rendered exceeds \$100, exclusive of costs; other civil proceedings as provided by law; and in criminal cases except in post-conviction writs of habeas corpus and where the death penalty has been imposed.

Four cases are scheduled to be heard, starting with docket call at 10 a.m., breaking for lunch, and resuming arguments at 1:30 p.m.

For more information on Texas Tech University School of Law and the 7th Court of Appeals, please visit www.law.ttu.edu and www.7thcoa.courts.state.tx.us.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Celeste Villarreal, communications coordinator, School of Law,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 15, 2012

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

Two Texas Tech Law Appellate Teams Win Regional Competition, Advance to Nationals

Both of the Texas Tech University School of Law's ABA National Appellate Advocacy Competition teams claimed regional championships at the Boston regional rounds this past weekend.

Third-year students Brandon Beck of Austin, Allie Hallmark of Midland, and Elizabeth Hill of Lubbock, fresh off their win at the National Moot Court Competition last month, defeated teams from DePaul University College of Law, University of Miami School of Law, Valparaiso University Law School, and ultimately Southern Methodist University Dedman School of Law in the final round. Beck's brief was named the competition's best, his fourth Best Brief award in his law school career, and Hill was named the third-best advocate.

The teams are coached by Rob Sherwin, director of Texas Tech Law's Advocacy Programs, and Natalie Roetzel, chief counsel for the Innocence Project of Texas.

The second team of third-year Ben Robertson of Houston, and second-year students Reagan Marble of Jourdan and Suzanne Taylor of Arlington claimed a championship of their own, beating teams from St. Thomas University School of Law-Fla., Ohio State University College of Law, University of San Francisco School of Law, and SMU's other team in their final round. Marble and Taylor tied for the fourth-best advocate award.

Texas Tech Law is one of just two schools in the nation to claim dual regional championships in this year's competition.

"It has been the fourth-straight year we have accomplished that," Sherwin said, "And in that time, we have produced more regional champions than any other school in the country. From a field that started with more than 200 teams, to have two in the top 26 is a tremendous feat."

Both teams now advance to Chicago for the national finals in April.

The ABA Law Student Division National Appellate Advocacy Competition emphasizes the development of oral advocacy skills through a realistic appellate advocacy experience. Competitors participate in a hypothetical appeal to the United States Supreme Court. The competition involves writing a brief as either respondent or petitioner and then arguing the case in front of the mock court.

More information about Texas Tech University School of Law may be found at www.law.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 15, 2012

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

Unique Dance Experience's at Texas Tech

Taking classes in the Texas Tech University Department of Theatre and Dance can lead to some very unique experiences, for instance, being introduced to an alternative style of dance from one of the most prestigious modern dance companies in America.

Ailey II recently performed at Texas Tech as part of the Presidential Performance and Lecture Series. Before the performance, students attended a class hosted by three of the Ailey II dancers who taught them some of their unique dance skills.

"This is a chance for our students to take from other instructors which is something we really promote," said Genevieve Durham DeCesaro, associate professor and dance associate chair in the Department of Theatre and Dance. "We think we are really great, but we want our students to take from other individuals so they get exposure not only to different styles of dancing, but different styles of teaching."

DeCarso said it is very important to learn these different styles of teaching because many students will go to be professional performers, choreographers and working teachers.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Genevieve Durham DeCarso, associate professor and dance associate chair, Department of Theatre and Dance (806) 742-2270, or liza.muse@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: March 19, 2012

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu
(806) 742-2805 ext. 248

Texas Tech Wins Houston Livestock Show Wool Judging

Texas Tech University's wool judging team successfully finished its season with a decisive victory March 13 at the Houston Livestock Show's Intercollegiate Wool Judging Contest.

Texas Tech's red team finished first and posted a total score of 2,201 points – 24 points ahead of its nearest competitor. The Red Raider's black team scored 2,163 points and finished third overall.

The team won the placing and reasons divisions and finished third in the grading division

"We had a successful year with some narrow defeats," said Aaron Jennings, the team's coach and a graduate student in the Department of Animal and Food Sciences. "Winning Houston was a true testament to this team's talent and work ethic. I fully expect these students to continue to have great success in the Texas Tech judging program."

Other top finishers included Angelo State University, Colorado State University and Texas A&M University who finished second, fourth and fifth overall, respectively.

Individually, five of the top-ten individuals were from Texas Tech. Colton Coker, a freshman from Roby, placed second. He was followed closely by teammate Ward Kerr, a freshman from Mertzon, who placed third. Kassandra Ognoskie, a freshman from Orting, Wash., placed seventh; Tayler Green, a freshman from Ropesville, placed ninth; and Austin Langemeier, a freshman from Marion, placed tenth.

Additional team members included:

- Brittany Blum, a freshman from Howe
- Kylan Carson, a freshman from Olton
- Tyler Neuman, a freshman from Hondo
- Bailey Joe Pennington, a freshman from Sonora
- Marlynke Vanderlei, a freshman from Amherst
- Rex West, a freshman from Paris
- Christy Woerner, a freshman from Fredericksburg
- William Wunderlich, a freshman from Fredericksburg
- Lukas Ziegler, a freshman from New Windsor, Md.

The team was coached by Jennings and Brittany Thompson, an undergraduate student in the department.

This was the final contest for the team comprising all freshman students. Previously, the team competed at the National Western in Denver, Colo., where it was narrowly defeated and finished third overall. The team earned second-place honors at the San Antonio Stock Show's competition on Feb. 10.

CONTACT: Moriah Beyers, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805 ext. 248, or moriah.beyers@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 19, 2012

CONTACT: Melanie Hess, melanie.hess@ttu.edu
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Texas Tech Lecture: Simulation of Transient Winds on Civil Structures

- WHAT:** Partha P. Sarkar, former Texas Tech University professor and director of the Iowa State University Wind Simulation and Testing Laboratory will speak regarding numerical and laboratory simulations of wind phenomena.
- WHEN:** 3:30-4:30 p.m. Wednesday (March 21)
- WHERE:** Texas Tech University, Electrical Engineering Room 217
- EVENT:** Sarkar will speak about findings that numerical simulations can overcome some of the physical limitations of laboratory simulations. This includes a more accurate peak prediction.

The combination-approach of using finite element analysis and laboratory simulations to help understand the interaction of a building with a tornado also will be discussed. Sarkar also is the president of the American Association of Wind Engineering.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Kelsey Seger, academic unit coordinator, Wind Science & Engineering Research Center, Texas Tech University, (806) 742-3476 ext. 321 or kelsey.seger@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Mar. 19, 2012

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

Texas Tech's College of Mass Comm Morris Lecturer Series features Editor-In-Chief of the Foreign Service Journal

- WHAT:** Texas Tech University's College of Mass Communications hosts William S. Morris III Distinguished Lecturer Series
- WHEN:** 11:30 a.m. to 1 p.m. Wednesday (March 21)
- WHERE:** McKenzie-Merket Alumni Center, 17th Street and University Avenue
- EVENT:** Texas Tech University's College of Mass Communications will host the William S. Morris III Distinguished Lecturer Series featuring Steve Honley, editor-in-chief of the Foreign Service Journal of the American Foreign Service Association (AFSA).

His discussion "Was the War in Iraq Worth Fighting?," will provide an opportunity for students and faculty to meet a nationally known print media professional and engage in dialogue relevant to current social, cultural and political issues.

Honley received his bachelor's degree from Centenary College and a master's degree in international affairs from George Washington University.

During his 12-year diplomatic career as a political Foreign Service officer, he helped address issues ranging from Iraq's August 1990 invasion of Kuwait and the subsequent Persian Gulf War to the evacuations of U.S. citizens from Liberia, Panama, Haiti and other countries.

In his position as editor-in-chief of the Foreign Service Journal, he writes regularly for the magazine and was associate editor for all three editions of "Inside a U.S. Embassy: Diplomacy at Work," AFSA's book about Foreign Service careers.

The lectureship was established in honor of William S. Morris, chairman and chief executive officer of Morris Communications Co., for his work and assistance in establishing the Texas Tech College of Mass Communications.

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 19, 2012

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

Texas Tech Hispanic Honor Society Hosts Annual Peace and Security Forum

- WHAT:** Texas Tech University's National Collegiate Hispanic Honor Society hosts fourth-annual Forum on Peace and Security
- WHEN:** 5 to 6 p.m. Wednesday (March 21)
- WHERE:** International Cultural Center Auditorium, 601 Indiana Ave.
- EVENT:** Texas Tech's National Collegiate Hispanic Honor Society Sigma Delta Pi, in collaboration with the Office of International Affairs, hosts its fourth-annual forum on Peace and Security.

The event will feature guest panelist Steve Honley, editor-in-chief of the Foreign Service Journal of the American Foreign Service Association, and Mohammad Maqusi, professor of Middle East studies at Texas Tech, both of whom will partake in a discussion centralized around the theme "Arab Spring: One Year Later."

In addition, former Ambassador Tibor Nagy, vice provost for International Affairs, will serve as the moderator for the discussion.

The event is sponsored by the CH foundation and Texas Tech Student Government Association.

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CONTACT: Comfort Pratt, advisor, Sigma Delta Pi, and associate professor for the College of Education, Texas Tech University, (806) 742-1997 ext.#237 or c.pratt@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 20, 2012

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

Texas Tech Office of International Affairs Hosts Adventures in Study Abroad

- WHAT:** Texas Tech University's International Cultural Center hosts annual photo competition Adventures in Study Abroad
- WHEN:** 4:30 - 6 p.m. Thursday (March 22)
- WHERE:** International Cultural Center, 601 Indiana Ave.
- EVENT:** Texas Tech's International Cultural Center (ICC) will host the annual Adventures in Study Abroad, a juried photo competition featuring images taken by students while on TTU-approved study abroad programs.

This year's exhibit features 39 photographs from 27 students, locations ranging from the streets of London to the rain forests of Costa Rica, and all points in between.

The come-and-go reception is open to the public, and students interested in studying abroad are encouraged to attend.

The exhibit will be on display at the ICC building until April 20.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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



News Release

FOR IMMEDIATE RELEASE

DATE: March 20, 2012

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

New Micro-Device Could Change Drug Testing

Texas Tech University scientists have filed for a patent on a new device that could make some drug testing faster and less expensive.

Siva Vanapalli, an assistant professor in Texas Tech's Department of Chemical Engineering, and his team created a simple microfluidic device about the size of a penny that could replace the current drug screening systems. Vanapalli's work was recently featured in the journal "Lab on a Chip."

"To develop a drug one must develop not only the drug compound, but also determine how much of the drug to give for it to be effective," said Vanapalli.

Vanapalli is currently working with anti-bacterial chemicals, but hopes the process can be refined to aid in screening for new anti-cancer drugs.

The pharmaceutical industry screens hundreds of thousands of drug candidates each year using large robots that deliver one specific concentration of the drug at a time, a time-consuming process that requires large amounts of the compound and reagents.

"Our chip changes the process in two ways," said Vanapalli. "We can do multiple concentrations of the drug at one time. That means we can use a sample maybe 1,000 times smaller than the amount currently used and we can do the same work in a much shorter time period. In short, making the drug screening process faster and more inexpensive for the pharmaceutical company and hopefully reducing the ultimate cost to the consumer."

Vanapalli's lab has demonstrated testing 60 different concentrations of a drug in about 10 minutes and expects to be able to improve on those numbers in future devices.

The new device looks like a computer chip with multiple microchannels and nanoliter-wells to hold an array of droplets of a substance. A scientist can vary the presence of other materials from drop-to-drop, thus testing multiple concentrations of the drug at the same time.

The use the microfluidic droplet arrays for drug testing was actually an accident. “We were working on a different type of experiment, but the outcome led us down this path,” said Vanapalli. “It is incidents like this that make science exciting.”

Vanapalli’s research is supported in part by the National Science Foundation and the Cancer Prevention and Research Institute of Texas.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Siva Vanapalli, assistant professor of chemical engineering, Whitacre College of Engineering, Texas Tech University, (806) 742-3553, or siva.vanapalli@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 21, 2012

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

Texas Tech hosts AIA Lecture Series

- WHAT:** "Heraldry of the Dead: The Engraved Stone Plaques of Neolithic Iberia"
- WHEN:** 5:35 p.m. March 21 (Wednesday)
- WHERE:** Room 001, English and Philosophy Building
- EVENT:** Texas Tech University along with the American Institute of Archeologists Lubbock society will host Katina Lillios, an associate professor in the Department of Anthropology at the University of Iowa.

"Having published a book on the topic, Lillios is a leading expert on these stone plaques. Any student interested in art, archeology, or memories of the deep past should attend this lecture," said Chris Witmore, an associate professor in the Department of Classical and Modern Languages and Literatures.

These plaques have captivated archeologists for more than a hundred years because of the exquisite artistry etched on them. The mostly slate plaques, which have been found in southern Portugal and Spain, have traditionally been interpreted as being representations of the European Mother Goddess.

Lillios has drawn a different conclusion from her research. In the lecture She will present evidence that the Iberian plaques were genealogical records of emerging elites. She will then explore the implications of such an interpretation to our understanding of identity and social life in Neolithic Iberia.

CONTACT: Chris Witmore, associate professor, Department of Classical and Modern Languages and Literatures, (806) 742-3145 or chris.witmore@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 21, 2012

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

Texas Tech to Host A Women's Symposium

- WHAT:** "Binding Equality: A Women's Studies Symposium," an event celebrating women writers
- WHEN:** 8:30 a.m. to noon, Friday (March 23)
- WHERE:** The Helen Devitt Jones Auditorium at the Museum of Texas Tech University
- EVENT:** In honor of Women's History Month, the Women's Studies program along with the Education Division of the museum of Texas Tech will host the event, which will coincide with the exhibition, "Speaking Volumes: Books and Ideas from 1250-1862." The exhibition showcases ancient and rare books, documents and manuscripts from the Remnant Trust Inc. The exhibition currently is available for viewing and will remain open to the public until April 29.

All sessions for the symposium are free and open to the public and will be held in the museum's auditorium with the registration and a welcome address beginning at 8:30 a.m. Two one-hour sessions will follow beginning at 9:00 a.m. to 11:15 a.m. and will conclude with a tour of the exhibition.

Public hours for the museum are Tuesday through Saturday, 10 a.m. to 5 p.m. and Sunday, 1 to 5 p.m. Admission is free.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 21, 2012

CONTACT: Celeste Villarreal, celeste.villarreal@ttu.edu

(806) 742-3990, ext. 249

Texas Tech Presents Holocaust Survivor

Texas Tech University School of Law's Jewish Law Students Association, in partnership with the university's Student Organization Academy and Office of Campus Life, will present Holocaust survivor Max Glauben.

Glauben, an eminent holocaust survivor and educator, and prolific public speaker will speak at the Escondido Theater at 10:30 a.m. Saturday (March 24). This event is open to the public and free of charge.

Currently a resident of Dallas, Glauben was born the son of Jewish middle class parents in 1928 in Warsaw, Poland. By the end of 1939, his entire family had been relocated to the Warsaw Ghetto, where he stayed until the 1943 Warsaw Ghetto uprising. He and his family were transported via boxcar to the Majdanek gas chambers, where most of his family members were executed. He and his father were selected for slave labor in the Budzyn Concentration Camp. After his father was killed, Glauben was sent to the Mielec, Wieliczka, and Flossenbug concentration camps.

Glauben was liberated by the United States Army on April 23, 1945.

He moved to New York in December 1947, and later moved to Atlanta. Glauben was drafted into the US Army during the Korean War in 1951, where he served at Fort Hood. In 1953, he was discharged from the Army, married Frieda Gappelberg, a Dallas native, and has remained in Texas ever since.

Glauben speaks to civic organizations, student groups and other audiences on a regular basis about his experiences.

More information about Texas Tech University School of Law may be found at www.law.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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



News Release

FOR IMMEDIATE RELEASE

DATE: Mar. 21, 2012

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

Expert: "Titanic" Sets Sail in 3-D for 100th Anniversary

Pitch

The RMS Titanic hit an iceberg in the frigid waters of the North Atlantic on April 15, 1912. Now those captivated by the tragedy can see the movie based on those events in 3-D, 15 years after its original theatrical release.

Expert

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

Talking Points

- Titanic's timeless appeal
- Movies rereleased in enhanced versions
- Titanic as a blockbuster that broke box office records

Quotes

- "It makes sense for director James Cameron to re-release 'Titanic' for modern audiences. It is one of the biggest films of all time, and 3-D is all the rage right now."
- "I doubt 3-D will add much to the film, but the story still resonates with the next generation. So why not let them enjoy it on the big screen?"
- "This timeless story of romance propelled Leonardo DiCaprio and Kate Winslet into super stardom."
- "People will go see it. Though it is not likely to see the same success as in 1997."



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 21, 2012

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

Texas Tech Presents Mozart's *Così Fan Tutte*

WHAT: W.A. Mozart's "Così Fan Tutte"

WHEN: 7 p.m. March 23 and 24

WHERE: Texas Tech University Allen Theatre

EVENT: In "Così Fan Tutte," the young bachelors Ferrando and Guglielmo, on a bet from their older and "wiser" friend Don Alfonso, decide to find out how devoted their sweethearts Fiordiligi and Dorabella really are by disguising themselves as dashing visitors from overseas to see if the ladies will remain faithful. The plot becomes complicated when the boys learn that they must woo their counterparts' young lady.

Tickets are available through Select-A-Seat at (806) 770-2000 or www.selectaseatlubbock.com and are \$15 for adults, \$13 for seniors and \$10 for students and children. Service charges are not included in the price.

Wolfgang Amadeus Mozart was commissioned to write his two-act opera buffa, "Così Fan Tutte," after the successful revival of "Le Nozze di Figaro," in August 1789. The opera was first performed in Vienna on Jan. 26, 1790.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Liza Muse, senior specialist, Texas Tech University, (806) 742-2270 ext. 295, or liza.muse@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 22, 2012

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

Texas Tech School of Law Presents Annual Criminal Law Symposium: Sixth Amendment

The Texas Tech University School of Law and the *Texas Tech Law Review* will present the Sixth Annual Criminal Law Symposium: The Sixth Amendment, a continuing legal education program for those interested in learning about most current developments in criminal jurisprudence.

The day-long event is from 9 a.m. –5:30 p.m. March 30, at the School of Law's Mark & Becky Lanier Professional Development Center, 1802 Hartford Ave. The symposium features nationally recognized leaders in the field, including chaired professors from the universities of Michigan, California-Berkeley and Virginia.

This symposium is an invaluable opportunity to network with professionals within the criminal law community and learn from nationally recognized experts.

The event is hosted by Arnold Loewy, Texas Tech's George Killam Professor of Criminal Law, and will feature panel discussions addressing The Right to Confrontation, The Right to Counsel at Trial, and The Right to Counsel Before Trial.

The keynote speaker is Robert Mosteller, J. Dickson Phillips Professor of Law and associate dean at the University of North Carolina at Chapel Hill. Mosteller has published casebooks and treatises on evidence. The luncheon speaker is nationally recognized scholar, Donald Dripps from the University of San Diego School of Law.

This event is open to professionals, government employees, students, staff and faculty of Texas Tech School of Law. Professionals registering for CLE credit will receive 7.25 hours CLE credit and one ethics hour.

For a complete schedule, fees and registration application for this event, please visit the *Texas Tech Law Review* website at www.texastechlawreview.org/Symposium.

More information about Texas Tech University School of Law may be found at www.law.ttu.edu.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 23, 2012

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

Texas Tech Hosts Financial Education Week 2012

Texas Tech University Red to Black will host Financial Education Week

WHEN: March 26-30 (Monday-Friday)

WHERE: Texas Tech University

EVENT: Red to Black,

March 26

11 a.m.- 1 p.m.	Money Jump	Free Speech Area
11 a.m.- 1 p.m.	Information Booth	Free Speech Area
11 a.m.- 2 p.m.	Financial Check-up	Stangel-Murdough

March 27

11 a.m.- 12 p.m.	Money Habitudes	SUB Traditions Room
11 a.m.- 1 p.m.	Money Wheel	Free Speech Area
11 a.m.- 1 p.m.	Information Booth	Free Speech Area
11 a.m.- 2 p.m.	Financial Check-up	Law School Forum Area
4-5 p.m.	Increase Your Credit Score NOW!	SUB Traditions Room

March 28

11 a.m.- 12 p.m.	Money Habitudes	SUB Traditions Room
11 a.m.- 1 p.m.	Decorate a Piggy Bank	Free Speech Area
11 a.m.- 1 p.m.	Information Booth	Free Speech Area
11 a.m.- 2 p.m.	Financial Check-up	Holden Hall Basement
4-5 p.m.	Increase Your Credit Score NOW!	SUB Traditions Room

March 29

11 a.m.- 1 p.m.	Information Booth	Free Speech Area
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11 a.m.- 2 p.m.	Financial Check-up	Library Croslin Room
4-6 p.m.	Workshop : Change the Channel, Change Your Life!	SUB Traditions Room
March 30		
11 a.m.- 1 p.m.	Information Booth	Free Speech Area
11 a.m.- 2 p.m.	Financial Check-up	College of Human Sciences, Canyon Room

More information about Red to Black and Financial Education Week is available at http://www.orgs.ttu.edu/r2b/fin_edu_week.php.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Michael Finke, associate professor, Personal Financial Planning, College of Human Sciences, Texas Tech University, (806) 742-5050 or michael.finke@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 23, 2012

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Fund Texas Tech University Early Head Start with Fun and Funk

WHAT: Texas Tech Club's Annual Masqued Rider's Ball

WHEN: 7-10 p.m. Saturday (March 31)

WHERE: Jones AT&T Stadium, West Side, Club Level

WHO: Texas Tech University Early Head Start

Red Raider fans and friends are invited to dress to impress in their favorite red and black formal or cocktail attire and don a festive mask while enjoying heavy hors d'oeuvres, cocktails and grooving to live funk from "Element."

This second annual event also will feature a silent auction, with 100 percent of the proceeds benefiting the Early Head Start program within the College of Human Sciences.

This outreach program provides comprehensive child care for young children from low income families or children with special needs.

Tickets are \$55. To purchase or for more information, please contact Amanda Taylor at (806) 742-4496 or amanda.taylor@ourclub.com.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Stephanie Shine, program director, Early Head Start, College of Human Sciences, Texas Tech University, (806) 765-2737 or stephanie.shine@ttu.edu.

Advisory

FOR IMMEDIATE RELEASE

DATE: March 23, 2012

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

Raider Road Show Heading to San Antonio

- WHAT:** The Raider Road Show
- WHEN:** 2:30 p.m. Sunday (March 25) (check-in is at 1:30 p.m.)
- WHERE:** Omni at the Colonnade, 9821 Colonnade Blvd., San Antonio
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

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

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

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Julian Olivas, manager, San Antonio/Austin Regional Center, (210) 614-7576 or julian.olivas@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: March 26, 2012

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

Research Team Helps CLEAR the way

A research team from Texas Tech University's College of Mass Communications created a successful campaign to ensure sustainability of a newly implemented customer service training program for emergency department staff at Rhode Island Hospital.

The goal of Project CLEAR (Communication Leading to Excellence and Ameliorating Risk) is to give structure and consistency to the method in which hospital staffs communicate with each other and their patients.

The Rhode Island physician team, lead by Lynn A. Sweeney, M.D., developed the modules that combined simulation sessions with customer satisfaction modules to create Project CLEAR. The Texas Tech researchers developed the sustainment effort.

"There is always a concern when you implement such a big change that the people involved will commit themselves early in the program and then slowly go back to doing things the old way," said Coy Callison, senior researcher on the team and associate dean for graduate studies in the College of Mass Communications.

To counteract this possible effect, the Texas Tech research team collaborated with physicians from Alpert School of Medicine at Brown University to ensure hospital personnel maintained the lessons taught during training.

During the research, the team focused on:

- branding (including design)
- determining current practices
- investigating pre-program communication patterns
- learning the attitudes and opinions of hospital personnel regarding past training efforts

The research team included Trent Seltzer, chairman of public relations, and associate professor Shannon Bichard and assistant professor Liz Gardner.

The team conducted an analysis and research into the sustainability of the program. The designing of a logo to give a brand identity to the project, and the creation of visual messaging instruments throughout the emergency department to reinforce the lessons learned during training were only the visual aspects of the initiative.

Office of Communications and Marketing

Callison said almost 80 percent of the team's effort was focused on the investigation of the hospital structure, attitudes and opinions of staff members, and cultural identity of the staff to determine the most effective method to sustain the effort.

The work began with a look at the history of the emergency department and in-depth interviews with key public leaders of the project. Then the team conducted a series of on-site focus groups with hospital employees to get an understanding of possible obstacles and available opportunities.

With the information garnered through the preliminary research, Callison said, the team developed a strategic planning method to evaluate the project's strengths, weaknesses, opportunities and threats. In addition, the team conducted a web survey of all personnel in the emergency department to address issues that emerged from the analysis.

"We continued to provide messaging during the training to keep the positive momentum," Callison said.

Following the training, the team conducted a follow-up survey to measure changes in opinions and perceptions. The information learned from the survey results provided a guide for future efforts.

As a result of the project's success, it has received national media attention, including mentions in News-Medical.Net, Medical Xpress, Health Fitness & Beauty and WorldNews.

Callison said Texas Tech's involvement with Project CLEAR gives faculty and graduate student in Mass Communications the opportunity to not only further their own real-world experiences but also the collaborative opportunities that will come from other partners in the future who will want to associate with Texas Tech because of the project's success.

As a result of Project CLEAR, Callison said independent data has shown an increase in patient satisfaction and improved health care in Rhode Island.

"I am proud of the work we have done on Project CLEAR," Callison said. "It is nice to know that these very real outcomes have come with the help of a group of us here in Texas."

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Coy Callison, professor and associate dean for graduate studies, College of Mass Communications, Texas Tech University, (806) 742-6500 or coy.callison@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 27, 2012

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

Texas Tech Organizations Sponsor “Cell Phones for Soldiers” in April Recycling of cell phones helps soldiers call home.

A number of organizations across the Texas Tech University campus are partnering throughout the month of April to collect used cell phones for the Cell Phones for Soldiers project.

“Cell Phones for Soldiers is a non-profit campaign which collects old, used and even broken phones,” said Jeffrey Poole, a senior geophysics major from Austin, a staff sergeant in the U.S. Army, and event coordinator for the Texas Tech Veterans Association. “The phones are sold to refurbishing companies and the proceeds are used to purchase phone cards for our deployed military.”

Poole said the campaign is important because it helps connect soldiers, marines, and airmen with their families from whom they spend long periods of time apart.

“I’ve been in their shoes and I know how difficult it is to be disconnected from your loved ones,” said Poole, who served two tours in Iraq.

Dates, times and locations of cell phone collection are as follows:

April 3, 7 p.m., SUB Allen Theater: Tech Price is Right

April 5, 10 a.m., SUB west plaza

April 11, 11 a.m., SUB west basement: Bobble Heads

April 13, 5 p.m., Frazier Pavilion: RaiderFest

April 19, 10 a.m., SUB west plaza

April 26, 10 a.m., SUB west plaza

April 27, 11 a.m., Memorial Circle: Arbor Day

Cell phones also can be donated at the MVP office located in Doak Hall and the TAB office located in the SUB from April 2 to April 27.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Jeffrey Poole, event coordinator, Texas Tech Veterans Association,
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Advisory

FOR IMMEDIATE RELEASE

DATE: March 27, 2012

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

Raider Road Show Heading to El Paso

- WHAT:** The Raider Road Show
- WHEN:** 6:30 p.m. Thursday (March 29); check-in is at 5:30 p.m.
- WHERE:** El Paso Convention Center, 1 Civic Center Plaza, El Paso
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Road Show to describe the traditions, spirit and campus activities awaiting students.

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

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

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CONTACT: Joann Mitchell, manager, San Antonio/Austin Regional Center, (806) 834-5019 or Joann.Mitchell@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: March 28, 2012

CONTACT: Rikki Carter, rikki.carter@ttu.edu
806-742-2136

West Texas Veterans Higher Education Summit

Texas Tech University is hosting the West Texas Veterans Higher Education Summit from 9 a.m. to 3:30 p.m. April 11 at the McKenzie-Merket Alumni Center.

This event will feature keynote speaker David DiRamio, associate professor of Higher Education Administration at Auburn University and co-author of "Veterans in Higher Education" and "Creating a Veteran-Friendly Campus."

A panel of educational leaders from colleges in the region will discuss military educational benefits, academic impact and the student experience, and transition and well-being.

Ryan Van Dusen, associate director of the Military and Veterans Programs, said as the number of veterans enrolled in college continues to increase, providing a welcoming environment will positively impact the Lubbock community and the region.

"Lubbock is openly patriotic and supportive of our nation's veterans," Van Dusen said. "As more potential students become aware of this, they will recommend Texas Tech University and Lubbock to fellow veterans."

Lunch will be provided at the event, which is organized by the Military and Veterans Programs and the Division of Institutional Diversity, Equity, and Community Engagement.

During breaks and at the conclusion of the event, there will be a resource fair to highlight some of the services and agencies available to veterans in West Texas.

To contribute to the morale of the service men and women deployed overseas, bring a used cell phone to the event to be donated through the Cell phones for Soldiers Drive.

To register for the event go to

<http://www.tlpd.ttu.edu/content/asp/conferences/veteransummit/index.asp>.

The schedule is as follows:

8-9:00 a.m. Registration and Check-In

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9-9:30 a.m.	Opening and Introduction
9:30-10:30 a.m.	Institutional Leadership Panel
10:40-11:30 a.m.	Veterans Educational Benefits Panel
11:45 a.m.-1:00 p.m.	Lunch and Keynote Speaker David DiRamio
1:15-2:00 p.m.	Academic Experiences from Student and Faculty
2:15-3:00 p.m.	Transition and Well-Being Panel
1:00-3:30 p.m.	Resource Fair
3:00-3:30 p.m.	Meet and Greet with David DiRamio

Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Ryan Van Dusen, assistant director, Military & Veterans Programs, Texas Tech University, (806) 742-6877 ext. 299, or ryan.van-dusen@ttu.edu



Advisory

FOR IMMEDIATE RELEASE

DATE: March 28, 2012

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

Rawls College Hosts 50th Buesseler Distinguished Lectureship Series

- WHAT:** Texas Tech University Rawls College of Business Health Organization Management hosts the 50th Semi-Annual Buesseler Lectureship Luncheon
- WHEN:** 11:45 a.m.-1:15 p.m. April 13
- WHERE:** Overton Hotel, 2322 Mac Davis Lane, Lubbock
- EVENT:** Texas Tech's Health Organization Management (HOM) program is hosting its 50th semi-annual distinguished lectureship luncheon featuring Stephen James O'Connor, Fellow of the American College of Healthcare Executives (FACHE) and professor in the Department of Health Services Administration at the University of Alabama.

In addition, O'Connor will receive the John D. and Starr A. Blair Award in HOM research. The award recognizes an individual whose contributions to healthcare have had a demonstrable impact on the delivery of care and the elevation of quality.

Individuals chosen have pioneered applied research projects that have led to a profound change in healthcare delivery, inspired students and professionals and demonstrated a life-long commitment to outstanding scholarship and research.

O'Connor is the editor of the *Journal of Healthcare Management*, has served on the editorial advisory board of *Healthcare Management Review* and is a past chairman of the Health Care Management Division of the Academy of Management.

Please visit <http://hom.ba.ttu.edu> to RSVP by April 4.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Lara Davey, unit coordinator, MBA programs Health Organization Management, Rawls College of Business, Texas Tech University, (806) 834-1236 or lara.davey@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Mar. 29, 2012

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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SPICE to Defend National Title at Final Four of Chess

Texas Tech University's Knight Raiders will defend their national title March 30-April 1 at the 2012 President's Cup in Washington, D.C. Often known as the Final Four of College Chess, this premier event will determine the country's top intercollegiate team.

Susan Polgar, head coach and director of the Susan Polgar Institute for Chess Excellence (SPICE), said the team has prepared many months for this trip.

"We are looking forward to the difficult challenge from the other three universities," Polgar said. "It will not be easy but we will do our best to make Texas Tech proud."

This is Texas Tech's third consecutive appearance at the President's Cup. Its opponents in this round-robin tournament are the University of Texas at Dallas, the University of Maryland Baltimore County, and New York University. The team that accrues the highest number of points will win the championship.

"We already know who we play," said Paul Truong, director of marketing for SPICE. "The only thing we do not know is who will be black and who will be white."

Knight Raiders participating in the tournament include GM Georg Meier, a freshman finance major from Germany; GM Elshan Mordiabadi, a business graduate student from Iran; GM Anatoly Bykhovsky, a sophomore finance major from Israel; and GM Andre Diamant, a sophomore economics major from Brazil. Also in accompaniment are two alternates: GM Denes Boros, a sophomore psychology major from Hungary; and IM Vitaly Neimer, a freshman finance major from Israel.

The competition is sponsored by Booz Allen Hamilton, a leading provider of management and technology consulting services to the U.S. government in defense, intelligence and civil markets.

Because the skills of a great chess player are also among the characteristics for success in business, the Booz Allen Hamilton is offering summer internships to the nation's top players. The positions will be in Cloud Analytics, in the firm's Washington, D.C. area offices.

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The Texas Tech Chess program is a unit of the Division of Institutional Diversity, Equity and Community Engagement.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

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News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2012

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

Expert: "Rise" in Autism in America Likely Due to Better, More Prevalent Diagnostics

Pitch

The estimated number of children in the U.S. with some type of autism spectrum disorder (ASD) has swelled by 78 percent since 2000, according to a report released today from the Centers for Disease Control and Prevention. One in 88 American children has autism, according to the new figures, and among boys, it's one in 54.

Expert

David Richman, professor and chair of the Burkhardt Center for Autism Education and Research, (806) 742-1998 ext. 458, d.richman@ttu.edu.

Talking Points

- Many children who would have been diagnosed with an intellectual disability 20 years ago are now receiving a diagnosis of ASD.
- Most of the reasons have nothing to do with scientific understanding of the diagnostic requirements for ASD. Part of the push for the proposed changes in the Diagnostic and Statistical Manual of Mental Disorders is to reduce the number of false positive indicators for a diagnosis of ASD.

Quotes

- "I don't think there is dramatic rise in the actual incidence or prevalence of autism, but no one really knows."
- "Some of the reasons may be increased awareness of signs of autism; more clinicians trained to make the diagnosis, and widely disseminated ASD screeners and diagnostic instruments that can be used in a rote fashion without really understanding the child's symptoms and how they impact the child's quality of life."
- "Other reasons may be increased access to certain sources of funding to pay for therapies/services with an ASD diagnosis as opposed to mental retardation/intellectual disability; a slow and inadvertent widening of the characteristics clinicians think are symptoms of autism; and probably many more variables we have not identified yet."
- "It really is a mess and no one knows exactly how to clean it up yet."



News Release

FOR IMMEDIATE RELEASE

DATE: March 29, 2012

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

Texas Tech Historian Inducted into Spain's Royal Academy of History

A Horn Professor of History at Texas Tech University has become a member of Spain's Royal Academy of History.

Allan J. Kuethe, who specializes in Latin American studies and 18th Century Spanish history, will be the 16th American inducted into the academy since 1956. He is one of six Americans currently in the academy.

"I feel very honored to have been chosen," Kuethe said. "Half of my publications are in Spanish, so my work has circulated a great deal in Spain."

As a member of the academy, he will have access to all the academy's resources in Barcelona.

Kuethe, along with former Texas Tech President Donald Harrigan, helped to establish the Texas Tech University Center in Seville, Spain. A former chairman of the Department of History, he is the second Horn Professor – the highest honor bestowed on a professor at Texas Tech. He joined the university in 1967 and has taught Latin American and Spanish history and the history of France and Western civilization.

Though originally interested in the history of the Spain's American colonies, Kuethe became interested in Spain's history as well.

"I started in Spanish American history and the Spanish Empire in America by researching in Colombia," he said. "I was in Bogotá for more than a year. And I quickly discovered that if you want to write colonial histories of these places, you should start in Spain."

Kuethe's publications include "Military Reform and Society in New Granada, 1773-1808;" "Cuba, 1753-1815; Crown, Military, and Society;" "Reform and Insurrection in Bourbon New Granada and Peru," with John Fisher and Anthony McFarlane of the Universities of Liverpool and Warwick; "Estructura Comercial y Poder en La Colonizacion de America," co-authored and edited with Enriqueta Vila of the School of Hispanic American Studies; and "Volume III of the UNESCO history of Latin America" with Alfredo Castillero Calvo of the University of Panama.

Currently, he is working on "War and Reform in the Spanish Atlantic: 1714-1796" with Kenneth Andrien at Ohio State University.

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The academy was established in 1737 by King Philip V to preserve the memory of the Spanish monarchy. It consists of 36 historians based in Madrid. Foreigners may be admitted as “correspondientes” after nomination by three members and a majority vote of the full membership. Before Kuethe, the last U.S. admission came in 2007.

CONTACT: Allan J. Kuethe, Horn Professor of History, Department of History,
allan.j.kuethe@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: March 29, 2012

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

Anoushka Shankar Performing at the Allen Theatre

- WHAT:** Anoushka Shankar, a sitar player and composer will perform as part of the Presidential Lecture and Performance Series
- WHEN:** 7 p.m., Friday (March 30)
- WHERE:** The Texas Tech University Allen Theatre
- EVENT:** Shankar breaks new ground in her newest album and Allen Theatre show, "Traveller: A Raga-Flamenco Journey," showcasing the evolutionary bridge between flamenco and Indian music.

Tickets are \$15 and available through all Select-A-Seat locations, (806) 770-2000 or www.selectaseatlubbock.com. Texas Tech students receive one free ticket with valid ID at the Student Union Building information booth located at the entrance of the Allen Theatre on the Texas Tech campus. A CD signing will follow the concert.

Using sitar, tabla, bansuri flute, percussion, Spanish guitar and voice, musical pioneer Shankar employs her stunning virtuosity to create a powerful and mesmerizing collection of new pieces that show yet again an artist at the very top of her game.

Included in the catalogue of Shankar recordings is the Grammy[®] nominated, "Live at Carnegie Hall." This 2001 recording made her the youngest person ever nominated in the category of "Best World Music Album." This was the first of two Grammy[®] nominations. Shankar has toured with her experimental group "The Anoushka Shankar Project" since 2007. She has also shared the stage with artists such as Peter Gabriel, Herbie Hancock, Elton John, Madonna, Nina Simone, Sting and James Taylor — and in 2008 made a five-city duet tour of India with the legendary rock band Jethro Tull.

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: March 30, 2012

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

Texas Tech's Rawls College of Business Hosts Mark Cuban at Dallas Breakfast
Twenty-eighth annual event garners support for business students.

- WHAT:** Texas Tech University Rawls College of Business 28th Annual Dallas Scholarship Breakfast
- WHEN:** April 24
7 a.m. Registration and networking
7:30 a.m. Breakfast and program
- WHERE:** Hyatt Regency Hotel, 300 Reunion Blvd., Dallas
- EVENT:** Texas Tech's Rawls College of Business will hold its annual scholarship breakfast for area alumni. The public is welcome with prior registration. This year's keynote speaker is Mark Cuban, entrepreneur and owner of the Dallas Mavericks.

More information and registration is at <http://www.ba.ttu.edu/dsb/>.
Registration and payment are required by April 9.

Find Texas Tech news, experts and story ideas at www.media.ttu.edu and on Twitter @TexasTechMedia.

CONTACT: Lisa Allison, Institutional Advancement, North Texas Regional Center,
(214) 630-8324 or lisa.allison@ttu.edu.