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News Release

FOR IMMEDIATE RELEASE

DATE: July 2, 2012

CONTACT: Lindsay Bradshaw
(806)742-2136

Texas Tech Alumnus Wins Daytime Emmy Award

Surrounded by highly talented artists at the Daytime Emmy Awards ceremony, Scott Gryder, a Texas Tech University graduate, was honored just to have been nominated. As name after name was called up to the stage, he watched in admiration from his seat.

But when he and fellow cast member, Jessica Honor Carleton, of Green Screen Adventures were announced as the winners for best makeup, they were floored.

"We didn't go in expecting to win," Gryder said. "It was just an honor to be nominated. But when we did, my first thought was, 'We're Green Screen Adventures. Tell your friends.'"

Gryder earned his bachelor's in theater in 2005 before moving to Chicago, where he works and performs for Green Screen Adventures. The children's television show inspires elementary students to submit their writing by having cast members act out the stories submitted.

Prior to this show, most of Gryder's experience with makeup entailed what he had learned in a stage makeup class at Texas Tech.

"The class was part of exploring the full theater curriculum at Tech," he said. "When it came to Green Screen Adventures, I quickly found out that we had to do our own makeup. So, I brought in my makeup kit from my Texas Tech class and started painting my face. I've been a monkey, a tiger, an alligator and many other fictional and real animals."

Gryder said his ability to create these animal-like designs came from an early interest in art, so painting his face only came naturally.

Before coming to Texas Tech, the West Texas native attended Brownfield High School. Enthusiastic about art, he had dreams of becoming an art instructor at a secondary school until his freshman year, when he took his first theater class.

Gryder said he never looked back.

“One of my favorite things about the theater scene is the familial bond you so quickly form within the casts and crews you work with,” Gryder said. “But beyond that is the ever-present urge to entertain. I want to share my fervent passion for singing, storytelling and acting. I love to connect with an audience.”

However, Gryder’s dreams do not stop with prestigious awards. He says he still hopes to take his cabaret, Simply Scotty, on tour, traveling to venues across the country to share the music he loves.

For those hoping to follow in Gryder’s successful footsteps, he has some pieces of advice.

“Surround yourself with excellence,” Gryder said. “When you’re surrounded by those whose works you admire, you will grow in that similar direction of excellence.”

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

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News Release

FOR IMMEDIATE RELEASE

DATE: July 2, 2012

CONTACT: John Davis, john.w.davis@ttu.edu
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Three Texas Tech Students Earn Fulbright Scholarships

Three students at Texas Tech University received scholarships from the Fulbright U.S. Student Program, sponsored by the U.S. Department of State.

Kendra Phelps, a doctoral candidate in biology, was accepted to the Philippines to study "Cave Bats in Crisis: Impact of Human Disturbances on Cave-Dependent Bats." This will be her second year in a row to earn a Fulbright award.

"I will be studying bat conservation and looking at the impact humans have on caves and how that affects bats as well as the cycle of virus transmission," Phelps said. "A lot of zoonotic diseases from bats are showing up in humans because humans are having more contact in these areas. This research project is human health and bat conservation."

Jennifer Zavaleta, a master's student in the Department of Natural Resources Management, was accepted to go to Chile to perform a "Program Evaluation of Chile's Long-Term Socio-Ecological Research Network."

"I will go to Chile under my Fulbright scholarship in March and stay through November," Zavaleta said. "I'm really excited. While I'm down there, I will work on two projects. In one, I will work for the Institute of Ecology and Biodiversity in Santiago as part of the Long-Term Socio-Ecological Research Network. And I will do a program evaluation to see how people are collaborating and what the obstacles are. My second project is working on a watershed management project in Valdivia. I'll be working with Universidad Austral de Chile."

Lindsay Huffhines of Lubbock, a marriage and family therapy master's student in the Department of Community, Family, and Addiction Services, has been accepted to go to Iceland to perform "An Exploration of Factors that Predict Parental Support of Sexually Abused Children."

"My Fulbright project will involve interviewing and collecting data from parents of sexually abused children," she said. "I will be working with a professor at the Icelandic Center for Social Research and Analysis, as part of her larger study on stress in children's lives and its effects on physiology, mental health and behavior. I want to find out how mental health professionals and society in general can help non-offending parents be more supportive of their maltreated children, in order to decrease negative outcomes in

these kids. Iceland has many social supports in place to assist families, so it is an ideal place to conduct this research. If we can find out what parents need in order to adequately support their children, we could heal thousands of families through therapeutic intervention.”

The students are three of about 1,700 U.S. citizens who will travel abroad for the 2012-2013 academic year through the Fulbright U.S. Student Program.

The program offers fellowships for U.S. graduating college seniors, graduate students, young professionals and artists to study abroad for one academic year and operates in more than 155 countries worldwide. Recipients of Fulbright grants are selected on the basis of academic or professional achievement, as well as demonstrated leadership potential in their fields.

Tanja Karp, Fulbright program advisor and associate professor of electrical and computer engineering, said she was proud of this year’s winners.

“Obtaining three Fulbright U.S. Student Grants out of 10 applications from Texas Tech demonstrates the high quality of our students’ project proposals,” Karp said. “It shows that obtaining this prestigious scholarship is feasible, and it is my hope that this year’s success encourages more students to apply to the Fulbright program in the upcoming years.”

More information can be found at www.us.fulbrightonline.org.

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

CONTACT: Tanja Karp, Fulbright Program advisor, Texas Tech University, (806) 742-0104 or tanja.karp@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: July 2, 2012

CONTACT: Jorge Cruz, jorge.cruz@ttu.edu

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Former Texas Tech Student Receives Tony Award

Meredith Lucio co-produced "The Gershwins' Porgy and Bess," which was awarded Best Musical Revival

In the Beacon Theatre in New York City, Meredith Lucio sits alongside fellow producers of "The Gershwins' Porgy and Bess" at the 2012 Tony Awards. They nervously await the news of winning an award.

The Broadway production was nominated for 10 Tony Awards that night. However, toward the end of the award show, the production team lost eight. It seemed as if the production team might have to walk home empty-handed.

But when the award presenters announced "The Gershwins' Porgy and Bess" as winner for Best Musical Revival, Lucio and her fellow colleagues became ecstatic.

"For girls like me who grew up thinking that winning a Tony Award was like being a rock star or going to the moon, I am so grateful, it's just awesome," she said.

From an early age, Lucio has had a passion for the performing arts.

When she was 7 years old, she went to an amusement park and watched a Doo-wop show. During one of the songs, a dancer came up to her and put the microphone near her face for her to sing along. It was at that moment of hearing her voice on the microphone and seeing the bright lights of the stage that she discovered her passion for theater.

"I sang 'ooh...ooh' into the microphone, and it was at that moment that I realized, 'Oh my God this is who I am,'" she said.

She enrolled at Texas Tech University's College of Visual and Performing Arts where she took classes in theater. Lucio said George Morrison, a former Texas Tech professor of theater, played an integral part in developing her theatrical skills and encouraging her to take her work to the next level.

"He became my mentor for two years and was instrumental in helping me formulate a philosophy of who I am in theater, and who I am in life," she said.

Although she didn't graduate from Texas Tech, she said she loved her years in Lubbock because of the sense of community and the formative theater training she received.

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After graduation, she pursued a career in acting. Ever since she was a child, her dream was to move to New York City because of the vibrant energy and people from all over the world who are drawn to the city for the same purpose: to pursue their passion.

She said the early life of an actress is frustrating and difficult. In the world of theater, actors do not always have a choice in the type of work they do or the role they eventually play. But the quality of the play and the characters were important to her, so in the end, she decided to produce her own work and tell the story she wanted to tell and create roles she wanted to see.

"It was ingrained in me at an early age that if I was going to do something, I was going to do it right," Lucio said.

While in New York City, she took seminars offered by the Broadway League's Commercial Theater Institute to help her learn from producers in the industry.

She was asked to help produce the Broadway play "The Gershwins' Porgy and Bess." Although she wasn't lead producer, she played an important role by helping find investors to raise money for the production.

She said she is happy to be part of an industry (which she describes as a small, inclusive community) proud of the show that the production team created and grateful for the Tony award.

"The idea that I have a Tony award...I am still processing it," she said.

In the near future, Lucio hopes to be a lead producer for a Broadway or off-Broadway show. She also hopes to be the winner of the most Tony awards in different categories: Best Director, Best Musical, Best Original Score, etc.

But for now, she said she'll take it one step at a time.

"The next step is to find stories I am compelled to tell, figure out where they live in the marketplace, and make a commercial show," Lucio said.

Her next project is a production play based on Ann Richards, the 45th governor of Texas, which will star Holland Taylor from the television show, "Two and a Half Men."

Lucio is the founder of Wild Bird Productions and contributes to Theater Zen blog, where she discusses all things theater-related.

As she continues with her success in theater, she never forgets the words of her theater professor at Texas Tech to "keep fighting a good fight, no matter what."



TEXAS TECH UNIVERSITY

She said one of the biggest hurdles in life is saying yes and accepting failure. She said students in school should take the opportunity to pursue their passions and jump to do whatever it is in life they are compelled to do.

“Take every moment to explore your creative self: who you are, who you want to be,” Lucio said. “In the end, you’re the captain of your own ship.”

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



News Release

FOR IMMEDIATE RELEASE

DATE: July 2, 2012

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

The Amazing Spider-Man and Web-Spinning Heroics

Pitch □ □

The theatrical release of “The Amazing Spider-Man” is set for July 3, but after a 50-year career, did the flagship Marvel character crave a reboot?

“Web-Spinning Heroics: Critical Essays on the History and Meaning of Spider-Man,” edited by Rob Weiner and Robert Peaslee, collects a wider-ranging sample of fresh analyses of the classic superhero.

The book, published May 2012, is divided into seven sections dealing with a specific aspect of the Spider-Man genre.

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.

Robert Peaslee, assistant professor, College of Mass Communications, Texas Tech University, (806) 834-2562, or robert.peaslee@ttu.edu.

Talking Points □ □

- How this film will differ from previous Spider-Man films
- New interpretations of complex characters
- How film fans will interpret “The Amazing Spider-Man” vs. how comic book fans will see it

Quotes □ □

- “Initially I was skeptical when I saw the trailers, but I think Martin Sheen and Sally Field are great casting. And Andrew Garfield is more like Peter Parker. Now I’m pretty excited.” - Weiner
- “This film focuses more on the back story of Peter Parker’s parents, which is something only touched upon in the graphic novels.” - Weiner
- “‘The Amazing Spider-Man’ strikes me as having a bit of a darker tone to it. It looks like something closer to a Christopher Nolan aesthetic, as in ‘Batman Begins’ or ‘The Dark Knight.’ It is less comic-booky and more noirish in art direction.” – Peaslee

- “Rather than taking the visual format of comics and putting it into film, we are now seeing more of the storytelling mechanism of graphic novels.” - Peaslee



News Release

EMBARGOED UNTIL 11 A.M. JULY 5

DATE: July 3, 2012

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

Texas Tech Researchers Looking at Future Dengue Forecast Find Intricate Relationships between Mosquitoes, Virus and Climate Change

Northern states could face longer outbreak seasons than the Southern region.

Dengue fever most likely will become a disease the United States must learn to live with as climate change creates opportunities for the disease to gain a foothold.

But after careful study of the disease's characteristics, the mosquitoes that carry it and future climate change, two researchers at Texas Tech University said the impact on areas likely to experience dengue won't necessarily play out along the lines of conventional wisdom.

Their findings were published today (July 5) in *Environmental Research Letters*.

Many studies have looked at how climate change might alter the geographic range of the mosquito-borne disease and assume the disease will occur wherever mosquitoes that carry it are found. This generally leads to predictions that the disease will move northward as the climate warms.

However, Texas Tech researchers dug deeper to study climate constraints on the geographic range of the mosquito that carries dengue and the incubation characteristics of the disease within the mosquito. Factoring these into the equation, they found Southern outbreaks would decrease in size overall and become more common in the spring and fall while Northern areas could experience larger outbreaks throughout the summer.

Of the three cities studied, outbreaks in Chicago during the summer season could be larger than outbreaks in Atlanta and Lubbock, Texas during the spring and fall.

"When we think about climate change, often the first image that comes to mind is the Arctic or a polar bear," said Katharine Hayhoe, co-author and director of the Climate Science Center at Texas Tech. "But the real reason why we care about climate change is because it's going to affect what matters to us in the places where we live. And what affects us more than our health? We did this study because climate change can interact with diseases and the vectors that carry these diseases."

Dengue fever is a viral infection spread by several types of mosquitoes. The disease causes fever, headache and extreme muscle and joint pain, hence its other name – breakbone fever. A rash similar to measles also is common. Originally from Africa, the disease is found in 110 countries worldwide.

The disease occurs mainly in Mexico, Central and Northern South American countries today, though cases have been documented in far South Texas and Florida. Most people infected may feel nothing to cold-like symptoms. The acute form of the disease occurs in 20 percent of people infected. Survivability of the disease is good, with only 1 percent of those receiving treatment dying or 5 percent who are untreated.

As climate change occurs, the Asian tiger mosquito that occurs in areas from Lubbock to Atlanta and on up to Chicago likely will harbor the virus as temperature and rainfall changes make it more hospitable for the virus to survive further north, said Richard Erickson, a doctoral candidate in the Department of Environmental Toxicology at Texas Tech and lead author on the study.

He said researchers used four different climate change models and two different future energy use and population scenarios to project possible outcomes that cover the range of uncertainty in understanding how climate may change in response to human activities in the future.

“Dengue has been described as the most important vector-borne disease in the world because there are up to 100 million infections annually worldwide and up to 40 percent of the world’s population is threatened by the disease,” Erickson said. “Climate change is expected to increase the range of the disease and number of people at risk. Dengue is conventional, though, as a tropic/sub-tropical disease that occurs in the developing world, but in recent years there have been outbreaks in the developed world and locally acquired cases in non-tropical regions, such as France, Croatia and Texas.”

Erickson said most people have studied how climate change affects organisms by examining climate envelopes, which look at current habitats and match them with projected climate conditions. For example, people might expect plant and animal species to shift their range to the north as the earth warms.

However, Erickson and Hayhoe used a mechanistic population model for a mosquito species that did not necessarily assume a simple, broad shift in disease following mosquito populations.

“This approach allows us to better understand how climate change will affect the mosquito species and diseases transmitted by it,” he said. “Surprisingly, we found that dengue would shift, rather than increase the risk for dengue outbreaks within the southern United States. This occurred because projected climate conditions in the South became too warm and decreased the life expectancy of the Asian tiger mosquito. The shortened life span prevented the mosquito from incubating dengue before it died. Under the projected climate change, we found that dengue outbreaks in the South would be more



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likely to occur during the spring and fall. Additionally, we found that climate will likely increase northern range of dengue risk within the United States.”

Both researchers said that the study shows just one example of how the effects of climate change can often be nonlinear and counter-intuitive and recommended further study into animal and climate systems to understand how climate change will affect them.

Co-authors include Stephen Cox, Erickson’s advisor, adjunct professor at The Institute of Environmental and Human Health (TIEHH) and director of operations at research at Testing Laboratory LLC; Linda Allen Horn Professor of Mathematics; Kevin Long, associate professor of Mathematics; and Steve Presley, associate professor of immunotoxicology and countermeasures to biological and chemical threats at TIEHH.

The research project was funded by a grant from the U.S. Department of Defense.

CONTACT: Katharine Hayhoe, director of the Climate Science Center at Texas Tech University, (806) 742-0015 or katharine.hayhoe@ttu.edu; Richard Erickson, doctoral candidate in the Department of Environmental Toxicology at Texas Tech University, (806) 885-4567 or raerickson@gmail.com.



News Release

FOR IMMEDIATE RELEASE

DATE: July 3, 2012

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

Expert: Andy Griffith Was a True Original Who Exemplified the American Dream.

Pitch □ □

Legendary actor Andy Griffith died Tuesday at the age of 86. With “The Andy Griffith Show” and “Matlock” still entertaining through television reruns, DVDs and streaming media, his legacy is one that includes lasting relationships and mutual respect.

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 □ □

- Griffith’s role in classic films, such as “A Face in the Crowd” (1957) or “No Time for Sergeants” (1958)
- Griffith’s rare portrayals as the antagonist, as in “Murder in Coweta County” (1983)
- The legacy of Griffith’s characters, sheriff Andy Taylor and attorney Ben Matlock
- Griffith’s lasting partnerships with Don Knotts, Ron Howard and others

Quotes □ □

- “You can talk all you want about the deaths of other celebrities and their iconic status, but Andy Griffith was an icon that never went out of style.”
- “His humble ‘aw shucks’ mentality from ‘The Andy Griffith Show’ made him a favorite to a generation or more.”
- “Griffith’s partnership with Don Knotts was one of the great successful acting duos in history. They worked really well together.”
- “Griffith was a true original who exemplified the American dream.”



News Release

FOR IMMEDIATE RELEASE

DATE: July 4, 2012

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

Expert: Researchers Announce CERN Discovery of Possible Evidence of 'God Particle'

Pitch □ □

Researchers with Texas Tech University's High Energy Physics Group who conduct research at CERN said they and other scientists may have discovered forensic evidence – a shadow or an impression – of the elusive particle called a Higgs boson.

Nural Akchurin, a member of the physics group as served in leading roles in one of the two major experiments at CERN that is called the Compact Muon Solenoid (CMS). He is an expert in calorimeters, a detector that measures the energies of fundamental particles that serve as "catcher's mitts" to grab evidence of Higgs.

Expert □

Nural Akchurin, professor of physics, Texas Tech University, (806) 742-3427 or nural.akchurin@ttu.edu.

Talking Points □ □

- The Higgs boson theoretical particle is responsible for giving mass to particles – basically nature's smallest building blocks.
- Proof of its existence could clear up many questions about the universe and cement the Standard Model of Particle Physics.
- Higgs is the last particle of this theory left to be discovered.
- The results announced today are labeled preliminary. They are based on data collected in 2011 and 2012, with the 2012 data still under analysis.
- A more complete picture of today's observations will emerge later this year after the LHC provides the experiments with more data.

□ □

Quotes □ □

- "Today, we have evidence of some kind of signal, or resonance perhaps, of some particle. Is this signal ascribable to Higgs? This is a different question. For that, we need more data, different types of analysis.
- What seems to be clear today is there is something significant that sticks out above background. Chances that this might be Higgs are not small, but it's not necessarily Higgs either."

- “I think we need be clear about what this means today. I don’t think we are ready to claim discovery of Higgs. I think we are prepared to say we have a signal that may be consistent with Higgs.”



Advisory

FOR IMMEDIATE RELEASE

DATE: July 5, 2012

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

Brazilian TTUISD Students Visit Lubbock for First Time

WHAT: Brazilian TTUISD high school students arrive in Lubbock, as part of their Texas tour.

WHEN: 1:30 p.m., Friday (July 6)

WHERE: National Ranching Heritage Center

Texas Tech University Independent School District (TTUISD) is holding its first summer camp July 2-13.

Following a visit to Austin and San Antonio, Brazilian students will experience university life with a stay in a Texas Tech residence hall, a tour of the Robert H. Ewalt Student Recreation Center, the main campus, the Texas Tech University Health Sciences Center and the National Ranching Heritage Center.

The students have studied Texas history through the TTUISD curriculum, and it has inspired them to travel and learn more about the state and Texas Tech, said TTUISD Executive Director Sam Oswald.

TTUISD currently provides educational solutions to students by offering supplemental and home school curriculum at a distance, as well as a full-time diploma program.

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CONTACT: Caitlin Hogge, marketing unit coordinator, Texas Tech University Independent School District, (806) 834-2330 or caitlin.hogge@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: July 6, 2012

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu

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Texas Tech Law Students, Faculty, Staff and Alumni Earn Awards

Five people affiliated with the Texas Tech University School of Law earned awards during the State Bar of Texas Annual Meeting in Houston in mid-June. The Texas Young Lawyers Association (TYLA) presented awards honoring exceptional service to the legal profession.

Additionally, a recent graduate was named Best Oralist at the state competition, and two law school staff members also received awards at State Bar meetings.

Receiving the TYLA President's Award of Merit were Tammy T. Fisher ('12) of Lubbock, Professor Wendy A. Humphrey ('01) of Lubbock, Dustin M. Howell ('08) of Austin and Priscilla D. Camacho ('05) of San Antonio. Of the seven President's Award of Merit, four were Texas Tech Law graduates.

Elizabeth Hill ('12) won the Best Oralist Award at the state moot court competition held in conjunction with the State Bar conference.

Fisher is a May graduate and served as the chair of the Law Student Section, a member of TYLA Board of Directors, and created the handouts *Myths Busted: Experienced Attorneys Opening Doors for Newly Licensed Attorneys* and *Keys to Law Student Success, The Unclassified Story*.

Hill's advocacy career at Texas Tech included two national championships, the National Moot Court Competition in 2012 and National Entertainment Law Moot Court Competition in 2010.

Humphrey is an assistant professor of legal practice at Texas Tech and co-coaches the ABA National Negotiation Team. During the past eight years, she has been a dedicated volunteer on State Moot Court and National Trial Competition committees. She also was instrumental in writing the curriculum and grant application for *The Unconscious Truth* and serves on the TYLA Board of Directors.

Howell is an attorney with the Office of the Solicitor General in Austin. He assisted with roll outs for various committees, including community education, law-related education and the family law committee. He was also instrumental in recruiting judges for the National Trial Competition in Austin.

Camacho is an associate at Plunkett and Gibson in San Antonio and served on the diversity and community education committees this past year. She was instrumental in coordinating the Texas Supreme Court's visit to Webb County for the first annual Attorneys without Borders program.

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In addition, John M. Muniz, a 2012 Texas Tech Law graduate, received one of eight TYLA Minority Scholar Program scholarships. The scholarships are awarded to minority law students based on financial need, merit and scholastic performance, with consideration also being given to extracurricular activities both inside and outside of law school.

Elma Moreno, office manager and legal assistant for the law school clinical programs, received the Paralegal Division of the State Bar of Texas Exceptional Pro Bono Service Award for 2011-2012.

Celeste Villarreal, communications coordinator for the law school, received the Outstanding Service and Leadership Award from the Municipal Judges Section of the State Bar for 2011-2012, as well as the Outstanding Service Award in the Hispanic Issues Section of the State Bar for 2010-2011.

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

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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: July 9, 2012

CONTACT: John Davis, john.w.davis@ttu.edu
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Expert: Partisan Politics Clouding Pros and Cons of Voter ID Laws

Pitch□□

Texas' controversial voter ID law, which will require voters to show a photo identification at the polls, is under review by a three-judge panel after the Department of Justice blocked the law from going into effect. In March, the DOJ claimed 600,000 voters could be disenfranchised, many of that number Latinos and other minorities. To date, 16 states have restrictive voting laws. A Texas Tech political science expert can discuss Texas' law, the politicking, the pros and cons and how this law may affect the 2012 election.

Expert□

Mark J. McKenzie, assistant professor of political science, Texas Tech University, (806) 742-2991 or mark.mckenzie@ttu.edu.

Talking Points□□

- In the late 1800s, there were concerns about widespread fraud in elections in the United States. For some states, these fears were overblown, but in other states such as Illinois and portions of Texas, voting fraud was a valid concern.
- During the Progressive Era (in the early 1900s), states began enacting voter registration laws. Such laws helped to keep people from voting twice and prevented dead people from voting.
- Voter ID laws shouldn't be characterized as a disenfranchisement. Rather, it's simply another hurdle to voting in addition to registering to vote. However, the law may discourage some people from voting because it places additional burden.
- Both parties are playing politics with this issue, but both parties also have valid concerns underlying the partisan rhetoric.
- The Supreme Court has found that perceptions about the integrity of our elections are an important justification for this type of law. If the law eases some concerns about the fairness or integrity of elections, then it has some benefits.

Quotes□□

- "I think both supporters and opponents of the new requirements have used hyperbolic overblown rhetoric to advance their own partisan agendas. The state will offer people a free photo ID card if a voter does not have a driver's license or some other valid ID. For people who don't have a photo ID card, it may be a bit of a hassle to obtain one, but for Democrats to

claim that the law disenfranchises people is just false. At the same time, Republicans are howling about voter fraud, but the fact of the matter is that there is no evidence of any widespread voter fraud anywhere in Texas; so like the Democrats' arguments, Republicans' talking points are false too."

- "There are costs associated with the new law. The law will dissuade some people from voting (especially those voters who don't have a photo ID and don't care much about voting or politics or who are less savvy about politics and voting), as the law creates more hurdles and hoops for voters to jump through. On the other hand, the law might be beneficial in that it strengthens the perception among some people that the people who are showing up to vote are who they say they are. Even though there is no evidence that fraud is occurring in Texas elections, it's important to a democracy that voters trust the election system and trust that elections are not being stolen."
- "It's hard to say what the three-judge panel in Washington will do. They could vote to strike it down before the November elections. Two of the judges on the three-judge panel where the trial is occurring were appointed by Democrats. My own research has found that federal judges sometimes favor their own political party in election law cases. However, there is pretty clear precedent now on this issue after the Supreme Court case from Indiana. That case suggests that voter ID laws are fine in most instances. So, if this lower court panel follows Supreme Court case law, they should vote to uphold the Texas law. If the case eventually goes to the Supreme Court, the high court will probably uphold the Texas law, given its propensity in the past to uphold these types of laws in other states."
- "It's unfortunate that the politicians who run the two major parties can't have an honest debate about the effects of the new law. Ultimately it's the responsibility of the voters to cut through the partisan rhetoric and weigh the benefits and costs of the new law."



News Release

FOR IMMEDIATE RELEASE

DATE: July 10, 2012

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

Friday the 13th... Again?!

Pitch ☐

The world is about to experience its third Friday the 13th for 2012, each exactly 13 weeks apart. The last occurrence of this was in 1984. Scarier still, it fell on a leap year, which will not happen again until 2040. Texas Tech University Subject Librarian Rob Weiner can speak to the superstitious date in pop culture.

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 ☐ ☐

- The superstition of Friday the 13th
- The “Friday the 13th” movies and television series
- Friday the 13th in popular culture ☐
- Fear of the number 13 itself

Quotes ☐ ☐

- “I think the whole Friday the 13th thing gets blown out of proportion. It is like the 13th floor not existing in hotels and office buildings. One of those weird superstitions where the No. 13 is supposedly cursed.”
- “The Friday the 13th movie franchise certainly helped perpetuate the notion, but it also brought about one of the most popular boogie-men in film history, Jason, through the course of 12 films. The franchise made millions and became part of the general popular culture landscape with Jason being the subject of books, action figures, cartoons, fan films and fiction and even mash-ups.”



TEXAS TECH UNIVERSITY

FOR IMMEDIATE RELEASE

DATE: July 12, 2012

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

Texas Tech University Professors Receive Human Rights Education Grants

Two Texas Tech University professors were named 2012 fellows for the Texas Project for Human Rights Education for their continuous research and dedication in advocating for justice in the death penalty system.

Hans Hansen, assistant professor in the Rawls College of Business, and Jill Patterson, professor in the Department of English, will each be awarded \$20,000 to fund trips, create a human rights course and implement research.

In addition, both professors will travel on an Embrey Human Rights Program-sponsored trip in December to World War II Holocaust sites. The fellows also will meet with Holocaust survivors.

Hansen is the first professor from the Rawls College of Business to be awarded a human rights fellowship. He was selected for his work related to death penalty defense and an unyielding commitment to improve the justice system through rigorous research inquiry.

As part of the teaching component of the fellowship, he will teach a class on "The Corporation in Human Rights," the first of its kind. It will examine the increasing role that corporations play in society, and will focus on human rights issues related to their increasing impact on society.

"This will further distinguish Texas Tech University as an innovative, forward-thinking school that fosters critical and reflexive thinking in examining cutting-edge issues," Hansen said.

The course will include not only university students but also Texas Tech alumni and members of the community who are interested in learning about the nexus of human rights and the corporation.

"I hope it offers a unique experience for some of our highly supportive, distinguished alumni – to participate in a course at the beautiful new facility that they helped build. I am looking for successful alumni who appreciate life-long learning and want to challenge their thinking as well as contribute to the development of fellow students. It will make the Rawls College of Business a better institution," he said.

Patterson said she wants to create a class where writers learn to effectively use their storytelling skills to assist nonprofit organizations.

“I know breast cancer research organizations have a hard time getting women to come in for mammograms,” Patterson said. “So we would look at what kind of material can we come up with to distribute to women in high-risk neighborhoods about why they should come in. We have this gift as writers of telling stories, so what can we come up with that will reach out to specific audiences effectively?”

Spending many summers in Telluride, Colorado with San Miguel Resource Center, Patterson works extensively for the crisis hotline. With mostly women calling in, she reaches out to callers dealing with suicide, domestic violence, and sexual assault.

Aside from working for the hotline, Patterson is passionate about researching the Texas death penalty after learning more about the topic from her colleague, Hansen, who told her supporters of the penalty are nicknamed “automatic killers.”

“I started meeting a lot of defendants on death row,” Patterson said. “They’ve never been ugly to me; some of them are really funny and charming. And you’re required by Supreme Court to go back two full generations and look at their families. And most of them have had really terrible childhoods. Ninety-nine percent of them have been horribly abused.”

The fellowships are funded by the Embrey Human Rights Program at Southern Methodists University’s Dedman College of Humanities and Sciences.

For more information on the program, visit <http://smu.edu/humanrights/>.

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

CONTACT: Hans Hansen, associate professor, Texas Center for Innovative Organizations, Rawls College of Business, Texas Tech University, (806) 742-2304, or hans.hansen@ttu.edu and Jill Patterson, professor, Department of English, College of Arts and Sciences, Texas Tech University, (806) 742-2531, or jill.patterson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: July 12, 2012

CONTACT: Jorge Cruz, jorge.cruz@ttu.edu

(806) 742-2136

The Vietnam Center and Archive Hosts Celebrating Our Heroes Events

Texas Tech University's Vietnam Center and Archive presents two exhibits in July and a reception honoring local Vietnam veterans as part of Celebrating Our Heroes, a summer of collaborative exhibitions displayed between June and September celebrating those who have protected our freedom.

The Vietnam Center and Archive's exhibits will be displayed at the Texas Tech Museum, Science Spectrum, and the Silent Wings Museum, which include:

- The Vietnam Center and Archive's UH-1 Huey and Cobra helicopters will be on display at the Museum of Texas Tech during the museums Veteran's Family Picnic July 15.
- Exhibit: Vietnam: The Helicopter War, on display at the Silent Wings Museum July 15-Sept. 2, examining the history of the aircraft that shaped the war in Vietnam. The exhibit will examine the history and uses of the UH-1 Huey helicopter over the course of the Vietnam War, and will include both the physical exhibit on display at the Silent Wings Museum as well as an online exhibit at the VNCA's website. Both versions of the exhibit can stand alone, but visitors to the physical museum will have the option to use smart phones or camera-equipped tablets to access the enhanced content online, including historical film footage, audio recordings, oral histories and documents.
- Exhibit: U.S. Soldier's Experience during the Vietnam War, on display at the Science Spectrum July 15- Sept. 2, will examine a day in the life of a U.S. soldier and support personnel in Vietnam, and will feature numerous historical images and artifacts from the collections of the Vietnam Center and Archive. The exhibit will highlight a few of the day-to-day experiences and missions many soldiers encountered while serving in Southeast Asia between 1963 and 1975.

The Vietnam Center and Archive will host a Celebrating Our Heroes reception, 6 p.m., July 23 at the Science Spectrum, displaying both exhibits, including the Vietnam: The Helicopter War exhibit. Veterans and their families are invited to this free event, and light refreshments will be served.

For more information on the Vietnam Center and Archive, visit www.vietnam.ttu.edu.

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

Office of Communications and Marketing

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CONTACT: Steve Maxner, director, Vietnam Center, Texas Tech University (806) 742-9010, or steve.maxner@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: July 13, 2012

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Hosts Free Car Clinic July 18

Event offers free car check, lunch, giveaways and other activities for attendees

Texas Tech University Parking Services holds its next Free Car Clinic from 10 a.m. to 1 p.m. Wednesday (July 18) in the C17 parking lot, located at the intersection of Indiana Avenue and Texas Tech Parkway. University Parking Services welcomes all Texas Tech students, employees and visitors to the event.

The clinic features a free checkup of each vehicle's fluids, belts and other basics by professional mechanics from Scott's Complete Car Care. University Parking Services will provide free hot dogs and soft drinks.

Representatives from Saddle-Up Motorcycle Training, Student Health Services, the Texas Tech Federal Credit Union, Help End Auto Theft (HEAT) and Mothers Against Drunk Driving will host informational booths. The Masked Rider and Midnight Matador will appear from 10:15 to 11:15 a.m., and participants can take a Segway for a test drive at no cost.

The Free Car Clinic, originally called the Spring Break Free Car Clinic, began in March 1999 as a Student Health Services program to educate students on enjoying a safe spring break. The event covered not only a vehicle check, but also driving and personal safety. During the past 13 years, University Parking Services began hosting the event, which now occurs three times per year and draws up to 400 attendees.

University Parking Services provides guidance and assistance to the campus community and public on all parking-related needs. For more information on the Free Car Clinic or parking on the Texas Tech campus, contact University Parking Services at (806) 742-PARK.

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

CONTACT: Stacy Moncibaiz, University Parking Services, Texas Tech University, (806)742-7275, or stacy.moncibaiz@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: July 16, 2012

CONTACT: Lindsay Bradshaw, lindsay.bradshaw@ttu.edu
(806)742-2136

Texas Tech Graduate School Honors High Quality Theses and Dissertations

Texas Tech University's Graduate School is proud to announce the 2012 awards recognizing the quality of work displayed in several theses and dissertations of graduate students.

The graduate school also will nominate first place dissertation award winners to the Council of Graduate Schools as part of its annual CGS/ProQuest Distinguished Dissertation Award competition to recognize an outstanding dissertation that represents original work and makes unusually significant contributions to the discipline of that year.

The graduate school recognizes work in social sciences, mathematics, physical sciences and engineering in even numbered years, and biological life sciences, humanities and fine arts on odd numbered years.

Students are nominated by their faculty members for the cash award. If a student is awarded first place, the nominating faculty member also receives a stipend.

The Helen Jones Foundation's financial contributions make these awards possible.

This year's winners are:

Social Sciences

- 1st place Master's Thesis – Shawn Brackett in the Department of Education. "Advancing women in education: Colorado state normal school and the university of Colorado, 1870-1920." *Nominated by Stacy Jacob, Ph.D.*
- 2nd place Master's Thesis – Josh Novak in the Department of Applied and Professional Studies. "The association between the experience of abuse in childhood and perceptions of safety in current adult intimate relationships." *Nominated by Douglas Smith, Ph.D.*
- 1st place Doctoral Dissertation – Dr. Nicole Gilinsky in the Department of Education. "Physical Activity and Self-regulatory Capabilities: Examining Relationships with Academic Self-efficacy and Academic Outcomes." *Nominated by Hansel Burley, Ph.D.*
- 2nd place Doctoral Dissertation – Dr. Matthew Russell in the Department of Human Development and Family Studies. "Women's Counter Narratives of Redemption." *Nominated by Nancy Bell, Ph.D.*

Mathematics, Physical Sciences and Engineering

- 1st place Master's Thesis – Kristine Seaman in the Department of Mathematics and Statistics. “Kryptos.” *Nominated by Mara Neusel, Ph.D.*
- 2nd place Master's Thesis – Valiantsina Lauruschchyk in the Department of Mathematics and Statistics. “Orbit Chern Classes in Invariant Theory.” *Nominated by Mara Neusel, Ph.D.*
- 1st place Doctoral Dissertation – Dr. Yingying Chen in the Department of Chemical Engineering. “An Analysis of Model Parameter Uncertainty on Online Model-based Applications.” *Nominated by Karlene Hoo, Ph.D.*
- 2nd place Doctoral Dissertation – Dr. Brian Miller in the Department of Mathematics and Statistics. “On the Integration of Elementary Functions: Computing the Logarithmic Part.” *Nominated by Lourdes Juan, Ph.D.*

For more information on these awards:

<http://www.depts.ttu.edu/gradschool/grdschInfo/supportDocs/ThesisDissertationAwards.pdf>

CONTACT: Donna Rogers, Unit Manager, Graduate School, Texas Tech University, (806) 742-2781, or donna.rogers@ttu.edu.

Advisory

FOR IMMEDIATE RELEASE

DATE: July 16, 2012

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
(806) 742-2136

Groundbreaking Set for New Wind Research Facility

WHO: Texas Tech University, Department of Energy (DOE), Sandia National Laboratories, Vestas Wind Systems and Group NIRE

WHAT: Groundbreaking for wind turbines at the new Scaled Wind Farm Technology (SWIFT) Facility

WHEN: 2 p.m. Tuesday (July 17)

WHERE: SWIFT Facility site at Reese Technology Center, 9801 Reese Blvd.

EVENT: Texas Tech, DOE, Sandia, Vestas, a leading wind turbine manufacturer, and Group NIRE formed a partnership in April to create a new wind research facility. Sandia will deploy two V27 research turbines at the site. Vestas will add its own V27 turbine. While the three-turbine array will allow for collaborative research, each turbine can be used separately for specific projects. The facility could expand to ten turbines in the future.

IMPORTANT NOTE: No individual cars will be allowed to travel to or from the site. Media should meet at Building 350 by 1:45 p.m. to be escorted to the groundbreaking.

Directions:

1. Enter Reese Technology Center through the main gate
2. Take a the first left onto Gilbert and follow Gilbert for about 3/4 of a mile
3. Take a right on 11th St.
4. Building 350 will be on your left
5. Please park in the parking lot at Garfield and 11th as we will be leaving from this location to the field site

CONTACT: John Schroeder, director, Wind Science and Engineering Research Center, Texas Tech University, (806) 742-3476 or john.schroeder@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: July 17, 2012

CONTACT: Karin Slyker, karin.slyker@ttu.edu
(806) 742-3905

Texas Tech, Sandia, Vestas, Group NIRE Break Ground On New Wind Research Facility

[**Editor's Note:** Video of the ground breaking and sound bites from Jon White, project manager and researcher in Sandia's Wind Energy Technologies group and John Schroeder, director of Texas Tech's Wind Science and Engineering Research Center, can be found at www.....]

A new wind research facility at Texas Tech University is a step closer to reality today (July 17). Officials from Texas Tech, Department of Energy, Sandia National Laboratories, Vestas and Group NIRE broke ground on the new Scaled Wind Farm Technology (SWIFT) facility.

When operational later this fall, the facility, located at Reese Technology Center, will allow the partners to investigate turbine-to-turbine interactions and innovative rotor technologies. Other areas for research include aero-acoustics and structural health monitoring of turbines using embedded sensor systems.

The site will initially include two V27 research turbines deployed by Sandia and a third V27 turbine belonging to Vestas, a leading wind turbine manufacturer.

"The V27 turbines are the smallest turbines that retain significant characteristics to the study of larger-scale machines," said Sandia project leader Jon White. "Having smaller turbines makes them easier to reconfigure, repair and maintain. The cost differences mean researchers can do earlier-stage, higher-risk research at SWIFT and turn tests around much more quickly, allowing them to pursue a more robust annual research agenda."

"Exploring and understanding the full capability of wind turbines is critical to the future of wind energy," said Kent Hance, chancellor of the Texas Tech University System. "Thanks to this great partnership, the SWIFT facility at Texas Tech will conduct vital research and help further the position of Texas Tech as a leader in the wind energy industry."

The SWIFT facility could eventually expand to include nine or more wind turbines, which would allow researchers to further examine how individual turbines and entire

wind farms can become better “citizens of the grid” and how to be more productive and collaborative.

“This partnership will allow us to look at long-term issues facing the wind energy industry,” said Taylor Eighmy, senior vice president for research at Texas Tech. “The research generated from the SWIFT facility will allow for optimization of turbine arrays. The expected improvements will continue to make wind energy more competitive in the market place. We are so fortunate to have the U.S. DOE, Sandia National Laboratories, Vestas and NIRE as collaborative partners in this venture.”

Sandia announced in July 2011 that it would move its wind energy test facility to Lubbock. In April, Vestas and Group NIRE, a renewable energy development company, signed a Memorandum of Understanding that allows use of the facility for collaborative and proprietary research, depending on the research need.

“This partnership will help quickly bring more technological improvements to market as we continue to drive down the cost of wind power,” said Anurag Gupta, director of rotor systems at Vestas Turbines R&D in Houston. “We will analyze turbine-to-turbine interaction and focus on refining the wind turbines’ rotor technology in a cost-effective way to further improve blade performance.”

Revenue generated from the energy produced by the Vestas turbine will be directed toward a Vestas Wind Research Program through Texas Tech’s Wind Science and Engineering Center (WiSE). Revenue generated from the energy produced by Sandia turbines will be directed toward Sandia wind research projects conducted with WiSE and to graduate students associated with WiSE.

The Department of Energy’s Wind and Water Power Program is funding Sandia’s work.

Sandia National Laboratories is a multi-program laboratory operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin company, for the U.S. Department of Energy’s National Nuclear Security Administration. With main facilities in Albuquerque, N.M., and Livermore, Calif., Sandia has major R&D responsibilities in national security, energy and environmental technologies and economic competitiveness.

Vestas has research and development offices in Texas, Massachusetts and Colorado that work with the company’s technology centers in Asia and Europe to improve existing wind turbines and develop the wind power systems of the future. Since 1979, Vestas has supplied more than 46,000 wind turbines in 69 countries and employs more than 3,000 people in the United States in technology research, manufacturing, sales and service.

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

CONTACT: John Schroeder, director, Wind Science and Engineering Research Center, Texas Tech University, (806) 742-3476 or john.schroeder@ttu.edu or Mark



TEXAS TECH UNIVERSITY

**Harral, director of commercial development, Group NIRE (806) 771-7722 or
mark.harral@groupnire.com.**



News Release

FOR IMMEDIATE RELEASE

DATE: July 17, 2012

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

Expert: Dark Knight Rises Brings Explosive Finale to Nolan Trilogy

Pitch □ □

"The Dark Knight Rises" debuts in theaters on Friday (July 20). In the finale to this interpretation of the superhero epic, Batman breaks his eight-year exile to protect a city that has branded him the enemy.

Expert □

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

Talking Points □ □

- Batman contrast and comparison to other superheroes
- Batman as a representation of the dark side of justice
- Director Christopher Nolan's interpretation of Batman character

Quotes □ □

- "He won't purposely kill anyone, even the villains who cause such misery. However, he does want to invoke fear into criminals through his bat persona."
- "Frankly, Batman is coolest superhero ever created. He has an edginess that other heroes don't have."
- "When Bill Finger and Bob Kane created Batman, they hit upon a hero that was so different from Superman or any other hero created up until that time. He was both a creature of the night and a crusader for justice."



News Release

FOR IMMEDIATE RELEASE

DATE: July 18, 2012

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

Expert: Split Between Microsoft and NBC a Sign of Economic Realities

Pitch

Microsoft is pulling out of the joint venture that owned MSNBC.com, allowing the world's largest software maker to build its own online news service. The breakup which was announced earlier this week dissolves what remained of a 16-year partnership between Microsoft and NBC News, which is now owned by Comcast.

Experts

Kelly Kaufhold, assistant professor of journalism, College of Mass Communications, (806) 834-1766, kelly.kaufhold@ttu.edu. Kaufhold worked a number of years for NBC at the network-owned TV station in Miami, WTVJ.

Talking Points

- MSNBC started to split in 2006, largely because of cultural and economic changes.
- NBC didn't like having its web news staff out in Redmond, Wash., instead of in the halls of power (New York and Washington, D.C.).
- Microsoft wasn't comfortable with NBC abandoning objectivity in favor of their left-leaning prime time lineup, but that move to the left by MSNBC was good for business – it moved from fourth to second in the cable news ratings, behind Fox.

Quotes

- "This mutually agreed-upon divorce, if you will, between Microsoft and NBC is just a sign of economic realities. Microsoft wants to gun for Google on all fronts but couldn't build a competitive news aggregator with content just from NBC."
- "Also, Microsoft wasn't happy with MSNBC's ideological move to the left – but economically, that was a life saver for the TV network. Being a foil for Fox moved MSNBC from fourth to second in the cable news ratings."
- "In the end, this is about new-media money. These days, aggregation – and partisanship – sell."



News Release

FOR IMMEDIATE RELEASE

DATE: July 18, 2012

CONTACT: Jorge Cruz, jorge.cruz@ttu.edu
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Texas Tech Professors Receive National Meat Science Awards

Three Texas Tech University faculty members in the College of Agricultural Sciences and Natural Resources received awards for their contributions to science and production from the American Society of Animal Science at the organization's annual meeting in Phoenix.

Mark Miller, professor of animal science, received the Meat Science Research Award; Michael Galyean, dean of the college, received the Morrison Award; and Bob Albin, retired professor in animal science, was named an American Society of Animal Science Fellow.

Miller is a Texas Tech professor of meat science and muscle biology, and holds the university's San Antonio Livestock Show Distinguished Chair in Meat Science. The American Society of Animal Science Meats Research Award is given to animal scientists who have contributed excellent basic or applied research in meat science. Miller has conducted numerous research projects related to meat quality, tenderness, body composition and food safety. Both Miller and Galyean are Horn Professors.

Galyean holds the Thornton Distinguished Chair in beef cattle nutrition and management in Texas Tech's Department of Animal and Food Science. The American Society of Animal Science Morrison Award is given in recognition of research excellence of direct importance to livestock production. He was named a fellow in the American Society of Animal Science in 2010.

Before retiring, Albin was CASNR assistant director for research, chairman of the Department of Animal Science and director of the Texas Tech Institute for Research in Plant Stress. He is a certified animal scientist, a charter diplomat with the American College of Animal Nutrition and founding president of the Plains Nutrition Council.

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CONTACT: Leslie Thompson, chairwoman and professor, Department of Animal and Food Science, Texas Tech University, (806) 742-2805 ext. 224 or leslie.thompson@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: July 19, 2012

CONTACT: Robert Giovannetti, robert.giovannetti@ttu.edu
(806) 742-0057

**Texas Tech University System \$1 Billion Capital Campaign
Surpasses \$900 Million Mark**

Vision & Tradition: The Campaign for Texas Tech has surpassed \$900 million as funds are raised toward its \$1 billion goal. Already surpassing gifts raised from previous campaigns, the Vision & Tradition capital campaign is easily the most successful and largest fundraising effort in the history of the Texas Tech University System.

"Our alumni and friends have a longstanding history of generosity when it comes to supporting the universities of the Texas Tech University System," said Kent Hance, chancellor of the system. "This tradition has continued and helped make a tremendous impact during a time when many other institutions' fundraising efforts have diminished due to the difficult economic times."

"We are so close to reaching our \$1 billion goal," said Kelly Overley, vice chancellor and chief operating officer of the Texas Tech Foundation Inc. "We are confident we can celebrate its completion before our anticipated deadline."

The capital campaign, which includes Texas Tech University, Texas Tech University Health Sciences Center and Angelo State University, is one of 14 billion-dollar campaigns currently being conducted at higher education institutions in the country. Publically announced in September 2010, the Vision & Tradition capital campaign is scheduled to end in 2013.

"The chancellor and the entire development team have done an outstanding job engaging our donors," said Ed Whitacre, co-chairman of the campaign. "The success of this campaign is due to the professional staff who work tirelessly to further the Texas Tech University System."

Some of the areas that are being funded through this capital campaign are student scholarships and fellowships that will reward academic accomplishment and encourage diversity; faculty support through establishing endowments that attract world-class scholars who excel in teaching and research; and facility enhancements by building spaces where students and faculty can learn, discover and compete.

Facilities such as the Jones AT&T Stadium, Jerry S. Rawls College of Business, The Commons by United Supermarkets at the new residential hall off Boston Avenue, and the

Office of Communications and Marketing

new clinical simulation center in Odessa are a few examples where the component institutions are already benefiting from the capital campaign.

“We are less than \$100 million away from the most ambitious campaign in our history,” said Hance. “We hope our donors will continue to come together to make this dream a reality.”

CONTACT: Kelly Overley, vice chancellor and chief operating officer of Texas Tech Foundation, Inc., Texas Tech University System, (806) 742-1780, or kelly.overley@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: July 20, 2012

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

The Vietnam and Archive Hosts Celebrating Our Heroes Reception

- WHAT:** Texas Tech University's Vietnam Center and Archive hosts Celebrating Our Heroes reception
- WHEN:** 6 p.m. Monday (July 23)
- WHERE:** Science Spectrum, 2579 South Loop 289, Lubbock
- EVENT:** Texas Tech's Vietnam Center and Archive hosts a reception honoring local Vietnam veterans and their families as part of Celebrating Our Heroes, a summer of collaborative exhibitions displayed between June and September celebrating those who have protected our freedom.

"Vietnam: The Helicopter War," examining the history of the helicopter, a technology that shaped the war in Vietnam, and the "U.S. Soldier's Experience during the Vietnam War," examining a day in the life of a U.S. soldier and support personnel in Vietnam, exhibits will be on display at the reception.

The event is free and open to the public and everyone in Lubbock and the surrounding communities is invited. Special recognition will be given to all military Veterans and their families in attendance. Light refreshments will be served.

For more information on the Vietnam Center and Archive, visit www.vietnam.ttu.edu.

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

CONTACT: Steve Maxner, director, Vietnam Center and Archive, Texas Tech University, (806) 742-3742, or steve.maxner@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: July 25, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
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International Cultural Center Hosts Dog Photography Exhibit

WHAT: Photography Exhibition and Reception

WHEN: Exhibition: July 27 – Aug. 17
Reception: 5-7 p.m. July 27

WHERE: International Cultural Center

EVENT: The International Cultural Center is hosting “Putting on the Dog: The dog as photographic subject.” The exhibition celebrates dog diversity, as each photograph at the exhibit is labeled with the dog breed’s country of origin.

An opening reception featuring a selection of the year’s best dog-related YouTube moments will be held in the International Cultural Center’s auditorium. The exhibition is on display through Aug. 17.

The exhibition is made possible, in part, by a grant from The CH Foundation.

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

CONTACT: Jane Bell, director, International Cultural Center, Texas Tech University, (806) 742-2974, or jane.bell@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: July 26, 2012

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

Texas Tech Spirit Program Receives Awards

Texas Tech University's spirit program received awards at the National Cheerleaders Association (NCA) and National Dance Alliance (NDA) Collegiate Cheer and Dance Camp July 21-23 at Southern Methodist University in Dallas.

"Camp is always an exciting time because it's the squads' first time to perform in public," said Bruce Bills, Texas Tech cheer and mascot coach. "I am very pleased with both cheer squads and the mascot's performances and camp results. They represented Texas Tech and the spirit program very well throughout camp."

The spirit program was awarded the following:

- Co-Ed Cheer: First Place Rally Routine, Gold Paid Bid, Superior in Gameday Routine and NCA Spirit Stick Winner
- All-Girl Cheer: Second Place Rally Routine, Bronze Paid Bid, Superior in Gameday Routine and NCA Spirit Stick Winner
- Pom Squad: First Place Team Dance, Gold Paid Bid, Excellence in Gameday Routine and NDA Spirit Stick Winner
- Raider Red: Most Collegiate Mascot and All-American Mascot

The following 12 cheerleaders were selected to be on the NCA All-American Collegiate Cheerleader Team: Jamie Balda, Noah Cagle, Coleigh Cheatham, Kymber Drake, Janelle Jackson, Nicole Mitchell, Laura Perley, Bradley Schaefer, Jessica Scott, Hunter Thompson, Bridgette Van Weezel and Regan Waits.

The following three members from the Pom Squad were selected for the All-American Dance Team: Kathleen Busch, Jackie Choi and Kortani Rettig.

"They were focused, determined and dedicated throughout their time at camp," said Erin Harold, Texas Tech Pom Squad coach. "My team worked very hard, and truly deserved the awards they were given. Going to camp was a great way to start our season, and the Pom Squad definitely represented Texas Tech very well."

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

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News Release

FOR IMMEDIATE RELEASE

DATE: July 27, 2012

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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NIDA Awards Grant to Study Campus-based Recovery Projects

When it comes to collegiate recovery programs, a Texas Tech University professor is working to determine what works, what doesn't and why.

The National Institute on Drug Abuse (NIDA) recently awarded Kitty Harris, director of the Texas Tech University Center for the Study of Addiction and Recovery (CSAR), a two-year developmental grant (R21) to study the college-based recovery programs that help recovering students avoid relapse.

The study will involve at least 29 programs and approximately 700 students, Harris said. All information collected will be stored at Texas Tech, the only national database for collegiate recovery.

"Our goal is to analyze the students' outlook on such programs," Harris said. "We'd like to know things like which services they utilized, which was most important to them, and how it changed their college experience?"

Harris is principal investigator for this study alongside Alexandre Laudet, of Natural Development and Research Institutes. They are joined by co-investigator Ken Winders of the University of Minnesota, and Paul Moberg of the University of Wisconsin as consultant.

The results will be used to design a rigorous evaluation study to be submitted to the National Institutes of Health (NIH) for potential funding toward a best-practices model.

CSAR provides peer-based support, 12-step support and academic support for more than 80 students in recovery from drug and alcohol addictions, as well as eating disorders.

Now with collegiate recovery programs in place at more than 70 institutions nationwide, the White House Office of National Drug Control Policy (ONDCP) cites Texas Tech as the model for others to follow.

“The ONDCP is very excited,” Harris said. “I think part of that is because this is the first time that the NIH and NIDA have acknowledged the importance of recovery, not just addiction.”

It is the difference between a short-term fix and a long-term solution, she said.

“It’s fairly simple to get people clean and sober,” Harris said. “The real challenge is in giving an emerging adult population the tools necessary for life-long recovery.”

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

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News Release

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DATE: July 27, 2012

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Expert: Greatest Streaks and Dynasties in Summer Olympics History

Professor crunches numbers to coincide with 2012 London Olympics

Pitch□□

As the world anticipates the Games of the XXX Olympiad, a Texas Tech University professor reviews the great winning streaks and dynasties in Summer Olympics history.

Alan Reifman, a professor in Texas Tech University's Department of Human Development and Family Studies who studies sports streakiness and conducts "hot hand" research, can speak to sports trends and statistical probability. His blog can be found at <http://thehothand.blogspot.com/>.

Reifman is also the author of the book "Hot Hand: The Statistics Behind Sports' Greatest Streaks."

Expert□

Alan Reifman, professor, Human Development and Family Studies, (806) 742-3000 ext. 274 or alan.reifman@ttu.edu.

Talking Points

- Streaks in volleyball, wrestling, rowing/kayaking, swimming, gymnastics and others
- U.S. dominant stretches in track & field, including four straight gold medals
- Streaks by African distance runners

Quotes□□

- "It's interesting to speculate about why one country seems to 'own' an event over an extended period."
- "Another factor that can derail one nation's dominance in an event is, of course, the emergence of another nation as a powerhouse in that event."
- "In women's indoor volleyball, the US will be seeking to end an 0-for-11 slump of never winning the gold medal. The most noteworthy string of success in recent decades belongs to the Cuban women, who won the indoor volleyball gold in 1992, 1996 and 2000."
- "All in all, from 1968-2008 (excluding the boycott year of 1976), African nations have won 29 of 40 possible men's gold medals in the four distance events. In

more recent years, the African men's dominance has been even more pronounced, as from 1996-2008, African countries have taken 15 of 16 possible golds."



News Release

FOR IMMEDIATE RELEASE

DATE: July 30, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Hires Director and Coach for National Champion Chess Program

Texas Tech University officials have announced the hiring of Al Lawrence as the new director of the Texas Tech chess program and Alex Onischuk as head coach of the defending national college chess championship team.

Lawrence is the former executive director of the U.S. Chess Federation and a founder of the World Chess Hall of Fame. Lawrence is an award-winning chess writer and currently serves as president of the Chess Journalists of America.

"Becoming a member of Texas Tech University's championship chess program is a unique and exciting challenge that is the culmination of everything I've done in chess," Lawrence said. "It is quite an honor to become part of the Texas Tech University community and I look forward to working with others in the program to continue its competitive excellence while involving more of Tech's students and the Lubbock community in chess."

Grandmaster Alex Onischuk is the third-ranked chess player in the United States. He has won more than 30 tournaments in his professional chess career, including the 2006 U.S. Championship. For the past 15 years, he has ranked in the top 100 players in the world. He is a member of the U.S. Chess Olympiad team, which will compete in Istanbul in September. Onischuk was also captain of the University of Maryland, Baltimore County chess team, which won four consecutive collegiate championships from 2002 - 2006. Onischuk's coaching experience includes working with two world champions.

"I am thrilled to be selected as head coach of the defending national collegiate championship chess team at Texas Tech and I hope to use my national and international chess experience to help the Texas Tech chess team successfully defend its championship," Onischuk said.

Juan Muñoz, senior vice president for institutional diversity equity and community engagement, oversees the Texas Tech chess program. He believes Lawrence and Onischuk will encourage the program's future success.

“The acquisition of nationally and internationally recognized chess professionals such as Al Lawrence and Alex Onischuk will further affirm the preeminence of collegiate chess at Texas Tech University,” Muñoz said.

Lawrence comes to Texas Tech from New York and assumed full-time duties in mid-July. Onischuk lives in Virginia and will relocate to Lubbock in October after he represents the United States in the 2012 Chess Olympiad.

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

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News Release

VIDEO INCLUDED

FOR IMMEDIATE RELEASE

DATE: July 30, 2012

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Winds of Change Bring Texas Tech Opportunities to Western Texas College

Along a skyline known for colorful sunsets, the land known for oil and gas now adds wind turbines to its landscape and list of natural resources. Texas Tech University is helping area residents make the most of this opportunity.

Already an internationally recognized leader in research and education, a goal of the Wind Science & Engineering Research Center at Texas Tech University (WiSE) is to build strategic alliances with external and internal entities, to provide a network of opportunities and partnerships, such as the two-year curriculum licensing program with Western Texas College (WTC).

"The wind energy component is the first regional opportunity to develop a program that can transfer on to Texas Tech for a bachelor's degree," said Mike Dreith, president of Western Texas College.

The wind power industry has stimulated job growth across the West Texas economy, beginning with the first turbines in 2001, through 2006 when Texas surpassed California as the state with the most wind energy capacity, to 2012 when workers continue to pour into the region to manufacture, transport, maintain and repair wind turbines.

"There are about 75,000 people that work in the wind energy industry," said Andy Swift, director of the Texas Wind Energy Institute at Texas Tech. "Training and educating that workforce is essential."

Students can now begin their career track at WTC, which will then transfer seamlessly into the Texas Tech wind energy program.

"It's the only such academic program in the United States," said Roy Bartels, dean of College Advancement and Technology, Western Texas College. "That gives our students a real advantage and helps them enter into a field that is exploding."

For more information on the Texas Tech Wind Energy Education 2-Year Transfer Curriculum or partnership opportunities, visit www.texaswindenergyinstitute.ttu.edu.

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: July 31, 2012

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Ranks Among Most Transfer Students Nationally

According to a recent U.S. News & World Report education report, Texas Tech was ranked 16th for most transfer students among all schools listed on the annual “Best Colleges” list.

The 2012 rankings were based on data from 2010 and include all the colleges and universities with rankings published on the overall “Best Colleges” report by U.S. News. While the average number of transfer students for all universities was 467, Texas Tech enrolled 2,447 transfer students in 2010.

“We are delighted with the high ranking but we are also impressed by the implications of this ranking of Texas Tech,” said Provost Bob Smith. “Our favorable ranking results from all that we are doing to attract and retain transfer students—ensuring that every transfer student has the best opportunity to earn a baccalaureate degree.”

The largest concentrations of the Texas community college population are located in the greater Houston and Dallas areas, according to the most recent enrollment report by the Texas Association of Community Colleges. Texas Tech is the only university in Texas with a published ranking by U.S. News to be included in the top 20 for most transfer students. Director of undergraduate admissions Ethan Logan explained that this was no small feat.

“The fact that Texas Tech is not in a major metropolitan area is a challenge we work hard to overcome,” Logan said.

For university administrators, the recent ranking did not come as a surprise. According to Ryan Gibbs, assistant vice provost for undergraduate education & student affairs, Texas Tech actively pursues transfer students.

“We understand that transfer students often come in better prepared; they have a more focused motivation. They are often more serious about their studies,” Gibbs said.

University administrators believe the high rate of transfer students can be attributed to the strong connection Texas Tech facilitates with state-wide community colleges. Texas

Tech attracts potential transfer students with a joint effort by the Office of Undergraduate Admissions and the Office of Community College & Transfer Relations (CCTR). The CCTR exists to help potential transfer students at community colleges with a seamless transition process, by providing academic counseling for current community college students to ensure that any credit earned will apply to a specific academic plan at Texas Tech.

“There are not many comparable offices like the CCTR across the state or across the nation,” Gibbs said. “It really shows the dedication Texas Tech has toward serving transfer students, specifically those from community colleges.”

Texas Tech has also made an effort in recent years to increase the amount of scholarship money available specifically to transfer students.

“The challenges that transfer students have are primarily related to academic transferability and the cost of education,” Logan said. “So those are the two areas where we try to alleviate concern or anxiety with our transfer students.”

Texas Tech’s relationship with community colleges also helps to increase the number of minority students enrolled at the university.

“When we consider that over sixty percent of Hispanic students begin their college careers in community colleges, our success with transfer students is very likely to impact students that have traditionally underrepresented in the academy. Thus, there are a number of very good reasons for celebrating the ranking noted,” Smith said.

In addition to the CCTR, Texas Tech offers programs and services to transfer students through Transfer Connection. Transfer Council, Transfer Techsans, and the Transfer Connection Learning Community all provide opportunities for transfer students to meet one another and to encourage success at Texas Tech.

“The transition from a 2-year to 4-year institution can be disconcerting,” Logan said. “That’s why we provide support for retention and engagement.”

Programs geared specifically toward transfer students help Texas Tech retain transfer students at high levels because they provide comfort, friendship and opportunities for involvement in the university.

“We don’t want students to miss any of the Texas Tech experience because they have chosen to be a transfer student instead of being a native freshman,” Gibbs said. “You have so many opportunities to expand yourself and to find where you fit. This is a great place to be.”

To learn more about the Office of Community College and Transfer Relations, visit <http://www.cctr.ttu.edu>.



TEXAS TECH UNIVERSITY

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: July 31, 2012

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Texas Tech Announces President's Reading Program Book

Author of "The Worst Hard Time" Dust Bowl book comes to campus in October.

"The Worst Hard Time: The Untold Story of Those Who Survived the Great American Dust Bowl" by New York Times journalist Timothy Egan is the Texas Tech University President's Reading Program book (formerly the Texas Tech summer reading program) for 2012.

"The reading program is a learning opportunity designed to prepare students for the academic rigors of a college environment; but the entire campus community is encouraged to participate," said Amy Murphy, Texas Tech's dean of students. "The program involves reading the selected book over the summer and engaging in discussions and other activities during the fall and spring semesters."

This year's President's Reading Program book was selected in partnership with the university's Presidential Lecture & Performance Series, which will host the visit from Egan at 7 p.m. Oct. 12 in the Allen Theatre in the Student Union Building. A book signing will follow his presentation.

"This selection allows the opportunity for the campus community to hear from the author, Timothy Egan, in Lubbock in the fall," said Jo Moore, administrator of the series.

"Egan's book also features West Texas and communities surrounding Texas Tech, so it gives students an opportunity to learn about the history and culture of this area. A variety of themes are present in the book, allowing virtually any discipline an opportunity to utilize the book in class assignments and projects. The characters in the book are engaging and the stories occur during a critical time in American history. Overall, everyone can relate to the underlying themes of persistence, endurance and survival."

The American history book, published by Houghton Mifflin in 2006, won Egan the 2006 National Book Award for Nonfiction. Considered one of the highest literary honors, the award recognizes Egan's account of those who survived the Dust Bowl of the 1930s. Thought to be the worst ecological disaster in American history, this book provided the source material for filmmaker Ken Burns' PBS documentary, "The Dust Bowl," airing Nov. 18-19 on KTTZ-TV (Channel 5).

Broadcast journalist Walter Cronkite (1916-2009) said of the book, "As one who, as a young reporter, survived and reported on the great Dust Bowl disaster, I recommend this

book as a dramatic, exciting, and accurate account of that incredible and deadly phenomenon. This is can't-put-it-down history.”

The book also won the 2006 Washington State Book Award in History/Biography.

Find out more about the President's Reading Program at www.presidentsreading.ttu.edu.

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

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News Release

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CONTACT: Karin Slyker, Karin.Slyker@ttu.edu
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Expert: Marilyn Monroe Has Eternal Beauty... and Marketing

Pitch □ □

Approaching the 50th anniversary of her death (Aug. 5), legendary actress Marilyn Monroe continues to resonate through popular culture. Her look and style remains a strong influence for generations, both in fashion and marketing.

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 □ □

- Monroe's eternal appeal
- Her image as a pop-culture icon
- Her status as an actress, especially amidst co-stars such as Cary Grant and Clark Gable, and directors like Laurence Olivier and Billy Wilder
- Resurgence in popularity through recent productions ("My Week with Marilyn" and "Smash," for example)

Quotes □ □

- "Anything associated with Marilyn Monroe is bound to be worth its weight in gold."
- "Like James Dean, Marilyn is larger in death than she was in life."
- "Her looks aside, it is Marilyn's status as an actress and the interesting life she led that grips us as a culture."
- "Monroe had the indefinable 'it' quality that charmed so many."
- "The popularity of 'Smash' just shows how Marilyn Monroe has become so iconic that there is a modern television show tied to her name."
- "'My Week with Marilyn' showed a more realistic side of Marilyn. Michelle Williams' Oscar nominated performance provided a nice balance between charm and reality."