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TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Dec. 1, 2011

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

### **Texas Tech University Hosts Meat Show**

- WHAT: Processed and Cured Meat Food Show
- WHEN: 1-3 p.m., Dec. 2 (Friday)
- WHERE: Texas Tech University, Animal and Food Sciences Room 102
- EVENT: Students in the advanced processed and cured meat course were required to create novel processed meat items to be evaluated by consumers for taste, originality and presentation. They have created USDA-inspected and approved meat items available for tasting and purchase.

Everyone 18 year of age and older is welcome. A label of ingredients for each product will be displayed.

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**CONTACT: Chance Brooks, associate professor, Department of Animal and Food Sciences, Texas Tech University, (806) 742-2805, or [chance.brooks@ttu.edu](mailto:chance.brooks@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Dec. 1, 2011

CONTACT: Lori Cortez, [lori.e.cortez@ttu.edu](mailto:lori.e.cortez@ttu.edu)  
(806) 742-2136

### **Texas Tech and LISD Host Lubbock's First Spanish Spelling Bee Championship**

**WHAT:** Texas Tech University's Chapter of Sigma Delta Pi, a National Collegiate Hispanic Honor Society, organized the first Lubbock Spanish Spelling Bee with the collaboration of the Lubbock Independent School District.

**WHEN:** 9 a.m. Saturday (Dec. 3)

**WHERE:** Education Building Rm. 001, 3008 18<sup>th</sup> St., Texas Tech campus

**EVENT:** The competition, consisting of internal competitions, kicked off in individual schools Nov. 8-17. At each competition, the top five students were selected to represent the school in the championship at Texas Tech.

Participating schools included Bean and Harwell elementary schools; Atkins, Hutchinson, O.L. Slaton and Smylie Wilson middle schools; and Talkington School for Young Women Leaders.

Sigma Delta Pi worked with schools in Lubbock for many years establishing the Lubbock Spanish Reading club, the Bilingual After-School Reading Club, Super Saturdays Spanish in Action Program for Children, the Annual Spanish Poetry Competition and free tutoring services, among others.

The top three competitors from the championship go on to participate in regional and national Spanish Bee competitions. Comfort Pratt, associate professor of Curriculum and Instruction at Texas Tech, also is an organizer of the competition and advisor for Sigma Delta Pi.

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 1, 2011

CONTACT: James Hodgins, james.hodgins@ttu.edu  
(806) 742-2136

### **Texas Tech, A Mother-Friendly Workplace**

Texas Tech unveils five rooms designed for nursing mothers as part of statewide initiative

Texas Tech University held a ribbon cutting Thursday, Dec. 1 to announce the completion of five on-campus nursing rooms and its designation as a mother-friendly workplace.

The program began in June when the Texas Department of State Health Services awarded Texas Tech a grant of \$70,000 to implement the Texas Mother-Friendly Worksite policy initiative. Texas Tech is one of a select group of businesses in Texas serving as a pilot worksite during the grant period to test strategies, tools and messaging regarding worksite lactation support.

The purpose of the program is to provide a safe, quiet and private place for nursing mothers to express milk. The program also aims to educate the entire Texas Tech community on the benefits of breastfeeding and the needs and resources available for nursing mothers while on campus.

Texas Tech renovated five rooms across campus for convenience and furnished each with a hospital grade breast pump, comfortable chair, access to hot water and other items to facilitate the expression of milk by nursing mothers. Specific locations can be found on the attached map. Resources and support for nursing mothers were also added to the Texas Tech Human Resources website.

The Mother-Friendly Workplace program will serve nursing mothers among approximately 2,179 Texas Tech female employees and approximately 14,223 Texas Tech female graduate and undergraduate students.

A 2009 survey of this population found that 78 percent of respondents had breastfed a child while working at or attending Texas Tech. Before the completion of these rooms, women were nursing in offices, bathroom stalls, closets or their cars. Many chose to stop nursing because it was too difficult to find adequate facilities on campus. Texas Tech's mother-friendly workplace designation now provides nursing mothers access to sanitary and private facilities and campus-wide support.

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 2, 2011

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

### **Texas Tech Dunes Sagebrush Lizard Research Used in Senator's Plea to Postpone Endangered Listing**

Citing dunes sagebrush lizard research done by Texas Tech University scientists, a recent letter from Sen. John Cornyn (R-Texas) may have helped to sway the U.S. Fish and Wildlife Service to delay a decision Thursday (Dec. 1) on listing the 3-inch-long reptile as an endangered species.

The service, which had planned to make a decision by Dec. 15, announced it would postpone for another six months.

A preliminary risk assessment for the lizard done by scientists at The Institute of Environmental and Human Health (TIEHH) tested the Fish and Wildlife Service's list of possible human-created threats to the lizard.

"Based on our preliminary data, it didn't appear certain factors listed as a concern to the lizard's well-being could be contributing to impacts on the lizard," said Todd Anderson, a professor of environmental chemistry at TIEHH. "In looking at the reasons why this species was proposed for listing, we developed a suite of preliminary studies that we thought would be helpful in figuring out what might be happening to this animal and the relationship, if any, to oil and gas production specifically."

Already labeled as endangered by the New Mexico Dept. of Game and Fish, the species lives in sand dunes covered with shinnery oak in southeast New Mexico and West Texas, primarily in the Permian Basin. Scientists began warning about decreasing lizard numbers in 1997, and the species was nominated for protection in 2001, though the decision was delayed.

Ranchers and the petroleum industry are worried that listing the species could cause major economic problems.

Some possible stressors cited by U.S. Fish and Wildlife included:

- Poisonous hydrogen sulfide gas and petroleum hydrocarbon and sulfate contamination of dune sand by the oil industry
- The use of the herbicide Tebuthiuron by ranching industry on shinnery oak habitats

- Changing weather patterns affecting the size of sand grains in dunes that the lizard uses for nesting

The researchers found little evidence that these issues were enough to significantly impact the lizard's ability to live and breed.

"We didn't find a lot of evidence that those stressors were that pronounced in areas that would be considered high oil and natural gas production activity," said Chris Salice, an assistant professor of environmental toxicology. "We didn't find high concentrations of hydrogen sulfide gas, although we did find some near oil pads. We found no relationship with oil and natural gas production and changes in sand characteristics with regard to pH and sand grain size. And we didn't find any Tebuthiuron in the samples we analyzed."

The team focused research efforts at University Lands, a large area of land near Andrews set aside for oil, gas and ranching leases by the University of Texas System.

Scientists studied eight different sites featuring dunes with shinnery habitats, some where lizard populations were observed and some without.

Salice cautioned the preliminary study is limited in scope, and would like to conduct a larger research study to better characterize those stressors across the range of the species to see if they are problematic or not.

"We have every intention of collecting more data this year," he said. "This past year, we looked at the occurrence of hydrogen sulfide in the environment for a small area of land and found it in small amounts close to oil production. Considering the range of this species, which extends all the way into Eastern New Mexico, our study encompassed just a small portion of the total range."

However, he said no one knows the toxic effects that low levels of hydrogen sulfide gas may have on the animal.

"What we don't know, and what nobody knows, is what the adverse effects could be if lizards were exposed to hydrogen sulfide even at low levels," Salice said. "The big uncertainty is that perhaps those low concentrations have some sort of effect on the lizard, but at the moment, we don't have any data on that. It may be that the low levels we observed are not toxic enough to kill the lizard, but perhaps make the species more susceptible to predation or alter its ability to capture certain prey items. These are research topics we're pursuing right now with the western fence lizard, a surrogate species."

The research was funded by the Permian Basin Petroleum Association.

Watch the video here: <http://www.youtube.com/watch?v=g3RQmNJlm-o>



## TEXAS TECH UNIVERSITY

**CONTACT: Chris Salice, assistant professor of environmental toxicology, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or [chris.salice@tiehh.ttu.edu](mailto:chris.salice@tiehh.ttu.edu); Todd Anderson, professor of environmental chemistry, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567 or [todd.anderson@tiehh.ttu.edu](mailto:todd.anderson@tiehh.ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 2, 2011

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

### **Expert: Politics Could Cause Gas-Price Spike**

#### **Pitch**

Some areas of the country are seeing gas prices less than \$3 for the first time in years. However, with such a large portion of the world's oil harvested in the Middle East, economists fear political actions could result in another large spike in gas prices.

#### **Expert**

Mohamed Soliman, petroleum engineering professor and department chair, (806) 742-3575, [mohamed.soliman@ttu.edu](mailto:mohamed.soliman@ttu.edu)

#### **Talking Points**

- Effects of military attacks on crude oil prices
- Impact of putting a sanction on the Central Bank of Iran
- Why economists are concerned

#### **Quotes**

- "Iran produces about 5 percent of the world supply but it would not take much to upset the balance of supply and demand."
- "Crude oil price is fluctuating as results of politics I believe. There is talk about a military attack on Iran which would cause crude oil to rise drastically. Also in the various republican debates there is a call on putting a sanction on the Central Bank of Iran."



# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 2, 2011

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

### **Livestock, Meat Judging Teams Producing National Championships, Future Agricultural Leaders**

#### **Pitch** □ □

Texas Tech University's meat judging team won its ninth national championship this year, and the livestock judging team won its seventh. What does this steady run of national dominance mean beside less room in the trophy case? According to school officials, the competition is helping Texas Tech produce elite agricultural leaders.

#### **Experts**

- Mark Miller, Horn Professor of meat science and muscle biology/meat judging coach, (806)742-2804, [mfmrraider@aol.com](mailto:mfmrraider@aol.com) □ □
- Ryan Rathmann, assistant professor of animal science/livestock judging coach, (806) 742-2805 ext. 233, [ryan.rathmann@ttu.edu](mailto:ryan.rathmann@ttu.edu)

#### **Talking Points** □ □

##### Miller

- Three principles we express to students are: 1.) Be unselfish; have an impact on the world you're in; 2.) Serve others; 3.) Honor and integrity. Many of our kids go into fields not related to agriculture, but they will still change the world with these values.
- It's never about just winning the championship. It's that the experience will change them for whatever else they do for the rest of their lives.
- Meat judging team national championship years: 1989, 1991, 1996, 1997, 1999, 2003, 2008, 2009, 2011

##### Rathmann

- The strengthening of communication skills and rational decision making are the biggest advantages our participants will gain over their contemporaries as they compete for the same jobs.
- With the world population at 7 million and steadily increasing, we have to continually improve the efficiency by which we produce animal products to keep pace. Livestock judging teaches students how to precisely select for the animals with the most ideal characteristics to fit their production objectives.
- I have no doubt that these students have sounder rational and creative thinking skills, sounder animal husbandry practice, and are better leaders in their fields

based upon their experiences on the livestock judging team. I think in the end, these are some of the most important contributors to our society.

- Livestock judging team national championship years: 1934, 1953, 1985, 2007, 2008, 2009, 2011



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 5, 2011

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

### **Texas Tech Hosts 11th Annual Caprock Celtic Christmas Concert**

The 11<sup>th</sup> annual Caprock Celtic Christmas takes place at 7 p.m. Dec. 15 in the Allen Theatre, and for the first time will be presented in a full theatrical production. The event also will be streamed live over the internet.

"The Celtic Christmas is now in its 11<sup>th</sup> year as a fundraiser for the Vernacular Music Center Scholarship endowment," said Christopher Smith, director of the Vernacular Music Center. "Its goal is to create a shared participatory experience of community for everyone present. It starts with a circle around a fireside, but that circle expands and expands to include everyone present and across the internet."

The Vernacular Music Center, College of Visual and Performing Arts, Caprock Celtic Association and Roots Music Institute will feature singers, players, musicians, storytellers and others who will perform traditional repertoires of the season, including traditional Irish, Welsh, Breton and English dance.

"We like the idea of an event which is built around a group of friends from diverse musical, personal and geographic groups from the campus and community," Smith said. "At this point after 11 years, it kind of feels like a family reunion."

Irish-born Tom McGovern hosts the event, and such acts as Appalachian fiddler Doug Goodhart and bouzouki virtuoso Roger Landes will perform. From Texas Tech, the Early Ensemble, Irish Set-Dancers and Celtic Ensemble will perform.

Other artists performing are Lubbock's trad-irish band Johnny Faa and Caprock Morris.

The winner of Vernacular Music Center's scholarship this year was Emily Furillo, the dance captain for the Texas Tech Celtic Ensemble.

To view the live stream of the concert click [here](#).

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

**CONTACT: Christopher J. Smith, director of the Vernacular Music Center at the Texas Tech University School of Music, (806) 742-2270 ext. 249 or [christopher.smith@ttu.edu](mailto:christopher.smith@ttu.edu).**

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec 6, 2011

CONTACT: Lori Cortez, [lori.e.cortez@ttu.edu](mailto:lori.e.cortez@ttu.edu)  
(806) 742-2136

### **Experience the Annual Candlelight at the Texas Tech Ranching Heritage Center**

Texas Tech University's National Ranching Heritage Center hosts the 33<sup>rd</sup> Annual Candlelight at the Ranch celebration from 6-9 p.m. Dec. 9-10. The center's holiday event offers a glimpse into the past, as visitors experience yuletide celebrations that happened on the open prairie more than 100 years ago.

Luminarias light the paths around the center's historic structures where ranch volunteers recreate holiday scenes of trimming trees with homemade decorations, playing traditional music and gathering around the campfire. About 8,000 people annually attend the free event though a donation of \$2 per family is appreciated.

"The sounds of the season will greet visitors as they walk through the park," said Emily Arellano, Candlelight at the Ranch coordinator. "Carolers will be located in several buildings singing music that is appropriate to the specific structure they are located in. For example, Spanish lullabies will be sung at Los Corralitos, a lone rancher will sing in the 80 John Wallace House, and a fiddle band will be playing for dancers in Las Escarbas."

Through a partnership with the Southcrest Baptist Church and Christian School, the center incorporates music into every traditional feature of the event. A chorus will entertain visitors in the Pitchfork Pavilion, a bell choir and harp will be in the main building and music will play in the 6666 Barn while carolers will sing along the paths.

In the barn, children also will be able to write a letter to Santa and mail it in the authentic post office set up for the occasion. Hot chocolate and cider are available for purchase along with complimentary candy canes.

The newly remodeled Cogdell's Store at the National Ranching Heritage Center will be open for shoppers in search of unique gift items. The center is located at 3121 Fourth St. For more information please visit <http://www.depts.ttu.edu/ranchhc/>.

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**CONTACT: Emily Arellano, candlelight at the ranch coordinator, National Ranching Heritage Center, Texas Tech University, (806) 742-0498 or [emily.arellano@ttu.edu](mailto:emily.arellano@ttu.edu).**



TEXAS TECH UNIVERSITY SYSTEM

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Dec. 7, 2011

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

**Chancellor to Announce Distinguished Teaching, Research Awards**

**WHAT:** Chancellor's Council Distinguished Teaching and Research Awards Announcement

**WHEN:** 10:30 a.m., Dec. 9 (Fri.)

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

Texas Tech University System Chancellor Kent Hance will announce the winners of the 2011 Chancellor's Council Distinguished Teaching and Research Awards.

Administrators and award recipients from Texas Tech University, Texas Tech University Health Sciences Center and Angelo State University will be present.

The Chancellor's Council raises funds for student scholarships and recruitment, faculty awards and support, and various other programs of excellence.

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 8, 2011

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

### Expert: John Lennon's Legacy Living on Through Beatles' Class

#### Pitch□□

One professor is keeping John Lennon's memory alive by teaching a very unique class centered around the Beatles' music and not just their history.

#### Expert□

Mark Morton, associate professor of double bass, Texas Tech University Visual and Performing Arts, (806) 742-2270 ext. 285 or [mark.morton@ttu.edu](mailto:mark.morton@ttu.edu)

#### Talking Points□□

- This class is different than any other Beatles class in that its focus is primarily on the music the Beatles created.
- Morton visited John Lennon's hotel just 45 minutes before the former Beatle was gunned down.

#### Quotes□□

- "The idea behind the course is really to stay focused on the music as much as possible, which is why it's called Music of the Beatles," he said. "It's a simple title but packed with meaning."
- "I was hanging out on the sidewalk on Dec. 8, 1980, in front of his building thinking, 'Oh, maybe I'll get to see John Lennon.' Had I hung around another half hour or 45 minutes, I would've been one of the last people to ever see him alive."
- "I think the subject matter is very entertaining to the students in that I believe some of the Beatles music has, in fact, reached the level of art, and I can tell the students have a good time in the class," he said, "but at the same time there is some academic rigor and challenge involved."



# News Release

**FOR IMMEDIATE RELEASE**

DATE: Dec. 9, 2011

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

## **Chancellor's Council Distinguished Teaching and Research Awards Announced**

The highest awards given by the Texas Tech University System to faculty members at its member institutions were announced today (Dec. 9) by Chancellor Kent Hance.

The annual Texas Tech University System Chancellor's Council Distinguished Teaching and Research Awards were presented to five faculty members from Texas Tech University, six faculty members from Texas Tech University Health Sciences Center (TTUHSC) and two faculty members from Angelo State University.

"We have outstanding faculty at each of our component institutions, and these individuals represent the best in academic instruction and research," Hance said. "Not only are their efforts benefiting students and colleagues, but their influence is also helping advance our reputation statewide and nationally."

The Distinguished Research Awards went to the following individuals:

**Christie Blizzard, M.F.A.**

Blizzard is an assistant professor of painting in the School of Art at Texas Tech. From the Carnegie Museum of Art in Pittsburgh to the SIM Artist Residency in Iceland, Blizzard has been featured with several renowned art figures in more than 50 national and international art exhibitions.

**Stacy L. Carter, Ph.D.**

Carter is an associate professor in the College of Education at Texas Tech. With more than 10 years experience in developmental and psychiatric centers, Carter is a leading researcher in behavioral studies of individuals with developmental disabilities and autism, and has published the first and only clinical research book that comprehensively presents the concept of social validity.

**Dimitri Pappas, Ph.D.**

Pappas is an associate professor in the Department of Chemistry & Biochemistry at Texas Tech. Previously serving as a senior scientist at Johnson Space Center, Pappas has earned national and international recognition for his work using new chemical methods to study and detect illnesses such as heart disease and cancer, and has been noted as one of the top bioanalytical chemists in the nation.



## TEXAS TECH UNIVERSITY SYSTEM

### **Brandon Weeks, Ph.D.**

Weeks is an associate professor in the Department of Chemical Engineering at Texas Tech. A recipient of the prestigious National Science Foundation CAREER award and a former staff scientist at Lawrence Livermore in the weapons materials group, Weeks is a world-renowned expert in energetic materials and conducts research focused on crystal growth and nanoscale patterning of high explosives.

### **C. Patrick Reynolds, M.D., Ph.D.**

Reynolds is a professor in the Departments of Cell Biology & Biochemistry, Pediatrics, and Internal Medicine and director of the Cancer Center at TTUHSC. One of the nation's leaders in cancer research, Reynolds focuses on developing and testing treatments to fight adult and pediatric cancers in the laboratory and in clinical trials. He pioneered the development of a drug that is now used worldwide to cure certain childhood cancers and is actively developing other novel forms of cancer chemotherapy.

### **Leslie Shen, Ph.D.**

Shen is an associate professor in the Department of Pathology and researcher at the Laura W. Bush Institute for Women's Health at TTUHSC. With more than 15 years experience in bone pathology investigating diseases such as osteoporosis, Shen's research on bone health in women was selected as a feature project by the National Institutes of Health and is now highlighted on more than seven million websites worldwide.

### **Quentin Smith, Ph.D.**

Smith is a University Distinguished Professor and Grover E. Murray Professor, as well as the senior associate dean for sciences at TTUHSC in Amarillo. After transferring from the National Institutes of Health, Smith joined TTUHSC in 1997 to help build the School of Pharmacy and is conducting groundbreaking research in drug development and delivery to the central nervous system for the treatment of brain tumors, stroke and neurodegenerative disease.

### **Robert C. Dowler, Ph.D.**

Dowler is the Mr. and Mrs. Victor P. Tippet Professor of Biology and curator of mammals in the Department of Biology at Angelo State. During his 22-year career at Angelo State, Dowler has conducted research in ecology and systematics of mammals throughout much of the U.S. and Mexico, as well as in Guyana, Indonesia, Australia and the Galapagos Islands, and has published more than 50 research papers.

The Distinguished Teaching Awards went to the following distinguished individuals:

### **Janice Killian, Ph.D.**

Killian is a professor and chair of music education in the School of Music at Texas Tech. With nearly three decades of teaching and research experience in many levels of public education, Killian, editor of the *Journal of Music Teacher Education*, is known statewide, nationally and internationally for her ability to translate research results to music education practitioners and frequently publishes in peer-reviewed music journals and presents at music education venues.

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**Kathryn McMahon, Ph.D.**

McMahon is a college master and professor in the Department of Medical Education at the TTUHSC Paul L. Foster School of Medicine, as well as the Jonathan and Patricia Rogers Endowed Chair. A national expert in Team Learning, McMahon has been with TTUHSC for 24 years and pioneered the Paul L. Foster College Master Program and Innovative Curriculum.

**Yondell Masten, RN, Ph.D., WHNP-BC, RNC-OB**

Masten is interim dean, associate dean and a professor in the Anita Thigpen Perry School of Nursing at TTUHSC. Teaching at TTUHSC for more than 25 years, Masten has prepared generations of nurses and been frequently recognized as a distinguished authority in the health care industry.

**Steven Urban, M.D., FACP**

Urban is a professor in the Department of Internal Medicine at TTUHSC in Amarillo. Joining TTUHSC in 2000, Urban also serves as Internal Medicine Student Clerkship Director, holds an endowed professorship in Internal Medicine and is the author of *Internal Medicine Pretest*, a best-selling McGraw Hill review of Internal Medicine.

**Kimberly Livengood, Ph.D.**

Livengood is an assistant professor in the Department of Curriculum and Instruction at Angelo State. Livengood works to educate culturally-conscious, secondary teachers who build successful long-term careers in the classroom and has taught all levels of secondary mathematics, biology, chemistry and physics in public and private schools.

This is the eleventh year for the Chancellor's Council to present the awards. The winners each receive a medallion and a \$5,000 cash award. The Chancellor's Council raises funds for student scholarships and recruitment, faculty awards and support, and various other programs of excellence.

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 9, 2011

CONTACT: Rikki Carter, [rikki.carter@ttu.edu](mailto:rikki.carter@ttu.edu)  
(806) 742-2136

### **Texas Tech Hosts Sibling Weekend**

Texas Tech University will host its fourth annual Sibling Weekend Feb. 10-11, 2012.

Sibling Weekend is an event designed to be fun, educational and spirit filled as youth between the ages of 8-15 experience life as a Red Raider.

“The great thing about Sibling Weekend is that it is designed to let Texas Tech students show their younger brothers and sisters what college life is all about,” said Christine Self, unit coordinator of Parent and Family Relations.

Participants will live on campus with their brother or sister, experience a Texas Tech basketball game, interact with faculty in a classroom, and have access to the Robert H. Ewalt Student Recreation Center.

The primary goals of the weekend are to create bonds between Red Raiders and their siblings and to showcase the various opportunities Texas Tech provides to its students.

The cost to attend Sibling Weekend is \$45 per participant, which includes meals, a ticket to the Texas Tech vs. Oklahoma men’s basketball game, an official Sibling Weekend shirt, a Double T drawstring bag and much more.

For more details and the registration form, visit [www.parent.ttu.edu](http://www.parent.ttu.edu).

Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).

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TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 12, 2011

CONTACT: Lori Cortez, [lori.e.cortez@ttu.edu](mailto:lori.e.cortez@ttu.edu)  
(806) 742-2136

### **Counselors Around the World: Be Aware and Take Caution With Email Communication**

In 1971, Ray Tomlinson sent the first email between two computers sitting next to each other. Since then electronic communication has greatly evolved with an estimated 107 trillion emails sent in 2010.

Now counselors and mental health therapists are finding that proliferated use of email communication can change the way they correspond with clients. At Texas Tech University, professors Loretta Bradley, lead author, and Bret Hendricks, and doctoral student Douglas Kabell researched unprecedented ethical concerns of email communication in a counseling relationship, including confidentiality and protocol standards. Their findings uncovered the grey areas of the relationship, leading them to suggest recommendations for helping counselors avoid ethical dilemmas in their published article titled "Email Communication With Clients: Some Ethical Concerns." While the authors are not telling counselors to communicate by email, they are suggesting that if counselors decide to communicate by email, there are ethical issues of which counselors should be aware.

The three authors from the College of Education recently published two articles that have received a considerable amount of attention at the American Counseling Association and American Mental Health Counselors national conferences, and attorneys interested in quoting the content. Other counselors around the nation also have told Bradley that their article solicits conversation about issues the counseling profession needs to address more fully.

Bradley, a Horn professor in Counselor Education, said the first area of concern is identifying if an email constitutes counseling.

"We found there is an administrative email and a counseling email. An administrative email is often a reminder that a client has an appointment at one o'clock tomorrow," she said. "Then there is the clinical email where some type of counseling occurs."

"No matter how small the level of counseling, it is likely that the email will be defined as counseling."

Kabell said that with counseling emails another dilemma occurs with payment.



"It may only take a counselor a few minutes to read an email, but the amount of emails some counselors receive could consume hours of their time," he said. "So how would you charge: by the minute, the hour or by the email? These are all fees that you must inform the client about ahead of time."

Bradley emphasized that more sensitive counselor-client situations can occur especially when clients seek emergency help or when confidentiality is highly sensitive.

"A counselor doesn't need to check their emails hourly, but they do need a policy for when they will check them daily as well as on holidays, weekends and vacations," she said. "You have to cover the parameters very thoroughly in case you do have a client in a crisis."

Hendricks, associate professor in Counselor Education, said the worst scenario would be a suicidal client emailing a counselor during the weekend, and the counselor not responding to the email until after 5 p.m. Monday.

Counselors also assist in contingent situations involving divorce and custody battles, and over the Internet there is no way of guaranteeing who sends emails in these cases.

"A counselor can't take for granted that their client is sending the email. Absolute confidentiality is not guaranteed online," Bradley said. "I think there are benefits for email communication, but it should never replace face-to-face counseling."

Bradley, Hendricks and Kabell recommend every counselor have informed consent forms for clients to sign that explain how email communication will be handled. This precaution can help curb liability issues that may arise later.

### **Who owns your thoughts after death?**

Another topic the three researchers explored involved who owns the counseling notes of a client after the client dies. Their second article titled "Postmortem Confidentiality: An Ethical Issue," stemmed from a New York case in which a daughter inherited all her parents' property, and also believed she was entitled to their therapist records.

"In many instances," Bradley said, "I don't think clients have considered or even thought of mentioning their therapist records in their wills."

"Although directives are needed, currently our field lacks directions on this issue, and we want to recommend that counselors be proactive to prevent any challenges after death," she said.

Hendricks said while it is generally advocated that clients have confidentiality in death, what happens when a counselor dies and doesn't have a professional will? Who would have access to the counselor's notes?



## TEXAS TECH UNIVERSITY

A sequel post-mortem article the authors plan to research will answer the above question about the counselor's will. Together Bradley, Hendricks and Kabell want to provide as much information as possible to clients to prevent liability problems.

"We use our findings in the classroom, as well, to keep our students aware of ethical dilemmas before they begin their careers," Bradley said.

"Counselors should take necessary precautions because emails never go away and can be subpoenaed by a court," she said.

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

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 12, 2011

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

### **Texas Tech Announces Winter Commencement**

Former CEO of GM, Edward E. Whitacre Jr., trial lawyer Mark Lanier, to speak.

More than 2,380 students will graduate Friday and Saturday (Dec. 16 and 17) during four Texas Tech University ceremonies held at the United Spirit Arena.

At Friday's ceremonies, Texas Tech alumnus and Houston trial lawyer Mark Lanier will speak. Lanier was named one of the last decade's most influential lawyers by *The National Law Journal*.

Edward E. Whitacre Jr. former chairman and CEO of General Motors and chairman emeritus of AT&T Inc., will serve as commencement speaker for Saturday's ceremonies.

A ceremony for the College of Arts and Sciences will take place at 3 p.m. Friday. The Graduate School ceremony follows at 7 p.m.

Commencement exercises for the Edward E. Whitacre Jr. College of Engineering and the Colleges of Education, Architecture, Human Sciences and Visual & Performing Arts begin at 9 a.m. Saturday.

The Colleges of Agricultural Sciences & Natural Resources, Mass Communications, Honors College, University College and the Rawls College of Business hold their ceremony at 1:30 p.m.

The School of Law Hooding Ceremony begins at 5 p.m. Saturday in the Allen Theatre at the Student Union Building. Dean Emeritus Walt Huffman will speak.

Ceremonies can be viewed online at [www.commencement.ttu.edu/livestream](http://www.commencement.ttu.edu/livestream).

### **Honored students**

Outstanding students, selected based on all-around achievement, will carry banners representing their respective colleges.

The following students are banner bearers: Brent Cole Brown, an agricultural and applied economics major from Turkey, and Emily Marie Wolter, a food science major from Kingwood, College of Agricultural Sciences & Natural Resources; Jesse Nathaniel Bernard, an architecture major from Loveland, Colo., College of Architecture; Zhaunn

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Mikhail Sly, a chemistry major from Springfield, Mo., College of Arts and Sciences; Whitney Rebecca White, a multidisciplinary studies major from Lubbock, College of Education; Candace Renae Cofer, a restaurant, hotel and institutional management major from Amarillo, College of Human Sciences; Amy Marie Ashby, a public relations major from Lubbock, College of Mass Communications; Jordan Kyle Hussman, a music major with teacher certification from Aledo, College of Visual & Performing Arts; David Thayne Harrison, a mechanical engineering major from Amarillo, Whitacre College of Engineering; Sarah Brianna Seidel, a marketing and management major from Los Alamos, N.M., Rawls College of Business; Oscar Solis, a personal financial planning doctoral candidate from Slaton, Graduate School; Heather J. Gunn, a psychology major from San Antonio, Natalie Gowler, an early childhood education major from Lubbock, and Sierra Stull, an honors, arts and letters major from Lubbock, Honors College; Jacob Mansour Karam, a university studies major from Friendswood, University College.

The highest ranking December graduates for each college include:

- College of Agricultural Sciences & Natural Resources: Brent Cole Brown, an agricultural and applied economics major from Turkey, and Emily Marie Wolter, a food science major from Kingwood
- College of Architecture: Jesse Nathaniel Bernard, an architecture major from Loveland, Colo.
- College of Arts & Sciences: Loralyn Mary George, an exercise and sport sciences major from Arlington; Heather Joanne Gunn, a psychology major from San Antonio; Brenda Olivia Majia, a Spanish major from Houston; Amy Renee Multer, a mathematics major from Garden City; and Levi Don Walls, an exercise and sport science major from Early
- College of Education: Kimberly Arlene Baiza, a multidisciplinary studies major from Junction; Mary Christine Shelton Burbey, a multidisciplinary studies major from Lampasas; Pamela D. Dillard, a multidisciplinary studies major from Marble Falls; Wendi M. Weitman, a multidisciplinary studies major from Wolfforth; and Whitney Rebecca White, a multidisciplinary studies major from Lubbock
- College of Human Sciences: Candace Renae Cofer, a restaurant, hotel and institutional management major from Amarillo; Kimberly Allegra Richardson, an early childhood major from Early; and Ashley Marie Speciale, a human development and family studies major from Plano
- College of Mass Communications: Amy Marie Ashby, a public relations major from Lubbock
- College of Visual & Performing Arts: Jordan Kyle Hussman, a music major with teacher certification from Aledo
- Whitacre College of Engineering: David Thayne Harrison, a mechanical engineering major from Amarillo



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- Rawls College of Business: Emily Katherine Busick, an accounting major from Katy; Bethany Lynn Carle, an accounting major from Fort Worth; Kristi Bess Clanton, an energy commerce major from Lubbock; Shannon Marie Daly, an accounting major from Granbury; Yuan Yuan MacLeod, an accounting major from Nanning, China; Hal Roberts Ray, a marketing major from Aledo; Sarah Brianna Seidel, a marketing and management major from Los Alamos, N.M.; and Clayton Reid Skeen, a finance major from Early
- Honors College: Heather J. Gunn, a psychology Major from San Antonio, Natalie Gowler, an early childhood education major from Lubbock, and Sierra Stull, an honors, arts and letters major from Lubbock
- University College: Renessa Leigh Gerhardt, a university studies major from Lubbock; and Rebecca Marie Hernandez, a university studies in honors studies major from Lubbock

### **Receptions**

For more about commencement, including information on maps, guest seating, college receptions, parking and hotels, visit <http://www.depts.ttu.edu/provost/commencement/>.



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 12, 2011

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

### **The Brain's Role in Tough Financial Decision Making**

Research performed by The CH Foundation Endowed Chair, Russell James

Would you like to donate a dollar to charity? How about a percentage of your income or a portion of your estate?

Texas Tech University researchers are trying to better understand financial decisions like these. The funding comes courtesy of The CH Foundation, whose goal is to provide educational opportunities with long-term viability.

"The main areas where I do research are generosity and financial decision making having to do with charitable giving," said Russell James, associate professor and the first holder of The CH Foundation Endowed Chair of Personal Financial Planning. "I'm also interested in how a person perceives satisfaction with regard to their own financial circumstances."

Currently, James is focused on charitable bequests and estate planning.

"When you look at charitable giving as a whole, about 85 percent engage in charitable giving, and less than 5 percent engage in charitable estate planning," James said. "If it is out of fear, because we're talking about a person's death or what is different about that decision, then maybe we could understand those barriers and address them."

Answers to these questions and others may be found at the Texas Tech Neuroimaging Institute. This facility is home to a functional magnetic resonance imaging machine (fMRI). Test subjects lie in the machine while being asked a series of questions relevant to the study. The computer then illustrates which area of the brain is activated during particular lines of questioning. Through this process, James hopes to learn more about what is involved in making such decisions.

Another aspect of his research is in a person's happiness level, specifically their financial well-being. In this study, the subject is first asked a series of questions about how things are going in general, and later they are asked the same questions with regard to their financial situation. Their answers will be compared and contrasted, while the fMRI machine determines which parts of their brains were activated. James said information

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like this could prove especially useful in the realm of economic recovery, and with the upcoming demographic shift in population where many non-profits could see an impact.

“There are parts of the brain that are more involved with rational and logical decision making, other parts are more emotional or attached to particular kinds of feelings,” James said. “The fMRI is an expensive proposition. To operate for testing at least 20 subjects and with a usage fee of \$650 an hour, the endowment will enable us to continue to do that kind of research.”

An endowed chair is among the most important gifts to higher education, a vital tool to ensure faculty excellence. And it provides another bonus, in that researchers know they will have it for an extended period of time. James said it can make the research even more effective. The College of Human Sciences is grateful to The CH Foundation for their support of the premier Personal Financial Planning program in the nation.

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

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TEXAS TECH UNIVERSITY SYSTEM

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Dec. 12, 2011

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

### **Texas Tech Announces Significant Donation**

- WHO:** Texas Tech University and System officials
- WHAT:** Announcement of significant donation to Texas Tech
- WHEN:** 10:30 a.m. Wednesday (Dec. 14)
- WHERE:** McKenzie-Merket Alumni Center, 17<sup>th</sup> and University (East side)

University and System leadership will announce the acceptance of a major donation to Texas Tech. Chancellor Kent Hance; Dr. Kelly Overley, vice chancellor of Institutional Advancement; and representatives from the donating organization will be present and available to the media.

**CONTACT:** Robert Giovannetti, director of communications, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, or robert.giovannetti@ttu.edu.





# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 13, 2011

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

### Expert: Search for Higgs “God Particle” Continues at CERN

We know where it’s not, researchers say.

#### Pitch □ □

Texas Tech University physicists can discuss the recent experiments at the Large Hadron Collider (LHC) in Switzerland, and how researchers have nearly eliminated the space in which the Higgs boson could dwell.

The Higgs boson is the only undiscovered part of the Standard Model of physics, which describes the basic building blocks of matter and their interactions.

However, the ATLAS and CMS experiments see modest excesses in their data that could soon uncover the famous missing piece of the physics puzzle.

#### Expert □

Nural Akchurin, professor, Department of Physics, (806) 742-3767 or  
[nural.akchurin@ttu.edu](mailto:nural.akchurin@ttu.edu).

Sung-Won Lee, assistant professor, Department of Physics, (806) 742-3730 or  
[sungwon.lee@ttu.edu](mailto:sungwon.lee@ttu.edu).

□

#### Talking Points □ □

- Texas Tech built the forward calorimeters that are crucial in identifying objects called “tagging jets” that are important in standard model Higgs searches.
- Texas Tech researchers were one of the first teams to single out a particular mode of Higgs production and decay in 2001 that is now one of the major modes of the Higgs search.

□

#### Quotes □ □

- “Higgs is difficult to find because you look for an event that happens roughly once in every hundred billion events against background.” – Nural Akchurin □
- “Also, there are too many physics processes in the context of the Standard Model that look like Higgs. So, the searching for Higgs is one of the most sophisticated efforts in LHC physics program. Huge amounts of statistical data, understanding the other physics processes, and understanding our detector also.” – Sung-Won Lee



# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 13, 2011

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

### Expert: Credit Card Use on the Rise This Holiday Season

#### Pitch□□

There is a rebound in consumer spending this holiday season; however a more positive outlook combined with increased debit card fees could mean shoppers may be tempted to pull out the plastic. Whether or not it is a good idea may depend on the shopper's discipline.

#### Expert□

Vickie Hampton, professor and chair, Department of Personal Financial Planning, (806) 742-5050 ext. 227, or [vickie.hampton@ttu.edu](mailto:vickie.hampton@ttu.edu).

Deena Katz, associate professor, Department of Personal Financial Planning, (806) 742-5050 ext. 237, or [deena.katz@ttu.edu](mailto:deena.katz@ttu.edu).

#### Talking Points□□

- Use extreme caution when taking advantage of "no interest/same as cash" offers.
- Cash back incentives
- Department store cards vs. major credit cards
- Cash advances

#### Quotes□□

- "No interest/same as cash offers can be a very good deal if one does really pay off the debt on time and completely within the specified period. However, they are often extremely expensive if one doesn't pay off according to the terms." - Vickie Hampton
- "If you can't pay off the balance at once, try to pay more than the minimum payment required. That minimum payment often adds up to just the interest due and a very small principal payment. It will take you forever to pay off the balance at that rate." – Deena Katz



TEXAS TECH UNIVERSITY SYSTEM

# Advisory

**FOR IMMEDIATE RELEASE**

DATE: Dec. 14, 2011

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

**Rawls College of Business Administration Ribbon Cutting**

**WHAT:** Jerry S. Rawls College of Business Administration Ribbon Cutting

**WHEN:** 12 p.m. Friday (Dec. 16)

**WHERE:** New Rawls College of Business Administration building, near Ninth Street and Flint Avenue

Texas Tech University and System leadership will announce the completion of the new Jerry S. Rawls College of Business Administration with a ceremonial ribbon cutting.

**Media will receive a 20-minute tour of the facility at 11:15 a.m.** A private reception will follow the ribbon cutting.

Electrical outlets will be provided for media. Parking will be available in lot R23, north of the new building.

A grand opening will be celebrated in January 2012, as the nearly 150,000 square-foot, state-of-the-art, LEED-certified building will be open to students for the spring semester of 2012.

**CONTACT:** Robert Giovannetti, director of communications, Communications & Marketing, Texas Tech University System, (806) 742-0057, or robert.giovannetti@ttu.edu.



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 14, 2011

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
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### **Former Texas Tech Rodeo Champ Wins Second Barrel-racing World Title** Rodeo program prepared alumni for wins at national venue.

“World Champion” is becoming a familiar title for Lindsay Sears.

The former Texas Tech University rodeo standout won her second barrel-racing world title in four years Saturday night (Dec. 10) in the National Finals Rodeo (NFR) in Las Vegas. The second-place money Sears earned boosted her final total for the year to \$238,864 – more than \$40,000 ahead of second-place finisher Brittany Pozzi.

Sears also took the 10-round NFR aggregate title, for an additional \$45,865, with 10 runs in 139.50 seconds. Sears and her mare, Martha, went 13.75 seconds in the final round.

“Lindsay has been an awesome ambassador for Texas Tech, starting the first of her four years in the College of Agriculture Sciences and Natural Resources,” said Chris Guay, Texas Tech rodeo coach. “We are so pleased that she has now won her second world championship in the barrel racing event. Lindsay has always been a quiet, friendly and unassuming person; it couldn’t have happened to a nicer person.”

Former Texas Tech rodeo team member Ryan Gray finished sixth in the world standings in bareback riding with \$137,257, earning fifth-place with an 85-point ride. Gray and wife Lacy both competed in rodeo while at Texas Tech.

Another Texas Tech graduate, Adam Gray of Seymour, had a strong week in tie-down roping. A third-place finish in the final round and a tie for second in the average, moved him to ninth in the world standings. Gray tied his calf in 8.1 seconds Saturday.

Still another Texas Tech graduate, Wes Stevenson, qualified for the sixth time for the Las Vegas NFR. Guay said that Stevenson and his wife Francie met at Texas Tech and both graduated around 2002. Francie gave birth to the couple’s first child, a girl, last week.

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

**CONTACT: Chris Guay, coach, Texas Tech rodeo team, Department of Animal and Food Sciences, (806) 742-2805 or [chris.guay@ttu.edu](mailto:chris.guay@ttu.edu).**

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 14, 2011

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

### **Annual Weight Gain: Egg Nog and Sugar Cookies May Be to Blame**

The average person gains about 2.2 pounds per year, and a recent study at Texas Tech University indicates much of that weight may be put on during the holiday season.

"If people were more diligent about their eating and exercise during the holidays, they might be able to prevent this average yearly weight gain from happening," said Jamie Cooper, an assistant professor in the Department of Nutrition, Hospitality and Retailing.

Cooper's study compared the effects of the holidays on a person's physique, primarily body weight and body composition (or body fat percentage).

She selected 148 subjects, 30 percent men and 70 percent women. The group ranged in age from 18 to 65 years. Many were affiliated with Texas Tech or Texas Tech University Health Sciences in some way, while others came from the surrounding community. The sample included people not only with a healthy body mass index (BMI), but also the overweight and obese. About 60 percent said they exercised regularly, while the rest admitted they hardly exercised at all.

"The study first compared the participants just before Thanksgiving, and then again right after New Year's Day," Cooper said. "We also measured blood pressure, resting heart rate, and height."

The study was advertised as a study in short-term changes in health parameters. Cooper said the volunteers were unaware that the study was intentionally set during the holiday period for fear that fact might contaminate the results.

As expected, all participants gained weight during this period, approximately 1.7 pounds on average.

"We found a significant increase in body weight, body fat percentage, and surprisingly – an increase in blood pressure," Cooper said. "There was no distinction between genders." Some said they binged only on the actual holiday, while others said they grazed more throughout the season. Cooper attributes this to seasonal gatherings where alcohol and sweets are common, and also eating-on-the-run when busy schedules prevail.

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Subjects who were obese at the start of the study gained significantly more body fat than their counterparts. Non-exercisers showed a trend for more weight gain and body fat gain compared to exercisers.

These results led Cooper to the conclusion that even small changes in diet can lead to better health. She suggests everyone make time to exercise at least 30 minutes each day, perhaps as a family activity. Doing so might just make a person think twice about negating the effort of that exercise by reaching for a brownie or glass of egg nog, she said.

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

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 14, 2011

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

### **United Supermarkets Announces \$3 Million Gift to Texas Tech Foundation to Endow Scholarships, Support School of Nursing** \$2.7 million will endow undergraduate scholarships, graduate fellowships

United Supermarkets on Wednesday announced a \$3 million gift to the Texas Tech Foundation, Inc., to endow two scholarship programs at Texas Tech University and provide operational support for nursing programs at the Texas Tech University Health Sciences Center.

The announcement was made during a news conference at the McKenzie-Merket Alumni Center on campus. It is the second-largest financial gift in United Supermarkets history, behind the \$10 million pledged in 1996 toward the construction of the university's United Spirit Arena.

The initial \$2 million of the gift will go toward creating the United Supermarkets Graduate Fellowship Endowment, providing graduate fellowships and enhancing the research work of graduate students attending Texas Tech University. Recipients must have attended high school within the United Supermarkets trade area.

Monies for that program are eligible for matching funds from the Texas Research Incentive Program.

Another \$700,000 will create the United Supermarkets Scholarship Endowment, providing scholarships for undergraduate students who attended high school also within the United Supermarkets trade area.

The remaining \$300,000 is earmarked for operational support of the new Texas Tech University Health Sciences Center School of Nursing in Abilene.

The naming of the student dining facility currently under construction near 19<sup>th</sup> and Boston will be formalized by the Texas Tech University System's Board of Regents later this week to The Commons by United Supermarkets.

The two-story, 22,000-square-foot standalone dining facility will connect on the north side to a new 510-bed residence hall, which is expected to be completed this summer.

"We at United Supermarkets are extremely proud of our longstanding partnership with Texas Tech University," said Matt Bumstead, co-president of United Supermarkets LLC,

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and a fourth-generation member of the ownership family. “United has always stood for enhancing the lives of the communities we serve. We have a passion for young people and a nearly century-old commitment to supporting their education. Today we are thrilled to join with Tech in helping make a top-notch college education possible for young people across our area...for many years to come.”

“We are thrilled to receive such a substantial gift from United Supermarkets,” Kent Hance, chancellor of the Texas Tech University System, said. “Their continued support of Texas Tech is outstanding and will provide future generations of students with additional opportunities to excel.”

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

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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 16, 2011

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

### **Texas Tech Completes New Rawls College of Business, Cuts Ribbon to Celebrate**

Texas Tech University and System officials held a ribbon cutting today (Dec. 16) to announce the completion of the new building for the Jerry S. Rawls College of Business Administration.

Located off Flint Avenue near Ninth Street, just west of Dan Law Baseball Field, the state-of-the-art building will be open to students in the spring semester of 2012 and serve as a new home for undergraduate and graduate classrooms, faculty and staff offices and various professional and educational spaces.

"As we work toward our goal of enrolling 40,000 students by 2020, it is vital that the university accommodates this growth and provides the facilities necessary for our students' continued success," Kent Hance, chancellor of the Texas Tech University System, said. "The completion of the new Rawls College of Business will not only be a great place for our students, but will also serve as a beautiful cornerstone to the campus."

"The hard work and effort that led to today's ribbon cutting is a testament to the leadership, faculty, staff and students of the Rawls College of Business," Guy Bailey, Texas Tech president, said. "Let this magnificent building serve as a gateway for future business leaders and a point of pride for our alumni."

The nearly 150,000 square-foot, LEED-certified building will also serve as an anchor for a new North Campus Gateway that will be an entrance to the campus from the Marsha Sharp Freeway.

Construction on the project began in September 2009, and the new business administration building is coming online nearly \$6 million under budget from its initial \$70 million cost.

"We are excited to offer students, faculty and staff a top-of-the-line facility on time and under budget that will serve the growing demands of Texas Tech," Michael Molina, vice chancellor for Facilities Planning and Construction for the Texas Tech University System, said. "I am confident this building will promote an atmosphere of student learning, collaboration and success, and am proud to be advancing the university's mission and vision through the completion of this building."

Funds for the new building were raised through a combined effort, garnering outside gifts from generous donors and support from students.

The demolition of Thompson and Gaston Halls, begun in the fall of 2008, was the first step in the construction of the new Rawls College of Business building. An official grand opening will be celebrated in January 2012.

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TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 20, 2011

CONTACT: Karin Slyker, [karin.slyker@ttu.edu](mailto:karin.slyker@ttu.edu)  
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### **South Korean Government Officials Visit Texas Tech University Researcher** New laws could allow for charitable trusts and foundations.

West Texas residents have long benefited from community and private foundations such as the Lubbock Area Foundation and The CH Foundation. However, in South Korea, there are almost none of these types of organizations as laws do not allow for the private creation of charitable foundations or charitable trusts.

Now, its government and Grand National Party's policy committee are reviewing the possibilities, in an effort to encourage charitable donations and educate future generations.

Russell James, associate professor, director of graduate studies in charitable planning, and The CH Foundation chair in personal financial planning is assisting in this endeavor. He traveled to Seoul a year ago to present his recommendations and research findings on charitable trusts and private foundations.

Such progress has been made that eight South Korean government officials are traveling to Texas Tech Dec. 22-23 to meet with James and also to tour various non-profits in the Lubbock area.

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**CONTACT: Russell James, associate professor, Department of Personal Financial Planning, College of Human Sciences, Texas Tech University, (806) 742-5050 or [russell.james@ttu.edu](mailto:russell.james@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 20, 2011

CONTACT: John Davis, john.w.davis@ttu.edu  
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### Expert: Quitting Smoking for New Year's a Physical, Mental Challenge

#### Pitch□□

At any one time, two thirds of all smokers are considering quitting. A quarter will make a serious attempt each year – many as a New Year's resolution. But only 7 percent will be successful in the first try. Lee Cohen, a smoking cessation expert and clinical psychologist, can explain what smokers should think about before quitting as well as what makes a successful quitting attempt.

#### Expert□

Lee Cohen, chairman of the Department of Psychology, (806) 742-3711 ext. 224,  
lee.cohen@ttu.edu.□□

#### Talking Points□□

- Smoking is the No. 1 cause of preventable death in the U.S.□
- Usually, people require a significant reason to make a change to quit smoking, such as a health reason or becoming a parent or grandparent.
- The exact personality factors that lead to quitting success are not well understood.
- Smokers often don't succeed in quitting on the first several tries. The average number of quit attempts is seven before someone is successful.
- Medications can help, but quitters should look at both psychological as well as physical issues.□□□□

#### Quotes□□

- "Quitting any addictive drug is complicated. With smoking, it's even more so because it's a legal drug. It's associated with so many things. Smokers often wonder, 'What am I going to do with all this time? How am I going to drink my coffee without a cigarette? How am I going to eat my meal without a cigarette? It's part of everything they do, which complicates quitting.'"
- "It's very normal for smokers not to succeed quitting on the first several tries. Whether you're ultimately successful, you've learned something for the next time you make that quit attempt. It's important to look at what it was about previous attempts that led you to fail"
- "It's standard now to offer smokers medication. But medication won't be enough. It's not as simple as just slipping a patch on. People should get into some sort of group with people they can talk to. It's very interesting how someone who tries

and fails numerous times can be very successful when they're talking to people who understand."



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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 20, 2011

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### **Texas Tech Law Grad Places Highest of Texans on July Bar Exam**

The legal training Jason Jordan received at the Texas Tech University School of Law demonstrated its value when he took the Texas Bar Exam last July. Jordan attained the third-highest score on the exam, which was also the highest score among graduates of Texas law schools.

Of the 2,740 examinees of the July 2011 bar exam, a student from the University of Virginia took the top spot, and a student from Brigham Young University scored second. Additionally, 90.51 percent of Texas Tech law students' first-time takers passed the exam.

"Two factors that played a huge part in my success on the Bar Exam were the support I received from my family and friends and the practical legal education I obtained at Tech Law," Jordan said. "As far as I am concerned, no other law school could have done a better job of equipping me with the skills and knowledge I needed to succeed on the Texas Bar Exam. As a student at Tech Law, I was able to take a variety of classes related to the most important topics on the Bar Exam, and I had the opportunity to learn from professors who cared about helping me understand the legal principles."

Jordan, a Colorado native, said part of the reason he chose Tech Law for his legal education was the school's exceptional record of high Bar Exam passage rates. In February 2000, Texas Tech law students achieved a 100 percent passing rate for first-time exam takers. In February 2005 Texas Tech topped all Texas law schools, with a 90.63 percent pass rate, and in July 2005 was again the top public law school, with a 91.01 percent passing rate. In February 2008 Texas Tech again had the best pass rate among public law schools with 92.86 percent, and in July 2009 Texas Tech law again bested all Texas law schools with a pass rate of 94.52 percent.

"I believe my success on the Bar Exam proves not only that I made the correct decision about where to go to school, but also that Tech Law is doing the right things to prepare its graduates for the practice of law."

Jordan, his wife Amanda and two-and-a-half-year-old son Jayce are living in Austin this year while he serves as a law clerk for Justice Phil Johnson of the Supreme Court of Texas. Next year they will move to Houston where he will serve as a law clerk for Judge Jennifer Walker Elrod of the United States Court of Appeals for the Fifth Circuit.

Jordan was a member of the national champion National Moot Court Competition team that took the title last February in New York.

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# News Release

## FOR IMMEDIATE RELEASE

DATE: Dec. 20, 2011

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### **Expert: North Korean Inherited Power being Closely Watched Worldwide**

#### **Pitch**

North Korea is probably the least understood and most isolated country in the world and leaders across the globe are hoping for a “soft landing” to the transfer of power.

#### **Expert**

Tibor Nagy (pronounced Nahzh), vice provost for international affairs and former ambassador to both Ethiopia and Guinea, (806) 742-3667, [tibor.nagy@ttu.edu](mailto:tibor.nagy@ttu.edu). Cell phone also available.

#### **Talking Points**

- North Korea is the only hereditary Communist dictatorship in the world.
- It is probably the least understood and most isolated country in the world – even its powerful neighbor, China, has no real insight into the Pyongyang regime’s dynamics.
- When Kim Jong Il replaced his own father, Kim Il Sung, the transition took three years until the younger Kim was able to exert full control over the state.
- The new generation is more urbane and globally oriented (in a positive way) – many were educated outside North Korea – including, Kim Jong un, who went to prep school in Switzerland.

#### **Quotes**

- “The best possibility would be a smooth transition with the new leadership opening up North Korea to the world and undertaking a modernizing transformation – much like what the current Burmese regime has finally decided to do. Unfortunately, this rosy scenario is highly unlikely. This time, no one can be certain of the outcome. Of the various scenarios, most are negative.”
- “All regimes contain various factions jockeying for power and advantage. Kim Jong Il’s sudden death will unleash these forces, and the designated heir – given his inexperience and relative youth – may or may not be able to deal with these rivalries. The problem is, the third generation is just starting to enter power. So there is a generational struggle which may still have to play out in the regime, and the old guard may still win.”
- “It is likely that the transition will be messy and could be long. North Korea could be self-absorbed and introspective – as it was during the last transition – or, if the internal fighting becomes especially nasty, it could look for a distraction by

doing something provocative with South Korea. This is where our lack of knowledge and understanding of North Korea becomes dangerous, because the bottom line is that North Korea is a nuclear state. So if it acts in an aggressive manner, we don't have the luxury to try and guess whether it's posturing or genuinely threatening our ally South Korea's existence."

- "The nightmare scenario for everyone, including China and Russia, would be the self destruction of the North Korean state, which would send millions of refugees into those two countries (as well as South Korea). Given all these uncertainties, it's definitely a time for very close consultation among the US, China, Russia, South Korea, and Japan – it's in everyone's national interest for a 'soft landing.'"





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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: DRAFT

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### **Two Joint Texas Tech, Texas Tech Health Sciences Center Cancer Proposals Receive Internal Support**

A new initiative between Texas Tech University Health Sciences Center (TTUHSC) and Texas Tech University (TTU) has awarded funding to two cancer-related proposals.

The competitive internal funding competition is meant to provide seed funding to aid researchers in securing external funding from agencies such as the National Institutes of Health (NIH) and the Cancer Prevention Research Institute of Texas (CPRIT). This activity also is intended to foster long-term collaboration and closer relationships between researchers at the two universities.

Harvinder Gill, assistant professor of chemical engineering at TTU and Joehassin Cordero, associate professor and chief of the Division of Otolaryngology at the TTUHSC, received a \$50,000 grant for their proposal "Minimally-Invasive Treatment of Tongue Carcinomas Using Microneedles."

Paul Lockman, assistant professor in the TTUHSC School of Pharmacy in Amarillo, Yehia Mechref, associate professor in the TTU Department of Chemistry and Biochemistry and Siva Vanapalli, assistant professor in Texas Tech's Department of Chemical Engineering, received \$50,000 for their proposal, "Defining the Chemical and Physical Signature of Breast Cancer Cells Crossing the Blood-Brain Barrier."

"One advantage of having two universities on the same campus is that it allows for easier collaboration between scientists with similar interests" said Tedd Mitchell, Texas Tech University Health Sciences Center president. "This grant is a testament to the synergies our universities can create in the fight against cancer."

"External funding is very competitive and difficult to win," said Guy Bailey, Texas Tech president. "By combining the expertise of the excellent researchers at both institutions and providing seed funding we increase the chances for success in the external review process."

The competition was divided into two categories: clinically focused and basic science focused.

The clinically focused proposal submitted by Gill and Cordero is to develop microneedles, or very small needles that are almost painless and can deliver drugs more accurately to cancer tissues. Microneedles could in the future be used to treat tumors of the mouth without having to surgically remove the tumors, enabling doctors to minimize speech, eating, cosmetic and psychological disabilities that often result from surgical removal of tumor-infested tissues such as the tongue.

“Microneedles have tremendous potential for local treatment of mouth cancers,” said Gill. “They can allow micro-precision delivery of drugs directly into tumors and can minimize drug side effects. Microneedles can be assembled as patches containing tens of microneedles to treat large tumor surfaces or could even be attached to catheter tips to treat hard-to-reach areas of the mouth. Dr. Cordero and I are very excited to get this grant award to further develop this technology.”

The basic science-focused proposal by Lockman, Mechref and Vanapalli will allow the researchers to define characteristics of breast cancer cells that are able to cross the blood brain barrier and eventually develop into a brain metastasis or a secondary tumor in brain that started from a breast cancer.

“Once a woman receives a diagnosis of brain metastases of breast cancer, she has only a 20 percent chance to survive one year” said Lockman. “Unfortunately, traditional chemotherapeutics ultimately fail in treating brain metastases. Understanding how these cells leave the main tumor, go through the blood stream and eventually migrate into the brain may be the first step into developing new therapies that may prevent the formation of brain metastasis. If our team is successful I hope we may eradicate one of the major problems facing breast cancer patients.”

Fourteen proposals were received and reviewed by a committee comprised of faculty members from across both universities.

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## FOR IMMEDIATE RELEASE

DATE: Dec. 21, 2011

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### **Expert: Dutch-Created Avian Flu Could Spell Disaster if Weaponized by Terrorists**

#### **Pitch** □ □

Scientists in Holland announced they modified the deadly H5N1 avian influenza virus so that it can be easily transmitted from person to person. They now want to publish the details on how they did it, much to the concern of the U.S. government. A Texas Tech University expert in vector-borne infectious diseases can discuss why there should be cause for concern. □ □

#### **Expert** □

Steve Presley, research coordinator for the Admiral Elmo R. Zumwalt Jr. National Program for Countermeasures to Biological and Chemical Threats at The Institute of Environmental and Human Health (TIEHH), Texas Tech University, (806) 885-4567 or [steve.presley@tiehh.ttu.edu](mailto:steve.presley@tiehh.ttu.edu). □ □

#### **Talking Points** □ □

- Prior to this announcement, H5N1 influenza was believed transmissible only through close contact with birds. □
- Bioweapon engineers have been creating weapons out of pathogens for some time. To weaponize a pathogen, two keys include making it more easily delivered and making it more infectious. □
- While scientists may have modified the virus to be more easily transmissible from person to person, no information is out yet if the modifications also altered the virus' virulence on humans. □ □ □ □

#### **Quotes** □ □

- "Everyone expected it was just a matter of time before a shift in the H5N1 virus would occur and infection could happen person-to-person. One or two amino acids in the genetic code could make the virus easily transmissible from human to human."
- "With the flu, if there's four- to eight-day incubation post-exposure, then this could be the walking vector nightmare everyone's worried about. Especially if the scenario is infecting people by putting them on airplanes and flying them into the major populated areas of the world. They can mingle with thousands of people. It's worse than any conventional or nuclear weapon. People will be getting people sick before you know what's really happened."

- “It’s not time to panic, but it’s time to be concerned until the rest of the story is known.”



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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Dec. 21, 2011

CONTACT: Lori Cortez, [lori.e.cortez@ttu.edu](mailto:lori.e.cortez@ttu.edu)  
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### **Meet Texas Tech's Very Own YouTube Sensations**

Michael Henry and Justin Robinett recorded one homemade music video and knew they were on to something.

Three years ago, a 14-year-old Canadian boy dreamed of becoming a music star. But before selling out Madison Square Garden or walking down red carpets, Justin Bieber was just trying to be noticed. Using YouTube to showcase his talent, Bieber turned himself into a household name.

Michael Henry, a Texas Tech law student, and his roommate, Justin Robinett, hope to follow the same path, and have periodically uploaded homemade music videos to the site since 2009.

Not knowing what to expect, Henry and Robinett said their videos slowly gained clout, and before they knew it, they had hundreds of views, then thousands.

"The first track we ever recorded was 'Three Cheers for Five Years' by Mayday Parade," Robinett said. "We're happy we did that because they were really the first band to feature two male artists. It set the tone for what we wanted to do and we ran with it."

"I sent a recording of my voice to my mom at first to try the track out on her, and she asked 'Who is this?' I told her it was me and she still said, 'No really, who is this?'" Henry said.

After the positive reception from YouTube fans and Henry's mother, they continued to post videos, gaining more views and subscribers to their YouTube channel. Their followers became more loyal than Henry and Robinett expected, as well.

"We have some vocal and intense fans that will retaliate against those who bash us," Henry said. "They are pretty vehement."

"I don't know what we did to deserve that either, but it's pretty rocking," Robinett said.

### **School Comes First**

Henry, a Texas Tech philosophy graduate, will receive his law degree in May 2012 from the School of Law. Robinett attended Texas Tech for only a year, but attributes achieving his goals to the advice he received from the university's faculty.

"I'm from Lubbock, and growing up I went to many band camps at Texas Tech, where I met percussion professor Lisa Rogers and percussion director Alan Shinn," Robinett said. "They were a big reason I went to the university, and when I wanted to pursue another side of music performance, Shinn directed me to South Plains College. Without going to Texas Tech, I wouldn't have found my right path."

These days that path is landing both artists many opportunities. While Henry has legal contacts from Texas Tech, Robinett has musician contacts at South Plains, and relying on both, they began selling their cover songs on iTunes. Their first self-titled CD featured 13 songs of seven covers and six originals.

Due to time constraints, Henry and Robinett don't record as much as they wish, but after their graduations in May they plan to collaborate with songwriters in either Los Angeles or Nashville.

"Right now our days are school pretty much all day," Henry said. "I'm in class from 9-4, and I know more evenings than not I have mock trials and clinics. Any spare time we get, Justin and I will go to the gym or record songs."

"We receive requests for weddings and collegiate events outside of Texas a lot, but we're too busy right now to pursue them," Robinett said. "We're also working on our website and merchandise, which means many 9 p.m. coffee meetings with designers."

### **More than just a hobby**

What started as a fun side project has opened many doors for Henry and Robinett. Every day they receive a new email or phone call where more options arise. They are surprised by the opportunities that surface through their grassroots campaign.

"I'll say the Internet is amazing. I don't know how they find us, but for instance, Sony Music, we were on the phone with their vice president of marketing two days ago," Henry said. "Just random stuff like that is incredible. I can't help but be excited about it."

"At this point, music is a viable career option, and we just can't ignore it," Robinett said.

Other questions will have to be answered along the way, such as which city to live in, backup band musicians for live sets and a possible band name.

For right now, Henry and Robinett are enjoying and adapting to their immense support.

"We both come from close-knit families who've been ridiculously supportive. They want to be involved and that's helpful," Henry said. "Also, it's startling now that fans have noticed and approached us in public."

Henry said he remembers one encounter with a fan at a gas pump.



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"I was putting in gas and the girl on the other side leaned over and while whispering, asked if I was Michael Henry. I told her yes and didn't know what to say next," Henry said. "It's a little awkward, but I'd rather be approachable than have people stare, which is most of the time. Then I just think I have something in my teeth."

In the end, Henry and Robinett, whose influences include John Mayer, Owl City and the Beatles, look forward to the next step of chasing their dreams.

"The further we get along, our videos get better and enhanced, but at the end of the day it's still just us. I mean, we're just two 20-year-olds in over our heads, but still in control while not being in control," Robinett said as Henry coughed and retorted, "I'm 24."

"Every day is a blessing and it's baffling that people value me scribbling my name on a sheet of paper now," Henry said. "By the way, we need to work on Justin's signature."

To which Robinett, 23, then said, "That's fine, but come on it's just a J and R."

All joking aside, what started as a leisure pursuit has evolved into a unique experience. Maybe the next household names include two 20-somethings with dreams of changing the music scene.

To learn more about the duo's adventure, follow them on Twitter at @JustinRobinett and @MichaelcHenry or view their videos at <http://www.youtube.com/justinrobinett>.

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