

TABLE OF CONTENTS

AUGUST

Date	News Release	Writer
08/02/10	Texas Tech Toxicologist to Testify to Senate Committee on Gulf Disperant Use, Possible Effects - Advisory	John Davis
08/02/10	Texas Tech Chemist Honored for Achievements by World's Largest Scientific Society	John Davis
08/02/10	Texas Tech Names First Endowed Research Chair in Education	Leslie Cranford
08/02/10	Texas Tech Children's Engineering Book Author to Host Signing Advisory	Leslie Cranford
08/02/10	Update on Jan. 7 Lab Accident and Texas Tech's Safety Culture	Chris Cook
08/04/10	Texas Tech Researcher Testifies	John Davis
08/04/10	Texas Tech Department of Psychology Provides Services to Cancer Patients	Sherrel Jones
08/04/10	Texas Tech Names "A Best in the West" College by Princeton Review	Sally Logue Post
08/05/10	Texas Tech University Officials Announce First Strategic Hirings	John Davis
08/05/10	Texas Tech Announces Summer Commencement	John Davis
08/05/10	Texas Tech Board of Regents Hear FY 2011 Budget Reports	Sally Logue Post
08/06/10	Texas Tech Administrator Named Leadership Lubbock 2010 Distinguished alumnus	Leslie Cranford
08/09/10	Latinos and Education Handbook Wins National Award	Leslie Cranford
08/10/10	Texas Tech Hires New Member to Cooperative Fish and Wildlife Unit	Cory Chandler
08/11/10	Bailey Proclaims Raider Power Fridays During Football Season	Chris Cook
08/13/10	Vietnam Archive Receives Collection from Renowned Anthropologist	Cory Chandler
08/13/10	Texas Tech's Chapter and Faculty Adviser of Sigma Delta Pi Earn National Awards	Leslie Cranford
08/16/10	Texas Tech Researchers Find No Evidence of Petroleum Hydrocarbons in "Good Morning America" Samples	John Davis
08/16/10	Texas Tech Named Military Friendly School	Sally Logue Post
08/17/10	Texas Tech Ranks in Top Tier in U.S. News' America's Best Colleges	Leslie Cranford

TABLE OF CONTENTS		
AUGUST		
Date	News Release	Writer
08/18/10	Texas Tech Names 2010 Back to School Fiesta Champion for Education	Cory Chandler
08/18/10	Incoming Texas Tech Law Students to Take Pledge of Professionalism	Leslie Cranford
	Advisory	
08/18/10	Texas Tech , Cisco College Partnership Announcement - Advisory	Chris Cook
08/19/10	Forbes Names Texas Tech One of America's Best College Buys	Cory Chandler
08/20/10	Texas Tech, Cisco College Announce Partnership	Chris Cook
08/23/10	Former Attorney General Gonzales Returns for Second Year	Chris Cook
08/23/10	Experts Offer Advice to Help College Students Avoid Credit Debt and	Cory Chandler
	Drug Issues	
08/23/10	Study: Genital Piercings Common Among Middle-Age, Middle-Class	Cory Chandler
	White Men	
08/24/10	U.S. News & World Report Ranks Texas Tech Engineering College in	Leslie Cranford
	Top 80	
08/24/10	Food Safety Expert Can Discuss Methods for Preventing Pathogens in	Cory Chandler
	Meat Products	
08/25/10	Are Taxpayers and State Governments Subsidizing For-Profit Higher	Sally Logue Post
	Education Institutions	
08/25/10	Texas Tech Grant Targets Estacado High School	Leslie Cranford
08/25/10	College of Mass Communications Receives Award	Hannah Cruz
08/25/10	Library Fair to Feature Smoothies, Swag and Demos	Julie Toland
08/26/10	Two New Books Probe History and Impact of Transgressive Cinema	Cory Chandler
08/30/10	Texas Tech University Independent School District to Open Only GED	Emma Carrasco
	Testing Center in Lubbock - Advisory	
08/30/10	Texas Tech Library Goes Mobile	Kaley Daniel
08/30/10	Colloquium to Focus on Counterterrorism Policy and Strategy	Cory Chandler
08/31/10	Texas Tech Alum Becomes First Texas Member Named to 4-H Hall of	Norman Martin
	Fame	
08/31/10	Experts Available as 2010 Hurricane Possibilities Swell	Leslie Cranford
08/31/10	Texas Tech Alumni Association Launches Ambassadors Volunteer Program	Chris Cook



Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 2, 2010

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

**Texas Tech Toxicologist to Testify to Senate Committee
on Gulf Dispersant Use, Possible Effects**

- WHAT:** Ron Kendall will testify to U.S. Senate Committee on Environment and Public Works on dispersant use in the Gulf of Mexico
- WHEN:** 10 a.m. EDT Wednesday (Aug. 4)
- WHERE:** Room 406 of the Dirksen Senate Office Building, Washington, D.C.
- EVENT:** Ron Kendall, director of The Institute of Environmental and Human Health (TIEHH) at Texas Tech University will testify before the U.S. Senate Committee on Environment and Public Works on the effects that chemical dispersants, such as Corexit, could have on the environment in the Gulf of Mexico.

Barbara Boxer (D-Calif.) serves as chairwoman for the committee.

Currently, scientists at TIEHH are conducting a multitude of experiments to discern how oil and dispersants may impact wildlife, endangered species and the environment.

Kendall says that the unprecedented use of dispersants and the depths of their application on the oil spill have created an ecotoxicological experiment, and that scientists have yet to understand its full impact. Because the dispersants do not break down the oil, he fears they could create greater exposure of toxic aromatic hydrocarbons and polycyclic aromatic hydrocarbons to gulf fish and wildlife.

Embargoed copies of Kendall's testimony are available upon request.

CONTACT: Ron Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 786-4480 cell, or ron.kendall@tiehh.ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 2, 2010

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

Texas Tech Chemist Honored for Achievements by World's Largest Scientific Society

A Horn Professor of Chemistry at Texas Tech University has been inducted into the 2010 class of Fellows for the American Chemical Society (ACS), the world's largest scientific society.

Richard A. Bartsch was nominated by the Division of Industrial and Engineering Chemistry. This is the second class of Fellows since the program began last year.

"This is a great capstone to my career, because I'm going to retire after the end of the fall semester," Bartsch said. "I'm just a regular guy, not a superstar. I'm very pleased to have this recognition. Looking back, I've had the best job in the world."

Bartsch was one of 192 distinguished scientists honored this year that have demonstrated outstanding accomplishments in chemistry and made important contributions to ACS.

He was honored in part for his 30 years of research into a certain type of chemical "doughnut" that can help industries remove dangerous metal ions, such as cadmium, lead or mercury, from wastewater.

These doughnuts, called ligands, fit like a crown and bond to the ions. When an organic solvent, such as kerosene, is placed on top of the water, the ligands extract the unwanted targeted ions out of the water by "floating" them to the top where they can be removed with the organic solvent.

One recent research project involved separating cesium and strontium from Department of Energy's nuclear waste, he said. Because radioactive wastes are literally hot due to the strontium and cesium, they are difficult to dispose of easily.

"Strontium is fairly easily removed but cesium is a real problem," he said. "We developed a superselective ligand called a calixarene that can remove cesium from the sodium matrix in which it's imbedded. The ratio of sodium to cesium in this waste is about 10,000 to one. So, it's a pretty amazing separation."

The process markedly reduces the radioactivity level of the waste left behind, he said.

In the 34 years Bartsch has worked at Texas Tech, he has graduated 50 doctoral students and published more than 400 papers in professional journals.

The 2010 Fellows will be recognized on Aug. 23 during the Society's national meeting in Boston.

The Fellows program began in 2009 to recognize and honor ACS members for their outstanding achievements in and contributions to science, the profession, and the Society. This year's group, like the first 163 Fellows named in 2009, represents academe, industry and government. Additional information about the program is available at www.acs.org/fellows.

CONTACT: Richard A. Bartsch, professor, Department of Chemistry and Biochemistry, Texas Tech University System, (806) 742-3069, or richard.bartsch@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 2, 2010

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

Phone: (806) 742-2136

Texas Tech Names First Endowed Research Chair in Education

New Burkhart Center director will give a boost to autism research and outreach.

Officials at Texas Tech University announced today (Aug. 2) a strategic hire in the College of Education. David M. Richman will fill the endowed \$1.5 million Jere Lynn Burkhart Chair in Autism Research in the Burkhart Center for Autism Education and Research effective Aug. 1.

Richman most recently was an associate professor in the Department of Special Education at the University of Illinois.

“When Interim Dean Ruch joined us in 2009, we discussed how important the Burkhart Center was to the college and the university in its quest for Tier One status,” said Bob Smith, Texas Tech’s provost. “Coincident to any effort to enhance a university teaching-research-outreach center is having outstanding faculty contributors. Also, when recruitment of faculty is considered, we want to attract candidates from Tier One institutions. Dr. Richman meets both criteria and we are delighted that he will be joining us this fall.”

Richman’s teaching and research focuses on assessment and treatment of behavior disorders such as aggression, property destruction and self-injurious behavior. Current research projects are investigating the effects of early intervention and prevention treatment for birth-to-five children with disabilities exhibiting emerging behavior disorders. But Richman has much broader plans for the Burkhart Center.

“I’d like to start with some kind of community needs assessment,” Richman said. “There’s no way the center can address a thousand needs, but we can focus on a handful of them, and be the best in the world at those. Let’s go for some grant dollars, let’s get our name out in some publications – let’s start to first do it for our community, then disseminate it and let the rest of the country and the world find out about the Burkhart Center at Texas Tech.”

The prevalence of autism spectrum disorders is increasing, said Taylor Eighmy, vice president for research at Texas Tech.

“We are fortunate that Dr. Richman will be joining us to direct the Burkhart Center. The center conducts essential outreach to those with spectrum disorders and the professional

community caring for these individuals. Our focus on research on autism will increase and we are delighted that Dr. Richman will be catalyzing this effort.”

Richman earned bachelor’s degrees in psychology and political science from the University of Iowa in 1991; a doctoral degree in school psychology and minor in applied behavior analysis, University of Iowa in 1997 and was a Post Doc Fellow in the Department of Behavioral Psychology at Johns Hopkins School of Medicine in 1998.

Richman was on UI’s Unofficial List of Professors Ranked as Excellent by their Students in the College of Education in Fall 2009, and he received the B. F. Skinner New Researcher Award from the American Psychological Association in 2004.

A member of the governing board of Larkin’s Place in the Department of Special Education at UI from 2007-2010, Richman also is on the board of editors for the *Journal of Applied Behavior Analysis* until 2013.

-30-

CONTACT: Leslie Cranford, Communications & Marketing, Texas Tech University, (806) 742-2136, or leslie.cranford@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 2, 2010

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

Texas Tech Children's Engineering Book Author to Host Signing

WHAT: Book signing of *Engineering Elephants*, a children's book by Michelle Pantoya, a professor of mechanical engineering at Texas Tech University.

WHEN: 3 p.m., Saturday (Aug. 7)

WHERE: The Museum of Texas Tech University, 3301 Fourth Street

EVENT: "Engineers make elephants with long, swinging trunks. Wait a minute... do engineers *really* make elephants? No, but they do make roller coasters!" Thus starts the journey through *Engineering Elephants*.

The book is co-authored by Emily Hunt, an assistant professor of mechanical engineering at West Texas A&M University. Between them, Pantoya and Hunt have seven children ages seven and under. The women discovered that there is a lack of children's books on engineering geared toward children ages 4-8 and began work on the book about two years ago.

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

CONTACT: Michelle Pantoya, professor, Department of Mechanical Engineering, Texas Tech University, (806) 742-3563 ext. 227, or michelle.pantoya@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 2, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu
(806) 742-2136

Update on Jan. 7 Lab Accident and Texas Tech's Safety Culture

On Jan. 7, a Texas Tech University doctoral student working on a research project in the Department of Chemistry and Biochemistry was injured when energetic materials he was working with exploded.

This research was supported by a sub-contract from Northeastern University and funded by the Department of Homeland Security (DHS) as part of their Project ALERT research and development program.

The U.S. Chemical Safety Board (CSB) stepped in to conduct an investigation. This investigation is ongoing and can be found here: <http://www.csb.gov/investigations/>.

Further, the ALERT Safety Review Board and DHS reviewed laboratory practices related to Texas Tech's work on the ALERT project. Texas Tech is cooperating fully with the CSB and the DHS and has been authorized to resume work on the ALERT project.

Provost Bob Smith and Vice President for Research Taylor Eighmy sent a memo to the Texas Tech community on Feb. 9 outlining both immediate and ongoing responses to the accident. This memo also was posted on the Texas Tech website. A working group was established to examine the entire safety culture on campus. Alice Young, faculty fellow for research integrity in the Office of the Vice President for Research, led the study. A report from the working group and a memo from Eighmy and Smith was posted on the Texas Tech website on July 22 and distributed electronically to the Texas Tech community. The two memos and the report can be found here: <http://today.ttu.edu/2010/07/texas-tech-laboratory-safety-report-issued/>.

A number of national and local news organizations have requested information under the Texas Open Record Requests law and federal Freedom of Information Act law. This information has been provided to the requesting organizations while remaining compliant with the Family Education and Rights Privacy Act (FERPA).

--more--

“The accident gave Texas Tech the opportunity to examine its entire safety culture and use what information was learned to prevent future mistakes,” Eighmy said. “To that end, Texas Tech will continue to work closely with the CSB, DHS, professional laboratory safety organizations and the Texas Tech community to share its evolving best practices and lessons learned.”

Additional safety measures were instituted immediately after the accident by those involved with research in energetic materials at Texas Tech, the Chemistry and Biochemistry Department and the research community. The recommendations of the working group are being implemented. This is an ongoing process, Eighmy said, and the results from the CSB investigation as well as external peer review of Texas Tech’s safety programs and culture will guide its efforts over the coming months.

The graduate student involved is recovering and writing his dissertation. Texas Tech wishes him continued recovery and health and success in completing his degree. The university asks that the media respect his requests for privacy.

--30--

CONTACT: Taylor Eighmy, vice president for research, Texas Tech University, (806) 742-3905, or taylor.eighmy@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 4, 2010

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

Texas Tech Researcher Testifies

The unprecedented use of dispersants on the oil spill has created a massive ecotoxicological experiment of which the full impact is yet to be determined, a Texas Tech University researcher testified Wednesday.

Speaking to the Senate Committee on Environment and Public Works, Ron Kendall, director of The Institute of Environmental and Human Health (TIEHH) at Texas Tech, called for more independent, peer-reviewed research before any determinations could be made on the oil spill's long term ecological effects.

"We have very limited information on the environmental fate and transport of the mixture of dispersant and oil, particularly in the deep ocean," Kendall said. "We have very little information on the ecological effects of this particular oil and dispersant mixture in terms of acute, chronic and indirect effects on marine and coastal organisms. And given the volume of oil and dispersant that have been released into the Gulf of Mexico, we have a very poor understanding of the ultimate ecosystem level effects which may occur in the weeks, to months, to years ahead."

Kendall said he thought dispersant use has resulted in much of the oil released from the Deepwater Horizon site to remain suspended in the gulf and dispersed in the water column.

Though using the reported 1.8 million gallons of dispersants kept much of the oil from the beaches and marshlands as it intended, it didn't reduce the amount of oil in the environment, he said. Instead, it thinned the oil, possibly making it more available for exposure and uptake by animals and plant life in the ocean.

Of the dispersants used, most has been Corexit 9500 and 42 percent has been injected at depths between 4,000 and 5,000 feet at the wellhead, he said.

At those depths, the lack of light, oxygen and petroleum-eating microbes could mean that the dispersants and toxic parts of the oil may be suspended and preserved deep below the surface, causing long-term problems for deep-sea life.

“Studies comparing toxicity of oil alone versus dispersed oil show that dispersant-aided changes in crude oil solubility enhance exposure and potential toxicity among aquatic organisms,” Kendall said.

When dispersants meet crude oil, it alters the chemical and physical properties of the oil, changing how the oil behaves in the environment, Kendall said.

Crude oil is a complex mixture of thousands of chemical compounds. From a toxicological standpoint, compounds called polycyclic aromatic hydrocarbons (PAHs) cause the most concern as many are carcinogenic.

Though scientists already have determined that the oil has a lower content of the PAHs, more are created through the burning of oil that has floated to the surface, he said.

“Simple aromatics, such as benzene, toluene and xylene are volatile and rapidly lost from the oil in most instances,” he said. “But it is not clear what impact the depth of the well and the use of dispersants at that depth might have on the fate of the volatile components in the oil.”

Kendall said the recent efforts by the EPA to characterize dispersant toxicity to marine life represent a step in the right direction in the development of a weight-of-evidence approach to assessing the impact of dispersant use. But critical data gaps still exist regarding the fate, transport and effects of the dispersed oil, particularly in deep water and on deepwater-dwelling organisms.

“It should be noted that nearly all research conducted on the chemical fate, transport and toxicity of dispersants and dispersant-oil mixtures has been performed in settings and under conditions vastly different than those that exist deep in the gulf where much of the dispersants have been applied,” he said.

Dispersant use also could wreak havoc on populations of endangered or threatened wildlife in both direct and indirect ways, he said.

The Kemp’s ridley turtles are highly susceptible to stressors such as oil spills and hundreds have been reported dead since April. Young turtles may face even more problems should the oil and dispersant kill off floating Sargassum seaweed they use for cover and a place to rest.

“If oil affects the food supply of the Kemp’s ridley or disturbs critical stages of its life cycle, we may not see oiled, dead Kemp’s ridleys, but their population abundance could be imperiled by subtle indirect effects resulting from dispersed oil in the environment,” he said.

Kendall hoped the hearing would encourage the scientific community to generate much-needed data related to the use of dispersants in response to the Deepwater Horizon oil spill.



TEXAS TECH UNIVERSITY

“Like everyone else, I received news that the well has been capped with great relief and guarded optimism,” Kendall said. “I believe there is an urgent need for independent, applied research to fill data gaps on the potential impacts of dispersed oil on gulf wildlife. Hopefully, information generated in future studies will aid in the assessment of effects, identification of effective remedial strategies and with the restoration and preservation of the Gulf Coast ecosystem.”

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

CONTACT: Ron Kendall, professor, Department of Environmental Toxicology, Texas Tech University, (806) 885-4567, or ron.kendall@tiehh.ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 4, 2010

CONTACT: Sherrel Jones, sherrel.jones@ttu.edu
(806) 742-2136

Texas Tech Department of Psychology Provides Services to Cancer Patients

Looking worried and exhausted, she approached him a few weeks after starting a new job. Although she maintained a smile, he knew the deep despair she was holding back.

She spoke to him about how life used to be and how difficult completing everyday tasks to care for her husband had become.

"It was evidence to me of the resiliency and strength that people can possess while coping with cancer," said Matt Ashton, psychology team member. "Even though frailty was setting in, she still had a twinkle in her eyes."

Ashton is one of psychology doctoral students from Texas Tech University's Department of Psychology, which teams up with the Southwest Cancer Treatment and Research Center to provide psychosocial services for cancer patients.

Psychosocial health services are psychological and social services that enable patients and their families to optimize biomedical health care and to manage the psychological, behavioral and social aspects of illness to promote better health.

Arranging a partnership between a cancer center and a university academic department is not a difficult task, said Susan Hendrick, Department of Psychology chairperson. It simply requires due diligence, excellent communication, mutual respect and a shared goal of providing training opportunities for psychosocial professionals and improving psychosocial cancer care for patients and their families.

For the most part, patients are seen on an individual basis, Ashton said, but the team effort comes into play as members coordinate patient information and needs throughout the week. Members meet each Friday to discuss cases and coordinate needs for the upcoming week and with specific patients.

"We have a lot of fun together, even though we often talk about serious situations that are anything but funny," Ashton said. "Dr. Hendrick is especially good at keeping a light mood and a smile on her face. Yet, the care and concern for the patients that we serve also is abundantly evident. It's a joy to be a part of."

A cancer center is the perfect setting for both graduate students and the practicum site, Hendrick said. Students receive excellent training as part of a multidisciplinary healthcare team, while patients receive quality psychosocial care.

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

CONTACT: Susan Hendrick, department chairperson, Department of Psychology, Texas Tech University, (806) 742-3711, or s.hendrick@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 4, 2010

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

Texas Tech Named "A Best in the West" College by Princeton Review

Texas Tech University is one of the best colleges in the West according to the nationally known education services company, The Princeton Review. Texas Tech was selected as one of the 120 institutions on in the website feature, "2011 Best Colleges: Region by Region," available at <http://www.princetonreview.com/TexasTechUniversity.aspx>.

"This ranking is a reflection of the importance that Texas Tech places on undergraduate education," said Bob Smith, Texas Tech provost. "The survey is based on input from our current students, an important source of information for those students who are in the process of choosing a university."

"It is an honor to be recognized by The Princeton Review as one of the Best Colleges in the West, especially when the opinion of our students is considered so heavily in the survey," said Texas Tech University System chancellor Kent Hance. "Texas Tech is a top-tier university that offers our students a quality education while also providing the skills necessary to succeed personally, professionally and civically."

The project asks students to rate their own schools on several issues -- from the accessibility of their professors to quality of the campus food -- and answer questions about themselves, their fellow students and their campus life.

"We're pleased to recommend Texas Tech to users of our site as one of the best schools to earn their undergrad degree," said Robert Franek, Princeton Review's senior vice president/publishing. "We chose it and the other terrific institutions we name as 'regional best' colleges mainly for their excellent academic programs."

The Princeton Review is a New York-based company known for its test preparation courses, books, and college admission and other education services. It is not affiliated with Princeton University and it is not a magazine. The Princeton Review does not rank the colleges in its Best Colleges: Region by Region Website section.

The 120 colleges that The Princeton Review chose for its "Best in the West" list are located in 15 states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington and Wyoming. The Princeton Review also ranked colleges in the Northeast, the Midwest and the Southeast as best in their locales.

Office of Communications and Marketing

An EEO/Affirmative Action Institution



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2010

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

Texas Tech University Officials Announce First Strategic Hirings

As Texas Tech University continues its journey toward Tier One status, officials announced today (Aug. 5) the strategic hirings of seven nationally and internationally known researchers, who will help grow the university's research credentials and capabilities.

The new hires include Juske Horita, a senior researcher at Oak Ridge National Laboratory; Matt Olson, an associate professor in the Department of Biology and Wildlife at the University of Alaska Fairbanks; Bill Resetarits, program director of the population and Community Ecology Cluster in the Division of Environmental Biology at the National Science Foundation; Yehia Mechref, director of the METACyt Biochemical Analysis center at Indiana University in Bloomington; Guy Loneragan, an epidemiologist and associate professor at West Texas A&M University; David M. Richman, an associate professor in the Department of Special Education at the University of Illinois at Urbana-Champaign; and Craig A. Grimes, director of the Center for Solar Nanomaterials at The Pennsylvania State University.

Hiring of these researchers is one of the key elements in becoming a Tier One research institute, said President Guy Bailey.

"To reach Tier One status, we cannot take small steps forward. We must make a quantum leap," Bailey said. "Attracting new, high-profile faculty members is one way we increase not only the caliber of research that Texas Tech can do in the future, but also the quality of education our students can receive here. These seven exceptional researchers will help bridge the gap between where we are today and Tier One status tomorrow."

Horita is a senior research and development scientist at the Chemical Sciences Division at Oak Ridge National Laboratory. He also is an adjunct/research professor in the Department of Earth & Planetary Sciences at the University of Tennessee, Knoxville. He specializes in researching geochemistry of light, stable isotopes – specifically isotopes of hydrogen, oxygen, nitrogen and carbon. He uses these isotopes to track sources and contamination of groundwater, determine nutrients and growth processes of plants and animals, study chemistry of the atmosphere and determine the evolution of water in saline lakes.

Olson, also a researcher at the Institute of Arctic Biology, is a nationally recognized plant genomics researcher who uses plant genome research to conduct the comparative population genomics mapping of adaptation in poplar trees. Species of poplars are economically, ecologically and environmentally important as they are harvested for paper pulp and particle board production, and hold potential for playing important roles in absorbing carbon dioxide, and they grow farther north than any other tree in the United States. His research also centers on determining how ecological and evolutionary forces shape population genetic variation in plants and how plants will respond to future global climate change.

Resetarits is also in the Ecology, Evolution and Natural Resources School of Environmental and Biological Sciences at Rutgers University in New Brunswick, N.J. He is a nationally recognized population and community ecologist whose research examines the complex dynamics among environment, species interactions and disturbances from human activities that shape community structure of amphibians and insects in freshwater systems. His research encompasses community dynamics in coastal plain watersheds, impacts of exotic species invasions on river systems and continental scale responses to species interactions and patterns of biodiversity.

Mechref, also assistant director of the National Center for Glycomics and Glycoproteomics and a senior scientist in the Department of Chemistry at Indiana University, is a nationally known expert in the area of mass spectrometry applied to biological and medical systems. He currently is working on ways to determine the predictors of when normal cells are transformed to cancer cells in the esophagus, to quantify the amount of alteration in small molecules to understand the progression of cancer, and to detect the changes in lipid composition in tissue to detect cancer cells.

Loneragan is an epidemiologist and associate professor at West Texas A&M University. He also serves in adjunct professor or affiliate faculty roles at Colorado State University, Texas Tech University, Kansas State University and Texas A&M University. His research focuses primarily on epidemiological approaches to food safety. He works in particular to fill data gaps concerning pre-harvest ecology and mitigation of E. coli O157, Salmonella and antimicrobial drug resistance. In addition to food safety, Loneragan also works on epidemiological aspects to animal health and wellbeing.

Richman was an associate professor at the University of Illinois, whose teaching and research focuses on assessment and treatment of behavior disorders such as aggression, property destruction and self-injurious behavior. His current research projects are investigating the effects of early intervention and prevention treatment for birth-to-five children with disabilities exhibiting emerging behavior disorders.

Grimes, also a professor of electrical engineering, will help broaden Texas Tech's research into solar and renewable energy. His work in excitonic solar cells and photo catalyzed CO₂ reduction to hydrocarbons is at the forefront of engineered photosynthesis, and will enable the university to initiate, sustain and grow one of the world's leading



TEXAS TECH UNIVERSITY

photovoltaic and photofuels research groups.

Taylor Eighmy, vice president of research, said that through the strategic hiring process, the university will increase its national research visibility.

“Texas Tech is an outstanding university and has a wonderful opportunity to strategically expand externally funded research, promote economic development and further its creative activity,” Eighmy said. “Hiring top-level researchers such as these will ensure Texas Tech’s future credentials as a top public research university.”

“The strategic hirings also have great potential to meet Chancellor Kent Hance and President Bailey’s goals for future development, especially in the areas of enrollment and research productivity to better serve Texas, our nation and global communities,” said Provost Bob Smith.

“I am excited by the prospect of these new faculty members joining Texas Tech’s team,” he said. “In so doing, they and the future researchers we hire will better our abilities in meeting the teaching, research, and outreach mission and goals of this great public research university.”

CONTACT: Taylor Eighmy, vice president for research, Texas Tech University,
(806) 742-3905 or taylor.eighmy@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2010

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

Texas Tech Announces Summer Commencement

Texas Tech University will graduate 1,377 students Saturday (Aug. 7) during two ceremonies held at the United Spirit Arena.

Kent Hance, chancellor of the Texas Tech University System, will be the commencement speaker.

Commencement exercises for the Colleges of Agricultural Sciences and Natural Resources, Architecture, Arts & Sciences, Education, Mass Communications and Honors College majors in natural history, humanities and honors arts and letters will begin at 9 a.m.

The Colleges of Human Sciences, University Studies, University College, Visual & Performing Arts, Rawls College of Business and the Edward E. Whitacre Jr. College of Engineering host exercises beginning at 1:30 p.m.

Master's and doctoral students in those colleges will graduate with their respective colleges as well.

Honored students

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

The following students are banner bearers: Paden Lynn Daniels, an animal science major from Athol, Kan., College of Agricultural Sciences and Natural Resources; Debbie Janeth Molina, an architecture major from El Paso, College of Architecture; Lauren Nicole Thompson, a psychology major from Graham, College of Arts & Sciences; Kathryn Ann Zallar, a multidisciplinary studies from Amarillo, College of Education; Jacob Adam Frank, a restaurant, hotel and institutional management major from Bellville, College of Human Sciences; Monica Allison Ridley, an advertising major from Dripping Springs, College of Mass Communications; Jordan Michael Mueller, a theatre arts major from El Paso, College of Visual and Performing Arts; Toluwalope Yewande, a computer engineering major from Lagos, Nigeria, Edward E. Whitacre College of Engineering; and Matthew J. Hughes, a general business major from Longview, Rawls College of Business; Grant Wallace, a general studies major from Little Rock, Ark., University College.

Honors College banner bearers are Stephanie Navarrete, an honors arts and letters major from El Paso for the 9 a.m. ceremony; and Anna Elizabeth McKnight, an apparel design and manufacturing major from Fayetteville, Ark., for the 1:30 p.m. ceremony. Graduate School banner bearers are Lisa Renea Welch, doctor of philosophy in animal science from Shallowater, in the morning; and Rhonda Kay Hammond, doctor of philosophy in hospitality administration from Fort Worth, in the afternoon.

The highest ranking graduates for each college include:

- College of Agricultural Sciences and Natural Resources: Paden Daniels, animal science major from Athol, Kan.
- College of Architecture: Debbie Janeth Molina, an architecture major from El Paso
- College of Arts and Sciences: Lauren Nicole Thompson, a psychology major from Graham
- College of Education: Kathryn Ann Zallar, a multidisciplinary studies major from Amarillo
- College of Human Sciences: Jacob Adam Frank, a restaurant, hotel and institutional management major from Bellville
- College of Mass Communications: Monica Allison Ridley, an advertising major from Dripping Springs
- College of Visual & Performing Arts: Sapphire Diana Tucker, a music performance major from Plano
- Edward E. Whitacre Jr. College of Engineering: Toluwalope Yewande, a computer engineering major from Lagos, Nigeria
- Rawls College of Business: Matthew J. Hughes, a general business major from Longview

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



Fact Sheet

FOR IMMEDIATE RELEASE

DATE: Aug. 5, 2010

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

Texas Tech Board of Regents Hear FY 2011 Budget Reports

The Texas Tech University System Board of Regents' Finance and Administration Committee today (Aug. 5) approved the 2011 operating budgets for the Texas Tech University System Administration, Texas Tech University, Texas Tech University Health Sciences Center and Angelo State University.

Final approval of the budget by the full board will come Friday (Aug. 6).

The total operating budget for the system for FY 2011, which runs from Sept. 1, 2010 to Aug. 31, 2011, is \$1.4 billion, up \$43.7 million over last year's budget.

Budget highlights are as follows:

TTU System Administration

- Total operating budget is \$16,771,931, down from \$16,849,180 last fiscal year, a decrease of \$77,249.

Texas Tech University

- Total operating budget is \$660,474,298, up from \$622,752,853 last fiscal year, an increase of \$37,721,445 or 6.06 percent.

Texas Tech University Health Sciences Center

- Total operating budget is \$684,187,334, up from \$676,167,142 last fiscal year, an increase of \$8,020,192 or 1.19 percent.

Angelo State University

- Total operating budget is \$105,499,891, up from \$97,998,558 last fiscal year, an increase of \$7,501,333 or 7.65 percent.

Total Budget

- \$1,459,484,392 for FY 2011 up from \$ 1,415,692,817 last fiscal year, an increase of \$43,791,575 or 3.09 percent.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 6, 2010

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

Texas Tech Administrator Named Leadership Lubbock 2010 Distinguished Alumnus

Texas Tech University's senior vice president of enrollment management and student affairs was named the Lubbock Chamber of Commerce's Leadership Lubbock 2010 Distinguished Alumnus.

Michael Shonrock was presented the award during the Leadership Lubbock graduation banquet. He has served on the program's steering committee, and is a former Chamber Executive Committee and Board member.

"Personally and professionally, Leadership Lubbock has been one of the most rewarding experiences for me, and I was truly humbled to be selected as this year's distinguished alumni," Shonrock said. "I look forward to continuing to serve as a volunteer to this wonderful community."

In addition, Shonrock also has served as campaign chairman and board chairman for the Lubbock Area United Way, along with the UMC Foundation Board, Greater Southwest Lubbock Rotary and a number of other organizations.

Leadership Lubbock, founded in 1976, is one of the chamber's longest-standing programs, which educates business professionals about the community while enhancing their leadership skills.

CONTACT: Michael Shonrock, senior vice president of enrollment management and student affairs, Division of Enrollment Management & Student Affairs, Texas Tech University, at (806) 742-4360 or michael.shonrock@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 9, 2010

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

Latinos and Education Handbook Wins National Award Texas Tech education faculty are major contributors to content.

A book highlighting the year's most influential work in the field of Latinos in education, in which two Texas Tech University faculty members had a hand, has earned attention from a national education association.

The Handbook of Latinos and Education was awarded the 2010 Critics Choice Book Award of the American Educational Studies Association (AESA). Juan Muñoz, associate professor in the Department of Curriculum and Instruction, vice president for Institutional Diversity, Equity, & Community Engagement and vice provost for Undergraduate Education, was a section editor. Zenaida Aguirre-Muñoz, an associate professor in the bilingual education and diversity studies program within the Department of Curriculum and Instruction was a contributor. The book was launched at the Latino Education and Advocacy Day summit this year.

"The handbook has the unique purpose and function of profiling the scope and terrain of this particular domain of academic inquiry," said Enrique Murillo, editor-in-chief of the publication. "It presents the most significant and potentially influential work in the field of Latinos and education, in terms of its contributions to research, to professional practice and to the emergence of related interdisciplinary studies and theory."

The book was nominated by a member of the organization and reviewed over the summer by a committee of AESA members for consideration for the award. In the committee's judgment, the work made an outstanding contribution to scholarship in the Foundations of Education.

The list of books named for the award will appear in the program of the annual meeting, October 27-31 in Denver and they will be displayed in the conference book exhibit. The list of books will also appear on the association's website.

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

CONTACT: Judy A. Simpson, assistant dean, College of Education, Texas Tech University, (806) 742-1998 ext. 456, or judy.a.simpson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 10, 2010

CONTACT: Cory Chandler

(806) 742-2136, cory.chandler@ttu.edu

Texas Tech Hires New Member to Cooperative Fish and Wildlife Unit

Texas Tech University announces the hiring of Timothy Grabowski, a research scientist at the University of Iceland Institute of Biology, to the Texas Cooperative Fish and Wildlife Unit (TCFWRU).

TCFWRU is a partnership between Texas Tech, Texas Parks and Wildlife Department, U.S. Geological Survey, Wildlife Management Institute and the U.S. Fish and Wildlife Service.

The unit produces research and educational activities related to natural resource management and conservation. Specific fields of interest include fisheries and wildlife management, aquatic and wildlife ecology, community ecology, ecophysiology, ecotoxicology, reproductive biology and fish culture.

Grabowski will serve as assistant unit leader of fisheries and he will fill a joint role as assistant professor in the Texas Tech Department of Natural Resources Management.

"Filling this position has already had a positive impact on our efforts to establish collaborative relationships with partner agencies as we have begun working with Dr. Grabowski to develop research proposals in areas of interest for fisheries management," said Reynaldo Patiño, director of TCFWRU.

Grabowski received bachelor's degrees in marine biology and marine fisheries and a master's degree in wildlife and fisheries sciences from Texas A&M University. He earned a doctorate in zoology from Clemson University.

He has worked as a postdoctoral research associate at the Georgia Cooperative Fish and Wildlife Research Unit, a lecturer at the University of Georgia and a postdoctoral research scientist and lecturer at the University of Iceland.

CONTACT: Reynaldo Patiño, director, Texas Cooperative Fish and Wildlife Unit,
(806) 742-2851 or reynaldo.patino@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 11, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu
(806) 742-2136

Bailey Proclaims Raider Power Fridays During Football Season

Texas Tech University President Guy Bailey has proclaimed each Friday during the upcoming football season as Raider Power Fridays in an effort to promote university-wide pride and spirit.

Bailey encourages all faculty, staff, alumni, students and supporters to wear apparel bearing the colors and/or insignias of Texas Tech each Friday.

"Texas Tech is an institution that boasts strong academic and athletic traditions, and I can't think of a better way to rally our university pride and spirit," Bailey said. "We are continuing to make strides nationally in the classroom and on our fields of play, while at the same time embarking on new courses to help grow our university. It's a great time to be a Red Raider."

The Lubbock community also is invited to participate in Raider Power Fridays, and local business owners are encouraged to have employees participate in the spirit day by hosting Red Raider themed office days.

Raider Power Fridays officially kicks off Sept. 3 with College Colors Day, a national movement in conjunction with the kickoff of the college football season. College Colors Day promotes higher education and celebrates the achievements, spirit and traditions of colleges and universities.

Mayor Tom Martin will officially proclaim Sept. 3 as College Colors Day in Lubbock at the Aug. 26 city council meeting. Tommy Tuberville, Texas Tech head football coach, will accept the proclamation.

Fans are encouraged to visit the official online store of Texas Tech Athletics at www.texastech.com to purchase the official Wreck 'Em Tech Gameday t-shirt, endorsed by the Saddle Tramps. Business packages containing posters and stickers for window display can be obtained by contacting Elvis Moya in the Texas Tech Athletics Department at (806) 742-1195.

--30--

**CONTACT: Elvis Moya, Assistant Director of Athletic Marketing and Promotions,
Texas Tech University, (806) 742-1195, or elvis.moya@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 13, 2010

CONTACT: Cory Chandler

(806) 742-2136, cory.chandler@ttu.edu

Vietnam Archive Receives Collection from Renowned Anthropologist

The Texas Tech University Vietnam Center and Archive received a collection of artifacts and photographs from world-renowned anthropologist Gerald Hickey.

The eight linear feet of items -- meaning they will fill eight one-foot-wide archival boxes -- include textiles, smoking pipes, swords and wood carvings from Montagnard tribes that Hickey worked with in Vietnam from the 1950s-1970s while he was employed by entities such as the Michigan State University Group (MSUG) and the Rand Corporation.

The Montagnards consist of various ethnic minorities in Vietnam of Malay-Polynesian and Mon-Khmer descent. These include ethnic groups such as the Rhade, Jarai and Bahnar.

Hickey worked with rural people in Vietnam, including Montagnards as part of MSUG's contract to help South Vietnam develop into a modern nation-state. While working with MSUG, Hickey became particularly interested in the Montagnards during his visits to the Vietnamese Central Highlands. He learned of the tribes' disenchantment with the South Vietnamese government under Ngo Dinh Diem for allowing ethnic Vietnamese to settle on Montagnard lands.

After a stint teaching at Monteith College in Detroit, Hickey returned to Vietnam as an employee of the Rand Corporation in 1964 to specifically work with the Montagnards. He unsuccessfully tried to secure land titles for the Montagnards and was known for his support of a process of political accommodation that would have led to a coalition government in South Vietnam with Communist participation. He believed this would end the war.

Hickey's donation to the archive includes woven blankets made by the Jarai people that depict images of helicopters and M-16 machine guns. Hickey also donated a wooden statue of a peahen presented by Nay Luett, a Jarai Minister of Ethnic Minorities in South Vietnam who carved the statue.

Hickey's latest donation adds to his existing collection of books and maps at the Vietnam Center and Archive. Most of the books are French studies of Montagnard life in Vietnam.

“Hickey’s collection greatly enhances the Vietnam Center and Archive’s holdings on Montagnard culture,” said Ty Lovelady, associate archivist for the Vietnam Archive. “It is a wonderful treasure for Texas Tech University.”

CONTACT: Ty Lovelady, associate archivist, Vietnam Center and Archive, Texas Tech University, (806) 742-9010 or t.lovelady@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 13, 2010

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

Texas Tech's Chapter and Faculty Adviser of Sigma Delta Pi Earn National Awards

Texas Tech University's chapter of the National Collegiate Hispanic Honor Society, Sigma Delta Pi, has been named an Honor Chapter for its outstanding activities in 2009-10.

At the national society's triennial convention in July in Guadalajara, Mexico, Texas Tech's chapter Alpha Phi also received the Octavio Paz Award, granted to only six chapters nationwide for maintaining "honor chapter" status for the complete triennium 2007-10. This was Texas Tech's second consecutive Octavio Paz Award.

The faculty adviser for the organization, Comfort Pratt, assistant professor in the College of Education, areas of secondary education and bilingual education, was awarded the prestigious Jose Martel Award, granted once every three years to the country's most outstanding chapter adviser for a five-year period. Pratt also is a three-time recipient of the national Minaya Álvarez Fábregas Award, granted annually to Sigma Delta Pi's chapter adviser of the year.

Each May, all 575 chapters of Sigma Delta Pi are asked to submit an annual report detailing their numerous activities and projects from the academic year. Based on these reports, the national executive committee chooses approximately 10 honor chapters. The recognition centers on the caliber of chapter projects that reflect the Sigma Delta Pi mission of honoring excellence in the study of the Spanish language, contributing to cultural understanding and upholding the goals of the society.

With its national office at The Citadel in Charleston, S.C., Sigma Delta Pi is a member of the Association of College Honor Societies, the nation's only certifying agency for college and university honor societies.

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

CONTACT: Comfort Pratt, adviser, Sigma Delta Pi, and assistant professor, Secondary Education and Bilingual Education & Diversity Studies, Department of Curriculum and Instruction, College of Education, (806) 742-1997 ext. 237, or c.pratt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 16, 2010

CONTACT: John Davis (806) 742-2136

john.w.davis@ttu.edu

Texas Tech Researchers Find No Evidence of Petroleum Hydrocarbons in 'Good Morning America' Samples

After receiving a shipment of Louisiana seafood samples collected by a reporter with "Good Morning America," researchers at Texas Tech University found no evidence of petroleum hydrocarbons.

Though these samples were clean, the sample size was small and more research is necessary before the full picture can be seen, said Ron Kendall, director of The Institute of Environmental and Human Health (TIEHH).

"Our detection limits would have detected selected polycyclic aromatic hydrocarbons (PAHs) had they been there, even at very low levels," Kendall said. "Everyone should realize the sample size was extremely small and that these data represent just a snapshot of time and space. We believe sampling and analyses should continue, and that independent science-based research needs to continue."

Scientists are concerned about PAHs because some of them are known carcinogens.

Producers with the morning news program asked TIEHH researchers to test the seafood samples prior to the federal government's opening of waters to fishing on Monday. Reporter Matt Gutman sent the samples from Bastian Bay, La, where he is reporting.

"We collected the samples Monday in Bastian Bay," Gutman said. "It is an area where we've found oil on the sediment. We filmed it all, including the bagging. The fishermen used a net, but found no evidence of oil directly on any of the samples."

Gutman's samples included shrimp, of which nine were tested from three separate locations, four oysters, two bait fish, a flounder and a speckled trout. They were shipped on ice overnight to the institute on Tuesday and Wednesday, where they were received in excellent condition and smelled fresh before processing.

Once tissues were extracted, scientists analyzed them using gas chromatography with mass spectrometry, said Todd Anderson, an environmental chemist at the institute. The process is used to determine substances within a specific test sample, and is widely regarded as the gold standard for forensic substance identification.

“We were particularly interested in polycyclic aromatic hydrocarbons, some of which can be carcinogenic,” Anderson said. “The analytical results revealed that the PAHs we analyzed for were below detection limits of our instrumentation, and far below any levels of concern as regulated by the U.S. Food and Drug Administration.”

Trace Analysis Inc. of Lubbock, Texas, a certified laboratory in Texas and Louisiana, assisted with the analysis.

This project took five days to complete and was done without support from BP or the United States Federal Government.

Watch his interview here: <http://www.youtube.com/watch?v=tTUeo8qNwI>

CONTACT: Ron Kendall, director, TIEHH, Texas Tech University, (806) 885-4567 or ron.kendall@tiehh.ttu.edu; Todd Anderson, associate professor and environmental chemist, TIEHH, Texas Tech University, (806) 885-4567 or todd.anderson@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 16, 2010

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

Texas Tech Named Military Friendly School

Texas Tech University was named today (Aug. 16) to the 2011 list of Military Friendly Schools by the G.I. Jobs Magazine. The list honors the top 15 percent of colleges, universities and trade schools which are doing the most to embrace America's veterans as students.

"Texas Tech already has many veterans on campus as students, faculty and staff," said Guy Bailey, president of Texas Tech University. "We appreciate and respect the service our men and women have performed for their country. As they leave the military and look to further their education, Texas Tech is working to make the transition as easy as possible. These students bring experiences and maturity to our classrooms that benefit all of our students."

Texas Tech hosts a website, www.militaryfriendly.ttu.edu and provides a VA office, located in West Hall, to help veterans navigate the registration and financial aid process.

"With so many undergraduate and graduate degrees and our School of Law, Texas Tech offers veteran and military students so much opportunity," said Debra Crosby, assistant registrar at Texas Tech. "We are making every effort to make enrolling and attending Texas Tech as easy as possible."

The Military Friendly Schools list was compiled through research starting in April during which G.I. Jobs polled more than 7,000 schools nationwide. Criteria were developed with the assistance of an Academic Advisory Board and included a school's efforts to recruit and retain military and veteran students, results in recruiting military and veteran students and academic accreditations.

"This list is especially important now because the recently enacted post-9/11 G.I. Bill has given veterans virtually unlimited financial means to go to school," said Rich McCormack, G.I. Jobs publisher. "Veterans can now enroll in any school, provided they're academically qualified. So schools are clamoring for them like never before. Veterans need a trusted friend to help them decide where to get education. The Military Friendly Schools list is that trusted friend."

The list can be found at www.militaryfriendlyschoools.com/mfspr.

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

CONTACT: Debra Crosby, assistant registrar, Texas Tech University, (806) 742-1495 or debra.crosby@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 17, 2010

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

Texas Tech Ranks in Top Tier in U.S. News' America's Best Colleges

Texas Tech University earned a top-tier ranking among national universities in the 2011 edition of America's Best Colleges by U.S. News and World Report.

According to the publication, Texas Tech sits at 159 out of the top 191 schools ranked in the National University category. Texas Tech also is listed in the A+ Schools for B Students category, which is alphabetical and not by rank.

"This year's U.S. News and World Report rankings show our continued progress toward Tier 1," said Texas Tech President Guy Bailey. "Over the last two years we have moved from 170 to 159. We have made good progress and anticipate better progress in the future."

The increase in ranking is yet another example of how Texas Tech University continues to advance, said Kent Hance, chancellor of the Texas Tech University System.

"The university is achieving critical milestones in everything from enrollment to research, as well as retention and graduation rates. We are excited about making our way to the top of this list of elite universities."

The exclusive rankings, which include more than 1,400 schools nationwide, are available today on the U.S. News Best Colleges website and will be published in the September issue of U.S. News & World Report, available on newsstands Aug. 31. The 2011 Best Colleges guidebook will be on newsstands Aug. 24.

Over the past 26 years, the U.S. News college rankings, which groups schools based on categories created by the Carnegie Foundation for the Advancement of Teaching, has become one of the most comprehensive research tools for students and parents considering higher education opportunities. Among the many factors weighed in determining the rankings, the key measures of quality are: peer assessment, graduation and retention rates, faculty resources, student selectivity, financial resources, alumni giving and graduation rate performance (National Universities and Liberal Art Colleges categories).

This year the publication made some changes in its ranking methodology. In the Best Colleges 2011 edition, schools are designated National Universities, National Liberal Arts Colleges (last year it was Liberal Arts Colleges), Regional Universities (last year it

Office of Communications and Marketing

An EEO/Affirmative Action Institution

was Universities-Master's), and Regional Colleges (last year it was Baccalaureate Colleges). The number of colleges in the two regional categories did not change, and schools are still ranked in four regions—North, South, Midwest, and West. The publication now numerically ranks the top 75 percent of schools in each category, up from 50 percent. The schools in the bottom 25 percent of each group are listed alphabetically as the Second Tier, previously called the Fourth Tier.

For more information about America's Best Colleges, visit www.usnews.com/colleges. Find Texas Tech news, experts and story ideas at www.media.ttu.edu.

CONTACT: Leslie Cranford, senior editor, Office of Communications & Marketing, (806) 742-2136 or leslie.cranford@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 18, 2010

CONTACT: Cory Chandler

(806) 742-2136, cory.chandler@ttu.edu

Texas Tech Names 2010 Back to School Fiesta Champion for Education

Texas Tech University's Back to School Fiesta Committee named Eric Strong, volunteer director of the Roots Historical Arts Council, as its 2010 Robert Duncan Community Champion for Education.

It also created a new award in honor of longtime Back to School Fiesta organizer and champion Janie Ramirez.

The Robert Duncan Community Champion for Education award honors individuals or entities for championing the cause for education in and around Lubbock.

Strong joined Texas Tech's Upward Bound Program as a counselor in 1981 and eventually served as director from 1997 to 2007, securing more than \$7 million in grant funding.

He established nationally recognized initiatives such as the CLEAR Scholars Visions Class in which Upward Bound students taught blind adults how to build computers, and the Documenting Yesterday project in which Upward Bound students in collaboration with the College of Architecture documented historic structures belonging to Black Seminole Indians and Buffalo Soldiers along the Texas border.

Under Strong's direction, Texas Tech was selected by General Electric as a national best practices model for math and sciences programs for first generation students.

Strong is a professional storyteller with appearances on the Discovery Channel and NPR, and has served on boards for organizations including the Underwood Center for the Arts, National Cowboy Symposium and Celebration, Lubbock Arts Alliance, Roots Historical Arts Council, Salvation Army, City of Lubbock Millennium Committee and the National Ranching Heritage Center.

As a volunteer, Strong helped organize art and photography exhibits and storytelling festivals in Lubbock.

"When I think of someone who truly stands head and shoulders above everyone else as a champion for education, I think of Eric Strong," said Dianne Crowley, senior director of K-12 International Education Outreach for the Office of International Affairs, who nominated Strong. "His life is totally dedicated to helping others achieve their goals in

Office of Communications and Marketing

An EEO/Affirmative Action Institution

life through education.”

Ramirez was the first recipient of the award created in her name. Each year a volunteer from one of the Back to School Fiesta committees will be chosen for their outstanding work in helping to organize the event.

Ramirez serves as programs administrator for the Texas Tech College of Education and has organized the Back to School Fiesta since its inception in 2000. Under her guidance, the event has grown from a gathering of a few hundred people into a celebration providing free school supplies, education counseling and family activities for thousands of South Plains residents.

The Back to School Fiesta is an annual outreach event to help K-12 students prepare for fall classes.

CONTACT: Lea Davidson, unit coordinator for special events and programs, The Office of Community Engagement, Texas Tech University, (806) 742-7017 ext. 273 or lea.davidson@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: August 18, 2010

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

Incoming Texas Tech Law Students to Take Pledge of Professionalism

- WHAT:** First-year law students take the Professionalism Pledge
- WHEN:** 3:40 p.m., Thursday (Aug. 19)
- WHERE:** Lanier Auditorium, Texas Tech School of Law
- EVENT:** The Professionalism Pledge will be administered to the entering law school class by Brian Quinn, Chief Justice of the 7th Court of Appeals. Quinn is a 1981 graduate of the Texas Tech University School of Law.

As they begin their study of law, the pledge compels students to acknowledge and accept the privileges and responsibilities inherent in becoming a lawyer.

CONTACT: Casey Carson, director, Alumni Relations, (806) 742-3990 ext. 315, casey.carson@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: August 18, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu
(806) 742-2136

Texas Tech, Cisco College Partnership Announcement

WHAT: Press Conference announcing partnership between Texas Tech University and Cisco College

WHEN: 10:30 a.m., Friday (August 20)

WHERE: Cisco College in Abilene (717 E. Industrial Blvd.), Dodge Jones Wing

WHO: Dr. Guy Bailey, Texas Tech University president
Dr. Colleen Smith, Cisco College president

CONTACT: Michele Moskos, Marketing Director, University College, Texas Tech University, (806) 742-7202 ext. 276, or michele.moskos@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 19, 2010

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

Forbes Names Texas Tech One of America's Best College Buys

Forbes Magazine named Texas Tech one of the top 50 colleges in its list of America's Best College Buys.

The financial news and analysis magazine's second annual list ranked schools that provided the best quality of education for tuition dollars spent. Texas Tech ranked 46th of 100 four-year institutions.

"As tuition costs continue to rise around the country, Texas Tech has worked to provide a high-quality educational experience while reining in our costs through efficient allocation of our resources," said Texas Tech President Guy Bailey. "This ranking affirms that we have managed to walk the fine line of acting as responsible financial stewards while at the same time preparing our students for their futures."

To produce the ranking, Forbes divided each school's overall quality score by its average sticker price tuition and fees for 2008. All schools with an actual four-year graduation rate lower than 20 percent were excluded from the best value ranking.

To get the magazine's complete methodology and see the entire list, visit http://www.forbes.com/2010/08/01/best-buys-colleges-money-opinions-colleges-10-value.html?partner=whiteglove_yahoo.

CONTACT: Cory Chandler, Office of Communications and Marketing, Texas Tech University, (806) 742-2136 or cory.chandler@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 20, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu
(806) 742-2136

Texas Tech, Cisco College Announce Partnership

Texas Tech University and Cisco (Texas) College will enter into a partnership that will offer a Bachelor of General Studies degree at the Cisco home campus and extension campus in Abilene. The announcement was made today (Aug. 20) by the presidents of both institutions.

The partnership will create a new convenient undergraduate degree option for residents in the area.

"We are very excited to be able to partner with Texas Tech and offer this opportunity to our students in Cisco and Abilene," said Colleen Smith, Cisco College president. "This collaboration further strengthens our region by providing additional access to higher education."

Courses will initially be offered through distance education via online and interactive video conferencing. In-person instruction will be offered at a later date to be announced.

"This partnership only enhances what already is an outstanding educational program at Cisco College," said Guy Bailey, Texas Tech president. "We are proud to partner with Texas community colleges and extend the reach of Texas Tech's educational mission beyond our campus and give residents in these areas an opportunity to obtain a four-year degree."

The agreement also will allow Cisco College students to seamlessly transfer coursework to Texas Tech.

--30--

CONTACT: Michele Moskos, Marketing Director, University College, Texas Tech University, (806) 742-7202 ext. 276, or michele.moskos@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 23, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu
(806) 742-2136

Former Attorney General Gonzales Returns for Second Year

Alberto Gonzales, former U.S. Attorney General under President George W. Bush, is returning for a second year as a visiting professor of political science, Texas Tech University officials announced today (Aug. 23).

"The judge has been a tremendous asset to the department," said Dennis Patterson, political science department chair. "He has been very popular and can teach topics no one else has taught. Actually, our students probably can't get that experience in the classroom anywhere in U.S. The judge has been a great colleague and we are glad he came to the department"

Gonzales received a favorable response from his students following his first year and credits the transparency and candidness of the classroom dialogue as a valuable experience for the students.

"I encouraged my students to explore all aspects of the executive branch, especially as it related to my time as attorney general," Gonzales said. "The experience and interaction with the students was great, and I benefited from the conversations as well. I look forward to returning for another year."

In addition to sharing in the classroom his experiences at the highest level of government, Gonzales spends time as an ambassador for the university, speaking on behalf of the Texas Tech Division of Institutional Diversity, Equity and Community Engagement at events around the state of Texas.

Gonzales often speaks on Texas Tech's First Generation Scholarship, using his own background and experiences as examples. The scholarship is geared toward prospective college students who would be the first in their families to attend college.

"The work I've done in recruiting students to Texas Tech has been satisfying," Gonzales said. "I hope Texas Tech benefits from my efforts, but am more hopeful the students I've spoken to end up attending college."

--30--

CONTACT: Chris Cook, Director of Communications, Texas Tech University,
(806) 742-2136, or chris.cook@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 23, 2010

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

Experts Offer Advice to Help College Students Avoid Credit Debt and Drug Issues

As the fall semester begins, experts at Texas Tech University can provide advice on how to keep students from wrecking their credit, or their lives, through credit cards or alcohol and drug abuse.

Kitty Harris, director of Texas Tech University's Center for the Study of Addiction and Recovery (CSAR), can discuss issues related to student drinking and drug abuse.

Harris has worked with hundreds of students in recovery for drug and alcohol addictions.

CSAR is one of the oldest and largest programs of its kind for the nation, and has become the model for similar programs at schools such as Vanderbilt University, The University of Mississippi and the University of Texas at Austin.

The center's students maintain a 3.34 GPA and 80 percent graduation rate, and only 7 percent have suffered relapses.

Using data gleaned through CSAR, Harris recently co-authored the book "Substance Abuse Recovery in College," published by Springer.

Harris can be reached at (806) 742-2891, or kitty.harris@ttu.edu.

Dottie Durband, director of Texas Tech's Red to Black credit counseling program can provide tips to help college students keep their checkbooks balanced while avoiding credit card debt.

Administered through Texas Tech's Personal Financial Planning Division, Red to Black provides free counseling for university students on issues like establishing credit, creating a budget, saving money, investing, repaying debt and organizing finances.

Durband can be reached at (806) 742-5050 ext. 234 or dottie.durband@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 23, 2010

CONTACT: Cory Chandler, cory.chandler@ttu.edu

(806) 742-2136

Study: Genital Piercings Common Among Middle-Age, Middle-Class Men

A new study by researchers at Texas Tech University and the Texas Tech University Health Sciences Center found that the average man with a genital piercing is 31, white, heterosexual, college-educated and earns more than \$36,000 a year.

“Some of the literature and stereotypes would lead you to believe that men who get genital piercings are strange or aberrant,” said Alden Roberts, a professor in Texas Tech’s Department of Sociology, Anthropology and Social Work. “But if you look at the data, these men are not much different from the general population.”

Still, the researchers said a paucity of medical literature exists about medical needs and health issues related to male genital piercings. So when problems arise, many men turn to a piercer or the Internet for medical advice, which the researchers said could put them at risk.

The online survey of 445 men from 42 states and 26 countries gathered information on risk behaviors, motives and post-piercing experiences. Among the findings:

- 89 percent of respondents identified themselves as Caucasian.
- 41 percent were married, and another 20 percent living with a significant other
- 56 percent reported a salary of more than \$45,000 a year
- 28 percent identified themselves as having strong religious faith
- 82 percent identified themselves as heterosexual
- 87 percent said they didn’t use drugs
- 74 percent said they had at least some college, and 20 percent had a graduate or doctoral degree

To view the report, visit <http://bjmp.org/content/cross-sectional-study-men-genital-piercings>

**Contact: Alden Roberts, professor, Texas Tech's Department of Sociology,
Anthropology and Social Work Texas Tech University, (806) 742-2401 ext. 230 or
alden.roberts@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 24, 2010

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

U.S.News & World Report Ranks Texas Tech Engineering College in Top 80

The educational experience in Texas Tech University's Edward E. Whitacre Jr. College of Engineering is one of the nation's top 80, according to U.S.News & World Report's 2011 college rankings, released recently.

In the magazine's yearly assessment of America's best schools, Texas Tech's undergraduate engineering program is now tied for 78th. The undergraduate program rankings are based on peer assessments only.

"The faculty and staff of the Whitacre College of Engineering are working continuously to provide our students with the highest quality education," said Jon Strauss, interim dean of the college. "This ranking confirms that Red Raider engineers are among the best in the nation."

Earlier this spring, three Whitacre College of Engineering graduate programs received rankings as well, in the magazine's Graduate School issue:

- The overall graduate engineering program moved up to a ranking of 99th among 198 programs nationwide.
- The Department of Industrial Engineering ranked 29th in the Industrial/Manufacturing category.
- The Department of Electrical and Computer Engineering ranked 66th in the Electrical/Electronic/Communications category.
- The Department of Chemical Engineering ranked 68th in the Chemical category.
- The Department of Civil and Environmental Engineering was ranked 73rd in the Civil category.
- The Department of Mechanical Engineering ranked 93rd in the Mechanical category.

-30-

CONTACT: Leslie Cranford, Communications & Marketing, Texas Tech University, (806) 742-2136, or leslie.cranford@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 24, 2010

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

Food Safety Expert Can Discuss Methods for Preventing Pathogens in Meat Products

Zemco Industries has recalled thousands of pounds of deli meats that may be contaminated with *Listeria monocytogenes*.

Texas Tech University food safety expert Mindy Brashears can provide advice for avoiding foodborne illnesses and discuss new technology underway reduce or eliminate harmful pathogens in meats and eggs.

Brashears is director of Texas Tech's International Center for Food Industry Excellence and a professor in the Department of Animal and Food Sciences.

She is the recipient of millions of dollars in federal commodity and research grants that have helped develop new technologies to reduce or eliminate foodborne pathogens. She has developed treatments including a lactic acid bacteria shown to nearly eliminate salmonella and *E. coli* during long-term storage without affecting the flavor or the shelf life of the products.

Among her most recent breakthroughs is MicroZAP, which uses directional microwaves delivered at varying doses and intensities in order to target disease-causing microorganisms in foods such as beef, poultry and eggs. The technology has even demonstrated the ability to kill deadly antibiotic-resistant bacteria.

CONTACT: Mindy Brashears, director, International Center for Food Industry Excellence, Texas Tech University, (806) 441-3214 or mindy.brashears@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 25, 2010

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

Are Taxpayers and State Governments Subsidizing For-Profit Higher Education Institutions?

Full-time faculty members at state universities and colleges who are also teaching at for-profit higher education institutions may be supplementing their incomes at the detriment of state resources and tuition-paying students and their families, according to Texas Tech University Provost Robert V. Smith.

There is already concern at the federal level about the relatively low graduation rates of students from for-profits that have relatively high tuitions paid in large measure by federal aid, including grants and loans.

Smith believes that for-profit institutions may be benefiting by gaining a faculty member's expertise while the public institution is paying a full-time salary along with health and pension costs. He argues that a full-time faculty person teaching at another institution could be acting in direct competition with his or her employer.

Smith attended a panel discussion at a recent meeting of the Council on Academic Affairs of the Association of Public and Land-grant Universities (APLU) in Portland, Ore. On the panel was the chief academic officer of the University of Phoenix (UP). While the UP official would admit that UP hires a lot of faculty from the 188 APLU members schools, he would not agree to publish a list of the names and addresses of UP's faculty employees.

Smith is arguing for more transparency on the part of the for-profit institutions in the form of evaluations of published faculty lists by university officials so that it can be determined if for-profit employees are profiting at public expense. He would like for all state attorneys general to require for-profits to publish faculty lists in order to do business in their states to find out if American taxpayers are unknowingly contributing to the profits of for-profit higher education institutions at the expense of vital state public institutions that educate the vast majority of college students.

[EDITOR'S NOTE: An opinion piece written by Dr. Smith on this issue ran in the Houston Chronicle <http://www.chron.com/dispatch/story.mpl/editorial/outlook/7153667.html>. For questions or interviews, please contact Sally Logue Post, director, Texas Tech Office of Communications and Marketing (806) 742-2136 or sally.post@ttu.edu.]



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 25, 2010

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

(806) 742-2136

Texas Tech Grant Targets Estacado High School

“Team-up for College Knowledge” project draws to a close

A culture change at Lubbock’s Estacado High School may find more of its graduates showing up on college campuses, thanks to a service grant project conducted by Texas Tech University’s College of Education.

The federally funded \$99,000 College Access Challenge Grant (CACG), was awarded by the Texas Higher Education Coordinating Board in 2008 to help change the college-going culture at Estacado High School. The two-year initiative was written and directed by Stephanie Jones, assistant professor of higher education in the College of Education. Erika Langill Warnick, a Texas Tech doctoral student in higher education, was the activities coordinator for the grant. Joining Texas Tech on the mission were the Lubbock Independent School District, South Plains College and Learn Inc.

“The main focus of the grant was to educate students at Estacado High School on what it means to go to college and what processes are involved, as well as how to complete the FAFSA (Free Application for Federal Student Aid),” Jones said. “Numerous day and evening college knowledge sessions were held during the past two years for students and parents, to help inform them of the processes involved in going to college.”

Jones said the most significant accomplishment for the second year was being able to expand the outreach to all four high schools in the Lubbock Independent School District.

“The activities and partnerships established through the CACG grant have created the beginnings of a change in the culture at Estacado High School, as well as helped to provide more events and services at the other three schools, Coronado, Monterey and Lubbock High.

“We continue to nurture the culture at Estacado, as it has the most under-resourced student populations. When speaking with counselors and students at this high school, they have seen a change in the culture to one that is more focused on going to college. We believe that we have made significant impact in providing students opportunities to learn about the benefits and processes involved in going to college after high school. Many of the students were not knowledgeable of the college-going process, which can be overwhelming,” Jones said.

The first-year funds provided a dozen weekly walk-in FAFSA services, four college nights and four FAFSA workshops for 280 juniors and seniors. More than 50 parents were served with four college nights and two FAFSA workshops.

As a two-year initiative, services funded and provided by the grant included scholarships for students to participate in dual credit courses at South Plains College, testing fees for college entrance exams, two leadership summer camps for EHS students, one held in 2009 and one held this past summer. This fall it will provide a test preparation and test taking strategies seminar for EHS juniors and seniors for the PSAT/SAT.

In addition to the services provided, the grant also purchased laptop computers and printers for Estacado's GO! Center, a location where students and parents can go for one-on-one help with completing college applications, financial aid forms and any other questions they have concerning the college-going process.

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

CONTACT: Stephanie Jones, assistant professor, College of Education, Texas Tech University, (806) 742-1997 ext. 245, or stephanie.j.jones@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 25, 2010

CONTACT: Hannah Cruz

(806) 742-6500

College of Mass Communications Receives Award

The Association for Women in Communications has recognized the summer 2009 issue of the Mass Communicator with a Clarion Award, presented for best overall internal magazine. The publication is produced by Texas Tech University's College of Mass Communications.

"The staff has worked hard to produce a quality magazine featuring great artistic and journalistic content," said Melissa Wofford, the publication's designer. "I know we are all very proud to have received this award. It's nice to know our hard work is recognized."

Clarion Award entries include 100 different categories of communication and include print media, photography and broadcast. The entries were judged against entries of similar size and budget.

The Mass Communicator is written and photographed by mass communications students. Staff that worked on the 2009 issue included faculty editor Pete Brewton, editor Daphne Barahona, Wofford, photo director Amy Boren and photo editor Morgan Hall. Mass communications students also contributed to the issue.

The award-winning entry can be viewed on the Mass Communicator website at www.depts.ttu.edu/masscom/Publications/masscommunicator.php.

--30--

CONTACT: Hannah Cruz, PR Intern, College of Mass Communications, Texas Tech University, (806) 742-6500, or hannah.moore@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 25, 2010

CONTACT: Julie Toland, Julie.toland@ttu.edu

(806) 742-2540

Library Fair to Feature Smoothies, Swag and Demos

Texas Tech University Libraries will host its inaugural Library Services Fair from 10 a.m. to 3 p.m. Tuesday (Sept. 14) in the Croslin Room of the University Library.

The event will offer an interactive forum for library patrons to ask questions, tour the building and see demonstrations about services provided, including electronic resources, personal librarians and free digital images. Information also will be provided on the many items available for checkout, including iPods, digital cameras, lighting kits, audiobooks, DVDs and more.

“So many times I help students at the reference desk and show them something, a database, for example, and they are so excited and surprised, because they didn’t know about all the resources the library offers,” said Kimberly Vardeman, assistant librarian and event coordinator. “We hope this fair will provide a perfect opportunity for students to learn about the library in a fun way!”

The fair will feature breakout workshops on EndNote Web, an online citations management tool, and on Mining Uncle Sam’s Data, featuring Geographic Information Systems, maps and patents. EndNote Web sessions will take place at 11 a.m. in Room 309 and at 1 p.m. in Lab 150 of the University Library. The Mining Uncle Sam’s Data session is scheduled at 2 p.m. in Room 309 of the University Library.

CONTACT: Kimberly Vardeman, assistant librarian and event coordinator, University Library, Texas Tech University, (806) 742-2238 ext. 297, or Kimberly.vardeman@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 26, 2010

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

Two New Books Probe History and Impact of Transgressive Cinema

There's something to offend everyone – Nazi propaganda films, Christian exploitation flicks, horror, sex ... even "Borat."

But that's almost beside the point of two new books that delve into the history and cultural impact of transgressive filmmaking, said co-editor Rob Weiner, a pop-culture author and subject librarian for film studies at Texas Tech University.

"Whether or not the material is offensive is almost irrelevant to the study of the nature of transgressive cinema," Weiner said. "We're asking the question, 'What does it mean that this movie is transgressive?'"

Movies are considered transgressive when they push beyond accepted boundaries of taste or custom.

"From the Arthouse to the Grindhouse: Highbrow and Lowbrow Transgression in Cinema's First Century," and "Cinema Inferno: Celluloid Explosions from the Cultural Margins," are edited by Weiner and John Cline and published by The Scarecrow Press Inc.

The two books draw on the knowledge of film scholars and critics through a series of articles that dissect movies such as "Cannibal Holocaust" and "8MM" and the works of directors including Peter Greenaway, Andy Milligan and Doris Wishman.

Yet transgression isn't simply about sex and violence, Weiner said, and neither are the books.

As an example, Weiner points to films such as "Salt of the Earth," a story of miners who go on strike to gain equal wages for their Mexican-American co-workers. The film was considered so subversive when it was released in the McCarthy-era '50s that its actors faced deportation and death threats.

"Transgressive cinema pushes societal mores, boundaries and norms," said Lynne Fallwell, an assistant professor of history at Texas Tech who contributed an article on Nazi film theory. "Sometimes by going to the edge, you find out where the center is. You find out what a society wants its norm to be, what it's comfortable with and whether its center has shifted."

Office of Communications and Marketing

An EEO/Affirmative Action Institution

Fallwell noted that sometimes this process of finding center can be uncomfortable, but said the books aim to provoke discussion on questions such as why people find certain movies transgressive and why people's views of transgression vary by region and era.

“Basically, we want people to think about what they think about.”

To read more about the books, visit The Scarecrow Press website

<http://scarecrowpress.com/Catalog/SingleBook.shtml?command=Search&db=^DB/CATALOG.db&eqSKUdata=0810876566>

<http://scarecrowpress.com/Catalog/SingleBook.shtml?command=Search&db=^DB/CATALOG.db&eqSKUdata=081087654X>

Rob Weiner, associate librarian, Texas Tech University Library, (806) 742-2238 ext. 282 or rob.weiner@ttu.edu.

Lynne Fallwell, assistant professor, Department of History, Texas Tech University, (806) 742-3744 or l.fallwell@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Aug. 30, 2010

CONTACT: Emma Carrasco, emma.carrasco@ttu.edu
(806) 742-7202 ext. 251

**Texas Tech University Independent School District to Open Only
GED Testing Center in Lubbock**

- WHAT: Lubbock GED Testing Center Grand Opening
- WHEN: Ribbon cutting at 2:30 p.m., news conference at 2:55 p.m. Tuesday (Aug. 31).
- WHERE: Rooms 103 A&B, University College Building, 605 Indiana Ave.
- EVENT: On Wednesday (Sept. 1), Texas Tech University Independent School District (TTUISD) will open a GED Testing Center. Once open, this will be the only testing site in Lubbock.

During the news conference, Gib Weaver, supt. of TTUISD, Matt Baker, dean of the University College, Texas Tech Provost Bob Smith and Kyle Wargo with the Educational Services Center at Region 17 will discuss how the new center will impact educational opportunities for Lubbock and West Texas.

The testing site will be located at 605 Indiana Ave. inside Texas Tech's University College building. The GED exam consists of five separate tests in different subjects. Students can choose to register for exams individually or can register for all five exams at one time.

CONTACT: Emma Carrasco, unit coordinator, University College, (806) 742-7202 ext. 251, or emma.carrasco@ttu.edu

-30-



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 30, 2010

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu
(806) 742-2238 ext. 323

Texas Tech Library Goes Mobile

The Texas Tech Library has released a beta mobile version of its website – www.library.ttu.edu/m.

Users can now conduct research, chat with a librarian, find library phone numbers and check the library's hours from their smart phone.

The University Library is seeking feedback on this beta version of the mobile site as well as additional library services users would find useful at their fingertips. To leave feedback, users can participate in the mobile site survey - <http://www.surveymonkey.com/s/BLPZRZW>.

CONTACT: Kaley Daniel, director of communications and marketing, Texas Tech University Libraries, (806) 742-2238 ext. 323 or kaley.daniel@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 30, 2010

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

Colloquium to Focus on Counterterrorism Policy and Strategy

Registration is open for a colloquium on national security policy and military strategy sponsored by Texas Tech University's Vietnam Center and Archive and Department of Political Science.

U.S. National Security Policy and Military Strategy: Understanding the Environment for Contemporary Warfare also is sponsored by the Strategic Studies Institute at the U.S. Army War College. It will take place Sept. 15-16 at the Overton Hotel and Convention Center in Lubbock, Texas.

The academic colloquium will focus on the challenges involved in combating global terrorism – namely, finding ways to effectively engage well-organized but loosely connected groups bent on the same goals.

Event organizers believe policymakers and strategists must address several key questions if they are to successfully align policy and strategy to meet these challenges.

Registration is free to the first 150 participants who register online. After that, registration costs \$100 per person until 5 p.m. CST Sept. 7. Late and on-site registration will cost \$150.

A special hotel rate of \$85 at the Overton Hotel and Conference Center ends Aug. 31

Find registration, agenda and hotel booking information at
<http://www.vietnam.ttu.edu/events/counterterrorism/>

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

Contact: Victoria Lovelady, communications coordinator, Vietnam Center and Archive, Texas Tech University, (806) 742-3742 or victoria.lovelady@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 31, 2010

CONTACT: Norman Martin

(806) 742-4108, Norman.martin@ttu.edu

Texas Tech Alum Becomes First Texas Member Named to 4-H Hall of Fame

Alvin Davis, a Texas Tech University alumnus and prominent leader in the cowboy culture and ranching heritage movement, has been named to the National 4-H Hall of Fame.

The Post native was among 16 honorees from around the country selected to receive the annual honor.

Hall of Fame Award recipients are recognized for their lifetime achievements and contributions to 4-H, officials noted. As a sophomore at Texas Tech, Davis received the Moses Trophy, a historical national 4-H leadership award. At the time it was the highest honor that a 4-H club member could receive.

Davis' induction ceremony will be held Oct. 8 at the National 4-H Youth Conference Center in Chevy Chase, Md. He will be the first former 4-H member from Texas to be inducted, though five former 4-H extension agents have been inducted from the Lone Star state in the past.

The 4-H Hall of Fame was established about a decade ago as a part of the 100th anniversary celebration of 4-H work in the United States. The National Association of Extension 4-H Agents sponsored the celebration and it partners with the National 4-H Council and National Institute of Food and Agriculture in the operation of the National 4-H Hall of Fame project.

Davis received a bachelor's degree in animal husbandry from Texas Tech in 1952. While at the university he was president of the Texas Tech 4-H Club and Texas Tech Rodeo Association. He was director of the rodeo association's first National Intercollegiate Rodeo Association-approved rodeo in 1950.

Meanwhile, Davis was a member of several other Texas Tech organizations, including the Agriculture Club, Saddle Tramps, International Livestock Judging Team and the Block and Bridle Club. He was later named one of Texas Tech's outstanding animal husbandry alumni and was the first inductee to the Texas Tech Rodeo Hall of Fame. He was named one of Texas Tech's College of Agricultural Sciences and Natural Resources Distinguished Alumni in 2001.

Following graduation Davis worked as executive vice president and a director at two national banks in the region, and later operated a mail order western awards business and owned several western retail stores. Eventually he returned to Lubbock to serve as executive vice president and general manager of the National Ranching Heritage Center. During that time he founded National Cowboy Symposium & Celebration.

CONTACT: John Burns, dean, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2808 or john.burns@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Aug. 31, 2010

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

(806) 742-2136

Experts Available as 2010 Hurricane Possibilities Swell

Wind scientists, ecotoxicologist and economist discuss damage, safety and oil spill.

The United States is preparing for what predictions say will be a much more active hurricane season than 2009. With the official start of the season June 1, forecasters are looking for 16 to 18 tropical storms and six to eight landfalls. In a typical season, there are about 11 named storms, of which two to three impact the coast of the United States.

Texas Tech University has a number of researchers with extensive experience researching hurricanes such as Rita, Katrina and Ike, and can speak as experts about various aspects of these devastating storms. Two other experts can discuss the economic impact and, the impact of the oil spill should a hurricane make landfall.

John L. Schroeder, director of Texas Tech's Wind Science and Engineering Research Center and associate professor of atmospheric science, visited affected areas after both hurricanes Rita and Katrina to deploy instrumented towers that gather high-resolution storm data at a time when most conventional observation systems fail. Schroeder can offer insight into how hurricanes develop, move and react to various meteorological elements. He is an expert on hurricane winds and has been actively intercepting hurricanes since 1998. **Schroeder can be reached at (806) 742-2813 or john.schroeder@ttu.edu.**

Ron Kendall, director of The Institute of Environmental and Human Health, can discuss the toxic effects of oil on wildlife and human health. A hurricane could force escaped oil into wetland habitats and populated areas causing huge problems for wildlife and humans. He was a part of the assessment for the Exxon Valdez as well as other oil spills and contamination events. **Kendall can be reached at (806) 885-4567, or ron.kendall@tiehh.ttu.edu.**

Bradley Ewing, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities such as Oklahoma City, Corpus Christi, Wilmington, N.C., Miami, and Nashville, Tenn. **Ewing can be reached at (806) 742-3939 or bradley.ewing@ttu.edu.**

Daan Liang, assistant professor of construction engineering technology, investigated building damages caused by Hurricane Katrina using satellite images and aerial photos

-more-

Office of Communications and Marketing

An EEO/Affirmative Action Institution

along with ground survey results. Liang has studied how the construction of buildings affects their vulnerability against severe windstorms with various probability models. Recently, his research is focused on the advancement of remote sensing technology in documenting and assessing wind damages to residential structures. **Liang can be reached at (806) 742-3538 or daan.liang@ttu.edu.**

Larry Tanner, research associate, completed a six-month investigation working with the FEMA mitigation assessment team on the wind damage to residential structures from Hurricane Ike in Texas and Louisiana. He was also a member of the FEMA mitigation assessment team that studied Hurricane Katrina. He led a team that recorded wind and water damage along the coastline in Louisiana and Mississippi. Much of the damage done by Katrina, he said, resulted from structures being built below the base flood elevation – or the elevation that flood waters will rise to during a 100-year storm event (meaning the storm only has a 1 percent chance of happening in a year). **Tanner can be reached at (806) 742-3476 ext. 336, or larry.tanner@ttu.edu.**

Ernst Kiesling, professor of civil engineering and executive director of the National Storm Shelter Association, recommends that homeowners who live above the flood plane in hurricane-prone areas buy a storm shelter for their home. As was seen in Houston preceding Hurricane Rita, evacuations are stressful and expensive. They often put immense strain on traffic corridors, leading to traffic jams and – in the case of Houston – fatalities. By utilizing in-home shelters, some families who are not required to evacuate can remain where they are and ease the traffic flow. However, Kiesling urges buyers to look for a seal of the National Storm Shelter Association when they buy a safe room for their home, because not all shelters are verified to be fully compliant with current standards for storm shelters and to provide full protection from extreme winds. Kiesling has more than 30 years of experience in the design, standards-writing and quality control of storm shelters. **He can be reached at (806) 742-3476, ext. 335 or ernst.kiesling@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: August 31, 2010

CONTACT: Chris Cook, chris.cook@ttu.edu
(806) 742-2136

Texas Tech Alumni Association Launches Ambassadors Volunteer Program

Texas Tech Alumni Association (TTAA) will introduce a new initiative aimed at enhancing the stewardship of the organization Thursday (Sept. 2) at the Lubbock Chamber of Commerce Breakfast at the Merket Alumni Center.

Membership in the TTAA Ambassadors is free and open to members of the alumni association. Volunteer opportunities within the group include staffing the Merket Alumni Center as greeters, answering questions and giving tours. Ambassadors also will have the opportunity to work other university events.

“When we cut the ribbon on the expanded Merket Alumni Center in June, we realized that we had become a major visitor center to hundreds of guests on a daily basis,” said Nelda Laney, president of the TTAA National Board of Directors. “With four separate entrances and a large complex that hosts almost 1,400 events each year and houses the association offices, a business center, lounges and a retail gift shop, our need for more people to guide, give assistance and lead tours for guests grew exponentially.”

Volunteer opportunities will begin in September. Shift sign-up opportunities will be available at orientation sessions and by e-mail. The next orientation session is scheduled for Sept. 14 at 7 p.m. at Merket Alumni Center.

TTAA members interested in volunteering for the program can contact Susan Bowen at (806) 742-3641.

--30--

CONTACT: Renee Underwood, chair, Marketing Committee, Texas Tech Alumni Association National Board of Directors, (806) 928-0463, or ru1390@yahoo.com.