

Table of Contents		
October		
Date	News Release	Writer
10/01/08	Texas Tech Business College Hosts 130+ Companies at Career Fair Event Advisory	Leslie Cranford
10/01/08	Vietnamese University Agrees to Joint Engineering Programs with Texas Tech - Event Advisory	Cory Chandler
10/01/08	Texas Tech Researchers Receive Grant from National Science Foundation	Kelly Kleinsteuber
10/01/08	Grammy-Nominated Pianist Performs at Texas Tech	Kelly Kleinsteuber
10/01/08	Texas Tech President Delivers State of the University Address Event Advisory	Sally Logue Post
10/01/08	Louis Hopkins Underwood Center for the Arts Presents Thursday Night Film and Lecture - Event Advisory	Jessica Benham
10/01/08	Vietnamese University Agrees to Joint Engineering Programs with Texas Tech	Cory Chandler
10/01/08	Noted Financial Advisor Urges Movement on Bailout Revival	Cory Chandler
10/01/08	Performance Artist to Give Lecture for Texas Tech's Association of Creative Writing	John Davis
10/01/08	Nonfiction Writer to Read From His Work for Texas Tech's Iron Horse Literary Review - Event Advisory	John Davis
10/01/08	Texas Tech Announces Activities Schedule for Homecoming Week	Cory Chandler
10/02/08	Museum of Texas Tech Receives National Accreditation	Sally Logue Post
10/02/08	Texas Tech Engineering Students Bring Outlandish Machines to Life Event Advisory	Leslie Cranford
10/03/08	Texas Tech Coach Can Discuss Tactics During Biden/Palen Debate	John Davis
10/03/08	College of Human Sciences to Host Week of Events to Highlight Domestic Violence	Jessica Benham
10/03/08	Texas Tech Hosts Depression Awareness Week	Kelly Kleinsteuber
10/03/08	Texas Tech University System Nets Record Defense Grants	David McClure
10/06/08	Texas Tech Hosts Author to Discuss Growing up with Autism Event Advisory	Leslie Cranford
10/07/08	Texas Tech Analyzes New ACRE Farm Program for Cotton (Average Crop Revenue Election)	Norman Martin
10/07/08	Texas Tech Vice President of Research Search Committee Named	Sally Logue Post
10/07/08	Texas Tech Paleontologist Contributes to Flying Drone Design Based on Prehistoric Flying Reptile	John Davis
10/08/08	Texas Tech Sets University Day for High School Seniors	Leslie Cranford

Table of Contents		
October		
Date	News Release	Writer
10/08/08	Texas Tech's College of Architecture Unveils Huckabee Student Lounge - Event Advisory	Jessica Benham
10/08/08	Texas Tech Announces Parking and Street Closures for Homecoming Parade	Cory Chandler
10/09/08	Texas Tech Schools of Law and Business Listed in Princeton Review	Leslie Cranford
10/10/08	Texas Tech Alumni Assist in Improving the College of Architecture	Jessica Benham
10/10/08	Texas Tech Alumni Association Announces Major Expansion to Market Alumni Center	Renee Underwood
10/10/08	Texas Tech, El Centro College Establish Partnership, Receive \$4.9 Million Grant	Sally Logue Post
10/15/08	West Texas Mesonet Team receives Award from Weather Organization	Leslie Cranford
10/15/08	Texas Tech Coach Can Discuss Tactics, Importance of Final Presidential Debate	John Davis
10/15/08	Texas Tech Professor's Research Finds Voters' Bodies Recoil at Negative Political Advertising; Brain Remembers Negative Messages	John Davis
10/16/08	Texas Tech History Professor Receives Prestigious Appointment	Jessica Benham
10/16/08	Vietnam Archive and Southwest Collection/Special Collections of Texas Tech Celebrates the American Record	Jessica Benham
10/16/08	Supreme Court Justice Scalia To make Lubbock Appearance Sandra Day O'Connor Speaker Series	Leslie Cranford
10/17/08	Grammy-Nominated Pianist Performs at Texas Tech Event Advisory	Kelly Kleinsteuber
10/17/08	Experts to Discuss the "Bionic Ear" at 10th Annual Sowell Center Lecture Series	Sarah Whetstone
10/20/08	ExxonMobil Donates \$41,000 to the Texas Tech University College of Engineering	Jeff Sammons
10/21/08	Texas Tech School of Law Teams Take Two National Championships	Leslie Cranford
10/21/08	Texas Tech Meat Judging Team Wins Third Consecutive Victory	Moriah Beyers
10/21/08	Texas Tech RHIM Celebrates 25 Years with Reunion	Jessica Benham

Table of Contents		
October		
Date	News Release	Writer
10/22/08	National Ranching Heritage Center Presents Heritage Halloween at the Ranch	Emily Arellano
10/22/08	Caravan of Law School Advisors Stops at Texas Tech	Sarah Whetstone
10/22/08	Texas Tech Recognizes Outstanding Authors	Kelly Kleinsteuber
10/22/08	TTU Libraries Provide Free Lynda.com Subscription	Kaley Daniel
10/22/08	TTU Libraries Provide Personal Librarians for Every Major	Kaley Daniel
10/22/08	Cut Research Time with TTU Libraries' Find-it-Fast Search Engine	Kaley Daniel
10/23/08	Fluor Corporation Donates \$30,000 to Texas Tech College of Engineering	Jeff Sammons
10/23/08	Vampires and Zombies and Monsters... Oh My!	John Davis
10/24/08	Texas Tech Presents the Dynamics of Desert Ecosystems and Soil Erosion	Liz Inskip-Paulk
10/24/08	Texas Tech Health Organization Management Hosts Discussion on Healthcare Payment Mechanisms	Catherine McGovern
10/27/08	CANCELLED: Dynamics of Desert Ecosystems and Soil Erosion	Liz Inskip-Paulk
10/27/08	TTUP Poetry Book, "Wild Flight," Featured on The Writer's Almanac	Sally Logue Post
10/27/08	Louise Hopkins Underwood Center for the Arts Presents Thursday Night Halloween Double Feature - Event Advisory	Jessica Benham
10/28/08	Texas Tech Museum Hosts Exhibition from World-Renowned Uffizi Museum	Sally Logue Post
10/28/08	Undergraduate Students Find Texas Staying True to Republican Sentiments Through Recent Earl Survey Telephone Inquiry Event Advisory	John Davis
10/29/08	Texas Tech International Cultural Center Hosts Two Ambassadors Present and Former Oman Ambassadors	Leslie Cranford
10/29/08	From History to Recipes, "Pecans" Tells Everything You Always Wanted to Know About Pecans But Didn't Know to Ask	Sally Logue Post
10/29/08	Texas Tech Survey Predicts McCain to Win Texas	John Davis
10/29/08	Professor Awarded Honorary American FFA Degree	Norman Martin
10/31/08	Texas Tech Announces Who's Who Selections	Sally Logue Post
10/31/08	Louise Hopkins Underwood Center for the Arts Presents Thursday Night Film and Lecture - Event Advisory	Jessica Benham



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

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

Texas Tech Business College Hosts 130+ Companies at Career Fair

WHAT: Texas Tech University Rawls College of Business Career Expo

WHEN: 10 a.m. - 4 p.m. Thursday (Oct. 2)

WHERE: Lubbock Memorial Civic Center

EVENT: Approximately 800 Texas Tech business administration students are expected to take advantage of the opportunity to meet and mingle with employment recruiters from more than 130 companies. The first College of Business career event was in Feb. 2004 with 65 employers attending in the rotunda of the Business Administration Building.

CONTACT: Tammie King, director, Rawls College Career Management Center, Texas Tech University, (806) 742-4530, or tammie.king@ttu.edu.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

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

Vietnamese University Agrees to Joint Engineering Programs with Texas Tech

WHAT: Memorandum of Understanding signing

WHEN: 1:30 p.m. Wednesday (Oct. 1)

WHERE: The Marshall Formby Room of the Southwest Collection/Special Collections Library

EVENT: A delegation of Vietnamese officials representing the University of DaNang and DaNang University of Technology will sign a Memorandum of Understanding to establish joint academic activities with the Texas Tech University College of Engineering.

The universities will agree to exchange faculty and students and could develop joint master's degree programs in engineering.

The DaNang University of Technology is located within the University of DaNang, which is one of the five leading national and regional universities in Vietnam.

"This partnership will build a bridge that will benefit both universities' faculty, staff, and students," said Jeffrey C. Woldstad, senior associate dean of the College of Engineering. "We are very pleased to exchange ideas, culture, and knowledge with the faculty and students from the DaNang University of Technology, and we look forward to the opportunities that our faculty and students will have in Vietnam."

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
(806) 742-2136

Texas Tech Researchers Receive Grant from National Science Foundation

Two Texas Tech University researchers are part of a team receiving a \$747,528 grant from the National Science Foundation studying water scarcity in the Ogallala Aquifer.

Researchers Lucia Barbato, associate director of the Center for Geospatial Technology, and Colleen Barry-Goodman, director of the Earl Survey Research Lab in the Department of Political Science at Texas Tech, will use the three-year grant from the Human and Social Dynamics competition to study changing societal attitudes towards water scarcity as affected by ethanol production and increasing groundwater depletion of the Ogallala Aquifer.

The research team is comprised of four researchers from three different universities. Barbato is responsible for the Geographic Information Systems (GIS) analysis component and Barry-Goodman is responsible for managing the survey.

"This NSF grant provides our team with the opportunity to investigate the geographic diversity of societal attitudes towards water conservation alternatives," said Barbato. "It is a privilege to have the opportunity to work with a multi-state, multi-university team of experienced colleagues in the diverse disciplines of agriculture, economics and geography."

Jeffrey Edwards, associate professor of economics at North Carolina A&T University, is another researcher on the team. According to Edwards, the drive for independence from foreign oil will raise hard choices for communities on the Ogallala. Increased production of crops for biofuels will further deplete the already stressed aquifer.

Another member of the research team is Gary Pumphrey, an assistant professor in the Department of History at Angelo State University. He said the research aims to allow these communities to determine the most efficient water conservation policy as ethanol production moves forward. Pumphrey added that this is a pivotal time to make decisions about the Ogallala.

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“Approximately two million Great Plains residents rely on the Ogallala Aquifer for their everyday water needs and estimates are that 95 percent of the water currently being pumped from the aquifer is used for agricultural irrigation,” Pumphrey said. “It is now time for conservation measures to be put in place to insure the future sustainability of the resource.”

CONTACT: Lucia Barbato, associate director, Center for Geospatial Technology, Texas Tech University, (806) 742-3722 ext. 242 or lucia.barbato@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
(806) 742-2136

Grammy-Nominated Pianist Performs at Texas Tech

Grammy-nominated pianist Marc-Andre Hamelin will perform at 7:30 p.m. Oct. 19 at Texas Tech University's Hemmle Recital Hall.

Hamelin's recital is part of Texas Tech's Presidential Lecture and Performance Series which strives to enrich the educational experience and invest in the university. Highlights of his recent engagements include Beethoven's Emperor concerto, Brahms' 2nd and Rachmaninov's 3rd.

"Hamelin's virtuosity and dazzling performances have made him one of the most acclaimed pianists in contemporary times," Mary Jane Hurst, coordinator for the Presidential Lecture & Performance Series, said. "Lubbock audiences are in for a great treat to be able to hear and see Hamelin in a live performance."

Hamelin, a native of Montreal, began playing the piano when he was 5 years old. He has made a name for himself playing rare and adventurous pieces and has recorded more than 35 records under Hyperion Records.

Tickets are available through Select-a-Seat, (806) 770-2000. Prices are \$12 for general admission and \$3 for students.

CONTACT: Mary Jane Hurst, coordinator, Presidential Lecture & Performance Series, Texas Tech, (806) 742-2121, maryjane.hurst@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

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

Texas Tech President Delivers State of the University Address

WHAT: State of the University address

WHEN: 4 p.m. Thursday (Oct. 2)

WHERE: Allen Theatre in the Student Union Building

EVENT: Guy Bailey, Texas Tech's 15th president, will deliver his first state of the university address. Bailey took office Aug. 1.

Texas Tech University System Chancellor Kent Hance also will outline his priorities for the new academic year.

The public is invited to attend. A reception will follow.

CONTACT: Sally Logue Post, Office of Communications and Marketing, (806) 742-2136 or sally.post@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Louis Hopkins Underwood Center for the Arts Presents Thursday Night Film and Lecture

WHAT: Thursday Night Arts and Underground Film Operative Free Film and Lecture

WHEN: 7 p.m. Thursday (Oct. 9)

WHERE: 511 Ave. K

EVENT: The Louis Hopkins Underwood Center for the Arts presents an Underground Film Operative featuring "A Trip to the Moon" and "Just Imagine."

"A Trip to the Moon" is a Georges Melies adaptation of Jules Verne's famous novel "From the Earth to the Moon" and is considered to be the very first science fiction film.

"Just Imagine" is directed by David Butler and looks at what life would be like in 1980 from a 1930's perspective. The film was nominated for an Oscar in 1931 for best art direction.

Rob Weiner, associate librarian at the Texas Tech University Library, will speak about Melies and the film "Just Imagine."

CONTACT: Rob Weiner, associate librarian, Texas Tech University Library (806) 742-2236, or rob.weiner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

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

Vietnamese University Agrees to Joint Engineering Programs with Texas Tech

A delegation of Vietnamese officials representing the University of DaNang and DaNang University of Technology on Wednesday signed a Memorandum of Understanding to establish joint academic activities with the Texas Tech University College of Engineering.

The universities agreed to exchange faculty and students and could develop joint master's degree programs in engineering.

The DaNang University of Technology is located within the University of DaNang, which is one of the five leading national and regional universities in Vietnam.

"This partnership will build a bridge that will benefit the faculty, staff and students of both universities," said Jeffrey C. Woldstad, senior associate dean of the College of Engineering. "We are very pleased to exchange ideas, culture and knowledge with the faculty and students from the DaNang University of Technology, and we look forward to the opportunities that our faculty and students will have in Vietnam."

The agreement builds upon the diplomatic work of the Vietnam Center and Archive, which is home to the largest store of Vietnam-related materials outside of Washington, D.C. For example, Texas Tech in April created a joint graduate degree program training all of Vietnam's future diplomats and has hosted delegates from the Open University of Ho Chi Minh City.

"We have been working for many years to promote better understanding between the United States and Vietnam," said Steve Maxner, director of the Vietnam Center and Archive. "I can't imagine a better way to increase those relations than to develop academic programs like this."

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

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

Noted Financial Advisor Urges Movement on Bailout Revival

Not only was the \$700 billion bailout that died on the House floor Monday not a bailout, but it most likely wouldn't have cost taxpayers \$700 billion, said noted financial advisor and Texas Tech University associate professor of personal financial planning Deena Katz.

"That would only be true if every single investment purchased by the government was worthless," Katz said. "Although I can't be sure, I expect that with patience, the ultimate cost to the government will be modest and possibly even profitable."

However, average taxpayers are likely to suffer if Congress cannot find a palatable compromise, she said; while political leaders did not effectively explain the enormity of the looming financial crisis to voters they must persevere for the sake of their own constituents.

"In spite of warnings by academics and economists from all ends of the philosophical spectrum – by Republican and Democratic leadership, by the secretary of treasury, the head of the Federal Reserve, the president and many thoughtful, reasonably knowledgeable observers such as Warren Buffet – that failure to pass the compromise legislation would subject the global financial system to significant risk, the vote was 228 against and 205 in favor," Katz said. "What were they thinking? I'm pretty sure I know. They were thinking, 'My pollsters tell me that the voters are 100 to 1 against this \$700 billion bailout. If I vote for it, I'll lose the next election. That's a no-brainer.'"

Katz is a principal of Evensky & Katz LLC in Coral Gables, Fla., who has been named one of the 25 most influential people in the financial planning industry four times by *Investment Advisor* magazine. She is a member of the Financial Planning Association board of directors and author of six books on financial planning and practice management topics.

Texas Tech is a pioneer in the Personal Financial Planning field and played a major role in raising industry standards. A member of the original 20 programs to offer board-certified personal financial planning degrees, Texas Tech helped pave the way for the creation of more than 300 current financial planning programs nationwide.

CONTACT: Deena Katz, associate professor, Applied and Professional Studies, Texas Tech University, (806) 742-3031, or deena.katz@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

Date: Oct. 1, 2008

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

Performance Artist to Give Lecture for Texas Tech's Association of Creative Writing

- WHAT:** Lecture and performance by international performance artist
- WHEN:** 7 p.m. Thursday, (Oct. 2)
- WHERE:** Room 169 of the Human Sciences Building on the Texas Tech campus.
- EVENT:** Performance artist Tim Miller will perform SEX/BODY/SELF. The event includes a pre-show exhibition of student work/performance, followed by Tim Miller's lecture/performance and discussion with the audience. Miller will also be available to undergraduate and graduate students for an informal workshop on Oct. 3rd.

Miller was one of the NEA Four; four performance artists who had his funding by the National Endowment for the Arts overtly vetoed in 1990 by NEA chair John Frohnmayer on the basis of his subject matter. This resulted in a winning lawsuit by artists that caused the NEA to cease funding to individual artists.

He has taught performance in the theater departments at University of California at Los Angeles, California State at Los Angeles and New York University.

The Association of Creative Writing will sponsor this event, which is free and open to the public.

CONTACT: Ruben Quesada, president, Association of Creative Writing, Texas Tech University, (806) 742-2501 or r.quesada@ttu.edu



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

Date: Oct. 1, 2008

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

Nonfiction Writer to Read From His Work for Texas Tech's Iron Horse Literary Review

- WHAT:** Lecture and performance by international performance artist
- WHEN:** 6:30-7:30p.m. Thursday, (Oct. 2)
- WHERE:** Lecture hall 001 in the English Building on the Texas Tech campus.
- EVENT:** Nonfiction author will read from his work. Steinberg's book "Still Pitching: A Memoir" won the 2003 Foreward Magazine/Small and Independent Press Memoir/Autobiography of the Year. His national awards include The Missouri Review Editor's Prize, The National Harness Racing Writers of America Award for Feature Writing, a Writing Self Award, and a Roberts Writing Award.

Best American Essays and Best American Sports Writing also have recognized several of his works as "Notable Essays." He holds a doctorate in American literature from Michigan State University and a Master's of Fine Arts in Creative Writing from Western Michigan University. He teaches at Michigan State and in the Stonecoast/University of Southern Maine low residency MFA program.

The event, sponsored by Iron Horse Literary Review, is free and open to the public. People can attend a viewing of the vice-presidential debates following the lecture.

CONTACT: Jill Patterson, associate professor of creative writing, Department of English at Texas Tech University, (806) 742-2500 ext. 249, or jill.patterson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 1, 2008

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

Texas Tech Announces Activities Schedule for Homecoming Week

Texas Tech University will celebrate Homecoming 2008 as the Red Raiders will return to Jones AT&T Stadium Saturday (Oct. 11) to face the Nebraska University Cornhuskers.

Visitors to campus will see spirit board displays all week at Texas Tech's Broadway Avenue entrance and also banner displays at the Student Union. The top three Greek and top three student organization banners will be displayed at Jones AT&T Stadium on game day.

The university will host a Homecoming Food Drive from 8 a.m.-5 p.m. Thursday and from 8 a.m.-noon Friday in the C-12 North Commuter Parking Lot.

Texas Tech's Rec Sports will host a blood drive 3-10 p.m. Tuesday and Wednesday in the Robert H. Ewalt Student Recreation Center racquetball court.

Other activities include:

Monday (Oct. 6):

Students will showcase their musical talents at a Homecoming Kickoff from 11 a.m.-2 p.m. at the North Plaza of the Student Union Building. Participants also will get free food and T-shirts and have an opportunity to get their picture taken with Texas Tech spirit squads.

Student organizations will compete in a talent competition at 8 p.m. at the United Spirit Arena.

Tuesday (Oct. 7):

Red Raiders will get an opportunity to know the 2008 Homecoming King and Queen candidates at an 8 p.m. Candidate Showcase in the United Spirit Arena. Hopefuls will participate in improv comedy sketches and answer questions before the top 10 candidates are announced.

Wednesday (Oct. 8):

A free screening of the movie "Wanted" begins at 8 p.m. at the Allen Theater in the Student Union Building.

Thursday (Oct. 9):

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A second screening of "Wanted" begins at 3 p.m. in the Allen Theater.

The Techsan Memorial will begin at 6:30 p.m. on Memorial Circle to honor students, faculty, staff and alumni who have died.

Friday (Oct. 10):

Campus Crusade for Christ will sponsor Tamale Fest from 11 a.m.-1 p.m. in Urbanovsky Park.

The Homecoming Court and Spirit Board winners will be announced at noon during the Rowdy Raider Rally in the West Plaza of the Student Union Building.

The Texas Tech Alumni Association will sponsor the Top Techsan Luncheon at noon in the Market Alumni Center.

A Matador Evening: Annual Homecoming Reception/Dinner, sponsored by the Texas Tech Alumni Association, begins at 5:30 p.m. in the Lubbock Memorial Civic Center.

Texas Tech Women's Soccer will take on Baylor University at 7 p.m. in R.P. Fuller Stadium.

The Eta Upsilon Chapter of Alpha Phi Alpha Fraternity Inc. will host the 2008 Homecoming Step Show – West Texas Showdown in the Allen Theatre at 7 p.m.

Red Raiders can show their Texas Tech spirit at the 9 p.m. pep rally and bonfire on the Texas Tech rugby fields east of the Recreation Center.

Saturday (Oct. 11):

The Red Raider Road Race will begin at 8 a.m. in front of the Recreation Center.

The Homecoming Parade will begin at 9:30 a.m. at First Baptist Church and finish at the intersection of 18th Street and Indiana Avenue on campus.

RaiderGate featuring Hayes Carroll takes place in the R1 Parking Lot.

The football game kicks off at 2 p.m. at Jones AT&T Stadium. The king and queen will be crowned at halftime.

Texas Tech Volleyball will take on Texas A&M University at 7 p.m. in the United Spirit Arena.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2008

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

Museum of Texas Tech Receives National Accreditation

The Museum of Texas Tech University recently received accreditation by the American Association of Museums (AAM). The designation is held by only 774 of the nation's 17,000 museums. Of those 774 accredited museums only 108 are university or college facilities.

"Accreditation acknowledges the commitment by our museum staff to not only maintain a high level of professionalism, but to advance that practice to a higher plane," said Gary Edson, executive director of the museum. "Our accreditation is indicative of the institution-wide commitment to excellence at Texas Tech."

The Museum of Texas Tech is an educational, scientific, cultural and research element of the university consisting of the main museum, the Moody Planetarium, the Natural Science Research Laboratory and the Lubbock Lake Landmark. The museum also offers master's level degrees in museum science and heritage management and a wide variety of educational program for the general public.

"We're pleased to be in such select company," said James E. Brink, associate vice provost for Heritage Consortium, which has oversight of the Museum. "The AAM recognition is the result of continuous quality of our entire staff, who bring internationally renowned exhibits to the museum and who conduct research and train and educate the next generation of museum directors and curators."

AAM accreditation is recognition of a museum's quality and commitment to accountability. Accreditation is a rigorous process involving a major investment of time and resources from all levels of the museum staff. The accreditation application can take months of intensive work and includes a site visit by an AAM team of evaluators.

"Accreditation is the highest national peer recognition achievable by museums," said Ford W. Bell, AAM president. "As a purely self-motivated initiative, accreditation illustrates a museum's dedication to overall excellence. The people of Lubbock and of Texas Tech can be proud that their museum is one of the finest in the country."

This is the third consecutive accreditation award for the Texas Tech museum. The museum first earned accreditation in 1990 and again in 1998. The latest accreditation is good for 10 years.

“Texas Tech has an outstanding museum,” said Guy Bailey, president of Texas Tech. “The museum provides exceptional educational opportunities for the community. And it is a true example of interdisciplinary collaboration. From the sciences to the fine arts, researchers and professors from across the campus contribute to the museum and it in turn provides marvelous research and learning opportunities for our faculty and our students.”

The AAM accreditation is the second time this year a major organization has recognized the Museum of Texas Tech’s excellence. In June, the museum received an exemplary certification from the Texas Historical Commission’s Curatorial Facility Certification Program. Exemplary certification is awarded when the commission finds no deficiencies or disabling factors in a museum’s ability to collect and store state-owned artifacts. The Texas Tech museum is the first facility to receive no deficiencies finding since the inception of the program.

The Museum of Texas Tech University is located at Fourth Street and Indiana Avenue, on the university campus. Museum hours are 10 a.m.-5 p.m. Tuesday-Saturday, until 8:30 p.m. on Thursday, and 1-5 p.m. on Sunday. The museum is closed on Monday. Stay current on museum exhibitions and events at www.museum.ttu.edu.

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CONTACT: David Dean, director of museum information services, (806) 742-2442 or via e-mail at david.dean@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 2, 2008

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

Texas Tech Engineering Students Bring Outlandish Machines to Life

- WHAT: Rube Goldberg machine competition
- WHEN: Noon – 4 p.m. Friday (Oct. 3)
- WHERE: Room 205 in the Civil and Environmental Engineering Building
- EVENT: Texas Tech University civil engineering students will compete in a Rube Goldberg machine design competition. Goldberg, a famous cartoonist, is remembered for his outlandishly intricate devices that, in the end, performed very simple tasks.

The teams of students must design an eight-step machine that places a small wooden cube atop a 2.5-inch-tall block. Each machine must consist of at least two moving parts.

The competition is sponsored by the Texas Tech Department of Civil and Environmental Engineering in an effort to stimulate creative and innovative thinking among students.

CONTACT: Phillip Nash, research associate, Department of Civil and Environmental Engineering, College of Engineering, Texas Tech University, (806) 742-2783 ext. 231, or phil.nash@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2008

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

Texas Tech Coach Can Discuss Tactics Used During Biden/Palin Debate

Though vice presidential debates rarely have changed the course of a presidential election, last night's debate between Delaware Sen. Joe Biden and Alaska Gov. Sarah Palin might differ.

Joe Gantt, director of forensics and head coach of the Texas Tech debate team, can help give valuable insight into the debaters' tactics, comments and impact to the audience. Gantt coached two senior debaters from Texas Tech that won a national championship this March.

"Did Sen. Biden and Gov. Palin reassure voters that they can trust in their leadership should they have to assume the presidency," Gantt asked. "Who can best assist their running mates in advancing their policy proposals? These are the questions that will define the effectiveness of last evening's debate. And how it's said was just as important as what was said."

CONTACT: Joseph J. Gantt, director of forensics, Texas Tech University, (806) 742-1328, (806) 777-9904 joe.gantt@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

College of Human Sciences to Host Week of Events to Highlight Domestic Violence

The College of Human Sciences will host a series of events in conjunction with National Week Without Violence Week, an annual worldwide campaign that takes place in the third week of October to encourage communities to think and act towards a world without violence.

Anisa Zvonkovic, department chairperson of Human Development and Family Studies, said the college hopes to raise awareness and bring community members to the campus to hear about the latest research in violence.

Michael Johnson, professor emeritus of sociology, women's studies and African and African-American studies at Penn State, will provide a lecture on the topic of intimate terrorism and other types of domestic violence.

Week without Violence Week events include:

- Oct. 14: Speaker Michael Johnson, Ph.D., 5 p.m. in Human Sciences Building Room 169. A reception will be held in the Student Union Building Canyon Room immediately following the lecture.
- Oct. 15: Women's Protective Services Candlelight Vigil at 12 p.m. at Our Lady of Grace Church, 3107 Erskine St.
- Oct. 16: Information fair from 10 a.m. to 3 p.m. at the Hulen/Clement lobby
- Oct. 17: Viewing of "Senorita Extraviada" at 6 p.m., Human Sciences Building Room 169

In addition to these events, a visual art piece created by women and children who are survivors of violence known as the Clothesline Project will be available for viewing. The project involves T-shirts created by women and children that represent a life free from violence.

The Clothesline Project can be seen at the following locations:

- Oct. 3: Tornado Gallery at the First Friday Art Trail at 6 p.m.

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- Oct 8-11: Coleman Complex
- Oct. 12-18: Hulen/Clement Complex
- Oct. 20-24: Leadership development center
- Oct. 27-31: Wall/Gates Complex

CONTACT: Anisa Zvonkovic, department chairperson, Human Development and Family Studies, (806) 742- 3000, or anisa.zvonkovic@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2008

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
(806) 742-2136

Texas Tech Hosts Depression Awareness Week

Texas Tech University's Student Counseling Center will host Depression Awareness Week, a series of events highlighting student mental health and wellness the first week of October.

The week will kick-off Sunday, from 2-4 p.m. Oct. 5 with free depression screenings at the Chitwood Weymouth Residence Hall on Texas Tech's campus. Activities include chair massages and a presentation on mental health in American culture.

The Student Counseling Center will also provide free depression screenings at the Robert H. Ewalt Student Recreation Center from 11-2 p.m. on Oct. 6 and 4-6 p.m. on Oct. 8. Also on Oct. 8, there will be a presentation and panel discussion of "Images of Depression," video illustrating depictions of mental health and wellness in the media.

"As many as one in four young adults will experience a depressive episode by the age of 24," Klint Hobbs, Texas Tech staff psychologist, said. "Our goal is to educate the Tech campus about depression and to provide resources for students, staff and faculty who either suffer from depression themselves or who would like to get help for someone they know."

Students are invited to pick up a Mental Health First Aid Kit and sign up for a chance to win an iPod Shuffle or a \$200 gift certificate to Barnes & Noble.

CONTACT: Klint Hobbs, staff psychologist, Student Counseling Center, Texas Tech University, (806) 742-3674 or klinton.hobbs@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 3, 2008

CONTACT: David P. McClure

david.mcclure@ttu.edu (806) 742-0012

Texas Tech University System Nets Record Defense Grants

The Texas Tech University System received federal awards totaling \$9.2 million this week as President Bush approved a massive year-end spending bill. The research awards will support Department of Defense projects at Texas Tech and Angelo State Universities.

This is the largest amount of defense funding ever received by the system and comes after a year-long effort by officials to increase the levels of federal research grants.

"This is great news for Texas Tech and Angelo State," Kent Hance, chancellor of Texas Tech University System said. "We are grateful to our legislative leaders for their support in getting these very important projects funded."

The Texas Tech portion totaled \$6.8 million and covers a variety of initiatives ranging from the development of electromagnetic pulsed power to detonate improvised roadside bombs, to research on nanophotonic devices for application as air and water purification systems and optical communications. The grants also include a joint project with Stephen F. Austin University to develop a regional geospatial mapping center at Texas Tech which will provide information to support emergency operations within the state.

Angelo State received one appropriation for \$2.4 million for projects at its Center for International Studies. The center will utilize the latest technology for instruction in linguistics that will directly benefit Goodfellow Air Force Base in San Angelo by providing instruction in Mandarin and Arabic languages and offering base personnel an educational degree completion program.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 6, 2008

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

Texas Tech Hosts Author to Discuss Growing up with Autism Burkhart Center bringing in autistic professor to share her life and victories.

WHAT: The Burkhart Center for Autism Education and Research in Texas Tech's College of Education is hosting Temple Grandin, associate professor of animal science at Colorado State University.

WHEN: Wednesday (Oct. 8)

WHERE: 9 - 10:30 a.m., Allen Theater in the Student Union Building at 15th Street and Akron Avenue, interactive lecture for students.

11:30 a.m. - 1:30 p.m., Frazier Alumni Pavilion, leadership luncheon for the community.

5:30 - 7:30 p.m., City Bank Auditorium, A Conversation with Temple Grandin: "Growing Up with Autism." Free parking available. This event is free and open to the public, and is an opportunity for interested parents, educators, caregivers and family members to hear and converse with Grandin.

EVENT: Author of "The Way I See It: A Personal Look at Autism & Asperger's," Grandin's visit is part of the 2008 Burkhart Family Endowed Lecture Series. Her visit to campus is made possible by grants from the CH Foundation and the Helen Jones Foundation.

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CONTACT: Kendra Burris, development officer, Burkhart Center for Autism Education & Research, (806) 742-1998 ext. 271.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2008

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Analyzes New ACRE Farm Program for Cotton

The Cotton Economics Research Institute at Texas Tech University found that Texas' irrigated cotton growers may see fewer payments under a new program included in the 2008 farm bill.

The Average Crop Revenue Election (ACRE) is slightly different from previous farm programs and focuses on farm revenue instead of just prices. However, the new program follows a complex set of procedures involving both farm and state-level average revenues to determine whether a farmer is eligible to receive payments.

"We looked at several actual farm histories for both dryland and irrigated cotton in the Texas High Plains," said Darren Hudson, the Larry Combest Endowed Chair in Agricultural Competitiveness and institute director. "The new ACRE program differs considerably from the current program in how the 'triggers' for payments are determined and how payments are calculated. We compared the magnitude of payments under the existing program and what payments would have been under the new ACRE program for the past five years," Hudson said.

The results of the analysis suggest that ACRE does not perform well for cotton in Texas, especially for irrigated cotton.

"The ACRE program would have only triggered a payment about 20 percent of the time over the last 20 years compared with 65 to 70 percent of the time for the current program for irrigated cotton," Hudson said. "But for dryland, it would have potentially triggered a payment about 45 percent of the time. Even so, the size of the payments appears to be larger under the current program as compared to the new ACRE program."

Hudson notes, however, that ACRE is a whole-farm program.

"It may make sense to participate in ACRE for other crops," Hudson said. Because of that, he says that cotton farmers should not immediately dismiss ACRE for their operation. "Our analysis is only for Texas cotton. Cotton in other states and different crops in Texas may have a different outcome with ACRE. The results of the program are highly farm specific and each farmer should carefully weigh their options before making a decision."

For more information, the full briefing paper on ACRE can be located at:

http://www.aaec.ttu.edu/ceri/NewPolicy/Publications/BriefingPapers/ACRE_Briefing%20Paper_08.pdf

CONTACT: Darren Hudson, Larry Combest Chair in Agricultural Competitiveness, Cotton Economics Research Institute director, Texas Tech University, (806) 742-2821 ext. 272 or darren.hudson@ttu.edu



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2008

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

Texas Tech Vice President of Research Search Committee Named

Texas Tech University President Guy Bailey today (Oct. 7) appointed a 10-member search committee to assist in finding the university's next vice president of research.

The committee includes representation from Texas Tech's faculty, student body, staff and the community.

The Vice President of Research oversees initiatives to increase external funding for the university's research mission. The office also directs the Office of Research Services, the Northwest Texas Small Business Development Center, the Wind Science and Engineering Research Center, Center for Biotechnology and Genomics and the Institute for Comparative and Experimental Medicine. The vice president also manages two research facilities, the Experimental Sciences Building and the East Loop Research Building.

"This is an extremely important position for Texas Tech," Bailey said. "The growth of our research efforts is vital as we move toward Tier One university designation. Research is a priority at Texas Tech. It is the creation of new knowledge that not only allows us to better educate our students, but also to help us solve the issues facing Texas, our nation and the world."

The search committee will be chaired by Bob Stafford, member of the Texas Tech University System Board of Regents.

Committee members are:

- Lee Bobbitt, president, Student Government Association
- Cal Lewis, associate dean, School of Law
- Stefan Estreicher, Horn Professor, Department of Physics
- William Lan, chairman, Department of Education Psychology & Leadership
- Sukant Misra, associate dean for research, College of Agricultural Sciences and Natural Resources
- Sindee Simon, professor, Department of Chemical Engineering
- Windy Sitton, member, Texas Tech University System Board of Regents
- Carolyn Tate, professor, School of Art
- Kent Wilkinson, professor, College of Mass Communications

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 7, 2008

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Paleontologist Contributes to Flying Drone Design Based on Prehistoric Flying Reptile

A Texas Tech University curator and an aeronautical engineer from the University of Florida have developed a 30-inch robotic spy plane modeled after a pterodactyl that lived for about 160 million years.

The drone, featuring the strange flying design of a rudder at the nose of the craft instead of the tail, would gather data from sights, sounds and smells in urban combat zones and transmit information back to a commanding center.

This concept will be presented on Tuesday (Oct. 7) at the Annual Meeting of the Geological Society of America in Houston.

According to paleontologist Sankar Chatterjee of Texas Tech and Rick Lind of University of Florida, this project will demonstrate a next-generation capability of sensor emplacement using pterosaurs as the model animal.

Pterodactyls lived 228 to 65 million years ago from the late Triassic Period to the end of the Cretaceous Period, Chatterjee said. They dominated the Mesozoic sky, swooping over the heads of dinosaurs. Their sizes ranged from a sparrow to a Cessna plane with a wingspan of 35 feet. Their bodies featured lightweight bones and an intricate system of collagen fibers that added strength and agility to their membranous wings.

"These animals take the best part of bats and birds," Chatterjee said. "They had the maneuverability of a bat, but could glide like an albatross. Nothing alive today compares to the performance and agility of pterosaurs. They lived for 160 million years, so they were not stupid animals. The skies were darkened by flocks of them. They were the dominant flying animals of their time, but they could also walk, run and sail."

Tapejara wellnhoferi, a pterodactyloid from Brazil that featured a large, thin rudder-like sail from its head that functioned as a sensory organ, showed promise as a model to develop into an unmanned aerospace vehicle called Pterodrone, with superior agility to perform missions requiring aerial, terrestrial and aquatic locomotion.

Chatterjee said that though putting the tail section at the nose of an airplane would seem like a design failure, his research into *Tapejara*'s movement and flight showed that the rudder served as a flight computer in a modern-day aircraft and also helped with the

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animal's turning agility. But not only that, males would use it for sexual display to attract females.

"Their locomotion is one of the most complicated things to study because you have to have a complete skeleton," Chatterjee said. "Their bones were so light that often they were crushed throughout the ages. There was no way for us to study such things before the discovery of a complete Tapejara in Brazil about 10 years ago. Since then, we've found they could actually sail on the wind for very long periods as they flew over the oceans. They spent most of their time hunting for fish. By raising their wings like sails on a boat, they could use the slightest breeze in the same way a catamaran moves across water. They could take off quickly and fly long distances with little effort."

Similarly, sailing of the drone will be achieved through raising the wings to catch air or dropping as a catamaran.

Initially, Lind said he had his doubts about creating a drone built with a tail at the front of the aircraft.

"A vertical tail on the head is a destabilizing influence so we immediately questioned how the pterosaur could survive in that configuration," Lind said. "The issue of flight control becomes quite relevant as the animal, and thus aircraft, must alter its flight properties to take advantage of the turning capabilities presented by this vertical tail and yet remain stable."

Chatterjee and Lind used computer simulation models and, based off the complete skeleton of the Tapejara, were able to unlock the secrets of flight from this strangely shaped flying animal.

"Sankar actually contacted me about 3 years ago after seeing a story on the Discovery Channel on our bird-inspired aircraft to inquire if a pterosaur-inspired aircraft could also be feasible," Lind said. "We shared some discussions for a while and then finally got serious this year once we had a common concept and could build upon that foundation."

The unmanned, sensor-packed craft in the development could soon be demonstrated using existing materials and actuators, say researchers. Pterodrone, the military's next generation of airborne drones won't just be small and silent – they'll alter their wing shapes using morphing techniques to squeeze through confined spaces, dive between buildings, zoom under overpasses, land on apartment balconies, or sail along the coastline for surveillance.

Bio-inspiration has led surprisingly to a wide variety of robotic design, especially small Unmanned Aerial Vehicles (UAVs) for urban environment that have taken cues from birds, bats, and insects. Compared with a fixed-wing aircraft, a pterosaur wing is an incredibly complicated structure of skin, hair, muscles, tendons, blood vessels, and nerve tissue.



TEXAS TECH UNIVERSITY

Research by Chatterjee and Lind now reveals these dragons of the air could teach today's aircraft designer about novel aspects related to the cranial plate and skeletal structure. Specifically, the pterosaur has shown that placing the vertical tail over the head can improve turn performance while a multi-jointed wing structure can enable locomotion on air, land, and water.

A team of UF students are starting this semester on building the aircraft as a research project.

CONTACT: Sankar Chatterjee, curator of paleontology at the Museum of Texas Tech and Horn Professor of Geosciences, (806) 742-1986 or sankar.chatterjee@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

Date: Oct. 8, 2008

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

PHONE: (806) 742-1299

Texas Tech Sets University Day for High School Seniors

Texas Tech University will host hundreds of high school seniors on University Day, Monday (Oct. 13). The day is an opportunity for prospective students, families and friends to see first-hand what the university has to offer.

"This is a day that provides prospective students an opportunity to see what Texas Tech has to offer," said Karen Hamel, associate director of the Office of Undergraduate Admissions.

Most importantly, University Day is designed for visitors to meet one-on-one with faculty, staff and students.

Registration begins at 7:30 a.m. Oct. 13 in the United Spirit Arena, followed by a welcome from the Court Jesters, the Spirit Squads and other distinguished guest speakers.

During the day, visitors will have a chance to visit academic information sessions, campus and housing tours, student services and organization fairs.

"University Day gives prospective students a glimpse of college life," said Jamie Eveler, admissions counselor. "There will be many opportunities to see what Texas Tech is all about."

For more information about University Day, go to www.visit.ttu.edu/uday or call (806) 742-1299.

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CONTACT: Julian Olivas, Texas Tech Office of Admissions, (806) 742-1299 or julian.olivas@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech's College of Architecture Unveils Huckabee Student Lounge

WHAT: Opening of the Huckabee Student Lounge

WHEN: 11:30 a.m. Friday (Oct. 10)

WHERE: College of Architecture, Room 103

EVENT: Texas Tech University's College of Architecture announces the opening of the Huckabee Student Lounge.

The lounge was made possible by Huckabee & Associates from Ft. Worth and the Texas Tech Student Government Association.

Chris Huckabee, a 1991 graduate of the College of Architecture and CEO of Huckabee & Associates, and Josh Brown, a 2003 graduate of the College of Architecture and an associate at Huckabee & Associates were instrumental in the remodeling of the student lounge.

Scott Gorenc, a 2008 graduate of the College of Architecture, represented graduate students from the college in the Student Government Senate and initiated the request for a matching gift to purchase furniture for the new lounge.

CONTACT: Kathy Johnson, director of development, College of Architecture, Texas Tech University, (806) 742-2855, or kathy.johnson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 8, 2008

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Texas Tech Announces Parking and Street Closures for Homecoming Parade

Texas Tech University announced its Homecoming parade will begin at 9:30 a.m. and conclude at approximately 11 a.m. Saturday (Oct. 11).

The parade will begin at First Baptist Church (2201 Broadway Ave.) and finish at the intersection of 18th Street and Indiana Avenue on campus.

University Parking Services will barricade the entrance to the C17 parking lot (east of the Texas Tech Federal Credit Union on Texas Tech Parkway) beginning at 5:30 p.m. Friday (Oct. 10) to prevent overnight parking. Violators will be towed at the vehicle owners' expense.

The following campus entrances will be blocked off when the parade begins at 9:30 a.m.:

- Broadway Street and University Avenue
- 15th Street and University Avenue
- 19th Street and Boston Avenue
- 19th Street and Flint Avenue
- 19th Street and the Texas Tech Parkway

CONTACT: Jana Vise, assistant director, Student Union & Activities, Division of Student Affairs, Texas Tech University, (806) 742-3636, or jana.vise@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 9, 2008

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Schools of Law and Business Listed in Princeton Review

Texas Tech University's School of Law and Rawls College of Business have garnered positions in the 2009 Princeton Review's "Best 174 Law Schools" and "Best 296 Business Colleges" respectively. The comprehensive reference books are available at book stores.

The Princeton Review does not rank the schools on a single hierarchical list or name one school best overall. Instead, the book has 11 ranking lists of the top 10 schools in various categories. Every school that appears in the Best 296 Business Schools and in the Best 174 Law Schools received an Admissions Selectivity rating, and the schools from which they received student surveys were also given Academic Experience, Professors Interesting, Professors Accessible, and Career ratings. Only the top ten schools in each of the 11 ranking categories appear on the ranking lists.

The Princeton Review compiled the lists based on its surveys of 18,000 students attending the 174 law schools and 19,000 students attending the 296 business schools listed in the books and on school-reported data. Only schools that permitted The Princeton Review to survey their students were eligible for consideration for these lists.

Conducted during the 2007-08, 2006-07 and 2005-06 academic years, the student surveys were primarily completed online. One list, "Toughest to Get Into," is based solely on institutional data. The lists are posted at www.PrincetonReview.com. All narrative profiles and ranking lists in the law school book are available at www.PrincetonReview.com/law/, with similar business college information at www.PrincetonReview.com/mba/.

The books also contain advice on applying to the schools and funding degrees. The books are two of 200 Princeton Review titles published by Random House. The company is not affiliated with Princeton University.

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Contact: Leslie Cranford, senior editor, Communications and Marketing, Texas Tech University, (806) 742-2136, or leslie.cranford@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 10, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech Alumni Assist in Improving the College of Architecture

Texas Tech University's College of Architecture announces the opening of the Huckabee Student Lounge, the recognition of endowments and a presentation by Texas Tech alumni as part of Homecoming week.

The Huckabee Student Lounge will open at 11:30 a.m. on Friday (Oct. 10) in the College of Architecture, Room 103.

The lounge was made possible by Huckabee & Associates of Fort Worth, and the Texas Tech Student Government Association.

Chris Huckabee, CEO of Huckabee & Associates and a 1991 graduate of the College of Architecture, and Josh Brown, an associate of Huckabee & Associates and a 2003 graduate of the College of Architecture, helped initiate the remodeling of the student lounge.

Texas Tech Alumni from Walt Disney World will give a presentation at noon on Friday (Oct. 10) in the College of Architecture, Room 7 about the future of Walt Disney World.

Jim Durham, vice president of Walt Disney Imagineering and a 1984 graduate of the College of Architecture, and Mark Kohl, director of Walt Disney Imagineering and a 1998 graduate of the College of Architecture, will speak about Walt Disney World's plans for new parks and cruise ships.

The College of Architecture will unveil its recognition of endowments at 11 a.m. on Saturday (Oct. 11) on the 10th floor of the Architecture Building outside of the dean's suite of offices.

The wall of recognition was made possible by Mark E. Humphreys, CEO of Humphrey's & Partners, Ltd. and a 1978 graduate of the College of Architecture.

The College of Architecture will recognize one chair and 75 endowments.

"We are grateful for the generosity of Mark Humphreys and all the donors that will be a part of this recognition," said Andrew Vernooy, dean of the College of Architecture.

“Without their support the College of Architecture could not reach the goals of the university as we embark on the 21st Century of architecture.”

CONTACT: Kathy Johnson, director of development, College of Architecture, Texas Tech University, (806) 742-2855, or kathy.johnson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

EMBARGOED UNTIL 7 P.M. OCT. 10, 2008

DATE: Oct. 10, 2008

CONTACT: Renée Underwood, Ru1390@yahoo.com
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Texas Tech Alumni Association Announces Major Expansion to Merket Alumni Center

Addition of Peggy and Bill Dean Grand Reception Hall showcases \$4 million project.

The Texas Tech Alumni Association launched a major capital campaign tonight (Oct. 10) to double the size of the Merket Alumni Center.

John Scovell, member of the Board of Regents and the National Board of Directors of Texas Tech Alumni Association (TTAA), announced the "Building on Tradition" Campaign to a capacity crowd gathered to honor Peggy and Bill Dean during A Matador Evening. The addition will include a Grand Reception Hall addition which will be named in honor of the Deans.

Bill, a professor, student organization sponsor and long-time executive director of the TTAA, and Peggy, a recognized educator and community volunteer, have given tireless hours to build lasting relationships with students, faculty, administrators, legislators, donors and friends of the university. The Deans, who hold five degrees from Texas Tech between them, were honored with the Lauro F. Cavazos Award at Friday's event for their lifetime of service to the university.

The vision for the capital expansion project and the decision to name it in honor of the Deans came from Texas Tech Alumni Association President Rex Isom, a 1979 graduate. Isom and his wife, Nancy, a 1980 Texas Tech graduate, the rest of his Idalou-based family including sons Clayton and Travis, Isom's brother Ken and his son, Isaac; and Isom's nephew Brent, and the Ralston family of Wichita Falls, which includes Nancy's sister and brother-in-law, Jeannie (Johnson '77) and Ben Ralston, ('76, '81), and their son Greg, jump started the project with a generous lead gift last spring.

Shortly thereafter, national board members of the alumni association began work on a plan with Lubbock architect Joe McKay.

Scheduled to begin construction in early 2009, the project will nearly double the present Merket Alumni Center by adding 10,694 square feet. A new, second entrance into Merket Alumni Center will open into the grand reception hall, which includes a portrait of the Deans painted by Paul Milosevich and donor recognition pieces throughout the space. A fireplace and bar will be prominent features in the hall.

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Three additional banquet/meeting rooms will be constructed which, in conjunction with existing rooms, will double existing banquet space and create a Grand Ballroom seating up to 600. To serve the growing needs of the facility, the expansion will include a new serving kitchen with storage, a new circulation, staging and planning office, a bride's room and new restrooms.

The existing kitchen will be remodeled into an office suite for the association's marketing department.

A second courtyard will be built, featuring a large replica of the official Texas Tech ring as a photo opportunity for Red Raiders during ring ceremonies and on graduation day.

First built in 1995 as an addition to the original President's Home, Merket Alumni Center now hosts more than 450 events annually and is in high demand for weddings and receptions year round.

"As our student population and alumni base grow and Texas Tech eagerly anticipates the addition of a new chapel near the corner of 19th and University, even more opportunities will be created for the area's premier gathering space," said Scovell in announcing the project. He urged all alumni and friends of Texas Tech to become involved in contributing to the project.

High profile naming opportunities are available for the ballroom, large meeting rooms, courtyards and other gathering spaces, as well as brick pavers, bronze markers, marble pavers and granite benches for varying giving levels.

Complete details about the project are available at www.merketexpansion.com, or by contacting Jim Douglass at (806) 742-3641 or Renée Underwood, Texas Tech Alumni Association National Board member and marketing chairman for Building on Tradition Capital Campaign at Ru1390@yahoo.com or (806) 928-0463.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 10, 2008

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

Texas Tech, El Centro College Establish Partnership, Receive \$4.9 Million Grant

El Centro College (ECC) in Dallas and Texas Tech University have received a \$4.9 million grant over two years from the U.S. Department of Education to establish a new partnership that will provide degree and career opportunities in environmental science for educationally underrepresented students.

Texas Tech and ECC will partner with the new Trinity River Audubon Center in Dallas, which will offer classroom and laboratory space to give students new research and field experiences. The center connects people of all ages to nature through our conservation and education programs.

Texas Tech and ECC, which is an urban community college serving a large Hispanic and African-America student body, will develop transfer agreements so that students at ECC take courses that specifically apply to science, technology and engineering fields at Texas Tech. These agreements will ensure that students experience a seamless transfer from their community college to Texas Tech, lowering the costs for students pursuing bachelor's degrees in science and math fields.

"There is a great need in our state for people with degrees in math, science and engineering," said Guy Bailey, president of Texas Tech University. "We recognize that more and more students are beginning their higher education pursuits at community colleges. This grant will help us smooth the way for them to pursue four-year degrees."

Valerie Paton, vice provost for planning and assessment, John Zak, chairperson of the Department of Biological Sciences and Tom Arsuffi, director of the Llano River Field Station in Junction, worked together to develop Texas Tech's portion of the grant application.

"This partnership is a testimony to Texas Tech's commitment to the state's increasing number of transfer students," Paton said. "This partnership will help Texas Tech meet our goal attracting more transfer students. We want to remove obstacles and open access for community college students who want to complete their undergraduate degrees at Texas Tech."

David Rodriguez, a Texas Tech post-doctoral student who teaches undergraduate biology, will serve as the project manager at El Centro College. He is a first-generation college student, who was raised in Del Rio, attended community college and then transferred to Texas State in San Marcos for his undergraduate degree. He received his doctorate in zoology from Texas Tech.

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The grant allows ECC and Texas Tech to renovate and expand laboratory space for science and math students, as well as offer those students new field experiences. Texas Tech will also aid in strengthening laboratory experiences for students and will develop biology student field research classes at both the Trinity River Audubon Center and the Llano River Field Station.

"El Centro is excited to be one of the community colleges nationwide currently partnering with universities to focus on STEM transfer opportunities," said Paul McCarthy, president of El Centro College. "Our close association with Texas Tech University targets Hispanic and other low income students for careers in environmental science and other STEM disciplines in which those students are currently under represented."

The project was funded at the beginning of October.

For more information, contact Paton, in the Texas Tech Office of the Provost at (806) 742-2184.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2008

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

West Texas Mesonet Team Receives Award from Weather Organization

Texas Tech's research team sets milestone records with data-gathering equipment.

The West Texas Mesonet team will receive the the 2008 Larry R. Johnson Special Award from the National Weather Association to be presented during a luncheon at the NWA Conference in Louisville on Oct. 15.

Wes Burgett, operations manager, along with West Texas Mesonet team members Brian Hirth and Ross Williamson, and faculty director John Schroeder, comprise the team. The award is presented to an individual or a group to recognize unique events or extraordinary accomplishments which significantly contribute to operational meteorology. Burgett will attend the conference and accept the award.

Also, the West Texas Mesonet continues to expand and set milestone records. Station number 54 was recently added in San Angelo in partnership with Angelo State University.

The importance of the network to people of the region was demonstrated during the recent flood event when the Mesonet Web site received more than 250,000 hits from more than 5,000 unique visitors.

The two-day total number of hits for September 11-12, the entire heavy rain event, was 251,762 hits and 5,362 unique visitors.

On Sept. 12 the site received 156,946 hits – a single day record, from 3,347 unique visitors.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2008

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

Texas Tech Coach Can Discuss Tactics, Importance of Final Presidential Debate

When it comes to Wednesday's presidential debate, Sen. John McCain had better make it count and stand out if he wants to turn around his lagging support, according to the coach of Texas Tech University's title-winning debate team.

Joe Gantt, director of forensics and head coach of the Texas Tech debate team, can give valuable insight into the debaters' tactics, comments and impact to the audience. Gantt coached two senior debaters from Texas Tech that won a national championship this March.

"McCain needs a game-changing moment this evening," Gantt said. "McCain's standing in the polls is tenuous at best, and this is the last opportunity for him to stand on the same stage as Sen. Barack Obama and make a compelling case for his own candidacy and to create questions about Obama's experience and judgment."

Both candidates have a unique style to handling the debate, he said. And while Obama's usual easygoing style has held up well for him, McCain's will have to balance his more aggressive approach to appear sharp, but not hostile.

"Slam dunks are rare in political debates," Gantt said. "Generally, they strengthen prior opinions rather than change minds. The largest exception to this is if a mistake or gaffe is made by one of the candidates. Those sorts of moments tend to resonate with media narratives in the days after the debate.

When it comes to the past two debates and the vice presidential debate, Gantt said they haven't had the same crucial impact on voters as they have in the past. Instead of engaging the debaters and the audience, these debates have allowed the candidates to coast, making the process dull to the viewers.

"So far, the debates have not been exciting due to the format. The rules have impeded much of the conversation and dialogue, and moderators have had little power to ask followups or to push candidates to answer the questions," Gantt said. "Obama would be fine with another night like that. But McCain needs a more exciting and engaging debate that allows him to score points in the minds of the voters. McCain will have to walk a delicate balance on the attack, however. He must attack, but he must do so in a way that does not make him seem mean or condescending."

Office of Communications and Marketing

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CONTACT: Joseph J. Gantt, director of forensics, Texas Tech University, (806) 742-1328, (806) 777-9904, or joe.gantt@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 15, 2008

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

Texas Tech Professor's Research Finds Voters' Bodies Recoil at Negative Political Advertising; Brain Remembers Negative Messages

They're aversive. They're arousing. They're fairly well-remembered.

They're negative political ads, and one Texas Tech University researcher has found scientific evidence that they do have a physiological and psychological effect on voters.

As Sens. Barack Obama and John McCain duke it out in campaign ads and debates during the final push to Election Day, American voters should get ready to feel uncomfortable and remember a lot of mudslinging sentiments – even if they're incorrect, said Samuel Bradley, an advertising professor at Texas Tech's College of Mass Communication.

In a study published in the December 2007 *Journal of Advertising*, Bradley found that negative political advertising makes the body want to turn away physically, but the mind remembers negative messages indiscriminately and sometimes incorrectly.

"The question was simple," Bradley said "Are negative political ads unpleasant enough to engage a person's emotional circuitry? The data show that negative ads do indeed engage emotional circuits involved in helping humans avoid unpleasantness."

The researchers focused on the preattentive reflex known as the eyeblink startle reflex. Those exposed to negative political advertising experienced larger reflex reactions indicating a desire to move away than when exposed to positive or neutral ad messages.

"This is the very beginning of the fight-or-flight response," Bradley says. "The body is saying, 'This is bad.' So the preattentive reflex is bigger and the body starts preparing to move away."

But people remember negative ads because the brain finds them arousing, he said. Since viewing the ads isn't a life-or-death situation, the brain has time to store the messages. Sometimes, the brain can even make up the negative message it only thought it saw.

Although some researchers blame the media and negative political ads for decreasing political participation, Bradley said more research is needed before that can be demonstrated.

“This is a single step on a journey of a thousand miles toward understanding what negative political advertising does to voters,” he said. “We’ve made some progress by showing there’s greater physiological arousal and that these ads are indiscriminately remembered.

“That’s what you want if you’re the attacker in the ad.”

For a copy of the research, titled Psychophysiological and Memory Effects of Negative Political Ads: Aversive, Arousing, and Well Remembered, please contact the John Davis at (806) 742-2136 or john.davis@ttu.edu. For more on Bradley, visit experts.ttu.edu/browse/profile/429.

CONTACT: Samuel D. Bradley, assistant professor, College of Mass Communications Texas Tech University, (806) 742-3385 ext. 273, or sam.bradley@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

Texas Tech History Professor Receives Prestigious Appointment

A Texas Tech University associate professor of history has been appointed to serve as a member of the board of directors of the David Westphall Veterans Foundation.

Ron Milam was appointed to the board on Oct. 3. He is a Vietnam veteran and has been involved with the Vietnam Center and Archive at Texas Tech for several years.

The David Westphall Veterans Foundation is the founding organization responsible for the creation of the Vietnam Veterans National Memorial located near Angel Fire, N.M.

Steve Maxner, director of The Vietnam Center at Texas Tech, said the memorial is visited by tens of thousands of visitors each year.

"Through his work on the board, Ron will have an impact on the lives of countless veterans and their families as they visit this very special memorial," Maxner said.

The memorial is the first Vietnam Veterans memorial built in the United States and was formally dedicated in 1971.

Milam also serves on the Vietnam Center Advisory Board and has donated his personal collection of Vietnam War memorabilia to the Vietnam Archive. He is interim director for the Center and Archive for War and Diplomacy in the Post-Vietnam War Era.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 16, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

**Vietnam Archive and Southwest Collection/Special Collections of Texas Tech
Celebrates the American Record**

The Texas Tech University Vietnam Archive and Southwest Collection/Special Collections host series of events in honor of American Archives month.

The "Preserving Your Family Records Workshop Series" will be held from 11 a.m. to 6:30 p.m. on Tuesday (Oct. 21) in Formby Room of the Southwest Collection/Special Collections Building.

Events include:

- 11 a.m.: Paper: Past, Present and Future
- Noon: Ensuring That Your Pictures Always Speak a Thousand Words
- 1 p.m.: From Baby Booties to Bomber Jackets: Caring for Your Family's Textiles
- 2 p.m.: Make Your Memories Last: Basic Film, Video and Audio Preservation
- 3 p.m.: Because Your Digital Records are Worth It
- 4:30 p.m.: One on One Question and Answer Forum

Parking is free for all visitors of the event.

**CONTACT: Mary Saffell, associate archivist, The Vietnam Center and Archive,
Texas Tech University, (806) 742-9010, or mary.saffel@ttu.edu.**



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

Date: Oct. 16, 2008

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

Supreme Court Justice Scalia to Make Lubbock Appearance

Texas Tech's Sandra Day O'Connor speaker series hosts second event.

Supreme Court Justice Antonin Scalia will visit Lubbock on Nov. 14 for the annual Sandra Day O'Connor Distinguished Lecture Series at Texas Tech University's School of Law.

His public presentation is set for 5 p.m. at the Lubbock Memorial Civic Center Exhibit Hall. Scalia, the second most senior associate justice of the nation's high court, was appointed by President Ronald Reagan in 1986.

The event is free to the public, but requires a ticket for admission. Tickets are available at the Texas Tech Law School or by calling (806) 742-3787 ext. 248 or by e-mailing specialevents.law@ttu.edu.

According to Walter Huffman, dean of the law school, Scalia has agreed to follow the format established by Justice O'Connor and present an evening presentation to the community at large in addition to separate presentations and student events at the School of Law.

"It is always an honor for the Texas Tech University School of Law to host a justice of our nation's highest court, and it is a special privilege to host Justice Scalia," said Huffman. "His articulate and aggressive defense of his position as a strict adherent to the fundamental principles established by the U.S. Constitution has made him one of the most well-known and oft-quoted members of the current court, and I am certain his presentations will be both informative and entertaining."

The lecture series is the brainchild of Houston attorney Mark Lanier, a law school alum who founded the Lanier Law Firm with offices in Houston, New York, Los Angeles and Palo Alto. He underwrites the series. Lanier is also the benefactor of the recently opened professional development wing of the law school.

Lanier said that Texas Tech has one of the best law schools in the country, but does not get as much national recognition as it deserves.

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CONTACT: Casey Carson, director of alumni relations, Texas Tech University School of Law, (806) 742-3990 ext. 315, or casey.carson@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

Date: Oct. 17, 2008

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
(806) 742-2136

Grammy-Nominated Pianist Performs at Texas Tech

- WHAT:** Presidential Performance & Lecture Series recital featuring an award-winning pianist
- WHEN:** 7:30 p.m. Sunday (Oct. 19)
- WHERE:** Hemmle Recital Hall in the music building on the Texas Tech University campus
- EVENT:** Pianist Marc-Andre Hamelin has made a name for himself playing rare and adventurous pieces and has recorded more than 35 records under Hyperion Records. Highlights of his recent engagements include Beethoven's Emperor concerto, Brahms' 2nd and Rachmaninov's 3rd.

Hamelin, a native of Montreal, began playing the piano when he was 5 years old. He has received seven Grammy nominations and released his latest album, "Marc-André Hamelin in a state of jazz," in May 2008.

CONTACT: Mary Jane Hurst, coordinator, Presidential Lecture & Performance Series, Texas Tech, (806) 742-2121 or maryjane.hurst@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 17, 2008

CONTACT: Sarah Whetstone, sarah.whetstone@ttu.edu
(806) 742-2136

Experts to discuss the “bionic ear” at 10th Annual Sowell Center Lecture Series

One of the most recent breakthroughs in hearing devices, the cochlear implant, gives severely deaf children and adults who have never been able to hear the opportunity to experience sound.

The 10th Annual Sowell Center Distinguished Lecturer Series is hosting two distinguished lecturers, Joe McNulty of the Helen Keller National Center and Mona McCubbin of the Heuser Hearing Institute, on Oct. 25 in the lecture hall in the basement of the English/Philosophy building at Texas Tech.

McCubbin will begin speaking at 9 a.m. followed by a short presentation by Tori Gustafson, of Texas Tech University Health Sciences Center who will be sharing local resources for cochlear implant users. Lunch will be served at noon and McNulty will begin his presentation at 1 p.m. A 15-minute break is offered in each lecture. A question and answer session will begin at 4 p.m.

The speakers will explore topics surrounding the sometimes controversially called “bionic ear.” Discussion will focus on how cochlear implants help children participate in educational settings as well as how they help some users in a variety of job settings.

Cochlear implants are typically used by profoundly deaf people. Unlike hearing aids, which simply amplify real sounds for the hard of hearing, the implanted device uses the body’s nervous system and electricity to stimulate sound sensations for the wearer, ultimately allowing the person to hear.

The lecture series allows professionals working with the visually impaired, hearing impaired or deafblind to continue education in the field and stay current with emerging research, technology and teaching trends.

Parents and teachers of those with implants as well as those who currently use cochlear implants are encouraged to participate. The guests as well as some cochlear implant users will be available for interview Friday afternoon and Saturday morning. To arrange an interview, contact Amy Parker.

For an itinerary of events or to register visit www.educ.ttu.edu/sowell/.

CONTACT: Amy Parker, research associate, (806) 445-6836, or amy.parker@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 20, 2008

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
(806) 742-3451

ExxonMobil Donates \$41,000 to the Texas Tech University College of Engineering Exxon Mobil Corporation Provides \$2 Million in Grants to 85 Universities for Academic Programs

Exxon Mobil Corporation announced today that \$2 million has been contributed in departmental grants to 85 colleges and universities throughout the country to support various academic programs. Through this program, the Texas Tech University's College of Engineering will receive \$41,000 from ExxonMobil.

The grant allows selected academic departments to allocate the money for various educational purposes including scholarships, field trips, visiting speakers, equipment purchases, student and faculty travel to academic-related activities, and other educational projects. ExxonMobil awards the grants based on schools that offer degrees in subjects from which it recruits employees.

"Supporting higher education has always been a strong priority for ExxonMobil," said Tom Marcotte, global recruiting manager, ExxonMobil. "This program enables us to provide funding to colleges and universities who play a pivotal role in preparing students to enter the workforce. ExxonMobil is proud to provide support to Texas Tech University, which will help to enhance departments whose academic focus aligns with the workforce needs of ExxonMobil."

The amount of the grant is based on several factors including the number of employees graduated from the specific university.

The Departmental Grants Program represents only a portion of ExxonMobil's overall support of education. In 2007, ExxonMobil Foundation, Exxon Mobil Corporation, and its divisions and affiliates provided \$70 million in contributions to educational initiatives worldwide.

-30-

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

College of Engineering

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TEXAS TECH UNIVERSITY

News Release

IMMEDIATE RELEASE

DATE: Oct. 21, 2008

CONTACT: Leslie Cranford; leslie.cranford@ttu.edu
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Texas Tech School of Law Teams Take Two National Championships

Weekend law competitions yield titles for two teams.

The Texas Tech University School of Law brought home two national championship titles in two separate law competitions the weekend of Oct. 17-19.

In Malibu, Calif., one Texas Tech team bested 23 other top teams from across the country to bring home the top prize at the National Entertainment Law Moot Court Competition. The team consists of third-year law students Vanessa Burgess of Washington, D.C.; Julie Goen of Seminole, Texas; and Julie Caskey, brief writer, from Katy, Texas. Caskey also was honored with the Best Respondent's Brief Award.

En route to its championship, the team defeated South Texas College of Law in the final round, UC Hastings School of Law in the semifinals, and Fordham University School of Law in the quarterfinals. The team is coached by Robert Sherwin, professor of law and director of Advocacy Programs at Texas Tech.

Meanwhile, in Albuquerque, another trio of Texas Tech law students won the First Annual National Latino/a Law Student Association National Moot Court Competition.

Comprising the team are second-year law students Ricardo Barrera, of Kingsville, Texas; Brian Foley, of Universal City, Texas; and Benton Ross, of Wichita Falls, Texas. The trio defeated Northern Illinois University School of Law in the final round, and Ross was named outstanding oralist of the competition. Barrera was elected chair of the Rocky Mountain Region of the organization. The NLLSA team is coached by Cal Lewis, associate dean, and co-coached by Arnold Loewy, professor of law.

Winning two national titles in one weekend is impressive, even to Walt Huffman, dean of Texas Tech's School of Law.

"This is a new record for our historically strong advocacy program – and it may be a record for law schools in general," Huffman said. "It also marks a very strong start for our new director of Advocacy Programs, Rob Sherwin, who replaced the legendary retired 'Coach' Don Hunt earlier this year."

Hunt taught appellate advocacy at Texas Tech from 1974-2004, after which he limited his involvement to coaching the national appellate advocacy teams. He also was coach of the national trial teams for 30 years.

CONTACT: Casey Carson, director of alumni relations, Texas Tech University School of Law, (806) 742-3990, ext. 315 or casey.carson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2008

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu
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Texas Tech Meat Judging Team Wins Third Consecutive Victory

The Texas Tech University Meat Judging Team earned their third first-place finish Oct. 19 with a win at the American Royal Meat Judging Contest in Omaha, Neb.

Texas Tech posted an 80-point victory over their nearest competitor, Colorado State University. Oklahoma State University, South Dakota State University and Texas A&M University placed third through fifth, respectively.

"The team won its third contest in a dominating fashion," said Mark Miller, professor of meat science and muscle biology and San Antonio Livestock Show Distinguished Chair in Meat Science. "I am proud of the excellence the team members and coaches are displaying at each contest."

Individually, the team members finished third, fourth, fifth and sixth in the overall competition. Texas Tech also boasted the first, second and seventh highest-ranking individuals in the alternate division.

The team is coached by graduate students Jesse Collins and Justin Derington and supervised by Miller. Team members are: Tyler Cowie, Paden Daniels, Shayna Dunlap, Ben Estes, Matthew Morales, Heather Veltri and Shanna Ward.

The win at the American Royal follows an Oct. 4 victory at the Eastern National Meat Judging Contest in Pennsylvania, and a win at the Houston Livestock Show and Rodeo in March. The team will compete in one more contest before the international competition Nov. 16 in Dakota City, Neb.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 21, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech RHIM Celebrates 25 Years with Reunion

Texas Tech University's Restaurant Hotel and Institutional Management program will host its 25-year reunion Oct. 24-25 (Friday and Saturday).

The program began in 1983 with 15 students and now includes more than 475 undergraduate students and 50 graduate students.

The reunion will take place at the Embassy Suites Dallas- DFW International Airport in Grapevine.

Events include:

- Oct. 24: Happy hour at the hotel, 5:30 p.m.
- Oct. 24: Reception at the hotel, with cash bar, 8 p.m.
- Oct. 25: Winery Tour of five different wineries in the Grapevine area, 10: 30 a.m.
- Oct. 25: Golf Tournament at the Grapevine Golf Course, 1:30 p.m.
- Oct. 25: Reception and Silent Auction, 7:30 p.m.
- Oct. 25: Reunion Dinner, 8:30 p.m.

For more information about the events or to register for the reunion, visit <http://www.rhimreunion.org>.

CONTACT: Jo Ann Altman, supervisor of college development and external relations, College of Human Sciences, (806) 742- 3264, or joann.altman@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2008

CONTACT: Emily Arellano, emily.arellano@ttu.edu
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National Ranching Heritage Center Presents Heritage Halloween at the Ranch

The National Ranching Heritage Center (NRHC) will host an old-fashioned Harvest Festival from 4 to 7 p.m., Oct. 31, during the 2nd annual Heritage Halloween at the Ranch event. Visitors of all ages can attend free of charge.

Trick-or-treaters can fill their bags with period-correct treats as they visit several of the historic structures at the NRHC. Also offered are hay rides through the park, a cakewalk at the McLaughlin Arbor and fall crafts to make, such as pin wheels and cornhusk dolls in the Pitchfork Pavilion.

"Heritage Halloween is an opportunity for children to enjoy the holiday in a safe and educational way," said Emily Arellano, event coordinator and manager of education. "As children in costume visit the historic buildings, their treats will be period-correct for each house. For example, at the 1909 Barton House, volunteers will be handing out Hershey's Kisses, which were developed in 1907. At the 1886 Las Escarbas division of the XIT Ranch, trick-or-treaters will receive Tootsie Rolls, which were developed in 1896." Period treats include:

- Butterscotch candy (developed in 1855) at Hedwig's Hill Dogtrot House (1855-56)
- Stick candy (developed in the 1800s) at the Matador Half Dugout (1888)
- Soft Peppermint Sticks (1901) at the Long S Whiteface Camp (1901, 1905)
- NECCO wafers (developed in 1901) at the Box & Strip House (1903, 1907)
- Saltwater Taffy (1880s) at the Bairfield Schoolhouse (1893)
- Hershey's Kisses (1907) at the Barton House (1909)
- Candy Corn (1880s) at the Matador Office (1880)
- Tootsie Rolls (1896) at Las Escarbas (1886)
- Reese's Peanut Butter Cups (1928) at the Ropes Depot (1918)
- Super Bubble Gum (1948) at the Pitchfork Cookhouse (1900, 1950s)

Arellano added that the community has been very supportive of this event. "The Maize is providing corn and shocks to decorate the historical park and the Ranch Hosts volunteers will demonstrate traditional activities such as pulling taffy," she said.

Cogdell's General Store will be open with Halloween decorations, gifts and fall merchandise.

Heritage Halloween is free, but donations are welcome at the door. For additional information, contact Arellano at (806) 742-0498 or by e-mail at emily.arellano@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2008

CONTACT: Sarah Whetstone, sarah.whetstone@ttu.edu
(806) 742-2136

Caravan of Law School Advisors Stops at Texas Tech

Prospective law students get a glimpse of school after undergraduate degree.

The Southwest Association of Prelaw Advisors, a traveling group of diverse law school admissions departments, will convene from 12:30 – 3:30 p.m. Oct. 27 in the Student Union ballroom at Texas Tech University to provide information to students interested in studying law.

Students from Texas, Oklahoma and New Mexico will be able to visit and explore nearly 70 law schools from coast to coast without even leaving Lubbock.

“Representatives use this event as a recruitment opportunity,” said Jamie Hansard, assistant director of advising. “They will be in attendance to meet with students and offer guidance about the admissions process and answer questions pertaining to their respective school of law.”

Students are encouraged to dress professionally and bring several copies of a resume as representatives could be part of the admissions committee of their institutions. Each school will have a table set up and people available to speak with students about their respective school’s philosophy, programs, acceptance rate and campus environment.

For more information prior to the event, visit <http://www.prelaw.ttu.edu/swapla>.

CONTACT: Jamie Hansard, assistant director, Texas Tech University Advising Center, prelaw program coordinator, (806) 742-2189 or jamie.hansard@ttu.edu, or J.D. Gragg, Texas Tech University prelaw program assistant coordinator, (806) 742-2189



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2008

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
(806) 742-2136

Texas Tech Recognizes Outstanding Authors

Three outstanding Texas Tech University faculty will be honored for their books at 3:30 p.m. Oct. 28 in the Matador Room of the Student Union Building on Texas Tech campus.

The authors will participate in a discussion that is part of Texas Tech's Presidential Lecture and Performance Series, which strives to enrich the educational experience and invest in the university. Presidential Book Award winners will talk about their books and research in a panel discussion followed by a reception.

President's Book Award winner Michal Borshuk is an assistant professor of African-American literature. His book, "Swinging the Vernacular: Jazz and African-American Modernist Literature," (Routledge, 2006) reads the work of four 20th century African-American writers in light of recent reconsiderations of American modernism.

John Beusterien, associate professor in the Department of Classical and Modern Languages and Literatures, tied for second place for his book, "An Eye on Race: Perspectives from Theater in Imperial Spain" (Bucknell University Press, 2006).

Stefan Estreicher, Horn professor in the Department of Physics, tied for second place for his book, "Wine from Neolithic Times to the 21st Century" (Algora Publishing, 2006). The book follows the history of wine and its development through the years.

The discussion is free and open to the public and will be followed by a book signing with all of the authors.

CONTACT: Mary Jane Hurst, coordinator, Presidential Lecture & Performance Series, Texas Tech, (806) 742-2121, maryjane.hurst@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2008

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu,
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TTU Libraries Provide Free Lynda.com Subscription

Texas Tech University students can now access an online software training library with more than 30,000 video tutorials at the Texas Tech University Library.

The Library's digital media studio, located on the east side of the second floor, has purchased subscriptions to Lynda.com, allowing students, faculty and staff to access the Web site and explore the latest software free of charge.

Ken Chaffin, director of public operations for the digital media studio, said this provides an opportunity for people who want to learn about new software at their own pace.

"Lynda.com has a great reputation for producing very high quality software tutorials," he said. "A wide cross-section of software application tutorials are available to use at your own pace, as many and as much as you would like."

The Web site is a leading provider of online software training videos. The company's convenient online training library provides on-demand training in the latest software tools and creative techniques.

Software video tutorials are available for many programs including Adobe, Apple, Microsoft, Quark, Maya and JavaScript.

Visit www.lynda.com for a complete list of all available tutorials.

This service is the fourth in a series of the Libraries' technological services that will be announced throughout the academic year as part of an ongoing awareness campaign: Forget what you think you know. Rediscover the Library.

CONTACT: Kaley Daniel, director of Communications and Development, Texas Tech University Libraries, (806) 742-2261 or kaley.daniel@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2008

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu,
(806)742- 4880

TTU Libraries Provide Personal Librarians for Every Major

The Texas Tech University Library offers subject librarians who are experienced in each discipline to assist students in finding information.

Personal librarians are available for every field of study and college on campus.

The personal librarian is one of many of the Libraries' services that will be announced throughout the academic year as part of an ongoing awareness campaign: Forget what you think you know. Rediscover the Library.

Librarians can be contacted during the day by e-mail, telephone or personal appointment.

The librarians' areas of expertise include every topic from math to maps, as well as more specific topics like wind engineering, environmental toxicology, Asian studies and leadership.

Experts are also available to provide background information on different topics to the media.

For a full list of subject librarians and topics or for more information on how to access a personal librarian, visit www.library.ttu.edu/ul/instruction/cntctinfo.php.

CONTACT: Kaley Daniel, director of Communications and Development, Texas Tech University Libraries, (806) 742- 4880, or kaley.daniel@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 22, 2008

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu,
(806) 742-4880

Cut Research Time with TTU Libraries' Find-it-Fast Search Engine

The Texas Tech Libraries' multifaceted search engine "Find-it-Fast" provides an easy way to simultaneously search for information in a variety of the Libraries' electronic resources.

Through the Find-it-Fast search engine, users can cut research time by quickly and efficiently exploring the Libraries' catalog and databases all with a single search.

Find-it-Fast allows users to search for information through the QuickSearch tool, find collections through the Find Database and Find e-Journal tools, perform a multi-resource search with the CrossSearch tool, and compile interesting information with the basket tool.

Find-it-Fast is one of many of the Libraries' services that will be announced throughout the academic year as part of an ongoing awareness campaign: Forget what you think you know. Rediscover the Library.

For more information about how to access Find-it-Fast visit www.library.ttu.edu.

CONTACT: Kaley Daniel, director of Communications and Development, Texas Tech University Libraries, (806) 742-4880, or kaley.daniel@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2008

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
(806) 742-3451

Fluor Corporation Donates \$30,000 to Texas Tech College of Engineering

The College of Engineering at Texas Tech has received a \$30,000 gift from Fluor Corporation's charitable foundation to improve laboratories for construction engineering technology students and to improve student services for all engineering students.

The construction engineering technology program prepares engineering technology graduates who are in high demand in the construction industry. Fluor's contribution will allow the department to purchase equipment and instrumentation for instructional labs. These funds will facilitate the purchase of state-of-the-art equipment to prepare Texas Tech students for careers in engineering.

"Fluor is pleased to be able to make this contribution to Texas Tech as one of our partner universities," said Tom Zachman, senior vice president of Fluor Corporation. "We believe such support will enhance the quality of education in the College of Engineering at Texas Tech and at the same time ensure continued growth and sustainability of our most precious resource – our people."

This generous donation by Fluor enables us to continue to increase the quality of student services and programs that we offer, said Jeffrey C. Woldstad, senior associate dean of the College of Engineering. "We are thankful for Fluor's commitment to the preparation of future engineers," he said.

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



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 23, 2008

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

Vampires and Zombies and Monsters...Oh My!

These professors just might know who – or what – goes bump in the night.

Looking for a spooky Halloween story? Texas Tech University offers a number of experts to talk about spine-tingling subjects. For more information on these or other experts, visit experts.ttu.edu.

Zombies and Horror Movies

Rob Weiner, pop-culture guru and horror buff at Texas Tech University, can speak about horror in movies, literature and comic books – his forthcoming book about Captain America actually has an essay on zombies in Marvel Comics – and the use of dark and satanic imagery by heavy metal bands. **The associate humanities librarian can be reached at (806) 742-2238 ext. 282, or rob.weiner@ttu.edu.**

Shopping Frenzy

When it comes to the money Americans will spend on Halloween, it's downright scary. And the psychology behind the spending fury is as hard to pin down as a ghost in the night, say Texas Tech marketing and retailing experts. **Debbie Laverie, a marketing professor, and Tillmann Wagner, assistant professor at the Rawls College of Business**, can discuss Halloween's marketing impact. **Laverie can be reached at (806) 742-3953 or debbie.lavery@ttu.edu. Wagner can be reached at (806) 742-3188 or t.wagner@ttu.edu.**

Vampires

The sexy vampires of today's movies are very different from the monsters of eastern European folklore. **Jennifer Sunseri, an assistant professor of classical and modern languages**, can speak about their origins and their changing image in pop culture. She can be reached at (806) 742-3145 ext. 239, or jennifer.sunseri@ttu.edu.

Monsters

-more-

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From fire-breathing dragons to outer-space invaders, **Brian McFadden, assistant professor of medieval literature**, says monsters not only give people a good scare, but also reflect what a society fears most. He can be reached at (806) 742-2500 ext. 241, or brian.mcfadden@ttu.edu.

Psychology of Fear

What drives humans to watch scary movies or partake in fearful acts? **David Rudd, chairman of the Department of Psychology**, says our complex brains enjoy the same physiological changes caused by a real threat. He can be reached at (806) 742-3177, or David.Rudd@ttu.edu.

Ghosts

Genaro J. Perez, professor of Hispanic literature, can speak about ghosts, legends and the devil in Mexican literature. He can be reached at (806) 742-3145 ext. 281, or genaro.perez@ttu.edu.

Dia De Los Muertos

Jane Bell, director of special projects for Texas Tech's International Cultural Center, can speak about modern beliefs, decorations and objects associated with Dia de los Muertos. She has experienced the ceremonies in Mexico and helps organize the Lubbock Dia de los Muertos procession each year. She can be reached at (806) 742-2974, or jane.bell@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 24, 2008

CONTACT: Liz Inskip-Paulk, elizabeth.paulk@ttu.edu
(806) 742-2218

Texas Tech Presents the Dynamics of Desert Ecosystems and Soil Erosion

The International Center for Arid and Semiarid Land Studies (ICASALS) at Texas Tech University is hosting Tony Parsons of The University of Sheffield in England, who is an international expert of drylands ecosystems.

Parsons will speak on “The Dynamics of Desert Ecosystems: Geomorphological Consequences and Modeling of Processes” from 9 to 10 a.m. Tuesday, (Oct. 28) in the Escondido Theatre, basement of the Student Union Building on the Texas Tech campus.

Many of the world’s drylands have experienced a change in vegetation cover during the past century or so. For the land in the American Southwest, this has been documented to show that woody shrubs are taking over grasslands, which can cause profound changes in how water runs off the land and leads to nutrient loss and sediment erosion – an important concern for the farmers and ranchers of Lubbock and the region. Hill slope processes such as water run-off can have enormous impact on the nutrients in the soil of the desert environment, and result in long-term change.

Parsons has developed a model to help explain the dynamics of desert ecosystems based on the concept of landscape connectivity – the degree to which the landscape can help or hinder movement of water runoff from one place to another. The model mimics the patterns of vegetation response and provides a tool for further investigation of the drivers of vegetation changes in drylands and the development of remediation measures.

This model may be able to help farmers and ranchers in the Southwest develop land management skills to help maintain the nutrient content of their land and to reduce erosion. It provides a tool for further investigation of the drivers of vegetation changes in drylands, and the development of remediation measures.

CONTACT: Dr. A.C. Corrêa, director, ICASALS, at (806) 742-2218 or ac.correa@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

IMMEDIATE RELEASE

DATE: Oct. 24, 2008

CONTACT: Catherine McGovern, catherine.mcgovern@ttu.edu
(806) 742-1573

Texas Tech Health Organization Management Hosts Discussion On Healthcare Payment Mechanisms

Alumnus also will be honored at 2008 Buesseler lectureship luncheon.

The Health Organization Management Program at Texas Tech University is hosting the 2008 John Aure Buesseler, MD, MSBA, Distinguished Lectureship Series luncheon.

Charles J. Parker will give a lecture titled "Measurement and Reporting Challenges for Healthcare Organizations: the Redesign of Payment Mechanisms" at noon Nov. 10 at the Lubbock Women's Club, 2020 Broadway.

The event also includes recognition of Dereesa Reid, recipient of The Professor Carlton J. and Nell B. Whitehead Award for Leadership Excellence in Health Organization Management.

Parker is chief technical officer and senior vice president of Business Development and Marketing for MASSPRO, one of the top performance improvement organizations in the United States dedicated to advancing healthcare quality. He has led national programs for practice transformation and has served on national committees for assessing adoption requirements. He has been instrumental in developing quality measurement programs for CMS, the Commonwealth of Massachusetts and Bridges to Excellence.

Dereesa Purtell Reid is the assistant vice president of Covenant Neuroscience Institute and Orthopedic Service Line. Before joining Covenant Health System, she was the vice president of Managed Care and Strategic Planning for University Medical Center Health System. She received her M.B.A. in health organization management from Texas Tech in 1997.

The Professor Carlton J. and Nell B. Whitehead Award for Leadership Excellence in Health Organization Management affirms Reid's lifelong commitment to outstanding scholarship, teaching, research and leadership in university and in business enterprises.

Cost of the luncheon is \$20 for the public and \$10 for students. Reservations can be made by calling (806) 742-1236 or by e-mail at hom@ttu.edu. The deadline for reservations is Monday (Oct. 27).

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For more information on the event visit www.hom.ba.ttu.edu.

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CONTACT: Jessica Drake, technical director of M.B.A. programs in Health Organization Management, Rawls College of Business, (806) 742-1236 or hom@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2008

CONTACT: Liz Inskip-Paulk, elizabeth.paulk@ttu.edu

(806) 742-2218

CANCELLED: Dynamics of Desert Ecosystems and Soil Erosion

An event sponsored by the International Center for Arid and Semiarid Land Studies (ICASALS), featuring discussion of "The Dynamics of Desert Ecosystems: Geomorphological Consequences and Modeling of Processes" has been cancelled.

Tony Parsons of The University of Sheffield in England, an international expert of drylands ecosystems, was scheduled to speak at 9 a.m. Tuesday (Oct. 28) in the Escondido Theatre, basement of the Student Union Building on the Texas Tech campus.

CONTACT: Dr. A.C. Corrêa, director, ICASALS, at (806) 742-2218 or ac.correa@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2008

CONTACT: Sally Logue Post, sally.post@ttu.edu

(806) 742-2136

TTUP Poetry Book, "Wild Flight," Featured on The Writer's Almanac

Garrison Keillor, host of A Prairie Home Companion and of The Writer's Almanac, will include a poem by Texas Tech University Press author, Christine Rhein in his program Tuesday (Oct. 28). He will read "Tuning" from Rhein's book, "Wild Flight."

In "Wild Flight," Rhein uses her engineering background to explore the historical, the social and the scientific, as well as the poignant and humorous to look at life's juxtapositions. Soaring across extensive terrain, from the working world of Detroit to American suburbia and pop culture; from the European landscape of World War II to the current war in Iraq, Rhein opens her personal world to the world at large.

The Writer's Almanac is a daily radio program produced by American Public Media (APM). In each program, Keillor presents a list of cultural events and anniversaries, many associated with literary figures, then ends with a poetry reading. The program is streamed and podcast from and archived on the APM website at <http://writersalmanac.publicradio.org>.

Christine Rhein, formerly a mechanical engineer in Detroit's automotive industry, lives in Brighton, Mich. Her poems have appeared in "The Gettysburg Review," "Michigan Quarterly Review," and "The Southern Review" and have been selected for "Poetry Daily" and "Best New Poets 2007." With "Wild Flight" she won the Walt McDonald First-Book Competition in Poetry.

For more information or a review copy of the book, contact Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or via e-mail at barbara.brannon@ttu.edu. All of TTUP's books can be found at www.ttup.ttu.edu; for a complete listing of fiction published by the press, click on "Browse by Subject."

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 27, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

**Louise Hopkins Underwood Center for the Arts Presents
Thursday Night Halloween Double Feature**

WHAT: Thursday Night Arts Halloween Double Feature

WHEN: 6 p.m. Thursday (Oct. 30)

WHERE: 511 Ave. K

EVENT: The Louise Hopkins Underwood Center for the Arts presents a Thursday night Halloween double feature hosted by Rob Weiner, associate librarian at the Texas Tech University Library.

Lucio Fulci's "Seven Doors of Death" and George Romero's "Night of the Living Dead" are the featured films for the event.

Guests can enjoy the two movies of zombie madness for only five dollars.

CONTACT: Rob Weiner, associate librarian, Texas Tech University Library (806) 742-2236, or rob.weiner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 28, 2008

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

Texas Tech Museum Hosts Exhibition from World-Renowned Uffizi Museum

[Editor's Note: A representative image from the exhibition is available at www.ttu.edu/uffizi]

The Museum of Texas Tech University will host the major exhibition "Painting the Italian Landscape: Views from the Uffizi" Nov. 8 -- Jan. 4, 2009.

The 45 works, ranging from the 1500s to the mid-20th century, illustrate the evolution of landscape painting in Italy from its earliest roots as merely a background setting to becoming the focal point of a painting.

"The pieces in the exhibition illustrate the progression of Italian landscape painting," said Gary Edson, executive director of the museum. "The landscapes as represented in the earlier works served as stylized background over which the primary elements were superimposed. Whereas, in later paintings the landscape is a major compositional element, and in some instances, it is the prevailing feature."

While the exhibition, which is free to the public, is part art history lesson it is also an opportunity to see works from Old Italian Masters such as Botticelli, Guercino, Filippo Napoletano, Nicolas Poussin, Claude Lorrain and Canaletto from one of the oldest and most famous museums in the world, the Uffizi.

The Uffizi is located in Florence, Italy, the city considered to be the birthplace of the Italian Renaissance. The Uffizi Gallery was built on the banks of the Arno River in 1581 by the Medici family, the ruling family of Florence from the 15th to the 18th century.

"Painting the Italian Landscape: Views from the Uffizi" is the latest in a line of major exhibitions hosted by the Museum of Texas Tech University. The national travelling exhibition "Anthony Quinn: A Lifetime of Creating and Collecting Art," is open at the museum through Nov. 30. More than 100 pieces ranging from the Oscar-winning actor's own paintings and sculpture to artists such as Renoir and Matisse, to African art and found objects he regarded as appealing are on display. The exhibition is free to the public.

In 2002, the museum hosted an exhibition of rarely-seen 12th and 13th century frescos from the collection of the Vatican Museum, which drew about 130,000 people.

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The Museum of Texas Tech University is an educational, scientific, cultural and research element of the university consisting of the main museum, the Moody Planetarium, the Natural Science Research Laboratory and the Lubbock Lake Landmark. The museum also offers master's degrees in Museum Science and Heritage Management and a wide variety of educational programs for the general public.

The museum recently received reaccreditation from the American Association of Museums, a designation held by only 774 of the country's nearly 17,000 museums. Only 108 of those accredited museums are college or university facilities. In June, the museum received an exemplary certification from the Texas Historical Commission's Curatorial Facility Certification Program, making it the first facility to receive no deficiencies since the inception of the program. Exemplary certification is awarded when the commission finds no deficiencies or disabling factors in a museum's ability to collect and store state-owned artifacts.

The Museum of Texas Tech University is located at Fourth Street and Indiana Avenue, on the university campus. For more information contact Gary Edson, museum executive director, or David Dean, director of information services, at (806) 742-2442, or e-mail museum.texastech@ttu.edu. Museum hours are 10 a.m. - 5 p.m. Tuesday-Saturday, until 8:30 p.m. on Thursday, and 1-5 p.m. on Sunday. The museum is closed on Monday. For information on museum exhibitions and events, visit www.museum.ttu.edu.

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CONTACT: David Dean, museum information services director, (806) 742-2442 or via e-mail at david.dean@ttu.edu.



TEXAS TECH UNIVERSITY SYSTEM

Advisory

FOR IMMEDIATE RELEASE

Date: Oct. 28, 2008

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

Undergraduate Students Find Texans Staying True to Republican Sentiments Through Recent Earl Survey Telephone Inquiry

- WHAT:** Announcement of Texas voters' opinion survey
- WHEN:** 2 p.m. Wednesday (Oct. 29)
- WHERE:** Room 107 of Holden Hall, located at the corner of Broadway and Akron Avenue on the Texas Tech campus
- EVENT:** The state's voters appear unwilling to move away from their Republican leanings when it comes to choosing a president, according to a Texas Tech University Political Science Department poll of voting-aged Texans.

Political science majors polled 800 registered Texas voters from across the state from Oct. 6-26.

The survey was administered at the Earl Survey Research Lab in the Department of Political Science at Texas Tech. Associate professor Dennis Patterson is instructor of the class.

CONTACT: Dennis Patterson, associate professor, Department of Political Science, Texas Tech University, (806) 742-4050, or dennis.patterson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2008

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

Texas Tech International Cultural Center Hosts Two Ambassadors

Women will discuss female roles in the Middle East, among other topics.

Texas Tech University's International Cultural Center (ICC) will host a discussion by two female ambassadors at 5:30 p.m. Nov. 6, in the auditorium of the ICC at 601 Indiana Avenue.

Ambassador Hunaina Sultan Al-Mughairy, Omani Ambassador to the United States, and Ambassador Frances Cook, former U.S. Ambassador to Oman, will speak in a question and answer format, answering queries offered to them by Ambassador Tibor Nagy, vice provost for Texas Tech's Office of International Affairs. The event is free and open to the public.

Cook, who also served as ambassador to Cameroon and Burundi, was the first female to head a U.S. diplomatic post in the Middle East – Alexandria, 1983. Al-Mughairy is the first woman envoy to represent an Arab country in Washington, D.C.

"Both women are eager to improve the image held by some in the United States about Arab women," said Jane Bell, director of operations of the ICC. "The evening should provide many insights into topics such as women's roles in the Middle East and how Oman is important to the U.S."

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CONTACT: Jane Bell, director of operations, International Cultural Center, at (806) 742-2974 or jane.bell@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2008

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

From History to Recipes, “Pecans” Tells Everything You Always Wanted to Know About Pecans But Didn’t Know to Ask

Pecans are a tough nut to crack, but a Texas Tech University Press author has made their history sweeter than pecan pie to read.

Jane Manaster’s “Pecans: The Story in a Nutshell” is a fun, fast read for anyone who grows, sells or just loves to eat pecans.

The book covers all things pecan – its history, its cultivation and the many uses of the pecan tree and nut -- but it is also laced with fun facts, such as how the nut got its name: it’s an Algonquian Indian word meaning the nut too hard to crack by hand.

Pecans have long been a favorite food across the globe, so popular that Thomas Jefferson once wrote home asking that some of the nuts be shipped to him in Paris. The book, updated this year from its original 1994 publication, looks at the peoples caught up in the pecan story – Native Americans, Spanish explorers, European immigrants, African-Americans and Mexican-Americans.

Manaster also looks at the successes of commercial growers in extending the pecan’s original range eastward from the Mississippi basin to Florida and westward to California. She charts the growth of the commercial pecan industry, especially in Georgia, Texas, New Mexico and Arizona.

When she first wrote “Pecans,” Manaster says the nuts weren’t something she was thinking of, she was just looking for a new writing project and pecans was the topic offered by the publisher.

“I knew nothing about pecans -- not even that they were native to the United States,” Manaster said. “I’m from England and had seen them only in very top-end foodie places. Having to start from scratch and explore the whole story made the project especially interesting.”

Manaster says she’s not much for following recipes, “they are just too involved.” But she includes nearly two dozen traditional and modern recipes in her book and even delves into who may have made the very first pecan pie.

Today, the United States produces 80 percent of the world's pecans. While Albany, Ga. is known as the pecan capital, Texas made the pecan tree as its state tree in 1919. Texas Gov. James Hogg liked the tree so much he requested one be planted at his gravesite. Pecans are widely appreciated, from television cooking shows to gourmet shops. And of course, they're still the mainstay of the Stuckey's roadside stores, whose history is touched on in the book.

"Pecans: The Story in a Nutshell" is part of Grover E. Murray Studies in the American Southwest series published by Texas Tech University Press. "Pecans" is Manaster's third book in the series. "Horned Lizards" was published in 2002 and "Javelinas" in 2006.

For more information or a review copy of the book, contact Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or via e-mail at barbara.brannon@ttu.edu. All of TTUP's books can be found at www.ttup.ttu.edu; for a complete listing of fiction published by the press, click on "Browse by Subject."



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2008

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

Texas Tech Survey Predicts McCain to Win Texas

If the presidential election was held today, a majority of Texans would pick Sen. John McCain for president, according to a poll of voting-age Texans by undergraduate students at the Earl Survey Research Lab at Texas Tech University.

In step with Texas' strong Republican leanings, 58 percent of those polled said they'd vote for McCain, while 29 percent said they'd vote for Sen. Barack Obama, showing that Texans haven't changed their minds since the students polled voters in April. Three percent said they were voting for another candidate while seven percent still had to decide.

Students queried more than 800 registered Texas voters in a statewide telephone survey from Oct. 6-26. In the survey, 41 percent of voters classified themselves as Republicans, 22 percent said they were Democrats and 25 percent said they were independents.

"Texas remains a conservative state, and the overwhelming majority of citizens consider themselves Republicans," said Dennis Patterson, associate professor of political science who instructs the class that did the survey. "For Democrats to stand a chance of carrying Texas, they either must convince Texans to switch their party loyalties or capture all independent and Democratic voters. There is absolutely no room for error on the part of the Democrats."

About 53 percent of Texans believed that McCain's take on current issues was stronger than Obama's.

Texans' opinion of President George W. Bush has dwindled, however, as only 36 percent approve of the administration. Nationwide, the president's job approval rating sits at about 25 percent. Also, only 34 percent had confidence that Treasury Secretary Henry Paulson's \$700 billion bailout would work.

On other issues, Texans:

- said job opportunities in the state are good.
- seem to be reluctant to support an immediate troop withdrawal in Iraq, with 61 percent believing troops should stay.

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- Are divided as to whether sex education and birth control or morality and abstinence should be emphasized to reduce pregnancies among teenagers, though the poll found a slight majority supported sex education and birth control more.
- A slight majority oppose a federal tax increase to fund programs to prevent illegal immigration.

The poll has a margin of error of +/- 3.4 percent, meaning that 95 percent of the time, results would fall within +/- 3.4 points from what would be obtained by interviewing all adult Texans.

The survey is conducted each semester by political science majors in the department's undergraduate research methods course and is administered at the lab by the Department of Political Science. For more information, visit www.ttu.edu/~esrl.

CONTACT: Dennis Patterson, associate professor, Department of Political Science, Texas Tech University, (806) 742-4050, or dennis.patterson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Oct. 29, 2008

CONTACT: Norman Martin, norman.martin@ttu.edu
(806) 742-4108

Professor Awarded Honorary American FFA Degree

A Texas Tech University associate dean received the Honorary American FFA Degree during the 81st National FFA Convention in Indianapolis.

Norman Hopper, associate dean for academic and student programs of the College of Agricultural Sciences and Natural Resources, received the degree for advancing agricultural education and FFA through outstanding personal commitment.

Hopper received his bachelor's and master's degrees in agronomy from Texas Tech before earning his doctorate in crop physiology from Iowa State University. He joined Texas Tech's faculty in 1976. He served as a professor in the Department of Plant and Soil Science until 1998 when he joined the dean's office as Associate Dean for Student Affairs.

Hopper has worked to improve one of West Texas' largest cash crops – cotton. His research focuses on improving the quality of cotton seed, specifically improving vigor and cold tolerance.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 500,823 student members - all preparing for leadership and careers in the science, business and technology of agriculture. There are 7,358 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands.

CONTACT: Norman Hopper, associate dean for academic and student programs, College of Agricultural Sciences and Natural Resources, Texas Tech University, (806) 742-2808 or n.hopper@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2008

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

Texas Tech Announces Who's Who Selections

WHAT: Reception for Who's Who honorees

WHEN: 2 p.m. Sunday (Nov. 1)

WHERE: Merket Alumni Center on the Texas Tech University campus

EVENT: A reception to honor the 96 Texas Tech students who have been selected to the 2008 Who's Who Among Students in American Colleges and Universities. A short recognition will follow the reception.

The Who's Who selection criteria is based on academic achievement, leadership and service. This exclusive honor is conferred by more than 1,000 colleges and universities throughout the United States.

CONTACT: Amanda Schaefer, University Career Center, at (806) 742-2210 or amanda.schaefer@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: Oct. 31, 2008

CONTACT: Jessica Benham, jessica.benham@ttu.edu
(806) 742-2136

**Louise Hopkins Underwood Center for the Arts Presents
Thursday Night Film and Lecture**

WHAT: Thursday Night Arts free film and lecture

WHEN: 7 p.m. Thursday (Nov. 6)

WHERE: 511 Ave. K

EVENT: The Louise Hopkins Underwood Center for the Arts presents an Underground Film Operative featuring "Night and Fog" and "Memory of the Camps."

Both films are early Holocaust documentaries, and "Memory of the Camps" is Alfred Hitchcock's only documentary.

Lynne Fallwell, associate professor of history at Texas Tech University, will speak about the films and the Holocaust.

CONTACT: Lynne Fallwell, associate professor of history, Texas Tech University Library (806) 742-1004, or l.fallwell@ttu.edu.