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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2009

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

Experts: After A Company Drops AP, Texas Tech Professors Say Large Papers to Expire or Evolve, Adapt to Hostile Business Climate

Metro USA, a company with daily newspapers in New York, Boston and Philadelphia, announced its intentions March 30 to cancel its contract with the Associated Press effective April 1.

While many may view such actions as more evidence of the extinction of major daily newspapers and the old world order of media, two Texas Tech University journalism professors see it as the dawning of a media rebirth – one that will mimic the phoenix.

The economic downturn and the changing media landscape will surely have its list of casualties, said Randy Reddick, chairman of the Department of Journalism in the College of Mass Communications. However, smart and adaptable printed news will survive the mass extinction to come out as a different product that evolved from today's circumstances.

Tom Johnson, the Marshall and Sharleen Formby Regent's Professor of Convergent Media, said that while metro dailies will become more hyper-local, they'll still offer national and international news. But rather than producing those stories, they'll distribute links to their readers.

The full story is available at <http://today.ttu.edu/2009/04/experts-analyze-the-extinction-of-daily-newspapers/>.

CONTACT: Randy Reddick, chairman, Department of Journalism, College of Mass Communications, Texas Tech University, (806) 742-6500 ext. 256, or r.reddick@ttu.edu; Tom Johnson, Marshall and Sharleen Formby Regent's Professor of Convergent Media, Department of Journalism, College of Mass Communications, (806) 742-3385 ext. 253, or t.johnson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2009

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

Texas Tech Law Professor Elected to Most Prominent Legal Association

A Texas Tech University School of Law professor has been elected into the most prestigious professional organization in the legal profession, the American Law Institute (ALI).

Bryan Camp, the Mahon Professor of Law, joins five other Texas Tech law professors including Dean Walter Huffman, Marilyn Phelan, Bill Casto, Susan Fortney and Brian Shannon, as elected members of ALI.

"It is a testimony to the strength of our law faculty that with Professor Camp's election we now have six members of this prestigious organization at Texas Tech Law," Huffman said.

Camp lectures and writes on bankruptcy law, tax law, statutory interpretation, constitutional law and jurisprudence. He is the author of more than 23 published articles and treatise chapters, plus numerous shorter works. Since 2004 he has written 16 articles on tax administration law and policy for Tax Notes, the premier national publication devoted solely to tax issues.

The elite membership of ALI is selected from judges, lawyers and law teachers in the United States and many foreign countries on the basis of professional achievement and demonstrated interest in improving the law. ALI membership is limited to 3,000 – or just three-tenths of a percent of the more than 1.1 million lawyers in practice in the United States – making election to membership a distinct professional honor.

ALI was founded in 1923 by a group of prominent American judges, lawyers, and law teachers to address the uncertainty and complexity of early 20th-century American Law. Since that time ALI has devoted itself to improving the law and the administration of justice in a scholarly and scientific manner.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2009

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
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Acclaimed Author and Activist Speaks at Texas Tech

Texas Tech University hosts author Ana Castillo at 7 p.m. April 9 in Room 001 of the English Building on Texas Tech campus.

Castillo will host a lecture and reading that will discuss her work as a poet, novelist, essayist, editor and translator as part of the Presidential Lecture & Performance Series offered by the College of Visual and Performing Arts. The Mexican-American author's work centers on Chicana feminism and themes including identity, racism and classism. Castillo's work spans many genres and appears in anthologies around the world.

"The Presidential Lecture & Performance Series is pleased to partner with the Comparative Literature Symposium to bring this fine Chicana author, Ana Castillo, to the Texas Tech community," said Jo Moore, administrator for the series.

The Presidential Lecture & Performance Series was created to enrich the lives of Texas Tech University students and the Lubbock community.

This event is free and open to the public with a reception and book signing to follow. Reservations are requested at (806) 742-0706 ext. 401.

CONTACT: Jo Moore, administrator for the Presidential Lecture & Performance Series, (806) 742-0700 ext. 239, or jo.moore@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 1, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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**Steinem to Speak at Texas Tech's 25th Annual Conference on
Advancement of Women in Higher Education**

WHAT: Gloria Steinem keynote address

WHEN: 4:30 p.m. Friday (April 3)

WHERE: Lubbock Memorial Civic Center

EVENT: American feminist icon Gloria Steinem will serve as keynote speaker for Texas Tech University's 25th Annual All-University Conference on the Advancement of Women in Higher Education. The media are invited to cover the speech, but Steinem will not be available for comment following the event. However, Texas Tech Women's Studies Program coordinator Tricia Earl will be available to discuss Steinem and 25 years of the program following the speech.

The conference, sponsored by the Women's Studies Program and titled "Innovation, Migration and Transference: Voices, Gender and Expression in the Changing World," is part of a two-day celebration recognizing a quarter century of promoting contributions by, for and about women within higher education.

General admission tickets to Steinem's keynote speech are \$10 apiece. The price includes a \$3 surcharge from Select-A-Seat. Tickets are available by calling 770-2000 or www.selectaseatlubbock.com.

For more information, call (806) 742-4335, or visit www.depts.ttu.edu/wstudies.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2009

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

After A Company Drops AP, Texas Tech Professors Say Media to Expire or Evolve, Adapt to Hostile Business Climate

Metro USA, a company with daily newspapers in New York, Boston and Philadelphia, announced its intentions March 30 to cancel their contract with the Associated Press effective today.

While many may view such actions as more evidence of the extinction of major daily newspapers and the old world order of media, two Texas Tech University journalism professors see it as the dawning of a media rebirth – one that will mimic the phoenix.

The economic downturn and the changing media landscape will surely have its list of casualties, said Randy Reddick, chairman of the Department of Journalism in the College of Mass Communications. However, smart and adaptable printed news will survive the mass extinction to come out as a different product that evolved from today's circumstances.

"We are seeing traditional news media, particularly large daily newspapers, having to redefine themselves," Reddick said. "And they are going to become, according to the new buzzword, 'hyper-local.' The community newspapers are doing fine. But the metros and large suburban papers are laying people off because they're bloated and in today's market often irrelevant.

"What may well happen out of this, is that these redefined smaller news organizations are going to create some kind of cooperative among themselves, which ironically is exactly what the Associated Press was originally and still is today. But it's grown big and cumbersome and overgrown and maybe somewhat irrelevant again for today's hyper-local markets."

Tom Johnson, the Marshall and Sharleen Formby Regent's Professor of Convergent Media, said that doesn't mean that people won't get or seek out international and national news. And it doesn't mean that large metro newspapers won't supply customers with that information. However, the difference will come by linking their readers to other places to find that news rather than producing it themselves.

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“One of the problems of the big metro papers, such as The New York Times, is they’ve tried to be all things to all people,” he said. “Honestly, more and more people are less concerned about international and national news and more about ‘what is going on in my community.’ I think that you may see more newspapers realize they’re not doing what they should be doing best, which is local, and link to the rest. That’s where newspapers can thrive. They are the authoritative source of news. But they’ve got to see themselves as a distributor as well as a creator.”

Perhaps the paper you hold in your hand will become a thing of the past, too, he said. While many still like the tactile feeling of a newspaper, media businesses are realizing that print is expensive. Some papers have closed their pressrooms and switched to online only. Some may publish online during the week, but keep the weekend print editions.

Johnson said that a recent study showed the New York Times could give all its subscribers the \$350 wireless electronic reading device, called a Kindle, and still cut its costs by half.

“Printing is incredibly expensive,” he said. “Printing and transporting costs a lot, and you will see people getting away from print. Environment is another big reason. Even though there are people who like to turn pages of a newspaper, they also don’t like idea of killing trees.”

One thing is certain, said Reddick. The large daily will have two choices: Adapt or die.

“The large metros as you and I know them are probably dead,” he said. “Or will be within the decade. I think people are still going to want to read them. They’re probably going to be smaller, focus mainly on local things and tie back to their Web site. They’ll also have to take these cavernous buildings and repurpose them, or they will be monstrous albatrosses around their necks. They’ll have to repurpose these multi-million-dollar printing presses, too. They’ll have to bite a lot of bullets and literally downsize and repurpose, or they won’t survive. Someone will fill that vacuum, though, if they don’t survive.”

CONTACT: Randy Reddick, chairman, Department of Journalism, College of Mass Communications, Texas Tech University, (806) 742-6500 ext. 256, or r.reddick@ttu.edu; Tom Johnson, Marshall and Sharleen Formby Regent’s Professor of Convergent Media, Department of Journalism, College of Mass Communications, (806) 742-3385 ext. 253, or t.johnson@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 1, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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As Recession Dashes Retirement Hopes, Baby Boomers Will Work On

The recession has crimped the retirement dreams of America's aging Baby Boomers – and that may be a good thing for the economy, said a noted financial planner and Texas Tech University professor.

Sagging housing prices and a skittish stock market have created a perfect financial storm for a generation prone to spending rather than saving, wiping out home equity and retirement plans that many Boomers were counting on as they crept up on retirement age.

Deena Katz, an associate professor of personal financial planning at Texas Tech University, said the unstable financial climate has made at least one thing fairly certain: Baby Boomers will keep working beyond retirement, which isn't necessarily a bad thing.

"These people have years of education and knowledge we can't replace," she said. "Right now, if all the Boomers retired, we wouldn't have enough workers in place to replace us anyway."

Katz, herself a Boomer, is president and a partner of Coral Gables, Fla.-based Evensky & Katz Wealth Management. She recently testified during a fact-finding hearing of the U.S. Senate Special Committee on Aging as Congress considers ways to help mend the Boomers' parachute.

She cautioned legislators may need to adjust existing policies to make it easier for Boomers to remain in the workforce; for instance, easing restrictions that keep working retirees from accessing benefits or adjusting healthcare plans so that small companies aren't penalized for taking on older workers.

"We Boomers are going to keep working, and we need to make sure the government doesn't step in our way of doing it," she said.

Granted, many of the problems faced by Boomers are self-inflicted, she said; too many of them have been happy to forego savings deposits in favor of the next new gadget, she said. "Boomers are wearing their assets," she said. "They're driving their assets. They're big consumers."

Complicating matters even further, many Baby Boomers decided to have children late, meaning they are paying college bills while trying to sock money away and foot medical expenses for their graying parents.

“We started out with not enough money to begin with and then we had an economic hit. That’s something we’ve done to ourselves. What has happened to us in the last two years has just added to that situation.”

Katz suggests improving financial literacy education as a way to avoid such situations in the future, teaching fiscal responsibility to young adults and even children beginning as early as grade school.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 2, 2009

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

Texas Tech Executive MBA Programs Give Professionals a Tune Up on Business Knowledge

Three distinctive programs give working professionals the opportunity to re-school.

After being in business 25 years, most everything he learned in school had become obsolete.

Paul Scioli, successful in financial planning, insurance, and employee benefits planning, already had his hands full with his career and family, but knew having an MBA would not only add value to his business, but bring him up to date on current trends and practices.

Finding the time to fit schooling into his already busy life seemed daunting, until he found Texas Tech University's Rawls College Executive Master's of Business Administration programs.

The Rawls College offers three unique programs – a week-block curriculum, weekend-block curriculum, and a physicians/dentists program. The college is taking applications now for the next cohorts of the three MBA programs. Working professionals, doctors and other healthcare professionals have the opportunity to earn their MBA in condensed programs, formatted to offer more flexibility for participants.

Scioli, who enrolled in the week-block program because it worked best for scheduling his business and family activities around weeks he would be in the classroom, described the program as challenging, empowering and rewarding.

"I needed to reset my sights on my goals and objectives, and relearn how to think in this much faster-paced world. This MBA program has given me a whole new outlook."

Jim Hoffman, director of the programs, said that in business it is critical to stay close to the customer, and be aware of the customer's needs. "Our customers are those working professionals who cannot leave their jobs to secure an MBA," said Hoffman.

Hoffman said the Texas Tech curriculum is all about creating value.

"We have a fantastic team of faculty tasked with teaching these professionals how to create and assess value on both an individual and organizational level," Hoffman said. "We want graduates of our program to be able to create value in others around them and in

themselves, create value for their customers, and create overall value for their company or organization.”

Harvey Richey III, a faculty member in the Department of Internal Medicine at the Texas Tech University Health Sciences Center in Amarillo, and a physician in the military and in private practice for 20 years, chose Texas Tech’s physician/dentist program to enhance his own knowledge and skills.

Richey said the program emphasizes the things in which physicians don’t get trained.

“In medical school we’re taught how to help people, but we are not taught how to make a living at it. I also have used some of the assigned projects in my work with medical students.”

Hoffman said because all the students work, they can apply the learned principles directly to the jobs they have, making them more valuable to their company or practice.

“The program encourages students to come early to class, to have time to eat together, network, and exchange information. Comfortable chairs and delicious food – which are provided – are essential to that process.

“They usually eat lunch together also, and, in the evenings we intentionally leave enough time for them to socialize and network after class,” said Hoffman.

Week-block classes meet in Lubbock during five one-week blocks spread over 27 months. Applications are currently being accepted for the class starting May 2010.

Weekend-block classes meet in Lubbock one weekend a month spread over 28 months. Applications are currently being accepted for the class starting fall 2009.

The MBA for physicians/dentists is a fully accredited program that has been consistently ranked as a top 20 Physician MBA program by Modern Physician magazine.

It consists of 36 semester hours of coursework that focus on the managerial, financial and technical aspects of competing successfully in today’s turbulent healthcare environment. The program takes 24 months to complete. The next class begins Aug. 29, and a new group of doctors start every other fall semester.

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

CONTACT: Jim Hoffman, director, Rawls College executive MBA programs,
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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 2, 2009

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

(806) 742-2136

Texas Tech Psychology Chair to Head \$1.97 Million Suicide Study for Defense Department

The chairman of Texas Tech University's Psychology Department will head a \$1.97 million study for the U.S. Department of Defense (DoD) to test a possible treatment solution for suicidal veterans.

David Rudd, who has testified twice before Congress about the issues associated with the large number of veteran suicides, said the three-year study will look to see if a short-term psychological treatment plan can reduce suicide rates with those who report feeling suicidal.

He will work in conjunction with the University of Texas Health Sciences Center and the Warrior Resiliency Program at Brook Army Medical Center, both in San Antonio, and the University of Pennsylvania in Philadelphia.

"Suicide rates among veterans are as bad as they've ever been," Rudd said. "For the first time in history this January, more soldiers died by suicide than in combat. The problem is fairly complex, but ultimately, we've been in a two-front war now for six years. There have been high rates of psychological problems associated with that, and when that occurs, suicide rates increase."

Starting in September, Rudd said he and his team will begin a randomized clinical trial offering cognitive behavioral psychotherapy to suicidal soldiers at Fort Carson, Colo.

"The unique thing about the trial is that it's a time-limited treatment program," Rudd said. "This is something that is much more acceptable in a military environment. The military is not designed to give long-term psychiatric care. When soldiers develop long-term psychological problems, they have to be discharged. We're not only looking to see if a three-month treatment program will make a difference to reduce suicide attempts, but also whether it will allow soldiers to improve enough to stay in the military."

A March 23 story in the Air Force Times reported veteran suicide rates higher than the national average for 2008. The Air Force lost 38 airmen to suicide, the Army reported 140 confirmed or suspected suicides and the Navy and Marine Corps each reported 41 suicides.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 2, 2009

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

Stuff Your Stocking With a \$1,000 Texas Tech Scholarship

The holiday season is starting early this year, as Texas Tech University students have a chance to open a special gift. The winning designer of the president's holiday card will receive a \$1,000 Texas Tech scholarship.

The competition is for students to design the cover artwork for the official holiday card from Texas Tech's Office of the President. Any Texas Tech student in good academic and judicial standing may enter, with only one entry per person permitted.

Artwork should make no reference to specific religious holidays and should not contain images related to specific holidays. Past cards have depicted winter scenes, general illustrations and campus photography. The contest is to determine only artwork. Words or copy are not to be included in final submissions.

Designs must be submitted by 5 p.m. May 20. Artwork can be picked up between Aug. 31 and Sept. 4 in the President's Office, Administration Building 150.

For entry form and complete contest rules, go to
www.ttu.edu/administration/president/cardcontest.php.

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

CONTACT: Jessica Carrillo, executive associate, Office of the President, Texas Tech University, (806) 742-2121 ext. 223, or jessica.carrillo@ttu.edu.



Advisory

FOR IMMEDIATE RELEASE

DATE: April 2, 2009

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

**The Institute of Environmental and Human Health at Texas Tech to Unveil New
Nonwoven Fabric Research Facility**

- WHAT: Nonwovens and Advanced Materials Laboratory unveiling
- WHEN: 10 a.m. Monday (April 6)
- WHERE: Inside the new lab, Building 455 across the street from The Institute of Environmental and Human Health, 1207 Gilbert Drive, Reese Technology Center
- EVENT: The Institute of Environmental and Human Health (TIEHH) at Texas Tech University will introduce a new, state-of-the-art fabric laboratory to help researchers continue creating products that can protect both military and civilian populations.

The 4,000-square-foot facility, named the Nonwovens and Advanced Materials Laboratory, will be unveiled during the news conference. The new lab's air conditioning and humidification system, contoured needlezone needlepunching technology and thermal bonding capability will allow for faster, more focused research into nonwoven technologies.

Funding for the lab's \$1.5 million cost included \$125,000 from Lubbock Economic Development Alliance and nearly \$1 million from the U.S. Department of Defense (DoD) for the machinery. Overall, nonwoven research at Texas Tech has received \$2.5 million in DoD funding.

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

CONTACT: Ronald Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567, ron.kendall@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 2, 2009

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

Texas Tech Professor Named One of 50 Most Influential in Wealth Management

Wealth Manager magazine named a Texas Tech University professor as one of the Top 50 most influential women in the field of wealth management.

Deena Katz, an associate professor of personal financial planning at Texas Tech made Wealth Manager magazine's list of 50 women who have the most influence on wealth management.

Katz is partner at the Evensky & Katz wealth management firm, which is located in Coral Gables, Fla. She served as president of the firm for more than 20 years before coming to Texas Tech to teach because she felt it was important to educate the next generation.

Katz said the field of wealth management has historically been dominated by men so it means a lot to be named alongside other top women in the field.

"I was very excited to be named to the list," Katz said. "This is quite an impressive list with a lot of women I've known over the years. And, I feel like I'm in really good company."

Kate McBride, editor-in-chief of Wealth Manager, said the award is not about who has the most assets under advisement or the largest clients.

"In a profession where women excel even though their numbers are a smaller percentage of the overall population, Wealth Manager looked for the pacesetters, the mentors, the partners, and the most powerful," McBride said.

Wealth Manager is the leading publication for registered investment advisors, single- and multi-family offices and private wealth advisors serving high-net-worth and ultra-high-net-worth clients.

CONTACT: Deena Katz, associate professor, Department of Personal Financial Planning, Texas Tech University, (806) 742-5050 ext. 237 or deena.katz@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 2, 2009

CONTACT: Norman Martin, norman.martin@ttu.edu
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India Cements Rising Star Status in World Cotton Production

India became the second largest cotton producer in the world two years ago, and annual forecasts by Texas Tech University agricultural economists predict it will remain in that position for years, climbing to 25.3 million acres in the next decade, up from 23.1 million acres now.

"U.S. cotton growers competing with India for profitable Chinese markets are finding a changing playing field as technology and improved productivity continue to push India's cotton yields upward," said Darren Hudson, director of Texas Tech's Cotton Economics Research Institute.

Today, China leads the world cotton production with India and the United States at second and third, respectively. Over the next 10 years, China's share of world cotton production is expected to decline by 3 percent while India is forecasted to increase by 2 percent.

"Harvested cotton area in India is projected to jump due to the high net return in cotton and high minimum support prices recently announced by the Indian government," Hudson said.

As a result of the faltering global economy, demand for textile products dwindled and cotton prices began to tumble last fall. In response, India's government increased the minimum support price it provides its cotton farmers by 35 percent to 45 percent.

India's production gains are projected to come from both increased areas and improved yields. The upward trend in yield is projected to continue as more Bt cotton varieties are approved for cultivation, as varieties are adopted to a wider range of cotton growing areas, and as utilization rates increase.

"One of the things that has been responsible for the tremendous increase in cotton production in India has been their rapid and overwhelming acceptance of the new genetically engineered varieties of cotton," said Norman Hopper, Texas Tech's Associate Dean and Piper Professor in the College of Agricultural Sciences and Natural Resources.

In 2003, India was a net importer of cotton despite having the world's largest planting acreage. While the nation might have planted a lot of cotton, it also had one of the world's lowest yields per acre. Six years later, India's cotton yields have soared, thanks largely to the introduction of Bt cotton.

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Bt crops have been genetically altered to produce toxins that kill some insects. The toxins are produced in nature by the widespread bacterium *Bacillus thuringiensis*, hence the abbreviation Bt.

CERI produces its estimates annually in conjunction with the Food and Agricultural Policy Research Institute at the University of Missouri and Iowa State University, as well as the Agricultural and Food Policy Center at Texas A&M University. The institute releases annual 10-year forecasts for each of the major agricultural crops as well as farm income.

CONTACT: Darren Hudson, Larry Combest Endowed Chair in Agricultural Competitiveness Professor, Department of Agricultural and Applied Economics, Texas Tech University, (806) 742-2821 or darren.hudson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 2, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Most Texans are not Financially Literate, New Study Finds

[Editor's Note: April is Financial Literacy Month]

Only one in four respondents was deemed financially literate and most struggled to answer basic questions on topics ranging from investments to employee benefits and retirement in a statewide survey conducted by Texas Tech University's Center for Financial Responsibility.

Respondents to the Financial Literacy Assessment Survey coordinated by Sandra Huston, an associate professor in Texas Tech's Division of Personal Financial Planning, were unable to correctly answer questions about issues ranging from insurance deductibles to adjustable-rate mortgages

"Our survey of Texas residents shows that many do not have the tools they need to make basic financial decisions," Huston said. "Those who are least able to understand how to use financial products effectively are, unfortunately, often those who are most vulnerable."

In telephone interviews conducted in fall 2008 by Texas Tech's Earl Survey Research Lab, 502 residents from across Texas responded to 26 questions formulated to measure knowledge in areas such as investments, employee benefits, insurance and retirement.

Researchers found that many were unable to answer questions about investments – a quarter of respondents believed that either the FDIC or the SEC provides insurance against losses in the stock market and less than half understood the difference between traditional and Roth IRAs.

Around 36 percent correctly selected a balanced stock fund over money market funds and treasury bills as an ideal choice for a young investor willing to accept moderate risk for above average returns, and two out of three respondents recognized that a 401(k) was a tax-sheltering device and not a type of investment.

"The results indicate that the majority of respondents don't have the ability to choose appropriate investments within a retirement account," Huston said. "We need to be aware that increasing responsibility for funding our retirement may harm those who aren't able to make basic investment choices. Existing studies suggest that individuals often make poor

choices when saving for retirement. These new results indicate that financial literacy can help explain why.”

Survey results also suggest that many Texans have a limited understanding of credit and insurance, researchers believe. For example, less than half of respondents understood that an adjustable-rate mortgage allows borrowers to qualify for higher loan amounts. More than one-fourth did not realize that higher deductibles result in lower insurance premiums and only 39 percent were aware that term insurance provided greater life insurance coverage per dollar of premium than cash value policies.

Respondents from the Dallas and Houston regions were among the most financially literate, the study found, while Texans in eastern and northwest regions had the lowest average scores.

Financial literacy scores of respondents with incomes above \$100,000 or with college educations were 50 percent higher than those with incomes below \$25,000 or with less than a high school education, Huston said. Nearly one in three Hispanic respondents fell within what Huston referred to as the financial literacy danger zone, meaning they exhibited the lowest levels of financial literacy.

Financial literacy appeared to increase with age up to 65 years old, but was lowest among the youngest and the oldest Texans.

“This is consistent with evidence that financial decision making is affected positively by experience, but negatively by advanced age” Huston said. “The elderly and the young are the most vulnerable to making poor choices due to a lack of financial literacy.”

The project team consists of faculty and doctoral students within the Personal Financial Planning Division: Huston, Michael Finke, Dorothy Durband, Vickie Hampton, and two graduate research assistants.

CONTACT: Sandra Huston, associate professor in the Center for Financial Responsibility, Division of Personal Financial Planning, Texas Tech University, (806) 742-5050 ext. 232, or sandra.huston@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Apr. 3, 2009

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu

Phone: (806) 742-3451

Texas Tech Names Five Distinguished Engineers

The Texas Tech University Edward E. Whitacre Jr. College of Engineering named Blake W. Augsburger, Chi-Ming Chang, James A. Edmiston, Shelby Johnson and J. G. "Greg" Soules as recipients of the 2009 Distinguished Engineer Award on April 3 at a luncheon on the Texas Tech campus.

The Distinguished Engineer Award was established during the 1966-67 academic year to recognize the most outstanding alumni of the college. Since that time, 194 graduates have received this honor.

Recipients of the award must be distinguished in their profession, an inspiration to their peers, and have demonstrated a continuing interest in areas outside the field of engineering.

"The Distinguished Engineer award is an excellent opportunity for the Whitacre College of Engineering to recognize our exceptional alumni," said Pamela Eibeck, dean of the Whitacre College of Engineering. "Our faculty and staff are proud of the accomplishments of our alumni, especially those that earn the title of 'Distinguished Engineer.' These five individuals are members of an elite group that have coupled outstanding career success with significant contributions to society."

Augsburger, of Mishawaka, Ind., is president and CEO of Harman Professional Group, the professional audio division of Harman International Inc. Harman International is a Fortune 500 company that designs and manufactures branded audio and infotainment products and systems for the automotive, consumer and professional customer. Augsburger earned a Master of Science and a Bachelor of Science in Electrical Engineering from Texas Tech in 1989 and 1987, respectively.

Chang, of Hu-Kou, Taiwan is the president of Ardentec Corporation, a wafer/IC testing company that he co-founded in 1999. Chang earned a doctoral degree and a Master of Science in Industrial Engineering from Texas Tech in 1986 and 1983, respectively. He received a Bachelor of Science in Industrial Engineering from Tunghai University in 1980.

Edmiston was elected president and CEO of Harvest Natural Resources Inc., based in Houston, in 2005. Edmiston received a Master of Business Administration from the Duke

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University Fuqua School of Business in 2004 and a Bachelor of Science in Petroleum Engineering from Texas Tech in 1982.

Johnson is the 70 percent-majority owner and president of the Theodore Williams Construction Company Inc. (TWCC), a New York City firm that specializes in projects associated with corporate interiors, including many Fortune 500 clients. Johnson holds a Bachelor of Science in Construction Engineering Technology from Texas Tech that she earned in 1986.

Soules is principal engineer for Chicago Bridge & Iron Company (CB&I) in The Woodlands. Soules earned a Master of Business Administration from The University of Houston in 1991, and a Bachelor of Science in Civil Engineering from Texas Tech in 1979. He currently is working on a Master of Science in Civil Engineering at Texas Tech.

For more detailed information on each of the Distinguished Engineers, visit <http://www.depts.ttu.edu/coe/alumni/de/index.php>

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 3, 2009

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
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Texas Tech Professor Examines the Science Behind Suicide in New Book

The record number of soldier suicides in 2009 is most likely due to the redeployment of soldiers with psychiatric illnesses and a small army fighting a long war, according to David Rudd, Texas Tech University professor and chair for the Department of Psychology.

"It's a consequence of killing people," Rudd said. "War is about killing people and when you train young men and women to kill people, some of them are going to have a difficult time doing it. And then if they end up killing civilians as well as combatants, they're going to have an even more difficult time."

In the new book, "Interpersonal Theory of Suicide," Rudd and his co-authors examine the different variables related to suicide and also how a mental health professional would go about treating suicidal patients. It presents new and effective clinical guidelines for crisis intervention and for therapeutic alliances in psychotherapy and suicide prevention.

Rudd's research found the more a person is exposed to violence or death, the more that person loses anxiety about death. That specifically applies to soldiers living in a warzone because the interaction with death makes it more probable that these people will kill themselves when they get depressed or anxious.

"Fearfulness of death tends to be protective to someone who is at risk (for suicide), Rudd said. "If someone is depressed and thinking about killing themselves, it's a good thing to be anxious about dying. Being fearful of death can actually be protective."

Rudd, who has testified twice before Congress on the issue of veteran suicide, said the numbers of soldiers with psychiatric illnesses could go down, but the nature of war really prevents that. Effective treatment immediately after the emergence of symptoms would help, but the treatment would be virtually negated once the patient goes back into combat. Historically, 25 to 30 percent of soldiers in any war are affected by psychiatric illnesses.

There is also a stigma on mental health issues in the military, Rudd said. Although the higher-ups in the military encourage treatment for mood or anxiety disorders, the soldiers who need it are denying treatment. Though the military has tried to combat this stigma, the traditional masculine image of soldiers results in psychiatric disorders being perceived as failure.

“There’s significant resistance at the lowest levels to get treatment for psychiatric disorders,” Rudd said. “It’s perceived as weakness, as sort of a personal failure or deficiency.”

Although soldiers do have some psychiatric help, it is not the protracted care they would need. Rudd said the kind of conditions soldiers have, like PTSD, take a long time to treat, but that is not an option in a warzone.

“They have to go right back out into combat where they’re going to experience the same pressures which exacerbates the illness,” Rudd said.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 3, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech's Phi Beta Kappa President Named American Council on Education Fellow

The president of Texas Tech University's chapter of the Phi Beta Kappa Society became a fellow Thursday (April 2) of the American Council on Education (ACE).

Mary Jane Hurst, also a professor of English, is one of this year's 42 faculty and administration honorees announced by Molly Corbett Broad, ACE president. She is the sixth Texas Tech ACE Fellow.

"I am very honored to have been selected as an ACE Fellow," Hurst said. "I am grateful for the learning opportunities that lie ahead."

As part of her duties as a new fellow, Hurst will spend the next year working with the president and leaders of another university, to be named later by ACE.

The ACE Fellows Program, established in 1965, is designed to strengthen institutions and leadership in American higher education by identifying and preparing promising senior faculty and administrators for future positions in college and university administration. Prospective nominees are nominated for the fellowship by the presidents or chancellors of their institutions.

"We are extremely pleased with the new fellows," said Sharon A. McDade, director of the ACE Fellows Program. "The individuals selected have demonstrated strong leadership. The Fellows Program will sharpen and enhance their leadership skills and their network, and the program will prepare them to address issues of concern to the higher education community."

McDade said that most previous fellows have advanced into major positions in academic administration. Of the more than 1,500 participants in the first 44 years of the program, more than 300 have become presidents or chancellors and more than 1,100 have become provosts or other top administrators.

Hurst served from 2000 to 2005 as associate dean for the College of Arts and Sciences and then from 2006 to 2008 as faculty assistant to the president. She led and directed the

university's successful Phi Beta Kappa initiatives that resulted in Texas Tech being only one of three public universities in Texas, and among only the top ten percent of universities nationwide, to shelter a prestigious Phi Beta Kappa chapter. She created and developed Texas Tech's Presidential Lecture & Performance Series among many other contributions to Texas Tech.

She earned her Bachelor of Arts in English at Miami University and her master's and doctoral degrees in English (language and literature) from the University of Maryland. A faculty member at Texas Tech since 1986, she has earned Texas Tech's President's Excellence in Teaching Award, the Faculty Distinguished Leadership Award and other honors.

Founded in 1918, ACE is the major coordinating body for all the nation's higher education institutions, representing more than 1,600 college and university presidents, and more than 200 related associations in the United States.

CONTACT: Mary Jane Hurst, president of Texas Tech University's Phi Beta Kappa Chapter and professor of English, maryjane.hurst@ttu.edu, Erin Hennessy, assistant director of public affairs, (202) 939-9367 or erin_hennessy@ace.nche.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 3, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Experts: Rocket Fuel Additive Found in More Than Just Baby Formula

Texas Tech University has experts to discuss research with perchlorate.

A recent study by the U.S. Centers for Disease Control and Prevention found trace amounts of perchlorate, an additive of rocket fuel and human thyroid disruptor, in powdered baby formula. Since some city water supplies contain perc, the study raised concerns that the tainted baby formulas can exceed the safe adult dose amount if mixed with tainted water.

Several Texas Tech University researchers have studied the additive. From writing the book on the chemical to finding it in breast milk, store-bought milk and naturally occurring amounts in West Texas well water, these experts can offer enlightened information on the topic.

Texas Tech scientists **Ron Kendall** and **Philip Smith** wrote the book on perchlorate ecotoxicology. Kendall, director of The Institute of Environmental and Human Health, and Smith, an associate professor at the institute, used their ecotoxicology research of the Longhorn Army Ammunition Plant Superfund site, adjacent to Caddo Lake in East Texas, to write the textbook, *Perchlorate Ecotoxicology*. The study prompted about 75 peer-reviewed publications as well. **Ron Kendall, director of TIEHH, (806) 885-4567 or ron.kendall@tiehh.ttu.edu; Philip Smith, associate professor at TIEHH, (806) 885-0316, (806) 786-6908, or philip.smith@tiehh.ttu.edu.**

Ernest Smith, an associate professor with TIEHH, studied the occurrence of perchlorate in human breast milk and store-bought milk. Results suggested that perchlorate's presence could be associated with drinking water and other food contamination. Also, he has studied perchlorate's risk to wildlife, water and the environment. **Ernest Smith, associate professor at TIEHH, (806) 885-0233, or ernest.smith@tiehh.ttu.edu.**

Andrew Jackson, co-author of an award-winning 2005 study that focused on naturally occurring perchlorate in West Texas groundwater. Researchers discovered perchlorate in a 60,000-square-mile area during testing. Since the region had no widespread industrial sources that produced or used the chemical, and there was no widespread use of perchlorate-containing fertilizers, the team determined that the chemical probably occurs naturally. **Andrew Jackson, associate professor, Department of Civil and Environmental Engineering, (806) 742-2801 ext. 230, andrew.jackson@ttu.edu.**

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 3, 2009

CONTACT: Barbara Brannon, barbara.brannon@ttu.edu

(806) 742-2982

Texas Tech University Press Sets Annual Literary Lubbock Event

What do witchcraft, polygamy and steer roping have in common? Besides making for fascinating dinner conversation, each is the subject of a book published by Texas Tech University Press.

Authors of these books are among seven who will share their stories during the annual Literary Lubbock dinner May 1.

"The dinner has become a signature literary event in Lubbock," said Robert Mandel, director of Texas Tech University Press. "For people who love books, this is an opportunity to talk with a wide variety of authors, hear their stories, and find out how they went about writing their books."

Literary Lubbock begins at 5:30 p.m. May 1 in the Merket Alumni Center on the Texas Tech campus. Authors will sign books during a reception, which features local wines, followed by a meal designed by Chef Rocky Rockwell. The event is hosted by Lubbock writer and musician Andy Wilkinson. Tickets are \$55 for individuals and \$440 for a table of eight. Tickets are available from Texas Tech University Press, (806) 742-2982, through April 27.

The following are featured authors for Literary Lubbock:

John O. Baxter of Santa Fe, is the author of "Cowboy Park: Steer-Roping Contests on the Border." The book recounts the history of the popular Ciudad Juárez, Mexico, arena established in 1907, when Texas, New Mexico and Arizona outlawed steer-roping contests. He is an expert in water rights and other aspects of the history, culture, and law of the Southwest. Baxter, a former rodeo roper, also is a former archivist and historian for the State of New Mexico. For more on the book go to: <http://www.ttup.ttu.edu/BookPages/9780896726420.html>.

Nasario García of Santa Fe is a native New Mexican and leading folklorist in his state. "Brujerías: Stories of Witchcraft and the Supernatural in the American Southwest and Beyond" recounts, in Spanish and in English translation, tales of sorcerers, witches, La Llorona, the vanishing hitchhiker, ghostly apparitions and balls of fire, illuminating an unexplored aspect of the American Southwest's Hispanic heritage. For more on the book go to: <http://www.ttup.ttu.edu/BookPages/089672607X.html>.

Dorothy Allred Solomon was born the 28th of 48 children of Rulon Allred, well-known Utah leader of a polygamist Mormon sect. Exploring polygamy not with outrage but with honesty and grace, Solomon went public with her family's story in 1984. In a new edition of "In My Father's House: A Memoir of Polygamy" she revisits her experience after a quarter century. Solomon's most recent book is "The Sisterhood: Inside the Lives of Mormon Women." She lives, writes and blogs in Utah, where she and her husband also design communication seminars. For more on the book go to: <http://www.ttup.ttu.edu/BookPages/9780896726468.html>.

Rosanna Taylor Herndon of Abilene, author of "The Line from Here to There: A Storyteller's Scottish West Texas," has been featured at festivals and workshops across the United States, including the National Storytelling Festival. When Herndon's first audiotapes were released in the mid-1990s, her daughter began urging her to write them down. The 18 stories collected in the book cover several generations of Scottish West Texans, from immigrant history to recent experience. Herndon, professor emerita at Hardin-Simmons University, is also a charter member of the Tejas Storytelling Association and founder of the Mesquite Storytellers of Abilene. For more on the book go to: <http://www.ttup.ttu.edu/BookPages/9780896726307.html>.

Shirley Gordon Jackson, a longtime Californian who now calls Arlington, Texas, home, tells about her early years in a multicultural family in Elkhart, Ind., in "A Place to Be Someone: Growing Up with Charles Gordone." Gordone became the first African American to win the Pulitzer Prize for drama, for "No Place to Be Somebody," in 1970. His search for a home in the West led him in 1987 to Texas A&M University, where he taught playwriting for the last nine years of his life, and to an influential role in the cowboy renaissance of the 1990s. For more on the book go to: <http://www.ttup.ttu.edu/BookPages/9780896726352.html>.

A. Michael Powell and Shirley A. Powell of Alpine, together with James F. Weedon, produced the comprehensive "Cacti of Texas: A Field Guide." There are 132 species, subspecies, and varieties of cacti in Texas—at least one kind in every county—and the Powells help readers locate and identify them all with colorful photos, easy-to-follow descriptions, and maps. A. Michael Powell is distinguished professor emeritus of biology and director of the Herbarium at Sul Ross State University. Shirley A. Powell is a retired science teacher, author and botanical illustrator. For more on the book go to: <http://www.ttup.ttu.edu/BookPages/9780896726116.html>.

All authors are available for media interviews. Further information on the authors and their books, as well as photographs and book cover art, is available at the web pages provided.

For more information on Literary Lubbock 2009 or to arrange sponsorship or reserve tickets, contact Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or barbara.brannon@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 6, 2009

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

The Institute of Environmental and Human Health Unveils New Nonwoven Lab {Editor's Note: Instructions for downloading video/photos at the bottom of this release}

The Institute of Environmental and Human Health (TIEHH) at Texas Tech University introduced a new, state-of-the-art fabric laboratory to help researchers continue creating products that can protect both military and civilian populations.

The 4,000-square-foot facility, named the Nonwovens and Advanced Materials Laboratory, was unveiled April 6. The new lab's air conditioning and humidification system, contoured needlezone needlepunching technology and thermal bonding capability will allow for faster, more focused research into nonwoven technologies.

Funding for the lab's \$1.5 million cost included \$125,000 from Lubbock Economic Development Alliance and nearly \$1 million from the U.S. Department of Defense (DoD) for the machinery. Overall, nonwoven research at Texas Tech has received \$2.5 million in DoD funding.

"The opening of this unique manufacturing and research facility is another big step forward for The Institute of Environmental and Human Health and for Texas Tech," said Kent Hance, chancellor of Texas Tech University System. "I want to acknowledge the efforts of Congressman Neugebauer and the Lubbock Economic Development Alliance for their understanding of benefits of this facility and their assistance in funding it."

Texas Tech University now is the only academic facility in the U.S. to have contoured needlezone nonwoven technology, said Ron Kendall, director of TIEHH.

"We are exclusive in the way we're set up here with the unique needlepunch nonwoven technology and access to cotton," Kendall said. "This technology has been used successfully to develop products such as our nonwoven decontamination wipe, Fibertect™. The need for decontamination wipes, such as the kind we've created here at TIEHH, were a top priority for the Department of Defense. Years ago, we began the research, developed a product and met a top national security issue. Now we're going to continue that research with this laboratory."

Seshadri Ramkumar, associate professor, lab manager and Fibertect™ creator, said the new nonwoven facility will help TIEHH to continue top-quality research into protective

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fabrics and other nonwoven materials. Fibertect™ is a platform technology, and different fibers, including natural fibers such as cotton, can be used depending on applications and requirements, Ramkumar said.

“One of the main focuses of this lab will be used to develop new products from cotton and wool, such as thermal and acoustic insulation pads, and automotive and defense textiles,” Ramkumar said. “Our aim is to find value-added applications for products made of cotton grown on the High Plains. Surely, this nonwoven laboratory will help.”

In December, Lawrence Livermore National Laboratory performed an evaluation of several decontamination products including Fibertect™. The wipe tested features an activated carbon core sandwiched between an absorbent polyester layer on one side and absorbent cellulose on the other. After testing with mustard gas and other toxic chemicals, the results showed that the Texas Tech-created dry fabric out-performed 30 different decontamination products, including materials currently used in military decontamination kits.

Research in natural fibers has been supported by the Food and Fibers Research Grant program of the Texas Department of Agriculture, Texas State Support Program of Cotton Incorporated, The Cotton Foundation, The CH Foundation of Lubbock, Plains Cotton Growers Inc. and the USDA through the International Cotton Research Center at Texas Tech.

The Institute of Environmental and Human Health develops environmental and health sciences research and education at Texas Tech and Texas Tech University Health Sciences Center. The institute's goal is to position Texas Tech as an internationally recognized force in the integration of environmental impact assessment of toxic chemicals with human health consequences, framed in the context of science-based risk assessment to support sound environmental policy and law.

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Mac:

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2. Copy and paste <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**



TEXAS TECH UNIVERSITY

4. The files should show up now and you can drag and drop to your desktop as needed.

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

CONTACT: Seshadri Ramkumar, associate professor at The Institute of Environmental and Human Health at Texas Tech University, (806) 445-1925 or s.ramkumar@ttu.edu; Ronald Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567, ron.kendall@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 7, 2009

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

Texas Tech Dean of Education Steps Down

Sheryl Santos, dean of the Texas Tech University College of Education, announced today (April 7) that she is stepping down from her post effective June 1.

Santos, who has served as dean for six years, told faculty and staff in the college today that she will be married and will then take a one-year sabbatical before returning in the fall of 2010 to a faculty position.

"Life is about transition, change and renewal," Santos said. "I think the timing is right for the college to seek new leadership under a new provost and president in order to meet the challenging demands of the future."

Texas Tech Provost Robert Smith will name an interim dean in the next few weeks.

"Even though I have only worked with Dean Santos for a short time, I have come to appreciate her caring dedication to the College of Education," Smith said. "It is certainly clear to me that she has placed the interests of the college above her personal concerns during her time as dean. Such unselfish service is greatly valued by this provost."

Santos was named dean of the Texas Tech College of Education in July 2003. Before coming to Texas Tech, Santos was dean and professor of the School of Education at California State University, Bakersfield. She earned her bachelor's and master's degrees from Queens College in New York City and her doctorate from Kansas State University.

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News Release

EMBARGOED FOR RELEASE UNTIL:

DATE: 7 p.m. CDT, April 7, 2009

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

(806) 742-2136

Climate Change to Cause Major Shifts in Global Wildfire Patterns

When it comes to global warming and wildfires, the bad news is that rising temperatures and shifting rainfall patterns that accompany climate change will make some areas more susceptible to outbreaks.

The good news is that by using thermal-infrared data from satellites, a group of scientists at University of California, Berkeley, and Texas Tech University has identified common characteristics associated with present-day global fire activity that may serve as predictors for future wildfire hotspots. The results of the study will be published April 7 in the journal *PLoS ONE*.

“As we looked at wildfire around the world, we wondered whether we could identify common factors that control its activity,” said study author Katharine Hayhoe, an atmospheric scientist and associate professor in the Department of Geosciences at Texas Tech. “The fact that we have identified these characteristics means that we can use climate models to simulate how those same characteristics are likely to change in the future.”

The research was conducted with support from The Nature Conservancy as part of the organization’s effort to consider wildfire effects when developing plans to protect biodiversity.

Jim Bergan, a Texas Tech alumnus and The Nature Conservancy’s director of science and stewardship in Texas, said that understanding wildfires now and in the future is important to protect life and property as well as to keep nature in balance.

“Restoration through fire is an integral part of the conservancy’s work and is especially important in a large and diverse state such as Texas,” Bergan said. “As this report shows, our changing climate also means significant changes in fire patterns around the world. We need to act quickly to share information globally to help others understand the shift in wildfire risk and how managed burns are critical to protect wildlife habitat and private property.”

This is the first attempt to quantitatively model why we see fire where we see it across the entire planet, said project investigator, Max Moritz, co-director of the University of California Center for Fire Research & Outreach.

“The two essential suites of variables needed for fires include the presence of sufficient vegetation to burn and the window in time when conditions are hot and dry enough for ignition to occur,” he said.

The researchers then used simulations of how climate change may alter these two essential variables, based on scenarios of lower and mid-range future emissions developed by the Intergovernmental Panel on Climate Change, to examine future changes in fire activity. They found that climate change is likely to significantly alter fire activity across most of the planet in coming decades.

Preliminary results for the period 2010 to 2039 show hotspots of fire invasion forming in the parts of the Western United States and the Tibetan Plateau. In contrast, the likelihood of wildfires may decrease for some regions such as Northeast China and Central Africa.

A decrease in fire risk isn’t necessarily a good thing, either, researchers said.

“Some species of trees rely on fires occurring at specific times to regenerate,” said lead investigator Meg Krawchuk, a postdoctoral fellow from the University of California, Berkeley. “Any changes in a fire regime have the potential to dramatically alter the landscape over time.”

Previous models of fire activity have focused on specific regions, including Southern California and Southeast Australia. In 2006, a report from Australia’s national science agency warned that climate change could increase bushfire risk in that region. Three years later, a record-breaking heat wave that sent temperatures soaring 20 degrees above average occurred on top of the longest, hottest drought in the region’s history. These conditions, consistent with those expected under climate change, set the stage for the deadliest fire in Australia’s history.

“What Australia showed us is that things can happen faster than we think,” Hayhoe said. “Although we cannot yet say whether climate change played a role in the February fires in Australia, we do know that climate change will increase the risk of conditions conducive to such devastating wildfires in the near future.”

While climate change will alter future wildfire risks, most wildfires are started by human activity or by lightning, she said.

“For that reason, we’re trying to determine where climate change may be figuratively piling up wood and tinder, creating the perfect conditions for when that match drops or a lightning bolt strikes,” Hayhoe said.



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The researchers said this paper is a first step toward developing a comprehensive picture of how climate change will alter fire risk around the world if substantial cuts in greenhouse gas emissions do not occur soon. The next step, using a wider range of climate projections, will identify consistent patterns of change. Subsequent calculations will use a broader range of climate projections to develop reliable predictions for specific regions.

A copy of this report can be obtained by contacting John Davis.

To access the story, visit <http://dx.plos.org/10.1371/journal.pone.0005102>.

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

CONTACT: Katharine Hayhoe, associate professor, Department of Geosciences, Texas Tech University, (806) 742-0015, or katharine.hayhoe@ttu.edu; Max Moritz, co-director, University of California Berkeley Center for Fire Research & Outreach, (510) 642-7329, mmoritz@nature.berkeley.edu; Jay Harrod, senior media relations manager, The Nature Conservancy, (501) 614-5081, or jharrod@tnc.org



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News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech Hosts Reading by Award-Winning Writer, Environmentalist

Award-winning nature writer Rick Bass will read and sign copies of his most recent book at 7 p.m. April 23 at Texas Tech University's International Cultural Center Auditorium.

Bass has written more than 20 books of nonfiction, fiction and short story collections. His most recent nonfiction book, "Why I Came West," was a finalist for the National Book Award for autobiography in 2008.

Bass has been praised by critics for his powerful descriptions of landscapes and the intricate relationships between his characters, which often mirror the grandeur, beauty and unpredictability of the natural world.

Many of Bass' manuscripts are part of the James Sowell Family Collection in Literature, Community and the Natural World housed in Texas Tech's Southwest Collection/Special Collections Library

In addition to writing, Bass participates in environmental preservation and activism surrounding diminishing wilderness areas. He has served on the board of both the Yaak Valley Forest Council and Round River Conservation Studies.

The reading is sponsored by the Texas Tech Heritage Consortium, Center for the Southwest with generous support from the Helen Jones Foundation, the Honors College, the Natural History and Humanities degree program, and the Southwest Collection/Special Collections Library.

"The commitment of the Helen Jones Foundation to interdisciplinary approaches to the study and celebration of the diversity of the Southwest is amply demonstrated by the work of Rick Bass, who has written so elegantly to both inform and inspire his readers about the values of place in the human heart and mind," said James Brink, executive director of the Southwest Collection/Special Collections Library.

CONTACT: Diane Warner, librarian, Southwest Collection/Special Collections Library, (806) 742-3749 or diane.warner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2009

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

Texas Tech's College of Human Sciences Announces 2009 TechStyle

Texas Tech University's College of Human Sciences will host TechStyle, a fashion show featuring senior student design portfolios in interior design and fashion design, April 22 at the Lubbock Memorial Center Theater.

A reception and silent auction will begin at 5:30 p.m., followed by the fashion show at 7 p.m.

TechStyle was created by the Department of Design to show off its students in style. The work of 29 apparel design and manufacturing students and 34 interior design students will be recognized at the event.

Cherif Amor, interim chair for the Department of Design, said TechStyle is a celebration of design excellence where senior students from the apparel design and manufacturing and interior design disciplines reveal their original and unique designs to the Lubbock community.

"The Fashion Show and Interior Design Portfolio Displays constitute the culmination of senior student design compositions and productions - a celebration not to miss," Amor said.

Pete Christy of NewsChannel 11's "I Beat Pete" will make an appearance at the event to model the jacket he created during his Project Runway challenge with students from Texas Tech's Department of Apparel, Design and Manufacturing.

Tickets for the event are \$10 and can be purchased at the door or in the Department of Design Office, located in Human Sciences Room 211.

The Department of Design encompasses the fields of apparel design, interior design and environmental design and strives to contribute to new knowledge in these areas through design education, research and community outreach.

CONTACT: Cherif Amor, interim chair, Department of Design, College of Human Sciences, Texas Tech University, (806) 742-3050 or cherif.amor@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2009

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

Texas Tech Introduces New Doctoral Fellowship Program

Texas Tech University today (April 8) announced that it is dedicating \$2 million to a new Doctoral Fellowship Initiative intended to increase the number of doctoral students enrolling at the university.

The fellowships are focused on areas where the students could help produce new external research funding, especially funding from federal sources such as the National Science Foundation and the National Institutes of Health. Fellowships also have been awarded in areas such as creative and technical writing where an extraordinary level of academic excellence has been recognized for several years.

“For Texas Tech to achieve its goal of becoming the state’s next national research university, our research program must grow,” said Robert Smith, Texas Tech provost. “One important way to grow our research is to increase the number of doctoral students coming to Texas Tech. I believe these fellowships will help accomplish that goal.”

The fellowships will go to new doctoral students enrolling in the fall 2009 semester. The fellowships total \$25,000 for four years. The initial program will fund about 80 fellowships.

“Texas Tech has outstanding research and high-quality, nationally-known research underway,” said Guy Bailey, president of Texas Tech. “With that foundation and the added incentive of these fellowships, I believe we can bring some of the very best and brightest young minds to our doctoral programs.”

The fellowships initially are focused on the Colleges of Agricultural Sciences and Natural Resources, Arts and Sciences and Engineering and the Graduate School. Fellows funded under this program will be required to apply for individual nationally competitive fellowships at least once during the first two years of their doctoral study.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 8, 2009

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

Program Helps Texas Tech Employees Earn GED

More than a dozen full-time employees from the departments of housing, hospitality and recreational sports at Texas Tech University are on their way to receiving GEDs.

The employees are participating in a program that was initiated by the Division of Student Affairs and Enrollment Management in conjunction with Region 17 Education Service Center.

Employees attend free classes, which began Jan. 13, twice a week on campus to prepare them to take and pass the GED test.

Participants are given an assessment to determine their current level, and are then able to work at their own pace until they feel adequately prepared to take the GED test.

Instruction is provided by the Region 17 Education Center, and Student Affairs and Enrollment Management contribute funding and time off to assist those interested in participating in the program.

Dolores Gonzales, section coordinator with Hospitality Services, said the employees are not only committed to the program, but they also are excited about the progress they have made.

"They are very proud," Gonzales said. "They say, 'I've always wanted to get a chance to do this.' You can tell by their work ethic and personality that they are happy and excited.

Gonzales said because of the interest in the program, the division plans to begin another session of classes in July. Those interested in learning about the program can contact Gonzales at (806) 742-5033.

CONTACT: Dolores Gonzales, section coordinator, Hospitality Services, Texas Tech University, (806) 742- 5033 or dolores.gonzales@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 9, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Student Diversity Hosts GLBT Legal Issues Forum

Discussion highlights legal issues faced by minority groups.

Legal issues facing gay, lesbian, bisexual and transgendered people will be the topic of discussion at a forum from 4-7 p.m. April 16 at the Texas Tech University School of Law Lanier Professional Development Center at 18th Street and Indiana Avenue.

"Scales of (In)Justice: Legal Issues and the GLBT Person," touching on topics such as same-sex marriage, adoption and foster parenting, Proposition 8, and "Don't Ask, Don't Tell," is free and open to the public. Free parking is available in Commuter West Lot C-17, across the street from the Law School and west of Indiana Avenue.

After a welcome reception in the lobby area, presentations will begin at 4:30 p.m. in the Hunt Courtroom. Speakers for the presentation portion of the forum are Paul Scott, executive director of Equality Texas and Equality Texas Foundation; and Aaron Tax, of Servicemembers Legal Defense Network (SLDN).

A roundtable panel discussion and question and answer session will take place from 6-7 p.m. Panelists include Scott and Tax, as well as Joyce Carter, associate professor, Texas Tech Department of English; and Grace Rogers, retired teacher, and a member of the Lubbock Chapter of Parents, Families, & Friends of Lesbians and Gays (PFLAG). Calvin Lewis, associate dean for Student Affairs and Diversity at the Law School will moderate.

Scott joined Equality Texas and Equality Texas Foundation in 2006. He oversees advocacy, education and lobbying initiatives across the state for Texans of all sexual orientations and gender identities. He previously served as executive director of the Resource Center of Dallas, the third largest LGBT Community Center in the country. Scott earned a bachelor's degree from Emory University and a Doctorate of Jurisprudence from the University of Georgia.

Prior to joining SLDN in 2006, Tax spent three years working for the Department of the Army, including two years as a Presidential Management Fellow. During his fellowship, he served as a Special Assistant United States Attorney in the U.S. Attorney's Office for the District of Columbia. In his final year with the Army, Tax wrote final agency decisions in employment discrimination cases.

Tax earned his bachelor's in Policy Analysis from Cornell University and his Doctorate of Jurisprudence from The George Washington University Law School. While at Cornell,

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he was president of the Cornell Democrats, interned for Sen. Edward Kennedy, the White House and at the Democratic National Committee.

The event is sponsored by Texas Tech's School of Law, Office of Student Diversity Relations and Student Counseling Center, as well as PFLAG Lubbock Chapter, Servicemembers Legal Defense Network (SLDN) and Equality Texas and Equality Texas Foundation.

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

CONTACT: Calvin Lewis, associate dean for Student Affairs and Diversity, Texas Tech University School of Law, (806) 742-3990 ext. 274, or calvin.lewis@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: April 9, 2009

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu

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Meat Animal Evaluation Team Wins National Championship

Texas Tech University's Meat Animal Evaluation Team placed first March 27 at the National Meat Animal Evaluation Contest at the Oklahoma City Stockyards at Oklahoma State University.

Texas Tech has won the prestigious contest for an unprecedented three years in a row.

Texas Tech won the swine, beef evaluation, breeding animal, market animal and communication divisions. In addition, the team ranked second in the meat and sheep divisions.

The team earned 8,693 points, outscoring the second place team by 336 points.

"The team excelled in every division," said Ryan Rathmann, an assistant professor in the Department of Animal and Food Sciences at Texas Tech and the team's coach. "I'm proud of the students for staying focused and working hard to achieve this honor. It's a pleasure to be associated with these kids and the Texas Tech program."

The two-day contest was specifically designed to encourage students to seek a more complete understanding of the food supply from conception to consumer. The event is perceived as the ultimate judging contest because students must be competent in all areas of the livestock and meats industry to excel.

Texas Tech's Drew Perez led the team as high-point individual, followed by teammates Ben Cammack, Cade Halfmann, Josh Flohr and Henry Ruiz, who finished amongst the top-ten individuals.

Members of the meat animal evaluation team are:

- Ben Cammack, a junior from Seguin
- Tyler Cowie, a junior from Magnolia
- Micah Dorsey, a junior from Strasburg, Colo.
- Shayna Dunlap, a junior from Estancia, N.M.
- Josh Flohr, a junior from Emmitsburg, Md.
- Paige Futrell, a junior from Midland
- Cade Halfmann, a junior from Garden City
- Josh Hasty, a junior from Cleburne
- CA Jones, a junior from Sunray
- Matthew Morales, a senior from Satanta, Kan.
- Drew Perez, a junior from Nara Visa, N.M.

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- Henry Ruiz, a junior from Eagle Pass
- Trae Simmons, a junior from Tipton, Ind.
- Olivia Tilly, a junior from Hawley
- Austin Voyles, a senior from Hale Center
- Shanna Ward, a junior from Coffeyville, Kan.

The team is coached by Judd Gardner, Travis O'Quinn and Rathmann.

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



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News Release

FOR IMMEDIATE RELEASE

DATE: April 9, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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As Wine Business Booms across Country, University Adds Viticulture Program

As the wine industry booms in Texas and across much of the United States, Texas Tech University has added a degree specialization and slate of new courses teaching everything from grape growing to wine production and winery management.

The university is now the first in Texas and one of a handful in the nation to offer an undergraduate program in viticulture and enology, or the study of grapes and wine.

This influx of graduates should help fill the needs of wine production and retailing industries that have quickly spread beyond the borders of traditionally wine-rich states such as California and Washington.

Texas alone now has more than 162 wineries fermenting vintages, making it the fifth-largest producer in the U.S., and shows no signs of slowing down – Texans are sipping more wine than ever before, according to a recent study by Texas Tech's Wine Marketing Research Institute.

"The wine industry has expanded rapidly in the past five years or so, and not just in Texas," said Ed Hellman, a Texas Tech professor of viticulture with a joint appointment at Texas Agrilife Extension. "You look at states like Oklahoma, New Mexico – even Nebraska and Kansas – and there are burgeoning industries there. This has created a need for graduates, which is why we can offer this new degree specialization. Even eight years ago, we couldn't have been teaching these subjects; we didn't have the faculty to teach them."

Beginning this fall, students pursuing a horticultural and turfgrass sciences degree will have the option to specialize in viticulture and enology. Texas Tech also will introduce courses on winemaking, viticulture and wine tourism. By 2010, offerings will expand to include winery business planning, wine marketing and vineyard management.

The courses draw on a wide range of programs at Texas Tech, including those in the Department of Plant and Soil Science; Department of Nutrition, Hospitality and Retailing; and Wine Marketing Research Institute.

CONTACT: Ed Hellman, professor of viticulture, Department of Plant and Soil Science, Texas Tech University, (806) 746-6101, or ed.hellman@ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2009

CONTACT: Barbara Brannon, barbara.brannon@ttu.edu
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Texas Tech University Press Garners National Recognition

Several Texas Tech University Press books and authors have received national recognition, including back-to-back awards for the press's series for young readers.

"Journey to Gonzalez" by Melodie A. Cuate won the 2009 Western Heritage Award for Best Juvenile Book. This is the third book in Cuate's Mr. Barrington's Mysterious Trunk series which features modern day children who have travelled back in time through a magic trunk to find themselves part of Texas history.

This is the second consecutive year Cuate has won the Western Heritage Award in this category, with "Journey to San Jacinto," book two in the series, honored in 2008. Cuate's latest book is "Journey to Goliad," the fourth in the series. Cuate, who is from McAllen, also won the 2006-07 Linden Heck Howell Outstanding Teaching of Texas History Award.

"From Guns to Gavels: How Justice Grew Up in the Outlaw West" by Abilene author Bill Neal has won the 2009 Rupert N. Richardson Award for the best book on West Texas History, presented by the West Texas Historical Association. Neal is the first back-to-back winner of the award, which he received last year for "Getting Away with Murder on the Texas Frontier: Notorious Killings and Celebrated Trials," the first book in a planned trilogy on Western justice. The Richardson Award is given for the best nonfiction book on West Texas history published within the prior two years.

Texas Tech University Press also received recognition for its book design in the 2009 Association of American University Presses (AAUP) Book, Jacket & Journal Show. Texas Tech Press designer Lindsay Starr and design and production manager Barbara Werden were honored for two books. "Cowboy Park: Steer-Roping Contests on the Border" by John O. Baxter was one of only six book designs selected in the Trade Typographic category. "Xerophilia: Ecocritical Explorations in Southwestern Literature" by Tom Lynch was recognized in the Jackets and Covers category. The Texas Tech Press books will be part of the 2009 Book, Jacket, and Journal Show traveling exhibition to be released this summer.

Texas Tech Press authors have also been named finalists in two major competitions. For the Great Plains Distinguished Book Prize, "The Death of Raymond Yellow Thunder and Other True Stories from the Nebraska-Pine Ridge Border Towns" by Stew Magnuson,

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and "Rights in the Balance: Free Press, Fair Trial, and Nebraska Press Association v. Stuart" by Mark R. Scherer are among six finalists. The winner will be announced May 6.

In the ForeWord Book of the Year awards for 2008, "Aurora Crossing: A Novel of the Nez Perces" by Karl H. Schlesier, "Hoodoo" by Susan Cummins Miller, and "The Death of Raymond Yellow Thunder and Other True Stories from the Nebraska-Pine Ridge Border Towns" by Stew Magnuson are all finalists in their categories. Winners will be announced May 30.

Texas Tech University Press publishes a variety of titles each year ranging from nonfiction titles in natural history and the natural sciences to works in costume and textile history and all aspects of the Great Plains and the American west -- especially biography, history, memoir and travel. The press also publishes fiction, young adult and children's titles, a mystery series and an annual poetry selection.

For more information on any of the award-winning books or the many others published by the press or review copies of these books, contact Barbara Brannon, marketing manager, Texas Tech University Press, (806) 742-2982 or via e-mail at barbara.brannon@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2009

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
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Santa Fe Opera Apprentice Singers Perform at Texas Tech

Texas Tech's Presidential Lecture & Performance Series and the College of Visual & Performing Arts will host the sixth annual visit from The Santa Fe Opera Apprentice Singers.

The free community concert is scheduled for 7 p.m. April 13 at Hemmle Recital Hall on the Texas Tech campus.

"The Santa Fe Opera Apprentice Singers have a devoted following in Lubbock," Jo Moore, administrator for the series. "We are delighted to once again be able to host these outstanding performers."

The concert will feature soprano Ashley Logan, tenor Jon-Michael Ball and baritone Michael Nyby. The singers will perform an adaptation of Donizetti's "The Elixir of Love." Kirk Pavitt, music director and pianist, will accompany the singers.

This event is free and open to the public but seating capacity is limited. Reservations are requested at (806) 742-0706 ext. 401.

Performances will also be held on April 14 and April 15 for Lubbock-Cooper Independent School District elementary, middle school and high school students. The opera tour is a project of The Santa Fe Opera's Education and Community Programs Department.

CONTACT: Jo Moore, administrator for the Presidential Lecture & Performance Series, (806) 742-0700 ext. 239, or jo.moore@ttu.edu.



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Advisory

FOR IMMEDIATE RELEASE

DATE: April 10, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Nobel Laureate Available for Media Interview Prior to 2009 Haragan Lecture

WHAT: Media availability for Nobel Laureate.

WHEN: 3:30-5 p.m. April 14, 7-8 a.m. and various times April 15.

EVENT: Thomas R. Cech, a co-recipient of the 1989 Nobel Prize in Chemistry for his RNA research and former president of the Howard Hughes Medical Institute in Maryland, will give an 11 a.m. public seminar followed by the 2009 Haragan Lecture Series at 7:30 p.m.

Both April 15 events are organized by the Howard Hughes Medical Institute Undergraduate Science Education Program at Texas Tech University.

Prior to these events, Cech will be available for media interviews. To make an appointment, please contact Lou Densmore.

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

CONTACT: Lou Densmore, director, The Howard Hughes Medical Institute Undergraduate Science Education and Research Program at Texas Tech University, (806) 742-2728, or lou.densmore@ttu.edu.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2009

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

Texas Tech Announces Events for Spring into Green Celebration

Texas Tech University announces "Spring into Green," a two-week celebration of events held in conjunction with community partners that will focus on making its campus and Lubbock more environmentally friendly.

To kick off the initiative's events, the university will host a symposium and workshop April 15-16.

The goal of the symposium is to develop a green action plan that is backed by Texas Tech administration and facilities planners and can be implemented to help reduce energy usage and paper waste on campus.

In addition, the IEEE- formerly the Institute of Electrical and Electronics Engineers-Green Technology Conference will be held April 16-17 at the Holiday Inn Hotel and Towers. The conference will cover technologies for reducing energy use, such as home automation, home and commercial-building energy management and reduced-energy lighting.

Other events include:

- April 17: Lubbock's chapter of the American Institute for Architects will host the Tau Sigma Delta Silver Medal Award Winner Presentation at 4:30 p.m. at the Texas Tech English Building Room 001.
- April 18: The City of Lubbock will host a "City Wide Pride" neighborhood clean-up. An Earth Day information booth will also be set up at the South Plains Mall.
- April 20: Alternative Transportation Day, An Eco-Car Challenge X will be held from 10 a.m. - 2 p.m. at the Student Union West Plaza.
- April 21: Energy Conservation & Sustainability Day, a film series and visual display will take place from 10 a.m. - 2 p.m. at the Student Union West Plaza. A Sustainable Business Conference also will be held from 8:30 a.m. - 3:30 p.m. at the Louise Hopkins Underwood Center for the Arts followed by an After-School Session from 3:30 - 7 p.m.

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- April 22: Water Conservation Day, the movie “FLOW: For Love of Water” will be shown at 8 p.m. at Urbanovsky Park. A presentation by Texas Tech professor Katharine Hayhoe on climate change will take place at 7 p.m. in the Student Union Building Allen Theatre.
- April 23: Recycling Day, a recycling roundup will take place from 8 a.m. - 4 p.m. at the Student Union West Plaza.
- April 24: Arbor Day, Texas Tech students can get free food and T-shirts from 11 a.m. - 1 p.m. in the Engineering Key. Kingsley will provide live music from 11:50 a.m. - 12: 50 p.m. The ceremony of student organization awards will take place at 12: 50 p.m., and planting will take place from 1:20 - 3 p.m.
- April 25: The City of Lubbock will host a “Keep Lubbock Beautiful” neighborhood clean-up. Also, a Think Green. Act Green: Rain Barrel Make & Take workshop will take place from 11 a.m. - 2 p.m. at the Louise Hopkins Underwood Center for the Arts.

CONTACT: Theresa Drewell, associate vice chancellor, Facilities Planning Construction, Texas Tech University, (806) 742-2116 or theresa.drewell@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 10, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Texas Tech Army ROTC Staff Member Named Sergeant of the Year

A military instructor at Texas Tech University was named the U.S. Army Cadet Command's Army Noncommissioned Officer (NCO) of the Year for 2009.

Sgt. 1st Class Corey J. King with Texas Tech's Army Reserve Officers' Training Corps (ROTC) battalion, was nominated by Cadet Command, the parent organization of Army ROTC, along with NCO leaders from around the globe. He participated in tests on a number of military tasks such as map reading, rifle qualification and physical conditioning to earn the honor.

"I am honored to have been selected as the 2009 Cadet Command NCO of the Year," King said. "I am proud to have been able to compete and to be thought of as a NCO who represents other NCOs. The NCOs I competed against are truly amazing in their own right. They work through the same daily task of teaching Army ROTC cadets as I do and still manage to stay sharp in their knowledge and fitness."

During King's 14-year military career he has served in a number of leadership roles in infantry battalions and his awards include the Army Commendation Medal and the Army Achievement Medal. King also serves time as an assistant scout master for Boy Scout Troop 544 in Lubbock.

Army ROTC units are located at 273 colleges and universities throughout the country. The program is the largest officer-producing organization in the armed forces, training and commissioning the majority of the lieutenants entering the Army each year.

Students at approximately 1,200 other institutions of higher learning also can participate in Army ROTC training and become second lieutenants through partnership agreements with nearby schools.

Among the distinguished graduates of the ROTC program are former Secretary of State Colin Powell, Wal-Mart founder Sam Walton and Supreme Court Justice Samuel A. Alito, Jr.

Contact: Corey J. King, ROTC battalion, Texas Tech University, (806) 742-2141, or corey.j.king@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: April 13, 2009

CONTACT: Sally Logue Post, sally.post@ttu.edu
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Music of the WPA featured in Texas Tech Museum Program

The music of Woody Guthrie and others of the 1930s and '40s captured the struggles and emotions of the American people facing severe economic hardships.

That music and the history of the Work Projects Administration (WPA) will be featured at 6:30 p.m. April 23 in the Helen DeVitt Jones Auditorium of the Museum of Texas Tech University. The program is free and open to the public.

The program complements an exhibition of 40 lithographs, etchings and woodcuts by artists who worked with the printmaking programs of the Federal Arts Project of the WPA. The exhibition will be on display through May 3 at the museum.

The WPA was the largest New Deal agency, employing millions of people and affecting almost every area of the United States. Between 1935 and 1943, the WPA provided nearly eight million jobs.

Sara Barwinkel, a history graduate student at Texas Tech, will speak about WPA projects around the country with a special emphasis on the Lubbock area. Part of her master's thesis looks at the colorful histories recorded through the WPA's Federal Writers Program.

Andy Hedges will join Barwinkel during the program. A singer, storyteller and cowboy poet, he will play the music of Woody Guthrie and others who chronicled the era.

-30-



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2009

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

Texas Tech Names New Vice President for Research

[EDITOR'S NOTE: A high resolution picture of Eighmy is available at <http://today.ttu.edu/2009/04/new-vice-president-for-research-named/>. His name is pronounced "Amy."]

Texas Tech University President Guy Bailey today (April 14) announced that Taylor Eighmy has been named vice president for research.

Eighmy's appointment will be effective July 1. He comes to Texas Tech from the University of New Hampshire where he is interim vice president for research and director of the Strategic Initiatives Office.

The vice president for research will play a key role in Texas Tech's goal to achieve tier one status in Texas, Bailey said.

"For Texas Tech to become the state's next national research university, we must continue to expand our already solid research program," Bailey said. "I believe that Dr. Eighmy is the person to lead us as we strive to double our research expenditures. At the same time, we must continue to support the excellent scholarship and creative work being done in the arts and humanities."

The vice president of research is the principal research officer for the university, overseeing and encouraging innovative research and scholarship in all fields. The office also directs the Office of Research Services, the Northwest Texas Small Business Development Center, the Wind Science and Engineering Research Center, the 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.

"I am very honored to have been chosen to serve as the vice president for research at Texas Tech," Eighmy said. "Texas Tech is an outstanding university and has a wonderful opportunity to strategically grow externally funded research, promote economic development and further its innovative scholarship and creative activity. I look forward to being part of the team to realize the development goals embraced by President Bailey, Chancellor Hance and the State of Texas for Texas Tech. I really look forward to

working with President Bailey, his team, and the entire community to fulfill this vision of Texas Tech as a top public research university.”

Eighmy has served as the interim vice president for research at the University of New Hampshire (UNH) since 2007 and the assistant vice president for research and director of strategic initiatives at UNH since 2004. His focus has been on expanded research initiatives with the federal government and the private sector, research and development supporting economic development and peer mentoring of faculty around excellence in scholarship.

He holds a bachelor's degree in biology from Tufts University and master's and doctoral degrees in civil engineering from UNH. He is a former faculty member and center director in civil engineering at UNH. He has published extensively in the environmental engineering and environmental science fields. He is a member of the U.S. Environmental Protection Agency Science Advisory Board.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 14, 2009

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

Rawls College of Business Hosts Former Chairman of FDIC Don Powell

WHAT: Rawls College of Business Chief Executives' Roundtable Luncheon

WHEN: 11:30 a.m., Thursday (April 16)

WHERE: Valley of Lubbock Scottish Rite, 1101 70th St.

EVENT: Texas Tech University's Rawls College of Business Administration will host former chairman of the FDIC Don Powell at its Chief Executives' Roundtable luncheon.

Powell was appointed by former President George W. Bush and approved by the United States Senate as the 18th chairman of the Federal Deposit Insurance Corporation in 2001.

When Hurricane Katrina hit New Orleans in 2005, he was appointed by the president as the Federal Coordinator of Gulf Coast Rebuilding. In this role, he worked closely with state and local governments to create a unified rebuilding process. In addition, he used his knowledge of banking to take quick and decisive action to assist devastated banks and their communities.

Among his other achievements, Don Powell was recognized by President Bush in 2008, as a recipient of the Presidential Citizens Medal for his service to citizens in the aftermath of Hurricane Katrina. The award is the second highest honor bestowed upon a civilian by the president. Since it was established in 1969, only 100 civilians have received the medal.

At the luncheon, Powell will deliver a presentation regarding the current economic situation titled "What Happened and Where Do We Go From Here?"

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

CONTACT: Alice Oles, CER coordinator, Rawls College of Business Administration, Texas Tech University at (806) 742-3940 or rawls.events@ttu.edu.

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 14, 2009

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

Texas Tech Announces New Green Campus Action Plan

WHAT: Report on Texas Tech University's new Green Campus Action Plan

WHEN: 4 p.m. Thursday (April 16)

WHERE: The Matador Room of the Student Union Building

EVENT: Texas Tech administrators will discuss the details of a new plan to green campus and adopt more sustainable business and construction practices. The plan will be developed during the two-day Green Campus Action Plan Symposium.

Through a series of panel discussions and workshops led by two nationally recognized experts in green campuses and economies, event organizers will glean input from students, staff and faculty with expertise in fields such as sustainable design, engineering, economics and water conservation. They will then meet with university administrators and leaders to hammer out the plan.

CONTACT: David Driskill, associate academic dean, College of Architecture, Texas Tech University, (806) 742-3136, or david.driskill@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 14, 2009

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

(806) 742-2136

Nobel Laureate to Discuss Origins of Life, Possible Cell Therapy for Cancer at Texas Tech HHMI Undergrad Program's 2009 Haragan Lecture Series

A Nobel laureate in chemistry will discuss how research into the tips of our DNA chromosomes could lead to cures for rapidly-growing cancerous tumors and the possible origins of life.

Thomas R. Cech, a co-recipient of the 1989 Nobel Prize in chemistry for his RNA research and former President of the Howard Hughes Medical Institute in Maryland, will give an 11 a.m. public seminar followed by the 2009 Haragan Lecture Series at 7:30 p.m. Both April 15 events are organized by the Howard Hughes Medical Institute Undergraduate Science Education Program at Texas Tech University.

The series will coincide with the birthday of the series' namesake, Donald R. Haragan. Following the evening lecture in the Allen Theatre of the Student Union Building, organizers will honor the former Texas Tech president with a party in the lobby. Parking is free to the first 160 vehicles in the R-11 parking lot on the south side of the Music Building.

The morning seminar in Lecture Hall 100 of the Biology Building is titled "Life at the End of Chromosomes: Telomeres and Telomerase." Telomeres are basically caps at the end of chromosomes with no important genes, but critical to capping off chromosomal material and protecting it from degrading or getting altered, he said. Telomerase is an enzyme that copies those caps.

"Cancer cells, particularly in order to undergo rapid growth, have to turn on the telomerase enzyme," Cech said. "So, while telomerase is good for us in our early development, it can turn into a bad thing when it promotes tumor growth. Slowing down telomerase is a potential cancer therapy."

For the Haragan Lecture that evening, Cech will discuss the possible origins of life and prebiotic reproduction in "The Origin of Life: RNA and Ribozymes." In the 1980s, Cech discovered that RNA lives two very different lives. Science at the time knew that RNA serves as an information messenger for DNA of a cell, he said. But his work found that

RNA also can work as a catalyst for chemical reactions in the cell – something thought at the time to be done only by protein enzymes.

RNA's duality has made scientists wonder if it could even pre-date DNA when it comes to the origins of life on the planet.

"The fact that RNA has this dual life where it can carry information and make things work in cells is an interesting hanger to hang scientific information on," he said. "At the origins of early life on the planet – we're not talking about humans, we're talking before there were any cellular organisms at all – how did the first self-reproducing system get started? It seems an attractive answer that RNA could have been replicating itself, since it both carries information and serves as a catalyst. Proteins and DNA could have come later.

"That's something that I call a scenario. There's no way to test how life started on planet earth. We don't have any fossils that tell us what life was like 4 billion years ago before there were even primitive bacteria. We just have to keep our hypotheses of what is chemically possible."

Lou Densmore, director of Texas Tech's HHMI Science Education Program, said Cech's RNA work was one of biology's most important discoveries of the last part of the 20th century. He ranked it with Watson and Crick's discovery of the double-helix design of DNA and DNA sequencing as one of the most discipline-changing discoveries of the past 50 years.

"In my opinion, he is the most important and the most influential scientist that has come to Texas Tech to speak," Densmore said. "But not only that, he has worked tirelessly as a major national scientific figure to champion undergraduate research opportunities. Texas Tech is the first place he will talk since he stepped down as president of HHMI, and we are honored to have him here."

Texas Tech is the only university in Texas to receive continuous funding from the Howard Hughes Medical Institute. Started in 1992, part of Texas Tech's HHMI program allows students to work with faculty research scientists, providing students with new opportunities in research and hands-on science projects. The other student component supports science education scholars and enhances important outreach efforts to help teachers in Lubbock and across the state.

The \$7.8 million awarded to Texas Tech HHMI is the most received by any Texas institution, and ranks Texas Tech in the top tier of HHMI-supported research universities.

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

CONTACT: Lou Densmore, director, The Howard Hughes Medical Institute Undergraduate Science Education and Research Program at Texas Tech University, (806) 742-2728, or lou.densmore@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2009

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

Texas Tech Education Faculty Member Receives Fulbright Grant

A Texas Tech University educator will be teaching in India during the next academic year. Nora Griffin-Shirley, director of the Virginia Murray Sowell Center in Research and Education in Visual Impairment and program coordinator of the Orientation and Mobility Program, received a Fulbright Scholar grant to lecture at M.P. Bhoj Open University in Bhopal, India from July through December.

Her project is Training Professionals to Teach Persons with Blindness and Visual Impairments in India via Distance Education Delivery.

Griffin-Shirley will assist in the personnel preparation of professionals to educate persons with visual impairments to become independent and productive members of Indian society via distance education delivery methods. She is one of approximately 1,100 U.S. faculty and professionals who will travel abroad through the Fulbright U.S. Scholar Program.

Recipients of Fulbright awards are selected on the basis of academic or professional achievement, as well as demonstrated leadership potential in their fields.

The Fulbright Program, America's flagship international educational exchange program, is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs. Since its establishment in 1946 under legislation introduced by the late Sen. J. William Fulbright of Arkansas, the Fulbright Program has provided 108,160 Americans who have studied, taught or researched abroad and 178,340 students, scholars and teachers from other countries who have engaged in similar activities in the United States – with the opportunity to observe each other's political, economic, educational and cultural institutions. The program operates in more than 155 countries worldwide.

For more information about the Fulbright Program or the U.S. Department of State's Bureau of Educational and Cultural Affairs, visit <http://fulbright.state.gov>.

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CONTACT: Karen Jacobsen, director of external relations, Texas Tech University College of Education, (806) 742-1998 ext. 455, or karen.jacobsen@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2009

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

SPICE Hosts 2nd Annual Lubbock Open Scholastic Chess Championship

WHAT: 2nd Annual Lubbock Open Scholastic Chess Championship

WHEN: 11 a.m. Saturday (April 18)

WHERE: Monterey High School

EVENT: Texas Tech University's Susan Polgar Institute for Chess Excellence (SPICE) announces the 2nd Annual Lubbock Open Scholastic Chess Championship.

The championship is a four-round Swiss System Tournament and will be rated by the United States Chess Federation (USCF).

Games are played in four sections including primary (K-2), elementary (K-5), middle school (K-8) and high school (K-12).

On-site registration and check in will take place from 9 – 10:30 a.m. Registration is \$10 before April 1, and \$20 after. A valid USCF membership is required and can be obtained at www.uschess.org or on the day the day of the event before 10 a.m.

CONTACT: Susan Polgar, director, SPICE, Texas Tech University, (806) 742-7742 or susan.polgar@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2009

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

Texas Tech Students Inducted Into Phi Beta Kappa

[Editor's note: A student from your area is one of 87 new inductees]

Texas Tech University's chapter of Phi Beta Kappa, the nation's oldest and most prestigious honor society, will induct 87 students into the society Friday (April 17).

Bethany Luna, a Psychology major from Dumas, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

Phi Beta Kappa has been in continuous existence since its founding in 1776 and is considered one of the nation's leading advocates for excellence in education, particularly in the liberal arts and sciences. The society has chapters at only 10 percent of U.S. universities. Only three public universities in the state of Texas have been granted the right to host chapters. More than 600,000 members, including students, faculty and alumni, make up the society's membership.

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CONTACT: Mary Jane Hurst, president of Texas Tech University's Phi Beta Kappa Chapter, maryjane.hurst@ttu.edu. Also visit www.depts.ttu.edu/phibetakappa and www.pbk.org.



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Katherine Kuhns, a Biochemistry major from Conroe, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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Stephanie Larsen, a Psychology major from Amarillo, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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William Benda, a Psychology major from Fort Worth, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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From Lubbock, Stephanie D'Amico, a Psychology major, Heiko De Fiese, a Chemistry major, and Kennison Dubberly, a Psychology major, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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Alysha Cooper, a Psychology major from Wylie, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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Ann Smyth, a Political Science major from El Paso, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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Caroline Graf, a Communications Design major from Houston, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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William Steele and Samantha Taber, both Philosophy majors from Austin, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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William Steele, a Philosophy major from New Braunfels, will be inducted during the 4 p.m. ceremony in the Lanier Center of Texas Tech's School of Law. Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will the keynote address.

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DATE: April 15, 2009

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

Texas Tech Receives Grant from PGA Golfer

Ryder Cup team member Chad Campbell has continued his contributions to Texas Tech University through the PGA's Play Golf America University Program.

This is the second time that Campbell has designated funds to Texas Tech through the Ryder Cup Outreach Program. With this year's contribution, the total donated by Campbell is \$55,000.

Campbell, a member of the 2008 winning Ryder Cup team, is a native of Andrews. His wife Amy graduated from Texas Tech in 1999 with a bachelor degree from the College of Education.

Texas Tech will use the gift to fund additional personal fitness and wellness classes offered in the Department of Health, Exercise and Sport Sciences. The golf courses use a specific PGA-approved curriculum.

The Play Golf America program is designed to teach and engage students in the game of golf through PGA professional instruction and other golf programs. Since 1999, when the program began, \$13 million has been donated on behalf of the team to 130 player-designated charities and 38 colleges and universities.

Campbell attended Midland College and the University of Nevada, Las Vegas. He turned professional in 1996. He finished second in last week's Master's Championship, won the Bob Hope Chrysler Classic in 2006, the PGA Tour Championship and finished second in the PGA Championship in 2003.

Find Texas Tech experts and story ideas at www.depts.ttu.edu/communications/media/.

CONTACT: Jeff Key, Texas Tech coordinator of the personal fitness and wellness program, (806) 742-3375 or jeff.key@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 15, 2009

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

Cheer, Pom Squads Claim Record Rankings for Texas Tech

Texas Tech University's Cheer and Pom Squads claimed their highest rankings yet at the 2009 National Cheerleaders Association and National Dance Association Collegiate Cheer and Dance Competition in Daytona Beach, Fla.

More than 10,000 cheerleaders, dancers, coaches and fans assembled April 8-11 for the event, which featured some 200 college teams competing in 20 divisions.

Texas Tech's Cheer Squad snagged perfect scores in tumbling and collegiate image – or how well the team represents Texas Tech sportsmanship and integrity – as it claimed third place of nine teams invited to compete. The squad's former top ranking was fourth place in 2002.

The Pom Squad, in its first year under new coach Rachel Levetzow, claimed 10th place in the Dance Division – four spots above the team's former best of 14th.

"We were pleased with the finish," said cheer coach Joshua Anderson. "We have been working to establish a nationally competitive program, and while we still have room for growth, I thought we did well against tough competition."

Anderson took over the coaching position in 2007 with the goal of taking the squad back to Daytona Beach after a five-year hiatus. Texas Tech claimed fifth place that year and again in 2008. This year the squad edged behind Oklahoma State University by less than a point for second place and won the Innovative Choreography Award.

With only three cheerleaders leaving the team and a fresh batch of replacements after a year of heavy recruiting, Anderson said the program is poised to build on the success.

Texas Tech hired Levetzow in 2008 to lead the pom program. She took over a squad that had been without a coach for a year and said she is focusing on rebuilding the program.

"I think the squad did very well this year," she said. "Everyone has been pushing and working hard, and we will continue to improve from here."

CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 742-5433, or stephanie.rhode@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 15, 2009

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

New Masked Rider to Take Reins during Transfer

WHAT: Transfer of Reins

WHEN: 3:00 p.m. Friday (Apr. 17)

WHERE: The Frazier Alumni Pavilion on the Texas Tech University campus

EVENT: A new rider will take reins of Midnight Matador from Ashley Hartzog, the 2008-2009 Texas Tech Masked Rider.

CONTACT: Gay Trammel-Witt, Masked Rider publicist, Center for Campus Life, Texas Tech University, (806) 742-5433, gaytrammel.witt@ttu.edu.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 16, 2009

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

Texas Tech University's Chapter of Phi Beta Kappa to Induct 87 Members

- WHAT:** Formal induction ceremony of 87 students into Texas Tech University's chapter of Phi Beta Kappa.
- WHEN:** 4 p.m. Friday (April 17)
- WHERE:** Lanier Center of Texas Tech School of Law.
- EVENT:** Texas Tech University's chapter of Phi Beta Kappa, the nation's oldest and most prestigious honor society, will induct 87 students into the society.

Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will give the keynote address.

Phi Beta Kappa has been in continuous existence since its founding in 1776 and is considered one of the nation's leading advocates for excellence in education, particularly in the liberal arts and sciences. The society has chapters at only 10 percent of U.S. universities. Only three public universities in the state of Texas have been granted the right to host chapters.

The ceremony will last about an hour and will be followed by a reception in the School of Law Forum. Students, faculty, staff and the public are welcome to attend. Community visitors may park in the parking lot next to the law school.

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

CONTACT: Mary Jane Hurst, president of Texas Tech University's Phi Beta Kappa Chapter, maryjane.hurst@ttu.edu. Also visit www.depts.ttu.edu/phibetakappa and www.pbk.org.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 16, 2009

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

Texas Tech's College of Human Sciences' Students Showcase Designs

WHAT: TechStyle

WHEN: 5:30 p.m. Wednesday (April 22)

WHERE: Lubbock Memorial Civic Center Theater

EVENT: Texas Tech University's College of Human Sciences will host its TechStyle event featuring senior student design portfolios in interior design and fashion design.

A reception will take place at 5:30 p.m., followed by the fashion show at 7 p.m.

TechStyle was created by the Department of Design to show off its students in style. Twenty-nine apparel design and manufacturing students and 34 interior design students will be recognized at the event.

Tickets for the event are \$10 and can be purchased at the door or in the Department of Design Office, located in Human Sciences Room 211.

The Department of Design encompasses the fields of apparel design, interior design and environmental design and strives to contribute to new knowledge in these areas through design education, research and community outreach.

CONTACT: Cherif Amor, interim chair, Depart of Design, College of Human Sciences, Texas Tech University, (806) 742-3050 or cherif.amor@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: April 16, 2009

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

Expert: Drug Violence at Mexico's Northern Border Lessening, Not Spilling Into U.S. as Headlines Suggest

While recent Mexican drug violence has caused scary headlines, travel warnings and some in government to consider sending U.S. military to the southern border, a Texas Tech University expert on border history says that an increased Mexican military presence at the border has helped to contain the fight for the Juarez drug corridor.

Miguel Levario, an assistant professor of history, says that the violence has created a media feeding frenzy in the United States, but Mexico is far from becoming a failed nation. As tragic and unnerving as the deaths are, he said that the violence is not seeping across the borders as some stories and pundits may imply.

A recent story by the Associated Press said drug violence dropped by 26 percent in the first quarter of 2009. About 1,960 people were killed in drug-related violence between January and March of 2009 compared to 2,655 deaths during the same period in 2008.

"It's interesting to see the level of sensational reporting coming out from this," Levario said. "You hear that violence has spilled over into the United States, and it hasn't. Border cities like El Paso, Yuma and San Diego have not experienced significantly increased violence to draw a connection. As a matter of fact, El Paso is still rated as the third safest city in the country. And that's just across the river from Ciudad de Juarez, which is arguably the epicenter of the Mexican violence."

The full story is available at <http://today.ttu.edu/2009/04/debunking-drug-violence/>

BONUS FEATURES:

To download broadcast-quality interviews with Levario or high-resolution photos:

Windows:

1. Go to My Computer
2. At the address bar at the top, copy and paste the ftp address <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

Mac:

1. When you are at your desktop, click on **Go** at the top and then **Connect to Server...**
2. Copy and paste <ftp://129.118.56.46>
3. Type in username: **media**, password: **matador23**
4. The files should show up now and you can drag and drop to your desktop as needed.

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

CONTACT: Miguel A. Levario, assistant professor of history, Texas Tech University, (806) 742-1004 ext. 263, miguel.levario@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 16, 2009

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

Expert: Drug Violence at Mexico's Northern Border Lessening, Not Spilling Into U.S. as Headlines Suggest

While recent Mexican drug violence has caused scary headlines, travel warnings and some in government to consider sending U.S. military to the southern border, a Texas Tech University expert on border history says that an increased Mexican military presence at the border has helped to contain the fight for the Juarez drug corridor.

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"It's interesting to see the level of sensational reporting coming out from this," Levario said. "You hear that violence has spilled over into the United States, and it hasn't. Border cities like El Paso, Yuma and San Diego have not experienced significantly increased violence to draw a connection. As a matter of fact, El Paso is still rated as the third safest city in the country. And that's just across the river from Ciudad de Juarez, which is arguably the epicenter of the Mexican violence."

Mexican President Felipe Calderon has done several things to address the situation, Levario said. Calderon has militarized the northern border and mobilized thousands of troops to Juarez, Tijuana and other border towns. Since then, violence has decreased dramatically.

Also, the United States government has contributed to help rebuild Mexican local and state government infrastructure.

"The U.S. has issued hundreds of billions of dollars to rebuild infrastructure at the local and state level," he said. "Juarez has had to rebuild its police department basically from scratch. Its police chief was forced to resign under threat of death. His family was

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relocated along with the mayor. With that and the help of the Mexican military, things are looking like they're improving but again this is a short-term solution for a long-term problem."

While an end to the violence doesn't look close at hand, both countries will have to work together to find a solution, Levario said. American demand for drugs drives the drug smuggling operations in Mexico, and Calderon has made sure to keep America's fault in the problem in the discussion.

"The United States is largest consumer of drugs, there's no question about it," he said. "Also, 90 percent of weapons possessed by drug cartels are bought in the U.S. The profits these cartels enjoy come from the U.S. So, from the simple supply-and-demand aspect of it, America is at least 50 percent responsible for what has happened. Calderon has been very careful of keeping that in the discussion. Some have been very critical of those allegations, but again, they're very real. This is a bi-lateral problem."

Like many examples in history, the current drug violence and media coverage mirror an earlier time, he said. Go back nearly 90 years ago, and the media frenzy surrounding Al Capone and the illegal bootlegging from Canada mirror the same kind issues and concerns now playing out at the southern border of the U.S.

And the same kind of media hype.

"If we look at the Prohibition period and Al Capone, today's events are somewhat similar," he said. "In the '20s, Al Capone in Chicago was, for the lack of a better term, knocking off his rivals using intense violence. This was a repercussion from the criminalization of liquor and alcohol. There was a high level of corruption among state and federal officers on the border and in the interior of the United States at the time like we're seeing in Mexico. So from a historical perspective, we've seen this cycle before."

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

CONTACT: Miguel A. Levario, assistant professor of history, Texas Tech University, (806) 742-1004 ext. 263, miguel.levario@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 16, 2009

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

Texas Tech Certified by NCAA

Texas Tech University received certification from the NCAA Division I Committee on Athletics Certification Thursday (April 16).

A designation of certified means that an institution operates its athletics program in substantial conformity with operating principles adopted by the Division I membership.

"The self-study opened the athletic department up to review by the rest of the campus community," said Guy Bailey, president of Texas Tech. "Our athletic department runs very well, and this certification demonstrates our commitment to the principles of integrity, equity and academic excellence espoused by the NCAA."

The results follow a year-long, campus-wide study of Texas Tech athletics programs initiated in February 2008 as part of the NCAA Division I athletics certification program. It included a review of these primary components: governance and commitment to rules compliance; academic integrity; equity; and student-athlete wellbeing.

"We appreciate the Campus Certification Committee led by Provost Bill Marcy for its hard work and effort during this process," Texas Tech Director of Athletics Gerald Myers said. "The NCAA Peer Review Committee evaluated all areas of the athletic department. We are pleased that Texas Tech was certified in all areas without conditions."

Athletics certification exists to ensure integrity in the institution's athletics program and to assist institutions in improving their athletics departments. NCAA legislation mandating athletics certification was adopted in 1993.

Texas Tech completed its first certification self-study in 1999 and was unconditionally certified by the NCAA.

The NCAA announced Texas Tech's status among 35 Division I member institutions that have undergone the association's second cycle of athletics certification.

The following 35 institutions were certified:

- Boston College
- Brigham Young University
- California State University, Fresno

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- Cornell University
- George Washington University
- Hampton University
- Indiana State University
- Morehead State University
- Murray State University
- New Mexico State University
- Norfolk State University
- Northern Arizona University
- Ohio University
- Prairie View A&M University
- Princeton University
- Providence College
- Rice University
- Sam Houston State University
- Stanford University
- Temple University
- Tennessee State University
- Texas State University, San Marcos
- Texas Tech University
- Weber State University
- United States Military Academy
- University of Alabama at Birmingham
- University of Arkansas, Little Rock
- University of California, Santa Barbara
- University of Illinois, Champaign
- University of Louisiana at Lafayette
- University of Louisiana at Monroe
- University of Minnesota, Twin Cities
- University of Mississippi
- University of Missouri, Kansas City
- University of Wisconsin, Milwaukee

In addition, two Division I institutions have been certified with conditions: Grambling State University and Howard University.

This classification means that the institution is considered to be operating its athletics program in substantial conformity with operating principles adopted by the NCAA's Division I membership. However, problems identified during the course of the institution's self-study and the peer-review team's evaluation were considered serious enough by the Committee on Athletics Certification to cause it to withhold full certification until those problems have been corrected.



TEXAS TECH UNIVERSITY

The NCAA does not divulge specific information related to an institution's self-study or peer-review visit or specific information concerning the conditions set forth for certification. The second round of athletics certifications is being completed on a 10-year cycle rather than the five-year cycle used during the initial certification process.

All 326 active Division I members participate in the certification process. The Division I Committee on Athletics Certification preliminarily reviews an institution's certification materials and provides a list of issues identified during the evaluation. The university then hosts a visit by peer reviewers who file a report regarding the institution's resolution of those issues before a final certification decision is rendered. An institution's failure to satisfactorily respond to the committee may negatively impact certification status.

The members of the Committee on Athletics Certification are: Robert Bernardi, Nicholls State University; McKinley Boston Jr., New Mexico State University; Casey Comoroski, Missouri State University; Beatrice Crane Banford, Marshall University; Amy Folan, University of Texas at Austin; Judy Genshaft, University of South Florida; Joanne Glasser, Bradley University; Wendy Guthrie, West Coast Conference; Nathan Hatch (chair), Wake Forest University; Brian Linnane, Loyola College (Maryland); Barbara Luebke, University of Rhode Island; M. Dianne Murphy, Columbia University-Barnard College; Gloria Nevarez, University of Oklahoma; Sheila Patterson, Cleveland State University; Donald Pope-Davis, University of Notre Dame; Allison Rich, California State University, Fullerton; Mark Richard, Auburn University; and Jon Steinbrecher, Ohio Valley Conference.

CONTACT: Chris Cook, associate athletic director of media relations, Department of Athletics, Texas Tech University, (806) 742-2770, or chris.cook@ttu.edu.



TEXAS TECH UNIVERSITY

FOR IMMEDIATE RELEASE

DATE: April 16, 2009

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

Texas Tech Summer Youth Program for Advanced Thinkers Taking Applications

This summer, cool off with Texas Tech University's "Shake Hands With Your Future" academic summer camp.

The Institute for the Development and Enrichment of Advanced Learners (IDEAL) is now accepting applications for students entering fourth grade through 11th grade who want to expand their learning capacity through hands-on, student-involved courses.

Shakes Hands is offering two six-day summer sessions in which children choose two courses to explore including architecture, animal science, clinical lab science, green engineering, robotics, art, law, biotechnology, theatre, forensics and anatomy and physiology. The first session, for students entering eighth through 11th grades, runs from June 7 -12. Session two, for students entering fourth through seventh grades, runs from July 5-10.

Shake Hands is in its 29th summer of enriching learning. All classes are student-driven and taught by university faculty, graduate students and public school teachers. For six days, students work with instructors and each other to delve into creative thought. Through close interaction, students will develop broader thinking and learning styles while building a foundation for future learning.

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

CONTACT: Michelle Hamman, unit coordinator, Office of Institutional Diversity, Texas Tech University, (806) 742-7200, or michelle.hamman@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 17, 2009

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

Local Restaurateur Sponsors Fundraiser for Autism Awareness

WHAT: River Smith's fundraiser for the Burkhardt Center for Autism Education and Research at Texas Tech University

WHEN: 11 a.m.-10 p.m. Wednesday (April 22)

WHERE: Both locations of River Smith's, 406 Ave. Q and 8222 University Ave.

EVENT: River Smith's owner John Corcorran announced today that River Smith's Restaurants of Lubbock will sponsor an Autism Awareness Day at both restaurant locations. River Smith's will donate 10 percent of the day's sales to The Burkhardt Center for Autism Education and Research.

The gift from River Smith's will support the operating endowment at The Burkhardt Center. The center provides programming and services to enhance the quality of life for students with Autism Spectrum Disorder and their families, especially young adults transitioning from childhood to adulthood. The center also supports research that leads to best practices for teaching and working with students with ASD, including pre-service and in-service teachers, as well as personnel from community agencies.

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

CONTACT: Karen Jacobsen, development officer, College of Education,
(806) 742-1998 ext. 455, or karen.jacobsen@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 17, 2009

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

Hispanic Honor Society Hosts First-Ever Peace and Security Forum Ambassador moderates panelists' discussion.

Chapter Alpha Phi of Sigma Delta Pi, the National Hispanic Honor Society, will host the first-ever Annual Peace and Security Forum from 5:30 – 7 p.m. Tuesday (April 21) in the auditorium of the International Cultural Center.

Panelists Gary Bell, representing the Middle East, Glen Biglaiser representing Latin America, Lynne Fallwell representing Europe and Dennis Patterson representing Asia will discuss the current economic crisis and global security. Ambassador Tibor Nagy will moderate the conversation.

The forum was initiated when Sigma Delta Pi advisor Comfort Pratt received a grant from the Association of College Honor Societies in October of 2008. The goal of the discussion is to encourage campus and community-wide commitment to creating solutions for the common good. Pratt said her plan is to make the forum a regular event.

"I decided that in order for us to make a significant change, this should not be a one-time event but rather an annual event," Pratt said. "It will bring us together on a regular basis to discuss important peace and security issues."

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

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



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 17, 2009

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

**Texas Tech Health, Exercise & Sport Science Students to Assist with
2009 National Collegiate Triathlon Championships**

- WHAT:** Student community service project
- WHEN:** 8 a.m.-1 p.m. Friday (April 17)
5-11 a.m. and noon-5 p.m. Saturday (April 18)
- WHERE:** East side of the public boat ramp at Buffalo Springs Lake
- EVENT:** As 1,200 athletes from across the country compete in the 2009 National Collegiate Triathlon Championships, 28 sport management graduate students with Texas Tech University's Department of Health Exercise & Sport Science will volunteer their time and skills to the events.

Students will set up the runs, swims and bike rides. They'll assist in safety and security and help to supervise the bike and run areas. Also, they will provide assistance to injured triathlon competitors.

The event is sponsored by USA Triathlon, the national governing body for triathlon, duathlon, aquathlon and winter triathlon in the United States. The organization sanctions 2,500 races and connects with more than 110,000 members each year. USAT provides leadership and support to elite athletes competing at international events, including World Championships, Pan American Games and the Olympic Games.

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

CONTACT: John Miller, associate professor of sport management, Texas Tech University, (806) 543-6622, john.miller@ttu.edu; Jason Mucher, communications and media relations manager, USA Triathlon, (719) 482-8596.



News Release

FOR IMMEDIATE RELEASE

DATE: April 17, 2009

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

(806) 742-2136

Texas Tech University's Chapter of Phi Beta Kappa to Induct 87 Members

Texas Tech University's chapter of Phi Beta Kappa, the nation's oldest and most prestigious honor society, will induct 87 students into the society.

The ceremony will take place at 4 p.m. April 17 in the Lanier Center of Texas Tech's School of Law.

Steven Berk, M.D., dean of the Texas Tech University Health Sciences Center School of Medicine and a Phi Beta Kappa member elected from Brandeis University, will give the keynote address. Berk graduated from Boston University School of Medicine and completed his internal medicine residency and infectious disease fellowship at Boston Hospital. He is board certified in internal medicine and infectious disease with a certificate of added qualification in Geriatrics.

TTUHSC President John Baldwin, himself a member of Phi Beta Kappa, is scheduled to speak briefly as well. Chancellor Kent Hance also is scheduled to attend the ceremony, greeting students and their families.

Phi Beta Kappa has been in continuous existence since its founding in 1776 and is considered one of the nation's leading advocates for excellence in education, particularly in the liberal arts and sciences. The society has chapters at only 10 percent of U.S. universities. Only three public universities in the state of Texas have been granted the right to host chapters.

Mary Jane Hurst, a professor of English and president of the Texas Tech Chapter of Phi Beta Kappa, served as the leader for the initiative to secure a Phi Beta Kappa chapter. She said that the honor society has very high expectations for its host institutions and for the students selected for membership.

"We are very proud of the high quality of undergraduate education available at Texas Tech, and we are very proud of these outstanding students who are being elected to membership in the nation's most prestigious academic honorary," Hurst said. "The academic records of approximately 170 Texas Tech students who met the stringent Phi Beta Kappa eligibility requirements were reviewed by a committee of ten Phi Beta Kappa

faculty members. That committee recommended these 87 students for membership. Then, the 73 Phi Beta Kappa faculty and staff members at Texas Tech University and Texas Tech University Health Sciences Center reviewed the committee's recommendations and voted to elect these students.”

The ceremony will last about an hour and will be followed by a reception in the School of Law Forum. Students, faculty, staff and the public are welcome to attend. Community visitors may park in the parking lot next to the law school.

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

CONTACT: Mary Jane Hurst, president of Texas Tech University's Phi Beta Kappa Chapter, maryjane.hurst@ttu.edu. Also visit www.depts.ttu.edu/phibetakappa and www.pbk.org.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 17, 2009

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

Texas Tech University Unmasks Raider Red Mascots

WHAT: Passing of the Guns ceremony

WHEN: 2:00 p.m. Sunday (Apr. 19)

WHERE: The Matador Room in Texas Tech's Student Union Building (15th Street and Akron Avenue)

EVENT: Texas Tech will honor the 2008-2009 Raider Red mascots for their contributions to one of the most recognizable university traditions.

Two current Raider Reds, who have worked in secret the past year, will pass the guns to their incoming successors at the tradition's third unmasking ceremony.

Created in 1971, the Raider Red mascot attends Texas Tech football, men's and women's basketball, women's volleyball, and men's baseball games.

CONTACT: Stephanie Rhode, assistant director of the Center for Campus Life, Texas Tech University, (806) 742-5433, stephanie.rhode@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 17, 2009

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

New Masked Rider Takes Reins during Transfer Mascot fulfills childhood ambition by riding Midnight Matador.

Brianne Aucutt-Hight accepted the reins to Midnight Matador Friday (April 17), becoming the Texas Tech University's 2009-2010 Masked Rider.

In donning the rider's mask, Aucutt-Hight, a senior animal science major with a specialization in production from Clovis, N.M., realizes a goal she set as a child after her parents attended a Red Raider football game and brought her an autographed card from the Masked Rider.

"The Masked Rider represents a great Texas Tech tradition and I am honored to have been selected for such a prestigious position," she said.

Aucutt-Hight has ridden, trained and shown horses everywhere from ranches to rodeos throughout New Mexico and Texas, and competes on Texas Tech's Ranch Horse Team. She served on the 2008-2009 Masked Rider Field Safety Team and also holds two rodeo queen titles: Pioneer Days Rodeo Queen and Eastern New Mexico State Fair Queen.

As the Masked Rider, she will make hundreds of appearances and put thousands of miles on the Masked Rider's pickup as she crisscross the Southwest to promote Texas Tech spirit and goodwill at athletic events, parades, rodeos and other functions.

Ashley Hartzog, the 2008-2009 Masked Rider, traveled more than 13,000 miles to more than 155 appearances during her stint as mascot.

She held the Masked Rider's reigns during a historic year for Texas Tech in which the football team defeated top-ranked Texas in a Lubbock shootout to clinch the university's first no. 2 national ranking. She had appearances on 60 minutes and during College Game Day's first trip to Lubbock and made the Masked Rider's first run at a Texas Tech Baseball game.

CONTACT: Gay Trammel-Witt, Masked Rider publicist, Center for Campus Life, Texas Tech University, (806) 742-5433, gaytrammel.witt@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2009

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

Texas Tech to Honor Excellence in Commitment to Diversity

- WHAT:** Texas Tech University President's Excellence in Diversity and Equity Award Ceremony
- WHEN:** 4-5 p.m. Wednesday (Apr. 22)
- WHERE:** United Spirit Arena - City Bank Room C
- EVENT:** The President's Diversity and Equity Award recognizes Texas Tech faculty, staff and students in their efforts to make Texas Tech a welcoming campus through their commitment to service, mutual respect, academic and intellectual freedom and diversity. The ceremony will include recognition of nominees and recipients, as well as remarks from Guy Bailey, president of Texas Tech.

The faculty award brings a \$2,500 research stipend. The staff recipient takes home \$1,500, and one graduate student and one undergraduate student recipient each earn a \$500 award.

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

CONTACT: Cristi Maqueda, administrative assistant, Office of Institutional Diversity & Community Engagement, Texas Tech University, (806) 742-7025, or cristi.maqueda@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 20, 2009

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

Texas Tech Honors Outstanding Faculty

WHAT: Texas Tech University Annual Faculty Honors Convocation

WHEN: 3:30 p.m. Tuesday (April 21)

WHERE: Human Sciences Building, room 169, on the Texas Tech campus

EVENT: Robert Smith, Texas Tech provost and Guy Bailey, president, will present a series of awards recognizing outstanding teaching and research.

Chancellor Kent Hance also will address the faculty.

Among the awards to be presented are the President's Academic Achievement Award to three faculty members who have demonstrated distinction in teaching, research and service. Also to be presented are the President's Excellence Awards in both teaching and research, the Texas Tech Alumni Association's New Faculty Awards and the Texas Tech Association of Parents faculty awards.

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 21, 2009

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

Texas Tech Welcomes Award-winning Author for Reading, Book Signing

WHAT: Rick Bass reading

WHEN: 7 p.m. Thursday (April 23)

WHERE: International Cultural Center Auditorium (601 Indiana Ave.)

EVENT: Award-winning nature writer Rick Bass will read and sign copies of his most recent book "Why I Came West," which was a finalist for the National Book Award for autobiography in 2008.

Bass has been praised by critics for his powerful descriptions of landscapes and the intricate relationships between his characters, which often mirror the grandeur, beauty and unpredictability of the natural world.

In addition to writing, Bass participates in environmental preservation and activism surrounding diminishing wilderness areas. He has served on the board of both the Yaak Valley Forest Council and Round River Conservation Studies.

The reading is sponsored by the Texas Tech Heritage Consortium, Center for the Southwest with generous support from the Helen Jones Foundation, the Honors College, the Natural History Humanities degree program, and the Southwest Collection/Special Collections Library.

CONTACT: Diane Warner, librarian, Southwest Collection/Special Collections Library, (806) 742-3749 or diane.warner@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2009

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

Texas Tech Honors Outstanding Faculty

Dozens of Texas Tech University faculty members received awards today (April 21) for their quality teaching and research during the annual Faculty Honors Convocation.

"We have wonderful faculty at Texas Tech," said Bob Smith, provost. "The annual convocation is a way to recognize the very best in teaching, research and service in our academic community. I am honored to work with so many talented and creative individuals."

Receiving the President's Academic Achievement Awards, which go to three faculty members who have demonstrated distinction in teaching, research and service, are: Leslie Thompson, College of Agricultural Sciences and Natural Resources; Jennifer Wilhelm, College of Education; and Vaughn James, School of Law.

Winners of the President's Excellence in Teaching Awards are: Sam Prien, College of Agricultural Sciences and Natural Resources; Urs Peter Flueckiger, College of Architecture; Ron Milam, College of Arts and Sciences; Michael San Francisco, College of Arts and Sciences; Donna Davis, Rawls College of Business Administration; Loretta Bradley, College of Education; Brian Nutter, Whitacre College of Engineering; Mallory Boylan, College of Human Sciences; Jennifer Bard, School of Law; Kenton Wilkinson, College of Mass Communications; and Genevieve DeCesaro, College of Visual and Performing Arts.

Nine faculty members received Outstanding Research Awards, they are: Warren Ballard, College of Agricultural Sciences and Natural Resources; Bennett Neiman, College of Architecture; Hafid Gafaiti, College of Arts and Sciences; Aretha Marbley, College of Education; Andreas Neuber, Whitacre College of Engineering; Michael OBoyle, College of Human Sciences; Arnold Loewy, School of Law; Kenton Wilkinson, College of Mass Communications; and Dorothy Chansky, College of Visual and Performing Arts.

The Texas Tech Association of Parents Barnie E. Rushing Jr. Faculty Distinguished Research Award went to Ronald Chesser. The Association Award went to John Howe, Faculty Distinguished Leadership Award; Michael Fuertes, The Hemphill Wells New Professor Excellence in Teaching Award; and Stephanie Borst received the Spencer A. Wells Award for Creativity in Teaching. All are in the College of Arts and Sciences.

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The President's Book Awards, given to outstanding faculty authors, went to Urs Peter Fluckiger, College of Architecture and to Mara Neusel in the College of Arts and Sciences.

The Texas Tech Alumni Association New Faculty Awards went to: Scott Burris, College of Agricultural Sciences and Natural Resources; Rima Al Ajlouni, College of Architecture; Dimitri Pappas, College of Arts and Sciences; Devendar Banda, College of Education; Tim Matis, Whitacre College of Engineering; Natalia Kolyesnikova, College of Human Sciences; Jennifer Horn, School of Law; and Keith Dye, College of Visual and Performing Arts.

The Teaching Academy Department Excellence in Teaching Award went to the Department of Health, Exercise and Sports Sciences.

The Chancellor's Distinguished Teaching Award was won by College of Visual and Performing Arts. The Chancellor's Distinguished Research Award went to William Poirier in the College of Arts and Sciences.

The Gloria Lyerla Memorial Library Research Travel Grant was presented to Stacy Elko and Christopher Smith, both in the College of Visual and Performing Arts.

The Horn Professor Graduate Achievement Awards were presented to Joseph VanderVeen and Sean Burrows, both in the College of Arts and Sciences.

The Horn Professors in attendance were recognized. The Horn Professorship is the highest award granted by the university. Certificates also were presented to newly retired faculty members who have been given emeritus status.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 21, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Crop Subsidies Common and Increasing Outside the U.S.

U.S. agriculture subsidies may get lambasted by the international press for suppressing farm prices elsewhere, but a study by Texas Tech University economists finds that developing countries are equally, if not more, prone to protecting their agricultural sectors.

Researchers in Texas Tech's Cotton Economics Research Institute studied the agricultural subsidies and protection applied by 21 countries to seven major crops: corn, cotton, rice, sorghum, soybeans, sugar and wheat.

The resulting report, *Crop Subsidies in Foreign Countries: Different Paths to Common Goals*, found that while policy tools employed by governments may differ, agricultural support is increasing not only in industrialized countries such as the U.S. or Australia, but in developing economies like those of China or Brazil.

Developing countries employ higher tariff protection than their industrialized peers, researchers found, and also tend to supplement their price support program with input subsidies, which are excluded from World Trade Organization support calculations but still distort trade.

"U.S. agriculture has been openly criticized by international organizations and eminent academicians for its subsidies and protection programs," study authors wrote. "The news media has linked low farm incomes in the developing world to the subsidies and protection given by the U.S. and other industrialized countries to their farming sectors. As a result, an impression has been created that agricultural subsidies and protection are confined to the U.S. and other developed/industrialized nations."

The following link will direct you to the full report:

http://www.aaec.ttu.edu/CERI/NewPolicy/Publications/StaffReports/CropSubsidiesInForeignCountries_2009.pdf

Funding for the research was provided by the Cooperative State Research, Education and Extension Service, USDA through the International Cotton Research Center and Texas Tech's Larry Combest Chair of Agricultural Competitiveness.

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Advisory

FOR IMMEDIATE RELEASE

DATE: April 21, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Texas Tech Celebrates Greenest Arbor Day Yet

WHAT: Arbor Day 2009

WHEN: 11 a.m.-3 p.m. Friday (April 24)

WHERE: The Engineering Key on the Texas Tech campus

EVENT: The location isn't the only change students, faculty and staff will see as they participate in Texas Tech's Arbor Day celebrations – usually held on Memorial Circle – this year.

Texas Tech is broadening the scope of this springtime tradition in which Red Raiders turn out to plant and listen to live music.

This year event organizers will include information on green-living subjects such as recycling and water conservation.

The broadened scope coincides with Lubbock's introduction of Spring into Green, a two-week slate of events intended to raise awareness for sustainable living.

Free food is available to participants beginning at 11 a.m., and students also can nab a free T-shirt if they have a Texas Tech ID. T-shirts are \$5.00 for faculty and staff.

Los Angeles-based electronic rock band Kingsley will perform from 11:50 a.m. to 12:50 p.m., when organizers will conduct a ceremony honoring participating student organizations.

Planting begins at 1:20 p.m.

Arbor Day 2009 is hosted by Student Union & Activities and the Tech Activities Board with the help of the following people and departments: the Center for Campus Life, Facilities Planning and Construction, the Office of Communications & Marketing, Texas Tech University Ethics Initiative, the Student Government Association, 2008 Homecoming King Daily Fuller, 2008 Homecoming Queen Jenna Jones, the American Society of Landscape Architects, Grassroots Student Organization, USGBC-Students and the Tech Horticulture Society .

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2009

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech College of Education Honors Distinguished Alumni
College also recognizes Friends of Education.

Texas Tech University's College of Education today (April 22) honored two Distinguished Alumni and two Friends of Education at a luncheon at the Merket Alumni Center.

Nelda M. Laney and Nola H. Wellman received honors as 2009 Distinguished Alumni. The college established the Distinguished Alumni Award in 1985 for outstanding achievement, both inside and outside the profession. Recipients have received one or more degrees or teacher certifications from Texas Tech, are distinguished in their professional and personal endeavors and have continued interest in the field of education.

James C. Arnold and Michael D. Shonrock were recognized as 2009 Friends of Education. The college established the Friend of Education Award in 1976, to pay tribute to Helen Devitt Jones, a long-time benefactor of the college. The award is given to supporters of the college and of Texas Tech who have gone above and beyond the typical level of involvement and support.

A native of Plainview, Laney earned a Bachelor of Science in Education from Texas Tech after marrying Texas Tech alumnus Pete Laney, a self-employed farmer in Hale County who served the Texas House of Representatives for more than 30 years.

Laney serves on the National Board of Directors for the Texas Tech Alumni Association (president-elect), State Board for Friends of Libraries and Archives of Texas, as well as Central Plains and Greater Texas Community Partners. She is a Texas board member for the National Center for Missing & Exploited Children. Past community involvement is extensive including Texas Tech Foundation Board, Texas Capitol Restoration Fund Drive and Celebration, Legislative Ladies Club and Texas Historical Art Committee, among others.

Wellman, a native of Odessa, earned her bachelor's degree in English literature from Texas Tech. She received a master's degree in reading and administration from Colorado State University and her doctoral degree in administration, curriculum and supervision from the University of Colorado. She returned to Texas in 2004 to accept the position of

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superintendent at Eanes I.S.D. in Austin, after spending her professional career as an educator and administrator in Colorado.

Wellman participates in several national consortiums dedicated to improving the quality of public education and is among a group of 35 public school superintendents who formed the Public Education Visioning Institute. She is the chairperson of the Texas Center for Educational Research and serves on the legislative committee of the Texas Association of School Administrators. Wellman is a member of the Executive Committee of the UIL.

Arnold, of Lubbock, began his career as an educator at Atkins Junior High after graduating from Texas A&M University in Education Curriculum and Instruction. While at Atkins he was nominated Who's Who in Teaching, awarded a lifetime membership to the Parent Teacher Association, was Staked Plains Council for the Social Studies teacher of the year, and participated in more than twenty committees and workshops dedicated to the improvement of Texas schools.

He has been a member of the Helen Jones Foundation since 1999, and became president and executive director of its board in 2005. Under Arnold's direction, the foundation board has donated to the College of Education directing funds toward the endowed scholarship programs and other projects within the college along with other entities dedicated to education.

Shonrock, senior vice president for Student Affairs and Enrollment Management at Texas Tech, has dedicated his professional career to the improvement of higher education for all university students, including those at Texas Tech. He holds degrees from Western Illinois University, Pittsburg State University and University of Kansas, all in the areas of college personnel and higher education administration. Since 1990, he has served as an administrator and faculty member at Texas Tech. In his current position his responsibilities are varied and far reaching, and most of the 27 departments under his watch are directly related to the students he serves. Previously he served as Texas Tech's dean of students and as director of Student Life at PSU.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu
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Texas Tech's College of Architecture Announces 30 Minutes and a Room

Texas Tech University's College of Architecture presents 30 Minutes and a Room, a cultural event that combines architecture, music and art at 5:30 p.m. May 2 at the Louise Hopkins Underwood Center for the Arts.

The event combines three venues with three architects and three musicians. The event begins at the Louise Hopkins Underwood Center for the Arts (LHUCA); guests will be transported by bus to the three different venues and will return to the center at the conclusion of the night's event. Hors d'oeuvres, coffee and desserts will be served at the different locations.

"This is a cultural building event for the College of Architecture," said David Driskill, associate dean for external programs in the College of Architecture. "The concept is that we put a musician with an architect at a significant venue to create 'environmental art.'"

Venues for the event are:

- Bruno's Steel House at Lake Ransom Canyon with musician Bob Livingston of Austin and architect Gary Cunningham, a fellow of the American Institute of Architects (FAIA) from Dallas.
- The grove at the Lubbock Lake Landmark with musicians David Halley and Jo Carol Pierce of Austin and Texas Tech alumnus and architect Mark Gunderson of Fort Worth.
- The Sustainable Cabin, which is a research project funded by the Three Rivers Foundation in Cromwell and currently is housed in a local warehouse, with musician Andy Wilkinson of Lubbock and Urs Peter Flueckiger, associate professor of architecture at Texas Tech.

Tickets are \$100 and are limited. Tickets are available for purchase from Select-A-Seat, www.ticketstage.com/lubbock/.

The event is funded in part by Civic Lubbock in association with the Lubbock Arts Festival.

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Hors d'oeuvres, coffee and dessert will be served as the selected architects and musicians create live works for significant Lubbock spaces.



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News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2009

CONTACT: Jessica Benham, jessica.benham@ttu.edu

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Texas Tech Vietnam Center and Archive Celebrates 20 Years of Service

Texas Tech University's Vietnam Center and Archive announces that H. Ross Perot Sr. will deliver the keynote address at the center's 20th Anniversary Ball at 7 p.m. May 28 at the Frazier Alumni Pavilion.

For 20 years, the Vietnam Center has preserved the history of the American experience in the Vietnam War. Over the years, the center has provided resources and assistance to scholars, students, teachers, veterans, filmmakers and government agencies.

"These past 20 years have been both challenging and very rewarding," said Steve Maxner, director of the Vietnam Center. "We have worked diligently to honor our nation's military veterans and other wartime participants by preserving and providing access to their history and stories."

Maxner said because of the tremendous support of Texas Tech and the State of Texas, the Vietnam Center is the largest Vietnam War material collection outside the U.S. National Archives.

"Vietnam Center collections are used by researchers and scholars around the world as they teach and write about the Vietnam War. In this way, the research materials at Texas Tech are helping to more accurately inform an international audience of students and the interested public about events that took place more than four decades ago," Maxner said.

Our community, state, and nation can take great pride in the Vietnam Center and all we have accomplished and we look forward to our next 20 years of service and scholarship."

Tickets are \$75 per person for general admission and \$800 for a table of eight, which includes reserved seating, recognition in the program and a sponsor gift. The deadline to RSVP for the event is May 18.

In addition to Perot's address, guests will enjoy dinner, music, a silent auction and a tribute to James Reckner, founder of the Vietnam Center.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2009

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(806) 742-2136

Texas Tech Names President's Excellence in Diversity and Equity Award Winners

Four individuals today (April 22) were presented with Texas Tech University's 2008-2009 President's Excellence in Diversity and Equity Awards.

Two students, a faculty member and a member of the Texas Tech staff received the awards for their individual efforts in promoting diversity and equity across the university during a 4 p.m. reception at the United Spirit Arena.

The winners are Jaclyn Cañas, assistant professor, Department of Environmental Toxicology, the faculty award; Rosa Gallegos, director of student services, Whitacre College of Engineering, the staff award; Orlando Espino, a junior international business major, the undergraduate award; and Serkan Balyimez, a physics student from Turkey, the graduate student award.

The four winners were selected based on their efforts to make Texas Tech a welcoming campus through their commitment to service, mutual respect, academic and intellectual freedom and diversity. Awards were presented by President Guy Bailey and Juan Munoz, vice president of institutional diversity, equity and community engagement.

"It is important for us to recognize members of our Texas Tech family who are promoting diversity and equality on our campus," Bailey said. "By their actions and interactions, conversations and involvement, they embody the diversity of opinion and dialogue on campus that is necessary to prepare students for today's increasingly global marketplace."

The faculty award brings a \$2,500 research stipend. The staff recipient takes home \$1,500 and one graduate student and one undergraduate student recipient each earn a \$500 award.

A total of 67 individuals representing all facets of the university were nominated for the awards.

-30-

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Department of Art to Present Fifth Lowrider/Dream Bike Parade

What starts as a young artist's idea and ends in a creative form of colorful, chrome-coated self-expression will take to the roads at 5:30 p.m. Friday (April 24) for the fifth Lowrider/Dream Bike Parade on the Texas Tech University Campus.

This year's event will begin in front of the east entrance of the Art Building, located at 18th Street and Flint Avenue. In a parallel project, associate professor of art Will Canning's sculpture students will exhibit their bicycle-inspired, kinetic artwork. The two groups met in February and exchanged ideas as the project began.

At the parade, Carol Edwards, dean of the College of Visual and Performing Arts, will recognize the 16 students from Atkins Junior High School and the 10 undergraduate visual studies majors for their achievements. Also, she will honor others like the Sigma Alpha Epsilon Fraternity, who donated or assisted with this program.

"This outreach project is a reflection of the commitment of the college and the School of Art in working collaboratively with area institutions to broaden the impact of Texas Tech in our educational community," Edwards said. "We are proud of our faculty and students who care deeply about educational opportunities for all of our school children. Projects such as this one forge relationships and provide solid foundations for strong community-based programs."

This is the fifth year the School of Art has partnered with a school from the Lubbock area in presenting an art bike project, and the second year that Atkins Junior High School has participated, said Future Akins-Tillett, assistant professor in visual studies. The program serves as a form of community outreach.

Atkins is 79 percent minority, and 78 percent of students come from economically disadvantaged families. Prior to last year, the school was working to remediate its 2007 School Accountability Rating of Academically Unacceptable based on Texas Assessment of Knowledge and Skills (TAKS) scores.

By the end of the project last year, 62 percent of the students that had not been acceptable in math TAKS had improved to acceptable. Several other students who participated in last year's lowrider bike program expressed a desire to attend college.

"I think this program works because it is about the students, about their culture and it is a real project with various stages that have to be completed before the next step can be taken," Akins-Tillett said. "It is great to have them at Texas Tech, to encourage them to begin thinking about college and to simply know there are people here who care about them and respect their heritage and popular culture."

The middle school students began planning their dream bikes in February, and painting began in April. Through the process, Akins-Tillett said the students learn art and design, which includes a practical application of physics and math. In addition to designing, the students work with mentors and attend a bike safety camp and discussed healthy life styles that focused on nutrition and exercise.

"The mentors have made a huge difference," she said. "They were in the classroom with the kids from Atkins twice a week, getting to know them, helping them push their ideas, aiding them in dreaming and believing in their dreams. It is moving to see how hard the students have worked and how excited they are to finally receive their bikes. This year, each student from Atkins will have a working bike – a means of transportation and a way to live a healthier lifestyle."

The program is in cooperation with Atkins art teacher Lyn Brown, and Atkins principal Chris Huber.

Huber said he and his staff look forward to the same sort of results this year.

"In addition to supporting the goal of improving student achievement, the project served to provide our students with role models from diverse backgrounds, experiences and academic fields of expertise," he said.

The program received a Crystal Award by Texas Association of Partners in Education for its outstanding work with volunteers and the results achieved by the students.

Later this year, the middle school students will mentor students at Bean Elementary School discussing their bike project and encouraging the younger students to stay in school.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 22, 2009

CONTACT: Kaley Daniel, kaley.daniel@ttu.edu
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Texas Tech University Library Selects Storage Site for Overstock

In an effort to create more room for the growing student population and to relieve stacks space that is already at capacity, the Texas Tech University Library has found a remote storage building to house duplicated and superseded materials.

Don Dyal, dean of Texas Tech Libraries, said that after a lengthy search the Libraries found a suitable space for remote storage.

“Running out of room is actually a good problem to have,” Dyal said, “because it means that resources have grown to the extent that we have outgrown the building sooner than anyone planned.”

Beginning May 11, after finals, the library will relocate little-used or unused stacks materials to this remote storage area.

The following are the three types of materials scheduled for relocation:

- 1) Serial/journal titles that already have a digital counterpart and are already available electronically.
- 2) Some superseded materials – the latest editions will remain at the library while the superseded editions will be relocated to remote storage.
- 3) The main University Library will serve as remote storage for the Architecture Library inasmuch as the University Library serves landscape, interior design, art and architecture.

Since the remote storage location is only 15 minutes away from campus, the library has established a procedure to retrieve materials from remote storage within 24 hours should anyone request them.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 23, 2009

CONTACT: Jeannie Diaz, jeannie.diaz@ttu.edu
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Texas Tech Honors Outstanding Undergraduate Researchers and Faculty Mentors

Texas Tech University's Center for Undergraduate Research recognized outstanding undergraduate researchers, faculty mentors and graduating scholars during a recent spring banquet.

Center for Undergraduate Research awards and certificates from U.S. Sen. John Cornyn were presented to nine undergraduate researchers and six faculty mentors. The awards are part of the Center for Undergraduate Research initiative to recognize and spotlight undergraduate research at Texas Tech.

Recipients of the Outstanding Undergraduate Researcher awards are: Nicholas Bergfeld, Heather Thomas, Allison Spencer, Katrina DeLeon, Joseph Martin, Mattie Wilson, Miranda Woodruff, Nichole Hodge and Heather Darnell.

Recipients of the Outstanding Faculty Mentor awards from Texas Tech University are: Elizabeth Trejos-Castillo, Department of Human Development and Family Studies; Margaret Elbow, Department of Sociology, Anthropology and Social Work and Ann Hawkins, Department of English. Mentors from the Texas Tech University Health Sciences Center are: Kendra Rumbaugh, Department of Surgery; Jean Strahlendorf, Department of Physiology; and Jeffrey Thomas, Department of Cell Biology and Biochemistry.

The students were nominated by faculty mentors to recognize their exemplary performance and dedication to undergraduate research at Texas Tech. Faculty mentors were nominated by students to recognize them for their performance and dedication to undergraduate researchers.

Student research projects represented a wide range of majors from departments across the campus.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 23, 2009

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Red McCombs to be Honored as 2009 Boss of the Plains

San Antonio businessman Red McCombs has been selected to receive the 2009 Boss of the Plains Award from the Ranching Heritage Association, based in Lubbock. It will be presented during an award dinner following a 6:30 p.m. reception, May 15, at the Lubbock Country Club, 3400 Mesa Road.

The award will be presented by former Texas Gov. Dolph Briscoe with opening remarks by Texas Tech University Chancellor and former U.S. Cong. Kent Hance.

The annual award recognizes McCombs' generosity to the National Ranching Heritage Center (NRHC) museum and historical park. Created in 1999, the Boss of the Plains is presented annually and reserved for individuals who are highly regarded in their professions and who have provided noteworthy support for the NRHC.

Individual tickets for the Boss of the Plains Award reception and dinner are \$50. A reserved table seating six is \$500; a table of eight is \$750. Call or e-mail Tim Bynum at the NRHC at (806) 742-0498 or tim.bynum@ttu.edu.

A charter member of the RHA's National Advisory Board, McCombs has provided financial support toward several of the Heritage Campaign projects, including making possible the impressive Red McCombs Main Gallery in the museum's new North Addition.

A well-known businessman, McCombs was born in Spur, Texas, and attended Southwestern University and the University of Texas at Austin in both the School of Business and School of Law. He began his career as a salesman in the automobile business in Corpus Christi in 1950. In 1958, he relocated to San Antonio where he became a partner, then sole owner of Red McCombs Automotive. In addition to his auto interests, he is co-founder of Clear Channel Communications and McCombs Energy Corp. in Houston and is active in a variety of other businesses.

McCombs has served leadership roles in many national, state and local organizations. He served as chairman of the board of trustees of Southwestern University where he was honored as Distinguished Alumnus, and he served as chairman of the board of visitors of the University of Texas M.D. Anderson Cancer Center in Houston.

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McCombs was honored as a Distinguished Alumnus of the University of Texas at Austin, where he was honored when the nationally acclaimed business school was renamed the Red McCombs School of Business. He also has been honored with numerous local, state and national recognitions including the San Antonio Business Hall of Fame, San Antonio Sports Hall of Fame, the National Automobile Dealers Hall of Fame and the Texas Business Hall of Fame.

Recently, the National Football Foundation presented him with the College Hall of Fame honor in New York, and the Texas Sports Hall of Fame recognized him with the first annual Lamar Hunt Lifetime Achievement in Sports Award.

McCombs is the former owner of the NFL Minnesota Vikings, the NBA Denver Nuggets and the San Antonio Spurs, which he secured for the city in 1972. At age 25, he purchased his first professional sports team, the Corpus Christi Clippers in the Big State Baseball League.

McCombs married the former Charline Hamblin in Corpus Christi in 1950. Their daughters, Lynda McCombs, Marsha Shields and Connie McNab, and their families, including eight grandchildren two great-grandchildren, all reside in San Antonio.

The Boss of the Plains comes from the Stetson Hat Co., whose founder, John B. Stetson, created the first true hat of the American West. The hat and its name were the first registered by Stetson in its long and colorful history. Stetson, recognizing the significance of the Boss of the Plains Award, authorized its use and its name to honor those who lead the way in supporting the National Ranching Heritage Center.

Past Recipients

1999	Tom and Evelyn Linebery
2000	John F. Lott Sr.
2001	John R. "Rich" Anderson
2002	Eugene F. Williams Jr.
2003	Anne W. Marion
2004	Clarence and Dorothy Scharbauer
2005	Ruth Lowrance
2006	Bob Macy
2007	Jerry N. Worthy
2008	James L. Burkhart

CONTACT: Marsha Pfluger, National Ranching Heritage Center, at (806) 742-0498 or marsha.pfluger@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 24, 2009

CONTACT: Sarah Whetstone, sarah.whetstone@ttu.edu
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Texas Tech's IDEAL Program Taking Applications for Science: It's a Girl Thing University encourages female students to engage in science and research.

Registration is underway for the academic enrichment program Science: It's A Girl Thing (SIGT). The Texas Tech University residential summer camp is scheduled for June 22-25 for girls entering fifth and sixth grades and July 20-23 for girls entering grades seven to 11.

The program addresses the shortage and need for women scientists and introduces underserved girls to a university experience. The girls live on campus for four days and receive an introduction to science and careers in science. The faculty is comprised of public school educators, Texas Tech faculty, and representatives from NASA.

The Institute for the Development and Enrichment of Advanced Learners (IDEAL) is a department in the Texas Tech Division of Institutional Diversity and Community Engagement. Formed in 1984, the IDEAL has introduced thousands of students from kindergarten to 11th grade to the university through a variety of on-campus academic enrichment programs.

For a program brochure or more information, contact IDEAL at 806 742-2420.

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

CONTACT: Michelle Hamman, unit coordinator, Office of Institutional Diversity, Texas Tech University, (806) 742-7200, or michelle.hamman@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 24, 2009

CONTACT: Cory Chandler, cory.chandler@ttu.edu
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Texas Tech Claims Five Awards at Dallas Apparel Design and Manufacturing Event

Texas Tech University Apparel Design and Manufacturing students claimed five awards at the Fashion Group International of Dallas Career Day 2009 Style Symposium.

Career Day, the longest running and largest fashion career event of its kind in the U.S., is hosted by Fashion Group International, a global nonprofit association of more than 6,000 fashion and lifestyle professionals. The Apparel Design and Manufacturing Program is located in the College of Human Sciences.

Some 20 schools from across the U.S. participated in the event, entering a total 437 garments.

Texas Tech students entered 31 garments as well as fashion-trend boards into various competition categories.

Erin Bunge, of Springfield, Mo., won first place in the Theatre/Costume/Wearable Art category while Christina Jackson, of Christoval, won second place in the mohair category on the Texas Department of Agriculture's Food and Fiber Research Program.

Texas Department of Agriculture's Food and Fiber Research Program Trend Board Competition:

Trend Board/Cotton Category: first place Jovita Lektzian, from Vilnius, Lithuania

Trend Board/Wool Category: first place Charlotte Moreland, of Spring

Trend Board/Mohair Category: first place Laci Weikert, of Lubbock

Fashion Group International is a global, non-profit professional organization with more than 6,000 members in the fashion industry.

CONTACT: Rachel Anderson, program coordinator and instructor, Apparel Design and Manufacturing, College of Human Sciences, Texas Tech University, (806) 742-3050 ext. 268, or rachel.anderson@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Two Texas Tech Faculty Members Receive Fulbright Grants

Two professors at Texas Tech University recently received Fulbright Grants.

Nora Griffin-Shirley, director of the Virginia Murray Sowell Center in Research and Education in Visual Impairment and program coordinator of the Orientation and Mobility Program; and David Lawver, a professor in Texas Tech's Department of Agricultural Education and Communication; are Texas Tech's recipients for 2009-2010.

The two were chosen with approximately 800 other U.S. faculty and professionals to lecture and conduct research in 140 countries around the world.

Griffin-Shirley received a Fulbright Scholar grant to lecture at M.P. Bhoj Open University in Bhopal, India, from July through December. Her project will involve training professionals to teach people with blindness and visual impairments in India via distance-education delivery. This will help the blind and visually impaired become more independent and productive members of society.

Her research interests at Texas Tech involve human resource development, aging and vision loss, personnel preparation of vision professionals, and orientation and mobility. She has actively developed research teams, which include graduate students, to pursue her research interests.

Lawver's grant will allow him to teach agricultural extension methods during the fall semester at Egerton University near the East African provincial capital of Nakuru, Kenya. This program is aimed to disseminate knowledge generated by researchers to farmers more effectively. Lawver is only the second member of the College of Agricultural Sciences and Natural Resources faculty to receive a Fulbright Grant.

At Texas Tech, Lawver creates instructional materials and teaching practices for agriscience teachers and extension agents. With more than 80 publications, Lawver is a member of the Association for International Agricultural and Extension Education, the Texas Association of College Teachers of Agricultural Mechanization and the American Association for Agricultural Education.

Recipients of Fulbright awards are selected on the basis of academic or professional achievement, as well as demonstrated leadership potential in their fields. The Fulbright Program, America's flagship international educational exchange program, is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs.

Since its establishment in 1946 under legislation introduced by the late Sen. J. William Fulbright of Arkansas, the Fulbright Program has provided more than 108,000 Americans who have studied, taught or researched abroad and more than 178,000 students, scholars and teachers from other countries who have engaged in similar activities in the United States – with the opportunity to observe each other's political, economic, educational and cultural institutions. The program operates in more than 155 countries worldwide.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2009

CONTACT: Norman Martin, norman.martin@ttu.edu
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Texas Tech Agricultural Educator Receives Fulbright Grant

A nationally recognized agricultural educator from Texas Tech University has received a Fulbright Grant from the Council for International Exchange of Scholars.

David Lawver, a professor in Texas Tech's Department of Agricultural Education and Communications, will teach extension methods during the fall semester at Egerton University near the east African provincial capital of Nakuru, Kenya.

"Today's education should become the catalyst to bring about a resurgence of economic development and productivity to the communities it serves," Lawver said.

His project, titled "Extension Education in Kenya: Farmer Field Schools as an Alternative Approach," is aimed at more effectively disseminating knowledge generated by researchers to farmers.

Recipients of Fulbright awards are selected on the basis of academic or professional achievement, as well as demonstrated leadership potential in their fields. According to Texas Tech officials, Lawver is only the second member of the College of Agricultural Sciences and Natural Resources faculty to receive a Fulbright Grant.

"David brings a wealth of experience to this Fulbright assignment," said John Burns, the dean of the College of Agricultural Sciences and Natural Resources. "He's done excellent work in the agricultural education field and has proven leadership skills that will be an asset to the students at Egerton University. It's an exciting time for him and for our college."

Lawver joined Texas Tech's faculty in 1989, rising through the academic ranks to become a professor in 2000. Prior to coming to the South Plains, he served as an assistant professor in agricultural education at Texas A&I University. He also worked as an agricultural science teacher in Missouri communities of Higginsville, Bronaugh and Granby.

A native of Carl Junction, Mo., Lawver earned his bachelor's and master's degrees in agricultural education and vocational technical education from the University of Missouri. His doctorate in agricultural and extension education is from Mississippi State University. He currently serves on the managing editing board of the *Journal of Agricultural Education*.

Office of Communications and Marketing

An EEO/Affirmative Action Institution

The Council for International Exchange of Scholars, under a cooperative agreement with the United States Department of State, administers the Fulbright Scholar Program for faculty and professionals. Each year, the traditional Fulbright Scholar Program sends some 800 U.S. faculty and professionals to 140 countries to lecture, research or participate in seminars. At the same time, approximately 800 foreign faculty come to the United States each year.

“Dr. Lawver’s selection as a Fulbright Scholar will enrich his life which will, in turn, enrich the lives of the students at Egerton University, as well as our students here at Texas Tech University,” said Norman Hopper, Texas Tech’s Associate Dean and Piper Professor in the College of Agricultural Sciences and Natural Resources.

CONTACT: Jane Bell, Fulbright program advisor, (806) 742-2974, or jane.bell@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2009

CONTACT: Kelly Kleinsteuber, kelly.kleinsteuber@ttu.edu
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Texas Tech Student Receives Fulbright Award

Texas Tech student Brent Newsom received a Fulbright Grant from the U.S. Student Fulbright program sponsored by the U.S. Department of State.

Newsom, who is working on his doctoral degree in creative writing, received the grant to complete a novel while living in China. Tentatively titled "Saving Face," Newsom's novel follows an American man who abruptly moves to China in order to escape the difficulties of his crumbling marriage. He will begin his 10 month stay in Jan. 2010.

Newsom received one of the 1,498 grants available for the 2009/2010 grant cycle, according to the 2009/2010 US Student Fulbright brochure. He noted on his application that "immersion in Chinese culture and interaction with Chinese citizens will be integral to making this novel of cross-cultural concern detailed, vivid and realistic."

The Fulbright U.S. Student Program offers fellowships for U.S. graduating college seniors, graduate students, young professionals and artists to study abroad for one academic year.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2009

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu

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U.S. News Ranks Texas Tech Engineering Grad Programs Among Best

Four Texas Tech University Edward E. Whitacre Jr. College of Engineering graduate programs have joined the elite ranks of *U.S. News & World Report's* top engineering programs.

The Department of Industrial Engineering ranked 26th in the Industrial/Manufacturing category, the Department of Civil and Environmental Engineering ranked 65th in the Civil category, and the Department of Electrical and Computer Engineering ranked 65th in the Computer Engineering category and 69th in the Electrical/Electronic/Communications category.

"Our faculty members are committed to providing a quality education to each of our graduate students," said Pamela Eibeck, dean of the Whitacre College of Engineering. "The U.S. News rankings confirm that our programs are gaining national recognition."

The graduate rankings, available in the 2010 edition of *U.S. News & World Report's* "America's Best Graduate Schools," were calculated based on two types of data: expert opinions about program quality and statistical indicators that measure the quality of a school's faculty, research and students. These data come from surveys of more than 1,200 programs and some 11,000 academics and professionals that were conducted in fall 2008. The graduate rankings can be found at:

<http://grad-schools.usnews.rankingsandreviews.com/best-graduate-schools>

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TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 27, 2009

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

First English Class Program Participants Honored

WHAT: The Department of Hospitality Services English Class Awards

WHEN: 11:30 a.m. Tuesday (April 28)

WHERE: Student Union Building in the Matador Room

EVENT: A luncheon to honor participants in the first English Class Program.

About three years ago the Department of Hospitality Services started an English as a second language class to help employees learn technical terms and common phrases to improve their customer service skills. Initially there were 12 employees in the program, all from the Hospitality Services area. As the class began to evolve, learning English for the workplace was not enough and the Hospitality Services employees wanted to learn to read and write in English.

Today there are almost 40 individuals in the English classes including employees from the Departments of University Student Housing and the University Student Recreation Center. All departments are part of the Division of Student Affairs and Enrollment Management.

One hour classes are held three times a week so the employees can attend once a week to be given a variety of vocabulary words to study at home.

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 27, 2009

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

Texas Tech Explores New Program in San Antonio Area

Texas Tech University has begun discussions with the Boerne Independent School District and Alamo Colleges to provide increased access to higher education for the citizens of Boerne.

Several options are being explored. The first is an innovative pre-college honors program for select Boerne high school students.

“This program could involve Boerne students participating in reading clubs and other Texas Tech Honors College experiences as well as spending some time at our Junction Center,” said Matt Baker, dean, Texas Tech College of Outreach and Distance Education.

The university is also discussing with its partners the potential to offer selected lower division courses such as introduction to engineering to high-achieving students. Ultimately, the partners hope to develop an early college high school program in Boerne.

Discussions are also underway for Texas Tech to offer courses at a distance that would enable students to pursue bachelor and graduate degrees on a flexible schedule. This option would meet the needs of many working adults.

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

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 28, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Clinical Psychology Doctoral Program Ranked Fourth in Texas by U.S. News & World Report

The Clinical Psychology Doctoral Program at Texas Tech University's Department of Psychology recently was ranked fourth in Texas and 92nd in the nation by the recent review of the nation's top colleges and universities by U.S. News & World Report.

In the past six years, the program has jumped 22 slots in the ranking to earn 92nd place, said David Rudd, chairman of the Department of Psychology.

"Last year was the first time we've ever had our graduate program ranked in the top 100," Rudd said. "It's a great accomplishment given that the rankings are based on academic reputation, particularly for doctoral programs in clinical psychology with more than 400 such programs nationally. It confirms we have a highly productive and respected faculty."

In Texas, Texas Tech's program comes behind that of University of Texas at Austin, ranked 16th, and Texas A&M and University of Texas Southwestern Medical Center's programs, both ranked 71st. Rudd said department leaders plan to continue growing and improving the program, which lacks a mere .2 on its score to tie with A&M and the medical center's ranking.

The graduate rankings were calculated based on a weighted average of 10 indicators including student selectivity, research activity, faculty resources and assessments by peers and recruiters. They can be found at [U.S. News & World Report Web site](http://U.S.News & World Report Web site).

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

CONTACT: David Rudd, chairman, Department of Psychology, Texas Tech University, (806) 786-3711 ext. 224, or david.rudd@ttu.edu



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 29, 2009

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Experts: Two Texas Tech Researchers Can Discuss Specter Defection

In a move for political survival, moderate Pennsylvania Sen. Arlen Specter switched his party affiliation from Republican to Democrat Wednesday, putting the Democrats one step closer to a possible 60-vote Senatorial control.

Timothy Nokken, assistant professor of political science, has published several articles on the consequences on roll-call voting in terms of party switching. He can discuss how Specter's move could play out in the future – especially if Minnesota does seat Democrat Al Franken as its senator.

“In the modern era, switching parties is a rare event,” Nokken said. “We’ve seen fewer than 30 party switches since World War II. Given the nature of politics today, they’re an interesting kind of event. Specter is trying to save his political life, and I don’t think he can do that as a Republican. His constituents became more Democratic and his Senate Republicans have become more conservative. So he’s kind of hanging on the left fringe of the party. This kind of adds to what was already a bad Republican year this year.”

Craig A. Goodman is an assistant professor of political science with expertise in Congressional operations. He said that a Republican-to-Democrat switch is much rarer than Democrat-to-Republican switches, and can discuss how Specter's decision might affect the Senate in terms of legislative procedure and what it means for the Republican and Democratic parties going forward.

“There are a number of more conservative Democrats that may not be counted upon when it comes time for a vote,” Goodman said. “The Democrats are more of an unwieldy coalition than Republicans often are.”

He said the Democrats don't have the Senate clinched yet, even if Franken is seated. However, Specter's decision reinforces the perception of the Republican Party as a much narrower coalition dominated by Southern voices.

CONTACT: Timothy Nokken, assistant professor of political science, Texas Tech University, (806) 559-2535 or timothy.nokken@ttu.edu, Craig A. Goodman, assistant professor of political science, Texas Tech University, (806) 790-8715 or craig.goodman@ttu.edu.

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY

**College of Outreach
& Distance Education**

News Release

FOR IMMEDIATE RELEASE

Date: April 30, 2009

CONTACT: Elizabeth Mason, elizabeth.mason@ttu.edu

Texas Tech's K-12 Diploma Program to Celebrate Graduations

Texas Tech University Independent School District (TTUISD) has graduated 159 students throughout the 2008-2009 school year. The annual commencement ceremony will take place at 1:30 p.m. May 3 at the Market Alumni Center, at 17th Street and University Avenue.

This year, 29 graduates and their families will travel to Lubbock to attend the commencement ceremony. Eleven students will receive their diplomas and 18 will participate as summer school graduates.

The 2008-2009 TTUISD graduates come from eight different states in the United States and six foreign countries, including Texas, Alaska, Arkansas, California, Colorado, Florida, Indiana and Virginia; as well as Mexico, Brazil, the Philippines, Egypt, Australia and British Columbia.

The highest GPA in the graduating class is 4.42, and there are 20 students who have a GPA of 4.0 or above. The average GPA is 3.23. The average SAT scores are 572 verbal, 551 math, and 551 writing, and a composite of 1678. The average ACT composite score is 24. All of these scores are above the state and national average.

Of the 2008-2009 TTUISD graduates, approximately 40 percent will attend community colleges and 60 percent will attend four year colleges or universities. Nine of the graduates will attend Texas Tech and one has been accepted to the university's Honors College. Other colleges or universities these students will attend include: Oral Roberts University, University of Texas, Texas A&M University, University of Arkansas, Baylor University, Southern Methodist University, University of North Texas, University of Texas in San Antonio, Texas State University, Northwestern University, Austin College, Stephen F. Austin University and many universities in Brazil.

TTUISD is the only accredited distance learning kindergarten through 12th grade diploma program in Texas. It offers a rigorous high school curriculum in a combination of print- and electronic-based courses.

In 1993-1994, the first Texas Tech University High School graduating class had two graduates. Throughout the past 15 years, the program has continued to expand each year. TTUISD has now graduated 1,536 students, including the 2008-2009 graduating class.

For more information call (806) 742-7202 ext. 266, or visit www.k12.ttu.edu.

Box 42191 | Lubbock, Texas 79409-2191 | P 806.742.7200 | F 806.742.7222 | www.ode.ttu.edu

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 30, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Psychology Professor Receives Fulbright Grant

A Texas Tech University expert in the psychology of learning has been awarded a Fulbright Scholar grant to do research at the Indian Institutes of Technology (IIT) in Kharagpur, India, during the 2009-2010 academic year.

Roman Taraban, the associate department chairman of the Department of Psychology, will conduct cross-cultural research on engineering education, comparing practices in India to those in the U.S. He becomes the third Texas Tech faculty member to receive a grant this year.

"The Indian Institutes of Technology are regarded worldwide as premier institutions for training engineers," Taraban said. "As a cognitive psychologist, my goal is to compare the cognitions and mental processes of engineering students in the U.S. to those in India, with the goal of understanding how students attain professional excellence through their educational training programs. Popular culture has brought cross-cultural differences in education to the forefront in '2 Million Minutes,' showing that Indian students spend significantly more time on academics than American students. That may be part of the answer."

David Rudd, chairman for the Department of Psychology, said that the Fulbright grant brings prominence to Taraban's studies in educational psychology and engineering education.

"This is a well-deserved award for Dr. Taraban," Rudd said. "He is a genuine international leader in science education and outcomes. This award will provide a unique opportunity to further his research agenda with international collaborators in India."

The Fulbright Program, America's flagship international educational exchange program, is sponsored by the United States Department of State, Bureau of Educational and Cultural Affairs. Since 1946, it has provided 108,160 Americans who have studied, taught or researched abroad and 178,340 students, scholars and teachers from other countries who have engaged in similar activities in the United States with the opportunity to observe each other's political, economic, educational and cultural institutions, to exchange ideas and to embark on joint ventures of importance to the general welfare of the world's inhabitants.

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The Council for International Exchange of Scholars, under a cooperative agreement with the United States Department of State, administers the Fulbright Scholar Program for faculty and professionals. Each year, the traditional program sends some 800 U.S. faculty and professionals to 140 countries to lecture, research or participate in seminars. At the same time, approximately 800 foreign faculty members come to the United States each year.

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CONTACT: Roman Taraban, professor, Department of Psychology, Texas Tech University, (806) 742-3711 ext. 247, or roman.taraban@ttu.edu; David Rudd, chairman, Department of Psychology, Texas Tech University, (806) 786-3711 ext. 224, or david.rudd@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 30, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Earns Environmental Excellence Award From Texas Commission on Environmental Quality

The Institute of Environmental and Human Health (TIEHH) has been selected to receive the 2009 Texas Environmental Excellence Award in the area of education by the Texas Commission on Environmental Quality (TCEQ).

TIEHH was one of 10 winners – organizations and an individual person – selected for this award through the TCEQ organization and a State of Texas Blue Ribbon Panel established by the Governor's office. The institute will be recognized by Gov. Rick Perry and the Commissioners of TCEQ at the Texas Environmental Excellence Awards Banquet May 13 in Austin.

"The recognition by the Texas Commission on Environmental Quality in giving the award to TIEHH further acknowledges the outstanding academic program being implemented through our Department of Environmental Toxicology at TIEHH and the excellence of our master's and doctoral graduates, who are the institute's blue ribbon product," said Ron Kendall, director of TIEHH.

The awards banquet will be part of the Environmental Trade Fair and Conference sponsored by TCEQ, which occurs annually in Austin. Kendall, along with Texas Tech President Guy Bailey, will accept the award.

Recommended by a Blue Ribbon Committee of environmental experts from public and private industry, the awards honor individuals, businesses and organizations that have created successful programs that conserve natural resources, reduce waste and prevent pollution. Created by the Texas Legislature in 1993, the awards program reflects the goals of the TCEQ itself: to protect Texas human and natural resources and ensure clean air, clean water and the safe management of waste.

"These award winners are shining examples of how everyone—from one individual to a corporation—can improve and protect our state's natural resources," said Buddy Garcia, TCEQ chairman.

TCEQ is in the process of developing a video on TIEHH's academic and research excellence that will be shown at the awards ceremony and distributed in Texas.

The Texas House of Representatives and Senate will develop a joint resolution recognizing TIEHH, and this resolution will be read from the House and Senate floors on May 13.

CONTACT: Ronald Kendall, director, The Institute of Environmental and Human Health, Texas Tech University, (806) 885-4567, ron.kendall@tiehh.ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: April 30, 2009

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Ad Team Wins Regional Competition in Houston

Texas Tech Advertising Federation, a student chapter of the American Advertising Federation, won the 10th District Competition of the National Student Advertising Competition held April 23-24 in Houston.

For winning the district, team members will compete nationally against teams from 14 other districts this June in Washington, D.C.

The university's team of 18 students worked on an alcohol consumption awareness campaign aimed at college-age students for the Century Council, a national non-profit organization that fights to eliminate drunk driving and underage drinking.

Texas Tech's campaign revolved around "Really? You call the shots" as a tagline.

The team competed against 15 other universities in the district, which covers Texas, Oklahoma, Arkansas and Northwest Louisiana. In competition, five presenters gave a 20-minute presentation on the campaign to four judges.

Shannon Bichard, an associate professor of advertising and faculty advisor for the ad federation, said this was the first time since the late-1980s that Texas Tech has won the district competition. The university won nationals in 1984.

"The whole campaign centers around 'you call the shots,' " Bichard said. "The 'really' is used kind of sarcastically in the way students use the word. It resonates with them without being authoritative. They agreed they thought this would really make the target audience think about ordering another drink if someone at the bar turned to them and asked 'really' in a sarcastic way. "

Stephanie Foster, junior advertising major from College Station, served as the campaign's account executive. She said it was difficult to create a campaign that would cut through the noise and catch the attention of a target group used to tuning out obvious advertising jargon.

"I can't tell you how many concepts we've gone through," Foster said. "We've been working on this since September. Getting college students not to drink is hard. They're just going to do it anyway. We thought that we've heard 'don't drink and drive' all our lives, but no one's ever said 'just be responsible when you drink.' No one's ever really said 'keep your number of drinks in mind. Don't be that guy.' So, through tons of concepts we found something the target message could relate to. It wasn't just eye-catching or funny."

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

CONTACT: Shannon Bichard, associate professor of advertising, College of Mass Communications, Texas Tech University, (806) 742-3385 ext. 260, or shannon.bichard@ttu.edu, Stephanie Foster, student account executive, Texas Tech University, (979) 412-2793 or stephanie.foster@ttu.edu.



TEXAS TECH UNIVERSITY

Advisory

FOR IMMEDIATE RELEASE

DATE: April 30, 2009

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

Texas Tech Sets Quality Service Award Ceremony

WHAT: Quality Service Awards ceremony

WHEN: 3 p.m. Monday (May 4)

WHERE: United Spirit Arena, City Bank Room

EVENT: Ceremony to present Quality Service Awards to outstanding Texas Tech staff members. The winners are selected based on their outstanding customer service.

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