



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 1, 2013

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

### **Texas Tech's Raider Red Wins National Championship in Mascot Voting Contest**

Red beat out 15 other mascots to take the title.

Raider Red, Texas Tech University's costumed mascot, is the new Capital One 2012 National Mascot of the Year.

The win nets a \$20,000 scholarship to help fund Texas Tech's mascot program.

Red took second place out of 16 mascots in regular-season voting to contend for the most votes nationwide; he then faced the first-place and undefeated Cockey the Gamecock from the University of South Carolina in the final round.

The Capital One National Mascot of the Year is determined by Internet voting. The championship round voting ended Dec. 17, and the winner was announced during the 2013 Capital One Bowl today (Jan. 1). Each of the 2012 participants also received \$5,000 for their university mascot program.

Raider Red's only regular-season loss came in week one against the University of Delaware's YoUDee, who was eliminated in the quarter-finals. Red competed against Sebastian the Ibis of the University of Miami in the semi-final round.

"Thanks to the thousands of students, alumni, fans, and Texas Tech faculty and staff who voted tirelessly over the past 15 weeks and also to the media for helping us get the word out, Texas Tech has a National Champion in Raider Red, the best mascot in the country," said Stephanie Rhode, director of Texas Tech's Spirit Squads.

"We are so very proud and honored for Raider Red to be the National Mascot of the Year," said Bruce Bills, Texas Tech's cheer coach. "Thanks to all the fans and supporters that made this possible. We appreciate all who supported our effort and spent long hours voting for Raider Red throughout the Mascot Challenge.

"Raider Red is such a great representation of the true Texas Tech Spirit. We are so excited to celebrate this accomplishment with all the Red Raider Nation," Bills said.

Fans can follow Raider Red on [Facebook.com/TTURaiderRed](https://www.facebook.com/TTURaiderRed) and Twitter @TTURaiderRed.

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The original 16 contestants were selected by a panel of judges from Capital One from among the mascot entries received from all eligible NCAA Football Bowl Subdivision and Football Championship Subdivision schools.

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

**CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 438-5546 or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 2, 2013

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

### **Texas Tech Libraries Grant Leads to Greater Online Access**

New microfilm scanner to provide digitization of Texas newspapers and more. Performing research through the Texas Tech University Libraries is about to get easier, whether it is done by students on campus or historians halfway around the world.

A \$53,000 gift from the Hoblitzelle Foundation has secured a Mekel Mach IIIQ scanner, which will lead to access of non-restricted content via the Internet.

“We have thousands of microfilm rolls in our collections, which include rare newspapers and specialized information,” said Traci Odom, director of development for the Texas Tech University Libraries and author of the grant proposal. “Researchers previously had to come to the library to access it.”

The purchase expands upon resources in development for the past eight years, said Joy Perrin, a librarian in the Digital Resources Library. Until now, the collection was comprised mostly of books, including theses and dissertations.

Digitization also has added benefits, including preservation of time and resources.

“Instead of a researcher having to sit at a microfilm reader and scroll through thousands of images of a newspaper, they will be able to search online for words and go directly to the results they want,” Perrin said. “It also will result in the microfilm being used less, which helps the Southwest Collection and Special Collections Library preserve it for the long term.”

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

**CONTACT: Kaley Daniel, director, Communications and Marketing, Texas Tech University Libraries, (806) 834-1040 or [kaley.daniel@ttu.edu](mailto:kaley.daniel@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 3, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)

(806) 742-3990, ext. 249

### **Texas Tech Law Student Competing for Miss America Title**

A Texas Tech University School of Law student will compete Jan. 12 for the 2013 Miss America title.

DaNae Couch, a third-year Texas Tech Law student, is among the 53 contestants who will vie for the crown Jan. 12 during a live broadcast on ABC from Planet Hollywood Resort & Casino in Las Vegas.

Couch, a Coppell native, has already put her advocacy skills learned through the Law School to use as Miss Texas by promoting drug and alcohol awareness in Texas high schools.

“One of the things that I believe sets me apart for the title of Miss America is the fact that I’m an advocate,” said Couch, a Coppell native. “I’ve learned advocacy through law school and I want to continue to use that as Miss America.”

Now, Couch needs your votes. Viewers have two options for picking a finalist during the Video Contest portion of the competition.

- Visit [www.missamerica.org/videocontest](http://www.missamerica.org/videocontest) to watch contestant videos and submit a vote
- Visit the “Video Contest” tab at [www.facebook.com/missamericaorganization](http://www.facebook.com/missamericaorganization)

One Miss America contestant who receives the highest number of eligible and verified votes during the voting period will be chosen to participate as a finalist in the Miss America Competition.

Voters are limited to one vote per person and internet-accessible device per contestant throughout the voting period, regardless of method of voting. Voting closes at 1:59 a.m. CST Jan. 11.

Couch graduated with distinction from Baylor University’s Honors College. While at Texas Tech Law, she has served as staff editor of the *Estate Planning & Community Property Journal*. She won the Criminal Law Jurisprudence Award and the 2011 CALI Criminal Procedure Award, and is a member of Board of Barristers.

Follow Couch on Twitter: @MissTX2012

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

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**Contact: Cory Chandler, communications coordinator, Texas Tech School of Law,** (806) 742-3990 ext. 249, or [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu).



# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 8, 2013

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

### **Expert: Climate Change Played Role In 2012 Being Hottest Year on Record for U.S.**

#### **Pitch** □ □

Marred by record-setting superstorms and drought, now scientists are calling 2012 the warmest year on record for the United States.

A Texas Tech University expert in climate change can discuss how last year's warm trend is connected to global climate change.

#### **Expert** □

Katharine Hayhoe, director of the Climate Science Center at Texas Tech University, (806) 742-0015 or [katharine.hayhoe@ttu.edu](mailto:katharine.hayhoe@ttu.edu).

#### **Talking Points** □ □

- Natural variability and human-induced climate change play a role in setting records.
- Continued dependence on fossil fuels will increase temperatures and risk of temperature extremes. Summers such as 2011 and 2012 could become more the norm than the exception.

#### **Quotes** □ □

- “Annual temperature here in the U.S. is affected by two different factors: natural variability and human-induced climate change. In record-setting years like this one, natural variability is acting to enhance the warming trend from human-induced climate change.”
- “In other years, the two factors could act against each other. So we don't necessarily expect next year to be warmer than this one.”
- “We do know, however, that if our carbon emissions continue to grow as they have over the last decade, at a rate of more than 3 percent each year, our climate will continue to change.”
- “Years like this one will become more common and even recent record-setting temperatures, such as were set this year for the U.S. as a whole, and last year for the states of Texas and Oklahoma, will be broken in future decades if we continue on our current trajectory.”



# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 9, 2013

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

### Pop-Culture Expert Available to Comment on 2013 Academy Award Nominations

#### Pitch□□

The 85<sup>th</sup> annual Academy Award nominations will be announced Thursday morning, hosted by Seth MacFarlane and Emma Stone.

Hollywood is speculating who might take home an Oscar, and so is Texas Tech University's pop-culture expert, Rob Weiner.

#### Expert□

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

#### Talking Points□□

- Likely nominees in various Oscar categories
- Films creating buzz in 2012-2013
- Oscar-winners of the past, in comparison with the current Hollywood pool

#### Quotes□□

- "Daniel Day Lewis' performance as Abe Lincoln is really the best piece of acting I've seen in a long time. Anthony Hopkins' Hitchcock is fantastic, but Lewis really nails it."
- "'Lincoln' will get many nominations and will probably win some, but 'Zero Dark Thirty' has also been creating a great deal of Oscar buzz."
- "'Django Unchained' is not for the faint of heart, but it's a great film and would love to see it receive some nominations despite the controversy."
- "'Cloud Atlas' is visually amazing, though I can't tell you what it's about, even though I've seen it. It even out-does David Lynch on weirdness and lack of narrative continuity, which I think is the point of the film."



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 9, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)

(806) 742-3990, ext. 249

### **Texas Tech Law Dean Receives Award Named in Her Honor**

The Association of Legal Writing Directors (ALWD) presented Texas Tech University School of Law Dean Darby Dickerson with an award named to honor her contributions to the field of legal writing.

Dickerson was the inaugural recipient of the Darby Dickerson Award for Revolutionary Change in Legal Writing during a reception at the Association of American Law Schools Annual Meeting in New Orleans, La.

ALWD President Anthony Niedwiecki said the ALWD Board will give the award periodically to recognize those who have made fundamental and essential contributions to the field of legal writing.

“The Darby Dickerson Award for Revolutionary Change in Legal Writing is presented to a person whose vision and dedication has revolutionized the way legal writing is taught, practiced or conceptualized,” he said. “We felt that Dean Dickerson exemplifies the type of ingenuity, creativity and work ethic required to generate dynamic changes in the field of legal writing and her body of work serves as an example to other legal writers.”

Dickerson was honored in large measure for creating the ALWD Citation Manual: A Professional System of Citation. Published in 2000, she produced four editions of the book, which has been adopted in dozens of law schools and paralegal programs as an alternative to the Bluebook. The book’s citation system is also approved by several courts. The book professionalized legal citation, an area previously delegated to law students. Portions of the book’s proceeds have been used over the years to help improve the status of those teaching legal writing in law schools. Dickerson is also a past director of ALWD and served as managing editor of *Legal Writing: The Journal of the Legal Writing Institute*.

“It was a tremendous honor to receive this award from ALWD,” Dickerson said. “Working on the ALWD Citation Manual has been one of the highlights of my professional career, and I am proud of the impact that it has had. I am also proud of the work that so many legal-writing professors do day-in and day-out to advance our profession.”

Also at the AALS meeting, Dickerson completed her term as co-chair of the Section for the Law Dean and was selected chair-elect of the Section for Institutional Advancement.

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

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DATE: Jan. 9, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)

(806) 742-3990, ext. 249

### **Texas Tech Tax Law Professor Named to Top 10 List**

Bryan Camp is included as one of the top 2012 tax people of the year.

A Texas Tech University School of Law professor was named one of 10 nominees for the 2012 Tax Person of the Year by the Tax Professor Blog, a member of the Law Professor Blogs Network.

Bryan T. Camp, the George H. Mahon Professor of Law since 2001, is the only academic included on the list that comprises people such as presidential hopeful Mitt Romney, U.S. Chief Justice John G. Roberts Jr. and others in business and government.

The winner of the tax “person” of the year, according to [the list](#) compiled by Paul L. Caron, was not actually a person, but the Urban-Brookings Tax Policy Center. The full article is available [here](#).

“It is an honor to be included with the others,” Camp said. “The role of an academic such as me differs from the roles of the other honorees. We academics are uniquely well-placed to critique the work of judges and courts in ways that lawyers, legislators and even judges cannot. So I am especially pleased to be recognized for my work, not just in advocating a position before the court, but also in critiquing the court’s understanding of the Anti-Injunction Act, which is a key statute to tax administration. The mischief caused by the court’s analysis is already evident in a number of lawsuits that have been filed challenging other aspects of the Affordable Health Care Act.”

Camp, a member of the American Law Institute, has advised government agencies on cyberspace tax issues and has participated in scholarly presentations before the New York Historical Society and Haverford College. He was twice named the Law School’s Outstanding Researcher, and in 2010 was recognized by the Texas Bar Foundation as writing the Best Law Review Article published in Texas.

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(806) 742-3990 ext. 249, or [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu).



TEXAS TECH UNIVERSITY

# Web Only

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 10, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **How to Get in to Texas Tech University**

Admissions director provides answers on the mystery of undergraduate applications.

The priority admission deadline for first-time freshman students wishing to enroll at Texas Tech University for the fall of 2013 is March 1 and some scholarships have a deadline of Feb. 1. Ethan Logan, executive director for Undergraduate Admissions, has answered seven commonly asked questions for students interested in applying to Texas Tech this year. His answers, listed below, will give potential first-time freshmen an idea of what the university is looking for when reviewing applications.

#### **Q: What are the objective ways Texas Tech reviews applicants?**

**A:** There are two methods of admission which we use to evaluate students seeking admission to Texas Tech University. The first method is an objective methodology of reviewing both a student's incoming college entrance exam scores (either the SAT or ACT) and the student's class rank. This is the most objective and consistent review of application to the university and provides a foundation for our Merit Scholarship program. Students are able to review our admission protocol for "assured admission" to Texas Tech based upon their test score and class rank (please visit [www.admissions.ttu.edu](http://www.admissions.ttu.edu) for more information).

#### **Q: If a student is not assured admission by the objective method, what are the other ways in which an application is reviewed?**

**A:** Holistic review of a student's application is conducted by two independent admission professionals who review a student's courses and curriculum, academic trends, rigor, involvement, student leadership, talents and service. The holistic review covers the entire application profile of a student which we have received; this includes letters of recommendation, awards, commendations and application essays or writing samples. The purpose of the holistic review is to consider the entire profile of the student and make an admission decision on their candidacy as an applicant to the university. This is a double-blind process which is ratified by an admission committee.

#### **Q: What information do you recommend that a student provide to the admissions office for review?**

**A:** If a student does not meet an assured level of admission, then the holistic review process is more important when considering an applicant. In holistic review, the professional staff only knows as much about a student as the information a student provides. I recommend to students that they provide a resumé and a writing sample

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through the application essays. This provides students with an opportunity to talk more about their background and their aspirations both directly and indirectly. All information will be reviewed in a holistic review, so consider providing enough information to learn more about the prospective student and their uniqueness.

**Q: What can significantly help a student's application stand out?**

**A:** What we look for in reviewing these types of submissions by prospective students typically comprises, but is not limited to, the following:

1. Resume: a concise statement about work, awards and accomplishments.
2. Honors: scholastic achievement, individual or team achievement, and recognized citizenship.
3. Awards: excellence in participation or performance; demonstration of hard work and dedication to a particular skill and/or talent and the cultivation of that skill/talent to exceptional levels.

These types of submissions demonstrate a prospective student's attention to honing skills and talents to exceptional levels. When reviewing students for admission, students with unique talents and skills are students who enrich the academic community. The educational experience of college students is partly classroom instruction and partly engagement and involvement in the university community. Our community is enhanced and enriched by students with exceptional and unique skills and talents which they share with the community. An important consideration to college admission is inviting these students into the community to benefit the student body as a whole.

**Q: How can an admission essay help a student's application?**

**A:** Essay submissions bolster a prospective student's application and provide an open-ended environment for a student to communicate to admissions officers. The primary purpose of the essay is designed to promote the demonstration of composition and syntax skill of the applicant. This is very important to their future success as a college student. A prospective student who has the ability to organize and communicate effectively through writing will excel in college.

The essay provides an additional element to the prospective student's submission, that of communication to the admission review staff. The open-ended question within the ApplyTexas application allows a student to discuss their environment and their life experiences in such a way as to prompt understanding about challenges and/or hardships which may have influenced or impacted a student's performance. If a student has had to overcome great obstacles in order to graduate from high school, then through the essay submission, a student can discuss and present those challenges to the review staff.

**Q: How are decisions about merit-based financial aid made and how can students give themselves the best chance of receiving scholarships?**

**A:** The merit-based scholarships to Texas Tech University are defined and published by the Office of Student Financial Aid & Scholarships at Texas Tech and can be found on its website ([www.finacialaid.ttu.edu](http://www.finacialaid.ttu.edu)). There are clear break downs of levels of merit aid



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available to students as they qualify based upon their academic merit. Merit scholarships are awarded based upon qualification and do not require an additional scholarship application.

Additionally, students can apply for institutional and college-specific scholarships by applying for scholarships through the blanket application for scholarships found as a component of the ApplyTexas common application in the State of Texas ([www.applytexas.org](http://www.applytexas.org)). Texas Tech requires students seeking scholarships to apply through this application by Feb. 1. The scholarship application does not guarantee a scholarship; rather it places the student into a pool of potential scholarship recipients. These candidates for scholarship are reviewed by the Scholarship Office for potential matching of scholarships to students based upon a variety of qualifying criteria.

**Q: Aside from scholarships, are there benefits to applying before the priority deadline of March 1?**

**A:** We encourage students to apply early for admission to Texas Tech University. The benefit to an early application is an early admission decision to the university. We conduct rolling admission at Texas Tech University; applications for admission to the university are worked when they are received and admission decisions are made continuously throughout the admission cycle. Earlier admissions provides the prospective student with peace of mind on admission decisions; or, in the event of a provisional or denied admission status, the opportunity to provide additional materials of qualification for reevaluation of an admission decision. For example, students may provide a seventh semester high school transcript with increasing GPA and/or rigor, or retake and post new test scores from college entrances exams. Securing an admission decision early provides access to housing options as those reservations become available to new students since an admission decision precedes a housing reservation.

The priority deadline promises a thorough application decision and enables the student to apply for orientation throughout the summer. We will evaluate applications for admission after that date for a fall enrollment; however, the time to receive all documentation and the availability of both housing and orientation reservations may be compromised due to the abbreviated admission cycle and time remaining before the beginning of the fall semester.

**CONTACT: Ethan Logan, executive director, Office of Undergraduate Admissions, Texas Tech University, (806) 742-1480, or [ethan.logan@ttu.edu](mailto:ethan.logan@ttu.edu).**



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CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech Online Programs among Nation's Best**

[SR Education Group's](#) flagship site, [Guide to Online Schools](#), released its annual list of the top online universities today. Texas Tech University's eLearning Program is ranked 11<sup>th</sup> overall among online colleges.

"Not only is Texas Tech ranked among the top dozen institutions nationally, it is also first among the four research universities ranked among the top 25, which indicates a special level of strength and flexibility," said Provost Bob Smith.

Texas Tech's retention rate among non-profit schools is tied for first place at 82 percent. The university's loan repayment rate is 64 percent. Other research universities ranked among the top 25 include the University of Minnesota (17<sup>th</sup>), Northern Arizona University (24<sup>th</sup>) and the University of South Florida (25<sup>th</sup>).

"Our purpose in publishing rankings of online schools is to help students look at the value and fit of a range of schools," said Sung Rhee, CEO at SR Education Group. "In today's environment of rising cost in education, it's more critical than ever that students are empowered to make smart choices. That's why our rankings combine objective measures of quality with data on cost and student reviews to create a fuller picture of the online education landscape."

Guide to Online Schools evaluated online colleges on tuition costs, loan repayment rates, average retention rates and student reviews. To be considered for the rankings, a school must offer at least 10 baccalaureate or advanced programs that can be completed online and be nationally or regionally accredited. Each school was then given a score and a ranking based on these criteria.

"Texas Tech offers high-quality distance degree programs at the undergraduate, masters and doctoral level," said Justin Louder, assistant vice provost and director for the eLearning Program. "We are a top online university and we hope that more students consider Texas Tech for their distance education as a result of our inclusion on this list."

Texas Tech's eLearning Program and its online offerings can be found at [www.de.ttu.edu](http://www.de.ttu.edu).

**CONTACT: Justin Louder, assistant vice provost, Texas Tech University, (806) 742-7227, or [justin.louder@ttu.edu](mailto:justin.louder@ttu.edu).**



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# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 11, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Law Professor Earns Third Excellence in Writing Award**

The editors of Probate & Property magazine awarded a Texas Tech University School of Law professor his third excellence in writing award for an article on digital asset planning.

Gerry W. Beyer, Governor Preston E. Smith Regents Professor of Law, received the 2012 Excellence in Writing Award for the Best Cutting Edge Article—Trust & Estate.

Beyer co-authored the article, [When You Pass On, Don't Leave the Passwords Behind: Planning for Digital Assets](#), with Naomi Cahn of the George Washington University Law School.

The article tackles issues related to the safekeeping and disposition of online assets such as email, banking or social media accounts.

“I was very surprised and excited to receive the award,” Beyer said, “especially because I learned about it while perusing the January issue of the magazine which contained the announcement. Planning for a person’s digital estate is growing in importance, and I recommend that everyone raise the issue with his or her estate planning attorney. ”

Probate & Property magazine is an official publication of the Real Property, Trust and Estate Law Section of the American Bar Association.

This award marks the third time that the American Bar Association has presented Beyer with an excellence in writing award. Beyer received the Best Overall Article (Probate & Trust) in 2001 for his article titled Estate Planning for Pets. He also received the Best Cutting Edge Article (Probate & Trust) in 1993 for his article titled Pre-Mortem Probate.

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DATE: Jan. 14, 2013

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

### **Expert: Perry's Decisions to Decline Medicaid Expansion, Create State-Based Insurance Exchange Shoot Texans in the Foot Twice**

#### **Pitch** □ □

The current Texas State Legislature may decide to address two issues related to the Patient Protection and Affordable Care Act of 2010 (ACA or Obamacare, as it is commonly known).

One is the decision of Gov. Rick Perry to decline to accept Medicaid expansion as offered through the ACA. The other is his refusal to set up a state-based insurance exchange, also as outlined in the ACA.

While these two issues are frequently linked in the press, they are in fact two separate issues. A Texas Tech University expert in social work can help decipher these two decisions and how they will impact Texans across the state.

#### **Expert** □

Helen Morrow, associate professor of social work, Texas Tech University, (806) 787-2023 or helen.morrow@ttu.edu.

#### **Talking Points** □ □

- By refusing to accept Medicaid expansion through the ACA, it would raise the allowable income amount for families applying for Medicaid. Millions of currently uninsured Texans would then be eligible for the Medicaid program.
- This is especially true for women who lack health insurance. Many Texas women could especially benefit from the expansion.
- However, this will not happen due to the governor's refusal to accept this program. Texans will be unable to take advantage of the Medicaid expansion because governor does not want additional federal intervention.
- Ironically, the second decision by the governor seems to have the reverse effect. By refusing to establish a state-based insurance exchange for those who have no current insurance coverage and who do not qualify for Medicaid, by default, these people will now be allowed to participate in an insurance exchange to be created and managed by the federal government.



## Quotes ☐

- “If the intent of the governor is to retain as much control as possible at the state level, it seems that he would choose to support the creation of a state-based insurance exchange. These two decisions – no Medicaid expansion and no insurance exchange – seem at odds with each other from the perspective of state power as opposed to federal control.”
- “Opponents of the Medicaid Expansion applaud the governor’s decision. They point to the additional state funds that will not be spent over the next 10 years as the state’s portion of the cost of expansion would eventually increase to 10 percent. According to an Urban Institute Analysis, Texas will save an estimated \$9.6 trillion during that time frame. On the other hand, it will forego more than \$77 trillion in federal funds that could have been expended for Texas Medicaid recipients.”
- “Since the federal insurance exchanges are yet to be devised, it remains to be seen whether those who do not qualify for Medicaid will fare better under most state-run exchanges or under the new federal exchange program. Texans will know soon whether their legislature will decide either of these issues is worth their discussion and debate.”



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DATE: Jan. 14, 2013

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

(806) 742-2136

### **Expert: Weak Farm Bill Extension Puts Agriculture at a Disadvantage**

#### **Pitch**

Every five years Congress passes a package of legislation, commonly called the “Farm Bill” that sets national agriculture, nutrition, conservation and forestry policy. On Jan. 1 Congress extended the 2008 Farm Bill for nine months, but not without many questions and uncertainties, mostly about agriculture itself getting caught in further budget cuts.

#### **Expert**

Darren Hudson, professor and Combest Chair of Agricultural Competitiveness, Department of Agricultural and Applied Economics, Texas Tech University; (806) 742-1921 ext. 272, or [darren.hudson@ttu.edu](mailto:darren.hudson@ttu.edu).

#### **Talking Points**

- 2008 farm bill provisions were extended for nine months with no real changes in payment rates or program availability. There were some expected cuts to some conservation programs, but nothing major.
- Farm bill extension continued the dairy program for the same period, temporarily averting milk price spikes; but, did nothing to really reform the program.
- As of yet, there is no real impetus to fix the farm bill during the spring as Speaker of the House has shown no desire to schedule floor debate on any bill coming out of Congress.

#### **Quotes**

- “The lack of the farm bill exposes agriculture to larger cuts as legislators look for budget savings in the coming sequestration and debt ceiling debates.”
- “Budget cuts are coming. Pushing the farm bill to the future means greater risk for changes in the budget and available money for agriculture.”
- “Agriculture is getting washed up into much bigger debates and that puts agriculture at a severe disadvantage.”



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 14, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-3990, ext. 249

### **Two Texas Tech Law Professor Blogs Picked as Fan Favorites by ABA Journal Readers**

Two blogs either written or edited by Texas Tech University School of Law professors rank as fan favorites in a readers' poll conducted by the American Bar Association.

Gerry W. Beyer, Gov. Preston E. Smith Regents Professor, had the most popular niche category blog in the [Blawg 100](#) honor roll produced by the *ABA Journal*.

A blog edited by a group of law professors including Nancy Soonpaa, director of Texas Tech Law's Legal Practice Program, and Dustin Benham, assistant dean for Strategic Initiatives, claimed the top spot in the Legal Reading/Writing category.

*ABA Journal* editors tallied more than 4,000 reader votes to rank 100 blogs in 14 categories.

Beyer's [Wills, Trusts & Estates Prof Blog](#) garnered 227 votes to beat out 13 challengers in its category.

"I am extremely honored as well as humbled to be selected as the 'fan favorite,'" Beyer said. "I tremendously appreciate the support of my loyal readers and contributors."

The [Legal Writing Prof Blog](#) co-edited by Soonpaa and Benham earned 101 votes to top five other contenders in its category.

"Being voted as a fan favorite shows our support from two communities: the law school community and the practice community," said Soonpaa, one of three inaugural editors. "In our posts, we strive to provide legal-writing-related information relevant to both, and we are pleased to have apparently met that goal."

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

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

**Contact: Cory Chandler, communications coordinator, Texas Tech School of Law,**  
(806) 742-3990 ext. 249, or [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu).



TEXAS TECH UNIVERSITY

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 15, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech and ELS Educational Services Open New Facility**

- WHAT:** Texas Tech University and ELS Language Centers (ELS) will host an open house for the new ELS Center.
- WHEN:** 4:30 p.m. Thursday (Jan. 17)  
Remarks begin at 5 p.m.
- WHERE:** 1921 Broadway Ave.
- EVENT:** Texas Tech partnered with ELS in June 2012 to help advance Texas Tech's international initiatives and the Lubbock region's global presence. ELS operates the largest network of campus-based English language instruction centers in the world.

The newly renovated center will host an open house to showcase the program's resources, including 10 traditional classrooms, one classroom equipped with an environmentally certified whiteboard and a 30-seat computer lab.

Vice Chancellor Joseph C. Rallo, Interim President Lawrence Schovanec and Ambassador Tibor Nagy will make remarks during the open house. Mark Harris, president and CEO of ELS also will make brief remarks.

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

**CONTACT: Tibor Nagy, vice provost for International Affairs, Texas Tech University, (806) 742-2974, or [tibor.nagy@ttu.edu](mailto:tibor.nagy@ttu.edu).**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 15, 2013

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

### **Texas Tech Online Master's in Engineering Ranked by U.S. News & World Report**

The online master's degree offered by Texas Tech University's Whitacre College of Engineering is ranked among the best in the nation, according to the 2013 edition of U.S. News & World Report's Best Online Graduate Programs, released today (Jan. 15).

Texas Tech's program is ranked 50th among 293 institutions offering a master's degree in engineering and housing at least one program that was ABET accredited at the bachelor's level or higher. The ranking is based on a survey conducted through the fall of 2012, U.S. News said. Respondents were then ranked based on student engagement, faculty credentials and training, student services and technology, and admissions selectivity. This is the first time U.S. News has numerically ranked online programs.

"I am very pleased, but not surprised, at our ranking," said Al Sacco Jr., dean of the college. "We have outstanding faculty teaching these online courses. We have great students who are truly engaged, and we are very well respected by the industrial recruiters who come to the Whitacre College of Engineering to hire new employees. All in all, this is nice recognition of the quality of education here at Texas Tech University."

The job market is overflowing with opportunities for skilled engineering professionals, but the best chances for advancement come to those with a Master's in Engineering degree. Online education is an increasingly popular option, because it allows people the flexibility to attend school without having to disrupt their lives.

"The online programs the Whitacre College of Engineering offers are highly sought after and allow engineers to complete their graduate education at Texas Tech from anywhere in the world," said Justin Louder, assistant vice provost for eLearning. "Our ranking highlights the strong commitment the college, faculty and students in engineering have toward high quality online education."

This ranking comes five days after SR Education Group's flagship site, Guide to Online Schools, ranked Texas Tech's [eLearning](#) 11<sup>th</sup> overall among online universities. For more information, [click here](#).

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

**CONTACT: Jeff Sammons, director of marketing, Whitacre College of Engineering, Texas Tech University, (806) 742-3451, or [jeff.sammons@ttu.edu](mailto:jeff.sammons@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 15, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech to Host West Texas Mentoring Summit**

Texas Tech University's Lauro Cavazos & Ophelia Powell-Malone Mentoring Program (Mentor Tech) will host the inaugural West Texas Mentoring Summit on Jan. 24 in the McKenzie-Merket Alumni Center. This interactive one-day event is designed to assist school and program administrators, teachers and mentors, as well as the leadership of youth, religious, service, community, Greek, and corporate organizations and agencies to develop, enhance and strengthen their mentoring initiatives.

The facilitator for the summit will be internationally acclaimed mentoring expert, Lois J. Zachary, president of Leadership Development Services LLC of Phoenix. Zachary has authored several best-selling books including "Creating a Mentoring Culture," "The Mentee's Guide" and the 2012 revision of "The Mentor's Guide." Zachary's books will be available for purchase during the summit.

"Statistics suggest that mentoring is one of the best strategies that entities and individuals can employ to inspire and impact others," said Cory Powell, director of Mentor Tech. "Most of us have benefited from a mentor on some level, whether personal or professional. The goal of this summit is to help attendees take their mentoring efforts to the next level."

Registration for the summit is \$75 per person and includes continental breakfast, lunch, and the summit workbook. Registration deadline is Jan. 18 (Friday). Please contact the Mentor Tech office at (806) 742-8692 or [mentor@ttu.edu](mailto:mentor@ttu.edu) to register for the summit or to receive additional information.

**CONTACT: Cory Powell, director, Lauro Cavazos & Ophelia Powell-Malone Mentoring Program, Texas Tech University, (806) 742-8687, or [cory.powell@ttu.edu](mailto:cory.powell@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 15, 2013

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

### **Texas Tech University's 'Dancing at the Crossroads' Illustrates How European, African Art Cultures Collided to Create Modern Song, Dance**

American music contains more history lessons than the average listener realizes. Listen closely, says a Texas Tech University music professor, and the music represents centuries of cultures creating that proverbial melting pot – perhaps even more harmoniously than the actual human experience.

That cultural gumbo of sound, rhythm and dance served as the impetus for creating the original dance/theatrical show “Dancing at the Crossroads: A Celebration of Anglo-Celtic and African-American Dance in the New World.”

The show, which features local dancers and singers from Texas Tech, will premiere Feb. 1-2 and 8-9 at the Christine DeVitt Icehouse Theater on the LHUCA campus, located at 511 Ave. J.

Christopher J. Smith, also the director of the university's Vernacular Music Center, said singers, players, dancers and storytellers will present a fully staged dance/theater narrative relating the mythic history of the encounter of these two great vernacular performance traditions in the New World, which includes blues, jazz, hip-hop, New Orleans, Irish, English, Scottish and Caribbean music and dance.

“I’ve been a practitioner of these styles (Anglo-Celtic and Afro-Caribbean) for four decades, know them intimately and love them passionately,” Smith said. “As a scholar, I’m interested in the interplay of immigrant music in the Americas. I think the performance tells a story whose historical resonance many people won’t have previously recognized. Many folks of course know that immigrant traditions – especially Anglo-Celtic and African-American – played a key role in the synthesis that led to blues, jazz, vaudeville, tap-dance, hip-hop and rock ’n’ roll. However, I think fewer people recognize both the complexity and profundity of that synthesis and the historical depth of the story.”

Smith said the Crossroads Project develops educational and performance materials that explain the complex meetings and encounters—between people, cultures, belief systems, and genres—which gave birth to American music. African, Caribbean, European, and Native American expressive arts whose meetings, since first contact in the 16th century,



have created the complex, idiosyncratic, challenging yet endlessly inventive and popular music forms of the modern era.

These served as the foundations of music and dance such as Stephen Foster's popular songs to the crossover hits of Eminem and Mary J. Blige, from Appalachian flat-foot dancing to African-American tap, from the contredanse of Haiti and Montserrat to the contras of Maine and the square-dances of Virginia.

Even the comedy of Abbott and Costello to the comic monologs of Sid Caesar and Red Skelton, can be traced, in content and/or intent, to the meetings of Africa, Europe, and the Caribbean in the New World, he said.

"This is a story about meetings, between cultures, peoples, and dance traditions," he said. "And not only the mythic meetings exemplified by the named characters such as Elizabeth Bennett, Baron Samedi and the Demon Fiddler, but also actual, historical meetings which are the roots of American popular culture. The remarkable thing about this story is that it is, in essence, a true story – this meeting between Afro-Caribbean and Anglo-Celtic dance music traditions is actually where American popular music and dance originated."

Smith said he arranged songs from Ireland and England; tales of transformation and crossroads magic; blues and gospel from the Mississippi Delta; sean-nos ("old style") song from Ireland's Gaelic West; dances and dance music from Ireland, Scotland, and Cape Breton; ritual dances from the Welsh Borders; country dances from England and Appalachia and sea shanties from the North Atlantic, and an audience sing-along as finale.

However, this is more than just a performance, Smith said. Teachers can use this performance along with a body of materials – worksheets, slideshows, participatory classroom exercises, a dedicated website – developed by trained K-12 educators.

The show is part of a new type of research becoming popular in academia, he said.

"The fields of devised theater and engaged scholarship, new fields on university campuses across the country, both investigate the points where creative activity, such as composing and staging a dance show, and research, such as describing the historical, folkloric, and/or mythic sources of the music and dance, can come together," he said. "These new fields recognize that research and creative activity – especially in the visual and performing arts – are not two different fields, but rather are related fields, which have the creative imagination in common. In 2013-14, Bill Gelber, who directs the show, and I will present solo or joint papers at conferences in Budapest, Brazil, Barcelona, Alabama, California and elsewhere. In addition, we are launching an online journal and symposium on Texas Tech's campus: the 'Crossroads Project.'"

Gelber, who is head of acting/directing in the Department of Theatre and Dance, said he will direct, perform in the show as a narrator, and use the experience for academic



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research. He said Smith's creation will say much about how music has developed as a hybrid of different cultures coming together at the crossroads of two very different worlds.

"I'm looking at the piece as an example of devised theatre and how it uses multicultural collaboration in the same way that the story itself suggests," Gelber said. "I'm listed in the capacity of 'stage direction' but I'm, in a sense, a consultant. It is largely imagined by Chris and the performers.

"It is a unique experience that the audience won't have come across before."

The event is a partnership between the TTU Vernacular Music Center and Lubbock Moonlight Musicals Winter Dinner Theatre. The creative team includes Smith (musical director/composer), Gelber (stage director/narrator), Genevieve Durham DeCesaro (choreographic consultant), Gerald Dolter (executive producer) and Rich Remsberg (photo/film/ sound designer).

The cast of *Dancing at the Crossroads* includes Becca Rhoades (soprano/dancer/fiddler), Abi Rhoades (alto/dancer/fiddler), Emily Furillo (dancer/percussionist), Candice Holley (dancer/musician), Lamar Peeples (tenor/dancer/percussionist), Barry La'Craig Horn (dancer/percussionist), Justin Duncan (bass/dancer/lighting design), Rachel Boyd (alto/piano/sound design) and William Combs (trombone/brass arranger).

Tickets are \$68.75 \$58.50 and \$48.50 for the show with full dinner, and \$20 for show-only tickets. Price includes service fees. Purchase them at any Select-A-Seat location or call (806) 770-2000.

For more information, visit [www.dancingatthecrossroads.com](http://www.dancingatthecrossroads.com). Download copies of cast photos at [www.dancingatthecrossroads.com/cast-photos.html](http://www.dancingatthecrossroads.com/cast-photos.html). Or visit the company's Facebook group at [www.facebook.com/groups/crossroadsdanceshow/](https://www.facebook.com/groups/crossroadsdanceshow/).

**CONTACT: Christopher J. Smith, associate professor and director of the Vernacular Music Center, Texas Tech University School of Music, (806) 742-2270 x266, or [christopher.smith@ttu.edu](mailto:christopher.smith@ttu.edu).**



# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 16, 2013

CONTACT: Patrick Gonzales, [patrick.gonzales@ttu.edu](mailto:patrick.gonzales@ttu.edu)  
(806) 834-3696

### **Expert: This Year's MLK Holiday also Helps Mark 50<sup>th</sup> Anniversary of 'I Have a Dream' Speech**

#### **Pitch** □ □

As we prepare to celebrate Martin Luther King Day (Monday, Jan. 20), his legacy remains important because many of the struggles he fought for – health care benefits, high-quality education and a living wage for all Americans – are unresolved today.

#### **Expert** □

Karlos Hill, assistant professor of history, (806) 742-3744 or [karlos.hill@ttu.edu](mailto:karlos.hill@ttu.edu)

#### **Talking Points** □ □

- The historical and cultural impact of the “I Have a Dream” speech
- The importance of our country observing Martin Luther King Day as a federal holiday
- Critics of the holiday
- The state of King’s legacy more than 40 years later

#### **Quotes**

- “Martin Luther King’s legacy remains important today because many of the struggles he fought for are unresolved. At the end of King’s life, he advocated that all Americans receive full healthcare benefits, a high quality education, and a living wage. Given the economic downturn of 2008 and its dire consequences for the average American, King’s vision is as relevant today as it was in the 1960s.”
- “It is not a good thing that society chooses only to remember Martin Luther King’s 1963 ‘I Have a Dream Speech’ because it papers over King’s overall contributions to world society and oversimplifies his complicated legacy — King had more than a dream.”
- “If Martin Luther King delivered his famous ‘I Have a Dream’ speech today it would be poorly received. King’s speech had the impact that it did in the 1960s because it was clear to most Americans (black, white, or otherwise) that racism was a major problem in U.S. society. Today, because most people believe the civil rights movement accomplished its goals and therefore race is a non-issue, the average American would not be receptive to the speech’s message.”

□ □



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 17, 2013

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

### **African American History Expert, Henry Louis Gates, to Speak at Texas Tech** The Harvard professor and PBS host will serve as the first guest of the inaugural African American History Month Lecture Series

Karlos Hill said he created the African American History Month Lecture Series to help raise appreciation for African American history on campus and within the broader Lubbock community.

It's only fitting that for the inaugural event the Texas Tech assistant professor of history secured a scholar he describes as "the foremost authority on African American history."

Henry Louis Gates, Jr., director of the W. E. B. Du Bois Institute for African and African American Research at Harvard University and frequent PBS host, will serve as the event's first speaker at 7 p.m., Feb. 7 at the Allen Theater.

The lecture is free and open to the public.

"I feel like Dr. Gates will raise the profile and visibility of the speaker series," Hill said. "He will provide a lively discussion on individual lineage and African American history, citing research, DNA analysis and poignant family stories."

Gates has hosted several PBS television miniseries, including "Wonders of the African World," "African American Lives," "Faces of America," and "Finding Your Roots." He also serves as the Alphonse Fletcher University Professor at Harvard and is editor-in-chief of the Oxford African American Studies Center, the first comprehensive scholarly online resource in the field of African American Studies and Africana Studies.

The event is sponsored by the Offices of the President, Provost, and Vice President for Research, the Department of History and the College of Arts and Sciences.

For more information, please contact Karlos Hill at [karlos.hill@ttu.edu](mailto:karlos.hill@ttu.edu). Find Texas Tech news, experts and story ideas at [www.media.ttu.edu](http://www.media.ttu.edu).



TEXAS TECH UNIVERSITY

# Expert Pitch

## FOR IMMEDIATE RELEASE

DATE: Jan. 17, 2013

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

**Pop-culture Expert: “Dear Abby” was one of first “pop” psychologists.**

### Pitch ☐ ☐

Texas Tech’s pop culture expert is available to comment on the passing of Pauline Phillips.

### Expert ☐

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

### Quotes ☐ ☐

- ““Dear Abby” has been an advice staple for more than 50 years.”
- “People from all walks of life asked Abby (Pauline) guidance for an assortment of issues ranging from relationships and money, to everyday life.”
- “In some sense she was one of the first ‘pop’ psychologists that are so prevalent today on radio, television and bookshelves.”



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 17, 2013

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

### **Presidential Lecture & Performance Series Spring 2013 Schedule**

The 2012-2013 Presidential Lecture & Performance Series continues this spring with a lineup featuring Emmy and Grammy Award winners and nominees Peter Buffett, Nachito Herrera, Judy Collins and the Santa Fe Opera.

Unless otherwise noted, all lectures and performances are at 7 p.m. in the Allen Theatre on the Texas Tech Campus. General admission tickets are \$15 and are available through all Select-A-Seat locations. Call (806) 770-2000 or visit [www.selectaseat.com](http://www.selectaseat.com) for more information.

Texas Tech students receive one free ticket for each event with a valid Texas Tech ID at the Student Union Building information booth located at the entrance to the Allen Theatre.

- Feb. 8 – Emmy Award-winning musician, philanthropist and author Peter Buffett will transform his New York Times best-selling book, “Life is What You Make It,” into a multimedia event, combining clips from his film, television and philanthropic work with a cello-accompanied live piano and vocal performance.
- March 1 – Nachito Herrera, a twice Grammy-nominated Latin Jazz pianist, will appear in concert. His love of classical music, combined with traditional rhythms from his native land Cuba, make Herrera a leader in the Latin Jazz world. He has shared the stage with notable musicians such as Tito Fuentes and Chick Corea.
- April 12 – Legendary folk singer and songwriter Judy Collins, a Grammy Award winner and Academy Award nominee will perform. Collins received a Grammy for Best Folk Performance for her song, “Both Sides Now,” and won Song of the Year at the 1975 Grammy Awards for her version of Stephen Sondheim’s “Send in the Clowns.”
- April 21 – The Santa Fe Opera Spring Tour, a concert of popular arias and audience favorites, will perform at 3 p.m. in the Texas Tech Hemmle Recital Hall. Admission is free with limited seating. No ticket is required.

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

**CONTACT: Jo Moore, administrator, Presidential Lecture & Performance Series,  
Texas Tech University, (806) 742-0700, or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).**



TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 17, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech and ELS Open New Center**

The facility will help advance international initiatives and promote diversity.

Texas Tech University and ELS Language Centers (ELS) today hosted the grand opening of the new ELS Center at Texas Tech. The newly renovated facility will serve international students at Texas Tech by providing English language classes and incorporating students into campus life.

Vice Chancellor Joseph Rallo, Interim President Lawrence Schovanec and ELS Educational Services President and CEO Mark Harris spoke during the grand opening ceremony.

“International students are an important component at Texas Tech,” Schovanec said. “Upon graduation, they serve as ambassadors for the university in their respective countries and showcase their educational experience through their work. While at Texas Tech, they have the opportunity to share their cultures with others, helping us create a more diverse and inclusive environment.”

Texas Tech partnered with ELS in June 2012 to help advance Texas Tech’s international initiatives and the Lubbock region’s global presence. ELS operates the largest network of campus-based English language instruction centers in the world.

The new center is located at 1921 Broadway Ave., and features 10 traditional classrooms equipped with whiteboards and audio capabilities, one classroom equipped with an environmentally certified interactive whiteboard and a 30-seat computer lab for language technology center classes.

“This technology allows our teachers to present interactive lessons to enhance the language learning process,” said Liz Cosgrove, center director for ELS Language Centers/Lubbock. “All students have the opportunity to work on their individual language skills and objectives through technology-supported learning.”

ELS presents six classes each day and operates continuously in four-week sessions, 52 weeks per year. Classes focus on speaking, listening, pronunciation, vocabulary, reading and writing. Students also may choose to take classes that focus on conversation, listening comprehension, culture, public speaking and current events.



To date, the center has averaged around 50 students per session. The largest groups have come from Saudi Arabia, China, South Korea, Libya and Taiwan. ELS students can choose to live alongside Texas Tech students in the Carpenter-Wells Complex on campus. Additionally, all ELS Centers offer home-stay accommodations with an English-speaking host family.

“This relationship with Texas Tech University is an important additional option for the thousands of international students who come to ELS in order to improve their English and prepare for university success,” Harris said. “As the number of international students who chose to further their higher education continues to grow, ELS counts on prestigious institutions, such as Texas Tech University, to build successful pathways for university achievement.”

The ELS Center renovations were designed by JEMA Architects of Lubbock and the construction was completed by M3DConstruct, LLC of Lubbock. Renovations took approximately six months to complete.

“International students greatly enrich Texas Tech and the larger community,” said Tibor Nagy, former U.S. ambassador and vice provost for International Affairs. “Not only do they expose our U.S. students to global cultures and languages which are so necessary for all our students – immaterial of major – to succeed in this interconnected world, but they also contribute significantly to Lubbock’s economy. Having ELS in Lubbock is clearly a win-win-win scenario for Texas Tech, for Lubbock and for ELS.”

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

**CONTACT: Tibor Nagy, vice provost for International Affairs, Texas Tech University, (806) 742-2974, or [tibor.nagy@ttu.edu](mailto:tibor.nagy@ttu.edu); or Liz Cosgrove, center director for ELS Language Centers/Lubbock, (806) 747-5340, or [lcosgrove@els.edu](mailto:lcosgrove@els.edu).**



TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 18, 2013

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

### **Masked Rider Applications Available**

Audition schedule and paperwork are ready for the 2013-2014 school year.

Texas Tech University students interested in trying out for the Masked Rider for the upcoming year may pick up applications beginning Tuesday (Jan. 22) at the Center for Campus Life office in Room 201 of the Student Union Building.

The audition cycle is as follows:

Information session – 4 p.m. Feb. 14, SUB Conference Room

Written exam/preliminary application due – 4-6 p.m. Feb. 22, SUB Conference Room

Results posted – March 1

Final applications and references due – March 8

Riding practice – March 18-19

Equestrian/Driving tryouts – March 27

Final interviews with Masked Rider committee – March 28, SUB Masked Rider Room

Transfer of Reins – April 19 at McKenzie Merket Alumni Center

**CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 438-5546 or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).**

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 18, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 786-1901

### **Super Saturdays Spring Registration Underway**

The Institute for the Development and Enrichment of Advanced Learners (IDEAL) at Texas Tech University is hosting Super Saturdays, an academic enrichment program for gifted and high-achieving elementary and middle school-aged students. The classes will be offered on four consecutive Saturdays between Feb. 9 and March 2.

The classes being offered this spring include:

- **Cooking and Cultures**, grades 1-6  
Students explore the tastes of Mexico, Italy, the Mediterranean and France by making recipes from these countries and learning about the culture of each country as well.
- **All the World's a Stage**, grades K-6  
Students learn the basics of stage performance and delivery as well as confidence when performing. The students will put on a final performance for family and friends at the last class meeting.
- **In the Lab**, grades 4-6  
Students explore experiments in the fields of medicine, biology, chemistry and physics and learn about several scientific disciplines.
- **Animal Science**, grades 3-6  
Students learn about meat, animals, food production and food science. Trips to the Texas Tech New Deal Field Laboratory and hands-on work with horses, cattle, sheep and pigs will be provided.
- **Dino-Rock**, grades K-2  
Basic paleontology is the focus, as students perform experiments and activities that help understand excavation and learn about dinosaur behavior and fossils.
- **Lego Robotics**, grades 2-6  
Students will design a LEGO robot to perform specific tasks. On the last class, all robots will participate in a competition to determine the best design.

- **Spanish in Action**, grades K-6  
Students learn Spanish to help with communication, travel and careers. Culture exploration, games and music of Spanish-speaking countries also will be a focus.
- **Adventures in Art**, grades K-6  
Students experiment in painting, color, shapes and drawing with an emphasis on design and creativity.
- **Architecture**, grades 2-3  
Students draw, design and create through various activities like reconstructing Stonehenge, bridge building and building geodesic domes.
- **Experiments Galore**, grades K-1  
Students observe, investigate and experiment with different kinds of science by participating in activities such as making volcanoes, rockets and invisible ink.
- **Toxicology**, grades 4-6  
Students participate in experiments to learn about pharmaceuticals, pollutions, animal toxins and chemicals, and how they affect the community and environment.

Registration must be mailed, faxed or submitted in person and include a copy of the student's most recent report card or a letter of recommendation from the student's teacher or school official.

For more information on the class schedule, pricing, and to download a registration form, visit [www.depts.ttu.edu/diversity/ideal/](http://www.depts.ttu.edu/diversity/ideal/).

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**CONTACT: Ash Jaynes, assistant director, Institute for the Development and Enrichment of Advanced Learners, Texas Tech University, (806) 742-2420, or ash.jaynes@ttu.edu.**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 18, 2013

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

**[Editor's Note:** Photographs of the new horse are available at <http://communications.ttumedia.com/?u=nVP2&p=dHnS>. Please credit Robert Rhode.]

### **Texas Tech Purchases New Horse for Masked Rider** Months-long process finds the best candidate up the road in Tulia.

Wanted: Strong and sturdy with mild temperament, willing and proud demeanor. Not easily flustered or distracted. Ability to move quickly while carrying substantial loads. Ability to take direction and work with a team.

These qualifications have never been an easy or swift find when it comes to choosing a horse for the Masked Rider program at Texas Tech University.

It took Sam Jackson about three months and more than a dozen candidates to find the perfect horse with the right attributes to replace Midnight Matador, who was retired last fall due to a health issue. Jackson is associate chair in Texas Tech University's Department of Animal and Food Sciences and Masked Rider Program advisor.

Texas Tech has completed purchase of Hollywood at Dusk or "Woody" as he is nicknamed, from a ranch in Tulia. He was the horse ridden by Masked Rider Ashley Wenzel at the Meineke Car Care Bowl Dec. 28.

Woody is a black, 8-year-old Quarter Horse gelding, approximately 15 hands tall and about 1,100 pounds.

"Woody was chosen as the new mount for the Masked Rider because he best fit all of the criteria that a horse in this role must possess," Jackson said. "Several of the horses that were evaluated met some of the criteria, but the list of potential horses became quite short when all of the necessary traits were evaluated. The most significant requirement for a horse in this role is to be absolutely well-trained and quiet in his disposition. Most of the horses that were evaluated were simply not quiet-minded enough or did not have the natural disposition to be able to excel in this position."

Jackson said Woody was tested extensively in situations that mirrored what he would experience in this demanding role. He attended band practices, observed fireworks, met Raider Red, watched and heard pistol and cannon fire, carried flags and led the team onto the field in a large indoor football stadium with several thousand screaming fans.

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“I appreciate the work of Dr. Jackson and members of the Masked Rider Advisory Committee in working quickly to thoroughly review and select Texas Tech’s new Masked Rider horse,” said Amy Murphy, dean of students. “It took a great deal of effort on the part of many Texas Tech staff and supporters during this interim period to have the Masked Rider represented at the final regular and post season football games and to appropriately test the new horse candidates. The outpouring of support from Texas Tech fans and alumni around the retirement of Midnight Matador and the excitement around his successor has been extraordinary.”

“Woody is a very well-trained gelding that is responsive to his rider’s cues and commands,” Jackson said. “He has a soft, quiet mouth and is responsive to the leg cues that a rider must give a horse to be able to control and maneuver him in crowded and changing environments.

“Through all of the testing he maintained the same calm demeanor and attitude that he expressed when I rode him the first time in an outdoor roping arena with no one around but cattle and horses. After passing all of the behavioral tests, the final critical criteria that he met was that he was a big, stout, sound-structured, attractive black gelding that should be capable of carrying Masked Riders across the turf for many years to come.”

Texas Tech is holding a naming contest for the mascot’s official Texas Tech name and will begin taking entries at 9 a.m. Friday (Jan. 18) through 5 p.m. March 1.

Email submissions to [namethehorse@ttu.edu](mailto:namethehorse@ttu.edu). Only one entry is allowed per email address. In the event the winning name is submitted by multiple entrants, the email bearing the earliest time/date stamp will win. The name will be announced at the Transfer of Reins on April 19.

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

**CONTACT: Stephanie Rhode, assistant director, Center for Campus Life, Texas Tech University, (806) 438-5546 or [stephanie.rhode@ttu.edu](mailto:stephanie.rhode@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 22, 2013

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

### Tax Experts Available as Americans Begin Compiling Tax Returns

#### Pitch □ □

As Americans begin gathering their W-2s, 1099 forms and receipts, Texas Tech University tax and financial planning experts can provide tips, tax advice and commentary for taxpayers.

#### Experts

Bob Barnhill, instructor, Department of Personal Financial Planning, (806) 794-1282, or [robert.barnhill@ttu.edu](mailto:robert.barnhill@ttu.edu).

- Fiduciary Income Taxation
- Estate and Gift Taxation

Bryan Camp, professor, Texas Tech University School of Law, (806) 742-3990, or [bryan.camp@ttu.edu](mailto:bryan.camp@ttu.edu).

- Tax and Bankruptcy Codes
- IRS Restructuring and Reform Act of 1998

Bill Gustafson, associate professor, Department of Personal Financial Planning, (806) 742-5050, or [bill.gustafson@ttu.edu](mailto:bill.gustafson@ttu.edu).

- Retirement Planning
- Family Economics

□

Russell James, associate professor, Department of Personal Financial Planning, (806) 742-5050, or [russell.james@ttu.edu](mailto:russell.james@ttu.edu).

- Charitable Donations
- Estate and Charitable Planning

Vaughn E. James, professor, Texas Tech University School of Law, (806) 742-3990, or [vaughn.james@ttu.edu](mailto:vaughn.james@ttu.edu).

- Low-Income Taxpayers
- Federal Income Taxation
- International Taxation
- Federal Estate and Gift Taxation

Mitzi Lauderdale, associate professor, Department of Personal Financial Planning, (806) 742-5050, or [mitzi.lauderdale@ttu.edu](mailto:mitzi.lauderdale@ttu.edu).

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- Estate Planning
- Special Needs Planning

Robert Ricketts, accounting department head and Frank M. Burke Chair in Taxation, (806) 742-3180, or [robert.ricketts@ttu.edu](mailto:robert.ricketts@ttu.edu).

- Changes and Tips for 2012
- Student Filing
- Tax Disasters

John Salter, assistant professor and director, Department of Personal Financial Planning, (806) 742-5050, or [john.salter@ttu.edu](mailto:john.salter@ttu.edu).

- Retirement Planning
- Wealth Management





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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 22, 2013

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

### **Texas Tech, Syracuse U. Find ‘Gold Standard’ Moms Best at Transmitting Political Ideologies**

When it comes to transmitting political ideologies, warm moms who give their children lots of love and lots of rules serve as the best conduits, according to recent research co-authored by a Texas Tech University political scientist.

The world of politics has known for years that parents serve as the primary transmitters of political values, said Gregg Murray, an assistant professor of Political Science at Texas Tech and co-author of *Parenting Styles, Socialization and the Transmission of Political Ideology and Partisanship*. However, the transmission is hardly perfect, and political scientists want to know why some children retained less of their parents’ political beliefs than others.

The research was published in the peer-reviewed journal, *Politics & Policy*.

“This study began when I was at the College at Brockport, State University of New York with my colleague and co-author, Matthew Mulvaney,” Murray said. “Matt is a developmental psychologist interested in parent-child interactions and how they affect child outcomes. I’m a political scientist working on understanding political beliefs and behaviors. Our interests intersect in that we were both interested in looking at what it was that could help explain some of the variation in how important political values such as ideology and partisanship are transmitted. There’s a lot of research showing that our parents have the largest effect by far on our political beliefs, but much of this research also shows our agreement in these beliefs with our parents is far from perfect. Our part of the argument is some parents interact with their children differently than others.”

Mulvaney, an associate professor of child and family studies at Syracuse University, said very little psychologically oriented research exists about how parenting affects a child’s political compass, so the two combined expertise to come up with a study that could gauge the effect of parenting style on the political affiliations of offspring.

“I tried to help think about how psychologists conceptualize variations in parenting and add this to Gregg’s expertise in political attitudes,” Mulvaney said. “Gregg, of course, has a lot of behavioral/psychological background and perspective and I was interested in how parenting affected the development of values. We were both new faculty looking to start a research program and this was one part of that.”

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In the study, the two identify three distinct styles of parenting. Authoritative parents, considered the parenting “gold standard,” are warm and loving to their children, yet offer them many rules by which to live. Authoritarian parents are colder emotionally to their children but are disciplinarians when it comes to following the rules. Permissive parents give their children a warm, loving environment, but don’t depend on many rules to guide their children.

About 160 college students were surveyed by questionnaires asking them about political values, partisanship and political issue positions on topics such as abortion, gun control and environmental issues. These students also were asked about their childhood experiences with their parents, how they grew up and how they were treated by parents.

These students’ mothers then were called and asked the same questions in a telephone interview. As the two looked at the data, they found authoritative “gold standard” parents the best transmitters of political ideologies. Authoritarian disciplinarians weren’t as successful at transmitting their political beliefs, and the more permissive a parent behaved, the less likely the child was to pick up on that parent’s political ideologies.

“The most important thing we learn, in my view, is that parenting matters a lot more than previous research would suggest,” Mulvaney said. “This highlights the importance of how parents interact with children that determines how children’s attitudes get formed—either in congruence with parents’ ideals or not.”

Murray admits the sample was small and came from nationally unrepresentative, similar backgrounds. But while more research needs to be done with larger groups and both parents to confirm the findings, the results do show that different parenting styles do affect how a child’s political belief system is impacted by his or her parents.

“At least for political science, what this research does is clarify why transmission of political values isn’t always clean,” he said. “We focus a lot of attention on how our parents’ partisanship affects our partisanship, but not everyone agrees with their parents’ partisanship. This helped us understand why parental transmission of political values is not straightforward.

“Some parents are more likeable than others. Some kids want to follow their parents some want to get away from their parents. So, there’s an aspect of common sense involved here. I do think it needs to be looked at much more broadly.”

**CONTACT: Gregg Murray, assistant professor of political science, Department of Political Science, (806) 742-3121, or [g.murray@ttu.edu](mailto:g.murray@ttu.edu); Matthew Mulvaney, associate professor of child and family studies, Syracuse University, (315) 443-5654 or [mmulvane@syr.edu](mailto:mmulvane@syr.edu)**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 23, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Law Offers Low Income Tax Clinic**

The Texas Tech University School of Law will offer a Low Income Tax Clinic from 5:30-7:30 p.m. Thursday (Jan. 24) in the Garden Room of St. John's United Methodist Church.

Texas Tech Law faculty and students will provide free counseling services for qualifying community members on issues such as audit appeals, dependency issues, identity theft, IRS collection notices and earned income tax credit disputes.

To qualify for the walk-in clinic, participants must earn less than 250 percent of Federal Poverty Guidelines that measure income based on family size. For example, a family of two must earn less than \$37,825 and a family of four must earn less than \$57,625.

The clinic provides Spanish translation but does not assist with tax preparation or criminal tax matters.

St. John's United Methodist Church is located at 1501 University Ave.

For more information contact Nancy Mojica, Low Income Tax Clinic Community Outreach Coordinator, at (806) 742-4312 or [clinics.law@ttu.edu](mailto:clinics.law@ttu.edu).

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

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

**Contact: Cory Chandler, communications coordinator, Texas Tech School of Law,**  
(806) 742-3990 ext. 249, or [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu).



TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 23, 2013

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

### **Texas Tech Sociologists Find Similarities in Meanings Behind Protestant Work Ethic, Religious Tattoos**

When it comes to religious tattoos, two Texas Tech University sociologists say the reasoning and spirit behind them is strikingly similar to a 100-year-old theory about how the Protestant work ethic powered the Industrial Revolution.

Professors Jerry Koch and Alden Roberts recently published their findings in the peer-reviewed *The Social Science Journal*.

Both sociologists said the sentiment behind the tattoos is reminiscent of Max Weber's famous 1905 sociological work "The Protestant Ethic and the Spirit of Capitalism." Koch and Roberts' research is part of a larger study called Religion and Deviance at Four American Universities, which expands their research from the previous five years to give more national context.

"This particular article came out of some data we gathered and started as an afterthought to a pilot study," Koch said. "At the end of the questionnaire, we appended an essay question and gave respondents a chance to tell us, if they had one, the story of their religious tattoo. As we started reading through the essays they wrote for us, we started to hear what we knew Max Weber would have appreciated. That, in a sense, these respondents were telling us 'I want everyone to know that I believe I'm one of God's people; and here is the evidence of that.'"

Go back nearly 100 years ago, and Weber described in this founding text of economic sociology how Calvinist views on their purpose on the planet helped to drive the Industrial Revolution, Koch said. A person's profession, no matter how grand or lowly, was seen as an addition to the greater common good, and thereby blessed by God as a sacred calling. Work, for these Protestants, became a visible expression of their faith, and consequently helped to drive the machinery of the unplanned Industrial Revolution of the 19<sup>th</sup> century.

"Weber argued that the diligence and integrity that we often associate with Protestant work ethic was in one sense a way for individuals to demonstrate to themselves and others that they must be one of God's elect, otherwise why would they be doing so well," Koch said. "We are making the parallel saying that the rationale behind and the energy it takes to get a religious tattoo is perhaps to show the same thing."

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In Koch and Roberts' study, the two gathered tattoo survey data from about 70 undergraduates at four American universities. Two were large, state-supported public institutions, and the other two were highly selective, private religious universities.

Koch and Roberts both noted this same Weberian spirit of public expression as respondents to their last-minute questions repeatedly indicated that their religious tattoos were, for them, evidence of the permanence of their faith, outward signs of religious commitment, or memorials to those they've loved and lost and presumably who they hoped went to heaven when they died.

About 65 percent of the respondents with religious tattoos came from secular state schools, the two found. However, 44 percent of the Southern Baptist students that reported having tattoos indicated that at least one was religious.

"The reasons for the religious tattoos were some people wanted a permanent reminder, or permanent advertisement to others," Roberts said. "There were some that were troubled by the idea the body being a temple, others were not as troubled by that. Those who got religious tattoos were more likely to overtly express religiosity."

The permanence of a tattoo drew many to get one as a permanent insignia of their faith. Several indicated they got it in memory of someone that they loved, Koch said, while others got it as a way of telling themselves and others that their life had changed.

"One respondent explicitly said 'I got this tattoo after I lost my virginity as a recommitment to purity,'" Koch said. "It was surprising and a happy accident that the information mirrored where Weber was coming from. I hadn't anticipated that at the end of the day we would have what I think is a useful teaching tool for showing students what Weber was about using this new imagery."

For a copy of the research paper, visit <http://courses.ttu.edu/jkoch/Research/PERT.pdf>.

Previous research in which Koch, Roberts and others surveyed students' attitudes and experiences regarding religious belief and practice, social behavior and body art can be found at <http://courses.ttu.edu/jkoch/Research/Moral%20Community.htm>. This became the basis for our current project, funded for more than \$100,000 and titled Seeking the Moral Community – Religion, Deviance and Well-being Among American University Students.

**CONTACT: Jerry Koch, professor of sociology, Department of Sociology, Anthropology and Social Work, Texas Tech University, (806) 742-2405 or [Jerome.koch@ttu.edu](mailto:Jerome.koch@ttu.edu); Alden Roberts, professor of sociology, Department of Sociology, Anthropology and Social Work, Texas Tech University, (806) 742-2401 ext. 230, or [alden.roberts@ttu.edu](mailto:alden.roberts@ttu.edu).**



TEXAS TECH UNIVERSITY™

# Advisory

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 24, 2013

CONTACT: Sydney O'Drobinak, Sydney.odrobinak@ttu.edu  
(806) 742-2136

### **Raider Roadshow Heading to Dallas**

- WHAT:** Raider Roadshow 2013
- WHEN:** 2:30 p.m. Sunday (Jan. 27); check-in is at 1:30 p.m.
- WHERE:** Westin Galleria, 13340 Dallas Parkway, Dallas
- EVENT:** Texas Tech University deans, associate deans and other representatives from academic colleges will attend the Raider Roadshow to describe the traditions, spirit and campus activities awaiting students.

After check-in, members from the Office of the President will have a welcoming ceremony. During the event, students will work with admissions, financial aid, housing and hospitality, campus life and academics to navigate the transition to Texas Tech. Mascot Raider Red will make a special appearance.

The event is open to high school seniors to complete their applications and attend a breakout session for admitted students; juniors to start exploring their futures; transfer students to help make the transition to Texas Tech a successful one; and parents to meet other parents to find out what makes Texas Tech special.

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

**CONTACT: Jason Hale, manager, Dallas Regional Center, (214) 630-8324, or jason.hale@ttu.edu.**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 24, 2013

CONTACT: Moriah Beyers, moriah.beyers@ttu.edu  
(806) 742-2805 ext. 248

### **Texas Tech Teams Dominate Contests at National Western Stock Show**

Texas Tech University's livestock, meat and wool judging teams began their 2013 season at the National Western Stock Show in Denver this past week. The livestock and meat teams both returned to Lubbock with championship honors, while the wool team was narrowly defeated and finished second.

"These teams show the balance and strength of the program we are building at Texas Tech," said Mark Miller, Horn Professor and San Antonio Stock Show and Rodeo Distinguished Chair in Meat Science. "These students represented Texas Tech with excellence. They are a hard-working group that truly understands the value of teamwork."

#### **Livestock Judging**

In the livestock judging contest, Texas Tech passed the competition in the reasons room, winning the division by 19 points and securing the overall title by 5 points over Oklahoma State University. Kansas State University, Colorado State University and the University of Nebraska completed the top five teams.

Three of the top ten individuals were members of Texas Tech's team. The team is coached by Ryan Rathmann, the first John W. and Doris Jones Endowed Professor in Texas Tech's Department of Animal and Food Sciences, along with graduate student Brady Ragland.

Team members include:

- Caetlyn Avant, a junior from Copeville
- Dan Crownover, a junior from Italy
- Blake Davis, a junior from Paragould, Ark.
- Lane Halfmann, a junior from Garden City
- Bo Hutto, a junior from Hondo
- Emily Jackson, a junior from Waco, 10th-high individual
- Valerie Manning, a junior from Mabank
- Tanner Martin, a junior from Roscoe
- Logan Mason, a junior from Lazbuddie
- Kaitlyn Meyer, a junior from Temple
- Kevin Murnin, a junior from Miles City, Mont.
- Stephanie Neuhaus, a junior from Dora, N.M.
- Jordan Richburg, a junior from Deltona, Fla., top high individual

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- Nick Rieke, a junior from LaOtto, Ind., 10th-high individual
- Matt Savage, a junior from Seminole
- Isaac Wenzel, a junior from Hamilton

### **Meat Judging**

In the meat evaluation contest, Texas Tech enjoyed a 10-point victory and also won the beef judging, overall beef and specifications divisions. Teams from Texas A&M University, Oklahoma State University, Angelo State University and the University of Wyoming completed the top five teams.

Team members include:

- Brittany Blum, a sophomore from Howe
- Colton Campbell, a sophomore from Artesia, N.M.
- Kylan Carson, a sophomore from Olton
- Taelar Childers, a sophomore from Nevada
- Colton Coker, a sophomore from Roby, tied for tenth-high individual
- Aaron Faulkner, a junior from Lenapah, Okla.
- Trey Garza, a sophomore from Edinburg
- Nick Hardcastle, a junior from Wheeler
- Greg Howard, a junior from Bremen, Kan.
- Mallory Jones, a sophomore from Anson
- Kirby Kennedy, a sophomore from Lampasas
- Kristen Knight, a sophomore from Shallowater
- Clayton Krause, a junior from New Braunfels
- Austin Langemeier, a sophomore from Marion, ninth-high individual
- Jacob Mikel, a junior from Vicky, Mo.
- Tyler Nueman, a sophomore from Hondo
- Kassandra Ognoskie, a sophomore from Orting, Wash.
- Bailey Joe Pennington, a sophomore from Sonora
- Luke Sellers, a junior from Denver City
- Christy Woerner, a sophomore from Fredericksburg, third-high individual
- William Wunderlich, a sophomore from Fredericksburg

The 21-member team boasted three individuals in the top ten overall and eight of the top ten overall in the alternate division. The team is coached by Miller who is assisted by graduate student Loni Woolley.

### **Wool Judging**

In the wool judging competition, Texas Tech's two teams finished second and third overall. They were narrowly defeated by South Dakota State University by a seven-point margin. Colorado State University and Texas A&M University's teams rounded out the top-five overall. Individually, three team members finished in the top ten overall. The top three individuals in the alternate division also were from Texas Tech.

Team members include:

- Victoria Andrews, a freshman from Pflugerville





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- Drew Dunlap, a freshman from Plainview
- SyAnn Foster, a freshman from Lockney, finished third in the alternate division
- Colton Fritz, a freshman from Fredericksburg, second-high individual
- Reggie Halfmann, a freshman from Garden City, fourth-high individual
- Cade Hall, a freshman from Artesia, N.M.
- Deshea Hanagan, a freshman from Artesia, N.M.
- Garrett Lam, a freshman from Burkburnett, placed second in the alternate division
- Laramie Priest, a freshman from Lorena, third-high individual
- Taylor Shackelford, a freshman from Gunter
- Taylor Stockton, a freshman from Lubbock
- Hayden Thorp, a freshman from Mertzon
- Chad Vander Linden, a sophomore from Muscatine, Iowa, won the alternate division
- Calvin Welper, a freshman from Shallowater
- Tylee Jo Williams, a freshman from Memphis

The team is coached by instructor Aaron Jennings who is assisted by undergraduates Brittany Thompson and Travis Begley.

The National Western Stock Show began in 1906 and is one of the nation's oldest and largest shows with a prestigious history of judging contests.

All three teams will continue to compete at additional contests this spring against hundreds of contestants from across the United States. Judging contests are designed to teach students communication skills, rational decision making skills and give them the ability to excel in a competitive environment under pressure. These skills are developed to help students excel both professionally and personally after college.

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

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 24, 2013

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

### **Texas Tech's Media & Communication Hosts Career Events in Metroplex, Houston** Students were given networking opportunities during winter-break events.

Aside from monetary contributions for scholarships to their alma mater, one group of Texas Tech University alumni has found a way to give directly to current students and recent graduates of the university.

During winter break Dallas/Fort Worth and Houston-area alumni of Texas Tech's College of Media and Communication (CoMC) hosted full-day events in their respective cities to provide students with the knowledge and tools they need to prepare for entering the workforce.

The Career Development Conference in Dallas included panels, speakers and face-time with representatives from ad agencies, PR firms, non-profits and marketing and communications organizations. Students also could participate in a resume critique opportunity prior to the conference. The event was free and open to College of Media and Communication juniors, seniors and new graduates.

Plano native Rachel David, a December graduate of Texas Tech with a bachelor of arts in public relations and a bachelor of science in human development and family studies, attended the Dallas event.

"This is my second year to attend the DFW Career Development Conference, and it is truly an incredible opportunity for juniors, seniors, and recent graduates," David said. "It helps connect students to alumni and resources that otherwise would be unavailable. Through this experience, I was able to not only network with alumni in top positions at their companies or agencies, but I landed interviews with public relations, online marketing, and advertising agencies for internships and full time employment positions. I can truly say the alumni of Texas Tech's College of Media and Communication go above and beyond to help students achieve success and transition into the workforce."

Kim Rice, vice president of Visual Resource Group, Inc., a Dallas advertising and communications firm, chaired the planning committee for the metroplex event and is a member of the CoMC national advisory board.

"The conference provides a helpful jolt of the real world to these students," Rice said. "They come away from the conference with new perspectives and are given tools to help

them land their first positions and build successful careers. The enthusiasm with which the DFW CoMC alumni step up to support these students, provide guidance and open doors is remarkable. It's what the students really need to help usher them into the professional realm."

Mark deTranaltres, vice president for advancement for St. Thomas High School in Houston and a 1987 alumnus of the college, was the chief organizer of the Houston Shadowing and Professional Development Day.

"The students who showed up for the shadow day visited with agencies, advertising and PR firms and even a production studio," deTranaltres said. "That was followed by lunch and professional development. The purpose of the event was to network and do whatever we could to see them be successful their careers. The students spoke so highly of their time with the agencies. There was true wonder in their voices regarding spending time with creative directors, account supervisors, and actually being in the environment of a working agency."

Charlene Stark is chair of the National Advisory Board for the College of Media and Communication.

"Kim and Mark deserve the credit for leading the career days in Dallas and Houston," Stark said. "They both envisioned ways to help students in their cities. Kim created the concept of the Dallas Career Development Conference in 2011 and has led the event for the last two years. Mark created the Pro/Am concept and successfully recruited students, alums and recruiting professionals to come together in Houston. We are fortunate to have many alumni engaged in activities that will help students secure jobs in media and communication."

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

**CONTACT: Melissa Wofford, director of marketing, College of Media & Communication, (806) 834-2643, [melissa.wofford@ttu.edu](mailto:melissa.wofford@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 25, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Students Win Black Law Students Moot Court Competition**

A Texas Tech University School of Law team won the regional Frederick Douglass Moot Court Competition at the 2013 Rocky Mountain Black Law Students Association Convention in Dallas.

Texas Tech's team of second-year students Deniz Kadirhan of Pflugerville, and Anh Tran of Grand Prairie also won the Best Respondent's Brief award at the event that qualified them to compete for the national finals March 6-10 at the National Black Law Students Association 45<sup>th</sup> Annual National Convention.

"I thoroughly enjoyed coaching these two young students as they took on the challenges of this competition," said Vaughn James, Judge Robert H. Bean Professor of Law. "And now we shall begin preparing for the national competition which will take place in Atlanta during Spring Break."

The Rocky Mountain Black Law Students Association (RMBLSA) represents one of six regions comprising the National Black Law Students Association.

Each year, each region hosts two advocacy competitions – the Frederick Douglass Moot Court Competition and the Thurgood Marshall Mock Trial Competition. The top three teams from each region advance to the national finals.

The teams from Texas Tech, University of Oklahoma and University of New Mexico will represent the RMBLSA this year.

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

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

**Contact: Cory Chandler, communications coordinator, Texas Tech School of Law,**  
(806) 742-3990 ext. 249, or [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu).



TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 25, 2013

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

### **Texas Tech's Midnight Matador Retiring to Former Rider** The university's 43<sup>rd</sup> rider will take ownership of the retired horse.

Texas Tech University's Midnight Matador will retire under the ownership of a familiar face. Stacy Stockard Moncibaiz will be transferred ownership of the horse. A sub-committee of the Masked Rider Advisory Committee reviewed proposals from former riders interested in taking ownership of the horse.

Moncibaiz, the 43<sup>rd</sup> Masked Rider, served in the 2004-2005 season. She graduated from Texas Tech in 2005 with a bachelor's in agricultural communications. Moncibaiz earned her master's in agricultural education in 2006 and graduated from the Texas Tech School of Law in 2009. She is the marketing coordinator for Texas Tech's Transportation & Parking Services.

"Midnight Matador has been the heart and soul of our Masked Rider program for more than a decade," Moncibaiz said. "I am honored to be selected to take care of him in his retirement. His well-being means the world to me, and I look forward to providing him with a wonderful, loving home."

Amy Murphy, director for the Center for Campus Life, knows Midnight is in good hands.

"Stacy was an exceptional Masked Rider and has continued her involvement with the program as a representative on the Masked Rider Advisory Committee and Field Safety, as well as with Texas Tech University as a committed alumni and staff member," Murphy said. "Stacy outlined a plan that will care for the aging horse and provide a stable home for him as he retires. One of the greatest aspects of the Masked Rider program is the community of former riders like Stacy who offer their continued involvement and support to the program. It only makes sense that Midnight Matador should make his new home with one of his former riders."

Midnight Matador served 10 seasons and 11 riders, the longest-serving mascot in the program's history. Only Happy IV-II's eight-year term from 1980-1987 is the closest in length of service. Midnight was the 13<sup>th</sup> horse to ride for the program.

Selected for the Masked Rider program in 2002 at the age of three from Hoggett Ranches in Bluff Dale, Midnight Matador carried Moncibaiz, as well as Jessica Melvin, Ben

Holland, Justin Burgin, Amy Bell, Kevin Burns, Ashley Hartzog, Brianne Aucutt Hight, Christi Chadwell, Bradley Skinner and the current rider, Ashley Wenzel.

Midnight Matador was featured on “ESPN College Gameday,” “ESPN Road Trip,” “60 Minutes,” and in the American Quarter Horse Journal. In addition to home football games, he has run at home baseball games, the Alamo Bowl, the TicketCity Bowl, San Angelo Colts games and Cowboy Stadium. He starred in the Texas Tech University System’s [video](#) for Vision & Tradition: The Campaign for Texas Tech. He also was recognized by The Associated Press as one of the top ten coolest college mascots.

The Masked Rider committee announced Jan. 18 that Midnight’s replacement is Hollywood at Dusk, an 8-year-old Quarter Horse gelding from a ranch in Tulia. A naming contest is underway through March 1, with submissions emailed to [namethehorse@ttu.edu](mailto:namethehorse@ttu.edu).

**CONTACT: Amy Murphy, managing director, Center for Campus Life, Texas Tech University, (806) 742-5433 or [amy.murphy@ttu.edu](mailto:amy.murphy@ttu.edu); Stacy Moncibaiz, (806) 742-6969 ext. 284.**



# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 28, 2013

CONTACT: Lindsay Bradshaw, [lindsay.bradshaw@ttu.edu](mailto:lindsay.bradshaw@ttu.edu)

(806) 742-2136

### **Presidential Lecture & Performance Series Presents World-Renowned Author and Musician at Texas Tech University**

The spring season of the Presidential Lecture & Performance Series kicks off with Emmy Award-winning musician, philanthropist and author Peter Buffett, son of famed investor Warren Buffett, at 7 p.m. on Feb. 8 in the Student Union Building's (SUB) Allen Theatre.

Buffett's New York Times best-selling book, "Life Is What You Make It," will transform into a multimedia event, combining clips from his film, television and philanthropic work with a cello-accompanied live performance. Buffett draws upon his own life story and experiences, discussing the importance defining one's own path in life, regardless of wealth or background.

"I grew up as Warren Buffett's son without realizing he was going to become famous," Buffett said. "When he became who he is now, I realized it was important to tell my story of how I grew up in normalcy. I thought if I wrote about this, it might change people's minds about wealth and success."

The musician began his career creating music for MTV.

"My neighbor's son-in-law, who worked for MTV, said they needed music for the network," Buffett said. "I hadn't even heard of MTV at the time; I was just trying to do the best job I could."

Buffett received critical acclaim for composing the full score of the Emmy-winning CBS miniseries, "500 Nations," and musical production "Spirit: The Seventh Fire," which premiered on the National Mall as part of the opening of the Smithsonian Museum's National Museum of the American Indian.

"So that's the lesson," Buffett said. "You never know what the little things can do for you in the future."

Buffett said he also is excited to change perspectives of success by showing his father's report card from secondary school.

"I think people will be surprised when they see it," Buffett said. "I just think if you wake up excited about what you're doing, that's success."

Immediately following the performance, Buffett will be available for a book signing.

General Admission tickets are \$15 and are available through all Select-A-Seat locations. Call (806) 770-2000 or visit [www.selectaseatlubbock.com](http://www.selectaseatlubbock.com) Texas Tech students receive one free ticket with a valid student ID at the SUB ticket booth at the entrance of the Allen Theatre.

Community outreach for this program was funded in part by the Sybil B. Harrington Endowment for the Arts of the Lubbock Area Foundation.

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

**CONTACT: Jo Moore, administrator, Presidential Lecture & Performance Series, Texas Tech University, (806) 742-0700, or [jo.moore@ttu.edu](mailto:jo.moore@ttu.edu).**





# Experts

## FOR IMMEDIATE RELEASE

DATE: Jan. 28, 2013

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

### Super Bowl: What do viewers look forward to most?

#### Pitch ☐ ☐

Whether you watch the big game for the sports, the snacks, the commercials or the camaraderie, Super Bowl Sunday offers something for just about everyone.

Texas Tech has several experts who can speak to different aspects of this event.

#### Experts

[Jamie Cooper](#), assistant professor, Department of Nutritional Sciences, College of Human Sciences, (806) 742-3068, or [jamie.a.cooper@ttu.edu](mailto:jamie.a.cooper@ttu.edu).

- Healthy Super Bowl snacks
- Tackling temptations

[Glen Cummins](#), assistant professor, College of Media and Communication, (806) 834-3117, or [glenn.cummins@ttu.edu](mailto:glenn.cummins@ttu.edu).

- Mosaic broadcast formats – do they really work?
- Keeping viewers engaged, even if they have no ties to either team

[Alan Reifman](#), professor, Human Development and Family Studies, Texas Tech University, (806) 742-3000 ext. 274 or [alan.reifman@ttu.edu](mailto:alan.reifman@ttu.edu).

- Sports trends and statistical probability
- Author of “[Hot Hand: The Statistics Behind Sports’ Greatest Streaks](#)”

[Ann H. Rodriguez](#), director of Media Strategies Degree Program, College of Media and Communication, (806) 834-6102, or [ann.rodriguez@ttu.edu](mailto:ann.rodriguez@ttu.edu).

- Early release of Super Bowl commercials
- Ratings strategies before, during and after Super Bowl, halftime show
- Do advertisers get their money’s worth?

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

- Super Bowl in Pop Culture
- Halftime Entertainment

☐



TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 29, 2013

CONTACT: Callie Jones, [callie.jones@ttu.edu](mailto:callie.jones@ttu.edu)  
(806) 742-2136

### **Texas Tech and Lubbock ISD Partnership Receives Award**

Texas Tech University and the Lubbock Independent School District (LISD) were recognized today with the Texas Association of Partners in Education (TAPE) Crystal Award in the Community Partnership STEM category.

Texas Tech's Institute for the Development and Enrichment of Advanced Learners (IDEAL) and LISD partner on a number of projects and programs, including Building a College Going Community academic club, Iles Crusader Raiders and Dunbar's Distinguished Panthers. LISD also distributes information about IDEAL activities and programs to its students.

"LISD has been instrumental in helping us reach students who will benefit most from our programs," said Cindy Parnell, IDEAL unit coordinator.

TAPE identifies award-winning partnerships in order to share best practices that positively impact student outcomes. IDEAL will be featured in the fifth edition of TAPE's publication, "Soaring to New Heights in Education: Powerful Partnership Practices across Texas."

"The importance of the relationship between Texas Tech and our K-12 partners, in this case specifically LISD, cannot be understated," said Senior Vice President Juan Muñoz. "Together we are creating the circumstances for students and families to succeed in higher education and beyond. Nothing could be more vital to our mutual institutions, our region and the state."

The IDEAL and Lubbock ISD partnership was recognized today at the TAPE Awards Luncheon and Annual Meeting in Austin.

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

**CONTACT:** Ash Jaynes, assistant director, IDEAL, Texas Tech University, (806) 742-2420, or [ash.jaynes@ttu.edu](mailto:ash.jaynes@ttu.edu); Linsey McCutchin, program specialist, Lubbock ISD, (806) 392-3993, or [lmccutchin@lubbockisd.org](mailto:lmccutchin@lubbockisd.org).



TEXAS TECH UNIVERSITY

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 29, 2013

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

### **Texas Tech Signs Collaboration Agreement with Iraqi Government to Promote Higher Education and Scientific Research**

Texas Tech University entered an academic collaboration agreement with Iraq's Ministry of Higher Education and Scientific Research to pave the way for students and faculty from Iraq to attend Texas Tech.

The agreement includes incentives for doctoral students with high qualifications to complete their degree at Texas Tech and return to Iraqi institutions to improve their curricula in science, technology, engineering, and mathematics (STEM) disciplines.

"Iraq is really struggling, and that's the reason why they've set up special funds for education," said Ron Chesser, director of the Center for Environmental Radiation Studies and one of the coordinators for the agreement. "The country has lost a generation of science and technology training. Going back to the Iran-Iraq War in the mid-1980s, the education infrastructure suffered a great deal. Most of these highly educated people in these STEM fields are of retirement age. Now they're trying to rebuild their country and scientific infrastructure. Getting this new generation trained is a top priority. In a lot of ways, they have to almost start over."

Chesser said Texas Tech University has agreed to pay for four highly qualified doctoral candidates in STEM disciplines to get a degree at Texas Tech. These candidates also receive a \$20,400 stipend in addition to the fees and tuition.

"The reason for this is we want to improve the curriculum of universities there," Chesser said. "We will educate the students here. They will go back to the universities in Iraq and improve the Iraqi curriculum by taking what they've learned here and incorporating it into their universities there. It's more of a technology and educational transfer."

The Iraqi government will pay for four-week training workshops for Iraqi professors that will explore principals of teaching and learning as well as creating a positive learning environment. It also will pay for a faculty development leave for visiting professors from Iraq to research and teach while at Texas Tech. This longer visiting professors program has a goal of inviting up to five professors with more possible during the next three years – from 2013 to 2016.

Finally, Iraq will pay to help doctoral students already working on their dissertations but in need of assistance with some critical technology or analytical tools unavailable in their country to come to Texas Tech for a one- to six-month period and finish their degrees. The students' faculty advisors also will accompany these students.

"The root of this agreement stems from our years of working in Iraq and realizing they simply didn't have the technology base to move forward," Rodgers said. "This new generation of students has been isolated from larger scientific community for more than 20 years now, and they really need to come up to date in terms of techniques and technology. Through interactions over the years with young Iraqi scientist, we see a lot of potential there and lots of eagerness to learn and willingness to build their educational community. This is a win-win for both sides. We're going to get some very good students out of process. They're ready to learn and move their country forward at this point."

Provisions for the agreement were negotiated in June 2012 meetings with Ali al-Adeeb, the Minister of Higher Education and Scientific Research in Baghdad, Chesser and Brenda Rodgers, an assistant professor at Texas Tech's radiation center.

The final document was prepared in collaboration with Interim President Schovanec and was modified and approved by the Office of International Affairs.

The agreement was signed by TTU Provost Bob Smith, Vice Provost for International Affairs Ambassador Tibor Nagy, and Interim President Lawrence Schovanec.

"This agreement will certainly help Iraq in their ability for young scientists to come here, earn their doctorates and go back to Iraq and become educators," Schovanec said. "In terms of Texas Tech, this agreement will help us to attract visiting scholars and grow student base. Both students from Iraq and Texas Tech students will have this new opportunity for cultural exchange to create better understanding between two very different cultures."

Chesser anticipates that Iraqi applications to Texas Tech will begin in Spring 2013, and students will start arriving on campus by Fall 2013.

**CONTACT: Ron Chesser, director for the Center of Environmental Radiation Studies at Texas Tech University, (806) 742-1737 or [ron.chesser@ttu.edu](mailto:ron.chesser@ttu.edu); Brenda Rodgers, assistant professor of biology, (806) 742-3232 or [brenda.rodgers@ttu.edu](mailto:brenda.rodgers@ttu.edu)**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 29, 2013

CONTACT: Leslie Cranford, [leslie.cranford@ttu.edu](mailto:leslie.cranford@ttu.edu)  
(806) 834-2693

### **Texas Tech's Sigma Delta Pi Receives \$10K Endowment Honoring Advisor**

A former Texas Tech University senior administrator has established a \$10,000 endowment for the Texas Tech Chapter of Sigma Delta Pi in honor of Comfort Pratt, who has been serving as the chapter advisor since 2004. Alice White, former Texas Tech public relations director, provided the endowment to honor Pratt, an associate professor of Bilingual Education and Secondary Education in the College of Education.

White said the endowment was given on behalf of the Phi Beta Kappa Association of West Texas and Eastern New Mexico and the Lambda of Texas Phi Beta Kappa Chapter.

"This endowment will recognize in perpetuity Dr. Pratt's exceptional leadership resulting in her chapter's overwhelming success in obtaining 23 national awards from 2004 to 2012," White said, "including repeated Best Advisor in the Nation and Best Chapter in the Nation awards."

Phi Beta Kappa Association of West Texas and Eastern New Mexico and the Lambda of Texas Phi Beta Kappa Chapter also won Best in the Nation awards.

The endowment will be used for scholarships as well as programmatic needs of the chapter. Accepting the endowment, Pratt expressed her gratitude to White for such a great honor, and promised to ensure that the endowment is put to use in a way that will make a lasting impact on the lives of students and the community and bring honor to Texas Tech University and Sigma Delta Pi.

Chapter Alpha Phi has influenced the Lubbock community in many ways with its numerous programs including Super Saturdays Spanish in Action Program for Children, Spanish Spelling Bee Competition, Spanish Poetry Competition, Bilingual Reading Program, Annual Forum on Peace and Security and collaborations with the Texas Tech Health Sciences Center for its Medical Spanish Program and with local schools for various projects. In recognition of these, Pratt was awarded the Texas Tech President's Excellence in Diversity and Equity Award in 2012.

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

**CONTACT: Comfort Pratt, faculty advisor, College of Education, Texas Tech University, (806) 742-1997 ext. 237 or [c.pratt@ttu.edu](mailto:c.pratt@ttu.edu).**



TEXAS TECH UNIVERSITY

# Advisory

## FOR IMMEDIATE RELEASE

DATE: Jan. 30, 2013

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

### **Cowboys & Indians Ensemble to Perform at Texas Tech**

**WHAT:** Texas Tech College of Visual & Performing Arts, School of Music and the Vernacular Center to Present “Cowboys & Indians”

**WHEN:** 8 p.m., Wednesday (Jan. 30)

**WHERE:** Texas Tech University Hemmle Recital Hall

**EVENT:** “Cowboys & Indians,” an ensemble of musicians and performers from Austin and India, perform an original musical work that explores the similarities and contrasts between the complex styles of India and the mythical cowboy songs and lore of the American West.

The combination of east and west as portrayed in “Cowboys & Indians” is a unique cultural sharing experience for school children and the general public. It communicates the underlying unity common to all cultures that has the power to resolve differences in a world of dissention, violence and separation

The production speaks to all ages and encourages audience participation. Performers bring together a diversity of themes and influences, mixing rhythms, instrumentation and insights from east and west. A narrative thread is interpreted by classical dance from India, and punctuated by poetry and prose from such culturally diverse sources as Rudyard Kipling, Black Elk, Edwin Markham and India’s Vedic epic, “The Mahabharata.”

This event is free and open to the public.

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

**CONTACT: Liza Muse, publicity specialist, School of Music, Texas Tech University, (806) 742-2270 or [liza.muse@ttu.edu](mailto:liza.muse@ttu.edu).**



TEXAS TECH UNIVERSITY

DATE: January 30, 2013

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

### **Texas Tech 2012 Distinguished Staff Awards Recipients Announced**

Program honored 31 university employees.

Tuesday (Jan. 29), the Texas Tech University Office of the Chancellor and Office of the President presented the Distinguished Staff Awards to 31 university employees. The event was held in the International Cultural Center's Hall of Nations.

The Distinguished Staff Awards is a broad-based recognition program that rewards staff for hard work, enthusiasm and dedication to Texas Tech. The awards are highly competitive and serve to promote greater individual staff recognition across campus.

"This recognition program is important to show staff at Texas Tech the importance of their service and that we value all that they do," said Grace Hernandez, chief of staff at Texas Tech. "By rewarding dedication to excellence, we further the university's priority of providing the best possible environment for the success of our students."

Individual recipients of the 2012 Distinguished Staff Awards are:

- Glenna Andrews, College of Engineering
- Julie Barnett, University Libraries
- Elizabeth Capps, College of Engineering
- Jessica Carrillo, Office of the President
- Melissa Digby, College of Engineering
- Julie Farley, College of Engineering
- Catherine Forrest, College of Arts & Sciences
- Daniel Houchin, Information Technology Division
- LaDonna Johnson, Human Resources
- Mary Lauderback, Theatre and Dance
- Zach Manning, Center for Campus Life
- Heather Medley, Honors College
- Jim Price, School of Music
- Jeff Sammons, College of Engineering
- Juliusz Warzywoda, College of Engineering
- Stephanie West, Human Resources

Additionally, two team awards were given to staff members within the Student Counseling Center and Administration & Finance:

- **Student Counseling Center:** Sharla Boyd, Bobbi Britton-Stroud, Ashlee Brown, Klinton Hobbs, Michael Iezzi, Richard Lenox, Marie Moerkbak, Christine Odiorne, Nancy Robinson, Lisa Viator, Amanda Wheeler





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- **Administration & Finance:** Jennifer Adling, Simone Barnhill, Noel Sloan, Sharon Williamson

Recipients were nominated by other Texas Tech staff members and selected by a committee comprising past award recipients, the Office of the President and the Office of the Chancellor. At the luncheon, they received an engraved plaque from either Interim President Lawrence Schovanec or Chancellor Kent Hance and also will receive a monetary award ranging from \$250 to \$2,500.

For more information on each award and to view photos of all recipients, please visit [staffawards.ttu.edu](http://staffawards.ttu.edu).



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# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 31, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech and Lubbock Bar Association Offer Free Law Courses**

Lubbock professors and attorneys will offer free law courses from 8:30 a.m.-noon Feb. 9 during the second Community Law School at the Texas Tech University Law Building (1802 Hartford Ave.).

The eight non-credit courses will cover topics including bankruptcy and fair debt collection, consumer law, tenants' rights, disability employment discrimination, childhood custody, child support, criminal law and wills and estate administration.

Community Law School is sponsored by the Texas Tech University School of Law, Lubbock Area Bar Association and Lubbock County Dispute Resolution Center.

Dress attire is casual and participants can register at the door, though organizers encourage those interested to pre-register by Feb. 4, especially if they require special accommodations such as American Sign Language interpreters.

To pre-register or request accommodations for Community Law School, call (806) 775-1720 or email [odr@co.lubbock.tx.us](mailto:odr@co.lubbock.tx.us).

Find more information about Texas Tech University School of Law at [www.law.ttu.edu](http://www.law.ttu.edu).

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

**Contact: Cory Chandler, communications coordinator, Texas Tech School of Law,** (806) 742-3990 ext. 249, or [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu).



TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 31, 2013

CONTACT: Cory Chandler, [cory.chandler@ttu.edu](mailto:cory.chandler@ttu.edu)  
(806) 742-3990, ext. 249

### **Texas Tech Black Faculty and Staff Association Celebrates Black History Month**

The Texas Tech University/ Texas Tech University Health Sciences Center Black Faculty and Staff Association (BFSA) will honor Lubbock realtors and business entrepreneurs R.J. and Octavia Givens during its Black History Month Opening Banquet.

The banquet is at 6 p.m. Feb. 2 in the Forum of the School of Law Building at 1805 Hartford Ave.

Tickets are available for the event that will feature keynote speaker Brandale Randolph, executive director of Project Poverty and curator for TedX Lubbock.

R.J. Givens has owned and operated Givens Agency for more than 40 years. He became the first black man to join the Lubbock Board of Realtors and sit on the Lubbock Avalanche-Journal Editorial Board.

He retired from the Lubbock Post Office after 32 years, served as an equal-opportunity counselor for postal workers in the Lubbock region and was president of the American Postal Workers Union, 952. He is a deacon of New Hope Baptist Church, member of the Omega Psi Phi fraternity and a 33 Degree Mason of the Rio Grande Consistory Number 24.

Octavia Givens was the first black cashier for Starks Brothers Grocery in Austin and Southwestern Public Service in Lubbock. She also was the first black female realtor in the Lubbock Association of Realtors. In 1974, she opened Givens Employment Agency and later assisted in the formation of the Lubbock Black Chamber of Entrepreneurs. She is a member of the Deaconess Board for New Hope Baptist Church and of the Texas Association of Realtors and National Association of Realtors.

Banquet proceeds benefit the BFSA Scholarship Fund and the National Block Club University, an organization dedicated to combating violence in crime-riddled neighborhoods around the country.

Tickets cost \$12, \$6 for students. RSVP by Jan. 31 by calling (806) 742-1997 ext. 268 or by email at [aretha.marbley@ttu.edu](mailto:aretha.marbley@ttu.edu).

Office of Communications and Marketing

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TEXAS TECH UNIVERSITY™

# News Release

## **FOR IMMEDIATE RELEASE**

DATE: Jan. 31, 2013

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

### **Texas Tech Professor Writes ‘Operation Screwtape’ as Sequel to C.S. Lewis’ Wartime Novel of Demon Soul-Stealing Correspondence**

{Editor’s Note: visit [communications.ttumedia.com/?u=TLPR&p=2ssk](http://communications.ttumedia.com/?u=TLPR&p=2ssk) for raw interview video.}

In the corporate world of hell, the demon Screwtape failed to help his novice soul-snatching nephew Wormwood capture the soul of a British man during World War II in C.S. Lewis’ classic Christian-themed novel “The Screwtape Letters.”

In a new sequel, “Operation Screwtape: The Art of Spiritual War,” Texas Tech University professor of linguistics and evangelical pastor Andrew Farley has taken the tale and modernized it with new themes relevant to today’s society while incorporating classic themes of grace, forgiveness and identity.

The new novel is published by Baker Publishing Group.

In his book, Farley makes himself a character in the book who discovers a device containing thousands of archived files that reveal a worldwide spiritual conspiracy.

Operation Screwtape, the largest of these files, details an intelligent scheme to steal, kill and destroy. At great personal risk to himself and his reputation, Farley translates this document and makes it available to the world. It’s up to the reader to decide what he or she will do with the information.

“The original story details correspondence between two demons who are conspiring against humanity,” Farley said. “It’s fiction, but in Lewis’s mind, it’s also nonfiction. There’s an underlying message he believed in. In ‘Operation Screwtape,’ what I’m doing on the 50<sup>th</sup> anniversary of Lewis’ death is introducing all new themes and content in a modern-day rendition. The book is framed around three stratagems: steal, kill and destroy.”

The reader learns about the rise and fall of Screwtape in the beginning of Farley’s novel. Screwtape’s failure serves as a case study, and Operation Screwtape becomes as a combat manual for soul reapers within the House of Corrections for Incompetent Tempters, Farley said.

Farley, who read the original novel as a teenager, said he worked hard to create continuity between the old novel and his new work.

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“I wanted to take on some of its language and get the same voice,” he said. “I also wanted to update the combat strategies, so I read books on martial arts and war and looked at some of Hitler’s speeches. I wanted to provoke the reader to think about the content by using combative language. I knew the job was done when I was reading the final draft and it no longer felt like I wrote the book.”

Tempters using Operation Screwtape as a guide are taught to confuse and divide rather than simply encourage overtly evil activities in the souls they are harvesting for “Our Father Below.” Demons learn humans can be suckers for self-improvement and subsequent pride, trying to look better or seem better to the public.

Tactics also include stealing one’s security and destroying unity so that people of faith will fight and bicker over the details and doctrine rather than looking at the big picture – what they have in common to celebrate.

“As I’m looking at today’s flavors of Christianity, in some cases there’s a whole lot of politics mixed in,” he said. “I’m talking about the tantalizing distraction of changing faith into a political agenda, marching on Washington trying to influence political views when really that’s not what is at the core of our faith in Christianity. C.S. Lewis didn’t really address this like I do. But it’s so prevalent today, at least in American culture. For many, being a Christian is synonymous with being certain things politically. This book shows the divorce of those two notions and allows the reader to consider that maybe they’ve been distracted in some ways from what is most important.”

The style of the book – observing correspondence or reading literature intended for another audience – is part of the genius Lewis created to get his point across, Farley said. The reader is disarmed because they get to see issues from the enemy’s perspective as a third-party eavesdropper.

“That’s what really makes things interesting for the reader,” Farley said. “When a person of traditional Christian beliefs thinks of the enemy, they conceive of him as a horned devil who wants to tempt them to do evil looking things. In ‘Operation Screwtape,’ I’m saying let’s go back to the Garden of Eden and look at the original temptation. The serpent says to Eve to eat the fruit from the Tree of the Knowledge of Good and Evil in order to be like God. It’s a very good-looking temptation. He says she will look like, think like and be like God. It’s a very interesting form of distraction or temptation because the bait was not something that looked overtly evil. It looked very good.”

This is Farley’s fifth book. He is also author of “The Naked Gospel” and “A Climate For Change: Global Warming Facts For Faith-Based Decisions,” which he co-wrote with his wife, Katharine Hayhoe, who is a climate scientist at Texas Tech.

Find out more at [www.OperationScrewtape.com](http://www.OperationScrewtape.com). For a copy of the book, please contact Anna Scianna at Baker Publishing Group: [ascianna@bakerbooks.com](mailto:ascianna@bakerbooks.com)



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**CONTACT: Andrew Farley, associate professor of applied linguistics, Department of Classical and Modern Languages and Literatures, Texas Tech University, (806) 445-9739, or [andrew.farley@ttu.edu](mailto:andrew.farley@ttu.edu).**



TEXAS TECH UNIVERSITY

# News Release

## FOR IMMEDIATE RELEASE

DATE: Jan. 31, 2013

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

(806) 742-2136

### Wind Research Experts Available to Discuss Deadly Tornado Outbreak

A 1,000-mile-long storm system pounded communities from Georgia to eastern Tennessee and the western Carolinas Wednesday, killing at least two people. This marks the first person killed by a U.S. tornado in 220 days, which is a record for most consecutive days without a fatality.

Texas Tech is the only university in the country to offer a Wind Science and Engineering (WISE) doctorate program. This multidisciplinary degree encompasses several different types of study including atmospheric science, wind engineering, economics, statistics, leadership/ethics and wind power systems.

Through WISE, scientists and engineers have collected one of the country's largest repositories of wind data and helped develop the Enhanced Fujita Scale, implemented in 2007 by the National Weather Service.

**John Schroeder**, professor of atmospheric sciences and director of WISE, brings extensive experience in wind flow characterization and atmospheric measurements, including directing Texas Tech's hurricane research program and West Texas Mesonet. Schroeder can be reached at (806) 834-5678 or [john.schroeder@ttu.edu](mailto:john.schroeder@ttu.edu).

**Christopher Weiss**, associate professor of atmospheric science, has researched the genesis and low-level wind structure of tornadoes for the past 13 years. He also maintains a research interest in the processes responsible for the generation of the parent thunderstorms. He can speak to the current scientific understanding regarding why tornadoes form and intensify, as well as how the structure of the tornado relates to the observed damage seen at the ground. He can be reached at (806) 834-4712 or [chris.weiss@ttu.edu](mailto:chris.weiss@ttu.edu).

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

**Ernst Kiesling**, professor of civil engineering and executive director of the National Storm Shelter Association, can speak on the construction and use of residential and

-more-

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community shelters. Kiesling has more than 35 years of experience in the field documenting storm damage, writing performance standards for safe rooms, and verifying compliance of safe rooms with those standards. He can be reached at (806) 742-3476 or [ernst.kiesling@ttu.edu](mailto:ernst.kiesling@ttu.edu).

**Larry Tanner**, research associate in civil engineering, has years of field experience studying tornado damage and debris. Tanner's research of approximately 400 manufactured homes damaged by a 2005 tornado that killed 22 people in Evansville, Ind., prompted new standards for mobile home installation in the region. Tanner can be reached at (806) 742-3476 ext. 336 or [larry.tanner@ttu.edu](mailto:larry.tanner@ttu.edu).

**Darryl James**, professor in the Department of Mechanical Engineering and WISE associate, and his team spent more than a year and a half building a tornado simulator at Reese Center. The device, known as VorTECH, simulates tornadic winds in the mid-EF3 range or less, in an effort to understand how tornadoes do their damage. James can be reached at (806) 742-3563 or [darryl.james@ttu.edu](mailto:darryl.james@ttu.edu). And watch VorTECH at work at [http://www.youtube.com/watch?v=w\\_yLLAus75o](http://www.youtube.com/watch?v=w_yLLAus75o).

**Bradley Ewing**, professor of operations management in the Rawls College of Business, has studied the economic impact of hurricanes and tornadoes for more than 12 years. He can speak to the impact of hurricanes and tornadoes in cities like Oklahoma City; Corpus Christi; Wilmington, N.C.; Miami; and Nashville, Tenn. Ewing can be reached at (806) 834-3939 or [bradley.ewing@ttu.edu](mailto:bradley.ewing@ttu.edu).



**Employees Can Receive Form W-2 a Week Early**  
Payroll Services will distribute electronic W-2s on Jan. 23.  
By James Hodgins

Want to obtain your Form W-2 easier, safer and a week early? Texas Tech University employees can sign up to receive their W-2 electronically through Raiderlink.

Texas Tech Payroll will make W-2s available online starting Jan. 23. Employees who have signed up to receive their W-2 electronically will receive an email notifying them when the form is available.

Payroll will start mailing paper forms on Jan. 28 to employees' permanent addresses listed on Raiderlink. For employees who are not receiving an electronic W-2, they will need to verify their address online.

To sign up for an electronic W-2, log in to Raiderlink and click the TTU Employee tab. From there:

- Select My Employment Information,
- Select Tax Forms
- Select W-2 Consent
- Check "Consent to receive W-2 electronically
- Click on Submit

If you consent for electronic delivery, you will not receive a paper copy Form W-2 for 2012. If you previously elected to retrieve electronically no further action is necessary.

If you have any questions about the W-2 or how to sign up, please contact Payroll Services at [webmaster.payroll@ttu.edu](mailto:webmaster.payroll@ttu.edu).

### **Employees Eligible for Free Flu Shots**

All HealthSelect participants can receive free flu shots at many local pharmacies.

By James Hodgins

Flu season is in high gear, but that does not mean it's too late to get your flu shot. With the recent switch in Texas Tech University's medical insurance provider to HealthSelect, there is an added benefit with flu shots.

All HealthSelect participants can get flu shots covered at 100 percent at retail and convenience clinics in pharmacies by showing their medical ID cards. These locations include:

- [CVS Pharmacy](#)
- [Walgreens Pharmacy](#)
- [Target Pharmacy](#)
- [Mollen Immunization Clinics](#)

Participants also may receive a flu shot covered at 100 percent if they go to their PCP as long as providers only bill for the flu shot. Additionally, if participants go to a network provider, they can pay up front, submit a claim and receive a reimbursement from their health plan.

Participants should contact the pharmacy or clinic of their choice for more information and to verify participation.

## **Faculty Teach Way Outside the Classroom**

Faculty-led study abroad programs offer the chance to experience the world while teaching.

By James Hodgins

Imagine teaching a class in the streets of Seville or in the middle of archaeological ruins in Central America. Each year at Texas Tech University, dozens of faculty members take hundreds of students around the world, thanks to Study Abroad.

As part of the Office of International Affairs, Texas Tech Study Abroad facilitates approximately 70 different faculty-led programs in about as many countries. Faculty-led programs are only one of four options for students to study abroad, but it is the largest and fastest growing at Texas Tech and throughout the country, said Elizabeth McDaniel, deputy director of Study Abroad.

“There is a lot of interest in these programs from faculty, and the more they know about them, the more interested they are,” she said.

To showcase all the opportunities available to students and faculty, the office is hosting the Study Abroad Fair Jan. 30 in the Student Union Building. At the event, faculty will be available to talk about and promote their upcoming programs.

One of the main reasons these programs are so popular, McDaniel said, is because they tend to be much shorter. Many times, they last five to six weeks over the summer, so they are much easier to fit into a busy schedule, both for students and faculty.

These programs typically are focused on a single class. Since every college on campus offers at least one faculty-led program (and most offer multiple classes), McDaniel said there are a lot of options for students to choose from.

“If a student can find it on a map, we probably have a study abroad program there,” she said.

There are many benefits to faculty leading these programs as well, starting with a new policy that allows them to count it as part of the tenure and promotion process.

“I think faculty get a lot of satisfaction out of seeing how students react to being abroad,” she said. “Just from a teaching perspective, it’s very rewarding. They feel that students are getting a lot more out of their class. What they’re seeing and what they’re doing are really tied to the coursework.

“A faculty member can take a group of students to China to look at its agriculture methods. They can show pictures in the classroom, but it’s not the same as seeing how it’s really done there.”

Brett Houk, associate professor in the Sociology, Anthropology, and Social Work department, has led a study abroad program at Texas Tech since 2006. His research focuses on Maya archaeology, and every summer, he takes a class to Central America to work at an archaeology field school as part of his research.

“Students go to another country and learn how to do archeology, and I get help with my research,” he said.

He said as the students learn, they also are participating first-hand in a research project. The best feedback he gets from his students is when they want to go back the next year.

“Most students really appreciate study abroad trips, and they end up having a fantastic time,” he said. “They make a lot of friends, sometimes friends they’ll have for life. In general, students tend to learn more about themselves and come back with a new appreciation of those around them.”

As a faculty member, Houk said the program is equally rewarding and stressful, as he’s on duty 24 hours a day. He said he would recommend other faculty members lead study abroad programs if it would be beneficial to their development as a teacher or their research. He thinks every student should try study abroad as well.

“It’s always good to see how students appreciate the experience and how it differs from what they expected,” he said. “It’s fun for me to watch them react to the new situations, learn from them and grow.

“Every student I have seen that has gone on a study abroad program has grown from the experience and learned something about whatever it is they’re interested in, but more importantly, about themselves. I can’t stress enough how important it is to take this chance if they can.”

McDaniel said many faculty members are hesitant to lead study abroad programs as it is a big commitment and a lot of time to spend away from family and other research opportunities.

“When you’re abroad with a group of students, you’re responsible for them for the duration of the program,” she said. “We’re lucky to have the faculty we have who are so dedicated. It’s not for everybody, but it’s definitely something that we would like more faculty members to do.”

McDaniel encourages all interested faculty to consider leading a study abroad program. She said her office tries to facilitate the travel aspect of the program as much as possible, and the faculty member is only responsible for the academic side.

Faculty members who would like more information can attend the Study Abroad Fair or contact McDaniel directly to coordinate the program and location. She said she typically starts working with faculty about 15 months before the program starts.

Additionally, Study Abroad will start to offer workshops to faculty members interested in starting a study abroad program. More information on these workshops will come this semester.

## **New App to Help with New Year's Resolution**

State Wellness Program promotes new app to help smokers quit.

By James Hodgins

To stop smoking is among the most common New Year's resolutions each year, and it is also one of the hardest to keep. Just in time, then, the National Cancer Institute (NCI) developed [QuitPal, a mobile app to help people quit smoking](#).

Betty Blanton, associate director of recreational sports and the state wellness liaison at Texas Tech, said the Statewide Agency Wellness Program is promoting this free app to all state employees who want to be smoke-free.

"There seems to be an app for just about everything," Blanton said. "And now, there's one that can help you quit smoking."

QuitPal uses several research-based strategies created with the help of current smokers to provide the information they need to be successful. Features of the app include:

- A calendar function to set quit dates, track financial goals, and schedule reminders
- A log to track daily smoking habits
- Graphic features showing money saved and packs of cigarettes not smoked
- Health milestone alerts and craving tips to keep users motivated
- Facebook and Twitter integration to update friends when goals are reached
- Video diary features and the ability to receive personalized video messages from loved ones
- Access to NCI's Cancer Information Service by toll-free phone line or live Web chat

University employees have an extra incentive to quit this year, as the Employee Retirement System of Texas implemented a premium increase for all state employees who use tobacco. With this increase, tobacco users now pay an additional \$30 per month on their health insurance premium.

"Quitting smoking is not only better for your health, it's better for you financially and helps reduce the cost of your insurance," Blanton said.

In addition to the app, the wellness program offers [many activities on its website](#) specifically to help smokers quit the habit.

For more information on these activities or the QuitPal app, contact Blanton at 742-3828.

DATE: Jan. 31, 2013

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

### **New Award Recognizes Advisors**

Call to submit President's Excellence in Advising Award nominations by Feb. 13.

Nominations for the President's Excellence in Advising Award are being accepted. The deadline to submit nominations is 5 p.m. Feb. 13.

This year, there are several updates to OP 10.16 and nomination process, said Micah Logan, assistant director of institutional and professional development at the Teaching, Learning, and Professional Development Center (TLPDC).

The President's Excellence in Advising Award recognizes excellence in academic advising by faculty and/or staff. Each year, up to two individuals and one team is acknowledged and receives a cash award of \$1,000 (individual) or \$5,000 (team).

"All across campus, there's been a resurgence in support for advisors," Logan said. "With this award, we're trying to demonstrate how much we value them and what a significant role they play. This is one way we can honor them and distinguish excellent service."

Logan is sending out the updated nomination form and OP to all those who contact her, and she said they will soon be available to everyone online.

Another addition to the process is a scoring rubric used to assess nominations and select winners. This new rubric is available on the advising SharePoint site or directly from Logan. She said the rubrics should streamline the process and add consistency to the whole program.

Nominations are reviewed by a committee comprising members of the Committee on Academic Advising and Retention (CAAR) and the Professional Development subcommittee. The review committee makes recommendations to the provost and senior vice provost for Academic Affairs who will choose the award winners. Winners are announced in April.

To receive the updated OP and nomination form, please contact [Logan](#) at 834-0093.

## Triops

Hi. I'm John Davis – senior editor and science writer at Texas Tech University. And today, I'm about to bring fossils back to life.

Now don't worry. I'm leaving Tyrannosaurus Rex alone. I saw "Jurassic Park," and I know how it ends.

But it is true that I am about to bring living fossils back to life here in the comfort of my office.



And all I have to do -- is add water.

The animals I'm bringing back to life are these – Triops. Or Tadpole Shrimp.

Their ancestors go back all the way to the Carboniferous period 350 million years ago, but these guys have remained relatively unchanged since the Triassic period 250 million years ago.

That's how well designed they are. And that's also why they're living fossils.

Triops have survived three mass extinctions on the planet, including the

one that wiped the dinosaurs about 66 million years ago.

The secret to their survival is in their eggs. They live very short lives in vernal pools that fill up in the spring and dry out fairly quickly.

As they grow and mature during a 20 to 90 day period, they mate and lay their eggs, which can sleep in the soil with up to 25 years in between rainstorms.

This sleeping stage is called diapause.

About once a year, we'll hear a news report where someone has found some ancient creature in a playa lake out here on the South Plains.

But after closer inspection, they'll discover they've actually found these tadpole shrimp, which are native to the area surrounding Texas Tech and Lubbock.

We've got a couple of experts I'm going to bring in to talk once we get this

experiment underway. But for now, let's get started.

To grow Triops, you need spring water and this handy kit that provides you with everything you need. Find a clean glass jar like this vase and fill it with some spring water, then let the water conditioner – this teabag thing – sit for four hours before you put their eggs in.

Their eggs are small pink dots about the size of a period. Dump them in the water and wait 24 hours. And we'll be back tomorrow to see if any have hatched.



## Willie McCool

By Karin Slyker

In the College of Human Sciences, a poster for the “Willie McCool Memorial Half Marathon and 5K Run” hangs on the office door of Texas Tech University’s, Barent “Barry” McCool, an assistant professor in the Department of Restaurant, Hotel and Institutional Management.

McCool beams with pride while speaking of his eldest son, Willie. For a time, McCool introduced him as “my astronaut son,” but says that is not how his Willie wished to be known.

“He pulled me aside and said ‘Dad, don’t embarrass me like that. I’m just a regular guy. I’m just a Navy pilot,’” McCool says. “He did not wear his accomplishments on his sleeve. He wasn’t that type of guy.”

The astronaut title did not define Willie McCool then, but it’s inevitable now. He and Texas Tech graduate Rick Husband were among the seven astronauts killed when the Space Shuttle Columbia broke apart over Texas 10 years ago on Feb. 1, 2003.

Willie’s proud parents flew to Florida for all the festivities leading up to and including the launch. They then returned to Las Vegas, their home at the time. Together, they followed the mission on television and online. They even exchanged emails with Willie, as he orbited Earth. The McCools opted not to return for the landing, however.

“My wife and daughter had an opportunity to see Endeavour land,” McCool says. “The shuttle was only visible for 60 seconds before it disappeared behind the palm trees. The astronauts are then quarantined before re-emerging in Houston. It wasn’t going to be cost effective, so we decided to wait until we could see Willie.”

So on the morning Columbia reentered the atmosphere, the McCools stood outside their home to cheer for Willie as he crossed the sky. Then they called their daughter in Florida to let her know her big brother was on his way.

McCool went to his computer to watch the NASA feed and listen to the radio chatter. He heard talk of Columbia’s tire pressure gauges with null readings, and Alamogordo had lost visual and infrared contact. It was then that the accomplished test pilot knew something went horribly wrong.

“I saw the flight director’s face change and I was certain,” McCool says. “I turned to my wife and said ‘Willie’s gone.’”

### **A Military Family**

Willie grew up in the military, the son of Colonel Audrey McCool, an Army dietician, and a naval aviator father. The family had always accepted that life offered no guarantees.

“Willie was born Sept. 23, 1961, at Coronado Hospital in San Diego,” McCool says. “I was a combat Marine at the time, serving in Vietnam. When I finally returned, Willie was very much a mama’s boy. It took about six months, but I got his attention.”

Aside from a life on the move, McCool said his son had a typical childhood that included music lessons at an early age, beginning with violin, and later, guitar. He played tee-ball and pee-wee football, and helped his mother care for younger siblings, Kirstie and Shawn.

“While we were in Guam, Willie broke his ankle playing football and running was his rehab,” McCool says. “It was as a runner for JFK High School there that he met Lani, a teammate who would later become his wife.”

“Long distance running became Willie’s concentration, his focus, his drive, initiative... everything that later made him a good astronaut and supreme Navy pilot,” McCool says.

After his first tour as a Naval Officer, McCool moved his family to Lubbock. While he spent 12-month deployments at sea, Audrey was on faculty at Texas Tech as director of the Coordinated Undergraduate Program in Dietetics while completing her doctorate, and Willie continued running for Coronado High School. In 1978, he won a cross-country race in Brownfield ahead of another runner, named George W. Bush.

“He was about five or six minutes ahead of him,” McCool says laughing. “Willie was just waiting for him at the finish line. There was a story in the sports section of the paper.”

### **An Overachiever**

As a teen, Willie was an Eagle Scout. He also sang in the First United Methodist Church choir, and went on a concert tour of Eastern Europe. Willie loved working with children, so McCool figured his son would likely become a teacher, or perhaps a mathematician or politician. As it turned out, Willie’s running led to appointments at both the Air Force Academy and the Naval Academy.

“It was cross-country coach Al Cantello, at the Naval Academy, who took Willie under his wing and became his mentor,” McCool says. “I was shocked. I had no idea he even applied. I was out on a ship, sitting in my flight gear getting ready to launch, when I found out in front of everybody that he had been accepted and appointed as a plebe to the Naval Academy Class of 1983.”

In his second year, Willie expressed a desire to follow in his father’s footsteps and become a pilot. Then, when he graduated second out of a class of more than a thousand, the Navy sent him to the University of Maryland, where he received his master's degree in computer science. Next, he attended flight training, graduated top of his class and received his choice of aircraft. The accolades continued when he graduated number one from test pilot school, with the number one thesis - a test and evaluation of the F-15 Eagle at Edwards Air Force Base.

“He was your typical overachiever, but he didn’t brag. Others did it for him,” McCool says. “He had a lot of assistance from his commanding officers. They encouraged him to go to test pilot school, and later they encouraged him to become an astronaut.”

### **Crew in Waiting**

Willie was in the Class of 1994 at NASA, along with fellow Columbia astronaut Laurel Clark.

The crew of STS-107 was among the longest crews in training for a single mission, McCool said. They were bumped twice, first for the retrieval and repair of the Hubble telescope, and then again in favor of an emergency supply mission to the International Space Station.

“After two years together, they were a tight group,” McCool says. “While living in Houston, Willie and his family were sponsors for Israeli astronaut, Ilan Ramon and his wife, Rona. In fact, Willie’s kids babysat Ilan’s smaller children.”

In the weeks leading up to the launch, Willie flew out to visit his parents, both faculty members at the University of Nevada – Las Vegas.

“He spoke to one of my undergraduate classes, which actually ended up having more faculty in the room than students,” McCool says. “So the university knew him prior to him going into space.”

### **Fateful Flight**

In April 1981, Columbia became the first orbiter to launch as part of NASA’s Space Transportation System. STS-107 was Columbia’s 28<sup>th</sup> mission, with several more scheduled to follow.

On Jan. 16, 2003, just 83 seconds after liftoff, a piece of foam the size of a briefcase broke off and struck Columbia’s wing. NASA officials did not consider the incident to be critical to the mission, and notified Commander Husband of this via email.

His response: “Roger. Copy.”

For 16 days, the crew conducted dozens of international scientific investigations. Then, 16 minutes before the scheduled landing and 38 miles above the earth, Columbia broke apart.

As Willie’s casualty assistance officer, McCool immediately left for Houston. And hours later, it was Audrey who, with incredible strength, held a news conference in front of their home.

“People could not understand how we could be so calm, but the truth is my family has always been prepared for loss,” McCool says. “We’re a military family. And when you catapult off an aircraft carrier, it’s never certain that you’ll come back.”

McCool owns copies of all STS-107 records and broadcasts, and has read every detail of the investigation. He acknowledges there was very little anyone could have done for the crew, and any kind of rescue scenario would have been a long shot at best. And any decision would have had to be made within the first 36 hours.



“The shuttle was not configured for extra-vehicular activity, because all that space was taken up by the more than 80 experiments,” McCool says. “And Columbia was not compatible hatch-wise to link up with the International Space Station.”

McCool said the best-case scenario would have been to scramble another shuttle in an attempt to orchestrate a rescue mission. Typically NASA requires at least six months to prepare for launch, and to cut it down to five days was unrealistic. An early decision to shut down some of Columbia’s power, comparable to what was done in the Apollo 13 mission, could have bought the crew up to 25 days to wait. However, McCool said rushing another shuttle could have proved disastrous for both crews.

Cockpit video shows the minutes leading up to Columbia’s demise. The crew is seen making final preparations for re-entry, following through with obligations to experiments, but most importantly McCool says, they were laughing, joking and smiling for the camera.

At one point, Willie commented to the other astronauts about the orange glow outside the shuttle.

“You definitely don’t want to be outside now,” Husband replied.

“What, like we did before?” Kalpana Chawla said laughing.

“Good point,” Husband said.

Chawla, Husband and Mike Anderson had all been in space before. For Willie, Clark, Ramon and Dave Brown, this was their first and only flight. At age 41, Willie was the youngest.

### **Calm, Cool and Collected**

Columbia’s debris field scattered across Texas into Louisiana. Search and recovery crews found Willie’s name badge from his flight suit, now with burned edges, and pieces of the cockpit. Willie’s instrument panel was recovered near Hemphill. Because it was folded over, the switches and gauges were remarkably intact and showed the pilot’s decisions during the flight’s final moments.

“The accident investigation board found that during Columbia’s final seconds, Willie had used his expertise as a test pilot and a Navy pilot to do everything he could to save the shuttle to keep it flying,” McCool says. “They found he had placed switches in positions that NASA had never ever done before, which bypassed systems that were burned up and failing. He fought to save the shuttle all the way down.”

McCool has no doubt that his son was calm, cool and controlled. He knows this because this was not the first time Willie faced crisis as a pilot. And McCool has a copy of that audio recording.

“There was an incident that occurred when he was flying an EA-6B Prowler, with the ops officer and commanding officer of the squadron in the back seat, and a female co-pilot,” McCool says. “At about 38,000 feet, an engine flamed out and the aircraft went into a spin. Up until that day, emergency procedures said to punch out, because the aircraft cannot be recovered. Even Grumman test pilots couldn’t recover in that scenario and punched out.

“After test pilot school, Willie went to the Strike Fighter Wing where he had developed a gauge for the EA-6B that helps you determine when you are in a spin and how to recover. On that recording, you can hear Willie say very calmly ‘break out the emergency procedures’ and go through the steps. While he’s doing that, the officers are yelling ‘eject, eject, eject!’ At 10,000 feet Willie said, ‘Skipper, keep your hand off the ejection handle, I’ve got the aircraft.’ And by 8,000 feet he recovered, restarted the engine, and they flew on. It had never been done before.

“It set him up to perform under stressful situations, and as an astronaut he did the same thing,” McCool says.

### **Imagine the Legacy**

For his valiant effort to save Columbia, Willie was posthumously awarded the Space Congressional Medal of Honor. It was among many honors to come for Willie and his family, including memorials and schools named in his memory.

“When he was killed, UNLV gave him an honorary doctoral degree in science,” McCool says. “And the Nevada senate passed a bill to provide Willie’s wife and three sons with a free college education.”

Today, Willie’s inspiration lives on, in part through his choice in music. For the mission, he selected John Lennon’s “Imagine” as his wake-up song. And his message from space included the following quote, dated three days before his death:

“From our orbital vantage point, we observe an Earth without borders, full of peace, beauty and magnificence, and we pray that humanity as a whole can imagine a borderless world as we see it, and strive to live as one in peace.”

Willie spoke of children imagining the possibilities, through technology and experiments. He said that in his career, there was no greater experience than watching a child’s eyes light up from enthusiasm. It is now a legacy carried on by his family.

“I’ve had tremendous opportunities in public speaking, the people who need to be spoken to, such as elementary school kids,” McCool says. “Don’t let anyone tell you that you can’t do something. If you have the desire and the will and the determination, anything is within your grasp.”

McCool shares Texas Tech’s emphasis on STEM, especially letting girls know that it is okay to be good at math and science. McCool finds joy in answering intuitive questions from innocent minds, including “how do you go to the bathroom in space?”

“You have to be straight with them, because they are technologically astute,” McCool says laughing. “They’ll go online and find out the answers themselves.”

Willie’s vision for future generations is illustrated in a statue, by artist Eddie Dixon, located in South Lubbock. It shows Willie as a man reaching for the stars, and sharing that inspiration with his younger

self. The names of his three sons, Cameron, Chris and Sean, are visible on the sleeve of Willie's flight suit, and the name of Lani McCool, his widow, is inscribed on his wedding ring.

A companion statue of Husband is located at the airport in his hometown of Amarillo.

"Lubbock has grown as a community because of Willie and Rick," McCool says. "It is extraordinary to have two heroes and their families with deep roots here. Both are inspirational people that children can look up to."

The McCools returned to Lubbock in 2008. Willie's mother, now retired, assists McCool in his research which includes incorporating crisis management into hospitality education. He frequently uses the cockpit video in his teaching.

"The seven astronauts were all unique individuals. They were all heroes," McCool says. "Willie was my little boy."

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The Willie McCool Memorial Half-Marathon and 5k Run will be held April 6, at the Silent Wings Museum. Online registration is available at [www.WestTexasEndurance.com](http://www.WestTexasEndurance.com). Willie's son, Sean, is making an effort to attend with his own family, including his wife and three young children: Max, Jack and Addie. They are Willie's grandchildren.