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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 6, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu

(806) 742-2136

NSF Funds Texas Tech Research to Explore Methods to Maximize Biofuel Recovery

Grant awarded through Designing Materials to Revolutionize and Engineer our Future program.

A pair of Texas Tech University researchers will use a near \$640,000 grant from the National Science Foundation to seek out more cost and energy efficient ways for biofuels to power the world.

Ronald Hedden and Rajesh Khare, associate professors of chemical engineering, have embarked on a collaborative effort to enable the recovery of biofuels through a process called pervaporation.

Early routes to biofuels relied on food crops such as corn, which created controversy. Recent advancements have focused on the use of cellulosic biomass, such as grasses, agricultural waste and wood, mainly produced by a microbial fermentation process that produces a small amount of fuel dissolved in a large quantity of water.

Pervaporation combines aspects of filtration and evaporation through a membrane to separate the biofuel from other components in the mixture, Hedden and Khare said.

From the practical point of view, biofuel produced from different plant sources (e.g. desert plants from southwest vs. coniferous trees from the north) will have different composition. Pervaporation membranes will need to be tuned rapidly to meet the separation requirements of regionally variable feed sources.

Hedden and Khare will apply combinatorial synthesis and theoretical modeling to enable rapid prototyping of new polymeric membrane materials for improved pervaporation processes. Their approach involves combinatorial, high-throughput screening methods, which permit rapid, matrix-based testing of large numbers of polymer compositions to find an optimal membrane material quickly. Computational modeling will help target the molecular factors underlying the good performance of the most promising membrane materials.

Hedden and Khare envision developing methodology that can realistically be implemented on-site at biorefineries to prepare designer membranes in a short amount of time, offering clear benefits to the biofuels industry.

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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 8, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech Ranked Among Best Online Graduate Programs U.S. News & World Report survey lists Engineering and Education.

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 2014 edition of U.S. News & World Report's Best Online Graduate Programs, released today (Jan. 8). The online programs in the College of Education also are ranked in the survey. This is the second year that students seeking an online education program are able to use this to help in their decision.

"Being ranked among the best in the nation illustrates Texas Tech's commitment to offering high-quality distance degree programs," said Texas Tech President M. Duane Nellis. "In today's environment of rising cost in education, it's important to have strong and flexible online and distance learning capabilities. That's what we have here at Texas Tech, and that's a credit to the faculty and staff who work hard to make that possible."

The rankings are based on a survey conducted through the summer of 2013, U.S. News said. Respondents were ranked based on student engagement, faculty credentials and training, student services and technology, and admissions selectivity. However, as a result of better and more robust data, including on program-level, outcome based measures such as one-year retention rates, graduation rates and indebtedness of students at graduation, U.S. News has made modifications to this year's [methodology](#).

"We are excited that Texas Tech's online programs are ranked among other prestigious universities in the nation," said Texas Tech Chancellor Kent Hance. "Our institutions continue to make great strides in online learning, and I am proud we are able to offer Red Raiders a quality education whether online or in the classroom. This is an outstanding recognition."

Texas Tech's [Online Master of Engineering](#) program is ranked 20th among 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.

“I am very pleased that our distance engineering program is recognized among the top 20 in the country,” said Al Sacco Jr., dean of the college. “This is a credit to our faculty and their dedication to student learning, quality instruction and professionalism.”

The Online Master of Education program at Texas Tech was one of 12 programs in Texas ranked.

“The College of Education at TTU has been a campus leader in distance learning for a number of years,” said Scott Ridley, dean of the college. “We are now expanding and improving our distance programming with the goal of not only delivering information but fostering the development of students’ trademark skills. While we are pleased the acknowledgement of our excellent programs, we will be much happier when we are in the top five in the nation.”

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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 9, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Pop-culture Expert Available to Comment on 2014 Golden Globe Awards

Pitch

The 71st annual Golden Globes ceremony takes place Sunday night in Beverly Hills, hosted by Tina Fey and Amy Poehler.

Fans of the big and small screens are speculating who might take home the coveted statue, 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, (806) 780-8775 mobile, or rob.weiner@ttu.edu.

Weiner's Picks

- **Best Drama** - "12 Years as a Slave"
- **Best Comedy** - "American Hustle"
- **Best Director** - Paul Greengrass, "Captain Phillips"
- **Best Drama Actress** - Sandra Bullock, "Gravity"
- **Best Drama Actor** - Idris Elba, "Mandela" Long Walk to Freedom"
- **Best Comedy Actor** - Bruce Dern, "Nebraska"
- **Best Comedy Actress** - Amy Adams, "American Hustle"
- **Best Supporting Actress** - Sally Hawkins, "Blue Jasmine"
- **Best Supporting Actor** - Barkhad Abdi, "Captain Phillips"
- **Best Screenplay** - John Ridley, "12 Years a Slave"
- **Best TV Drama** - "Breaking Bad"



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: January 9, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Offers Human Resource Management Program to Community

Texas Tech University's Office of Engaged Research and Partnerships will offer a certificate program for human resource professionals as well as newcomers to the field of human resources.

The program, based on the Society for Human Resource Management Learning System, prepares participants for the national Professional in Human Resources (PHR) and Senior Professional in Human Resources Certification (SPHR) Certification. Topics and materials correspond to the six functional areas, responsibilities and associated knowledge as defined by the Human Resource Certification Institute.

The program is open to the community. Upon successful completion, participants will receive 40 hours of Continuing Education credits.

Class dates and sessions are as follows:

- Session 1 - Business Management and Strategy: Jan. 24
- Session 2 - Workforce Planning and Employment: Feb. 7
- Session 3 - Human Resource Development: Feb. 21
- Session 4 - Compensation and Benefits: March 7
- Session 5 - Employee and Labor Relations: March 21
- Session 6 - Risk Management & Test Review: April 4

Each session will meet from 9 a.m. until 5 p.m. at the International Cultural Center on the Texas Tech campus.

Registration for the program is \$1,450 which includes course materials. The deadline to register is Monday, Jan. 13.

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TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 9, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Receives \$1.1 Million NIH Renewal Grant to Encourage Science Education within Underrepresented Minority Groups

The National Institutes of Health recently renewed its \$1.1 million grant to continue Texas Tech University's Plains Bridges to the Baccalaureate Program with South Plains College.

Program director Jaclyn Cañas-Carrell announced the renewed five-year grant. The program partners with educators and minority science students at South Plains College to help those students transfer successfully from the college to Texas Tech.

Others involved in securing the renewal include Texas Tech faculty and administration members Kamalleshwar Singh, Juan Muñoz, Patrick Hughes and Zenaida Aguirre-Muñoz, and Jay Driver and Leanna Smith at South Plains College.

"The Plains Bridges to the Baccalaureate Program is essentially the same but will continue to impact the lives of underrepresented minority students at the community college level," said Cañas-Carrell, who serves as program director. "The program still aims to increase the number of underrepresented students in biomedical and behavioral sciences. We've just recruited our fifth class of 12 students that will start our program in the spring. We want them to go to South Plains College, come to get their bachelor's degrees at Texas Tech, and then hopefully continue on to graduate school."

Cañas-Carrell said institutes for higher education must develop programs to help minority students overcome the challenges they face in pursuing university degrees – especially in the sciences.

According to the National Science Foundation, enrollment of U.S. minority citizens and permanent residents in graduate science and engineering programs grew from approximately 13 percent in 1989 to approximately 24 percent in 2009. However, despite this growth, in 2009, only 7.8 percent of U.S. citizens and permanent residents pursuing graduate science and engineering degrees were black and 7.1 percent were Hispanic.

In the past 5 years, 55 students have gone through Texas Tech's outreach program. Of that number, 71 percent have transferred, which is almost twice the standard South Plains College transfer rate of 39.5 percent. Transfer rates at Texas community colleges figure in at about 36.4 percent, and the national transfer average is 29 percent.

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Of those who transferred, 81 percent still major in a science-related field and 31 percent completed their Bachelor's of Science degrees.

Chancellor Kent Hance, who recently bestowed one of his Chancellor's Council Distinguished Research Awards to Cañas-Carrell, said programs such as the Plains Bridges to the Baccalaureate Program help to grow Texas Tech's enrollment.

"Since 2006, minority enrollment across the Texas Tech University System has increased 70 percent," Hance said. "That's because of programs like this and people like Dr. Cañas-Carrell. We are proud of Dr. Cañas-Carrell and her team's efforts to foster diversity in higher education and at Texas Tech."

Cañas-Carrell said she hopes to encourage more minority students to pursue more science-based graduate degrees. They hope to have 48 students pass through the program in the next five years. The first 12 students in the program will begin this fall at South Plains College.

"The continuation of this program would not be possible without our federal funding," she said.

The program originally was funded by the NIH with a \$1.08 million grant in 2008.

"We are thrilled that this grant has been renewed because we feel it is very important to help students from underrepresented groups, especially those in the science fields, to succeed in college," said Texas Tech President M. Duane Nellis. "We want them to leave Texas Tech ready to pursue careers in science, and feel this training is crucial to keeping Texas and the U.S. competitive in the future."

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CONTACT: Jaclyn Cañas-Carrell, program director for the Plains Bridges to Baccalaureate Program, Department of Toxicology, The Institute of Environmental and Human Health, Texas Tech University, (806) 834-6217 or jaclyn.e.canas@ttu.edu.



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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 14, 2014

CONTACT: Patrick Gonzales, patrick.gonzales@ttu.edu
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Expert: Martin Luther King's Message Still Relevant Today

Pitch

As the country prepares to celebrate Martin Luther King Day (Monday, Jan. 20), King's legacy remains important because many of the struggles he fought for – healthcare 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

Talking Points

- The historical and cultural impact of the "I Have a Dream" speech
- The importance of the 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."



News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 14, 2014

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Texas Tech Ogallala Aquifer Research Team Wins National USDA Award Preservation of aquifer is extremely important to future water availability.

The depletion of the Ogallala Aquifer has made headlines the past several years and has been a concern to many who live on the Southern Great Plains region, including the Texas High Plains, along with portions of Colorado, Kansas, New Mexico and Oklahoma. The aquifer encompasses more than 170,000 square miles, making it a sizeable and vital water resource.

The importance of preserving the aquifer is why, a decade ago, Texas Tech University teamed up with the U.S. Department of Agriculture's Agricultural Research Service, as well as other universities, including Kansas State, Texas A&M and West Texas A&M, to study the aquifer in more detail, said Sukant Misra, associate dean for research in Texas Tech's College of Agricultural Sciences and Natural Resources.

For its work and dedication to finding water-saving solutions, the team of researchers involved in the Ogallala Aquifer Program were awarded the "2013 USDA Secretary's Honor Award" in the category of Enhancing Economic Vitality and Quality of Life in Rural America. The award, considered by many as the most prestigious departmental award given by the USDA secretary, was presented last month in Washington, D.C.

"It's an honor to receive the award because it recognizes great, collaborative work conducted over a number of years," Misra said.

The research was aimed at:

- Investigating and improving water management within existing cropping systems.
- Developing and evaluating integrated crop and livestock systems that reduce dependence on underground water resources while optimizing productivity, product quality and profitability.
- Investigating designs, performance and management strategies for water conservation.
- Assessing groundwater resources in the Ogallala Aquifer and their relationships with climate.

- Enhancing knowledge base of producers, water professionals and policy makers about soil water, crop water use, precipitation management and irrigation principles.
- Developing an information program for youth about the Ogallala Aquifer.
- Developing and evaluating water-saving technologies for concentrated animal feeding operations and industries that process agricultural commodities.
- Evaluating the implications of alternate water policy options.

The combined work has helped to better understand water management and allow for the development of tools farmers and ranchers can use.

Among the advancements within Texas Tech's portion of the program were:

- A new method based on satellite observations will provide real-time irrigation recommendations on a field-by-field basis to farmers. This method could reduce the total amount of water applied to a typical irrigated field by around two inches per growing season, resulting in a saving of more than 350,000 acre-feet of Ogallala Aquifer per year across the Southern High Plains.
- Helped create Turffalo-Buffalograss, Shadow Turf-Zoysiagrass, and the Red Raider Native Wildflower Collection used in water conserving landscapes across the state
- Developed an integrated crop, livestock, forage production system that requires 23 percent less irrigation water over cotton monoculture systems, potentially saving Texas producers an estimated \$18 million in cash expenses
- Recent research challenges the argument for managing groundwater as a common property resource and suggests that a CRP-type of policy would be superior to tax and quota-based ones to achieve water conservation goals.
- A survey of producer and water district managers in Kansas and Texas revealed that the most relevant water conservation policy options for the southern portion of the Ogallala Aquifer would be: 1) investments in bio-engineered drought resistant crop varieties, 2) investments in efficient irrigation technologies, 3) short-term water rights buyouts, 4) long-term water rights buyouts, and 5) water use restrictions.
- Conducted outreach programs for producers and agribusiness leaders highlighting current and future production and water management best practices. Emerging technology presentations were given on the new SmartCrop irrigation management technology and Exactrix anhydrous delivery systems.

The Ogallala Aquifer region produces about 4 percent of the nation's corn, 25 percent of its hard red winter wheat, 23 percent of its grain sorghum, and 42 percent of its fed beef. Water availability, cost, policy, technology development and adoption rates will shape the rural landscape in the coming decades.

"We've got a lot of work to do yet," Misra said. "One thing that we know for sure is that we will have less water in the future. Either we use less now or we will have less to use as we go down the line."



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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 15, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Exhibit Features Satirical Artwork by Texas Tech Faculty

Texas Tech University's School of Art will feature an exhibit called CRITICAL MESS(age) Drawings and Socio-Political Satire which began Jan. 13 through Feb. 9.

The exhibit drawings by Adéwálé Adénlé, a visiting professor in the School of Art, feature satirical drawings regarding political actions, affiliations and policies.

"While the work draws from my direct experiences as a political cartoonist, painter and social critic, hunted by the dictatorial military government of Nigeria in the mid-90's," Adénlé said. "The thematic breadth of the subjects cut across my homeland to intertwine with policies in my adoptive country, the United States."

Adénlé has a master's of fine arts in painting and drawing from Miami University of Oxford, Ohio and a master's of arts in museum studies from Southern University at New Orleans.

The gallery is open from 8 a.m. to 5 p.m. Monday through Friday, 10 a.m. to 5 p.m. Saturday, and noon to 4 p.m. Sunday. The exhibition is free and open to the public.

The exhibit is located in the Studio Gallery of the School of Art. A reception will be held for the exhibit from 5 to 7 p.m. Feb. 7 before First Friday Art Trail. The exhibition and reception are free and open to the public.

The exhibition, speakers and related programs at Landmark Arts and the School of Art are made possibly, in part, by grants from the Helen Jones Foundation and The CH Foundation. Additional support comes from cultural activities fees administered through the College of Visual & Performing Arts.

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CONTACT: Joe Arredondo, director, Landmark Arts, College of Visual & Performing Arts, Texas Tech University, (806) 742-1947, or joe.arredondo@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 15, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Climate Researchers Receive \$150,000 in Funding Through South Central Climate Science Center

Two projects underway by Texas Tech University researchers will receive \$157,000 in funding from the South Central Climate Science Center led by the U.S. Department of the Interior (DOI).

Texas Tech serves as a partnering entity with the South Central Climate Science Center.

“These awards indicate the critical role that faculty at Texas Tech have across the region toward understanding regional responses to climate change and variability and helping formulate a comprehensive response across all aspects of our society,” said John Zak, associate dean for research in the College of Arts & Sciences and one of the researchers receiving funding. “The current science priorities are geared toward addressing immediate needs for understanding impacts of climate variability in the South Central Region.”

Dylan Schwilk, an associate professor in the Department of Biological Sciences, will receive \$99,937 to fund a two-year project titled “Predicting Sky Island Forest Vulnerability to Climate Change: Fine Scale Climate Variability, Drought Tolerance, and Fire Response.”

He will work with postdoctoral researcher Anne Stoner, Scott Holaday, a professor of biology at Texas Tech and Helen Poulos, a consultant with Poulos Environmental Consulting LLC. Their project investigates how different tree species make a living in these semi-arid and fire-prone landscapes. They are interested in how a tree’s ecological strategy determines its current distribution across the mountain ranges of West Texas and also how a species’ physiological traits may predict response to future warmer and drier climates.

The team will identify the key functional traits influencing distributions of keystone forest tree species such as oaks, pines and junipers in the Guadalupe, Davis and Chisos Mountains. Then they will collect micro-climate and soil moisture measurements and use these to conduct fine-scale climate downscaling across three mountain ranges that host important U.S. Department of Interior and private forest resources.

Their hope is to predict how species and trait distributions might shift under future warmer and drier climates.

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“We are putting together information on drought tolerance, freezing tolerance, and responses to high temperatures and also fire to build models that predict how tree distributions will change under future climates and allow managers to rank species according to their vulnerability to climate change,” Schwilk said. “This work fills a current knowledge gap by including physiological mechanism in niche models of species response to climate. Our results are applicable both to the specific area of study as well as to national CSC efforts.”

Stoner, a postdoctoral researcher at the Texas Tech Climate Science Center, will receive \$56,700 for a year-long project titled “Expanding a Standardized Framework for the Evaluation and Intercomparison of Statistically Downscaled Climate Projections.”

Stoner said many good climate models from all over the world calculate how the climate will behave over the next century, but their resolution is usually on the order of 100s of kilometers, too coarse for local impact assessments.

A way of compensating for the coarse resolution is by downscaling the climate models to the local scale. One way is by statistical downscaling where a statistical model finds relationships between observations for the location of interest and global model output covering the same region. Scientists then apply those relationships to future global model output to get a more tailored output for the specific region. While relatively quick and inexpensive, it requires that the variables of interest have a long and reliable observed record in the region studied, which is not always the case.

“There are several publicly available statistically downscaled climate projection datasets posted on different websites, but most are using different methods of statistical downscaling,” Stoner said. “Users generally do not look at which method is applied, but blindly trust that what they’re getting is the best available output. Our study focuses on comparing different statistical downscaling methods, all commonly used, using the same framework.”

The money is part of \$1.2 million awarded by the department’s regional Climate Science Centers to the South Central region. Findings will guide managers of parks, refuges and other resources in planning how to help species and ecosystems adapt to climate change.

Each of the DOI’s eight Climate Science Centers worked with the universities supporting the climate science centers, states, tribes, federal agencies, landscape conservation cooperatives, and other regional partners to identify the highest priority management challenges in need of scientific input, and to solicit and select research projects.

DOI Climate Science Centers serve as the regional hubs of the National Climate Change and Wildlife Science Center, located at the headquarters of Interior’s U.S. Geological Survey. They have been created under the department’s strategy to address the impacts of climate change on America’s waters, land, and other natural and cultural resources.



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Researchers associated with the centers hope to will assess the impacts of climate change and other landscape-scale stressors that typically extend beyond the borders of any single national wildlife refuge, national park or Bureau of Land Management unit and will identify strategies to ensure that resources across landscapes are resilient in the face of climate change.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Jan. 15, 2014

CONTACT: Kari Abitbol, kari.abitbol@ttu.edu
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Texas Tech University School of Law Hosts Community Law School

WHAT: The Texas Tech University School of Law will host the 2014 Community Law School, co-sponsored by the Office of Dispute Resolution for Lubbock County and the Lubbock Area Bar Association.

WHEN: 8:30 a.m. - 12:15 p.m. Feb. 8, with registration beginning at 8 a.m. Pre-registration is available [online](#).

WHERE: Rooms 107 and 109, School of Law, 1802 Hartford Avenue

EVENT: Lubbock-area residents are invited to receive free information from licensed attorneys on a number of legal matters they may be facing. Participants can choose from two different course tracks, or mix-and-match courses from both tracks. Each class is approximately 50 minutes long:

Track 1:

8:30 a.m. Divorce & Mediation

9:20 a.m. Child Custody & Mediation

10:25 a.m. Child Support

11:15 a.m. Representing Yourself in Family Court

Track 2:

8:30 a.m. Wills

9:20 a.m. Guardianship

10:25 a.m. Health Insurance & Health Law

11:15 a.m. Criminal Law

Requests for any needed accommodation should be made by 5 p.m. Feb. 5 to arrange for the requested accommodation. Please send your request to odr@co.lubbock.tx.us.

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Advisory

FOR IMMEDIATE RELEASE

DATE: Jan. 16, 2014

CONTACT: Jeff Sammons, jeff.sammons@ttu.edu
(806) 834-0879

Area High School Students Compete in Robot Challenge

WHAT: FIRST® Tech Challenge (FTC) Lubbock Qualifier Tournament

WHEN: Saturday (Jan. 18)
8 a.m. – Practice matches begin
1:05 p.m. – Opening ceremony
1:15 p.m. – Qualifying matches begin
3:45 p.m. – Elimination matches begin
5:30 p.m. – Awards and closing ceremony

WHERE: Frenship High School gym, 902 Dowden Road, Wolfforth

EVENT: Teams of 9th-12th graders from Lubbock and surrounding cities will participate in the FIRST® Tech Challenge (FTC) Lubbock Qualifier Tournament for an opportunity to win area recognition for design excellence, sportsmanship and teamwork, and advance to the FTC Panhandle-Plains Regional Championship on February 15, also held here in Lubbock.

FTC is a challenging mid-level robotics competition designed for high school students who want a hands-on learning experience to develop and hone their skills and abilities in science, technology, engineering and math.

Teams of up to 10 students are responsible for designing, building, and programming their robots to compete in an alliance format against other teams. The robot kit is reusable from year-to-year and is programmed using a variety of languages. Teams, including coaches, mentors and volunteers, are required to develop strategy and build robots based on sound engineering principles.

For more information, visit the [FIRST® Tech Challenge website](#).

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

Office of Communications and Marketing

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CONTACT: Alan Barhorst, professor, Department of Mechanical Engineering, Whitacre College of Engineering, Texas Tech University, (806) 742-3563 ext. 241 office or (806) 577-5137 mobile, or alan.barhorst@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 16, 2014

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

Pop-culture Expert Available to Comment on 2014 Academy Award Nominations

Pitch

Academy Award nominations were announced Thursday morning in Los Angeles by “Rush” star Chris Hemsworth and Academy of Motion Picture Arts & Sciences president Cheryl Boone Isaacs.

The award ceremony will take place March 2 emceed by Ellen DeGeneres; Texas Tech University’s pop-culture expert, Rob Weiner offers his picks for who will take home an Oscar, and also is available for comment on all the nominations.

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.

Weiner’s Picks

- **Best Picture** – “American Hustle”
- **Best Actor** – Bruce Dern, “Nebraska”
- **Best Actress** – Sandra Bullock, “Gravity”
- **Best Supporting Actor**- Barkhad Abdi, “Captain Phillips”
- **Best Supporting Actress** – Jennifer Lawrence, “American Hustle”
- **Best Director** – Steve McQueen, “12 Years A Slave”



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 16, 2014

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

Texas Tech Petroleum Engineering Receives \$900,000 Gift

Laboratory in new building will be named for donor, Pioneer Natural Resources.

Texas Tech University today (Jan. 16) announced a \$900,000 gift from Pioneer Natural Resources that will name the Pioneer Natural Resources Pressure Volume Temperature (PVT) Laboratory in the new Petroleum Engineering Research Building and provide research funds to benefit the petroleum industry.

“Pioneer Natural Resources is a great corporate partner, and Texas Tech is thankful for its generous contribution,” said Chancellor Kent Hance. “This gift will help provide state-of-the-art facilities and equipment for our students and faculty to learn, research and enhance industry operations.”

The Pioneer PVT Laboratory will provide cutting-edge facilities for students and faculty to review the properties of fluids that are found in petroleum reservoirs, such as black oil, volatile oil, natural gas and water. This laboratory will have the latest equipment and tools to provide a complete analysis of any oil or hydrocarbon sample, a critical aspect of the study of oil and gas reservoirs. Clear PVT data gathered in the field helps with the management of the reservoir, leading to maximum recovery of the resources.

“Pioneer Natural Resources is proud to partner with Texas Tech University in providing first rate facilities for petroleum engineering students,” said Denny Bullard, vice president operations services, Pioneer Natural Resources. “Well educated engineers ready to make an immediate contribution are an important part of our business. We are pleased to do our part in providing those engineers with a quality education.”

The Bob L. Herd Department of Petroleum Engineering at Texas Tech is one of the largest petroleum departments in the world and is staffed with industry-experienced faculty. The curriculum of the department is focused on production, operations and completion. This educational niche is critical, as Tech Tech is a major supplier of petroleum engineers to the Permian Basin and the energy industry worldwide.

The new Petroleum Engineering Research Building is a \$22.8 million facility with approximately 42,000 square feet of modern classroom and research space. The primary goal of the construction of the new building is to provide a facility that will integrate

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formal teaching environments with hands-on practical applications using cutting-edge research facilities and techniques. It will set the national benchmark for petroleum educational facilities.

“The science of petroleum engineering requires a thorough understanding of the complexities of the physics and the chemistry of down hole operations,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “The Pioneer PVT laboratory will provide our students with the opportunity to learn – by hands-on experimentation – the complexity of typical petroleum operations.”

Pioneer Natural Resources is a large independent oil and natural gas exploration and production company with headquarters in Dallas. Pioneer is one of the most active operators/drillers in the Spraberry/Wolfcamp oil field in West Texas and in the South Texas Eagle Ford Shale play. It also has operations in the Barnett Shale Combo play, Texas Panhandle, Kansas and Colorado. Pioneer’s advanced technology, strategic practices and integrated services model make it an industry leader in developing new resource plays.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 21, 2014

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

Texas Tech Part of Multi-Million Dollar Transportation Grant Team

Research will focus on the condition of highway infrastructure across the Southwest.

Rain or shine, the interstate highway system takes Americans where they want to go, but weather extremes threaten that smooth and safe ride.

Researchers from the Texas Tech Center for Multidisciplinary Research in Transportation (TechMRT), in the Whitacre College of Engineering, are now part of a consortium to conduct cutting-edge research under the theme of “State of Good Repair” of transportation infrastructure in the region, with a specific focus on the impact of extreme climates on infrastructure.

The study is funded by a multi-million dollar University Transportation Center (UTC) grant provided by the U.S. Department of Transportation’s Research and Innovative Technology Administration (RITA).

The TechMRT research team, made up of Sanjaya Senadheera, Priyantha Jayawickrama, Hongchao Liu and Cathy H. Allen, joins seven other universities led by the University of Oklahoma. The Southern Plains Regional Transportation Center (SPTC) will represent Region 6 (Oklahoma, Texas, Louisiana, Arkansas and New Mexico). Texas Tech’s share of this \$2.5 million grant is \$222,500, with the possibility of a second tranche of \$222,500 contingent upon the availability of federal funds.

Planned research includes the study of innovative highway materials, geotechnical structures and data integration for intelligent transportation systems, the impact of weather extremes on bridge infrastructure, innovative monitoring to quantify climate impacts on damage accumulation in transportation infrastructure, and innovations in materials and construction of asphalt pavements to resist extreme temperatures.

Events planned by the SPTC include a “Climate-Infrastructure Summit” that will create awareness of mounting climate challenges for transportation researchers, reveal the vast weather resources available to support research activities, and facilitate new avenues for effective collaborations.

Other initiatives of the SPTC will be education and outreach efforts to address the challenge of workforce development in the transportation industry, which is faced with seeing up to half its workforce retire by 2020.

In addition to the SPTC providing Texas Tech students with research and internship opportunities, the Texas Tech T-STEM Center has partnered with the SPTC to provide K-12 teacher professional development workshops focused on science, technology, engineering and mathematics applications in transportation which are aimed at increasing students' college and career readiness in the transportation industry.

The T-STEM Center will also assist the Whitacre College of Engineering with coordinating K-12 student outreach activities. Finally, the SPTC will provide continuing education training and professional development activities for our current and future transportation workforce.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Kim Harris, editor, Texas Tech Center for Multidisciplinary Research in Transportation, Whitacre College of Engineering, Texas Tech University, (806) 834-8136 or kim.harris@ttu.edu.



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Jan. 21, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech to Announce Major Contribution from Bayer CropScience

- WHAT:** Officials from Texas Tech University and Bayer CropScience will announce a major contribution to the university.
- WHEN:** 3:30 p.m. Thursday (Jan. 23)
- WHERE:** National Ranching Heritage Center, 3121 Fourth St.
- EVENT:** Texas Tech University officials will announce a significant contribution from Bayer CropScience to benefit programs and projects in the College of Agricultural Sciences and Natural Resources. The funds will result in significant research funding for the Department of Plant and Soil Science.

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CONTACT: Scott Cooksey, interim vice chancellor of Institutional Advancement, Texas Tech University System, (806) 742-1780, scott.cooksey@ttu.edu.



Web Only

FOR IMMEDIATE RELEASE

DATE: Jan. 22, 2014

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

New Year, New You: Health

Texas Tech health experts weigh in on resolutions for 2014.

For many, the new year is the perfect time to make changes regarding health and wellness. We asked several Texas Tech experts to weigh in on what advice they can give to those looking to improve their nutrition, fitness and mental health habits.

Jamie Cooper, assistant professor in the Department of Nutritional Sciences

- **Follow a healthy diet:** Most fad diets or diets that restrict many foods or entire food groups are generally not very healthy and do not have long-term success. The best way to be healthy and prevent weight gain (or even lose weight) is to follow a balanced diet that is centered around whole grains, lean sources of protein, low-fat and fat-free dairy products, plenty of fruits and vegetables, healthy fats (high in mono-unsaturated and poly-unsaturated fats and low in saturated and trans-fats), and plenty of water.
- **Be careful when dining out:** People generally do not eat as healthy when they are dining out. Food from restaurants tends to be higher in calories, fat, and sodium. Be careful of portion size (you usually are served much more than one serving) and look for healthier items on the menu.
- **Weekend versus weekday eating:** People tend to change their eating and exercise habits on the weekend. In fact, studies have shown that people actually gain weight on the weekend compared to week days. Therefore, try to stick to similar eating patterns on the weekend that you normally do during the week. This may help prevent overconsumption on the weekends. Make sure you also get in exercise each weekend day as well as exercise during the week.

Brennan Thompson, assistant professor in the Department of Exercise & Sport Sciences

- **Bring up the intensity:** Increasing the intensity of your workouts will create a more rapid increase in results. Perform cardio training on the treadmill, cycle or elliptical (or whatever the device may be) involving two-to-three minute intervals of high-intensity exercise, followed by a two-to-three minute interval of moderate-intensity exercise. This will maximize the energy cost of the exercise, which will help put fat burning into high gear, and simultaneously provide rapid increases in cardiovascular fitness levels while minimizing the total time commitment necessary for these improvements.

- **Hit the weights:** Weight training is important for fitness. Lifting with weights will help to increase the metabolism, and prevent those unwanted pounds from accumulating; in addition to providing important benefits for increasing the strength of your bones and muscles which in turn is necessary for optimal function and performance in all of our daily activities. Perform your cardio either before your weight training workouts, or on alternate training days.
- **Don't forget the protein:** Consume 20-30 grams of quality protein three to four times throughout the day, and especially right after your workout. Evidence shows that consuming moderate amounts of protein at multiple intervals over a 24-hour time period rather than in a single large dose, will increase the gains from your workouts, and a nice side effect with this is it will also help keep your metabolism elevated, blood glucose levels stabilized and waistline in check.

Lee Cohen, professor and chair, Department of Psychology

- **Be specific:** It is not uncommon to hear someone say that his or her goal is to be happier. This is a great goal, but how will you know when this has happened? It is important to operationalize what being happier would mean for you and tie success of the goal to those tangible/behavioral things. For instance, does being happier mean you will volunteer five hours a month to a food bank; does it mean you will spend 30 minutes a day speaking to your friends or family that live far away; or that you will take your dog for a walk every day? Being specific will allow you to determine the progress you are making to an otherwise ambiguous (though seemingly clear) goal.
- **Ask others you trust for help:** Often when people want to make a change they are afraid to tell others. The reason for this is that if they fail, someone else will know that they have failed. More times than not, trusted friends will not only help you reach your goal, but may even decide to try to make a change with you – and we all know that having someone experience something tough with us makes it easier (i.e., misery loves company).
- **Remember that you have time and do not have to be perfect:** Far too often, when people decide that they are going to make a change in behavior, they jump in too fast. It is important to start slow and appreciate the small successes along the way. For instance, if you would like to engage in a higher frequency of healthy behaviors and decide to work out for an hour a day after being sedentary you will be so tired and sore that you are not likely to follow up with your goal day after day. Make small, obtainable goals and modify them as you achieve them. Also, if you have a bad day, and slip holding to your resolution, don't look at it as a failure, start on the change again with increased resolve, rather than giving yourself an excuse to discontinue it totally.



News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 22, 2014

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

Researchers Testing New Technique for Identifying Cancerous Moles

Texas Tech communications professor experiments with visual messaging strategies.

Some people who find a suspicious mole on their skin may wonder if it's skin cancer, yet wait around not seeking medical advice. A researcher at Texas Tech University is collaborating with researchers at the University of Utah to crowdsource pictures of atypical moles, in hopes of getting people to see a doctor sooner.

Andy King, an assistant professor in the Department of Public Relations in Texas Tech's College of Media & Communication, authored the study of work tied to a project begun when he was a doctoral student at Purdue University. It was a pre-doctoral fellowship with the NIH studying cancer prevention that brought him together there with Jakob Jensen, now at the University of Utah, who was developing a variety of cancer prevention projects related to breast cancer, colorectal cancer and skin cancer.

One of the topics addressed in the study was secondary prevention, or early enough detection that the cancer can be treated effectively.

King's key interests are in visual persuasion and visual messaging strategies. The project was examining this in the context of skin cancer.

"Jake came up with idea to include some type of crowdsourcing dimension in an intervention in the future," King said. "We could do some preliminary testing with the data we had for that study."

King also studies popular perceptions of science and health news. He said part of what came up was people misunderstanding what they were doing with the crowdsourcing study.

"People would comment, 'This shouldn't substitute for people going to see their doctors!'" King said. "We don't think so either. We see this as research that will be useful in determining what components are included in an intervention in the future. We believe this crowdsourcing component will allow people to have additional information for making the decision whether to see a doctor. It's a resource for people to make more

informed decisions. In the end, it's up to them and their doctor. This does not substitute for any professional medical advice."

King said the preliminary research shows that going to the crowd is better than going to perhaps a family member for advice.

"Asking the crowd for an opinion seems to be more effective than asking your Aunt June what she thinks of your mole—unless she's your dermatologist," King said. "From past research, we know that lay people are OK at this. What the initial research shows is that a crowd is going to be better than an individual at this specific identification task."

The research method was not a test of a certain application to do the crowdsourcing. It was a test to see if theoretically this sort of crowdsourcing for making this judgment on this task makes sense. King said it was a test of analyzing collective decision making.

King said the next step is to incorporate the crowdsourcing into an intervention at some point.

"It could take a lot of forms," he said. "We have talked about developing some kind of app or online interface where people can upload an image, then a crowd of people – interested others – could look at it. That process would mirror what we've done for data collection for this paper, but would actually occur online."

But King also reiterated, more than once, "This alone won't prevent cancer. It doesn't substitute for a medical visit – nothing does for a dermatologist's opinion on skin ailments. This is part of working toward innovative strategies for cancer control. This is, by itself, not an innovative strategy for cancer control, it's an exciting component to consider."

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 22, 2014

CONTACT: Dailey Fuller, dailey.fuller@ttu.edu
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TTU System Launches Chancellor Search

Larry Anders, chairman of chancellor search committee appointed by the Board of Regents of the Texas Tech University system, announced today (Jan. 22) the official launch of the search for the TTU System's next chancellor.

In preparation for the search, Anders said, an executive search firm has been hired, a website has been created and advertisements have been placed to assist in the applicant recruitment process.

Kent R. Hance, who has served as chancellor since Dec. 1, 2006, announced in October 2013 that he would retire, leaving the position when a successor is hired. At that time, Hance will become chancellor emeritus.

Anders said the search committee, also consisting of Regents Debbie Montford, Nancy Neal and John Walker, had selected Wheless Partners Executive Search, a national search firm, to assist in the selection of the most outstanding candidate possible for the position.

"The search for our next chancellor is wide open and will be national in scope," Anders said. "With the help of Wheless Partners, I am confident the search committee will be able to find highly qualified candidates to recommend to the Board of Regents."

Michael "JR" Wheless, managing partner and president of Texas Operations for Wheless Partners Executive Search, Mabry Smith III, president and managing director of Wheless Partners Executive Search; and Michael Ballew, a senior partner with the firm, will assist the chancellor search committee in locating potential candidates.

Anders also announced that interested parties are encouraged to visit the website (www.texastech.edu/chancellor-search/) to learn more about the position and how to apply.

In addition to using the website, those interested in the position or in need of additional information, including a listing of key responsibilities and job requirements, are encouraged to submit a letter and curriculum vitae/resume by e-mail

to Chancellor@WhelessPartners.com. For a confidential conversation, Wheless, Smith or Leslie Allen can be contacted at (678) 364-8585.

Anders said the regents have instructed the committee to identify a limited slate of unranked candidates for the position to be presented to the full board for deliberation.

Texas law allows for the protection of the identity of any applicant for the position of chancellor until the applicant is named a finalist for the position. Texas law also requires that public notice of the name of any finalist for chancellor of a public higher education system be made public at least 21 days before the date on which final action is taken to employ the person. Anders said that in selecting and announcing a finalist for chancellor, the TTU System will follow its past practice, in which the Board of Regents reviews the recommendations of the search committee and makes a determination of the finalist to be public announced.

About the Texas Tech University System

The Texas Tech University System is one of the top public university systems in the state of Texas, consisting of four component institutions and operating at 12 academic sites and centers.

Headquartered in Lubbock, Texas, the TTU System has an annual operating budget of \$1.7 billion and approximately 17,000 employees focused on advancing higher education, health care, research and outreach.

In 2013, total research expenditures approached \$200 million and total enrollment exceeded 44,000 students for the first time in the TTU System's history. Whether it's contributing billions of dollars annually in economic impact or being the only system in Texas to house an academic institution, law school, and medical school at the same location, the TTU System continues to prove that anything is possible.

CONTACT: Randy Sanders, associate vice chancellor, Office of Communications & Marketing, Texas Tech University System, (806) 742-0057, randy.sanders@ttu.edu.



TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 23, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
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Texas Tech Hosts Concert Inspired by Alternate History

Texas Tech University will host a concert that is inspired by the fictional world of “Bassanda” where a folkloric ensemble faces financial issues after the fall of the Soviet Union and has to recreate itself as “The Elegant Savages Orchestra.”

This alternate history narrative concert titled “Echoes of Bassanda: Symphonic Folk from a Lost World” will premiere at 8 p.m. Sunday (Jan. 26) in Texas Tech University’s Hemmle Recital Hall.

The performance will include symphonic arrangements of Bassandan folk tunes, as well as music from other traditions. The ensemble will perform pieces from “The Janissary Stomp” by musicians Roger Landes and Chipper Thompson.

“This orchestra has never before appeared at Texas Tech,” said Christopher Smith, director of the Vernacular Music Center. “The quaint folkloric dancing, the powerful modernist avant-garde choreography and traditional costume are all new and unique for Lubbock audiences.”

The fictional group performing is a post-1985 reincarnation of a Soviet-era “Bassanda National Radio Orchestra.” The orchestra is an ensemble of strings, voices and dancers from the Texas Tech Celtic Ensemble, Balkan Ensemble and Early Music Ensemble. Music is inspired by Celtic, English, Appalachian, Balkan, Caribbean and Scandinavian music and dance traditions.

“It’s quite reminiscent of certain kinds of world-building computer games,” Smith said. “Of course, it also goes back to the world-building activities of writers like George R.R. Martin and J.R.R. Tolkien.”

The fictitious Eagle’s Heart Sisters modern dance company with choreographer Nicole Wesley, theater and dance professor, will perform original work alongside Elegant Savages Orchestra.

The performance is free and open to the public.

The event is sponsored by Texas Tech’s School of Music with the Vernacular Music Center, College of Visual & Performing Arts, Celtic Caprock Association and the Roots Music Institute

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

CONTACT: Christopher Smith, director, Vernacular Music Center, College of Visual & Performing Arts, Texas Tech University, (806) 742-2270, or christopher.smith@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 23, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Receives More Than \$19 Million from Bayer CropScience

Total impact of gift with matching TRIP funds is nearly \$40 million.

Texas Tech University officials announced today (Jan. 23) a \$19.3 million contribution from Bayer CropScience to benefit programs and projects in the College of Agricultural Sciences and Natural Resources.

The funds will result in significant research funding for the Department of Plant and Soil Science (PSS), an endowed chair in PSS, a graduate fellowship endowment and new research labs and equipment for PSS.

The \$19.3 million total gift will be matched with an equal amount in Texas Research Incentive Program (TRIP) funding, for a total impact of \$38.6 million.

“Partnerships between Texas Tech University and corporations like Bayer CropScience are essential as we advance our research enterprise and continue our forward momentum as one of the nation’s leading research institutions,” said Texas Tech University President M. Duane Nellis. “We are truly grateful to Bayer CropScience and its leadership for their confidence and vision in Texas Tech University and look forward to collaborating on cutting-edge and impactful research.”

“Bayer CropScience is an industry leader and has been a great corporate partner,” said Texas Tech University System Chancellor Kent Hance. “Their contribution of \$19.3 million and matching funds from the Texas Research Incentive Program will result in an investment of nearly \$40 million at Texas Tech and in Lubbock. We are grateful for their contribution that will not only benefit our research enterprise, faculty and students, but also our region.”

“We are so pleased at the opportunity to continue to build our relationship with Texas Tech University,” said Mike Gilbert, VP Global Breeding and Trait Development, Bayer CropScience. “It will take multiple companies and institutions to address all the challenges agriculture will face in the future. Bayer CropScience is committed to research and development through collaborations such as this, and Texas Tech shares these same commitments. We look forward to a long and rewarding relationship that will impact agriculture in ways we can’t even imagine today.”

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Additionally, in September 2009, Bayer CropScience contributed \$7.5 million, which included \$5 million toward research in Plant and Soil Science and \$2.5 million toward PSS research facilities. These funds were also matched with \$7.5 million in TRIP.

Bayer's total contributions to Texas Tech University since 1998 equal \$27.6 million. Leveraged with matching funds from TRIP and Regents' Professorship matching funds totaling \$27.25 million, the total impact of Bayer contributions to Texas Tech, including matching funds, is \$54.85 million.

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CONTACT: Scott Cooksey, interim vice chancellor of Institutional Advancement, Texas Tech University System, (806) 742-1780, scott.cooksey@ttu.edu.

Bayer CropScience Twitter Page: <http://twitter.com/bayer4cropsus>
Find more information at www.bayercropscience.us.

Bayer CropScience Media Hotline, 1-877-879-6162,

Beth Roden
Head of Communications & Bayer CropScience NA Coordinator
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Rhea + Kaiser
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About Bayer CropScience

Bayer is a global enterprise with core competencies in the fields of health care, agriculture and high-tech materials. Bayer CropScience, the subgroup of Bayer AG responsible for the agricultural business, has annual sales of EUR 8,383 million (2012) and is one of the world's leading innovative crop science companies in the areas of seeds, crop protection and non-agricultural pest control. The company offers an outstanding range of products including high value seeds, innovative crop protection solutions based on chemical and biological modes of action as well as an extensive service backup for modern, sustainable agriculture. In the area of non-agricultural applications, Bayer CropScience has a broad portfolio of products and services to control pests from home and garden to forestry applications. The company has a global workforce of 20,800 (Dec 31, 2012) and is represented in more than 120 countries. This and further news is available at: www.press.bayercropscience.com.

USA-BCS-2014-0026



News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 24, 2014

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Expert: Are Some Brain-Death Diagnoses Really Just Medical Futility Cases?

The 96th District Court in Tarrant County prepares to hear a case today (Jan. 24) involving a pregnant, brain-dead woman in a Fort Worth hospital. This is just one of several cases in which health and legal experts now are confronted with complicated ethical, legal and economic debates over brain-death, abortion and other sensitive end-of-life matters. For instance, how does hospital policy regarding brain death reconcile with a state's adoption (or lack thereof) of a brain death statute? And is the brain-death diagnosis a rush to judgment in what may just be a medical futility case?

Expert

[Jennifer Bard](#), Alvin R. Allison Professor of Law, director of the Health Law Program, and adjunct associate professor at the Texas Tech University School of Medicine's Department of Psychiatry; Texas Tech University School of Law; (806) 834-1950, or jennifer.bard@ttu.edu.

Talking Points

- Brain death is hard to define because science understands relatively little about how the brain works.
- There are limitations in using the legal concept of brain death to describe the medical condition of any particular person.
- While doctors may not be wrong in diagnosing the amount of brain damage or the chances of retaining consciousness, it is not the same as "complete cessation" of all brain activity.

Quotes

- "When a family wants to donate their loved one's organs, a declaration of brain death is helpful mechanism for doing so. However, there is never any legal need for a declaration of brain death in order for a family to withdraw life sustaining treatment."
- "I suggest that it is possible that cases like the McMaths' can arise when hospitals and doctors seek to pressure families into withdrawing treatment by, essentially, taking away their right to receive care. This can be a lot more direct than the often times consuming and [complex process](#) of withdrawing '[futile](#)' care."
- "Although it is easy enough to say that Jahi's family's refusal to accept reality stems from ignorance or grief, it is not fair, as some have done, to call them crazy



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for mistrust of a diagnoses that is based in theory, not reality. Jahi may be irrevocably brain injured, but there are increasing signs that she may indeed have some brain function.”



TEXAS TECH UNIVERSITY SYSTEM

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 24, 2014

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

Texas Tech Hosts TEDx Conference

Texas Tech University System will host the first TEDxTexasTechUniversity event from 8 a.m. to 4:30 p.m. Feb. 8 (Saturday) in the Lanier Professional Development Center at the Texas Tech School of Law.

Founded in 1984, TED stands for “technology, entertainment, design” and is perhaps most famous for its online “TED Talks” that have been viewed by millions around the world. The annual TED conference brings together some of the world’s leading thinkers and doers. In the spirit of “ideas worth spreading,” TED created TEDx where “x” indicates the events are independently organized.

The schedule for the day consists of three sessions, separated by breaks and lunch. During each session, three to five presenters will speak on a variety of topics. The day concludes with a reception. A full schedule can be found at tedx.ttu.edu.

Speakers for the Texas Tech event are as follows:

- **Robyn Adams:** A 19-year-old sophomore at Texas Tech, Adams currently is ranked fourth as a youth poet in the state of Texas. During her TED Talk, Adams will seek to teach her audience to express themselves through writing so that one day the courage of their speech may cause a magnitude of change in someone else’s life.
- **Joseph Dannemiller,** NSF Ph.D. Fellow; instructor, National Wind Institute, College of Engineering: Dannemiller will discuss findings from the Moore, Okla., tragedy as well as several additional benefits of above-ground shelters. In addition, he will show video of Texas Tech’s Debris Impact Facility firing 15-pound, two-by-four-inch wood members at 100 mph to show what tornadic debris can do to a normal home and how a storm shelter keeps occupants safe.
- **Derrick Franco,** founder and CEO, BluRush Media, LLC and Texas Tech student: At only 21 years old, Franco already is an entrepreneur and software engineer who started his first company at the age of 17. Franco will be speaking at TEDx on how college classes should be run and taught like tech start-ups, using the same principles being employed in Silicon Valley and around the world. His premise is

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that these techniques would disrupt the education system as it is now known and lead to more successful student learning.

- **JT Hasell:** At 17, Hasell is currently a junior in high school studying at Interlochen Arts Academy. He will provide a special performance of two movements from the piano suite “Miroirs” by French composer Maurice Ravel.
- **Duane Hoover,** professor of practice, Texas Tech Rawls College of Business: Hoover’s talk promises to be an experience about experiences. Using film footage and photos from the 2013 Burning Man event, Hoover will attempt to educate his audience on how art expression can create a transformative personal experience through its consumption.
- **Sossi Icovides,** graduate student researcher, Texas Tech: Icovides will speak on the world of current cryopreservation technologies with regard to livestock, and specifically horses.
- **Erica Morin,** visiting assistant professor, Department of History, Texas Tech: She will seek to raise awareness about the continuing pressures of marriage for young (and slightly less young) women in the United States. She promises not to deride marriage, rather to share her thoughts and experiences as a single, 30-something, female dating in the 21st century.
- **Saba Nafees,** student, Texas Tech: Using her own experiences in and out of the American culture, Nafees will ask what it means to be American. She will seek to show her audience the importance of diversity, education and community as it pertains to global citizenship today. She will speak about education as it manifests in the United States compared with other countries like Pakistan.
- **John Pelley,** professor, Texas Tech Health Sciences Center School of Medicine: Pelley has chosen bodybuilding for the brain as his topic. He plans to show his audience how action and sleep are used to build a strong brain as well as a strong body. The audience will be shown how to apply action and sleep to employ bodybuilding for the brain.
- **Irving Quant,** magician, IQ Productions: Quant is a magician in the corporate market and charity events and will put those skills to use during his talk on “The Great Amalgam: A Mystery We Need to Know Exists.” The presentation focuses on how many smaller components collaborate over a period of time in order to create greater things.
- **Brandale Randolph,** executive director, Project: Poverty: Brandale will speak on his experiences with the impoverished and his concept that the failure to understand the different forms of poverty and the attempts by social advocates to find new blanket definitions of the issue are the primary reason why poverty continues to grow, to the detriment of our society.



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- **Nancy Shugart**, founder and president, *Prove Them Wrong*: At age 8, Shugart went blind and the word impossible became a word she heard often. But she persevered, and went on to graduate from high school and college and earned a teaching certificate and master's degree. She will speak about her personal story, revealing not only how she achieved what was impossible but how her audience can too.
- **Christopher Smith**, professor and chair of musicology, Texas Tech University School of Music and Vernacular Music Center: Smith will educate his audience on using oral, aural and vernacular pedagogies as a way of engaging with 21st century learners. Additionally, he will speak on how vernacular music and dance may be used as tools for participatory community revitalization.
- **Don Stull**, MicroZap, Inc.: The United States wastes as much as 40 percent of its food due to spoilage and suffers through 76 million cases of food-borne illness every year. Stull will speak at about how to solve these important issues by eliminating pathogens and extending food shelf life to reduce waste. He will also speak about patented technology developed in conjunction with Texas Tech that kills dangerous pathogens and has been proven to extend shelf life of food products.
- **Charles Brandon Sweeney**, graduate student, Texas Tech, Department of Chemical Engineering: Sweeney will tell the world about the next Industrial Revolution. Having developed a proprietary technique at Texas Tech, he is part of a project helping to make 3D printed parts stronger and more multi-functional.
- **Chris Taylor**, director of Land Arts of the American West at Texas Tech, College of Architecture: For two months each year, Chris takes students on a 6,000-mile journey through their own backyard and the fascinating landscape of the American Southwest. He will speak on this unusual program and the intense impact it has on the students involved – showing a wide array of magnificent scenery through photos of the areas they visit.
- **Austin Tyson**, student, Texas Tech: Tyson grew up knowing he was adopted, but never labeled as such within his family. And yet, he knew others who had different stories and different reactions. He will use that personal history as a jumping off point to talk about the process of “naming” and how the act of naming a person, place or thing can sometimes be limiting. In addition, he will discuss the issue of negativity in naming and the use of positive language to change personal outlook and life.

More information about the speakers can be found at tedx.ttu.edu.

Due to the nature of the event, only 300 attendees will be accepted at the main viewing. A live webcast of the event also will be organized for a larger audience to benefit from the ideas and information presented.

TEDxTexasTechUniversity is an independently produced event operating under license from TED.

About TEDx, x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California almost 30 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes on a diverse mix of topics. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and former UK Prime Minister Gordon Brown. The TED2014 Conference will take place in Vancouver, British Columbia, along with the TEDActive simulcast in neighboring Whistler. TEDGlobal 2014 will be held in Rio de Janeiro, Brazil.

TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed; and TEDBooks, short e-books on powerful ideas. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world; and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

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For information about TED's upcoming conferences, visit <http://www.ted.com/registration>

For more information, visit the conference website at www.TEDxTexasTechUniversity.com.



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TEXAS TECH UNIVERSITY™

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 24, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Texas Tech Hosts Trombone Conference

Larry Zalkind will be the featured guest at the 2014 Big 12 Area Trombone Conference, hosted by Texas Tech University on Jan. 31 through Feb. 2.

Zalkind, the principal trombonist of the Utah Symphony, has toured, recorded and performed as a member of the Summit Brass on trombone and euphonium since 1990.

“It is a significant honor to host the conference at Texas Tech and a great opportunity to showcase our fine campus to top university professors, prospective students and fine artists,” said James Decker, an associate professor of trombone and coordinator of conference events.

The Maniacal 4 Trombone Quartet also will be a featured guest artist. The group played in three continents and performs a variety of styles and time periods from memory.

In addition to solo performances, clinics and concerts conducted by university professors and student performers will occur. Music and instrument manufacturers will have booths with products on display.

Admission for the feature performance is \$10, while student and senior admission is \$5. Total admission for all conference events, including the feature concert, are \$40. Group discounts are available.

To view event locations and times, visit www.big12tromboneconference.com.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: James Decker, associate professor of trombone, School of Music, College of Visual & Performing Arts, Texas Tech University, (806) 834-8865, or james.decker@ttu.edu.



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 24, 2014

CONTACT: Karin Slyker, karin.slyker@ttu.edu
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Texas Tech Petroleum Engineering Receives \$1.8 Million

Various areas of new building will be named for multiple donors.

Texas Tech University is pleased to announce a series of gifts that total more than \$1.8 million from alumni and friends of the Bob L. Herd Department of Petroleum Engineering. These gifts will name various areas in the new Petroleum Engineering Research Building.

“The new Petroleum Engineering Research Building would not be possible without the support of so many alumni, friends, and donors of Texas Tech. Our university has a strong reputation of producing top petroleum engineering graduates who become leaders in the industry, and the completion of this new facility will enable us to make an even bigger impact on education and industry operations,” said Chancellor Kent Hance. “Thank you to all of the donors who contributed.”

In honor of these generous gifts from the donors, the new building will include the Steve Heitzman Conference Room, Harvey L. Ratliff Jr. Department Chair Suite, the Walter Exploration Conference Room, and the David G. Wight Courtyard.

“I could not be more pleased with the outpouring of support for our efforts to fund this state-of-the-art research and educational facility,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “Red Raiders, and those who hire Red Raiders, realize the importance of petroleum engineering to the state of Texas and to the nation. This building goes a long way towards helping us teach the energy leaders of tomorrow.”

The Bob L. Herd Department of Petroleum Engineering at Texas Tech is one of the largest petroleum departments in the world and is staffed with industry-experienced faculty. The curriculum of the department is focused on production, operations, and completion. This educational niche is critical, as Tech Tech is a major supplier of petroleum engineers to the Permian Basin and the energy industry worldwide.

The new Petroleum Engineering Research Building will be a \$22,800,000 facility with approximately 42,000 square feet of modern classroom and research space. The primary goal of the construction of the new building is to provide a facility that will integrate formal teaching environments with hands-on practical applications using cutting-edge

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research facilities and techniques. It will set the national benchmark for petroleum educational facilities.

“Ever since 2006 when I started teaching at Tech, I have dreamed of a facility from which I can teach from a visual aspect. I wanted so much to bring to the class what I’ve done in the field for the last 30 years. This new facility fulfills that dream,” said Marshall Watson, Department Chair.

The new Petroleum Engineering Research Building will feature a unique cluster of laboratories, including the Pioneer Pressure Volume Temperature Laboratory. Through a tight integration of these laboratories, a systems approach will be taken in petroleum engineering education that covers the entire spectrum of exploration and production, including business profitability analysis. Key courses in the new facility will address responsible and efficient use of water, the region and the world's most precious resource.

“Through good times and bad, living and working in several cities and countries around the globe, every day my wife and I are able to “be a Red Raider,” hold our heads high and drill ahead. We were exceptionally pleased that Tech thought of us when it came to support of Petroleum Engineering, the discipline that has been my life’s work. Without hesitation we wanted to effect the department in a meaningful way, one that would make a difference,” said Steve Heitzman.

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



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Advisory

FOR IMMEDIATE RELEASE

DATE: Jan. 24, 2014

CONTACT: Lauren Kozlovsky, lauren.kozlovsky@ttu.edu
(806) 742-2136

Texas Tech Raider Roadshow Heading to Austin

- WHAT:** 2014 Raider Roadshow
- WHEN:** 2:30 p.m. Sunday (Jan. 26); check-in is at 1:30 p.m.
- WHERE:** Hyatt Regency Hotel, 208 Barton Springs Road, Austin
- EVENT:** Texas Tech University deans, associate deans, faculty and staff representing more than 100 academic colleges will attend the Raider Roadshow. Current students also will be available to talk about their experiences and what it's like being a Red Raider.

The event is open to anyone wishing to learn more about Texas Tech, including:

- high school underclassmen exploring their futures
- high school seniors needing to complete an application
- admitted and transfer students who want to attend information sessions
- parents seeking more information, who also will get the chance to meet other parents of Texas Tech students

Check-in begins at 1:30 p.m. followed by a welcome ceremony from the Office of the President. During the event, visitors will have the opportunity to meet with admissions, campus life, financial aid, scholarship, housing and hospitality, and academics to learn more about their future at Texas Tech.

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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 27, 2014

CONTACT: Megan Ketterer, megan.ketterer@ttu.edu
(806) 742-2136

Piano Concert Benefits Students and Community

Solo pianist George Winston will perform a benefit solo piano concert at 7:30 p.m. Feb. 4 in Texas Tech University's Hemmle Recital Hall.

The concert features selections from Winston's melodic piano recording, R&B piano and Vince Guaraldi's Peanuts pieces. He also will perform on the Hawaiian Slack Key guitar.

Winston's first solo piano album was "Ballads and Blues," recorded in 1972. Since 1980, Winston has released nine additional solo piano albums including "Linus & Lucy – The Music of Vince Guaraldi" (1996). His latest solo piano album is "Love Will Come – The Music of Vince Guaraldi Vol. 2" and currently is nominated for a Grammy award.

The event will benefit Friends of Music and all proceeds go toward a scholarship endowment for music majors. There will be a food drive at the concert in support of South Plains Food Bank. Donating a non-perishable item is encouraged.

Tickets are available on Select-a-Seat for \$20. To purchase tickets call (806)-770-2000 or order online at www.selectaseatlubbock.com.

Additional information on Winston is available online at www.georgewinston.com.

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

CONTACT: James Hodgins, publicity and communications coordinator, School of Music, College of Visual & Performing Arts, Texas Tech University, (806) 834-4829, james.hodgins@ttu.edu.



News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 28, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Buddy Holly Transformed Music, Media Law Say Texas Tech Experts

The rocker's impact on the music and legal side of the industry still raves on today.

His plane crashed in an Iowa cornfield on Feb. 3, 1959, and the date became known as "the day the music died." Buddy Holly's impact on music and the legal side of the music industry still raves on 55 years later, according to two Texas Tech University experts.

Holly's musical career lasted only a year and a half, but his talent as a musician grew phenomenally and would pave the way for future musicians, said Christopher Smith, an associate professor, chairman of musicology/ethnomusicology and director of the Vernacular Music Center at Texas Tech.

The level of talent that Holly brought would change the way music would sound – plotting the course for the British Invasion of the 1960s, he said.

"The pace of his musical development during that time was almost prodigious," Smith said. "He took in new musical styles, looked at musical possibilities, then incorporated them into his own musical writing and arranging. He grew like a hothouse plant. But what made him really remarkable was that a young musician in, say Liverpool, England, could sit on the edge of his bed with his guitar, listen to Buddy Holly's recordings and figure out what he was doing."

The Beatles, The Rolling Stones, Bob Dylan, Elton John, Waylon Jennings and many other musicians would use Holly's work as a foundation for their own careers, Smith said. But more than that, Holly's "regular guy" personality contrasted with Elvis Presley's animal magnetism and encouraged the not-so-cool that they, too, could rock.

"John Lennon said Buddy Holly made it OK for a guy with glasses to rock," Smith said. "I think that's what lives on today in music such as emo and alternative. Holly made it acceptable to be sensitive and incorporate that sensitivity into the poetry of your lyrics."

Not only did Holly change the music industry creatively, but also he changed the way artists handle their contracts with recording labels, said Wes Cochran, Maddox Professor of Law at Texas Tech's School of Law and copyright and intellectual property law expert.

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Cochran, who writes and speaks on topics including copyright, intellectual property and technology issues, said Holly had a shrewd understanding that the more legal control he held over his creations, the more artistic freedom he would get.

Artists before Holly did not produce themselves and would turn the business aspects of their music and recording over to recording industry professionals. Because they controlled the money, they also controlled much of an artist's creativity, Cochran said.

Additionally, Holly's actions gave the record industry cause for alarm, seeing that they – the record producers – could be left totally out of the loop, he said. Many artists felt free to follow Holly's lead and the record executives became more flexible with them so as not to be left out completely.

“What Buddy did was truly revolutionary in the entertainment industry,” he said. “Buddy had his own vision, his own sound, and when he insisted on producing his own music, he was laughed at. No one did that back then. But he took control of the business side so that he could control the creative side.”

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CONTACT: Christopher Smith, chairman of Musicology/Ethnomusicology and director of the Vernacular Music Center, Texas Tech University, (806) 438-5067, christopher.smith@ttu.edu; Wes Cochran, Maddox Professor of Law at Texas Tech School of Law, (806) 742-3990 ext. 234, or wesley.cochran@ttu.edu.

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 28, 2014

CONTACT: Callie Jones, callie.jones@ttu.edu
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Texas Tech Establishes Future Partnership with MingDao University

The Texas Tech University System Monday (Jan. 27) established a future partnership with MingDao University in Taiwan.

Joseph C. Rallo, vice chancellor for Academic Affairs, signed an umbrella agreement with Da-Yung Wang, chancellor of MingDao University, for the TTU System while Texas Tech University President M. Duane Nellis signed a separate agreement, both of which will encourage students to participate in international exchange programs.

“Expanding the Texas Tech University System’s presence internationally is important to the continued growth of our universities and our exchange programs,” Rallo said. “We are excited about this new agreement with MingDao University and look forward to the unique educational and cultural opportunities it will provide for our students.”

The program-to-program articulation agreement enables MingDao students, who have finished their first two years, to complete their bachelor’s degree at Texas Tech in programs focused in engineering and agriculture, among other disciplines to be determined.

“This partnership is an excellent opportunity for Texas Tech to expand its global outreach,” Nellis said. “We hope to encourage cultural exchange among students as well as provide dynamic academic and research initiatives for students from Asia.”

MingDao is a private university located in Pitou, Changhua, Taiwan. It was founded in 2001 and specializes in sustainable energy and organic agriculture. MingDao’s enrollment has grown rapidly in the last 10 years, attracting students from across Asia.

Over the course of the next several months, officials from Texas Tech and MingDao will solidify coursework and program requirements to better facilitate the exchange as well as to provide a framework for future collaborations. Angelo State University will also establish a future partnership.

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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 29, 2014

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

- Fiduciary income taxation
- Estate and gift taxation
- Retirement distributions
- Individual income taxation

Bryan Camp, professor, Texas Tech University School of Law, (806) 834-8606, or bryan.camp@ttu.edu.

- Tax and bankruptcy codes
- IRS Restructuring and Reform Act of 1998
- Tax controversies
- IRS procedures

Bill Gustafson, associate professor, Department of Personal Financial Planning, (806) 742-5050, or 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.

- Charitable donations
- Estate and charitable planning

Vaughn E. James, professor, Texas Tech University School of Law, (806) 834-3013, or vaughn.james@ttu.edu.

- Low-income taxpayers
- Federal income taxation
- International taxation

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- Federal estate and gift taxation

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

- Estate planning
- Special-needs financial planning
- Federal estate and gift taxation

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

- Changes and tips for 2013
- Student filing
- Tax disasters

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

- Retirement planning
- Wealth management



TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 29, 2014

CONTACT: Kari Abitbol, kari.abitbol@ttu.edu
(806) 834-8591

Texas Tech Law Wins 31st National Advocacy Championship

Texas Tech University School of Law secured its 31st national advocacy championship at the American Bar Association Arbitration Competition in Chicago.

The win is the law school's third national title in the 2013–2014 academic year, following its championships at the Hassell National Constitutional Law Moot Court Competition in Virginia Beach, Virginia, and at the National Entertainment Law Moot Court Competition in Malibu, California, last fall.

With three national championships under its belt, the 2013 advocacy season quickly is approaching the level of success achieved during the 2012 academic year, during which Texas Tech Law teams won four national championships, four state and regional championships and advanced three national finalist and four national semifinalist teams.

The team behind this most recent win, comprising second-year law students Drew Thomas of Madison, Wis.; Taylor Stoechner of Flower Mound; Delaney Crocker of Lubbock; and Caleb Miller of Fresno, Calif., went undefeated at both the regional competition in California last November and at the national championship in Chicago. Their win marks the law school's fourth national title at this competition since the 2007 academic year.

"The competing teams in the national round were equally matched in terms of intelligence; we just outworked them," Thomas said. "Our coaches, Shery Kime-Goodwin and Dick Baker, worked three days a week collaborating, honing and refining our advocacy skills."

Miller also reflected on the group's unwavering dedication during practice rounds.

"Though the team and our coaches sacrificed precious free time for preparation, including weekends and holidays, it all became worth it the moment the ABA announced our names as the national champions," Miller said. "It was an emotional experience for all of us that I would not trade for the world."

Find more information about Texas Tech University School of Law at www.law.ttu.edu.

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News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 29, 2014

CONTACT: John Davis, john.w.davis@ttu.edu
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Texas Tech Paleontologists Discover New Triassic Swamp Monster

In the dangerous waters of an ancient oxbow lake created by a flooded and unnamed meandering river, the female phytosaur died and sank to the bottom 205 million years ago. About 40 yards away the remains of a larger male also came to rest, and both disappeared in a tomb of soil and sediment.

Evidence for the cause of their deaths and the rest of their bodies have vanished with time, but their skulls remained. After careful research, a Texas Tech paleontologist says he and others have discovered a new species of the Triassic-age monster in the wilds of West Texas.

Their findings were published in the peer-reviewed journal, *Earth and Environmental Science Transactions of the Royal Society of Edinburgh*.

Bill Mueller, assistant curator of Paleontology at the Museum of Texas Tech University, said the team named their find *Machaeroprotopus lottorum* after the Lott family who own the ranch on which the animal was discovered.

"We found them in an area we'd been excavating in," Mueller said. "I think we've gotten four skulls out of that area already. Doug Cunningham found this specimen, and then we dug it up. When he found it, just the very back end of the skull was sticking out of the ground. The rest was buried. We excavated it and brought it into the museum to finish preparation."

Cunningham, currently a field research assistant at the museum and a retired firefighter, remembered finding the unusual female skull on June 27, 2001. After removing it from the mudstone, he recalls looking it over carefully with others and wondering if his discovery would add a new animal to science.

"It was really well preserved with the teeth and everything," Cunningham said. "Finding one with teeth is pretty rare. It was so odd, but when they come out of the ground, you have a long way to go to actually see what you have because they're still covered in matrix. We were all kind of in awe of it. It had this long, skinny snout. It was quite a bit different. It took me years to get it prepped and ready. At the time, I was working full-time and I did that on my days off."

By looking an opening on the skull called the supratemporal fenestra, the snout and the shape of the bones at the back of the head, the team compared it to other phytosaurs and determined they'd discovered a separate species.

While West Texas is dry and dusty today, Mueller said the landscape looked more like a swampy, tropical rainforest during the Triassic period. Our planet's landmasses had converged to form the supercontinent of Pangaea. In the forest undergrowth covered by tall conifers and choked with ferns, phytosaurs lurked beneath the water and waited for prey.

"A phytosaur resembles a crocodile," Mueller said. "They had basically the same lifestyle as the modern crocodile by living in and around the water, eating fish, and whatever animals came to the margins of the rivers and lakes. But one of the big differences is the external nares, the nose, is back up next to its eyes instead of at the end of its snout."

Mueller said scientists can tell the sexes of the animals by a distinctive feature on males. A bony crest stretched from the nostrils by the eyes to the tip of the animal's beak – a feature lady phytosaurs probably found sexy.

Judging by the female's skull size, which is more than three feet in length, Mueller guessed she would have measured 16 to 17 feet in length from nose to tail tip. The male would have measured about 17 to 18 feet. Their thin jaws suggested they hunted mainly fish as opposed to big prey.

Mueller said phytosaurs lived throughout the Triassic period from 230 to 203 million years ago, but died out during a mysterious mass extinction. Highly successful animals, they are commonly found because these animals liked to live in swampy areas and were more likely to become covered in sediment and fossilized.

For a copy of the study, contact John Davis.

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CONTACT: Bill Mueller, assistant curator in the Paleontology Division, Museum of Texas Tech University, (806) 742-2490 or bill.mueller@ttu.edu



TEXAS TECH UNIVERSITY™

Advisory

FOR IMMEDIATE RELEASE

DATE: Jan. 30, 2014

CONTACT: Lauren Kozlovsky, lauren.kozlovsky@ttu.edu
(806) 742-2136

Texas Tech Celebrates 2014 Lunar New Year

- WHAT:** 2014 Lunar New Year calendar of events
- WHEN:** Friday (Jan. 31)-Feb. 8
- WHERE:** Various locations on Texas Tech campus
- EVENT:** Texas Tech University Cross-Cultural Academic Advancement Center (CCAAC) celebrates the 2014 Lunar New Year with various events for students, faculty, staff and the Lubbock community starting Friday.

The Lunar New Year is a traditional Chinese holiday celebrated on the first day of the year on the Chinese calendar. Traditionally, celebrations start on Chinese New Year's Eve to the last day of the month. According to the Chinese astrology calendar, 2014 is the Year of the Wooden Horse, which begins Feb. 4.

CCAAC's Lunar New Year events educate individuals on the history and traditions of the Asian culture, offer a welcoming and friendly campus environment and build strong relations within the Texas Tech community.

The schedule of events is as follows:

Tet Nyguyen Dan – a popular festival in Vietnam

4-5 p.m. Friday (Jan. 31)

International Cultural Center

Introduction to Peking Opera and its Characters

5:30-7:30 Friday (Jan. 31)

Human Sciences, Room 169

“Cultural Exchange with Asia” from 2013 to 2014

11:30 a.m.-1 p.m. Monday (Feb. 3)

Merket Alumni Center

Traditional Chinese Market

Office of Communications and Marketing

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11 a.m.-2 p.m. Friday (Feb. 7)
SUB Courtyard

Making a Fortune – Chinese Dumpling Food Demonstration

6-7 p.m. Friday (Feb. 7)
Museum of Texas Tech

Lunar New Year Celebration

6:30 p.m. Saturday (Feb. 8)
Frazier Pavilion

For more information, contact CCAAC at 806-742-8681 or
crosscultural@ttu.edu.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 30, 2014

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

Texas Tech Petroleum Engineering Receives Donation from LINN Energy Student lounge will be named for half-million dollar gift.

Texas Tech University officials announced a \$500,000 gift from LINN Energy that will name the LINN Energy Student Lounge in the new Petroleum Engineering Research Building.

“Students are our top priority, and this new student lounge in the Petroleum Engineering Research Building will be a place where they will learn, discover and excel,” said Chancellor Kent Hance. “We are very grateful to LINN Energy for their contribution to Texas Tech and support of future generations of well-qualified engineers.”

“I am very pleased and thankful, as are our petroleum engineering students, for LINN Energy’s support for the student lounge,” said Al Sacco Jr., dean of the Whitacre College of Engineering. “Education frequently occurs outside the classroom in informal group areas such as this. We anticipate this will significantly add to our students’ educational experience.”

The LINN Energy Student Lounge will be a focal point in the new building and will encourage collaborations among students and provide small study group rooms and an area for the scholarly exchange of ideas between faculty and students.

“LINN Energy is pleased to be a part of this new state-of-the-art Petroleum Engineering Research Building at Texas Tech,” said Arden Walker, LINN’s executive vice president and chief operating officer. “This facility will house classrooms, research labs, and study areas and provide a high quality educational environment for the 21st century engineers needed in the oil and gas industry.”

The Bob L. Herd Department of Petroleum Engineering at Texas Tech is one of the largest petroleum departments in the world and is staffed with industry-experienced faculty. The curriculum of the department is focused on production, operations, and completion. This educational niche is critical, as Texas Tech is a major supplier of petroleum engineers to the Permian Basin and the energy industry worldwide.

The new Petroleum Engineering Research Building will be a \$22.8 million facility with approximately 42,000 square feet of modern classroom and research space. The primary goal of the construction of the new building is to provide a facility that will integrate formal teaching environments with hands-on practical applications using cutting-edge research facilities and techniques. It will set the national benchmark for petroleum educational facilities.

“Many evenings I have gone down to our current building’s student lounge and find students studying, collaborating on projects and building camaraderie between themselves,” said Marshall Watson, department chair. “The new building’s lounge will be state-of-the-art with study rooms adjoining the lounge providing a much greater atmosphere for work and study.”

As the petroleum industry advances with new techniques, tools, methods, and the integration of more technology, the opportunities that a new building could offer to petroleum engineering students became apparent to Texas Tech leadership. Modern facilities, including smart classrooms, state-of-the-art integrated research and teaching laboratories, collaborative student study areas, and increased space for anticipated departmental growth, are critical for Texas Tech to attain its goals of keeping students and faculty on the leading edge of petroleum engineering techniques and innovations.

The new Petroleum Engineering Research Building will feature a unique cluster of laboratories. Through a tight integration of these laboratories, a systems approach will be taken in petroleum engineering education that covers the entire spectrum of exploration and production, including business profitability analysis. Key courses in the new facility will address responsible and efficient use of water, the region, and the world's most precious resource.

LINN Energy, LLC has approximately 1,250 employees spread across the United States. Headquartered in Houston, the company’s core focus areas are the Mid-Continent, Permian Basin, Hugoton Basin, Rockies, Michigan, and California. A top-15 U. S. independent oil and natural gas development company, LINN’s mission is to acquire, develop, and maximize cash flow from a growing portfolio of long-life oil and natural gas assets. More information about LINN Energy is available at www.linnenergy.com.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

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TEXAS TECH UNIVERSITY

News Release

FOR IMMEDIATE RELEASE

DATE: Jan. 30, 2014

CONTACT: Leslie Cranford, leslie.cranford@ttu.edu
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Texas Tech Researchers Debut New Lab During Super Bowl

The Super Bowl is one of the biggest media spectacles of the year, and researchers at Texas Tech University's College of Media and Communication will unveil its newest lab to study all aspects of watching the big game.

The [Center for Communication Research](#) is launching a new In-Home Simulation Lab Sunday afternoon (Feb. 2). The lab contains state-of-the art technology for studying viewing behavior in a controlled but natural space. [Glenn Cummins](#), associate dean for research in the college, said the lab provides a unique environment to study how viewers watch and respond to television.

"It really does give our researchers the best of both worlds," Cummins said. "To do scientific research, we need a controlled environment so we can isolate specific parts of viewing behavior. But this lab lets us do that in a space that feels like home."

The In-Home Simulation lab contains the same media technology found in a typical living room, but much more. In addition to a big-screen smart TV and home theater system, the room is equipped with remote high-definition observation cameras and microphones, software to remotely record iPad or smart phone browsing, and equipment to record biological responses like heart rate or electrodermal response. In addition, Cummins said researchers can integrate other research technologies such as dial testing to record moment-to-moment responses down to the second.

"There are many facets of how people watch the Super Bowl, and we designed this lab to capture all of them," Cummins said. "Super Bowl commercials are a great example. We can study viewers' natural responses in the lab. But we can also pinpoint specific spots in the commercials where a viewer shows the greatest physiological response."

[Shannon Richard](#), chairperson in the Department of Advertising in the College of Media and Communication, says that identifying moments of intense brand engagement is important for advertisers.

"Advertising in the Super Bowl is a large financial commitment and this type of research can provide a valuable indication of return on investment," she said.

Office of Communications and Marketing

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The lab is the newest facility in the Center for Communication Research, which houses more than 6,000 square feet of research space. The center's other labs include eye-tracking labs, a focus group room, dial-testing theater and large experimental labs.

"We already had one of the best media research facilities in the country," Cummins said. "I'm excited to add more tools that help our faculty produce cutting edge research."

Cummins and Bichard will be on hand in the new lab between 4:30 and 7 p.m. to answer questions.

Learn more about the College of Media & Communication's Center for Communication Research at <http://www.depts.ttu.edu/comc/ccr>.

Find Texas Tech news, experts and story ideas at [Texas Tech Today Media Resources](#) or follow us on [Twitter](#).

CONTACT: Glenn Cummins, director, Center for Communication Research, College of Media & Communication, (806) 834-3117 or glenn.cummins@ttu.edu.



TEXAS TECH UNIVERSITY™

FOR IMMEDIATE RELEASE

DATE: Jan. 31, 2014

CONTACT: Aretha Marbley, aretha.marbley@ttu.edu
(806) 834-5541

**Texas Tech Administrator, Lubbock Doctor Honored at Black History
Month Opening Ceremony**

- WHAT:** The Texas Tech University and Texas Tech University Health Sciences Center Black Faculty and Staff Association ([BFSA](#)) 13th Annual Black History Month Opening Ceremony
- WHEN:** 5:30 p.m. Saturday (Feb. 8)
- WHERE:** The Lubbock Women's Club, 2020 Broadway
- EVENT:** The Black Faculty and Staff Association will be honoring Dr. Damon Herbie Hill, Jr. (community honoree), physician and educator in the Lubbock community for more than 40 years, and Paul Frazier (Texas Tech honoree) for his more than 25 years in higher education at its kick-off event for Black History Month.

The event will feature accomplished classical and opera singer, Peggy Shivers to deliver the keynote address. Additionally, other Lubbock area musicians, singers, poets and activists will perform.

Seating is limited. Tickets for the banquet are \$12 per person and \$6 for students with valid I.D. (Texas Tech or high school). Table sponsorships also are available. RSVP is required in advance to [Aretha Marbley](mailto:Aretha.Marbley@ttu.edu) at aretha.marbley@ttu.edu, or 834-5541 by 5 p.m. Monday (Feb. 3).

Proceeds will benefit the BFSA scholarship fund and Roots Historical Arts Council, Inc.

CONTACT: Aretha Marbley, director of community counseling, Counselor Education, College of Education, Texas Tech University,
aretha.marbley@ttu.edu, (806) 834-5541

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Web Only

A Texas Tech Organization Help Children Get a Jumpstart on Reading

Students volunteer to tutor local preschool aged children.

By Grace Acuña

Today is National Reading Day, an event celebrating and encouraging young readers across the country, but Texas Tech University's College of Education celebrates young literacy every day with their Jumpstart program.

Jumpstart is a national organization that provides educational programming for preschool children in low-income communities. The Texas Tech chapter was established in 2002 and has now grown to more than 50 students who volunteer.

Nationally, 50,000 children have been impacted by the organization's support, and Dawn Burke, site manager for Jumpstart Lubbock at Texas Tech, said the goal is that one day every child in America enters Kindergarten prepared to succeed.

"We provide essential early literacy skills to preschool children who are lacking in those language and reading skills," she said.

Texas Tech students who volunteer for Jumpstart are trained to engage preschool students in different activities such as singing songs, playing word and letter games, and reading poems. Volunteers teach lessons on concept knowledge, vocabulary and reading retention.

"We have been able to help more than 150 students each year in the Lubbock community," Burke said. "This past year, 96 percent of the children who participated gained one developmental level within the September thru May time period."

Student volunteer Hugo Ontiveros said it's a great opportunity to get to know the Lubbock community and to make an impact on a child's life.

"It's awesome seeing them grow throughout the year," said Ontiveros, a senior psychology and biology major from El Paso. "We're lucky to be able to be in the same classroom all year because we get to see firsthand the huge progress the kids make with our help."

"It's impacted me personally because each time I teach something new the kids give me satisfaction when they show they've learned something."

Recently, Texas Tech's College of Education was rewarded a grant from the U.S. Department of Education for the East Lubbock Promise Neighborhood. The grant will allow Jumpstart to expand its services and help more children in need.

Students interested in volunteering with the organization can apply on the [Jumpstart](#) website.



Web Only

BSL-3 Laboratory Provides New Opportunities for Texas Tech By Sally Logue Post

Texas Tech University have dedicated a new Biological Threat Research Laboratory.

The biological safety level three (BSL-3) laboratory will provide new research opportunities for Texas Tech researchers by giving scientists the ability to perform both basic and applied research related to biological pathogens and toxins that impact human and animal health.

“The BSL-3 facility has the potential to improve and expand the capabilities and scope of human and animal health related research at Texas Tech” said Steve Presley, laboratory director.

The 1,600-square-foot facility also allows Texas Tech researchers to expand their scope and be more competitive when pursuing research grants to study disease pathogens affecting public health. The City of Lubbock Health Department had a similar facility for years, and when the city decided to discontinue the facility, city officials contacted Texas Tech.

“Texas Tech was able to utilize existing laboratory equipment and resources in the new facility,” said Presley. “Most importantly to Texas Tech is that we’ve expanded on what the city was doing by introducing a research component to the BSL-3.”



News Release

Web ONLY

Judging teams begin the year with two first and two second place finishes

By Moriah Beyers

Texas Tech University's meat, wool and livestock judging teams once again proved that Texas Tech's judging program is one of the most consistent and competitive in the nation at the recent National Western Stock Show held in Denver.

"I am proud of the consistency we have developed in our judging program here at Tech," said Professor Mark Miller, the San Antonio Stock Show & Rodeo Distinguished Chair in Meat Science. "Each team has a competitive spirit that drives them to excellence."

Meat Judging Team wins first.

The Meat Judging Team began its season with a 13-point victory, posting a total team score of 4,076 points. The team won the pork judging, specifications and placing divisions.

Texas A&M University, Colorado State University, Oklahoma State University and the University of Wyoming finished second through fifth, respectively.

The Red Raiders also boasted two of the top-10 individuals in the competition and had six of the top-10 individuals in the alternate division.

Individual placements are as follows:

- Zachary Grimsley, a sophomore from Abernathy, placed third
- Lukas Ziegler, a junior from New Windsor, Md., placed fifth overall

In the alternate division:

- DeShea Hanagan, a sophomore from Artesia, N.M., placed first
- Caetlyn Avant, a senior from Copeville, placed second
- Meghan Murray, a sophomore from Wylie, placed third
- David Holland, a junior from Killeen, placed fourth
- Chad Vander Linden, a junior from Muscatine, Iowa, placed fifth
- Lindsey Drey, a sophomore from Houston, placed tenth

Additional team members include Kaitlyn Farmer, a junior from Aztec, N.M.; Autumn Ritchey, a sophomore from Houston; Linay Runnels, a sophomore from Hondo; and Jeremy Garcia, a junior from Houston.

The team is coached by graduate students Drew Cashman and Loni Woolley and Travis O'Quinn, a post-doctoral research associate, along with Miller.

The team will compete at two more contests this spring including the Southwestern in Fort Worth and the Houston Livestock Show.

Wool Judging Team finishes second and third.

The Wool Judging Team finished a consistent second and third with its two teams in Denver behind Texas A&M University. They also had the top three individuals in both the reasons and placing divisions.

Individually, Texas Tech had three members finish in the top ten overall.

- Gabe Jennings, a freshman from Fredonia, was third
- Blake Conners, a freshman from Wolfforth, was fifth
- Bryce Winfrey, a freshman from Seminole, was ninth

Additional team members include:

- Erin Beyer, a freshman from Brookshire
- Thomas Boyle, a freshman from Mission
- Cheyanne Bullock, a freshman from Krum
- Jess Carney, a freshman from Collinsville
- Clay Dale, a freshman from Hondo
- Hannah Diles, a freshman from D'Hanis
- Darby Gonzales, a freshman from Hondo
- Melanie Howell, a freshman from Seymour
- Hallie Hutto, a freshman from Hondo
- Erin Klein, a freshman from Littlefield
- Bethany Kondik, a freshman from Dripping Springs
- Madison Langemeier, a freshman from Marion
- Audry Leib, a freshman from Morse
- Zane Mauney, a freshman from Santo
- Michaela Pinder, a freshman from League City

The team is coached by Aaron Jennings, an instructor in the department, and undergraduates Reggie Halfmann and Colton Fritz.

They will also compete at both the San Antonio and Houston Livestock Shows this spring.

Livestock Judging Team has strong start.

The Livestock Judging Team began its spring with first and second place finishes. The team won the Collegiate Carload contest – a contest unique to the National Western Stock Show where the participants evaluate pens of cattle. The team finished second behind Oklahoma State in the livestock judging contest where they evaluated cattle, sheep, goats and swine and presented oral reasons.

Individually, Hayden Brown, a junior from Midland, was third in the Carload Contest, and Ian Schaefer, a junior from Garden City, ranked sixth overall in the livestock judging contest.



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Additional team members include:

- Brittany Blum, a junior from Howe
- Kylan Carson, a junior from Olton
- Colton Coker, a junior from Roby
- Austin Crissman, a junior from Bells
- Nick Fitzsimmons, a junior from Vail, Iowa
- Garrett Foote, a junior from Texico, N.M.
- Taylor Frank, a junior from Berthoud, Colo.
- Cassie Godwin, a junior from Prescott, Ark.
- Tate Horwood, a junior from Sterling City
- Austin Langemeier, a junior from Marion
- Reina Lewis, a junior from Tulia
- Jacob Mckillip, a junior from Lafayette, Ind.
- Bailey Riedel, a junior from San Luis Obispo, Calif.
- Taylor Tjaden, a junior from San Angelo

The team is coached by Assistant Professor Ryan Rathmann, graduate student Brady Ragland and undergraduate Lane Halfmann.

Additionally, the team will compete at Fort Worth, San Antonio and Houston this spring.

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.

Texas Tech Poli Sci Students Interview Utah Congressman on C-SPAN Bus

By John Davis

Six political science students at Texas Tech University received the opportunity Tuesday to step aboard the C-SPAN bus and ask questions of U.S. Rep. Jason Chaffetz (R-Utah) during the cable network's flagship morning program "Washington Journal."

Currently in its 21st year on the road, the bus is conducting a winter tour of universities in the Big 12 Conference. Originally scheduled as a video interview, the students gave questions by telephone due to technical difficulties.

The students were Ashley Brannan, a senior political science and global studies double-major from Texarkana; Louis Godfrey, a political science and global studies double-major from Lubbock; Alex Biltz, a senior political science major from San Antonio; Anna Lavis, a graduate student from Arlington in [the bachelor's in political science/master's of public administration program](#); Kyle Jacobson, a graduate student from Austin also in the bachelor's in political science/master's of public administration program; and Peyton Craig, a junior political science major from Spring and the external vice president of the university's Student Government Association.

Lauren Dent, the academic advisor for political science and global studies, said the department hand-picked the students involved after asking political science professors for their best and brightest students.

"They're all interested in careers in politics, and they have really bright futures," Dent said. "This was a first step into that for some of them. It gave them a taste of real-world news and politics, so I'm excited they got that opportunity. I wish more students could have that."

After receiving some mentoring from assistant professor Robert Forbis, who had met Chaffetz personally during his 19 years as a resident of Utah, the students asked Chaffetz questions about a range of topics, including Obamacare, student loans and federal research spending priorities.

Lavis, who co-hosts political radio show, "Devil's Advocate," on KTXT-FM, said she wasn't nervous before her question and felt this scenario was much like the political conversation she conducts on the show. However, the director had her nix her signature joke.

"The director told me I must go straight to the question, which was disappointing because I wanted to prove Texas Tech has a sense of humor," she said. "Nevertheless, I took a deep breath and moved forth with my question. I asked why a young, healthy adult such as myself would enroll in Obamacare after recent comments from insurance companies such as Aetna stated that the lack of young, healthy adult enrollment would cause higher premium charges or perhaps

even cause them to pull out of the Affordable Care Act entirely. My question was not necessarily partisan but more predicated on the fear young adults have about the new healthcare mandate.”

Brannan, who served as a congressional intern for U.S. Rep. Randy Neugebauer (R-Texas), asked Chaffetz about the nation’s current student loan situation.

“In my opinion my question worked out well because Rep. Chaffetz touched on the topic of wanting to increase the education level of individuals and move them out of the sphere of minimum wage careers in his opening remarks,” she said. “My question was about what kinds of reforms we should expect to see as a result of this student loan balloon situation, with the added factor that the cost of attending a public university is only continuing to rise. I have actually not had an opportunity to see his response yet.”

Brannan said she enjoyed the experience of asking a representative a question that I think is weighing on a lot of parents’ and students’ minds, especially as the nation recovers from the recession.

“I was given an opportunity to speak on behalf of the students of my university, as well as students elsewhere, and I wanted to use that opportunity to the best of my ability,” she said. “It was also a great learning experience from a public speaking standpoint.”

Lavis said the experience gave her an insight into the media-political relationship that she finds fascinating.

“I was happy to meet other political science students who share a passion for public service as well,” she said. “However, most importantly, it once again just proved to me that Texas Tech has given me opportunities to be something in this world, and I am immensely grateful.”

Robert forbis, Assistant professor. 19 years living in Utah. Met him a couple of times. Help ed them craft their questions and . More lauren dent. 834-7755

Lauren Dent, academic advisor for poli scie and global studies. Cspan contacted us and wanted poli sci majors made the most sense. And I asked professors if there were students that had made an impression on them. Got some suggestions. Contacted several students. Ask Narrowed it down few that I invited. Chose them based on their performance in class and impressions they made on professors. In being articulate in class. Translates to on live tv.

They're all interested in careers in politics and they have really bright futures. This was a first step into that for some of them. It gave them a taste of real world news and politics, so I'm excited they got that opportunity I wish more students could have that.

Kyle and Anna are BA/MPA students Ashley and Louis are POLS/Global Studies double majors. The other guys are just POLS. Peyton is the SGA president I think?? Alex and Ashley were both congressional interns in DC last semester.



Web Only

Texas Tech Student Creates Own Byline By Megan Ketterer

Every Texas Tech University student draws inspiration – no matter how big or small – from somewhere.

Lucinda Holt's college career is filled with moments that keep her motivated. So much so that the senior journalism major easily could serve as an inspiration for others.

As a 30-year old non-traditional, first-generation college student, wife and mother of two, Holt knows what it's like to overcome obstacles. Before she even arrived at Texas Tech, she overcame the deaths of her sister and father.

"Lucinda is a great example of somebody who life has presented some challenges and obstacles but she has persevered and found ways to overcome them," said David Perlmutter, dean of the College of Media & Communication. "She is making us and her family proud and contributing a lot to our campus and our college. We're very proud of her."

News leads family

Holt said she remembers sitting on her father's lap at a young age while pretending to read the newspaper in her hometown of Slaton. Those times instilled the importance of news and helped determine her career path.

During high school Holt had the opportunity to live with her sister, Lydia, who was 15 years older. The sisters quickly developed a bond and became best friends.

After graduating high school, Holt became the first in her family to attend college, choosing Western Texas College in Snyder to study radio, television and film.

During her second year of college, she said her sister died in a car accident after being hit by a drunk driver.

"I fell into a pretty deep depression and I didn't finish my last year," Holt said. "My family thought it was best if I moved back home and return to school when I was ready. Unfortunately it was harder to cope with than I thought."

Back in Slaton, she met her husband, Justin, who was joining the Army. They moved to El Paso and beginning a family became a priority. Seven years after her sister's death, Holt

had a child and was pregnant with another. While her husband was deployed in Iraq, she received another massive blow: her father suffered a stroke.

“After the stroke, his health just started deteriorating and he eventually passed away due to complications,” she said.

Beating a new path

After a quick stint in Austin, Holt and her family moved back to West Texas – Lubbock to be exact. She said her sister had always dreamed of attending Texas Tech, so Holt quickly set her sights on becoming a Red Raider.

But first, she graduated from Western Texas College to close that chapter in her life.

“It was only after moving back home that Lucinda went back to school,” Justin said “Lucinda faced and overcame several challenges in the past. Lucinda was always a strong determined person but overcoming these challenges shows how Lucinda is truly unstoppable.”

Now, Holt is in her second year at Texas Tech and wants to be a foreign correspondent. She said with her sister’s love of the university and her father’s passion for news, she has chosen the correct career path.

“My sister and father were very big influences in my life,” she said. “I do feel their presence sometimes. I will come across a heart in random things and I think that’s them telling that they’re proud of me, that I’m doing a good job, and encouraging me.”

Her husband also made an impact on her career choice. When he’d return from the Middle East, she said he would bring back trinkets and stories. She said she wants to share the stories of people there.

“I never thought I would come back to school and finish, but I am here and I am grateful,” Holt said. “Everything that happened in the past happened for a reason. Good or bad, you just have to take life as it comes.”

What is your favorite memory at Texas Tech?

Being the keynote speaker at the College of Media & Communications scholarship luncheon. Speaker there opened up a lot of doors for me and I had the opportunity to meet with some very wonderful people.

Who is your favorite professor?

Professor Wernsman. Coming to Texas Tech was my first time in a classroom setting in more than 10 years. Even though he was very intimidating to a number of people, I saw a lot of my father in him.



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What is your favorite spot on campus?

The chairs by the window in the Student Union Building. I just sit there quietly and watch life just pass by.

What is your favorite Texas Tech tradition?

I feel like Homecoming is a very important tradition for Texas Tech students.

What do you love most about being a Red Raider?

I love the people and the opportunities. I hadn't met any students studying abroad in London prior to going there, and now they are like family. I feel like the professors offer parental advise. It's a very familial campus.

What is your favorite Texas Tech memorabilia?

As cheesy as this sounds, my plan red Red Raider Orientation shirt with Raider Red on it. To me, that was the first piece of Texas Tech clothing, so it signified me starting a new chapter of my life.