When Dreams Come True
Matt "Lynnwood" Williams

Hope for the Human Habitat

Silencing KTXT

Bright House
refuge for underground music

Abandoning Economic Woes
LETTER FROM THE EDITOR

For a week after Tech imPRESSions magazine would hit the stands around campus, you could find it in my backpack. I would devour it from cover to cover (usually in class, much to the dismay of my professors.) I loved the idea of a magazine by students FOR students. I never dreamed I would have the honor or the opportunity to be editor of such a great publication! However, this publication would not even be possible without the talent of the following: magazine advisers Kippra Hopper and Melissa Wofford, photography editor Kristen Shaw and designers Hayley Pennington, Jennifer Brueggerhoff and Nicole Clarke. Each of these women are amazingly talented and without them none of this would have been possible! To the students who showcased their writing and photography skills in this publication, thank you. Without you, this magazine would not be the fine publication it is! With that, I am very proud and excited to present this semester’s edition of Tech imPRESSions, and I hope you enjoy it!

Sincerely,

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TEN TIPS FOR COLLEGE SUCCESS
1. Be involved in campus life.
2. Attend classes on time.
3. Stay organized.
4. Take breaks.
5. Stay hydrated.
6. Get enough sleep.
7. Eat healthy.
8. Exercise regularly.
9. Stay positive.
10. Ask for help when needed.

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TEXAS TECH ALUMNI ASSOCIATION
is “Building On Tradition.”
in honor of Bill & Peggy Dean

In February 2008, a lead gift from the Isom and Ralston families jump-started a capital expansion project to double the present size of Merket Alumni Center.

At their request, the capital campaign and a Grand Reception Hall will be named in honor of Peggy and Bill Dean for their lifetime of support to Texas Tech University.

We invite you to be a part of the excitement!
For more information please visit www.MerketExpansion.com.

PHOTO: Jennifer Blackburn
PHOTO BY: Jennifer Blackburn.

Matt Williams in When Dreams Come True. Photo by Jennifer Blackburn.
Abandoning Economic Woes

A
fter receiving a long-awaited diploma, a college gradu-
ate is awarded with a clean slate, a choice, a beginning
to something monumental, which could very well be
the next stepping stone in his or her life. The direction to fol-
low post-college could include many factors, such as starting
a fresh career, attending graduate school, and/or starting a
family.

As each graduate decides on a direction to follow, he or
she inevitably will face obstacles. The current economic status,
the start of a new presidential cabinet, and the job market are
obstacles that could hinder a career-seeker.

Our country will anticipate the new policies that President
Barack Obama will enact to aid the effects of the country's
recessionary status. Obama is stepping his feet into a situation
with limited experience, which involves a nation undergoing
two wars along with a troubled economy, according to the Bos-

College graduates who have earned degrees recently or
who will be graduating within the next year or two might face
hardships, said Marijane Wernsman, Ph.D., the career center
director in the College of Mass Communications at Texas Tech
University. She said the circumstances will depend on Presi-
dent Barack Obama's policies and what kind of economic stim-
ulus the government has put into place.

"I think Tech students probably look very, very good com-
pared to all other new graduates, but it's when you have to
compete with other people who maybe got laid off," Wern-
smansaid. "They're competing for the same jobs that the new
graduates are going to be competing for."

Wernsman said tuition most likely will increase because the
tax base is drying up. She said if fewer companies survive,
then no taxes are being paid to state universities. This means
parents and students will have to save more money for college
tuition in the future than they have been saving in the past.

The nation's private colleges and universities are planning
on increasing tuition drastically because of the impact of the
recession. Texas Christian University and Baylor University
have increased tuition suddenly because of the current econo-
com.

"Texas Christian University, a private campus in the middle
of this one-time cattle town, has decided to raise tuition by 8.7
percent, to $16,300, for the next academic year, the biggest
increase in the university's 129-year history."

Colleges will be forced to reduce the amount of construc-
tion and hiring. This is a setback from when the economy al-
lowed schools to add facilities to their campus and hire more
faculty members to enrich their academic programs.

"The sometimes striking tuition increases, just not being re-
ported, come after seven years of moderate tuition increases
at generally twice the rate of inflation," revealed the New York
Times.

"So I think the cost of education is going to go up drastic-
cially in the next three years unless government steps in," Wer-
nsman said. "If I were a junior or a senior in high school right
now, I would be shaking in my boots."

Debra Johnson, author of the journal article, "Develop-
ments in the Economies of Member States Outside the Euro
Area," has researched the disruptions in the financial market
that has increased throughout the world economy.

"The major problem was the turmoil in the United States
sub-prime mortgage market which left many financial institu-
tions, including western European banks, exposed. As a result,
credit conditions tightened not only in the United States but
also in Europe and elsewhere. The final impact will depend
on how quickly market liquidity returns to normal and on the
extent of retrenchment in individual credit markets."

According to www.economist.com, the nation might be
heading toward the worst recession in decades. The
housing and financial crises add to the panic, and the
recession will last until financial firms increase their capital.
The unemployment rate is expected to reach 8.5 percent, and
the nationwide deficit is projected to be more than $1 trillion
for 2009.

Many businesses and homeowners speculate about the fu-
ture status of the economy, which is partially dependent on
Timothy Geithner, the Secretary of the Treasury and the next
cabinet members. These officials essentially will be expected
to help aid in the  degenerating market.

The United States Department of the Treasury Web site,
www.ustreas.gov, recognizes the Secretary of the Treasury as
the principal economic adviser to the president. The Secretary
of the Treasury will help decide the policies that could be en-
acted concerning economic and financial issues and perspec-
tives.

"The Secretary is responsible for formulating and recom-

“My advice would be to be realistic. Shoot for the stars, but
don’t hold out for unrealistic expectations when you have a
great opportunity at your feet.”—Amanda Schaefer

by Kristen Shaw, photos by Betsy Lackey
Not only is the low cost of living suitable for people seeking residence, but Texas has the most globally integrated economy than other states, which demands an increase in Texas production and services.

mending domestic and international financial, economic, and tax policy, participating in the formulation of broad fiscal policies that have general significance for the economy, and managing the public debt. The Secretary oversees the activities of the Department in carrying out its major law enforcement responsibilities, in serving as the financial agent for the United States Government; and in manufacturing coins and currency,” according to www.usatreas.gov.

Wernsman said the stock market potentially could benefit investors because the stock market currently is affordable, which means investors are able to profit from their reserves in the future. She said the problem is not the stock market; the problem is the credit market.

“The number of credit card offers sent to Americans has declined to its lowest point in over three years, punctuating the extreme credit tightening by banks amid the tumultuous financial and housing crisis,” according to www.reuters.com, a financial advisory Web site.

Wernsman said if nobody can get a loan, then the economy inevitably will remain stagnant, and nobody will be able to do any business.

“If banks are afraid of losing money, our economy disappears, and we become a third world country,” Wernsman said. The New York Times Web site, www.nytimes.com, reveals that the current recession will affect the working poor and young job-seekers the most.

“From the fall of 2007 to October 2008, the share of 16- to 19-year-olds working fell by 8 percent, the largest decline of any age group, and outlook for the youths and low-skilled workers in coming months is bleak, economists say, with the industries most apt to employ them, like home-building and retail sales, taking steep dives.”

Amanda Schaefer, the assistant director for the Mass Communications Career Center at Texas Tech, said finding a job will depend on multiple factors. She said finding a career depends on what a student’s major is and outlook for the youths and low-skilled workers the most.

“Recent decreases in oil prices have not yet affected the Texas oil and natural gas industry’s ability to create jobs. The industry’s employment increased 8.4 percent from September 2007 to September 2008, and ranked first among Texas industries in employment growth rate.”

Wernsman and Schaefer said they have not seen the impact of the recession in the university. They have not seen any job losses in the university or in Lubbock yet.

“No, not at Texas Tech. I have not personally seen that, but again Texas is a little bit different, especially Lubbock,” Schaefer said. “Lubbock was recently in a poll as one of the best places in America to get through the recession in because it has secure jobs.”

The Federal Reserve Bank of Dallas Web site, www.dallasfed.org, says the Texas economy is normally better than the rest of the country’s states, comparatively.

“State job growth of 3.1 percent last year was triple the nation’s 1 percent – and exceeded the state’s long-run average of 2.8 percent for the third year in a row. While declines in homebuilding were sizable, overall construction remained at high levels in Texas. Oil and gas drilling returned to heights not seen since the early 1980s energy boom.”

The job market is becoming increasingly important when students decide on a particular area of study.

“Each year major recruiters come out to Tech and Texas Tech is the university where the majority of recruiters come to. Lubbock has a lot of big companies that come out to look for Lubbock students,” Schaefer said. “If you are a competitive applicant, then I don’t think you have any reason to be discouraged.”

Schaefer said some majors will have more luck finding a career right out of college than others.

“Some majors are going to have more luck finding a career right out of college than others,” Schaefer said. “Other things like mass communication majors are going to see a little bit more, but those are industries that are hard to get into, and it doesn’t matter how the economy is; it’s very competitive.”

Experts say a Texas recession will not happen, or the recession will not impact Texas as much as the condition will affect other states. People and businesses relocating to Texas find the low cost of living attractive, which essentially helps the state’s economy by having an influx of new residents.

Not only is the low cost of living suitable for people seeking residence, but Texas has the most globally integrated economy than other states, which demands an increase in Texas production and services.
the bright house
refuge for underground music by rachel stone, photos by david halloran

The home located at 2435 21st St. was once merely a house but now has become one of the most integral components of the underground music scene of Lubbock. The music scene in Lubbock always has thrived, and musicians in this area have a strong message and are willing to play for any audience willing to listen.

On the surface, Lubbock can show a close-minded personality in one's face, but step into the Bright House and a realization of an underground culture of Lubbock is discovered.

The name for the Light House also was created around the time the venue's MySpace page was created. Each room is an explosion of color, including bright green, purple and blue. The colors of the house give off a certain feel of creativity. To walk into the Bright House and not feel inspired is difficult. When a band is playing, the house gives the audience a place to feel safe, to be stopped, and most of all, to have fun. Reynolds gave the house this name to reflect the bright colors in the rooms, but in Webster's Dictionary, the word “bright” is defined as vivid, brilliant, animated and cheerful. The name for the venue, although simple in many ways, has depth and reflects exactly what this house of music is all about.

Four main people are involved with the organization of the Bright House. Reynolds mostly is involved with booking the bands and maintaining the MySpace page. This job keeps for what extremely busy but is essential to the success of the venue. Also, Todd Newberry who is involved with the business and organization part of the Bright House. Adam Mulsow is the artist for most of the fliers and in charge of running the shows, and Gabe Panzerzewski is trying to organize a street team for the Bright House and also produces and posts fliers and posters around the community.

The Bright House has no stage, so the bands are on the same level as the audience. Everyone feels equal at the Bright House, which adds to the ambiance of a great band. Panzerzewski said the Bright House cannot guarantee a huge crowd, but the audiences at the Bright House have been fantastic.

Charlie Moore, of the band the Annihilators, said he enjoys playing at the Bright House more than at bars because more feedback is received from the audience to the band. "There's always more energy at the Bright House," he said. "The motivation of the band has much to do with what kind of experience the band will have in Lubbock. The crowds in Lubbock coming out to see bands want to have a good time and are almost always willing to show a touring band how welcoming Lubbock can be. Bands making music to have fun, have fun at the Bright House."

Lubbock is no exception when it comes to disappointments within the music scene, and a few shows at the Bright House have embarrassed the residents putting on the shows.

"When a band from New York comes through, and then 10 people come, that still hurts," Panzerzewski said.

According to Panzerzewski, the packed shows strongly outweigh the shows with poor attendance. Audiences at the Bright House also have an advantage because most bands that come want to meet and get to know their fans or their audience for the night. Each show at the Bright House has its own personality. Sometimes the audience will sit while watching the band, sometimes they will stand, and sometimes they will dance.

A lot of bands complain about people not dancing, or even crossing their arms with a scowl on their faces, but the Bright House encourages dancing at every upbeat show. Panzerzewski said, "Music is the common denominator."

"There's always more energy at the Bright House." —Charlie Moore

"Bands making music to have fun, have fun at the Bright House." Panzerzewski said.

"The residents at the Bright House also have been forced to consider new and innovative ways to dance and have a good time. In the room where the bands play, a huge window is on the right side as the audience is facing the band. Panzerzewski said so far no one has crashed through the window, and he considers this a miracle.

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The organizers at the Bright House have been discussing the idea of moving the venue out of the house, to rent a space in the Depot District of Lubbock. But, at the moment they want to keep the shows at the house location because of the many ordinances and laws Lubbock has set into place that are extremely strict for music venues.

However, not being able to move to the Depot District does not affect the Bright House negatively. For the most part, no neighborhood complaints have come out, and the police have come to check the situation out once. The policeman that arrived one night saw that the Bright House was a positive place and has not come back since that time. For the Bright House, the hard work going into having bands stay and perform here in Lubbock is all worth the success.

“It’s about advancing music,” Pancerzewski said. “I feel that some of this music is significant historically.”

Many of the bands that pass through Lubbock are experimental and on-the-edge, pushing limits to prove their point of choice. The residents at the Bright House believe Lubbock needs to be exposed to these kinds of creativity.

The Bright House is about pounding drums, dancing, loop pedals, and cassette players: the innovative side of music. The bands playing at the Bright House often use any instruments they can get their hands on to make their music.

Pancerzewski’s favorite show at the Bright House was the night Alicia Eagle sang.

“I love her amazing ability to shake the foundation of the house with this awesome voice coming out of a tiny girl,” Pancerzewski said.

All of the organizers at the Bright House are attached to the music scene of Lubbock, and the Bright House has stirred a peaceful revolution within Lubbock. About a year ago, Lubbock had hardly any conflicts with other shows being booked at other venues. But, now choices are presenting themselves, and rarely a week goes by without at least three music shows. The people at the Bright House like to think they helped the Lubbock music scene get back onto its feet where the scene needs to be.

Whatever the future of the Bright House may be, these beginning years will be known as a beacon, an example, to be looked upon by current and future music lovers of Lubbock. The Bright House is changing the way local and touring music is seen in this area and challenging the thought of the mainstream. The southeast corner of 21st Street and University Avenue will forever remain an inspiration and a refuge for those who seek good music and, of course, a good time.

Near the end of 2008, the Bright House began a series of last shows. In March 2009, it became official: shows at the Bright House had come to an end. It was hard to see it go, this refuge for music in Lubbock. But the future of Lubbock’s music scene is always looking bright.

“It was a costly but good time. It was worth it,” Gabe Pancerzewski said.

The Church of the Holy Spoke, located at 3516 27th St., has taken on most of the house show duties in Lubbock and will continue the Bright House traditions.

The Bright House will be greatly missed by its fans, but will always be remembered as a landmark for underground music in the surrounding area and beyond.

“It became a chapter in my life—something I’ll keep with me forever,” Pancerzewski said.

The official last show featured the band Rumi whose singer said it was an honor to be a part of the last show in such a legendary house.

Also, many Bright House favorites, such as Alicia Eagle, will continue to make the time to play in Lubbock, and Pancerzewski now showcases his talent at the local piano bar, Louie Louie’s.

“There were always house shows in Lubbock and there always will be,” Pancerzewski said. “That’s where the local shows come from. If you don’t begin with house shows, where do your Buddy Hollies come from?”

The legacy the Bright House left behind is strong, representing the camaraderie that can be found through music. This camaraderie inspired Lubbock’s music scene to be the success it is today.
In the last 10 years, researchers at Texas Tech University began considering the world’s only expanding ecosystem: the human habitat.

Lubbock, a city of more than 200,000 people, encompasses about 115 square miles in the semi-arid climate of West Texas. Within its limits sits what one wildlife expert at Texas Tech called “an island of vegetation.”

Clint Boal, Ph.D., a professor and researcher at Texas Tech’s College of Agricultural Sciences and Natural Resources, said the expansion of human cities during the last several decades has prompted researchers all over the globe to consider the impact these urban centers have on the ecology of the land on which they sit and on the ecology of surrounding areas.

“Urban areas are increasing,” he said, “but that’s at the expense of something else.”

Studying urban ecology only will become more vital as the human habitat inexorably expands, said Mark Wallace, Ph.D., an associate professor at Texas Tech’s Department of Natural Resource Management. Human awareness of urbanization and its impact on local ecosystems will be a key ingredient of future ecological study.

“The value of cities and the study of urban ecology is the only growth industry left in terms of conservation biology,” said Gad Perry, Ph.D., an associate professor at Texas Tech’s Department of Natural Resource Management. “That’s the one type of habitat that there’s more of every year, and there’s going to more of it next year and the year after that.”

Nancy McIntyre, Ph.D., an associate professor of biological sciences at Texas Tech who has been studying urban ecology in Texas and Arizona for almost a decade, said human population growth has created a dire need for further urban ecological study — a discipline that, relative to other avenues of ecological research, is still in its infancy.

By 2050, she said, the majority of Americans will live in an urban center, areas that are “ecosystems of our own making” and “unlike any other.”

“Cities are unsustainable, but that raises an incredibly thorny and interesting question: Cities are unsustainable, yet we have to figure out how to live in them in the future,” McIntyre said. “That is a puzzle we must solve.”

But to grasp the complexity of the urban-ecology puzzle involves a vast array of different variables and factors, including sociology, biology and city planning.

Additionally, urban ecologists must account for the individuals within a city, she said, and they must resist the temptation to see cities as rigidly defined, uniform entities.

Every city has its own “commonalities,” McIntyre said. For instance, her ecological research in Phoenix, Ariz., differed drastically from her similar avenue of study in Lubbock.

Phoenix, Ariz., has a completely different set of restrictions on its development than Lubbock does, a relatively more fertile environment.

“Most people are from there and want to keep that standard,” McIntyre said. “We shouldn’t be trying to keep up with those Jon-neses.”

At the core of any city’s development is water, researchers agreed, and Lubbock’s supply may present a formidable challenge in the next century.

Water availability may have the most profound impact on wildlife populations in urban areas, Wallace said.

Urbanization rarely provides water for animals.

“Animals cannot turn on a faucet,” Wallace said. “The water we do provide unintentionally, like the water fountains we have here on campus, are pretty useless for wildlife. If they do try to use it, they’ll fall in and drown. What needs to be available is water that is readily available for wildlife.”

As a university, Perry said, Texas Tech has yet to show its environmental consciousness with landscaping. Currently, the university does not use enough native landscaping to conserve its dwindling water supply.

“Overall, as a university,” Perry said, “we’re very weak on anything environmental, and that includes landscaping or anything else.”
C

ritters of West Texas

Though some species of animals adapt to urban environments — including a select few that actually thrive in the human habitat — most species cannot coexist with humans in an urban ecosystem, Perry said.

"Some wildlife is doing great around people, even to the point when it’s not liked by people," Wallace said. "Other wildlife doesn’t do well in what we’re creating at all. It just does not do well here." Mcintyre said most animals fit into one of two categories that broadly define their compatibility with urban sprawl, which creates an "oasis" for animals in semi-arid environments like West Texas.

The first type are referred to as "generalist" species, which are not "super picky" and often find a way to coexist with humans in cities. An example of a generalist species is most types of squirrels.

The other type, "specialist" species — notably birds of prey and large mammals — find adapting to life with humans and coexisting with them much more difficult because of a lack of resources and habitat destruction.

"The first to drop out are the big animals," McIntyre said. "They get lost when you’ve got a human presence. If you can’t find your resource in town, then you’re not going to reside there."

Wallace recalled an incident that occurred a few years ago in which an unlikely critter was spotted in Lubbock.

"Lubbock has even had an alligator," he said. "It was spotted on I-27. Most of these animals were people’s pets until they were brought over here, and they just keep on trucking," Boal said. "Native species here didn’t have that."

Sometimes humans and their pets introduce exotic species into areas, which can have negative impacts on native species. A good example is the introduction of Asian giant hornets into the Pacific Northwest. These insects have caused significant damage to beehives and can be a huge problem for all of the populations.

Prairie dogs, on the other hand, have not fared so well in human-dominated environments, Boal said. "Prairie dogs, on the other hand, have not fared so well in human’s urban habitat, he said, and their populations have been greatly reduced due to habitat destruction and development."

Most of the conflicts between people and animals, Lucia said, tend to be minor and only result from a potential hazard to public safety.

"He came back and he had these big, wide eyes," he said about his son. "He said, ‘Dad, there’s wildlife over there.’"

A family of foxes, Lucia said, was disturbed by the wayward baseball.

"They’re not doing any harm," he said. "They’re probably doing more benefits than anything. They’re probably a bonus."

The species that do thrive in urban areas are generally those that can find food and water in human-dominated areas. This includes birds like blue jays, which are known to thrive in urban environments.

Wallace noted the presence of blue jays in Lubbock, saying, "Coming out here, I was surprised to see blue jays in Lubbock," he said. "They crossed the Great Plains at some point, and some of them decided this was a good place and they settled. Now you have an entire colony for them." Their presence is a beacon, so we get a lot of species here that you wouldn’t normally find.

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The home football game against the University of Massachusetts seemed to be just another game for Texas Tech University student Matt Williams as he sat in the stands with his friends to cheer on the Red Raiders. Little did he know that the halftime kicking contest would make his dreams come true.

Williams was chosen in a random drawing to participate in the Lynnwood Townhomes kick-for-rent contest that would take place at halftime of the Texas Tech vs. Massachusetts game on Sept. 20, 2008. After lining up for the 30-yard attempt, he stepped up and kicked the ball straight through the uprights. The crowd went crazy, and Williams walked off the field with six months of free rent.

On his way back to his seat, Williams was flagged down by one of the weight trainers who said Coach Mike Leach would like to speak with him. In the beginning of the third quarter, Leach stood with Williams on the sideline asking him to come into his office on Monday morning to talk about the possibility of joining the team as a walk-on kicker.

In the post-game press conference after the Massachusetts game, Coach Leach said that he was impressed with the halftime kick and hopeful that he would get to see Williams again. “We have a tradition of walk-on kickers rising to the top,” Leach said. “(Robert) Treece and (Alex) Trlica both were walk-on kickers that eventually got to play significantly. We’re always looking for guys. We’re excited to see what he has got to offer if he is interested.”

After meeting on Monday with the special teams coach, Clay McGuire, and filling out a considerable amount of paperwork, Williams hit the practice field the following Tuesday and started attending regular workouts with the rest of the team.

Williams began kicking in seventh grade and was the starting kicker for four years at Weatherford High School. After graduation, he decided he would take a different route and transfer to Texas Tech, where he would work toward his goal of becoming a teacher and coach.

Williams said he always dreamed of playing Division 1 football, but the opportunity to do so was never presented. He thought about the possibility of trying to walk on to the Texas Tech team in the spring of 2009, but before he had to make that decision, another opportunity fell in his lap.

After winning the contest and being asked to be on the team, Williams quickly earned the nickname “Lynnwood” from the other players. From that point on, that is what most people knew him by—and still do.

“I would probably guarantee that at least half of the team does not know my name,” Williams said. “If someone says ‘Lynnwood,’ I’m turning around.”

Some debate arose about whether or not this contest winner, “Lynnwood,” would have eligibility for the 2008 season because of his time with Tarleton State. But because he was not sought out and recruited by Tarleton State, the rules stated that he was cleared to begin playing for Texas Tech.

Williams began going to practice where he would lift weights and kick 60 or 70 balls a day. After five weeks of practice and continued struggles from Texas Tech’s kicking team, Williams’ chance to play in a game finally arrived.

On Oct. 25, “Lynnwood” made his Division 1 debut against Kansas on the road. Previous to this game, Williams said the biggest crowd he had ever played in front of was around 8,000. This was quite the contrast to the sell-out crowd of 50,125 fans filling the stands of Memorial Stadium that day. “I was really nervous,” Williams said. “My adrenaline was running and cameras were on me, but I knew I just had to shut it all out before the game.”

After only two plays in their first possession, Texas Tech scored a 55-yard touchdown that put the team up 6-0. Williams ran onto the field to line up for the extra point. Just like his contest win-
ning halftime kick, the ball split the uprights. He said after the first kick that the nerves subsided and the build-up died down. Now he could just do his job. Williams went on in that game against Kansas to have a perfect day – nine for nine extra points. Not a bad start for the Division 1 rookie.

Over the next five games, Williams stepped up to the competition and showed great consistency. Through intense pressure against the University of Texas, he managed to make four out of four extra points and two out of three field goals. As Texas Tech rolled over Oklahoma State University the following week, Williams put up another impressive number as he went eight for eight on the extra point attempts. When the season came to an end, Williams had made 33 out of 33 extra points, following in the footsteps of previous kicker, Alex Trlica, never missing an extra point attempt.

Williams said he has a specific strategy when kicking. He said the most important thing is to get a lot of height as soon as contact is made with the ball. A lot of big guys are on that defensive line. When their hands are raised, some of them can reach about 10 or 11 feet high. “You’re talking about having to get the ball from the ground to 15 feet in the air, within seven yards, to get it over these guys,” Williams said. “That is a lot of height.”

Williams played soccer from the time he was 5 years old until he graduated from high school. He said although the methods of kicking a soccer ball and kicking a football are very different, playing soccer has given him a big advantage. He attributes his ability to get the ball up in the air quickly to his years of soccer experience.

Senior deep snapper and fellow teammate, Austin Burns, said Williams’ maturity and ability to handle pressure are among the strengths that allowed him to have such a successful season. “He is a very humble person and well deserving,” Burns said. “He made the most out of what his situation was.”

Burns also stressed the importance of being able to count on extra points after every touchdown. He said that one point should not have to be anything the team has to worry about. “Matt is really consistent,” Burns said. “He is kind of one of those who just does his thing and does not think twice about it.”

Williams will continue to practice with the rest of the team during spring workouts. He said he plans to work hard in the offseason in order to maintain his position. He hopes to continue as the starting place kicker for the Red Raiders in the 2009 season.

If Matt “Lynnwood” Williams has learned anything from this experience, he has learned to not be afraid to dream big. He said he found out what it means to work hard, go toward his aspirations, and never let anything get in the way. “It is important to find the people who encourage you to do what you want to do,” Williams said. “Trust your family and trust in God if that is what you believe in.”

Williams said for him, faith has been a big part of his life. His advice to others is to take the opportunities God provides and to make the most of them. “If I did not have that (faith), I would not be where I am now,” Williams said. “I try to keep myself humble. God gave me the ability to be able to do this. I can use all of this attention that comes to me, and put it back on Him.”

Burns said one lesson he has learned through Williams’ story is that if an opportunity is presented to someone, they should try to turn the opportunity into an accomplishment and work hard to produce the best results. “Things like that don’t come all the time,” Burns said. “Take it, enjoy it, and have fun.”

Williams’ first season as a Red Raider was indeed a success, but good stats are not the only treasure that he will take away from this experience. “I got on the No. 7 team in the nation, and we got to go to the Cotton Bowl, the last Cotton Bowl in that stadium. That is an experience you cannot trade for six months of free rent.”

—Matt Williams
“Have you ever looked at a piece of art on campus and had a conversation with somebody?” — Future Akins

Sweeping her hands through the air, Akins instructed, “Look at these two buildings and that sculpture,” gesturing at the larger-than-life stone hands overflowing with the alphabet and trickling water that rests between the two mirror-image buildings that frame the English, Philosophy and Education courtyard. “They aren’t bar-racks. I grew up on a military base, and it wasn’t very exciting. There’s a difference. We’re not crazy,” she said grinning. Texas Tech’s displays were recognized as ranking in the Top 10 of public art collections in the United States by Public Art Review in 2006. Associate Vice Chancellor for Facilities Planning and Construction Theresa Drewell explained that the endowment for public art began in 1996, and the pace at which the collection expanded and the prestige of the artists won Texas Tech recognition nationwide. “We are getting an international flavor of art that can only enhance someone’s education,” Drewell said. “It gives them a new depth. American society views the arts as a frivolous component in life.” American society as a whole neglects the value of art as well.

“Imagine a school without art,” Future Akins, an artist and professor at Texas Tech, said walking along the sidewalk to the art building. “What would you want in its place? Have you ever looked at a piece of art on campus and had a conversation with somebody? If you’ve had one conversation about the art on campus, then it’s done its job.” The point of the public art program is to create a dialogue between students, faculty, visitors and even skeptics.

Quoting another artist, Akins said, “The function of art is to be art,” wagging her pointer finger for emphasis and walking into the diffused red light of her office, in which every textured red-orange wall was covered top to bottom with various art pieces. She explained that people today are visual consumers who have come to expect an environment that is both inviting and thought-provoking. “When you get to the bottom floor, though, and the sun is just right, you see the shadows of all the (iron) leaves, and it’s cool!” Steve Teeters, a professor at Texas Tech, hand-made each bar of artistic iron work specially made to function as a protective barrier. If you’ve had one conversation about the art on campus, then it’s done its job.” The parking garage on Flint Avenue, Akins mentioned, has artistic iron work specially made to function as a protective barrier. Steve Teeters, who created the piece, wanted to reflect the seasons of change felt in Lubbock, while still making the iron functional. “What’s more boring than a parking garage? It’s horrible!” Akins exclaimed. “When you get to the bottom floor, though, and the sun is just right, you see the shadows of all the (iron) leaves, and it’s cool!”

People may never walk into a museum, but through public art, they are exposed constantly to works of art in their daily lives. People are able to interact with the works, whether walking on campus or sitting on a bench in a park. Public art forces people to form an opinion, and a dialogue ensues. Observers of art evaluate their opinions, and a dialogue ensues. Observers of art evaluate their
“Whatever type of art we are talking about—performing arts, visual arts, literary arts—they are forms of expression of the self.”
—Tina Fuentes

own thoughts and perspective on life, which sparks creativity and encourages expansion of thought. Consequently, higher education benefits from public displays of art. Controversies often accompany new art. Does the Read Raider, which is made of stacked books, have his backside to the administration building for a reason? Why are the small figures in the Tornado of Ideas naked? Is the football-shaped landscaping outside of Jones AT&T Stadium really a symbol of women’s genitalia? Fuentes explains that even if controversies surround a piece of work, upheaval simply encourages more people to converse and discuss art. Controversy in art can be positive.

Besides controversy, new information always is waiting to be discovered in the art collection at Texas Tech. For instance, the Will Rogers statue in Memorial Circle was a dedication to the man who bought the first band uniforms, dubbing the band the Goin’ Band from Raiderland. Akins learned this information just a few weeks ago, which squashed the rumor she had heard from her students that Will Rogers is waiting at the entrance to ride away with the first virgin who steps on campus. “Whether someone agrees with it or not, art makes (Texas Tech) a better place to be.”

David Cummins, a retired law professor who gives tours of Texas Tech’s public art collection on occasion, said good art is hard to find, and great art is even harder to find. “Luckily on this campus we have lots of good art and lots of great art,” he said with a chuckle. He thinks that appreciation for the arts comes from knowledge of the work that goes into a structure, sculpture or painting. “If you know the technique, you might be able to understand the artist’s thought process a little bit better.” Cummins claims more bad art is out in the world than good art, but an informed mind can tell whether the piece resonates with its public or not.

Cummins said he began to understand the value of art in the last 25 years of his life after he started regular meditating exercises. With extra thinking time, he began to contemplate art more often. Art has become a passion, and he gives tours to expose people to this passion, hoping to spark the same love in them. “What artists do,” Cummins said, leaning forward with a twinkle in his eye, “is put into the art that which can resonate back to the viewer. If people give themselves to the art, it gives back.”

—Tina Fuentes

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Silencing KTXT

by Katie Huff, photos by Kristen Shaw

S
ince its beginning in 1951, KTXT-FM in Lubbock has been a place for alternative music listeners. With the slogan “Lubbock’s Only Alternative,” the station attracted many devoted listeners and introduced a new type of music and artists to a conventional West Texas town. The station had 35,000 watts of power, one of the farthest-reaching signals of any college-run radio.

Unfortunately, this idyllic and beloved station is no more. On Dec. 10, 2008, KTXT was unexpectedly and abruptly taken off the air. The then station manager, Blake Porter, was not even given time to conduct a “farewell” broadcast.

Jorge Penso, a senior economics major, said he was studying for his last final at the station when Porter was informed KTXT was going to be taken off the air during a meeting with the Student Media Committee. Before he and Porter could rally the staff together to inform them of what happened and say goodbye to the station’s loyal listeners, he said he could hear the power transmitters die.

“We did not even to get to say a proper goodbye of any sort,” Penso said. “I know that in a lot of the stories, it’s been said that you know, it’s not really your last show unless you know it’s your last show. Nobody knew that it was their last show when they did it.”

Penso said KTXT’s supporters have been trying to speak with the Texas Tech administration, but he feels they have “washed the events of last December. Currently, more than 5,000 people are an online group also dedicated to raising awareness concerning KTXT. He is an officer in the Facebook group, Save KTXT 88.1 FM, which has been dedicated to raising awareness concerning KTXT.

He said the station raised awareness for another aspect of the media industry and is vital to a college experience because it gave students a start in the broadcast arena.

“I know not everybody partakes,” he said, “but it does provide valuable broadcast experience. That’s one thing I’ve learned over the years.”

I feel like the students have lost their voice

—Brett Odorizzi

Penso said he had planned on doing his last show the night after his last final, but unfortunately, was not given the opportunity. Since then, Penso has participated in a few events on campus that have been dedicated to raising awareness concerning KTXT. He is an officer in the Facebook group, Save KTXT 88.1 FM, which is an online group also dedicated to raising awareness concerning the events of last December. Currently, more than 5,000 people are members of this group, mostly Texas Tech students and alumni.

Penso said KTXT’s supporters have been trying to speak with the Texas Tech administration, but he feels they have “washed their hands” of KTXT. He said it feels like the supporters have been pushed around and unable to get a straight answer out of the Texas Tech officials. Penso said he believed having a radio station at Texas Tech is important because the station raised awareness for another aspect of the media industry and is vital to a college experience because it gave students a start in the broadcast arena.

“Basically, what we are going to do is converge print and broadcast,” Penso said, “and offer the students who work for us an opportunity not only to write for the newspaper in the print format, but also, take that same story and learn how to do it in broadcast or to take it and expand it and do extra things in the broadcast side.”

Penso said there is a Student Media Committee that is made up of six students and six faculty members. The management team had to decide if the radio station was the most effective way to introduce students to the broadcast arena. She said she presented the information concerning the funding problem to the committee, and

The Beginning of an Era

KTXT was founded in 1951 in Lubbock, but the station did not become a non-commercial FM station until 1961. Since the early 1980s, the station has played a unique mix of music, including oldies, new wave-80s, reggae, rock and country. Because the station offered this blend of musical tastes, it was dubbed with the most current slogan, “Lubbock’s Only Alternative.” KTXT was also the first Lubbock station to broadcast via the Internet.

KTXT is credited with introducing new artists and tastes to Lubbock, and during the ’80s, the town experienced a boom in musical genres. New bands were booked at local venues and new artists were launched into the scene.

During its time in Lubbock, KTXT had many different one-liners describing the station, including: “The Couch,” “Keep it Locked to the Left,” “Music your parents warned you about!” and a popular one from the ’80s, “You’re all the way to the left at 88.1 KTXT-FM.”

Although the College of Mass Communications at Texas Tech owned the station originally, the station was relinquished to Student Media in 2001, and has been student-run since then.

Susan Peterson, the director of Student Media, oversees the student media outlets: the Daily Toreador, La Ventana and KTXT, which will be moving to a multimedia broadcast.

What happened?

Peterson said running KTXT was a costly endeavor. The station had the same equipment and upkeep costs as a commercial radio station, but because the station had an educational license, KTXT could not sell commercials, and its operating budget did not cover the purchasing and upkeep of the equipment. With the cost of maintaining equipment, she said, it was close to impossible to keep up with the costs of running the station. In addition, with the recent cuts in federal funding, there is less money available and Texas Tech must prioritize where money is allocated.

“Even though we had the funding to cover the day-to-day operations,” Peterson said, “just that was not enough and if we did not do something, if something did not change, we were going to exacerbate all of our fund balance in a matter of years.”

Because the future is moving swiftly toward convergent journalism, Peterson said Student Media wants to begin a multimedia broadcast. This would give students the opportunity to write stories and broadcast them as well, which helps students become well rounded in the journalistic field. Not only that, the equipment cost for a multimedia broadcast is much less than the radio equipment cost.

“Basically, what we are going to do is converge print and broadcast,” Peterson said, “and offer the students who work for us an opportunity not only to write for the newspaper in the print format, but also, take that same story and learn how to do it in broadcast or to take it and expand it and do extra things in the broadcast side.”

Peterson said there is a Student Media Committee that is made up of six students and six faculty members. The management team had to decide if the radio station was the most effective way to introduce students to the broadcast arena. She said she presented the information concerning the funding problem to the committee,
I just think that the voice of KTXT is silent which means your voice, as students, is silent. I know a lot of that means so much to them.

—Jeff Klotzman

who supported the idea to take KTXT off the air and begin moving toward the future.

As of now, she said, KTXT’s frequency has been signed over to KOHM, Lubbock’s NPR station. Peterson said now KOHM can decide what they want to do with the frequency, and decide whether or not to sell the frequency.

As for the former KTXT staff, she said she and student media are trying to work with the students and planning some things to put them in touch with radio professionals to continue in that direction. If they reorganized as a recognized student organization they would be able to set up a Web stream. She said all that is needed to try to raise awareness of this situation.

Another former listener and employee, Jeff Klotzman, the FOX 34 news director and a Texas Tech alumus, worked at KTXT during his senior year in 1975. He said he did a Tuesday afternoon sports cast. Although he had been a print journalism major, Klotzman said working at KTXT changed his career path dramatically.

“If it had not been for KTXT,” Klotzman said, “I do not think I would be doing this. I did not think about TV or radio at all until I started doing that radio program. Everything was aimed and headed toward a job as a print journalist.”

Like many others who enjoyed and listened to the beloved station, Klotzman said he liked it so much because it was so unlike any other station in the area. He said it was impossible to go to any other station over the air where so many different musical formulas were being played, and knew he could always find something different on the station.

Although he said he understands the reasons Texas Tech decided to take the station off the air, he is sad because the classic radio experience of being able to broadcast is lost to the students that want it.

Klotzman said he believes KTXT was important to Texas Tech because it gave students a voice and gave them an opportunity to try something new and stretch the imagination. He believed it was not necessary for students to be good, but it was good to let them try, and that was the important thing. He credits KTXT with “giving him a career” he truly loves, and is disappointed because students will not be able to give themselves a voice anymore.

“I just think that the voice of KTXT is silent,” Klotzman said, “which means your voice, as students, is silent. I know a lot of that means so much to them.”

Although it still holds the call letters KTXT and an 88.1 FM frequency, the station is under a new operator and has an entirely new format. The station officially began broadcasting again on June 1.

The station’s license was transferred to KOHM-FM, Texas Tech’s other radio station, when it was shut down after the fall 2008 semester.

Clint Barrick, director of programming at KOHM, said the new format is a mix of news and music.

“During the day we are providing the Lubbock area with BBC World Service,” he said, “and in the night time is jazz.”

The new format, Barrick said, is not necessarily a permanent change.

“We have an open mind,” he said. “At some point in the future we would like to involve students again with the station.”

Barrick said involving students would have major implications, including having the available space and money, and the idea is still in the discussion stages.

“It will only be after we move to a new location that has enough square footage,” he said.

Originally a student-run radio station, KTXT went off the air in December when Student Media pulled the plug, citing in a press release financial costs and the changing format of multimedia communications.

The director of Student Media, Susan Peterson, said the department chose to develop their multimedia department in a way to better help students prepare for the workplace instead of continuing with the station.
When I stepped off the plane at Amerigo Vespucci Airport in Florence, Italy, I had no idea what was in store for the next four months. I knew no one in the country and could barely speak the language. After checking in and getting my housing assignment, I was dropped off in the city center with vague directions to my apartment. This was the start of my adventure.

I lived in an apartment building in the historical city center with 24 other American students that were in the same program as I was. We were very fortunate to have a terrace that overlooked the famous San Lorenzo leather market. Almost every afternoon we would gather on the terrace with some wine and get to know each other.

I did not do much traveling in the first month I was there. Most of the time was spent exploring the city and purposely getting lost to find new ways home. The city was full of life early on in the semester. Street vendors and performers were at every turn, and thousands of tourists filled the streets. Toward the end of the month, I made my first ventures out of the city. I went to two nearby towns, Siena and San Gimignano. These beautiful, hilltop towns are known for their immaculate views of the Tuscan countryside. San Gimignano was by far my favorite place in Italy. The town is small and sits high above the surrounding vineyards. Towers scattered about the town allow for an uninterrupted 360-degree view of the Tuscan hills.

Late September it began to get colder and the rainy season was beginning. I decided early October to make my first international trip. I hopped on a train to Interlaken, Switzerland. Six hours after my departure from Florence, I arrived at the foothills of the Alps. The town of Interlaken is one of the most serene places I have ever been to. Surrounded by the mighty Alps, the color of the leaves were displayed during the fall. I got one of the best views possible of the majestic mountains as I skydived over them.
October went by fast, but we had a week-long break coming up, and I was headed to England, Scotland, and Ireland with my roommate, Dustin. It was my first time to be in an English speaking country since I left the United States. The Irish and Scottish were by far the friendliest people I met in Europe. The Highlands in Scotland were the highlight of the trip followed closely by seeing Wicked in London.

November flew by and I spent a lot of time traveling around Florence and going to several Florentina soccer games. It is true what they say about European soccer fans. They live and breathe the sport. I ended the month with a trip to Barcelona for Thanksgiving. It was cold and rainy most of the time we were there but the Gaudi style architecture was amazing. Completely different from the Renaissance style that was the majority in Italy.

The last few weeks of my time in Italy were spent going to my favorite places and finishing school work. The last trip I had was a school trip to Vienna, Austria. It was the only school trip I went on all semester and probably the best one to go on. I experience my first overnight train and got to see some of the largest palaces in the world.

As time quickly ran out, I began to dread the trip back to America. Studying abroad was one of the best decisions I ever made, and I hope to return to the cities I visited and see parts of Europe that I never made it to.

“This was the start of my adventure.”
Top Left: London at night
Top Right: Bridge in Dublin, Ireland
Bottom: The Arno in Florence
Several members of Texas Tech’s administration believe the proposed expansion in enrollment will not affect the university in a negative way. The proposal, announced by Chancellor Kent Hance, outlined a plan to have around 40,000 students at Texas Tech by 2020.

Michael Shonrock, Maryjane Hurst, Greg Elkins and Bill Dean, all Texas Tech employees, feel confident about the plan’s chances of succeeding. Although, they want to make sure that Texas Tech does not lose its friendly, West Texas feel because of the expansion.

Michael Shonrock, vice president for student affairs and enrollment management at Texas Tech, said that the growth must be managed carefully, and new facilities will need to be added to go along with the plan.

“Part of the growth is planning,” Shonrock said. “We have to be very strategic. Tech is blessed with a lot of land, and we can use that to make good use of facilities. If you add more students, you will need more facilities and more Student Union space.”

He also said that members of the teaching faculty have been concerned about Texas Tech changing.

“There is a sense of excitement, but people are worried about what will happen to them and Tech,” Shonrock said.

With an additional 12,000 to 13,000 students on campus, something will have to be done to cope with the parking situation, the crowded Student Union Building during lunch, and the already crowded classrooms, among many other issues.

Another major issue related to growth on Texas Tech’s campus involves the amount of infrastructure that will have to be built. With such a large increase in student enrollment, new facilities will have to be added. The key will be adding new buildings without damaging the campus’s image.

Gregory Elkins, dean of students at Texas Tech, said one aspect that will be important for the university is for the institution to not outgrow the infrastructure currently in place today.

“Infrastructure of campus and city must grow and stay ahead of the growth,” Elkins said. “I think there has to be a master plan for how we are going to continue to serve students, whether that be the construction of new facilities, parking (facilities), utilities, more bike lanes, or more sections for whatever class it is.”

Elkins said that the growth should help Texas Tech get increased funding from the state Legislature. He also thinks the expansion will give Texas Tech an excellent shot at becoming a tier-one university, which means Texas Tech will receive a lot more attention from the state government. The University of Texas at Austin and Texas A&M University are currently the only two tier-one universities in Texas.

“The State of Texas has to make a commitment to Texas Tech because of that growth,” Elkins said. “We will be on much better financial ground. I think it would put us on par with UT and A&M.”

Recruitment will be emphasized more than ever before, and Texas Tech plans to reach out to international students, transfer students and graduate students, in addition to the prospective high school students.

Maryjane Hurst, faculty assistant to the president and professor of English at Texas Tech, said that not growing would be bad for Texas Tech.

“To stay competitive with other universities, we need to grow,” Hurst said.

“Part of the growth is planning. We have to be very strategic. Tech is blessed with a lot of land, and we can use that to make good use of facilities. If you add more students, you will need more facilities and more Student Union space.” —Michael Shonrock

Hurst said that the distance programs will grow and improve. The purpose of distance programs is to reach out to more international students and graduate students.

She, like many others, also is concerned about maintaining the friendly atmosphere for students.

“I think we will always be student-friendly, and we will always be an education-first institution,” Hurst said. “We have a super emphasis on our students, and you see that in not raising tuition this year.”

A s for how the city of Lubbock will respond, Hurst said she thinks the Lubbock residents will be thrilled to see Texas Tech grow because the growth brings more money into the region. She expects an economic boom for the local economy to come as a result of the growth.

Bill Dean, executive vice president of the Texas Tech Alumni Association and associate professor in the College of Mass Communications, said that the biggest concern of the Texas Tech faculty is whether the quality of students will decline because of the increased student enrollment. Dean graduated from Texas Tech and has been working at the university for 40 years.

Dean also said the university’s recruiting efforts must be improved, especially in cities like Dallas, Houston, Austin and San Antonio.

Dean believes Texas Tech alumni will react to the expansion in a positive way and hopefully will be able to raise money for more scholarships.

“We have to convince the alumni to invest their money in scholarships,” Dean said. “The goal is to compete with A&M and UT.”

Scholarships are a very important part of attracting prospective students. The scholarships will help students pay tuition, which inevitably will increase over the next few years.

“There will have to be tuition increases,” Dean said. “They can’t continue to pay for the faculty and not raise tuition. That’s all the fault of the Legislature really. The Legislature is not funding higher education at the level it needs to be funded. Instead, they’re putting it on the backs of the students.”

The growth will affect students in a significant way. Students will have a very difficult time registering for the classes they need to take.
unless many more professors are hired. Also, new parking facilities and dining halls will be a necessary part of the growth plans.

Many people are excited and optimistic about Texas Tech growing, but some students still are not convinced.

Joey Rivas, a senior mechanical engineering major from Sugar Land, Texas, said that his classes are already full, and some students have to sit on the ground during lectures. He also said the growth would cause the campus to become overcrowded.

“I don’t think it’s a good idea,” Rivas said. “We would have to build a lot more facilities in order to handle that much growth.”

Brandon Pfeil, a senior industrial engineering major from Richmond, Texas, said that thinking Texas Tech can grow that much by 2020 is unrealistic.

“Tech is trying too hard to recruit new students, rather than trying to keep current students by improving the university,” Pfeil said.

Texas Tech will change. Many people will argue about whether that is a good thing or not. One thing everyone agrees on is that it is important to maintain academic integrity and continue to provide a friendly atmosphere for students. Red Raiders all over the state of Texas and on campus are used to the way Texas Tech is. The wind is constant, tumbleweeds will occasionally roll by, and the people on campus are happy to be there. Nobody wants that feeling to end.

“I think we will always be student-friendly, and we will always be an education-first institution. We have a super emphasis on our students, and you see that in not raising tuition this year.”

—Maryjane Hurst
Weston Parks poses with his model. He said the model was designed around the concept of children playing in the hallway.

Nathan Moeller, Graduate Architecture student from San Angelo, Texas, poses with his model of an elementary school.

One of the many designs that hangs in the architecture laboratory.

Graduate Architecture students are hard at work during lab.
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• The ability to transmit knowledge about mass communications through teaching to students and media practitioners.

More Information

At our Web site, www.depts.ttu.edu/masscom, you will find more information and applications, plus links to Texas Tech’s Graduate School Web site. For the Graduate Catalog and Course Schedule, go to www.depts.ttu.edu/official publications. Please print the applications and start preparing them. After you look at the Web site, please contact the Graduate Adviser if you have questions: Coy Callison, Graduate Adviser; 806.742.6500 ext. 235; coy.callison@ttu.edu

Enroll in Graduate Studies in Mass Communications at Texas Tech University—Students will prepare for advanced academic study and further their professional career goals.

Additional scholarships are available to fund 10 new graduate students, and the college is seeking quality applicants to receive these new resources.

The M.A. in Mass Communications at Texas Tech

Students enrolled in the M.A. in Mass Communications at Texas Tech may focus their studies in Advertising, Electronic Media, Journalism or Public Relations. However the program is designed to provide students with broad coverage of all areas of mass communications.

The Purpose of an M.A.

A Master of Arts prepares a student either for further academic study in mass communications or it provides additional professional experience and skills for those who wish to advance their careers in mass communications. Typically, the thesis option is selected by those who are preparing for advanced academic study, and the professional option is chosen by those seeking professional development. However, both options will prepare students for both further study and for professional advancement.