TEXAS TECH UNIVERSITY
Marketing & Advertising 2007 · Metroplex Emphasis
January though May, 2007

SECTION 1  Magazine & Newspaper Advertisements
SECTION 2  Billboard Advertisements
SECTION 3  On-line Advertisements
SECTION 4  Radio Advertisements
Magazine & Newspaper Advertisements
Triple-Crown Grandmaster Susan Polgar is the only world champion in history, male or female, to win the top three chess competitions — Rapid, Blitz, and Classical World Championships. She taught Knight Raiders Chess Team members the right moves to make. That led to the Texas Tech University's designation as Chess College of the Year by the U.S. Chess Federation. • Ms. Polgar has said that “Chess is a wonderful tool to increase concentration, self-control, patience, imagination, creativity, logical thinking and many more important and useful life skills.” That's what Texas Tech provides, both in and out of the classroom. Come master the game of life. www.ttu.edu
From here, it’s possible.

He’s a West Texas native with a global perspective. He became a lawyer, a professor and a United States congressman. Now Kent Hance, Texas Tech class of 1965 and new Chancellor of the Texas Tech University System, has come full circle. He’s giving back to the university that gave him the foundation to achieve great things.

“It’s part of my job to put in place the means for every student to get the best possible education.” At Texas Tech, student success is a priority – from the top down.

Visit www.gototexastech.com
Texas Tech University
Distance Learning & Off-campus Instruction

Pursuing an education through Texas Tech University is possible no matter where "here" is.

We offer over 30 college distance learning and off-campus instruction programs in addition to a comprehensive K-12 distance learning program.

From here, it’s possible.

DOCTORAL PROGRAMS
- Agriculture
- Arts & Sciences
- Education
- Engineering

MASTER’S PROGRAMS
- Agriculture
- Arts & Sciences
- Education
- Engineering
- Human Sciences
- Visual & Performing Arts

UNDERGRADUATE PROGRAMS
- Agriculture
- General Studies

www.de.ttu.edu
800.692.6877, ext. 202

Texas Monthly
Texas Tech University
Distance Learning & Off-campus Instruction
www.de.ttu.edu
800.692.6877, ext. 293

or wherever you are
From here, it's possible.

With over 30 college distance learning and off-campus instruction offerings and a comprehensive K-12 distance learning program including a high school diploma track, pursuing an education through Texas Tech University is possible no matter where "here" is. Visit www.de.ttu.edu, or call 800.692.6877, ext. 293 for more information.
Más.

All my life my parents told me they wanted more for me. More education. More opportunity. More choices than they had. That’s one of the reasons I chose Texas Tech. When I arrived, I found students from almost every state plus nearly one hundred other countries. While I was there I discovered my passion, public service. Then, in my senior year, I joined the Texas Tech President’s Congressional Internship Program and landed a prestigious internship with Congresswoman Heather Wilson. Now that I’ve graduated, I’m working full time as her legislative aide. Not a bad start for a kid from a small town in New Mexico.

Every morning when I go to work on Capitol Hill I think of my parents and the things I learned at Texas Tech. They prepared me for life. They prepared me for más. Visit www.vanossarelastech.com.

Gracias, Texas Tech | Joshua Raza

Gracias, Texas Tech | Joshua Raza

Legislative Aide
Congresswoman Heather Wilson
Bachelor of Arts, Political Science, 2007

TEXAS TECH UNIVERSITY
From here, it’s possible.
Whatever your interests or goals and regardless of where you are in your academic pursuits, Texas Tech has the programs, facilities and faculty that provide the knowledge and skills you need to achieve success.

- A comprehensive research institution.
- Over 120 undergraduate majors.
- A Graduate School, School of Law and Health Sciences Center.
- More than 20 undergraduate, master’s, and doctoral degrees offered at a distance.
Fly home to the nest in two hours or less *

Education provided by Texas Tech University.
Clean clothes provided by mom.

* Texas Tech University, Lubbock, offers an excellent education for students from every state and countries throughout the world. Yet, we’re a short flight from Austin to Albuquerque, Dallas to Denver.
Thanks Houston Livestock Show and Rodeo for helping hundreds of Texas Tech students successfully take the reins of their careers.

From one Texas icon to another

Houston Livestock Show and Rodeo Souvenir Program
What type of writer are you?

Begin the next chapter of your writing career at Texas Tech University.

The creative writing M.A. and Ph.D. programs offer excellent educational opportunities with a faculty of professional writers. The story begins with your application.

www.english.ttu.edu/cw

Dennis Covington • Stephen Graham Jones • Jacqueline Kolosov
Jill Patterson • John Poch • William Wenthe
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www.ttu.edu
From here, it’s possible.

www.ttu.edu
From here, it’s possible.

www.ttu.edu
Come see the place where great things happen.

A visit to Texas Tech University is key for students deciding where to attend college, and the campus offers unique attractions for those just visiting Lubbock. The Visitors Center is open year-round and offers prospective student and group tours. The staff is also happy to provide information about art, music, theater and athletic events on campus.

Contact the Visitors Center to schedule a tour or drop by West Hall during business hours.

www.visit.ttu.edu
806.742.1299

Office of Admissions · Box 45005 · Lubbock, Texas 79409-5005 · www.gotextastech.com · 806.742.1480
Students have more choices in life than ever. The possibilities for what they can become can be overwhelming. Texas Tech University's outstanding academic programs, dedicated faculty and advanced facilities provide the guidance students need. It's a place where students explore their interests, discover their passions and realize their potential. Texas Tech. From here, it's possible.

ACADEMICS

Students choose from over 150 undergraduate programs in ten colleges, including an Honors College that offers special challenges for high achieving students. Students in every major engage in unique, hands-on experiences like undergraduate research, study abroad and internships.

SUPPORT

A comprehensive network of programs ensures students' academic and personal success. Mentoring begins with New Student Orientation and Red Raider Camp for new freshmen and continues with personalized academic advising and an open-door policy for faculty.

LIVING

Texas Tech students play as hard as they study. Over 400 organizations, an active student government and one of the largest intramural sports programs in the nation provide plenty of ways to get involved.

MARKETABILITY

A degree from Texas Tech prepares students for success. Graduates get great jobs and get into competitive graduate and professional schools. They are recruited by hundreds of companies that conduct on-campus interviews in the university’s Career Center.

LOCATION

Just a half-day’s drive from the metropolis, Lubbock offers all the conveniences of a major city without the hassles. The supportive relationship between the city and Texas Tech makes Lubbock a great place for college. Visit us and see why students immediately feel at home and alumni have such fond memories.

www.de.ttu.edu  |  800.692.6877 ext 276
Office of Admissions
Distance Learning & Off-campus Instruction
Wherever you live, whether you want to pursue an UNDERGRADUATE, MASTER’S or DOCTORAL degree, Texas Tech gives you the flexibility to pursue your educational goals. We even offer K-12 distance learning solutions.

UNDERGRADUATE DEGREES
- General Studies
- Horticulture
- Agricultural Engineering
- Education
- Engineering
- Human Development & Family Studies
- Restaurant, Hotel & Institutional Management
- Technical Communication

MASTER’S DEGREES
- Agriculture
- Education
- Engineering
- Human Development & Family Studies
- Restaurant, Hotel & Institutional Management
- Technical Communication

DOCTORAL DEGREES
- Agricultural Education
- Technical Communication

CERTIFICATE PROGRAMS
- Autism (Texas Tech University)
- Dual Sensory Impairments (Texas Tech University)
- Gerontology

CERTIFICATE PREPARATION PROGRAMS
- Blind Education (Texas Certification)
- Educational Diagnostician (Texas Certification)
- Generic Special Education (Texas Certification)
- Orientation and Mobility (National Certification)
- Visual Impairment (Texas Certification)

www.de.ttu.edu | 800.692.6877 ext. 276

(Inside)
TEXAS TECH UNIVERSITY™
From here, it’s possible.

The best years of your life are waiting.

www.tt.edu
Billboard Advertisements
Dallas: Highway 75 and West Plano Parkway
Fort Worth: I-30 and Green Oaks Road
May your days be merry and bright.

Happy Holidays from Texas Tech University.

www.ttu.edu
From here, it’s possible.

www.gototexastech.com

TEXAS TECH UNIVERSITY™
On-line Advertisements
KGB VISTIS LUBBOCK, by James R. Redner

It isn’t often that former senior KGB officials visit the Hub City; however, two were in Lubbock recently to address Texas Tech’s Vietnam Center’s “Intelligence in the Vietnam War” conference.

Major General Oleg Kalugin, in his own words, was “a dedicated communist.” He willingly “chose to join the KGB,” the Soviet Union’s intelligence and security service. After rising to the rank of major general, and in the waning years of the Soviet Union, Kalugin became a persistent critic of the KGB and the entire Soviet system. Initially, he supported Mikhail Gorbachev, and then Boris Yeltsin as the Soviet Union imploded. In 1993 he came to the US to teach at Catholic University in Washington, DC. Here are just a few of the ideas he presented:

In 1940, during World War II, and just six months before Germany attacked the Soviet Union, the largest Soviet espionage presence in the world was not in Europe, but in the United States. And throughout the late 1940s and early 1950s, the KGB scored significant successes in the US, with more than 230 assets (i.e., Americans spying for the USSR), at a time when Kalugin believes, the US had none in the USSR.

Kalugin reported that Nikita Khrushchev’s sensational speech of February 25, 1956, in which the Soviet premier denounced Josef Stalin and revealed many secrets of Stalin’s brutality, caused many of the Soviet assets in the US to withdraw their support. This greatly weakened the Soviet intelligence effort here.

The Vietnam War and the discontent that it caused opened a new opportunity for the Soviets. Kalugin, back in the US in 1965 ostensibly as a reporter for Radio Moscow, successfully recruited among Americans. Moscow headquarters, Kalugin advised his Lubbock audience, ordered Soviet agents to stay away from anti-war activists, as “they were doing a good job without us.” Rather, Kalugin reported, the line he was directed to follow was to emphasize that the U.S. sought only a world in peace. Peace became the Soviet “cause,” and he sought, successfully, to recruit “American left-wing, liberals, pacifists, and later, environmentalists.”

Kalugin also reported that Radio Moscow, for which he ostensively worked as a journalist, started a major peace movement in the United States, and at one point in the 1960s, Radio Moscow provided the movement $10,000 to purchase a full-page anti-Vietnam war ad in the New York Times.

The former Soviet general also disclosed that Dr. Henry Kissinger conducted a series of meetings with a Soviet KGB agent, but Kissinger emphasized that the relationship must remain confidential. Kissinger, according to Kalugin, told the Soviet agent that President Nixon was “not as bad as you think,” and Kissinger and the Soviet agent subsequently...
Radio Advertisements
The Spring Radio · March 12-May 13

The following radio buy was strategically focused on branding the university to parents and grandparents. While the primary audience was parents and grandparents, the secondary audience was prospective students. Two spots were developed to run on air. The first spot (titled TTU Dad) was written and produced with the older demographic in mind. The second spot (titled TTU Student) was taken from a television commercial produced by Admission and was geared toward the prospective student demographic. In situations where a :60 spot was purchased, the Dad spot and the Student spot ran back-to-back.

The radio buy began on March 12 and will run through May 13. Spring was chosen because radio listenership is normally higher due to the warmer weather and people are breaking out of their winter hibernation. The following is a breakdown of the radio buy.

**WBAP (News/Talk)**
**Target: Parents/Grandparents**
**Run Dates: March 12-30**

<table>
<thead>
<tr>
<th>Program</th>
<th>Spots</th>
<th>Spot Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning News #</td>
<td>5 spots (Mon.-Fri.)</td>
<td>TTU Dad</td>
</tr>
<tr>
<td>Traffic report %</td>
<td>5 spots (Mon.-Fri.)</td>
<td>Live Liner</td>
</tr>
</tbody>
</table>

# :30 spot
% :10 traffic spot. The copy for this spot: “…brought to you by Texas Tech University. Visit us online at www.ttu.edu. Texas Tech University, from here, it's possible.”

**KTYS 96.7 (Country)**
**Target: Prospective Students**
**Run Dates: March 12-31**

<table>
<thead>
<tr>
<th>Daypart</th>
<th>Spots</th>
<th>Spot Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning (6a-10a)</td>
<td>2 spots per day (Mon.-Thurs.)</td>
<td>TTU Student</td>
</tr>
<tr>
<td>Midday (10a-3p)</td>
<td>1 spot per day (Mon.-Thurs.)</td>
<td>TTU Student</td>
</tr>
<tr>
<td>Weekend (8a-5p)</td>
<td>5 spots per day (Saturday)</td>
<td>TTU Student</td>
</tr>
<tr>
<td>Rotators (12a-12a)</td>
<td>6 per week (Mon.-Sun.)</td>
<td>TTU Student</td>
</tr>
</tbody>
</table>

**WRR 101 (Classical)**
**Target: Parents/Grandparents**
**Run Dates: April 1-May 13**

<table>
<thead>
<tr>
<th>Program</th>
<th>Spots</th>
<th>Spot Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dow Jones Report*</td>
<td>3 spots (Mon.-Wed.)</td>
<td>TTU Dad/Student plus live liner</td>
</tr>
<tr>
<td>Bonus^ 1</td>
<td>2 spots (Mon.-Sun.)</td>
<td>TTU Dad/Student</td>
</tr>
</tbody>
</table>

*Sponsorship includes both a :10 open and :10 closing billboard plus a :60 commercial. The copy for the :10 spot: “…brought to you by Texas Tech University. Visit us online at www.ttu.edu. Texas Tech University, from here, it's possible.”

^:60 spots

**KERA 90.1 (NPR)**
**Target: Parents/Grandparents**
**Run Dates: April 2-21**

<table>
<thead>
<tr>
<th>Program</th>
<th>Spots</th>
<th>Spot Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning Edition</td>
<td>4 spots (Mon.-Fri.)</td>
<td>Live Liner</td>
</tr>
<tr>
<td>All Things Considered</td>
<td>2 spots (Mon.-Fri.)</td>
<td>Live Liner</td>
</tr>
<tr>
<td>Car Talk</td>
<td>1 spot (Saturday)</td>
<td>Live Liner</td>
</tr>
<tr>
<td>Wait, Wait</td>
<td>1 spot (Saturday)</td>
<td>Live Liner</td>
</tr>
<tr>
<td>Prairie Home Companion</td>
<td>1 spot (Saturday)</td>
<td>Live Liner</td>
</tr>
</tbody>
</table>