



Construction at Jones AT&T Stadium

See Page 2



Cartoon: Lubbock floods too much See Page 3

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# THE DAILY T OREADOR

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## (IN BRIEF)

### STATE

#### Louvre curator takes post at Dallas museum

DALLAS (AP) — A longtime curator at Paris' Louvre Museum will lead the Dallas Museum of Art's departments of European and American art.

The Dallas Museum of Art said Thursday that Olivier Meslay will begin work in August.

Meslay has held several senior positions at the Louvre, including curator of British, American and Spanish paintings. Since 2006 he's served as the chief curator of the Louvre Lens, a satellite of the Louvre being developed in northern France.

### NATION

#### Pilot dies mid-flight; plane lands safely

NEWARK, N.J. (AP) — The pilot of a Continental Airlines flight from Brussels to Newark died over the Atlantic Ocean on Thursday, but the jet landed safely with two co-pilots at the controls.

The 247 passengers aboard Flight 61 weren't told of the pilot's death and flight attendants continued serving snacks, though the crew did ask for the help of any doctors aboard.

Several passengers approached the cockpit, including one doctor who told The Associated Press the pilot appeared to have suffered a heart attack.

### WORLD

#### Hundreds of thousands protest, mourn in Tehran

TEHRAN, Iran (AP) — Hundreds of thousands of protesters wearing black and carrying candles filled the streets of Tehran again Thursday, joining opposition leader Mir Hossein Mousavi to mourn demonstrators killed in clashes over Iran's disputed election.

The massive protest openly defied orders from Iran's supreme leader, despite a government attempt to placate Mousavi and his supporters by inviting the reformist, and two other candidates who ran against hard-line President Mahmoud Ahmadinejad, to a meeting with the country's main electoral authority.

### DEATH TOLL

4315

U.S. military deaths in Iraq since fighting began

SOURCE: Associated Press, confirmed by the Department of Defense

### INSIDE

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### WEATHER

Today Scattered T-Storms



Thursday Isolated T-Storms



## Former NBA executive hired to market Tech system

By ALEX YBARRA  
EDITOR-IN-CHIEF

After three decades of handling business and marketing operations for professional sports teams, particularly in the NBA, Russ Bookbinder is stepping out of his arena and onto new territory: a college campus.

Texas Tech Chancellor Kent Hance announced Wednesday the hiring of Bookbinder, who will serve as vice chancellor and chief marketing officer for the Tech system effective July 2. The 57-year-old worked as executive vice president of business operations for the NBA's San Antonio



BOOKBINDER

Spurs for more than 20 years before leaving in June 2008 to spend time with his family and take a "deep breath."

"I wanted to take a year off and just kind of detox so to speak," he said during a phone interview. "Just really after 30 years, it's a stressful business — lots of nights in arenas."

Bookbinder oversaw marketing and communications, broadcasting, sponsorships, game operations and everything outside of the pure



HANCE

performance of players and coaches for the team, he said. Along with the Spurs, Bookbinder worked with the WNBA's Silver Stars, the NBA Development League's Austin Toros and the American Hockey League's Rampage.

Bookbinder played an integral role in helping the Spurs become a major sports and entertainment company, according to a Tech press release.

Not only does Bookbinder come



McCLURE

with experience, but he carries some hardware with him. He has a few NBA Championship rings from his years with the Spurs.

"Four of them," he said. "I'll bring them. They're coming with me, that's for sure."

With the recent passing and signing of House Bill 51 — legislation that provides goals for emerging universities to reach tier-one research status — Bookbinder will use his experience to develop marketing

and communication strategies for Tech, Texas Tech Health Sciences Center and Angelo State University. He also will work toward increasing statewide and national awareness for Tech's system.

"We have a great story, and I think that he will help us get that message out," said Hance, who added Bookbinder received a "great" recommendation from Ed Whitacre Jr., Tech graduate and former chairman and CEO of AT&T who recently was picked as chairman of struggling General Motors.

Although the professional sports realm differs greatly in certain aspects

BOOKBINDER continued on page 2

## Making a difference

Tech engineering group done with first phase of EcoCAR, ready for next step

By ALEX YBARRA  
EDITOR-IN-CHIEF

With some hardware and high hopes in tow, Texas Tech's group of engineering students and faculty returned from Toronto last week after wrapping up the first round of competition for "EcoCAR: The NeXt Challenge," a three-year automotive engineering competition to create economically-friendly, functional vehicles.

Since the competition began last summer and Tech was one of 17 schools selected from more than 400, the team spent the first phase devising a master plan using math-based design tools and simulation techniques to establish a foundation for the vehicle.

After presenting in Toronto, where more than 350 students, faculty, team mentors, organizers and sponsors gathered from June 7 to June 12, the team won the Best Education Program award. Since the first phase has run its course, the team awaits the delivery of the car it will be working on: A 2009 Saturn VUE donated to all 17 teams by General Motors.

Michael Oskierko, the team's educational outreach coordinator, said a big part of the whole competition is to spread the word about the types of sustainable technologies being used. In an effort to do this, Tech's team reached out to elementary schools, middle schools and high schools.

Oskierko said the team has



COURTESY PHOTO PROVIDED BY PURVI SHAH

PICTURED IS THE 2009 Saturn VUE that 17 colleges, including Texas Tech, will receive to begin the second year of the "EcoCar: The NeXt Challenge" competition. It is a three-year challenge that gives students an opportunity to work as a team and create a vehicle that minimizes energy consumption, emissions and greenhouse gas emissions while maintaining utility, safety and performance.

a class that is devoted to creating service learning projects: 10 to 15 minute demonstrations where students build a solar-powered or a wind-powered car.

"It's all about just looking at the entire situation systemically," he said, "and trying to progress it from where we are today to where we need to be in the future and by 2050, where we should be as responsible environmentalist and using the technologies that

we have."

As far as the architecture and control strategy for the car, the team settled on a two-mode hybrid vehicle that works along the lines of a continuously variable transmission, which constantly changes the gear ratio, allowing your engine to stay at the same speed the whole time it's on.

"That's what the two-mode does, except it gives you two ranges of that

so you can have a lower speed that your engine stays a constant speed and a higher speed, too — like at 50 MPH," said Alan Falls, who is the team leader and a mechanical engineering graduate student. "Instead of changing the gear ratio, it uses two electric motors to give the car more torque, so you have a lot more power coming from

ECOcar continued on page 2

## KTXT-FM returns to air in different format, style

By HANNAH BOEN  
STAFF WRITER

Programming has returned to Texas Tech's formerly student run radio station KTXT, however, listeners can expect to wait at least a year to hear alternative music and student voices on 88.1 FM.

After almost six months of silence, programming returned to the station in May in a new format and under new management.

The radio station, formerly run by Tech students, is now under the oversight of Derrick Ginter, general manager of KOHM-FM, Tech's publicly funded non-commercial, educational radio station and the National Public Radio affiliate for the South Plains Region.

"We had to put it back on the air because if you don't do anything with

it, the FCC comes asking why you still have the license," Ginter said of the station, which now plays a mixture of world news and jazz music.

"The last thing I wanted to have happen is to sell it or surrender it."

The station went off the air in December due to concerns about operating costs. Tech's Student Media Department handed the station license to KOHM in order to keep the license without keeping the

financial responsibility.

The decision was met by protests and rallies led by students who were surprised by the decision to cut the station after almost 50 years on the air.

Susan Peterson, student media director, said the Federal Communications Commission allows a station to cease programming for up to 90 days. Ginter said test broadcasting began in May in order to keep the license.

*"The last thing I wanted to have happen is to sell it or surrender it."*

**DERRICK GINTER**  
General manager  
KOHM-FM

KTXT continued on page 2

## Perry puts tier-one bill into motion

By ALEX YBARRA  
EDITOR-IN-CHIEF

Gov. Rick Perry signed legislation Wednesday that will help emerging state universities, including Texas Tech, reach tier-one status.

House Bill 51 allows for schools to work toward a growing pool of money, which is nearly at \$500 million at the moment. However,

Sen. Robert Duncan, R-Lubbock, said earlier this month he doesn't expect anyone to tap into those funds for at least four years.

After the bill was passed through legislative sessions in Austin, it needed to be signed by Perry before a constitutional amendment can be voted on by Texas voters in November. The vote is to replace the Permanent Higher Education Fund with the National Research University Fund — one of the four programs introduced through HB 51.

"We need to continue our state's march toward an academic dominance that not only matches our economic lead, but also helps us sustain our economic power by preparing our future workforce and making discoveries that can fuel future industries, jobs and life-saving products," Perry said in a statement released Wednesday by the Office of the Governor.

Tech Chancellor Kent Hance said it's time for the university to make the push for tier-one status in hopes of joining the University of Texas, Rice University and Texas A&M as the only Texas colleges with that status.

"We were pleased that he signed it, and that we've got that behind us and we're moving forward now to achieve all the standards that are in the bill to make sure we get money that we need to become tier one in research," he said. "I always want to remind people that (if) you go to teaching and education, we're at the top in that category already. For us to get there in research, we have to have additional monies."

Tech already has made moves toward increasing research. It was announced Wednesday Vice Chancellor of Commercialization David L. Miller hired David McClure as the

Tier-one bill continued on page 2

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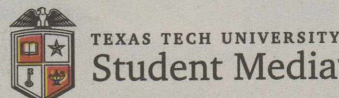
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**Bookbinder** ←

CONTINUED FROM PAGE 1

pects from the goals of a university, Bookbinder said the principle skills of marketing, advertising and sales are transferable for any product.

"Whether it's marketing a team or marketing a university, recruiting students or filling seats with fans," Bookbinder said, "it's about making sure you do the right things and create the right perception for the brand."

Bookbinder said he plans to listen to stakeholders, students and everyone involved to gather ideas and better un-

derstand which direction is best to reach corporate goals.

However, he is most excited about interacting with college students, he said, and plans to do some teaching once the "dust settles."

"I think being in the campus environment, the college environment, is energizing," he said. "There's a lot of great ideas that can surface from students. It's not just the people working there. Students come up with some of the better ideas because they're in the midst of it."

With the arrival of Bookbinder, it also was announced that David L. Miller, vice chancellor for commercialization, hired David McClure, who serves as assistant

vice chancellor for communications, to become the associate vice chancellor for technology commercialization effective July 1. Hance said McClure will market the Pantex Plant, a wind farm near Amarillo that could serve as a major source for research money.

"This area is a priority for me as it goes hand-in-hand with our goals to increase research across the Texas Tech System and market these new technologies to the public," Hance said. "Given his marketing and business background, David McClure will complement David L. Miller well and add value to our overall operation."

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**ECOcar** ←

CONTINUED FROM PAGE 1

electricity on board than from the fossil fuel on board."

That particular idea excites faculty adviser David Gale, whose background is electrical engineering. Gale, who graduated high school in 1967 when muscle cars and "all that nonsense" were big, said he's in it for the "wrinkled pavement aspect."

While gas motors gradually build torque, electric motors are different, he said, which creates a powerful possibility.

"Electric motors get maximum torque from stall," he said. "From the line, from when the light turns green, you've got max torque. This vehicle is gonna have two 55 kilowatt electric engines in it, which is 150 horsepower. It's really gonna move."

Falls said the team plans to scale down the 3.6-liter V6 engine in the Saturn to a 1.6-liter engine.

The next step is implementing the control strategies and architecture into

the VUE and making it a fully-functional, eventually-insured vehicle.

"We have the theoretical keys for it," Falls said as he rummaged through his pocket before pulling them out. "They have our vehicle picked out, and it's ready to be delivered."

But just because the team is through year one doesn't mean everything is perfect yet, Falls said. There still will be trial and error with the controls, which still are in development.

"That's something that will continue on until the end of December and once we got all of our controls finally laid out," he said, "there'll still be refinement happening through year two all the way through year three."

Once the car comes in, the team will receive components from numerous sponsors, integrate them into the car and then use the control strategy, which is what has been developed throughout this whole first year, to make the vehicle drive. At the end of years two and three, the vehicle prototypes compete in a week-long competition of engineering tests.

Kunal Patil, a graduate student in mechanical engineering, serves as team leader for control stations and works on simulation and modeling for the vehicle.

Patil along with other controls team members were busy students during year one. They utilized math-based design tools such as Powertrain Systems Analysis Toolkit (PSAT), software-in-the-loop (SIL) and hardware-in-the-loop (HIL) simulation techniques.

"It took a long time, basically," Patil said.

With year one in the bag and a proven system, Gale said the team absolutely is prepared to start building for year two.

"We're in the best position possible to get our vehicle and actually to execute our plans on it," he said. "We've shown that our control strategy is validated and that it will work for the vehicle. The next step is to get our vehicle, put our parts into it and get it to drive."

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**Tier-one bill** ←

CONTINUED FROM PAGE 1

associate vice chancellor for technology commercialization. McClure will move from his assistant vice chancellor for communications post and begin his new

position July 1.

Other emerging universities in the state are the University of Texas at Arlington, University of Texas at Dallas, University of Texas at El Paso, University of Texas at San Antonio, University of Houston and University of North Texas.

HB 51 also provides incentive funding based on average number of degrees awarded annually and an increase in the average number of degrees awarded annually to students in at-risk or critical fields.

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**BREAKING GROUND**



PHOTO BY COLEMAN MOREFIELD/The Daily Toreador

CONSTRUCTION CONTINUES THURSDAY on the east side expansion of Jones AT&T Stadium.

**KTXT** ←

CONTINUED FROM PAGE 1

which will happen within the next year.

Peterson said the station was dropped from the Student Media Department due to operating costs. The department has kept the studio equipment the station used in order to someday break into online media.

Student Media will never have an FM station again, she said, however, Ginter is the most qualified person to oversee KTXT.

The station has been run through the Student Media Department since 2001. From 1961 to 2001, the College of Mass Communications on campus successfully

ran the station, Peterson said.

Alan Brown, a former DJ and promotions director for KTXT, said the station was best run through the College of Mass Communications, where students had oversight from professors who had radio experience.

"I believe we were not the machine it had once been," he said of the station. "KTXT had gone through so many ups and downs because it was student run. We were all students and there was no oversight."

Without oversight, Brown said the station continued to be successful.

"We did the best we could for as long as we could," he said. "We've been the number one col-

lege radio station in Texas and the number seven college station in the nation."

Brown said he is pessimistic about a student-run terrestrial radio station ever being part of the university again, however, has hopes for a community of students dedicated to education and arts.

Brown, and other KTXT employees, were told the station would go off the air due to financial reasons, and also, because radio is a dying media. He is currently the promotions director for The Llano Idea, an online alternative station in Lubbock, and he said he feels radio continues to have an impact on Tech students and the Lubbock community.

"Everybody who worked here had fun," he said, "and it was an excellent learning tool. You learn how to speak on the radio, how radio works and how to promote and advertise."

Besides teaching students the business of mass communications, he said the station cultivated the arts community within Lubbock, something The Llano Idea's station manager, Ben Williams, aims to do with his new radio project.

The Llano Idea was started in February, Williams said, in an attempt to build a non-profit organization dedicated to providing an alternative source to radio and support the local arts.

"We wanted to do what KTXT was doing," he said, "but it's a long term project. We'd like to build a strong non-profit organization that supports the artistic community. That went away when KTXT shut down."

Besides spreading the word about local music and arts, the station is replacing the learning experience students once had with KTXT. The station has between 20 and 30 student volunteers, he said, who are getting not only radio experience but multimedia experience as well.

"We're hoping to provide a good convergence experience," he said, "by using video production, blogs and radio programming."

Until resources are made available to Ginter, students and community members can hear alternative music and local arts information at [www.thellanoidea.com](http://www.thellanoidea.com).

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**California students cleared from quarantine**

CARLSBAD, Calif. (AP) — A group of California students and teachers was released Thursday after being quarantined for a week in China because some of their classmates tested positive for swine flu, a school spokeswoman said.

The 26 ninth graders and five teachers who had been held in a hotel in Yichang for a week were released, in addition to three students and a teacher who were in a hospital but tested negative for swine flu, Caroline Callaway, a spokeswoman for the private Pacific Ridge School in Carlsbad, said in a statement.

Callaway said the group will travel to Shanghai and leave China Saturday. It was not immediately clear when they would arrive in California.

Six students and one teacher who tested positive for swine flu remained in a hospital, Callaway said.

# OPINIONS

## It's time to reform abusive wireless companies

Do you like your cell phone? How about your cell phone service?

Yeah, that's what I thought. Chances are you like the former but could definitely think of some reasons why you do not like the latter. Maybe it's that one part of town where you get a horrible signal. Maybe it's the horribly convoluted excuse for customer service, or maybe you just hate gawking at that bill you get every month and having to pay it anyway.

The ubiquity of cell phones has spawned a huge market. Just pick your poison. Of the four major wireless carriers in the United States, AT&T and Verizon Wireless account for more than half of the nation's roughly 270 million cell phone users.

Sprint PCS and T-Mobile have substantial subscriber bases too, but you could hardly call it a competitive industry.

Wireless companies aren't shy when exploiting cell phones' utility status. The major wireless providers still require their users to sign some form of long-term contract. This practice started more than 15 years ago,

**Stephen Torrence**



before cell phones were so integrated into our everyday lives.

Nowadays the idea of committing to thousands of dollars in monthly charges up front should seem ludicrous to us. Imagine if upon buying a car you were forced to sign a 2-year contract requiring you to only buy gasoline from Shell and to pay whatever price they set during that time.

Why is such a ridiculous stipulation acceptable for wireless providers? Why do we allow them to continue abusing us with tactics like charging for text messages (news flash: texts cost them nothing), poor rural coverage and exorbitant rate plans? Why do we tolerate such blatantly exploitive business practices in the 21st century?

Satellite, cable and Internet ser-

vice providers abandoned contracts long ago in favor of simple monthly billing or prepaid options. Granted, such alternatives are making inroads with cell phone service as well. Some of the major carriers now offer prepaid plans and competing companies like Boost Mobile have eaten up serious market share from the big boys among low-income demographics.

However, the best phones and the best rate plans are still only available if we sign away the next 2 years of our lives to a major provider. Once we do, the carrier uses negative incentives (such as the threat of a massive contract cancellation payment) alongside positive incentives (like contract renewal discounts) to lock us in and severely restrict our ability to freely seek the best wireless deal.

Wireless contract systems also become a huge issue when they clash with rapid improvements in phone technology. Last week I covered the horribly bland Apple WWDC keynote speech, wherein Phil Schiller announced an incremental but significant upgrade to the iPhone line called the iPhone 3G S.

Shortly after the keynote it was revealed AT&T — which has exclusive rights to carry the iPhone until 2010 — would not be offering owners of the current iPhone 3G any sort of upgrade option other than to pay the full, unsubsidized price of the 3G S (\$599 or \$699 depending on capacity).

As you might expect, customers revolted.

AT&T sort of relented, offering those who have owned a 3G for at least 12 months the same discounted price on a 3G S as for new or renewing customers (\$199 and \$299) respectively. Still, this sort of incident serves as a frustrating example of the antiquated contract system's inability to cope with such advances.

AT&T is also utilizing the 3G S release to quietly snub those of its cus-

tomers who use an original iPhone on their prepaid GoPhone service. They are forcing these users to either sign a contract or experience "diminished service quality." Such underhanded moves are par for the wireless business course.

My family has been with Sprint PCS for more than 10 years. During that time we have seen the company go from a dominating player to a second-tier provider without much of a fight. With five lines on our family plan and overlapping 2-year contracts on each one, we're essentially trapped on a sinking ship.

Sprint recently began carrying a new smartphone called the Palm Pre, a gorgeous pebble-like device that (according to Engadget, Gizmodo and many other reviews) truly gives the iPhone a run for its money. Unfortunately, Sprint does not offer the Pre on anything other than its most expensive "Everything" plan, even for customers who have paid them literally tens of thousands of dollars over the years.

It's about time we had real competition among wireless companies. Exclusive deals, long-term contracts and deceptive business tactics should have no place in the provision of a service upon which we depend so heavily every day.

Hopefully AT&T's iPhone concession and T-Mobile's recent "BillShrink" initiative to offer truly competitive rate plans indicate that the industry is adapting. However, wireless companies have such a firmly entrenched business model that they are unlikely to make truly revolutionary reforms without a heavy push from below.

The root of the problem is that we continue to bite the bullet and sign our

John Hancock to that fine print-laden, multi-layered piece of paper every couple years. Stop the cycle. The next time your cell phone contract runs out, don't renew it. Look around; see if another company offers something better. If you can live without the fanciest new phone, seriously consider going prepaid.

The free market is all about cus-

tomers demanding better and better service from business. We have given wireless phone companies a break for far too long. Let's make this one call they cannot ignore.

**Torrence is a technology critic for The DT. He is a philosophy major from Georgetown. E-mail him at [stephen.torrence@ttu.edu](mailto:stephen.torrence@ttu.edu).**



Today's  
su | do | ku

7	4		9	5			
		5		7			
	8						4
			3			5	2
		7				6	
1	2	3		8			
2							3
			9			8	
			8	3			4
							1

Puzzles by PageFiller

In Sudoku, all the numbers 1 to 9 must be in every row, column and 3 x 3 box. Use logic to define the answers.

1	8	9	3	6	7	4	2	5
7	6	4	2	5	8	3	1	9
5	3	2	4	9	1	7	6	8
4	7	6	1	3	5	8	9	2
8	9	3	6	2	4	1	5	7
2	1	5	8	7	9	6	4	3
9	2	1	7	8	6	5	3	4
3	4	7	5	1	2	9	8	6
6	5	8	9	4	3	2	7	1

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