



MEDIA INFORMATION

BIG 12 CONFERENCE

TEXAS TECH ATHLETICS ADMINISTRATION



▲ **KIRBY HOCUTT**, the second-longest tenured athletics director in school history, has led Texas Tech to unprecedented growth and success over the past decade.



KIRBY HOCUTT

Director of Athletics

Kirby Hocutt, a 2018 Under Armour Athletics Director of the Year, has guided the Texas Tech athletics department to unprecedented success since being named the 13th Director of Athletics in school history on March 2, 2011.

Under his leadership the past decade, Texas Tech has developed into one of the nation's elite athletics programs, a tenure highlighted by unprecedented revenue growth, significant investments into the student-athlete experience and a transformation of athletic facilities.

Hocutt, the second-longest tenured athletics director in school history, has been at the helm of Texas Tech's athletic program during its most-successful period in school history, a tenure highlighted by 16 of 17 athletic programs competing in the NCAA postseason or a bowl game. Texas Tech's programs have not only competed but advanced deep in the postseason throughout Hocutt's tenure as seven teams - men's track and field (indoor and outdoor), women's tennis, men's basketball, women's golf, men's golf and baseball - have all finished among the top-eight teams in the country for their respective sports over his tenure.

The 2018-19 academic year ranked as arguably the best in school history as the men's track and field team claimed the NCAA Outdoor title, the first national championship for a men's athletic program in school history. Texas Tech also made its fourth appearance at the College World Series in a six-year span, concluding its trip to Omaha by finishing among the final four teams for the first time ever.

Texas Tech came close to another national title earlier that year as the Red Raider men's basketball program navigated its way to the Final Four for the first time before falling in the National Final. The Red Raiders, who advanced to the Elite Eight round just a year before, also claimed the program's first ever Big 12 regular-season crown, one of 13 league titles for Texas Tech over the past eight years under Hocutt.

Texas Tech's success in competition under Hocutt has only been complimented by an athletic profile with a list of achievements such as:

- Texas Tech has claimed 16 Big 12 Conference titles during Hocutt's tenure (six in men's track and field, four in women's tennis, three in baseball and one in men's basketball, men's tennis and soccer).
- Hocutt has made several notable coaching hires over his Texas Tech career, none possibly more impressive, though, than baseball coach Tim Laddlock. Under Laddlock, the Texas Tech baseball program advanced to the College World Series for the first time in school history in 2014 and has since made three return trips to Omaha in 2016, 2018 and 2019. The Red Raiders are a mainstay atop the college baseball world, having advanced to the NCAA Regional round each of the past seven seasons, which is tied for the nation's sixth-longest streak.
- In addition to Laddlock, Hocutt is also responsible for the hiring of Joey McGuire as head football coach. In only one season, McGuire has captivated the Red Raider fanbase with an enthusiastic energy that has been matched by Texas Tech's performance on the field. The Red Raiders finished 8-5 in McGuire's

debut season after defeating both Texas and Oklahoma in the same season for the first time in history and recording their most Big 12 victories in more than a decade. Texas Tech capped the season with a dominating victory over Ole Miss in the TaxAct Texas Bowl.

- Texas Tech's success athletically was highlighted with a top-15 showing in the 2017-18 Capital One Cup men's standings and a top-five finish for the 2018-19 academic year. Texas Tech ranked as the top men's program in the state of Texas following both years and posted its highest two finishes all-time in the Capital One Cup.

- Off the field, Texas Tech unveiled the first athletics specific fundraising campaign in university history in August 2014: The Campaign for Fearless Champions. The campaign includes four components: enhance athletic facilities, invest in the athletics scholarship endowment, grow the J.T. and Margaret Talkington Department of Student-Athlete Development and provide for the future of Texas Tech Athletics. The now more than \$300 million initiative focuses on benefiting all 17 Texas Tech athletic teams.

- Soon after the campaign's launch, Hocutt and Hall of Fame Coach Marsha Sharp created the Talkington Department of Student-Athlete Development to help prepare student-athletes for success after graduation. The department focuses on many life skills for student-athletes such as resume building, etiquette training, interview skills and leadership development. Since its inception in 2014, Texas Tech has been able to mentor thousands of student-athletes through programming such as the Suited for Success series and various internship opportunities across the country.

- As part of The Campaign for Fearless Champions, Hocutt provided the vision and the plans to build the \$48 million Sports Performance Center, which opened in the fall of 2017. The world-class facility houses an indoor track and field competition venue and the Petersen Family Indoor Practice Facility along with sports medicine, nutrition and strength and conditioning areas.

- Texas Tech officially opened the Dustin R. Womble Basketball Center in May 2021, which is a \$32.2 million, nearly 59,000 square foot training facility for the Red Raider and Lady Raider basketball programs. The facility is easily among the finest in college athletics, providing both programs with their own practice courts as well as a 6,500-square-foot strength and conditioning area, one of the largest of its kind in the NCAA that is on-par with similar team headquarters in the NBA. Texas Tech's final investment in the facility was the mounting of video boards in both gyms, making the Womble Center the only practice facility in the country at the time with interactive video boards.

- Texas Tech has made several upgrades to Jones AT&T Stadium through The Campaign for Fearless Champions, including upgraded premium seating in the north end of the stadium as well as the north end zone colonnade. Texas Tech launched its most-significant investment into football to date in December 2022 as construction began on the \$220 million south end zone and Dustin R. Womble Football Center project that will only complement earlier upgrades to Jones AT&T Stadium.

- The student-athlete experience has been a key priority under Hocutt's leadership as Texas Tech opened the Cash Family Sports Nutrition Center in February 2020. The state-of-the-art facility is the day-to-day dining location for the university's more than 400 student-athletes, offering on-site meal prepara-

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tions, a 220-person seating capacity as well as the Dean and Christi Quinn Education Kitchen for Texas Tech's nutritional staff to educate student-athletes on proper cooking prep and storage.

- Texas Tech student-athletes have excelled in the classroom under Hocutt's watch, raising the bar multiple times in terms to the highest term and cumulative grade-point averages in school history. Texas Tech student-athletes have combined for at least a 3.0 GPA over 17-consecutive semesters through the 2023 spring term. During this span, student-athletes have set new school records for the highest semester and cumulative GPAs in history.

Throughout his tenure at Texas Tech, Hocutt has been prominent on several national committees, possibly none more recognizable than his role on the College Football Playoff Selection Committee. Hocutt was named to the CFP Selection Committee in 2015 and served his second year as the committee chairman during the 2017 season. The CFP Selection Committee is responsible for selecting the top four teams in the playoff while also placing the next group of teams to the remaining New Year's bowls. He is currently a member of the NCAA Baseball Committee.

Hocutt's success at Texas Tech was recognized in March 2018 as he was named an Under Armour Athletics Director of the Year by the National Association of Collegiate Directors of Athletics (NACDA). Hocutt was one of four sitting athletics directors at the NCAA FBS level to win the prestigious award.

Hocutt arrived at Texas Tech following three years at the University of Miami (Fla.) where he was named Athletics Director on Feb. 8, 2008. He previously earned his first opportunity as an NCAA Division I athletics director at Ohio University in 2005 at only the age of 33.

A Sherman, Texas native, Hocutt also served stints in the athletics departments at Kansas State (1996-97) and the University of Oklahoma (1998-2005). Prior to his time at Oklahoma, Hocutt served as the coordinator of licensing at the National Collegiate Athletic Association. He began his sports administration career as the assistant director of marketing and promotions at his alma mater, Kansas State University.

A former football student-athlete at Kansas State, Hocutt was a four-year letterman at linebacker while leading the Big 8 Conference in tackles as a junior in 1993. Hocutt, who was elected captain his senior year, was named to the All-Big 8 Conference team following his junior season. The Sporting News selected him in 1993 as one of the nation's top-20 "most underrated" players.

Hocutt earned his bachelor's degree from Kansas State in 1995 and his master's of education degree from the University of Oklahoma in 2001. He and his wife, Diane, have two sons - Drew Phillips and Brooks Ryan. Drew is currently a football student-athlete for the Red Raiders.

THE KIRBY HOCUTT FILE

Date announced as Director of Athletics: March 2, 2011

Hometown: Sherman, Texas

Bachelor's of Science Degree: Political Science, Kansas State University, 1995

Master of Education: University of Oklahoma, 2001

Wife: Diane

Sons: Drew Phillips and Brooks Ryan

CAREER TIMELINE

1995-96 - Internship, College Football Association

1996-97 - Assistant Director of Marketing and Promotions, Kansas St. University

1997-98 - Licensing Coordinator, National Collegiate Athletic Association (NCAA)

1998-2005 - Associate A.D. for External Operations and Sports Administration, University of Oklahoma

2005-08 - Director of Athletics, Ohio University

2008-11 - Director of Athletics, University of Miami (Fla.)

2011-Present - Director of Athletics, Texas Tech University

NOTEWORTHY AWARDS/ADMINISTRATIVE COMMITTEES

- NCAA Division I Baseball Committee, 2020-23
- Finalist for Athletics Director of the Year (Sports Business Journal), 2020
- USA Football Development Model Council, 2019
- Under Armour Athletics Director of the Year, 2018
- College Football Playoff Selection Committee Chairman, 2016-17
- College Football Playoff Selection Committee, 2015-17
- Chairman, NCAA Division I Football Recruiting Subcommittee, 2013-15
- Big 12 Representative, NCAA Division I Leadership Council, 2012-15
- NCAA Division I Athletic Directors Association Executive Committee
- Named to Street & Smith's Sports Business Journal's Forty Under 40, 2010
- Orange Bowl Committee



JONATHAN BOTROS

Deputy Athletics Director

Jonathan Botros, a native Lubbockite and two-time graduate of Texas Tech University, was named Deputy Athletics Director in June 2023 where he oversees the day-to-day operations of the athletics department as the second in command to Director of Athletics Kirby Hocutt.

Botros also serves as the chief financial officer where he oversees the athletics department's more than \$110 million budget. As part of his CFO duties, Botros has oversight over the department's accounts receivable, purchasing and procurement, contracting, human resources, financial reporting and travel. He is also responsible for the development and monitoring of all capital project funding plans and serves as the liaison to Texas Tech's Office of General Counsel, Office of Audit Services and the University's Senior Vice President for Administration and Finance.

In addition to his role as CFO, Botros oversees the departments of information technology, facilities and game operations as well as equipment operations and the athletics department's relationship with The Rawls Course. As part of his new role, he will now serve as the sport supervisor for the Texas Tech men's basketball program after a lengthy tenure overseeing a track and field program that captured multiple Big 12 titles and won the 2019 NCAA Men's Outdoor National Championship.

Botros has helped Texas Tech navigate one of the largest periods of budgetary growth in its history since he joined the department as Senior Associate Athletics Director and CFO in May 2016. Texas Tech will enter the 2023-24 academic year with a \$113 million budget, its highest in school history. During his time in the department, he has helped to ensure each fiscal year ended with a balanced budget with continued increased revenues exceeding expenses.

A major point of emphasis for Botros has been the strategic management of Texas Tech's facilities debt as he helped decrease \$115 million in debt upon his arrival in 2016 down to \$50 million in only five years. This plan has been carried out simultaneously with the development of capital plans to construct more than \$300 million dollars in new athletics facilities, namely the Sports Performance Center, the Dustin R. Womble Basketball Center, the Cash Family Sports Nutrition Center, a new baseball team clubhouse at Rip Griffin Park and now the south end zone and Dustin R. Womble Football Center project.

Botros moved to the athletics department after previously serving as the managing director for administration and finance information systems management for Texas Tech University. In this role, Botros also served as a business management analyst for Texas Tech University's Chief Financial Officer, Noel Sloan.

Botros earned a bachelor's of business administration in marketing from Texas Tech University in 2004. He added a master's of business administration in finance in 2010.

Botros, a lifelong supporter of Texas Tech Athletics, resides in Lubbock with his wife, Danna, and their two sons, Kannan and Lincoln.

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TEXAS TECH UNIVERSITY



▲ **TEXAS TECH UNIVERSITY** was founded in 1923 as Texas Technological College before eventually being renamed Texas Tech University on Sept. 1, 1969.

HISTORY OF TEXAS TECH UNIVERSITY

Texas Tech University was created by legislative action in 1923 and has the distinction of being the largest comprehensive higher education institution in the western two-thirds of the state of Texas. The university is the major institution of higher education in a region larger than 46 of the nation's 50 states and is the only campus in Texas that is home to a major university, law school and medical school.

Originally named Texas Technological College, the college opened in 1925 with six buildings and an enrollment of 914. Graduate instruction did not begin until 1927 within the school of Liberal Arts. A "Division of Graduate Studies" was established in 1935 and eventually became known as the Graduate School in 1954.

By action of the Texas State Legislature, Texas Technological College formally became Texas Tech University on September 1, 1969. At that time the schools of Agricultural Sciences, Arts and Sciences, Business Administration, Education, Engineering and Home Economics also became known as "colleges." Architecture became a college in 1986. Two colleges changed their names in 1993 to reflect the broadening fields each serves: the College of Agricultural Sciences became the College of Agricultural Sciences and Natural Resources and the College of Home Economics became the College of Human Sciences. The Honors College was established in 1998, and the College of Visual and Performing Arts opened in 2002. Mass Communications became a college in 2004 and became the College of Media & Communication in 2013.

The Texas State Legislature authorized funds in 1965 for establishing the Texas Tech University School of Law, and the Law School's first dean was appointed in 1966. The first class of 72 students enrolled in 1967. The Law School was approved by the American Bar Association in 1970 and is fully accredited by the Supreme Court of Texas (1968) and the Association of American Law Schools (1969).

As a member of the National Collegiate Athletic Association, Texas Tech began competing in the Big 12 Conference in 1996 after a 35-year membership in the former Southwest Conference.

TEXAS TECH ATHLETICS EXECUTIVE STAFF



DEEDEE BROWN-CAMPBELL
Senior Associate AD



JENNIFER BRASHEAR
Senior Associate AD



ROBERT GIOVANNETTI
Senior Associate AD



AMY HEARD, PH.D.
Senior Associate AD



MIKE RYAN
Senior Associate AD



BRIAN SHANNON
Faculty Athletics Rep.



GRANT STOVALL
Senior Associate AD



ANDREA TIREY
Senior Associate AD

SPORT ADMINISTRATORS

Football
Baseball
Men's Basketball
Women's Basketball
Men's Golf
Women's Golf
Soccer
Softball

Dee Dee Brown-Campbell (interim)
Robert Giovannetti
Jonathan Botros
Dee Dee Brown-Campbell
Dee Dee Brown-Campbell
Amy Heard
Amy Heard
Dee Dee Brown-Campbell

Track & Field
Men's Tennis
Women's Tennis
Volleyball

Amy Heard
Sandy Collins
Mike Ryan
Sandy Collins

TEXAS TECH ADMINISTRATION



TEDD L. MITCHELL, M.D.
Chancellor, TTU System

Tedd L. Mitchell, M.D., was named the fifth chancellor of the Texas Tech University System (TTU System) on Oct. 25, 2018.

Mitchell is the CEO of a nearly \$3 billion, five-university higher education enterprise consisting of Texas Tech University (TTU), Texas Tech University Health Sciences Center (TTUHSC), Angelo State University (ASU), Texas Tech University Health Sciences Center El Paso (TTUHSC El Paso) and Midwestern State University (MSU Texas).

Collectively, the TTU System enrolls approximately 63,000 students, has an endowment valued at more than \$1.7 billion and operates at 26 academic locations in 22 cities (20 in Texas, 2 internationally).

Mitchell works collaboratively with the TTU System Board of Regents, TTU System Administration and university presidents to enhance the TTU System's profile and support shared missions of advancing higher education, health care, research and community outreach. Additionally, Mitchell guides the TTU System's engagement with elected officials in Austin and federal leaders in Washington, D.C., to further increase funding and support.

During the 88th Texas Legislature in 2023, Mitchell led the TTU System to monumental success as the system's five component universities received significant funding to support strategic institutional initiatives. This investment from the state included nearly \$130 million dedicated to exceptional items across the system, and - if passed through a statewide constitutional amendment in November 2023 - the establishment of the Texas University Fund (TUF). With an initial investment of more than \$3 billion, the TUF would support research institutions including TTU, University of Houston, University of North Texas and Texas State University. The initial distribution for TTU (for fiscal year 2024) is projected to be \$44 million.

Mitchell was named a finalist for The Dallas Morning News (DMN) 2022 Texan of the Year. Among the 12 finalists selected, Mitchell was recognized for his leadership of the TTU System's pursuit of establishing the state's first dental school in over half a century and the state's first veterinary school in more than 100 years. Both programs finished their first academic year in the spring of 2022, a feat the DMN touted as getting rural Texans on the radar of the state legislators in Austin and a mission to boost health care and agriculture across small towns across Texas.

Mitchell was instrumental in securing the system's partnership with MSU Texas, which officially joined as the fifth member institution of the TTU System on Sept. 1, 2021, following the 87th Texas legislative session when Gov. Greg Abbott authorized House Bill 1522.

Historic milestones were achieved under Mitchell's leadership in 2019 during the 86th Texas Legislature, when legislative support and approval was provided to establish the TTU School of Veterinary Medicine in Amarillo and the Hunt School of Dental Medicine at TTUHSC El Paso. The addition of these two schools made the TTU System one of only nine in the nation to offer programs for undergraduate, medical, law, nursing, pharmacy, dental and veterinary education, among other academic areas.

Mitchell also implemented a values-based culture at the TTU System Administration, where all employees embarked on a journey together to identify and establish a set of commonly shared values. Nearly 200 team members determined People First, Integrity, Community, Respect and Exemplary Service as the five shared values of the TTU System Administration.

Mitchell first joined the TTU System when he was named the eighth president of TTUHSC on May 17, 2010. He held a dual appointment as chancellor and president for approximately one year until deciding to close his presidential tenure in 2019 after nearly a decade at the helm of TTUHSC. He is the longest-tenured president in the 52-year history of the university and led the institution to monumental milestones, record growth in enrollment, academic excellence and physical campus expansion.

During Mitchell's tenure as president, TTUHSC and its leadership spearheaded the university's first fundraising campaign, a \$100-million initiative, and successfully implemented a values-based culture at the university and its six campuses across the state. In 2013, Mitchell helped transform TTUHSC's regional campus in El Paso into a standalone university and the system's fourth institution, TTUHSC El Paso.

Prior to arriving at TTUHSC, Mitchell served as president and CEO of the Cooper Clinic in Dallas, an internationally recognized center of excellence in preventive

and sports medicine. Mitchell earned a Bachelor of Science at Stephen F. Austin State University in 1983. He is an Ashbel Smith Distinguished Alumnus of the University of Texas Medical Branch, where he received his Doctor of Medicine in 1987, and, in 2012, he was honored as a distinguished alumnus of the Department of Internal Medicine. He is a Fellow of the American College of Physicians and the American College of Sports Medicine. From 1988 to 1996, he served as a captain in the U.S. Army Reserves (Medical Corps).

The Mitchells have three children: Katherine Schwartz, an assistant district attorney in Dallas; Charlie, a petroleum engineer and TTU alumnus, who is pursuing a master's degree at Harvard University; and Chris, a TTU and Villanova alumnus, who is pursuing a career in the military. They have two grandchildren, Isabelle Grace and Cooper Benjamin.



DR. LAWRENCE SCHOVANEC
President

Under Lawrence Schovanec's leadership, Texas Tech University has reached new heights, exceeding benchmarks in student enrollment, research awards and expenditures and fundraising.

After receiving his doctorate in mathematics from Indiana University, Schovanec joined Texas Tech's faculty as an assistant mathematics professor. Today, as the university's 17th president, his tenure at Texas Tech has spanned more than four decades. He's served as a department chair, dean, provost and, since 2016, as president of the university.

Since Schovanec's appointment, Texas Tech has received more than \$900 million in philanthropic gifts, and the university's infrastructure has seen considerable improvements through the investment of more than \$700 million in campus facilities.

In 2020, Texas Tech's enrollment exceeded 40,000 students for the first time. One year earlier, the university reached two milestones: The U.S. Department of Education designated Texas Tech a Hispanic-Serving Institution, and the Texas Legislature approved the establishment of the Texas Tech University School of Veterinary Medicine, the state's first in more than a century.

Reaffirmed a "Very High Research Activity" institution by the Carnegie Classification of Institutions of Higher Education, the university's research enterprise continues to grow, exceeding \$200 million in total research expenditures.

Continued support from the State of Texas has effected positive changes on the university. As an advocate for Texas Tech and higher education more broadly, Schovanec has prioritized demonstrating the value and return on such investments that not only benefit Red Raiders but the state and the nation.

Aside from his role as president, Schovanec serves as the chair of the Texas Council of Public University Presidents and Chancellors and chair of the board of the Texas International Education Consortium. He also is a member of the NAFSA Board of Directors and the outgoing chair of the Big 12 Board of Directors.

Schovanec and his wife Patty, a member of the mathematics faculty, are inspired every day by the students and alumni. Together, they share the values of grit, determination and hard work - traits that are on display every day by Red Raiders across the globe.

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TEXAS TECH TRADITIONS



▲ **THE WILL ROGERS STATUE** is wrapped with red crepe paper before every home football game, one of the most-popular traditions at Texas Tech University.

ARBOR DAY

When Texas Tech first started, most of the funds went towards the buildings, but the campus was lacking its landscape. Then, in 1937, President Bradford Knapp decided to dedicate one day every spring to beautify the campus. On the first day of this now annual tradition, 20,000 trees were planted. This Tech tradition still goes on today as student and teachers plant trees and beautify the campus on Arbor Day.

BANGIN' BERTHA (SADDLE TRAMP BELL)

Saddle Tramps carry Bangin' Bertha, a bell on a trailer, to all home football games and homecoming events. Bertha was designed in 1959 by Saddle Tramp Joe Winegar, and was donated by the Santa Fe Railroad. Bangin' Bertha is considered a spirit-raiser and a big tradition at Texas Tech.

BLARNEY STONE

On St. Patrick's Day in 1939, Texas Tech University unveiled that they had discovered a piece of the Blarney Stone. According to the legend the stone was discovered by a group of petroleum engineers while they were on a field trip. After doing tests it was discovered that the stone was a piece of the original Blarney Stone. The stone now lies on a stand in front of the old Electrical Engineering Building. It is said that seniors that kiss the Blarney Stone upon graduation will receive the gift of eloquent speech.

CARILLON

In 1973, Ruth Baird Larabee made a donation to Texas Tech University to buy and install a carillon in memory of her parents. The Charles and Ruth Baird Memorial Carillon is located in the west tower of the administration building at the center of the Texas Tech campus. The beautiful music of the 36-bell instrument ring out over the campus during times of celebration and solemnity. Students, faculty, and staff, as well as visitors to the university, have enjoyed the music for 30 years. The carillon became one of Texas Tech's treasured traditions.

The carillon was refurbished and extended in 2005, adding additional bells to make 3 ½ octaves. The bourdon (the largest bell) weighs approximately 800 pounds, and the smallest, only about eight pounds. Twelve of the bells were cast by Whitechapel Bell Foundry in England, 24 were cast by the Paccard

Foundry in France, and the newest bells, by Meek & Watson Foundry in Ohio. The estimated value of this collection of bells today is \$250,000.

According to The Guild of Carillonneurs in North America, "A carillon is a musical instrument composed of at least 23 bells, arranged in chromatic sequence, so tuned as to produce concordant harmony when many bells are sounded together. It is played from a keyboard that allows expression through variation of touch."

Every year since its inception, the Carol of Lights has featured carillon music. Additionally, each year on the Fourth of July at 1:00 p.m., the carillon is played in conjunction with the ceremonial ringing of the Liberty Bell in Philadelphia. Summer Sunday evening concerts are another Tech tradition.

CAROL OF LIGHTS

To celebrate the holiday season, Texas Tech holds an annual event called the Carol of Lights. The event starts off with the Texas Tech University Combined Choirs performing selections of classic holiday songs at the Science Quadrangle. When the lighting ceremony commences, Students, as well as those who came for the show, stand in awe as over 25,000 red, white, and orange lights illuminate the 13 buildings surrounding memorial circle.

This tradition started in 1959 when Harold Hinn came up with the idea and provided the funds to cover the science quadrangle and the administration building with lights. Unfortunately students were away on Christmas break and did not see the display. The following year, the Residence Hall Association created the Christmas Sing, which is now known as the Carol of Lights. Today, the Carol of Lights is one of Texas Tech's favorite traditions.

DOUBLE T BENCH

Located in the courtyard behind the Administration Building, this special bench was given by the seniors of the class of 1931. It was an announced tradition that no freshmen were allowed to sit on it.

DOUBLE T SADDLE MONUMENT

Before the football team runs onto the field, they touch the sculpture of a saddle. The saddle was dedicated by the Saddle Tramps to Double T, one of the many Masked Rider Horses that served proudly over the years.

DOUBLE T

There is no other symbol more recognized with Texas Tech than the Double T symbol. Though no one has yet stepped forward to claim credit for its design, historical evidence points to Texas Tech's first football coach E.Y. Freeland, who put the Double T logo on sweaters for the football players.

FIGHT SONG (FIGHT! RAIDERS! FIGHT!)

Fight, Raiders, Fight! Fight, Raiders, Fight!
Fight for the school we love so dearly.
You'll hit 'em high, you'll hit 'em low.
You'll push the ball across the goal,
Tech, Fight! Fight!

We'll praise your name, boost you to fame.
Fight for the Scarlet and Black.
You will hit 'em, you will wreck 'em.
Hit 'em! Wreck 'em, Texas Tech!
And the Victory Bells will ring out!
----Written by Carroll McMath

GOIN' BAND FROM RAIDERLAND

The Goin' Band from Raiderland is one of the largest spirit raisers on campus and among the finest bands in the country. The original band in 1925, numbering only 21 members, was dressed in matador uniforms. In recent years, the band's 400 members have returned to variations on that original look. The Goin' Band performs at home and away football games, parades and at other special events. Following home games, devoted fans stick around to join the band in their traditional march out of Jones AT&T Stadium, through the engineering key, around the circle, by the Administration Building and ending at the band parking lot behind the Music Building. The band was the 1998 recipient of the prestigious Sudler Trophy as the nation's top marching band.

GUNS UP

The "Guns Up" sign is the widely recognized greeting of one Red Raider to another. It is also the sign of victory displayed by the crowd at every athletic event. The sign is made by extending the index finger outward while extending the thumb upward and tucking in the middle, little and fourth fingers to form a gun.

The sign can be traced back to L. Glenn Dippel, a 1961 alumnus of Texas Tech. He and his wife Roxie were living in Austin and faced the daily presence of the "Hook" 'em

TEXAS TECH TRADITIONS



▲ THE MASKED RIDER remains one of the most recognizable traditions in college football after Joe Kirk Fulton first led the team out onto the field at the 1954 Gator Bowl.

Horns" hand sign used by University of Texas fans. So, the Dippels decided to retaliate. They looked to mascot Raider Red and his raised guns for their inspiration and in 1971 developed the Guns Up hand symbol. The Saddle Tramps and Texas Tech cheerleaders immediately adopted Guns Up and a new tradition was born.

HOMECOMING

Homecoming is an exciting week full of activities for Texas Tech students. Such activities include a bonfire, parade, float competitions, open houses, award programs, and of course the homecoming football game. Another favorite event, which has been around since 1954, is the election of the homecoming queen.

MASKED RIDER

The Masked Rider is the oldest and most popular mascot of Texas Tech University that still exists today. Originally the Masked Rider started as a dare in 1936 and was then called the ghost rider, because no one knew the rider's identity. These ghost riders circled the field at home football games and then disappeared.

The Masked Rider did not become an official mascot until 1954, when Joe Kirk Fulton led the team out onto the field at the Gator Bowl. Fulton, wearing Levi's, red shirt, a black cape and mounted on a black horse, awed the crowd as the team made one of the most sensational entrances ever.

MATADOR SONG (ALMA MATER)

Fight, Matadors, for Tech!
Songs of love we'll sing to thee,
Bear our banners far and wide.
Ever to be our pride,
Fearless champions ever be.
Stand on heights of victory.
Strive for honor evermore.
Long live the Matadors!
----Music by Harry Lemaire, words by R.C. Marshall

RAIDER RED

Prior to the 1971 season, the Southwest Conference passed a rule that prevented members of the conference from taking live animals to non-home games unless the host team had no objections. So Jim Gaspard, a member of the Saddle Tramps, created Raider Red from a drawing by the late Lubbock cartoonist Dirk West as an alternative to the Masked Rider. Raider

Red's student persona is kept a secret from the Tech community. Red is a public relations mascot who shakes hands with the crowds at athletic events and poses for pictures. Raider Red fires his two 12-gauge shotguns using powder-filled shells after every Tech touchdown and field goal.

SADDLE TRAMPS

Formed by Tech student Arch Lamb in 1936, this all-male booster organization supports men's athletics at Texas Tech. The name Saddle Tramp came from the stories of traveling men who would come to a farm for a brief time, fix up some things and move on. Lamb said he decided that he could fix up some things himself before moving on, and the Saddle Tramps were born. Since that time the Saddle Tramps believe if something was for the betterment of Texas Tech then they would work at it.

These Midnight Raiders "paint the campus red" with crepe paper before big home games, form the legendary "Bell Circle" moments before kickoff, ring Bangin' Bertha, participate in parades and other campus events (including the Carol of Lights), and ring the Victory Bells after Red Raider victories.

TEXAS TECH SEAL

Designed by the campus' master planner, William Ward Watkin, in 1924, the Texas Tech Seal's symbols are the lamp, which represents "school," the key for "home," the book for "church," and the star for "state." Cotton bolls represent the area's strong cotton industry and the eagle is suggestive of our country. The seal first appeared on Tech diplomas in 1948, but it wasn't officially approved as "The" Seal of Texas Tech University until 1953. On April 27, 1972, the seal was placed at the Broadway and University entrance to the campus in what became known as the Amon G. Carter Plaza. It is made of red granite and stands 12 feet high. It has been referred to by students through the years as "the Oreo."

TTAA CLASS RING AND CEREMONY

Since 1999, the official Texas Tech Alumni Association Class Ring has been the universal symbol of academic achievement at Texas Tech. The single ring is a tradition that was brought back from the 1950s that encompasses the Double T, Masked Rider, Administration Bell Tower, and the Texas Tech seal. Cast inside each ring is "Strive For Honor," taken from "The

Matador Song." Rings are presented by the University president at the Official Ring Ceremony in the Market Alumni Center.

VICTORY BELLS

In 1936 victory bells were given to Texas Tech as a class gift. The bells rang for the first time at the 1936 class's graduation. It is said that after the win over TCU, the following year, the bells rang throughout the night. The bells kept Lubbock residents up all night. Thereafter, the bell ringing was limited to 30 minutes. Saddle Tramps ring the bells after Texas Tech victories and during special occasions. The Victory Bells - one large and one small, which combine to weigh 1,200 pounds - hang in the east tower of the Administration Building.

WILL ROGERS AND SOAPSUDS

One of the most well-known landmarks on campus is the statue of Will Rogers and his horse Soapsuds. This memorial was dedicated on February 16, 1950 by longtime friend of Rogers, Amon G. Carter. Carter believed Texas Tech was the perfect setting for the statue and that it would fit into the traditions and scenery of West Texas.

The statue stands at 9'11" tall and weighs 3,200 pounds; its estimated cost was \$25,000. On the base of the statue, the inscription reads "Lovable Old Will Rogers on his favorite horse, 'Soapsuds,' riding into the Western sunset."

Today, Texas Tech tradition and legends surrounds the statue. According to one legend, the plan to face Will Rogers so that he could be riding off into the sunset did not work out as it would cause Soapsuds' rear to be facing downtown. To solve this problem, the horse and Will was turned 23 degrees to the east so the horse's posterior was facing in the direction of Texas A&M, one of the school's rivals.

Before every home football game the Saddle Tramps wrap Old Will with red crepe paper. Will Rogers and Soapsuds have also been wrapped up in black crepe paper to mourn national tragedies.

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TEXAS TECH

TEXAS TECH SPORTS NETWORK

The Red Raiders play here! The Texas Tech Sports Network from Learfield is your home for all of the excitement of Texas Tech football. Week after week, TTSN's complete coverage of the Red Raiders provides Texas Tech fans with everything they need to know about Red Raider football.



TTSN, over 35 radio affiliates strong, blankets Texas with complete coverage of Red Raider Football. Fans have the luxury of listening to the Red Raiders statewide thanks to the network's strong lineup of affiliates. TTSN was there every step of the way through Texas Tech's 2022 football season and will be on hand once again this year as the Red Raiders challenge for the Big 12 championship.

Play-by-play announcer Brian Jensen returns for his 24th season with the network, joined by color commentator John Harris and sideline reporter Chris Level. Together they bring the action and excitement of Red Raider football to the Lone Star State and beyond.

Football on TTSN begins with "The Pregame Show," featuring Texas Tech head coach Joey McGuire. The network's coverage continues with an extensive halftime show, updating you with updated scores and college football news from around the nation. It extends well after the final play into the locker room for postgame interviews that provide insight from Texas Tech coaches and players. Whether you're at Jones AT&T Stadium, at home or in your car, TTSN is a must for every fan on gameday.

Fans outside the coverage area will once again be able to listen to Red Raider games live on the Internet through Texas Tech TV. By logging onto www.TexasTech.com, live play-by-play of Texas Tech Football is just a click away. The games also are carried on Sirius/XM Satellite Radio (channel varies).

All games will also be available on the Varsity Network App, available for download in your iTunes or Android store. For complete coverage of Red Raider Football, there's no better seat in the house, in the car or at the stadium than with TTSN.

BRIAN JENSEN

Jensen will be handling play-by-play duties for the 24th season. He matches the Red Raiders high-octane attack by bringing an energetic style to listeners throughout the Texas Tech Sports Network. Jensen is an award-winning broadcaster, earning a Regional Emmy for live reporting and a Dallas Press Club Katie Award for "Best Sportscast" as a television anchor and reporter in the Dallas - Fort Worth market throughout the 1990's. Jensen is a Texas Tech graduate.



JOHN HARRIS

A name synonymous with sports on the South Plains, John Harris enters his 41st season of Red Raider Football on the airwaves. Harris began his association with Texas Tech Football on radio in 1984 as a color analyst with broadcasting legend Jack Dale. Regarded as one of the most-prepared analysts to cover college football, Harris will enter the 2023 season having covered more than 500-consecutive Red Raider football games over his career. He has sat in the anchor position at all three Lubbock television stations and retired from anchoring at KAMC-TV in May 2000. In 1997, the Associated Press awarded Harris with "Best Sportscast in Texas" honors. Harris is a Texas Tech graduate while majoring in telecommunications with a minor in English.



CHRIS LEVEL

Level enters his 14th season as the sideline reporter for the Red Raiders. Level is also entering his 16th year of hosting the weekly Red Raider Football Show radio show, which airs each Thursday during the season at Rudy's BBQ (Loop 289 location). He is also site publisher for RedRaidersSports.com, an affiliate of Rivals.com and managing editor of Red Raider Sports magazine. Level is a frequent contributor to radio shows around the state and nation as well as nationally syndicated Rivals Radio. Level was previously a co-host on the popular "Tech Talk" radio show on Double T 97.3 for 17 years before accepting a sports media coordinator position in 2022 with Lubbock Cooper ISD. Level is a 1996 graduate of Texas Tech with a bachelor's degree in business management.



TEXAS TECH SPORTS NETWORK AFFILIATES

CITY	STATION	FREQUENCY
Abilene/Haskell	KVRP-FM	97.1
Amarillo	KPUR-FM	95.7
Amarillo	KPUR-AM	1440
Andrews	KACT-FM	105.5
Artesia, N.M.	KSVP-AM	990
Artesia, N.M.	KSVP-FM	93.7
Big Spring	KBST-FM	95.7
Big Spring	KBST-FM	103.9
Big Spring	KBST-AM	1490
Brownwood	KQBZ-FM	96.9
Dallas	KFXR-AM	1190
Dumas	KDDD-FM	95.3
Hereford	KPAN-FM	106.3
Hereford	KPAN-AM	860
Hobbs, N.M.	KEJL-AM	1110
Hobbs, N.M.	KEJL-FM	100.5
Lampasas	KCYL-AM	1450
Lubbock	KJTV-FM	100.7
Lubbock	KJTV-AM	950
Lubbock	KTTU-FM	97.3
Lubbock	KXTQ-FM	106.5
Odessa-Midland	KNFM-FM	92.3
San Angelo	KNRX-FM	96.5
San Antonio	KONO-AM	860
Seminole	KSEM-FM	106.3
Tyler	KTBB-FM	97.5
Waco	KWBT-HD2	94.5

SATELLITE RADIO	
Sirius Radio	Channel TBD
XM Radio	Channel TBD
Varsity Network App	Search "Texas Tech"



▲ **THURSDAY NIGHTS AT RUDY'S:** Joey McGuire hosts his weekly radio show each Thursday night from Rudy's BBQ and Country Store in Lubbock. The show, which is hosted by Chris Level, features not only McGuire but coaching staff members and select Red Raiders each week.

TEXAS TECH ATHLETICS COMMUNICATIONS



▲ THE TEXAS TECH ATHLETICS COMMUNICATIONS office is here to serve the media throughout the 2023 season. Please see the staff directory and media policies below.

CREDENTIAL REQUESTS

Please direct all credential requests to the online credential portal located at www.sportssystem.com/TexasTech. Confirmation of your request will be made upon review by Matt Dowdy. Credentials are limited to members of the working media who are assigned to cover Texas Tech Football.

Credentials must be requested online by 5 p.m. Tuesday each week. All requests will be held for pickup until 5 p.m. Friday at the Athletics Communications office (third floor of Whitacre Athletic Center, East Stadium Building). Credentials not picked up by 5 p.m. Friday will be available at Media Will Call located on the northwest side of Jones AT&T Stadium.

No credentials will be issued to any website that is not deemed to have adequate editorial oversight, or does not follow traditional journalistic ethics protocols. Credentials will not be approved to anyone who writes or posts under an alias. Please note that Texas Tech Athletics does not grant credential requests to freelance photographers. It is not always possible to accommodate all requests. No one under 18 years of age will be issued a credential without prior approval. Credentials are non-transferable and may be revoked at any time.

PHOTOGRAPHERS

Photo credentials and photo vests are to be properly displayed at all times on the sideline. Photographers must stay behind the dotted line that surrounds the field and are not permitted in the bench areas. Photo vests are distributed on gameday in the press box.

PRESS FACILITIES

The Jones AT&T Stadium Press Box is equipped with both Ethernet lines and wireless capabilities. The press box has seating for 108 working members of the press and a dedicated photo workroom for up to 10 photographers. Texas Tech will host its postgame press conference with head coach Joey McGuire and select student-athletes inside the Spike Dykes Meeting Room in the Football Training Facility. Media access for the opposing team will be conducted in an area inside the temporary visiting team locker room outside the visiting tunnel.

WEEKLY MEDIA LUNCHEON

During the season, Texas Tech head coach Joey McGuire will host a weekly media luncheon inside the Football Training Facility, located next to Jones AT&T Stadium. The event will be held each Monday during the regular season, excluding the bye week. McGuire will be joined each week by defensive coordinator Tim DeRuyter and offensive coordinator Zach Kittley. Lunch will be served at 11:30 a.m. each Monday followed by a 12:30 p.m. press conference.

WEEKLY AVAILABILITY SCHEDULE

In addition to the Monday press conference, select student-athletes will be available following practice each Tuesday inside the Sports Performance Center. Practice is expected to conclude around 10:30 a.m. each week with interviews to follow. All specific student-athlete requests should be submitted by 10 a.m. Monday each week during the season.

INTERVIEW REQUESTS

Please direct all interview requests for head coach Joey McGuire, members of the Texas Tech coaching staff and student-athletes to Matt Dowdy. Contacting student-athletes or coaches directly through text message or social media is strictly prohibited and could result in loss of credentials.

TEXAS TECH PRACTICE SCHEDULE

Sunday - 7:45 p.m.
Monday - OFF DAY
Tuesday - 8:10 a.m.
Wednesday - 3:50 p.m.
Thursday - 9:30 a.m.
Friday - 8 a.m.

Texas Tech practices are closed unless otherwise noted. The communications office will provide a weekly media schedule on Sunday nights.

VIDEO HIGHLIGHTS / NEWS CONFERENCES

Video from news conferences and games will be available to the media via YouTube. Broadcast quality video footage (game highlights, post-practice interviews, post-game interviews, etc.) are available by request through the athletics communications office.

WEEKLY RELEASE

Texas Tech's weekly release and stat package, which includes notes and depth charts, are available each Monday online at texastech.com.

LIVE STREAMING

Live video streaming of any Texas Tech Athletics event, including news conferences, on ANY social media platform is strictly prohibited without prior approval from the athletics communications office. Violation of this policy will lead to a revocation of credentials.

USE OF TEXAS TECH PHOTOGRAPHY

The use of Texas Tech photos is prohibited without prior approval from the athletics communications office. Texas Tech does not grant permission for use of its photos for social media content purposes. Texas Tech will provide courtesy headshots and action shots upon requests for editorial purposes.

USE OF AUDIO/VIDEO

Any media entity collecting any sort of "video or audio materials" (film, traditional video or audio, digital video or audio, photos, etc.) from Texas Tech University Athletics game events or press conference/media events may use that material only for traditional television newscasts, web-based or print coverage, or other electronic transmission as approved by the University in writing, with a limitation of up to three (3) minutes in length from any single event. Such media entity may not offer any live video, audio or other coverage of the event without the advance, written permission of Texas Tech University Athletics. This policy includes all games, matches and events involving any of Texas Tech's athletic programs. It includes all media events -- press conferences, pre/post-practice interviews and pre/post-game interviews. An exception would be a one-on-one interview arranged through the Texas Tech Athletics Communications office with a Texas Tech, coach, athlete or administrator.

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ROBERT GIOVANNETTI	MATT DOWDY	WES BLOOMQUIST	MATT BURKHOLDER	ANDREW STERN	TBD	CHRIS DUARTE	CASEY MONTALVO	AMY HUGHES
Sr. Assoc. AD Admin	Assistant AD FB	Director MBB	Director FB/Golf	Assoc. Director SOC/BSB	Assoc. Director WBB	Assoc. Director Track/FB	Assoc. Director VB/Tennis	Administrative Coordinator

TEXAS TECH CONTACT INFORMATION

		Office	Cell	Email
Robert Giovannetti	Sr. Associate A.D. (Kirby Hocutt requests)	806-742-2770	--	robert.giovannetti@ttu.edu
Matt Dowdy	Assistant A.D. (Primary Football)	806-834-4529	806-928-5190	matthew.dowdy@ttu.edu
Wes Bloomquist	Director of Communications	806-834-7847	512-966-6971	wes.bloomquist@ttu.edu
Matt Burkholder	Director of Communications (Secondary Football)	806-834-3205	559-862-3771	matt.burkholder@ttu.edu
Chris Duarte	Associate Director (Third Football)	806-742-2770	954-937-3254	chris.duarte@ttu.edu
Casey Montalvo	Associate Director	806-834-7665	830-931-1558	casey.montalvo@ttu.edu
TBD	Associate Director	--	--	--
Andrew Stern	Associate Director	806-742-2770	914-589-9666	andrew.stern@ttu.edu

Mailing Address: 2508 6th St., Lubbock, TX 79409 // Website: TexasTech.com // Office Location: Third Floor of Whitacre Center for Athletics Administration

OPPONENT CONTACT DIRECTORY

		Office	Cell	Email
Tim Harkins	Wyoming Associate A.D. (Primary Contact)	307-766-2256	(307) 760-7847	tharkins@uwyo.edu
Nick Seeman	Wyoming Assistant A.D.	307-766-2256	(612) 741-0550	nseeman@uwyo.edu
Nate Krueger	Oregon Assistant A.D. (Primary Contact)	541-346-5475	253-569-9468	nkrueger@uoregon.edu
Todd Miles	Oregon Associate Director	541-346-0962	541-321-3427	miles@uoregon.edu
Jake Withee	Tarleton State Senior Associate A.D. (Primary Contact)	254-968-1803	970-319-2260	jwithee@tarleton.edu
Mike Montoro	West Virginia Assistant A.D. (Primary Contact)	304-293-2821	304-276-2605	Mike.Montoro@mail.wvu.edu
Michael Fragale	West Virginia Senior Associate A.D.	304-293-2821	304-216-3834	michael.fragale@mail.wvu.edu
Andrew Pate	Houston Associate A.D. (Primary Contact)	713-743-9404	713-387-9119	arpate@central.uh.edu
Arid Davis	Houston Assistant A.D.	713-743-9404	801-243-8265	aridavis@central.uh.edu
Brent Ingram	Baylor Assistant A.D. (Primary Contact)	254-710-2743	210-845-8651	Brent_Ingram@Baylor.edu
Max Calderone	Baylor Associate Director	254-710-2743	254-265-1639	max_calderone@baylor.edu
Ryan Lackey	Kansas State Assistant A.D. (Primary Contact)	785-532-7708	785-587-7865	rlackey@kstatesports.com
Kenny Lannou	Kansas State Executive Associate A.D.	786-532-7977	785-532-7977	klannou@kstatesports.com
Brett Pyne	BYU Assistant A.D. (Primary Contact)	801-422-4912	801-367-1631	brett_pyne@byu.edu
Kenny Cox	BYU Director of Communications	801-422-5202	801-420-7703	kenny_cox@byu.edu
Mark Cohen	TCU Associate A.D. (Primary Contact)	817-257-5394	817-343-2017	m.cohen@tcu.edu
Brandie Davidson	TCU Assistant Director	817-257-7479	--	b.i.davidson@tcu.edu
Andy Eisch	Kansas Director of Football Communications (Primary Contact)	785-864-3417	785-330-3698	aeisch@ku.edu
Daniel Berk	Kansas Assistant A.D.	785-864-3417	785-312-2159	dberk@ku.edu
Justin Wilson	UCF Assistant A.D. (Primary Contact)	--	336-660-8584	jwilson@athletics.ucf.edu
John Heisler	UCF Senior Associate A.D.	--	574-532-0293	jheisler@athletics.ucf.edu
John Bianco	Texas Senior Associate A.D. (Primary Contact)	512-471-1346	--	john.bianco@athletics.utexas.edu
Thomas Stepp	Texas Associate Director	512-471-7877	--	thomas.stepp@athletics.utexas.edu
Joni Lehmann	Big 12 Conference Senior Director - Media Services	469-524-1000	--	joni@big12sports.com
David Waxman	Big 12 Conference Associate Director - Media Services	469-524-1000	--	dwaxman@big12sports.com
Joshua Conrad	Big 12 Conference Assistant Director - Media Services	469-524-1000	--	jconrad@big12sports.com

COLLEGEPRESSBOX.COM

Collegepressbox is the official media website for Division I football. Access and download game notes, quotes, statistics, media guides, headshots, logos and more for all FBS schools, conferences, postseason games, awards and the College Football Playoff. For access, please register for an account at collegepressbox.com/register.

