

Texas Tech Public Media (TTPM) provides public broadcasting and streaming to the Lubbock, El Paso and San Angelo areas designed to enhance and enrich the lives of the communities it serves.

LOCAL VALUE

Texas Tech Public Media provides quality local programming, along with public television and national public radio programming to the Lubbock, El Paso, and San Angelo communities.

TTPM's reach is approximately 174,000 television households with a population of just over 402,000 in the Lubbock, Texas market, and approximately 379,000 households with a population of 952,000 in the El Paso, Texas market. The San Angelo market has an approximate population of 99,700, while reaching approximately 101,000 radio households.

2023 KEY SERVICES

Premiere of **FROM HERE...A TEXAS TECH STORY**, covering the history of Texas Tech University on its 100th anniversary.

ONLY IN EL PASO received a Lone Star Emmy nomination.

Launched the PBS Kids Channel in El Paso

New online series **MEDIA BYTES** debuted.

Educational initiatives in both El Paso and Lubbock continued to provide resources to teachers.

TTPM held multiple kids' events for the community and took part in multiple outreach events with community partners.

LOCAL IMPACT

Approximately 13,000 people participated events in Lubbock and El Paso, with attendees receiving educational materials to prepare kids for school.

Through the AP Summer Institute, school districts and parents were about to save money for other resources and college tuition.

With more streaming opportunities, more viewers were able to access TTPM's programs in Lubbock and El Paso.

Texas Tech Public Media and PBS El Paso continued to provide services and information to the Lubbock, El Paso and San Angelo areas by presenting news and long and short form documentaries--on air and online--that shine a light on life in West Texas. Here are the activities and initiatives for 2023:

Community Events:

SOUND ON TAP (Lubbock)

In partnership with Two Docs Brewery and Louise Hopkins Underwood Center for the Arts (LHUCA), Texas Tech Public Media held a concert on April 27 presenting artists featured on the locally produced, nationally distributed series SOUND ON TAP. Tori Vasquez, Scabaret, and Edgar Derby performed live at the LHUCA's Firehouse Theater.



Above: Rachel Boyd and Vikram Baliga at the IN THE GROW Live Event.

IN THE GROW (Lubbock)

On Saturday May 6, 89.1 FM's gardening program hosts Rachel Boyd and Vikram Baliga invited the public to a live taping of IN THE GROW, followed by a Q & A session at the Texas Tech Horticulture Gardens and Greenhouse Complex.

Give Back Days at J & B Coffee Good Line Brewing Co. (Lubbock)

Two Give Back Days occurred in 2023. April 23rd J & B Coffee held a meet and greet with the staff of KTTZ-FM. Part of the proceeds that morning supported 89.1 FM. Texas Tech Public Media and Good Line Brewing Co. celebrated the second Give Back Day October 21 with an NPR-inspired craft beer. Part of the sales supported KTTZ-FM.

Back to School Breakfast (Lubbock)

KTTZ-FM 89.1 staff welcomed listeners to a back-to-school buffet provided by United Supermarkets at Skyviews Restaurant in September. Supporters came by to meet the team and say hello.

ONLY IN EL PASO Screening (El Paso)

October 27th PBS El Paso premiered an Only in El Paso episode at the Old Sheepdog Brewery, with music from El Paso bands Wamaygallo and Flamel (also featured on SOUND ON TAP). Nonprofits Green Hope Project, frontera land alliance, Bridge Pups Rescue, Mija, Yes You Can, and artist Tino Ortega and Manuel Urueta from Xingaderas participated in celebrating the El Paso community. Devoted Health sponsored the event.

FROM HERE...A TEXAS TECH STORY Screenings (Lubbock)

As part of Texas Tech University's 100th anniversary, Texas Tech Public Media produced a one-hour documentary covering the rich history of the school. The premiere screening took place at the Museum of Texas Tech University, followed by added screenings across the Lubbock area.

Other Activities

During the year Texas Tech Public Media and PBS El Paso took part community events such as Lubbock Arts Festival and



Above: Texas Tech Public Media's Weston Davis, director/producer of FROM HERE... A TEXAS TECH STORY, visits with residents of a senior living facility during a screening of the documentary.

First Friday Art Trail in Lubbock, and the El Paso International Music Foundation's Health Fair and Unity Fest Empowering Communities Together in El Paso.

Social Media:

Texas Tech Public Media in El Paso and Lubbock continues to maintain a robust online profile, with a website: KTTZ.org, and other social media pages: [Facebook \(KTTZ-TV & FM\)](#), [Facebook \(PBS El Paso\)](#), X @ttupublicmedia, Instagram @ttupublicmedia and [You Tube](#). Multiple online series are available on the website, including:



[ONLY IN EL PASO](#) explores El Paso's rich heritage, community, and culture. Each episode features stories from the El Paso community and expounds on topics such as arts, culture, music, economy, living on the border, and more.



[FRONTERA, CONNECTED](#) is a joint production with KTEP-FM, El Paso's NPR station. Host Aaron Montes moderates round table discussions concerning issues facing El Pasoans.



[MEDIA BYTES](#) helps educate people how to navigate news and information. Host Sarah Self-Walbeck navigates viewers on how to find quality reporting and goes behind the scenes of the journalistic process.

[NPR](#) has a list of podcasts available from Texas Tech Public Media.

Educational Initiatives:

AP Summer Institute (Lubbock)

The AP (Advanced Placement) Summer Institute provides West Texas teachers with content and instructional strategies designed to prepare students to qualify for College Board AP exams. This summer sixty-five teachers attended four days of training by highly regarded instructors who help grade the AP exams. As the only AP Institute within 5 hours of Lubbock, area school districts save travel costs for their teachers to attend the program.

As a result, Texas Tech Public Media's AP Institute saved families approximately \$672,000 in college expenses over the last two years because of qualifying AP scores. This program also helps local school districts shape their curriculum offerings to encourage students to take more rigorous courses to prepare them for college.

Early Learning Academy (El Paso)

The Early Learning Academy presented El Paso early childhood educators with curriculum and instructional resources to enhance their work with children and families. Educators networked with peers across El Paso and learned about new ways that they could create consistent support systems for children at home and with their teachers. The Early Learning Academy provided training on parent support, special needs children, behavioral management, and Texas Rising Star certification. Educators received information about PBS resources from Daniel Tiger's Neighborhood, PBS Learning Media, Bright by Text, and added PBS Kids resources.

With limited professional development opportunities for El Paso educators, this academy offered a robust training opportunity, partially funded by a grant. Sixty educators attended this year's academy.



Above: Participants in 2023's AP Summer Institute in Lubbock

Partner Appreciation Award (El Paso)

PBS El Paso received a Partner Appreciation award from Partners in Education. This award honors PBS El Paso's support in the Ysleta district, taking part in career days, literacy night, school educational fairs, and National Reading week. PBS El Paso supported three schools within the district this year.

Kids Events:



Above: Attendees at PBS El Paso Kids Fiesta

PBS Kids Fiesta (El Paso)

In January PBS El Paso held its annual PBS Kids Fiesta, offering family fun activities including a meet and greet with PBS Kids characters, performances from local youth dance groups and bands, and interactive booths with firsthand educational activities. Approximately 1500 people attended the event.

Summer Adventure (Lubbock)

Texas Tech Public Media, in partnership with the Science Spectrum, presented its annual Summer Adventure, designed to prepare families for school with activities and resources. Science demonstrations and screenings of PBS Kids programs also took place. 1500 people attended the event.

Back to School Bash (El Paso)

Approximately 1800 people attended the PBS El Paso's Back to School Bash. Families participated in school readiness games and activities and received free books, backpacks, handwriting kits, and focus activities. Families also enjoyed screenings of PBS Kids programs.

Big Red Fun at the Outlet Shoppes at El Paso

During the holiday season, El Pasoans enjoyed screenings of PBS programs, educational activities, and met Clifford the Big Red Dog. Around eight hundred people attended.

Other Activities

PBS El Paso also took part in other community activities such as literacy and career day events at elementary schools and PBS Kids screenings. Total participation in 2023 was about 8,000 people.



Above: PBS El Paso at the Read Across America event at REL Washington Elementary.

KTTZ-TV & KCOS-TV:

As members of the Public Broadcasting Service ([PBS](#)), KTTZ-TV in Lubbock and KCOS-TV in El Paso provide the best in public television programming, with dramas MASTERPIECE and CALL THE MIDWIFE, science programming such as NOVA, history programs like AMERICAN EXPERIENCE, and FINDING YOUR ROOTS, the culture and arts series GREAT PERFORMANCES, news and public affairs programs FRONTLINE, WASHINGTON WEEK, and PBS NEWSHOUR and the independent film series P.O.V and INDEPENDENT LENS.



The public television lifestyles channel [CREATE](#) continues to offer the best in cooking, travel, and how-to programming. In Lubbock it is available on Optimum cable on channel 139, and over the air on KTTZ-TV's channel 5.2. CREATE on PBS El Paso airs on channel 13.3 over the air, channel 1268 on Spectrum cable, and channel 387 on Comcast.



The PBS KIDS Channel provides children's programming 24 hours a day, seven days a week. It is available via antenna on channel 5.3, Optimum cable channel 140, online at pbskids.org, and on the Android and iPhone apps.

On July 1, 2023, the PBS KIDS Channel debuted in El Paso. It is available over the air on channel 13.3, Comcast cable, and Android and iPhone apps, and online at pbskids.org,

Streaming Services:

Both Lubbock and El Paso schedules are available for streaming on YouTube TV, Hulu Live TV, DirecTV, and the Local Now app on the Roku Channel. Live streaming for both stations is available on the [PBS](#) website.

Local Productions:

For the fiscal year 2022-2023, Texas Tech Public Media and PBS El Paso aired a combined 160 hours of local programming, including the following locally produced programs:



EL PASO PHYSICIAN

This monthly program hosted by Kathrin Berg features local medical specialists discussing a variety of health topics, ranging from allergies to urology.



FROM HERE...A TEXAS TECH STORY

This documentary celebrates Texas Tech University's 100th anniversary. When did the Masked Rider really make their first ride? How did Raider Red jump off the page? What does "Tech" even mean? From the barren plains of West Texas in 1923 to the sprawling campus of 2023, learn about the history, traditions, and legacy of Texas Tech University.



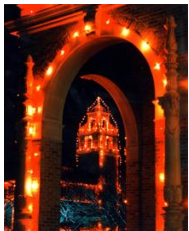
ONLY IN EL PASO

This broadcast version covers El Paso's rich heritage, community, and culture. Each two-minute episode features stories from the El Paso community and expounds on topics such as arts, culture, music, economy, living on the border, and more. In 2023 ONLY IN EL PASO received its first Lone Star Emmy nomination.



SOUND ON TAP

The weekly music series presents musicians and bands from Lubbock, El Paso, and the region. The National Educational Technological Association (NETA), a national distributor of public television programs, offers the series to public television stations across the country.



65TH ANNUAL CAROL OF LIGHTS

Texas Tech Public Media presented the live broadcast of Texas Tech University's holiday tradition that marked the closing ceremony for the TTU's Centennial Celebration. This was the first year PBS El Paso aired the special. Due to technical issues, featured violinist Annie Chalex Boyle was not able to perform the hymn O Holy Night. With aid from the TTU School of Music, Mark Lowry Music, and Lost Wax band, TTPM was able to re-record her performance for broadcast during the holiday season.

REMEMBERING COLUMBIA: A 20TH ANNIVERSARY COMMEMORATION

February 1, 2023, marked the 20th anniversary of the space shuttle Columbia's final flight. Texas Tech University, along with its magazine [Evermore](#), paid tribute to the crew, particularly Texas Tech alumnus and mission commander Col. Rick Husband, and pilot Cmdr. Willie McCool, a graduate of Lubbock's Coronado High School. This special aired on KTTZ-TV that evening.



Coming Soon

OBJECT LESSONS

This series is currently in production, with a planned 2024 premiere. Each two-minute episode focuses on an object from the Museum of Texas Tech University, discussing its place in the historical record.

*Left: Production team shooting an episode of
OBJECT LESSONS*

KTTZ-FM 89.1:

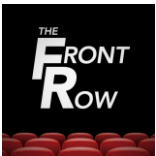
Lubbock's NPR station [KTTZ-FM 89.1-FM](#) presents news programming, including MORNING EDITION and ALL THINGS CONSIDERED weekdays from 5 a.m.-8:00 p.m. and classical music evenings and weekends. [Local news](#) airs weekday mornings and online. [Classical music](#) is also available 24/7 on digital radio HD2. [BBC World Service is available](#) on HD3. Texas Tech Public Media also oversees San Angelo's public radio station; [KNCH-FM](#). Each service is available online anytime day or night, or through the [KTTZ-FM app](#).

89.1 FM has six weekly programs:



AROUND TOWN

Fridays @ 9:00 a.m. Nick Bergfeld hosts this weekly series centered on casual conversations, where we meet guests that call the Lubbock area home.



THE FRONT ROW

Clint Barrick covers Lubbock's and the surrounding area's arts scene on Fridays at 10:00 a.m.



IN THE GROW

The program for gardening enthusiasts' airs on Fridays @ 9:30 a.m. Texas Tech Public Media's Rachel Boyd, and Dr. Vikram Baliga, Texas Tech University's Horticultural Labs, and Greenhouse Professor host.



MORE THAN A SONG

Host Cary Banks takes a deeper look at the unique style and flavor of West Texas singers, songwriters, and musicians in a relaxed "off the stage and on the air" setting Fridays at 10:30 a.m.



MUSIC CROSSROADS OF TEXAS

Highlights music and artists from Lubbock, Amarillo, Abilene, San Angelo, and other communities in the region. Curtis Peoples hosts every Saturday evening at 7:00 p.m., and Thursdays at 11:00 a.m. on KNCH-FM in San Angelo.



NOCHE DE TANGO

Every Friday evening at 9:00 p.m., and Fridays at noon on KNCH-FM San Angelo, Charles Olivier presents tango music from around the world.

Texas Tech Public Media will continue to serve the communities of El Paso and Lubbock with more local content, news reporting and PBS and NPR programming that reaches a statewide and national audience.