Texas Tech Public Media (TTUPM) provides public broadcasting to the Texas Tech, Lubbock and El Paso areas that is designed to enhance and enrich the lives of the communities it serves.

TTUPM’s reach is approximately 147,000 TV households with a population of just over 400,000 in the Lubbock, Texas market, and over 337,000 households and with over 1,000,000 population in the El Paso, Texas market.

Content:
89.1 FM expanded its local Friday morning programming.
Only in El Paso entered it’s eight season. Focusing on the culture and people that make the community what it is.
Produced a hour long documentary on the history of Texas Tech as the university turns 100.
Local music series SOUND ON TAP continued to get picked up for national distribution and was nominated for a Lone Star Emmy.

Social Media:
Explored and expanded our content with behind the scenes and digital first content.

Education:
Educational materials distributed to area teachers. AP and teacher trainings. Provided over 145 hours of remote professional development training to teachers to help them earn their state required credit hours on a flexible schedule.

Stations across Texas and from Oregon to Kentucky continued to schedule SOUND ON TAP throughout 2022
Online audiences increased across all platforms.
Texas Tech Public Media helped regional families save over $273,000 in college expenses by training teachers through an AP Summer Institute.
Over 4000 users depend on PBS LearningMedia classroom resources provided by Texas Tech Public Media each month. Over 24,000 children use pbskids.org through Texas Tech Public Media each month during the school year.
Texas Tech Public Media continued to provide services and information to the Lubbock and El Paso areas by presenting more news and long and short form documentaries—on air and online—that shine a light on life in West Texas and the Big Bend area. Below are the initiatives that TTPM presented in 2022:

**Expanding local content on 89.1 FM**
In the summer of 2022, Texas Tech Public Media expanded its Friday morning local programming block. Adding two new local shows to our airwaves.

**In the Grow** | TTUPM’s gardening podcast, joined our broadcast lineup. The podcast started in January 2021, hosted by Texas Tech Public Media’s Rachel Boyd, and Dr. Vikram Baliga, Texas Tech University’s Horticultural Labs and Greenhouse Professor.

**Around Town** | A topics-based program centered around casual conversations, where we will hear from numerous guests that call the Lubbock area home. Our host Nick Bergfeld guides the listeners on a freewheeling journey to discovery insights into places, events, topics, and issues West Texans want to know about.

**Sound on Tap** | A weekly concert series featuring artists from Lubbock, El Paso and across Texas continued to get picked up for broadcast by PBS stations from across the country via the National Educational and Technological Association (NETA), a public television distributor.

**SOCIAL MEDIA**
Texas Tech Public Media in El Paso and Lubbock continues to maintain a robust online profile, with a website: ttupublicmedia.org, and other social media pages: Facebook (KTTZ-TV & FM), Facebook (El Paso PBS), Twitter (El Paso PBS), Twitter (Lubbock) Instagram and You Tube. Several online series are available on the website, including GLOBAL WEIRDING and Only in El Paso.

**In the Grow** | A podcast for gardening enthusiasts launched January 2021, hosted by Texas Tech Public Media’s Rachel Boyd, and Dr. Vikram Baliga, Texas Tech University’s Horticultural Labs and Greenhouse Professor.
**EDUCATIONAL INITIATIVES**

Texas Tech Public Media helped regional families save over $273,000 in college expenses by training teachers through an AP Summer Institute.

Over 4000 users depend on PBS LearningMedia classroom resources provided by Texas Tech Public Media each month. Over 24,000 children use PBS Kids.org through Texas Tech Public Media each month during the school year. Texas Tech Public Media provides over 145 hours of remote professional development training to teachers to help them earn their state required credit hours on a flexible schedule.

In the last year, Texas Tech Public Media has created and distributed over 2500 handwriting play kits to families, 4000 family reading guides, and 16,000 educational app downloads.

Texas Tech Public Media works with community partners across West Texas to provide fun and free learning events for families.

**KIDS**

As the only over the air station in the area that offers educational children’s programming on a daily basis, TTPM established the KTTZ Kids Club in 2014 as a way to engage parents and their kids. Today approximately 1300 families are members, receiving emails about upcoming kids’ events.

Texas Tech Public Media provides exclusive invites to members-only kids’ events, monthly email newsletters with PBS resources, and other benefits.
KTTZ-TV/KCOS-TV

As members of the Public Broadcasting Service (PBS), KTTZ-TV and KCOS-TV in El Paso provide the best in public television programming, with dramas such as Masterpiece and Call the Midwife, science programming such as NOVA, history programs such as American Experience, and Finding Your Roots, the culture and arts series Great Performances, news and public affairs programming 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. It is available on Suddenlink cable on channel 139, and over the air on KTTZ-TV’s channel 5.2 in Lubbock. CREATE on El Paso PBS airs on channel 13.3 over the air, channel 1268 on Spectrum cable, and channel 387 on Comcast.

The PBS KIDS 24/7 channel in Lubbock provides children’s programming 24 hours a day, seven days a week. Each Friday evening the channel presents a Family Night, with marathons of favorite shows or special movie events. It is available via antenna on channel 5.3, Suddenlink cable channel 140, online on the Texas Tech Public Media website, and on the Android and iPhones apps.

Texas Tech Public Media aired the following locally produced programs during 2022:

64th Annual Carol of Lights | The annual Texas Tech University holiday tradition returned for an in person celebration. TTPM presented the live broadcast.

El Paso Physician | This monthly program hosted by Kathrin Berg features local medical specialists discussing a variety of health topics, ranging from diabetes to allergies.

Sound on Tap is a live weekly session and interview series delivering intimate performances from up-and-coming artists from across the region.
KTTZ FM 89.1

With the increased news content on 89.1, TTPM now offers more classical music on digital radio HD2. The BBC World Service remains 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 6 local weekly programs:

**Around Town** | A topics-based program centered around casual conversations, where we will hear from numerous guests that call the Lubbock area home. Our host Nick Bergfeld guides the listeners on a freewheeling journey to discovery insights into places, events, topics, and issues West Texans want to know about.

**The Front Row** | Clint Barrick covers Lubbock’s and the surrounding areas arts scene Fridays at 10:00 a.m.

**Listen in, Lubbock** | TTPM’s Sarah Self-Walbrick holds roundtable discussions with reporters from around the region Friday mornings 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. This also airs on KNCH-FM in San Angelo.

**Noche de Tango** | Friday evenings at 9:00 p.m. Charles Olivier presents tango music from around the world.

**In the Grow**, a podcast for gardening enthusiasts launched January 2021, hosted by Texas Tech Public Media's Rachel Boyd, and Dr. Vikram Baliga, Texas Tech University’s Horticultural Labs and Greenhouse Professor.
EVENTS

04.22 | NPR Lubbock News at the FFAT
Staff informed the public about Texas Tech Public Media’s news coverage at the LHUCA.

04.22 | PBS KIDS + Educational Event
Educational materials, learning activities, and a meet-and-greet with PBS KIDS characters.

07.22 | General + Event Promotions
Promoted KTTZ KIDS Club Summer Adventure at the First Friday Art Trail.

07.22 | KTTZ Kids Club Summer Adventure
PBS KIDS screenings, activity booths, live science demonstrations... Approx. 1.5K families attended.

07.22 | KTTZ Kids Club Storytime
Storytime with Mayor Shaw in Slaton, Texas.

08.22 | Content and Event Promotions
Hub City Fest Booth to inform the public about Texas Tech Public Media’s content and events.

9.22 | Sound on Tap Screening
Hosted a screening of a new season of Sound on Tap at the First Friday Art Trail.

10.22 | Sound on Tap: Live
First-ever Sound on Tap: Live event. Bands from the show were showcased to a live audience.

10.22 | In the Grow: Live
First-ever! Hosts recorded a live episode of the show, and took questions from attendees.

10.2022 | United Way Volunteering
Staff helps pack books, educational materials, and PBS kindergarten readiness reading guides.

11.2022 | The Future of Rural West Texas
A partnered event with Texas Tribune to help host The Future of Rural Texas Event at TTU.

10.2022 | Community Involvement
NamiWalks mental health awareness 5K in El Paso.
10.2022 | Community Involvement
Glow in the Park event booth in El Paso.

10.2022 | PBS KIDS + Educational Event
Bassett Place Fall Festival event booth in El Paso.
In 2023, Texas Tech Public Media will continue to serve the communities of El Paso and Lubbock through the creation of new podcasts, and a new season of Beyond the Report, in addition to the continued news reporting that reaches a statewide and national audience.