



## 2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

Congratulations on providing Lubbock and the South Plains with 50 years of greatly informative, entertaining and educational programming.

Joel West, Owen Group

**KTTZ-TV, a part of Texas Tech Public Broadcasting, is committed to sharing the unique and often overlooked stories of West Texas with Texas Tech University, Lubbock, Texas and the surrounding region.**



KTTZ-TV/FM provides quality local programming, along with public television and radio programming to the Texas Tech University, Lubbock, Texas and surrounding communities that feature a different twist of life on the South Plains of Texas.

In 2012, Channel 5 celebrated its 50<sup>th</sup> year as Lubbock's public television station by:

Collaborating with other Texas PBS stations about childhood hunger and obesity.

Introducing a new arts and entertainment series 24 FRAMES.

Hosting a screening of Ken Burns' THE DUST BOWL

Partnering with the Lubbock Library system for a CAT IN THE HAT KNOWS ABOUT THAT! event

KTTZ-TV/FM continues to establish itself as an important resource, reaching out to the community, forming new partnerships and building upon current ones.

2012 marked the first full year of KTTZ-TV/FM, with Channel 5 and 89.1 FM becoming a part of Texas Tech Public Broadcasting. It also marked the 50<sup>th</sup> anniversary of Channel 5. This joining of forces is part of the continuing revitalization of KTTZ and rebuilding the brand. The focus for most of the year was to increase the number of local productions and build partnerships within the community.

### **Local Productions:**

It was a busy year as Channel 5 continued to build upon the success of last year's local productions by expanding the number of hours produced from 573 hours last fiscal year to 2250 hours for the 2011-2012 fiscal year. As a result:

- KTTZ participated in a Texas Public Broadcasting Association state-wide production of FEEDING MINDS: TEXAS TAKES ON HUNGER AND OBESITY. The documentary aired February 23 across the state, including KTTZ.
- KEEPING IT LOCAL and LOCALLY OWNED continued for another season, this year profiling Literacy Lubbock, the Active Character program at Whorter Elementary, Rock Solid Athletics, and a special AMERICA REVEALED-themed edition of Keeping It Local. In October both series combined to become a one-time special, LOCALLY LUBBOCK.
- A new series, 24 FRAMES, premiered in May as a local arts and entertainment magazine show.
- In May Lubbock elected a new mayor, and a series of one to two minute segments, MOMENT WITH THE MAYOR, aired throughout the summer.
- On the national stage, KTTZ collaborated with the NIGHTLY BUSINESS REPORT, profiling the "mommy app," an iphone application for breastfeeding moms to learn how medications could affect their babies. The Infant Risk Center at the Texas Tech University Health Sciences Center developed this technology. The Nightly Business Report, television's most-watched daily business news program, airs weekdays at 5:30 p.m. and 11:00 p.m.
- A new season of INSIDE TEXAS TECH WITH CHANCELLOR KENT HANCE debuted in September, along with a new format and look.
- KTTZ teamed up with the Texas Tech University Health Sciences Center for a series of MEDICAL MINUTES that aired beginning in September.
- To celebrate the holidays, Channel 5 and 89.1 FM teamed up to produce and broadcast THE CHRISTMAS CURMUDGEON, an original radio production written by local attorney Charles Moster.



*Volunteers (Left to Right) Chris Davis, Stan Tucker and Kim Klafka participate in The Christmas Curmudgeon radio production in August, 2012.*

### Community Activities:

- October 16, 2012 marked the 50<sup>th</sup> anniversary of Channel 5. To thank the viewers for their support through the years, KTTZ held a party and a screening of the new Ken Burns' documentary, THE DUST BOWL. Dayton Duncan, co-producer of series, was the featured guest. During the event, he signed books, visited with guests and held a Q & A session following the screening. Approximately 75 guests attended.
- KTTZ partnered with The Texas Tech Club for a kids event benefiting the South Plains Food Bank and the Children's Advocacy Center of Lubbock and Literacy Lubbock. About 100 kids and parents met Curious George, Princess Presto, and Super Why! They were also introduced to the new children's series, DANIEL TIGER'S NEIGHBORHOOD.
- To promote the holiday special, THE CAT IN THE HAT KNOWS A LOT ABOUT CHRISTMAS! KTTZ and the Godeke Branch of the Lubbock Library System teamed up for an event with 825 people attending. Kids received a free art and craft project and a photo with the Cat in the Hat. Local performer Andy Mason, entertained the crowd, followed by a screening of CAT IN THE HAT KNOWS A LOT ABOUT CHRISTMAS!
- During the year KTTZ offered tours of its facilities to various community organizations, demonstrating the behind the scenes activities and educating young people and adults about public broadcasting.

### Social Media:

The KTTZ.org website, You Tube, Twitter, and Facebook pages continue to bring in local viewers. The station's online presence expanded to include a Facebook page for 24 FRAMES.



*(Above) Guests attending the Channel 5 50<sup>th</sup> Anniversary Party/Dust Bowl Screening enjoyed a Dust Bowl-themed cake provided by local bakery Art d' Cuisine.*

*(Left) Author and Co-Producer of Ken Burns' Dust Bowl, Dayton Duncan, signs Dust Bowl posters during the event.*

## Feeding Minds: Texas Takes on Hunger and Obesity

KTTZ joined other Texas PBS stations in special state-wide project about the co-existing problem of hunger and obesity among Texas children, and what communities are doing to alleviate it. Channel 5's contribution profiled the South Plains Food Bank's Kid's Café and its collaboration with faith-based organizations. The production aired February 23 across the state. The documentary introduced online resources to educate the public about this growing problem.



## KTTZ, Nightly Business Report team up to profile Texas Tech Health Sciences Center "Mommy App"

With state funding to higher learning institutions decreasing across the country, colleges and universities are looking for other ways to increase revenue. One way is to introduce products developed through research to the marketplace. TTUHSC's Infant Risk Center developed the "mommy app" for the iphone for expectant and nursing moms to see which medications are safe to use. Thanks to the production assistance from KTTZ, The Nightly Business Report introduced this technology to a national audience. With this exposure, the hope is that financial support can be found to provide this app to the public for free.



## New Arts and Entertainment Series, 24 FRAMES, premieres on Channel 5

May 2012 Channel 5 introduced to Lubbock a new half-hour series, 24 Frames. In each episode, host Paul Hunton checks out the vibrant arts and entertainment scene in the area, introducing viewers to the venues and people who make life in Lubbock fun. This is the only program of its kind in the Lubbock area.





KTTZ and the Goedke branch of the Lubbock City Library hosted a Cat in the Hat Knows A Lot About Christmas! party to promote the new special. KTTZ received a grant from PBS for the free-to-the-public event. The party gave families an opportunity to meet the Cat in the Hat, enjoy holiday crafts, fun music, stories, and the new Cat in the Hat Christmas special. Acton Printing and United Supermarkets provided additional assistance.

Approximately 825 parents and children attended the party. Each child participated in an art and crafts project, sat in on a reading corner, listened to a children's entertainer, and had their photo taken with The Cat in the Hat.

The Godeke Library also benefited from this event. The future of the Godeke Library's location and facilities has been uncertain for the past year, and this event showcased the importance of that branch and the need for improved facilities.



***Thank you so much!  
 The turnout was  
 great! I'm happy  
 y'all care about  
 these little ones the  
 way y'all do. –  
 Desire Rodriguez,  
 parent***

*(Left) Children's entertainer Andy Mason performs for the parents and kids attending the KTTZ and Goedke Library's Cat in the Hat Knows a Lot About Christmas! party.*



(Above) KTTZ Producer Marcela Garcia demonstrates editing techniques to the kids of the Magic Rainbow Daycare Center.

On October 16, 1962 at 6:30 p.m., KTTZ-TV Channel 5 became the 71<sup>st</sup> noncommercial station in the nation, and the third in Texas. As it wraps up its 50<sup>th</sup> year in broadcasting, KTTZ's mission remains the same: to continue to provide alternative, educational and informative television programming to the Texas Tech, Lubbock and South Plains communities.

*"Congratulations, Channel 5, on your 50<sup>th</sup> birthday. I have literally grown up alongside you, as have my children, and I can't imagine life without you! From Sesame Street, the Muppets, and Mr. Rogers to Live from Lincoln Center, Masterpiece Theatre, and Antiques Roadshow, you have been so very important to us. May you continue to bring the type of programming that has enriched our lives and our hearts to future generations. On behalf of the entire Saathoff family, Happy Birthday!"*

*Mary Jones Saathoff, Ph.D., President and CEO  
Lubbock Symphony Orchestra*



(Above) Kids greet Curious George, Princess Presto and Super Why! during the PBS KIDS Fest. KTTZ and The Texas Tech Club teamed up for this event to benefit the South Plains Food Bank Children's Advocacy Center of Lubbock and Literacy Lubbock. This was the first partnership for KTTZ and The Texas Tech Club.

**KTTZ-TV, a part of Texas Tech Public Broadcasting, continues to provide Texas Tech, Lubbock and the South Plains communities with informative, educational and engaging programming and activities that enhance life in the region.**