



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Fans of MASTERPIECE'S Downton Abbey wear fashions inspired by the series during Texas Tech Public Broadcasting's sneak preview of season four.



Providing public broadcasting to the Texas Tech, Lubbock and South Plains region that is designed to enhance and enrich the lives of the communities we serve.



Texas Tech Public Broadcasting 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. KTTZ-TV and FM reaches approximately 161,400 homes and 18 counties in the Lubbock market.

In 2013, Texas Tech Public Broadcasting provided opportunities for community outreach by:

Hosting or participating in local screenings of PBS programs.

Presenting a live national broadcast of Prairie Home Companion originating from the City Bank Auditorium in Lubbock

Producing local content to compliment national programs, such as LATINO AMERICANS ON THE SOUTH PLAINS and CENTRAL PARK FIVE: A TOWN HALL MEETING

Texas Tech Public Broadcasting continues to establish itself as an important resource, reaching out to the community, forming new partnerships and building upon current ones. Each partnership reinforces the uniqueness of the content TTPB offers, encouraging citizens to have an active voice.

Texas Tech Public Broadcasting (TTPB), made up of KTTZ-TV Channel 5 and KTTZ-FM 89.1, continues to build on the success of the past year. In 2013 both stations become more involved in the community.

Community Outreach Activities:

- A live national broadcast of popular public radio series PRAIRIE HOME COMPANION originated from the City Bank Auditorium April 27. Host Garrison Keillor and the residents of Lake Woebagon shared the stage with grassroots band The Flatlanders (made up of Lubbock natives Joe Ely, Butch Hancock, and Jimmie Dale Gilmore) and country music artist Ashley Monroe. Keillor chatted with Travis Holley, Buddy Holly's brother, and Peggy Sue Gerron about their memories of Lubbock's favorite son. It was the first time the program visited Lubbock.
- Also in April, a screening of the documentary, CENTRAL PARK FIVE, A Film by Ken Burns, David McMahon, and Sarah Burns, took place at the Louise Hopkins Underwood Center for the Arts (LHUCA), followed by Q & A with a panel discussion covering topics raised in the film. THE CENTRAL PARK FIVE profiles the infamous 1989 Central Park jogger rape case and the repercussions that followed.
- The popular NPR quiz series, WAIT, WAIT DON'T TELL ME held a live staging of the show that was simulcast to movie theaters across the country. Cinemark Movies 16 and KTTZ-FM 89.1 presented the special to area fans in May.
- For Hispanic Heritage month, PBS premiered the LATINO AMERICANS, a six-part documentary about the Latino American experience in the United States. In October series producer John Valadez visited Lubbock to present a screening of an episode at Premiere Cinemas at the South Plains Mall. He spoke to Texas Tech University's History and Media and Communication classes. This was a joint effort between the History Department, Texas Tech Public Broadcasting and TTU's Division of Institute Diversity, Equity & Community Engagement.
- In October a new series by Harvard Professor Henry Louis Gates, Jr., AFRICAN-AMERICANS: MANY RIVERS TO CROSS premiered. TTPB collaborated with Texas Tech Institute of Diversity to present a public screening of the series at the International Cultural Center on the Texas Tech campus. Afterwards, leaders from Lubbock's African-American community held a panel discussion concerning racial issues within the city.
- To promote the season premiere of MASTERPIECE'S Downton Abbey, a sneak peek of the first episode of season four was presented to two standing room only audiences at the LHUCA. Guests were treated to high tea during the afternoon, and an evening reception prior to each screening. The popular British series about the aristocratic Crawley family and its staff during the early 20th century is PBS' highest rated drama in its history.



Staff members (left to right) Clint Barrick, Reagan Doyle, and Jade Fleming man the Texas Tech Public Broadcasting booth during the May 2013 Lubbock Business Expo.

Television:

For the fiscal year of 2012—2013, Channel 5 aired 78 hours of local programming for television. That is an increase of 20% over last year.

- 24 FRAMES launched its second season in May with a new look and attitude. It continued to profile the Lubbock arts scene through stories and personalities, creation and inspiration. This fall a segment featuring glass artist Lee Ware had the honor of being nominated for a Lone Star Emmy.
- The third season of INSIDE TEXAS TECH premiered in September, featuring segments of the Texas Tech System Chancellor Kent Hance's Leadership Classes, traditions such as the Carol of Lights and profiles of students and staff, as well as covering off beat topics such as a class about zombie culture.
- In conjunction with the Florentine Films (Ken Burns' production company) documentary, CENTRAL PARK FIVE, TTPB produced a half-hour special, CENTRAL PARK FIVE: A TOWN HALL MEETING. This was the panel discussion and Q & A session taped immediately following the screening that took place at LHUCA in April. Funding for this production was made possible by a grant from WETA, the Washington, D.C. public television station.
- As a companion piece to the PBS series LATINO AMERICANS, TTBP presented LATINO AMERICANS ON THE SOUTH PLAINS in September 2013. It was well received, and the hope is to distribute the program regionally and nationally. WETA awarded a grant to TTPB for this production.
- Texas Tech Public Broadcasting also produced short form segments to compliment national programs. Segments featured were SPACE SHUTTLE COLUMBIA: MISSION TO HOPE, CONSTITUTION USA, LATINO AMERICANS, and AFRICAN AMERICANS: MANY RIVERS TO CROSS and HARVEY GIRLS: OPPORTUNITY BOUND. Other segments included topics such as the LP&L billing controversy, the new video screen at the Jones AT&T Stadium, and the Farm Bill extension.
- The lifestyles channel Create, continues on Channel 5.2 as an alternative for viewers who seek more how-to, travel, cooking and gardening programming.

Radio:

- 89.1 FM, Lubbock's Voice of the Arts, continues to be the only source of classical music in the region, beginning with MORNING MUSIC with Clint Barrick, through Alexa Vogelzang's DINNER CLASSICS each evening. Iconic NPR programming MORNING EDITION and ALL THINGS CONSIDERED air daily.
- It also offers additional NPR programming on digital radio HD2 and the BBC World Service on HD3. TTPB also oversees Angelo State University's public radio station; KNCH-FM. Angelo State is part of the Texas Tech University System.
- In January 2013, a new local series, FAITH MATTERS, premiered. Hosted by Ryon Price, pastor of Second Baptist Church, and Monsignor David Cruz, pastor of Our Lady of Grace, FAITH MATTERS presents stories and dialogue of faith from people from all walks of life. It airs Sundays at 5:00 p.m.

- ON POINT WITH CHANCELLOR KENT HANCE continued with another season with commentary from the Texas Tech University System Chancellor.
- The radio version of 24 FRAMES airs every Thursday with movie reviews from Paul Hunton.

Social Media:

- Texas Tech Public Broadcasting continued its online presence, doubling the number of fans on its [Facebook page](#). 24 FRAMES [Facebook page](#), has over 1100 fans. KTTZ's [You Tube Channel](#) is continually refreshed with new material.
- [KTTZ.ORG](#) has a mix of exclusive on-line features, and full-length episodes of FAITH MATTERS, INSIDE TEXAS TECH and 24 FRAMES.
- Audio streams of 89.1 FM's, HD01 and HD02 schedules and BBC World Service are available 24 hours a day on the TTPB [website](#).



Local photographer Alisa Palmer and her blog [familymealblog.com](#) were profiled on KTTZ-TV's series 24 FRAMES. In 2013 PBS Digital Studios invited Texas Tech Public Broadcasting to contribute content from the Lone Star Emmy nominated series to its [website](#).

"It's so great to have a partner and to have you here in this town. Lubbock needs you and you bring such great art through our TVs into people's living rooms."

*Karen Wiley,
Executive Director,
Louise Hopkins Underwood Center for the Arts.*

Community Screenings

Based on the success of last year's Cat In The Hat children's event, a goal for 2013 for Texas Tech Public Broadcasting was to expand the number of events it offered to the public. The plan was to use public television programming that would resonate with the underserved areas of the community, facilitating conversation.

Each screening offered a local component, whether it was showcasing a KTTZ-TV documentary, short segments or a Q & A session. The intent was to show how the programming presented by Texas Tech Public Broadcasting can make a difference on the local level. The events were free to the public.

Partnerships for the events were the Lubbock County District Attorney's Office, Louise Hopkins Underwood Center for the Arts, Premiere Cinemas, Texas Tech University's Division of Institute for Diversity, Equity and Community Engagement and Texas Tech University's History Department.

Four screening events were held for CENTRAL PARK FIVE, LATINO AMERICANS, AFRICAN-AMERICANS: MANY RIVERS TO CROSS, and MASTERPIECE'S Downton Abbey. Approximately 600 people attended the screenings throughout the year.



(Left) Series Producer of LATINO AMERICANS, John Valadez, takes questions from the audience during the LATINO AMERICANS screening at Premiere Cinemas in Lubbock. According to the U.S. Census, Hispanics make up 33% of the Lubbock county population.



Students enrolled in TTU's College and Media Communications documentary filmmaking class participate in a production lab at the KTTZ-TV Studios. Beginning in 2013 students spent time during the semester learning how a television studio operates. Some of these students went on to have for-credit internships at the station, giving them additional experience as they pursue a career in media.



2013 was the final year that those who wanted to earn their GED using the 2002 series materials. To encourage those who needed to take the test, Texas Tech Public Broadcasting teamed up with all Texas PBS stations to air the GED CONNECTION every weekday evening. Another educational program available to viewers is the live, monthly interactive history series, COLONIAL WILLIAMSBURG, teaching middle-school students about life during our country's infancy. TEACHING CHANNEL is a series by teachers, for teachers, presenting innovative teaching methods for grades K through 12. [PBS Learning Media](#) is an excellent classroom resource for teachers.



"(About LATINO AMERICANS ON THE SOUTH PLAINS), I've heard so many comments about these voices and these lives and the young people that they've touched. And you were able to do it locally through public broadcasting"

*Juan Munoz,
Senior Vice President,
Texas Tech University's Institute of Diversity, Equity &
Community Engagement*

(Pictured with LATINO AMERICANS series producer John Valadez (center) and Texas Tech Public Broadcasting's Managing Director Robert Giovannetti (right))



My first anniversary as president of Texas Tech University is approaching. Since day one, public broadcasting has been a priority. I have always maintained that public broadcasting is one forum that promotes academic freedom and opportunities to our society, and is an important part of our overall mission at Texas Tech University.

***M. Duane Nellis, Ph.D.
President, Texas Tech University***

In 2014, Texas Public Broadcasting will continue its mission to be an important part of the Texas Tech, Lubbock and South Plains communities. Initiatives in the coming year include launching a Kids Club, premiering a documentary about Texas Tech's mascot, Raider Red, and moving forward with plans to create a Texas Tech Channel, and a network of radio stations across West Texas.



Guests at the afternoon screening of the season four preview of MASTERPIECE'S Downton Abbey enjoy high tea before the presentation. It was standing room only at the Louise Hopkins Underwood Center for the Arts, with approximately 350 people attending the afternoon and evening screenings.



Texas Tech Public Broadcasting proudly serves the need of its communities by providing the venue for the people of the Texas Tech, Lubbock and South Plains region to have a voice.