

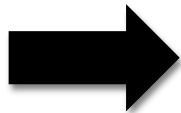
TEXAS TECH UNIVERSITY
Public Media™

2014 KTTZ-TV/FM LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Texas Tech Public Media provides public broadcasting to the Texas Tech, Lubbock and South Plains region that is designed to enhance and enrich the lives of the communities it serves.

LOCAL VALUE



2014 KEY SERVICES



LOCAL IMPACT

Texas Tech Public Media 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 89.1 FM reach approximately 161,400 homes and 18 counties in the Lubbock market.

In 2014 Texas Tech Public Media reached to the community by:

Initiating a Kids Club, and establishing new partnerships through this program.

Beginning production on a documentary about the East Lubbock Neighborhood Project

Premiering a new documentary about Texas Tech Mascot Raider Red

Increasing Texas Tech Public Media's footprint on the web.

Five hundred families became members of the KTTZ Kids Club through membership drives taking place during the summer.

Nearly \$30,000 was raised via an online campaign for future community events.

Texas Tech Public Media received \$395,000 in grants for facility upgrades and local productions, which will provide more opportunities for local outreach events and program.



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The stations of Texas Tech Public Media (TTPM), KTTZ-TV Channel 5 and 89.1 KTTZ-FM, had a successful 2014, with new programs and initiatives launching to meet the interest and needs of the Texas Tech, Lubbock and the South Plains communities. Here is what was accomplished during the course of a year:

Community Outreach

On April 30 Italian jazz pianist Antonio Zambrini gave a free concert benefiting Texas Tech Public Media. Approximately 200 supporters attended the event at TTU's Merket Alumni Center, raising over \$3,000 for TTPM.



Texas Tech Public Media launched a new KTTZ Kids Club. TTPM participated in five family-friendly events throughout the Lubbock area to introduce the public to this new initiative.

Prior to the start of the 2014-2015 academic year, listeners and viewers were treated to a back to school breakfast. Visitors dropped by the lobby of the Bank of America building to say hello and meet the staff of TTPM.





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In September, TTPM partnered with the Alamo Drafthouse Cinema to host a premiere party for the new KTTZ-TV documentary GUNS UP! THE HISTORY OF RAIDER RED. Approximately 100 people attended the event. The broadcast premiere took place September 11.



The Lubbock Symphony Orchestra and KTTZ-FM teamed up for an evening of classical music in October, with the popular PBS series, MASTERPIECE CLASSIC's "Downton Abbey" as the theme. KTTZ-FM's Clint Barrick hosted and entertained at the piano during the event.



With the funds raised from an online campaign in early 2014, the Lone Star Emmy-nominated series 24 FRAMES had a live, open-to-the-public taping at the KTTZ-TV studios in November. Vocalist Hannah Jackson and musicians Scott and Amy Ferris performed selections of their work, while Texas Tech University art professor Dirk Fowler demonstrated printmaking techniques. The program was broadcast as a fundraising special in December.



Above top: TTU Professor Dirk Fowler presents 24 Frames host Paul Hunton with a poster printed during the live taping.

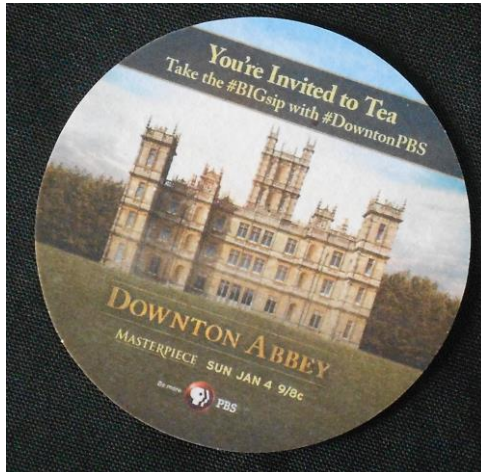
Left: Hannah Jackson performs on the 24 Frames stage.

A second season of the series SHAKESPEARE UNCOVERED premiered in January 2015. KTTZ-TV received a \$15,000 grant to promote the new season. In November and December, TTPM and Premiere Cinemas held two screenings of popular films based upon Shakespeare's plays, "[10 Things I Hate About You](#)," and Joss Whedon's "[Much Ado About Nothing](#)."



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Flash mobs of Texas Tech's College of Visual and Performing Arts students staged selected Shakespearian scenes and sonnets at venues across the city. [One took place at Raider Alley before the Texas Tech-Oklahoma game](#), and another occurred during the December First Friday Art Trail at the Louise Hopkins Underwood Center for the Arts (LHUCA).



Above: Participants received coasters at the Downton Abbey Season 5 screening.

Right: Guests enjoy the buffet catered by Skyviews of Texas Tech at the Charles Adams Gallery.



Another anticipated season of PBS' highest rated drama, MASTERPIECE CLASSIC'S "Downton Abbey," was kicked off with a preview screening of the series 5 season premiere at LHUCA. Over 200 guests were treated to either an afternoon tea at the LHUCA or an evening reception at the Charles Adams Gallery.

KTTZ-FM 89.1 Update

[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. TTPM also oversees Angelo State University's public radio station; [KNCH-FM](#). Angelo State is part of the Texas Tech University System. Each service is available [online](#) anytime day or night.



Research continues to find potential markets to expand the reach of 89.1 FM



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A new season of FAITH MATTERS began in January with new host Ted Dotts. Dr. Dotts is Pastor Emeritus of St. John's Methodist Church of Lubbock. The series continues to feature discussions about everyday faith with faith leaders and lay people in the community. Episodes are available at KTTZ.org.

[INSIDE TEXAS TECH](#) features the faculty and staff of Texas Tech University.

The year was capped off with a successful fall membership campaign, surpassing the \$60,000 goal by \$10,000.

Right: Texas Tech Public Media Managing Director Robert Giovannetti interviews Texas Tech University President Duane Nellis in the 89.1 FM studios.



"Texas Tech Public Media is a great asset to this university. With a great outreach through radio, we are able to provide intellectual art and culture with classical music, and news through NPR and the BBC networks from right here on campus.

I'm a personal fan of KTTZ radio, and it's the station you will most often find me listening to."

Texas Tech University President Duane Nellis

Social Media Update:

Texas Tech Public Media was one of four stations to receive a PBS Digital Entrepreneur Grant in January to produce original online material. As part of that grant, in March 2014 KTTZ launched a crowd funding event for its arts and entertainment series, [24 FRAMES](#). The intent is to produce live arts and music events in the area. PBS Digital Studios would match the dollars that TTPM raised up to \$20,000. The goal was \$10,000. At the end of the campaign, \$14,830 was raised, and with the matching funds from PBS Digital Studios, the drive brought in a total of \$29,660. The results earned national attention from public media blogosphere. More information about TTPM's





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successful Indiegogo campaign can be found on the [PBS Station Products & Innovation Blog](#) or at [Current.org](#).

The March 2014 episode of [INSIDE TEXAS TECH](#) went [viral](#) when Texas Tech head football coach Kliff Kingsbury was a guest speaker in TTU Systems Chancellor Emeritus Kent Hance's Leadership Class.

TTPM continued its collaboration with [PBS Digital Studios](#), a website devoted to web-only content developed by PBS stations across the country. The production team submitted a feature about the future of architecture, with assistance from TTU's College of Architecture.

Both the TTPM [Facebook pages](#), the [Texas Tech Public Media website](#), and [You Tube](#) page continued its online presence, with more fans liking the pages daily.

KTTZ-TV Update

KTTZ-TV Channel 5.1 aired 46 hours of local, original programming during the 2013-2014 fiscal year. It also provides the South Plains region the best of public television programming, such as NOVA, ANTIQUES ROADSHOW, FRONTLINE, AMERICAN EXPERIENCE and MASTERPIECE, including the blockbuster drama series "Downton Abbey." This year Ken Burns' latest documentary, THE ROOSEVELTS: AN INTIMATE HISTORY, debuted, with 33 million people across the country viewing the series, making the most watched Ken Burns' series since BASEBALL premiered in 1994. That helped [PBS earn the 5th highest primetime household rating among both cable and broadcast channels for the 2013-2014 television season](#).



The Lone-Star Emmy-nominated series [24 FRAMES](#), continues for another season of shows profiling the West Texas arts and culture scene. 2014 marked the second year in a row the series was nominated for a Lone Star Emmy in the [arts/entertainment--program/special category](#). Subjects covered this season included profiles of comic book artist Will Terrell and Lubbock Symphony Orchestra's Maestro David Cho, a visit to the Lubbock Lake Landmark, performance by the Thrift Store Cowboys, and a three-part feature about the art of coffee.



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Topics on this season's [INSIDE TEXAS TECH](#) include revisiting the 1970 Lubbock tornado, an interview with TTU head football coach Kliff Kingsbury, a profile of former Red Raider, NFL player, and now artist Baron Batch, and a look at the Southwest Collection.

Right: TTPM's Robert Giovannetti interviews new Texas Tech University System Chancellor Robert Duncan on an episode of INSIDE TEXAS TECH



"Public media play an important role in not just complementing our educational mission but also in advancing that mission through thoughtful programming that engages, challenges and ultimately moves the audience to action."

Texas Tech University Chancellor Robert Duncan

[LATINO AMERICANS ON THE SOUTH PLAINS](#), aired on KLRU, Austin, Texas' PBS station May 4. This is the first step in distributing the 30-minute program to more stations.



Texas Tech Public Media was one of 46 public television stations to receive a \$10,000 Stories of Champions Grant for [AMERICAN GRADUATE DAY 2014](#). American Graduate is an initiative of the Corporation for Public Broadcasting designed to improve graduation rates across the country. KTTZ-TV produced four short form documentaries profiling those individuals from the Lubbock community who are working to improve students' academic progress locally and nationally: [Lisa Ramirez](#), [Janice Magness](#), [Heather Martinez](#) and [Bertha Fogerson](#). KTTZ-TV also participated in the national American Graduate Day 2014 broadcast on September 27.



Suddenlink Cable added the popular public television lifestyles channel [Create](#) to its lineup in August. It is available on channel 128. It continues to be seen off antenna on channel 5.2.





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[GUNS UP! THE HISTORY OF RAIDER RED](#)

made its world premiere in September. This half hour documentary, produced with support from the Texas Tech Federal Credit Union, profiled the beloved mascot of Texas Tech University.

Right: TTU Head Football Coach Kliff Kingsbury is interviewed for GUNS UP! THE HISTORY OF RAIDER RED.



In a joint production with the Texas PBS stations, KTTZ-TV participated in a state-wide broadcast of [TEXAS PERSPECTIVES: WATER](#). With water supply and usage under increased scrutiny all across Texas, communities big and small are looking at

innovative solutions. Texas Tech University professors Dr. Chuck West, Dr. Ken Rainwater, Dr. Glen Ritchie, and Dr. Venka Uddameri were featured in the documentary. The special aired October 16 on KTTZ-TV and statewide throughout the fall.

[FREE TO EXCHANGE](#) premiered in November. Hosted by Texas Tech University's Free Market Institute Director Ben Powell, this series presents one on one discussions concerning political economy, specifically economic freedom and the free enterprise system.



Early August the popular regional travel series [THE DAYTRIPPER](#) arrived in Lubbock to shoot an episode as part of its sixth season. It aired state-wide beginning in October.

Left: DayTripper Host Chet Garner interviews a patron of the popular restaurant Spanky's during the Lubbock shoot



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For the first time KTTZ-TV presented a live broadcast of Texas Tech University's 56th annual [Carol of Lights](#). The [popular holiday tradition](#) attracts thousands of people from across the region to the Texas Tech University campus. This broadcast enabled those who were not able to attend to be a part of this holiday tradition. It was available online and alumni from around the world were able to view live. The Lubbock Independent School District and the TTU Athletic Department were production partners for this event.



The December 2014 Texas Tech Commencement exercises aired for the first time on channel 5.2 and Suddenlink cable channel 128. Both the Carol of Lights and Commencement were the first steps in establishing a future Texas Tech Channel.

Facilities Update:

During the summer, both television and radio received facility upgrades:

In June a new satellite uplink was installed at KTTZ-TV. This project was a partnership between the TTU Athletics Department and TTPM. This technology will enable the station to send content to other networks across the country, and makes it possible to broadcast special university events such as the Carol of Lights and commencement.



A new satellite dish was also installed at 89.1 FM.

A new studio set (*right*) for KTTZ-TV was put in place in August, including a 90 inch HDTV.



Both KTTZ-TV and FM received facelifts---updating the look and feel of each station's public face.



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As part of its grant to Texas Tech University, the Talkington Foundation awarded \$250,000 to Texas Tech Public Media for future upgrades to television and radio.

Other Noteworthy activities:

Texas Tech Public Media staff member Reagan Doyal won a Silver District award from the American Advertising Awards for his NOVA: At the Edge of Space promotional spot.



Clockwise: Musicians Scott and Amy Ferris perform during the live taping of 24 FRAMES, KTTZ Kids Club host Siria Bojorquez helps out during the KTTZ Kids Club/Abbeville Dentistry Kids Appreciation Day, and it was a full house at the Downtown Abbey Season 5 Preview at the Louise Hopkins Underwood Center for the Arts.



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Texas Tech Public Media provides the only over the air children's programming in the area. As an outreach effort to families, a Kids Club was created. Interstitials launched April 2014 aired between popular PBS Kids programs introducing basic language arts and science concepts. The spots are hosted by TTU student Siria Bojorquez. Kids Club members receive emails about upcoming events and special recognition on birthdays. Abbeville Dentistry, UMC Health Systems, United Supermarkets, The Museum of Texas Tech University and American National Bank are Kids Club sponsors.

During the summer of 2014, Texas Tech Public Media participated in four events to introduce kids and their families to the new KTTZ Kids Club: Dino Days at the Museum of Texas Tech University, Abbeville Dentistry's Kids Appreciation Day, and Lubbock Lake Landmark's Family Day, and a book and health fair at Barnes & Noble. Families dropping by the TTPM table were invited to sign up for the Kids Club and received gift bags full of fun, educational materials. Kids also met Clifford the Big Red Dog and posed for photographs with him. In September KTTZ visited the UMC's Children's Hospital. Armed with Wild Kratts DVDs, the staff entertained young patients. Approximately 500 families became inaugural members of the KTTZ Kids Club.

Right from top to bottom: Kids Club host Siria Bojorquez greets families during the Museum of TTU's Dino Days, Clifford the Big Red Dog says hello at Abbeville Dentistry's Kids Appreciation Day, members of Lubbock High School's Pom Squad volunteer at the KTTZ table during the Lubbock Lake Landmark's Family Day, and families sign up for the Kids Club at Barnes & Noble's Book and Health Fair.



KTTZ **5** TV

KTTZ **89.1** FM



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East Lubbock Promise Neighborhood Project Documentary

In April 2014 Texas Tech Public Media received a \$120,000 grant--\$60,000 from Texas Tech University's College of Education and a matching grant from the TTU President's Office—to produce a documentary about the East Lubbock Promise Neighborhood (ELPN) project, one of seven recipients of the U.S. Department of Education's Promise Neighborhood grant program. ELPN's goal is to improve the quality of life for all residents--from cradle to college--through this city-wide coalition. Texas Tech University, Texas Tech University Health Sciences Center, Lubbock Independent School District, United Way of Lubbock, South Plains Food Bank, Covenant Health Systems and United Supermarkets are some of the participants in this project.

Texas Tech Public Media will cover the challenges facing the partners and stakeholders, and the results from the ELPN project. The completed documentary will be made available to all Texas PBS stations and public television stations across the country. Production began in fall of 2014.

Short videos profiling ELPN activities are available on the [TTPM website](http://www.ttpm.org).



(Above) Students participate in the Family Festival and Sing Along at Ervin Elementary. As one of the ELPN partners, Texas Tech University's College of Visual and Performing Arts held an after school theater and dance program called To The Stage! for Dunbar College Preparatory Academy and Ervin Elementary students. For many participants, it was an opportunity to learn more about the performing arts that they would not receive anywhere else.





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Below: Poster created by TTU Professor Dirk Fowler for the 24 Frames pledge special. Right: Visitors drop by for coffee and donuts during TTPM's Back to School Breakfast.



In 2015 Texas Tech Public Broadcasting will continue to engage the community through initiatives involving the KTTZ Kids Club, the East Lubbock Neighborhood Project documentary, and more TTPM live events.



Above: Kids learn about tooth brushing techniques at the KTTZ Kids Club/Abbeville Dentistry Kids Appreciation Day. This was the first time Abbeville Dentistry partnered with KTTZ, and will continue its commitment for 2015.

Texas Tech Public Media 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.