

TEXAS TECH UNIVERSITY
Public Media™

2015 KTTZ-TV/FM LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Texas Tech Public Media (TTPM) 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



2015 KEY SERVICES



LOCAL IMPACT

Texas Tech Public Media provides quality local programming, along with public television and national public radio programming to the Texas Tech University, Lubbock, Texas and surrounding communities that tell the stories of life on the South Plains of Texas. KTTZ-TV and 89.1 FM reach approximately 158,400 homes and 16 counties in the Lubbock market.

Screenings of PBS programs to the Lubbock community, with each one providing a local interest.

Community events through TTPM's arts and entertainment series, 24 FRAMES, screenings of other KTTZ and PBS productions, and KTTZ Kids Club for engagement opportunities

Widening the social media reach with a more active online presence via adding more local material to the TTPM website and Facebook pages.

Two local productions, GUNS UP! HISTORY OF RAIDER RED and PUT ME TO SUFFERING received Lone Star Emmy awards. A third production, LIFE. HOPE. COURAGE: STORIES OF CANCER earned an Emmy nomination.

TTPM held five community screenings, six KTTZ Kids Club events, four 24 FRAMES events, and were involved six other local activities. Grants received to promote these events total nearly \$55,000

Approximately 4200 people were reached through all TTPM events during the year. Via social media, approximately 200,000 people were reached.





Community Screenings:

SHAKESPEARE UNCOVERED's episode of [Taming of the Shrew](#), was [screened at the Alamo Drafthouse](#) on January 20. Sandy Goldberg from presenting station WNET was in attendance to promote the series' new season, and to learn more about what we do at Texas Tech Public Media (WNET provided \$15,000 grants to public television stations to promote the series, and TTPM was one of the recipients). Afterwards, Texas Tech University professor Dr. Bill Gelber led a panel discussion about the Shakespearian play. About 75 people, mostly TTU Visual and Performing Arts students, attended. To further promote the series, and [screening of the film Romeo & Juliet was held at Premiere Cinemas in February](#).

On March 24 a presentation of KTTZ-TV's [LIFE. HOPE. COURAGE: STORIES OF CANCER](#), a companion piece to Ken Burns' latest documentary, [CANCER: EMPEROR OF ALL MALADIES](#), took place at the Texas Tech University Health Sciences Center (TTUHSC). The funding for KTTZ-TV's documentary and screening event was made possible by a \$10,000 grant from presenting PBS station WETA. Approximately 160 people attended the screening and panel discussion moderated by TTUHSC President Dr. Tedd Mitchell.



Congratulations and bravo! "Life. Hope. Courage" was beautiful and powerful. Thank you for bringing such important issues to life in such a meaningful way. We are proud of our collaboration with you!

Kathy Oaks, American Cancer Society

In June TTPM once again partnered with the Alamo Drafthouse for a screening of the new PBS series, [FIRST PEOPLES](#). Archaeology, genetics and anthropology cast a new light on 200,000 years of history, detailing how early humans became the dominant species. About 140 people attended the standing room only event. In conjunction with the series premiere, TTPM produced a segment about the [Lubbock Lake Landmark](#) for online viewing. Funding for the event was provided by a grant from PBS. KTTZ was one of eight PBS stations to receive the \$5,000 grant.

I was very pleasantly surprised by this new series. The bit that fascinated me was the fact that human's skulls have shrunk compared to our ancestors. There's a chance that they were smarter than the modern human. Blew my mind.

Kudos to KTTZ-TV for this event. It was awesome.

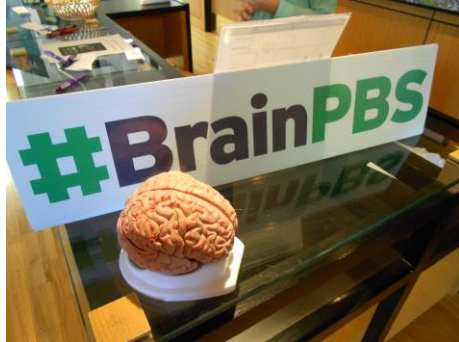
Daniel Clayton





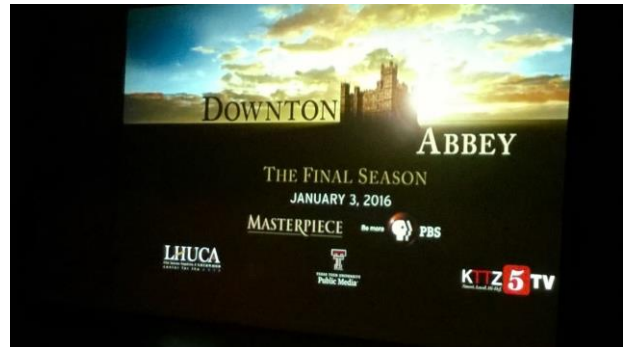
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Texas Tech Public Media and Covenant Health Systems partnered for a screening of the new PBS series [THE BRAIN WITH DAVID EAGLEMAN](#). The six-part series follows Neuroscientist David Eagleman as he tells the ultimate story of us and the how and why we think and feel the way we do. About 50 attendees--mainly area science teachers—participated in the screening and follow-up panel discussion. Funding for this event was provided by a \$3,000 grant from PBS.

(Right and below) To launch the sixth and final season of the PBS MASTERPIECE series, “[Downton Abbey](#),” TTPM held a [preview screening](#) of the first episode of the new season at the Louise Hopkins Underwood Center for the Arts (LHUCA), followed by a reception catered by Skyviews of Texas Tech. Approximately 75 people attended both the screening and reception, enjoying the chance to win door prizes and an opportunity to share their support of KTTZ via props inspired by the 1920s. “Downton Abbey,” is the highest rated drama on PBS, and one of the highest overall rated programs in the history of PBS.



SPECIAL PREVIEW SCREENING
SUNDAY, DECEMBER 6TH

THE FINAL SEASON
DOWNTON ABBEY

pbs.org/downton #DowntonPBS

GOING OUT IN STYLE

The Louise Hopkins Underwood Center for the Arts
5:30pm Screening of Episode 1
6:30pm Grand Reception with wine and hors d'oeuvres
Reception tickets are \$20 and include an entry to win Downton Abbey prizes
Seating is limited, call 806-762-8606 to reserve your seats
For DVDs and more visit [shopPBS.org](#)
BROADCAST PREMIERE
SUN JAN. 3RD 8PM

KTTZ 5 TV | PBS | TEXAS TECH UNIVERSITY Public Media | LHUCA

carnival | MASTERPIECE | PBS | audible | dailymotion





Community Events

Throughout 2015 KTTZ's arts and entertainment series, the Lone Star Emmy-nominated 24 FRAMES, held events in venues across Lubbock. Funding was made available through the Indiegogo campaign conducted in 2014:

The first of the 2015 events took place April 4. The series teamed up with [Lubbock's Blue Light](#) club and music venue for a one-hour concert special featuring musicians Daniel Markum, Kenneth O'Meara and the Slow Relics. The event drew 175 people, earning \$1400. (Right: Kenneth O'Meara performs during the 24 Frames concert at the Blue Light.)



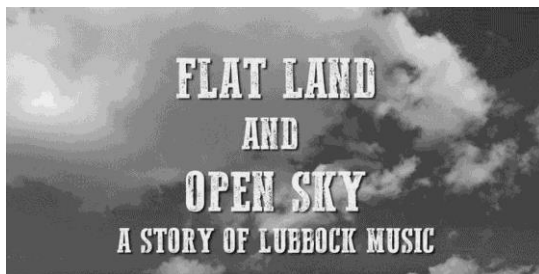
(Left) [June's event](#) took place at the LHUCA during the First Friday Art Trail. Two hundred people dropped by during the taping, which featured interviews with comic book illustrator Will Terrell and artists Drew Merritt and David Lamb-Vines.

During August's First Friday Art Trail 24 Frames presented a screening of the first episode of the new season to about 160 people at LHUCA.

To honor artist Jo Harvey Allen (a 2015 inductee into the West Texas Hall of Fame), and husband musician Terry Allen, 24 FRAMES celebrated their individual achievements with an evening at the [LHUCA's Firehouse Theater](#). It took place in September.

Excellent show tonight!!! Thanks for turning on the cameras for The Allen Family. Lubbock at its finest.

Matthew McEwen



The world premiere of [FLAT LAND AND OPEN SKY: A STORY OF LUBBOCK MUSIC](#), took place in October at the LHUCA as an entry in the 2015 Flat Land Film Festival. This special 24 FRAMES presentation is a comprehensive history of the Lubbock music scene, from Buddy Holly to Natalie Maines. One hundred and fifty people attended the screening and a free surprise concert featuring members of some of Lubbock's most iconic groups, such as the Nelsons, The Maines Brothers Band, and the Thriftstore Cowboys. This event also

received an additional \$10,000 grant to promote the fifth season of the [PBS Fall Arts Festival](#), a series featuring the best of the performing arts on public television.



Community Events

Now in its second year, the KTTZ Kids Club continues with support from Abbeville Dentistry, Museum of Texas Tech University, UMC Health Systems, United Supermarkets, American National Bank, and partnerships with Barnes & Noble, the Science Spectrum and the Junior League of Lubbock:

KTTZ Kids Club participated in the [Youth Tooth Book fair](#) in February, promoting children's dental health at Barnes & Noble. Abbeville Dentistry gave presentations regarding dental health care and insurance. The KTTZ Kids Club was there to hand out educational materials and recruit more Kids Club participants. Thirty-five more families signed up to join the Club.



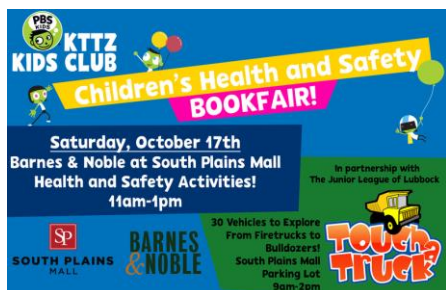
(Left) In May the Kids Club once again took part in the Museum of Texas Tech University's Dino Days. Two hundred and fifty kids and their parents joined the KTTZ Kids Club and received educational materials that included books, Cat in the Hat hats, rulers, and crayons.

(Right) Twelve hundred people attended the KTTZ Kids Club [Summer Safari](#) at



the Science Spectrum on July 11. Screenings of new WILD KRATTS episodes, live animal demonstrations, and reading stations were offered to the guests. Summer Safari activity sheets, along with books and bookmarks were provided to participants. Two hundred families became members of the KTTZ Kids Club.

For the second consecutive year, Kids Club participated in August at the [Abbeville Dentistry's Kids Appreciation Day](#), promoting dental health. About 100 kids and their dropped by and received KTTZ gift bags, said hello to Clifford the Big Red Dog and participated in rides and a petting zoo.



With partners Barnes & Noble, Junior League of Lubbock, Abbeville Dentistry, United Supermarkets, Lubbock Police Department, KAMC-TV Weather Lab, the KTTZ Kids Club took part in the [Children's Health and Safety Book Fair](#) in October. One hundred fifty families dropped by Barnes & Noble for fingerprinting, learning about dental health and nutrition, and received educational materials from the KTTZ Kids Club. Kids also got the chance to see firetrucks and other large vehicles up close. Forty families joined the KTTZ Kids Club.



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The KTTZ Kids Club wrapped up 2015 partnering with the Science Spectrum's Holiday Wonderland event in December. Multiple screening opportunities for the new PBS Kids series NATURE CAT and the new WILD KRATTS special, WILD KRATTS CREATURE CHRISTMAS were offered to participants as well as photos with Curious George.

I just want you to know how grateful I am for PBS and what you do. When I think about all the bad things that are on television, the violence, and scary things, kids don't understand all of that. PBS teaches kids kindness, friendship, and generosity and shows young ones that the world doesn't have to be a scary place if we don't let it be. I'm happy to support what you all do, and please make sure Curious George stays on the air!

Lynn Sides

Other Events

The Texas Tenors performed in Lubbock February 16, and KTTZ and the Lubbock Symphony Orchestra teamed up to present the [popular group](#) in concert.



Texas Tech Public Media had a booth at the Lubbock Arts Festival, giving away door prizes, including an original Mister Rogers poster created by Texas Tech Art Professor Dirk Fowler. Approximately 400 visitors dropped by the booth during the Festival that took place April 18-19.

(Left: Ruann Godinez, winner of the custom-designed Mister Rogers poster)

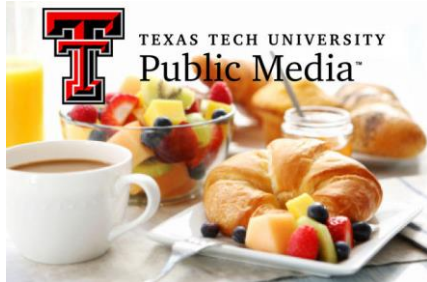
Clips featuring [LIFE. HOPE. COURAGE: STORIES OF CANCER](#), [GUNS UP! THE HISTORY OF RAIDER RED](#), and a [year-end spot KTTZ](#) produced were presented at the PBS Annual Meeting's general sessions in Austin, TX May 11-13. Twelve hundred people, representing public television stations from across the country, attended the conference. During the same conference, [TTU's Burkhart Center conducted a session presenting research findings](#) on the effects on autistic children's behavior after viewing episodes of the PBS children's series [DANIEL TIGER'S NEIGHBORHOOD](#), airing weekdays on KTTZ-TV.





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In August, another Back to School breakfast took place at the lobby of the Bank of America building to kick off the new academic year. Visitors dropped by for pastries and coffee and chatted with the staff of Texas Tech Public Media.

To this year's American Graduate Champions, TTPM held a [recognition event](#) September 18 at Ervin Elementary. The 2015 American Graduate Champions were Whitney Beach, Gionet Cooper, Peggy Johnson, Margaret Randle, and Jaimie Nieman. Funding for this event and the production of mini-documentaries showcasing the honorees was provided by a \$10,000 grant from the Corporation for Public Broadcasting's [American Graduate](#) initiative. Texas Tech Public Media also participated in the national broadcast of American Graduate Day October 3.

(Photo at Right: American Graduate Champions Margaret Randle, Whitney Beach, and Jaimie Nieman (pictured left to right))



Texas Tech Public Media participated in the November and December First Friday Art Trail (FFAT) promoting the PBS Fall Arts Festival, and TTPM in general, with a booth at the Louise Hopkins Underwood Center for the Arts. Texas Tech Public Broadcasting has become a regular presence during the monthly FFATs.

KTTZ-FM 89.1:

[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.

With the passing of Dr. Ted Dotts earlier this year, Dr. Tom McGovern took over as host of [FAITH MATTERS](#)' third season. McGovern served as Professor of Psychiatry at Texas Tech Health Sciences Center and Director of the Center for Ethics, Humanities and Spirituality.





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Each week 89.1 FM's Abigail Arroyos presented features about the Texas Tech community on [INSIDE TEXAS TECH](#). Unfortunately, TTPM [suffered the loss of Abigail](#) in an automobile accident in December. She was a talented journalist, and will be missed. TTPM extends its deepest condolences to her family and friends.

Preparations are underway to bring [FROM THE TOP with Host Christopher O'Reilly](#), the popular NPR series featuring teen musicians, to Lubbock for a live taping February 27, 2016 at Texas Tech's Allen Theater. The program is expected to be released nationwide in April 2016.



Social Media:

Dr. Ted Dotts, pastor emeritus of First United Methodist Church, lost his battle with cancer Feb. 1, 2015. Shortly before his passing, [Dr. Dotts sat down with TTPM](#) to talk about his life and what he was learning from his terminal illness. The interview was posted Feb. 13 on the [KTTZ-TV Facebook page](#), and by Feb. 25 it reached over 65,000 people, with 25,000 views. This clip was featured in the TTPM production of LIFE. HOPE. COURAGE: STORIES OF CANCER, a companion piece for CANCER: EMPEROR OF ALL MALADIES that aired in April.

A trailer for LIFE. HOPE. COURAGE. STORIES OF CANCER, was posted to Facebook in March, reaching 10,000 people with 2,400 views within a week.

An announcement about the FIRST PEOPLES screening reached nearly 7,000 people with 3500 views within three days after posting.

For the August pledge drive, [a special celebrity pledge pitch](#) was posted to Facebook and reached 11,000 people with 2600 views within 24 hours. By the end of the week-long fundraising drive, the video reached 106,000 people with over 7,000 views.

A trailer for the upcoming documentary, [Between Earth and Sky: Stories From the Last Frontier](#), reached 7900 people, with 3,000 views.

When the KTTZ-TV announced it won two Lone Star Emmys, on Facebook, 2600 people were reached within 24 hours of posting.

The Lone Star Emmy-nominated 24 Frames, TTPM's local arts and entertainment series, introduced a podcast available on [itunes](#) or [podbean](#).

During the fall 2015 semester, Texas Tech College of Media and Communications student interns for KTTZ-TV launched their own online series called [Coffeehouse Confessions](#).

Texas Tech Public Media continues to collaborate with [PBS Digital Studios](#), contributing web-exclusive features to its website.

In December, TTPM launched an Indegogo campaign to raise funds for an online series, [GLOBAL WEIRDING](#). Hosted by Dr. Katharine Hayhoe, associate professor in the [Department of Political Science](#) and director of the [Climate Science Center](#) at Texas Tech University, this series will launch in 2016. It will take the topic of climate change head on, addressing the political, economic, scientific, and religious issues associated with it.



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89.1 FM continues its online presence with a [Facebook page](#). In addition KTTZ-TV's facebook page, [youtube channel](#), [twitter account](#), and the Texas Tech Public Media [website](#) also encourage online engagement.

KTTZ-TV:

For fiscal year 2014-1015 KTTZ-TV channel 5 aired 78 hours of original, local programming, a 70% increase from the previous year, with three weekly series, and special documentaries airing throughout the year.

As a member of the Public Broadcasting Service ([PBS](#)), KTTZ-TV provides the best in public television programming, including dramas such as Downton Abbey on MASTERPIECE, science programming such as NOVA, THE BRAIN WITH DAVID EAGLEMAN and FIRST PEOPLES, public affairs programming like FRONTLINE and WASHINGTON WEEK WITH GWEN IFILL, and the independent films series P.O.V and INDEPENDENT LENS.

KTTZ-TV also provides the best of children's programming, offering the popular children's programming, like CURIOUS GEORGE, DANIEL TIGER'S NEIGHBORHOOD, WILD KRATTS, AND SESAME STREET every weekday. Nearly 2900 hours of children's programming aired on KTTZ-TV during the last fiscal year. For the 2014-2015 television season, PBS ranked fifth among all broadcast and cable channels. 198 million people, 82% of the U.S., watch PBS during the course of a year. [According to a national poll, PBS and its member stations are regarded as one of the most trusted institutions in the United States.](#)



(Above: KTTZ Producers and Emmy award winners (left to right) Daniel Ballard, Paul Hunton, Jonathan Seaborn, and Reagan Doyal.

In November KTTZ-TV was honored with two Lone Star Emmys: [GUNS UP! HISTORY OF RAIDER RED](#) in the Texas Heritage - Program/Special/ Feature/Segment category and "[Put Me to Suffering](#)," in the Human Interest - Program Feature/Segment category. [LIFE. HOPE. COURAGE: STORIES OF CANCER](#) earned a nomination in the Public/Current/Community Affairs – Program/Special / Series category. These are the first Emmys for the station in its 63-year history.

The [Lone Star Emmys](#) is part of the National Academy of Television Arts and Sciences, representing the best work from the 19 Texas television markets.

The Lone Star Emmy-nominated series, [24 FRAMES](#), continued to profile musicians, artists and activities taking place around Lubbock. To expand its reach, PBS stations in Amarillo and Portales, New Mexico are airing the series, with other regional markets planning to do so in the near future.

Topics on this year's [INSIDE TEXAS TECH](#) include an interview with TTU's [Dr. Katherine Hayoe \(photo at right\)](#), one of the world's leading experts on climate change. Other episodes profiled the College of Visual and Performing Arts, and some of the more [unusual classes](#) offered at Texas Tech.



Lubbock-Con supports KTTZ-TV because we are ALL about LOCAL and COMMUNITY and supporting our artistic brothers and sisters!



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Hosted by [Texas Tech University's Free Market Institute](#) Director Ben Powell, [FREE TO EXCHANGE](#) presented a second season of more one-on-one discussions concerning political economy, specifically economic freedom and the free enterprise system.

As a companion piece to Ken Burns' documentary, CANCER: THE EMPEROR OF ALL MALADIES, TTPM received a grant to produce a documentary for local audiences, LIFE. HOPE. COURAGE: STORIES OF CANCER. The segment featuring Ted Dotts, "Put Me to Suffering," was named an official selection to the [Santa Fe Independent Film Festival](#). It was part of the New Mexico True Shorts film series.



[East Lubbock Promise Neighborhood Project \(ELPN\)](#) continues production. This documentary follows the progress of U.S. Department of Education-funded project designed to improve the lives of the residents of east Lubbock from the cradle to career. This fall a series of two-minute short documentaries featuring the work of the ELPN debuted on KTTZ-TV

Once again TTPM received a \$10,000 grant from the Corporation for Public Broadcasting's American Graduate Project. In addition to participating in the national American Graduate Day broadcast October 3, KTTZ-TV produced local spots focusing on what Lubbock is doing to reduce high school dropout rates.



Production commenced in summer of 2015 on the documentary, [BETWEEN THE EARTH AND THE SKY: STORIES FROM THE LAST FRONTIER](#). This project is a collaboration with the USDA's Natural Resources Conservation Service, The Soil Science Society of America, BL Allen Endowment in Pedology, The University of Alaska-Fairbanks, The Department of Plant and Soil Science at Texas Tech University, Texas Tech Public Media, and Texas Tech University. This film profiles the Alaskan Arctic Soils Field Tour led by University of Alaska-Fairbanks professor Dr. Chien-Lu Ping. Through the lens of Alaska we can see how climate change is affecting the planet, and how we can better understand what these changes mean. The expected broadcast for this documentary is sometime in 2017.

For the second consecutive year, KTTZ-TV presented a live broadcast of the Texas Tech University holiday tradition, [Carol of Lights](#).

Following its world premiere at the [Flatland Film Festival](#), [Flat Land and Open Sky: A Story of Lubbock Music](#) made its broadcast premiere in December.

The [15th Annual Caprock Celtic Christmas](#) aired during the holidays on KTTZ-TV. This was the first time the concert was recorded for broadcast.



The March two-week television membership drive raised nearly \$66,000 from 466 pledges, while the one-week August television membership drive raised \$30,000 from 210 pledges. It was the most successful August drive since 2009. Funds raised were to support Texas Tech Public Media. The streak continued during the December drive, with \$38,000 raised from 308 pledges.



QUOTE From PRESIDENT or CHANCELLOR

Coming in 2016:

- *NPR's From the Top comes to the TTU's Allen Theater to tape an episode for a nationwide broadcast..*
- *Presenting more community screening events to say farewell to MASTERPIECE'S "Downton Abbey," and to introduce documentaries such as BLACK PANTHERS: VANGUARD OF THE REVOLUTION by Stanley Nelson, a new Ken Burns' film of JACKIE ROBINSON, and AMERICAN EPIC, a film about the early years of recorded music by everyday Americans.*
- *Planning more KTTZ Kids Club 24 FRAMES events and introducing an INSIDE TEXAS TECH event*
- *Launching the web series, GLOBAL WIERDING and COMMUNICATORS IN CARTS GETTING COFFEE, with more series in the pipeline*
- *Renewing an education initiative, with a focus on PBS Learning Media and the Corporation for Public Broadcasting's initiative, AMERICAN GRADUATE*



(Above) Terry Allen performs during the 24 FRAMES event honoring Allen and his wife Jo Harvey Allen.



(Left) A young fan greets Clifford the Big Red Dog at the Museum of Texas Tech University's Dino Days event.

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.