

TEXAS TECH UNIVERSITY
Public Media™

2016 KTTZ-TV/FM LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Public broadcasting plays an important role in our community from the educational programming directed to our children to informative news and films related to our world. Texas Tech Public Media ensures its viewers are also presented local programming that affects them personally. Lubbock is a diverse community of creative talents and people selflessly giving of themselves and KTTZ has been wonderful in sharing and telling these stories.”

Lawrence Schovanec, President of Texas Tech University

LOCAL VALUE

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 areas that tell the stories of life on the South Plains of Texas.

KTTZ-TV and 89.1 FM reach approximately 157,760 TV households and 16 counties in the Lubbock market.

2016 KEY SERVICES

Ten community screenings of PBS programs and 14 KTTZ KIDS Club events, and four 24 FRAMES Live Events were offered to the community.

Two online series: GLOBAL WEIRDING and COMMUNICATORS IN A CART were launched.

National broadcast of the NPR series FROM THE TOP originated from the Allen Theater on the TTU Campus in April.

LOCAL IMPACT

For the second consecutive year, KTTZ received a Lone Star Emmy.

The online series, GLOBAL WEIRDING, went viral reaching nearly 100,000 people online, with articles posted on slate.com and theguardian.com.

Screening and community events impacted thousands of viewers and their families across the South Plains.





In 2016 Texas Tech Public Media continued its tradition of service to the area through screenings, public events and other activities:

Community Screenings:

Each screening, taking place via partnerships with the Alamo Drafthouse and the Science Spectrum, provided attendees with an opportunity for discussions on topics that impact their lives

BLACK PANTHERS: VANGUARD OF THE REVOLUTION

First of the “Docufiles” series of presenting nonfiction film at the Alamo Drafthouse, and part of the PBS series INDEPENDENT LENS Pop Cinema series. This Stanley Nelson film is the first comprehensive look at the Black Panther Party and its effect on American culture.

MASTERPIECE’s Downton Abbey Series Finale

To say farewell to the beloved MASTERPIECE series “Downton Abbey,” TTPM presented a sneak peek of the series finale at the Alamo Drafthouse.

ARMOR OF LIGHT

This film--profiling the struggle of Evangelical minister Rob Schenck as he begins preaching about the toll of gun violence--was screened at the Alamo Drafthouse. Afterward, Ryon Price, pastor of Second Baptist Church of Lubbock, and KTTZ General Manager Paul Hunton [led a discussion about the topics addressed in the film.](#)

THIN ICE: INSIDE CLIMATE SCIENCE

[Texas Tech Climate Science Center](#) held a screening of the public television documentary of [ON THIN ICE: INSIDE CLIMATE SCIENCE](#) at the Fox and Hound.

TED TALKS: SCIENCE AND WONDER

[Texas Tech Honors College](#) presented [Ted Talks: Science and Wonder](#) at the College of Media and Mass Communications building on the Texas Tech campus.

GENIUS BY STEPHEN HAWKING

The Science Spectrum Omni Theater hosted a screening of the final episode of GENIUS BY STEPHEN HAWKING, with Texas Tech Professor of Physics Nural Akchurin fielding questions from the audience.

INDEPENDENT LENS: TRAPPED

As part of the “Docufiles” series and an Indie Pop Up series, [INDEPENDENT LENS: Trapped](#) was presented at the Alamo Drafthouse June 14.

[CONTENDERS 16 FOR '16 screening](#)

A screening of the new series profiling influential presidential campaigns of the last 50 years was shown at the Alamo Drafthouse. This presentation was a social studies teacher’s appreciation event.

HAMILTON’S AMERICA

Four sold-out screenings of the making-of documentary of the Broadway hit musical “Hamilton,” took place Oct. 17-18 at the Alamo Drafthouse.

*I am so grateful to KTTZ-TV and
Covenant Health for bringing
Hamilton's America to the big screen in
Lubbock. THANK YOU!*

Stacy Hefley Poteet via Facebook



Live Events

Throughout 2016 Texas Tech Public Media and its arts and culture series 24 FRAMES held concerts and interviews to a live audience. Sponsors for these events were American National Bank, C&S, Studio West, Hunton Insurance Agency, and Civic Lubbock.

The first 24 FRAMES Live event of the year occurred in March at the Louise Hopkins Underwood Center for the Arts (LHUCA)'s Firehouse Theater. This event featured a short film about artist Paul Milosovich, live interviews with poet John Poch and photographer Jerod Foster, and a closing performance by Tori Vasquez (*right*).



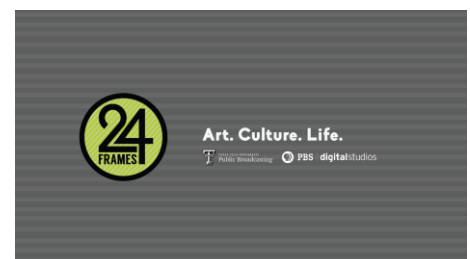
In late June another live event took place at the LHUCA, this time featuring artists Sarah Braswell (*right*) and James Watkins, with a performance from Boris & The Saltlicks. A special tribute to Doug Smith to honor his contributions to Lubbock and the South Plains music also took place.



Amanda Shires and Nathan Hussey performed at the Cactus Theater for the fall 24 Frames event. This was the first time KTTZ-TV and the Cactus Theater collaborated on a project. Four hundred people attended the sell-out event



[24 FRAMES PRESENTS SOUTH PLAINS SESSIONS](#), a spin-off of the original 24 Frames series, was launched in August. Each month a free concert featuring local musicians was held at the KTTZ-TV studios. Concerts were recorded for broadcast on KTTZ-TV.





Community Events

As the only over the air station in the Lubbock community that offers children's programming on a daily basis, TTPM established the KTTZ Kids Club in 2014 as a way to engage parents and their kids. Sponsors for the KTTZ Kids Club for this year were United Supermarkets and Abbeville Dentistry. This year's activities include:

Youth Tooth Book fair

To celebrate National Children's Dental Health Month, the KIDS Club participated in Barnes & Noble's Youth Tooth Book fair in January. Curious George and Kids Club sponsor Abbeville Dentistry were there with Curious George and Tex the Tooth.



READY, JET, GO screening @ Alamo Drafthouse

The new earth science and astronomy PBS Kids series, READY, JET, GO!, was screened at the Alamo Drafthouse February 27.

Science Spectrum's All About Butterflies

The KTTZ KIDS Club took part in the Science Spectrum's Learn About Butterflies Day March 11. A WILD KRATTS episode featuring butterflies was screened.

Dino Days

For the third consecutive year, the Kids Club made an appearance at the Museum of Texas Tech University's Dino Day May 7. Participants learned about dinosaur names, dug for fossils, talked to a paleontologist, decorated their own dinosaur hat.

ODD SQUAD MOVIE Screening at Alamo Drafthouse

[A sneak peek of the new Odd Squad movie was screened July 9](#)



Summer Adventure with Science Spectrum

On July 30, the Kids Club teamed up with the Science Spectrum for a morning of activities and screenings of NATURE CAT, READY, JET, GO! and the ODD SQUAD MOVIE.

Left: Parent and child at the PBS Kids app station during the Summer Adventure.



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Covenant Hospital and KTTZ brought Daniel Tiger by to surprise kids spending time in the Women's and Children's Hospital on August 4. (Photo at right)

Be My Neighbor Day

United Market Street on 19th and Quaker and the KTTZ Kids club hosted a [Be My Neighbor Day](#) August 7 from 1:00-4:00 p.m. Approximately 1500 kids and their parents participated in stuffing back to school supplies in bags for disadvantaged kids, went on a scavenger hunt for healthy food and got the chance to meet Daniel Tiger himself!

Daniel Tiger Screening at the Alamo Drafthouse

August 13 KTTZ and the Alamo Drafthouse presented a screening of DANIEL TIGER'S NEIGHBORHOOD as part of the PBS Kids at the Alamo series.



[Texas Tech University researchers](#) released findings this year concluding that children who watched the PBS Kids series [DANIEL TIGER'S NEIGHBORHOOD](#) [developed higher levels of emotional and social skills](#).

Thanks for continuing to bring fantastic family events to Lubbock KTTZ-TV! My Daniel Tiger fan and I had a great time. 😊

Lindsey Miller Gage, via Facebook



The KTTZ Kids Club and the [National Ranching Heritage Center](#) [invited kids to learn more about Texas history](#) of the 1860s on August 17. Children learned about quilts, the German language, and the life of the first inhabitants of Hedwig's Hill. This was the first time that KTTZ and the Ranching Heritage Center teamed up for an event.

Left: kids learning how to churn butter.

Kids Community Fun Fest

Barnes & Noble and the KTTZ Kids Club collaborated once again for the Kids Community Fun Fest. Abbeville Dentistry's Tex the Tooth and Curious George greeted families and participated in story time, learning about the weather, dental health and how to be safe. Proceeds from this event went to support KTTZ-TV.

In October, KTTZ hosted a Halloween special at the Alamo Drafthouse featuring popular PBS Kids shows WILD KRATTS, PET + CAT, NATURE CAT and ODD SQUAD. Proceeds from the event benefited Texas Tech Public Media.





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Silly Science Carnival @ The Science Spectrum/Tech or Treat

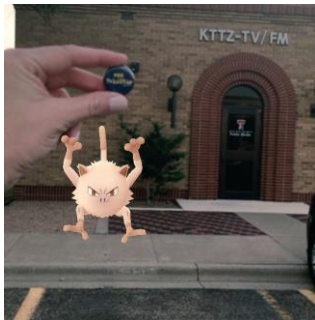
The Kids Club and the Science Spectrum participated in an event designed just for pre-schoolers, and TTPM and Curious George gave out candy during the annual Tech or Treat in October.

KTTZ-TV [asked parents to submit videos of their kids](#) saying how much they love PBS Kids and KTTZ to be put online and on air.

The final KTTZ Kids Club event of the year was the Holiday Wonderland at the Science Spectrum.

Other Events

Texas Tech Public Media participated in the first [Lubbock-Con](#), (*right*) an event focusing on “nerd” interests, such as comic books, science fiction, gaming, and cosplay.



KTTZ hosted a [PBS Pokestop](#) shortly after the launch of the popular Pokeman Go! game. Between 60-70 people dropped by the station. Two winners of the [#PBSPokestop Hashtag Contest](#) received a Kindle Fire and a Google Chromecast.

Left: Whitney Green's winning photograph



Throughout the year, Texas Tech Public Media was a part of the First Friday Art Trail at the Louise Hopkins Underwood Center for the Arts, with screenings of the PBS Online Festival, 24 FRAMES events, and a preview of BETWEEN EARTH AND SKY and [GLOBAL WEIRDING](#).

Texas Tech Public Media hosted the third annual Back to School Breakfast (*photo at right*). The public was invited to drop by the Bank of America Building for coffee and snacks and say hello to the staff of TTPM.



Notable Achievements

KTTZ-TV producer Emily de Santos and Texas Tech University alumna [won awards at the Texas Intercollegiate Press Association](#)

Station Manager of 89.1 KTTZ-FM Clint Barrick received an [award honoring his 25 years of service](#) to Texas Tech and public media.

The Lubbock Chapter of the American Advertising Federation awarded Texas Tech Public Media with a Gold Addy for Best Movie Trailer for the upcoming documentary [BETWEEN EARTH AND SKY](#), and for Best Local Television Commercial 60 seconds or more for a promotional spot for [LIFE. HOPE. COUAGE. STORIES OF CANCER](#). The Addy Awards is the world's largest advertising competition.



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TTPM's art and culture series, 24 FRAMES, received a Lone Star Emmy Award for its episode, "There Will Be No Bad Talk or Loud Talk," the story of Stubbs BBQ, in the [Texas Heritage Program/Special Feature category](#).



For the first time INSIDE TEXAS TECH earned a Lone Star Emmy nomination for the episode "Public Art," a profile of the public art program on the Texas Tech University campus.

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 National Public Radio (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.



The NPR program, [FROM THE TOP](#), taped an [episode at the Allen Theater](#) on the Texas Tech campus for an April 2016 national broadcast. Local young musicians [Fiona Shea](#) (*far left*) and [Yuna Langehenning](#) (*left*) were featured on the program.

[INSIDE TEXAS TECH](#) returned to the airwaves with new host Brandi Lancaster.

[FAITH MATTERS](#) continued for another season addressing topics relating to faith. Dr. Tom McGovern is host of the series.



Social Media:

Two online series launched in 2016: [COMMUNICATORS IN A CART](#), and [GLOBAL WEIRDING](#).



Communicators
IN A CART

COMMUNICATORS IN A CART is hosted by Chris Cook, Texas Tech University's Managing Director of the Office of Communications and Marketing and Texas Tech Public Media. In each installment, Cook visits with the influential communicators of Texas Tech.

[GLOBAL WEIRDING](#) reached its Indiegogo campaign goal of [\\$20,000](#). This series, hosted by [TTU's Climate Science Center Director Dr. Katherine Hayhoe](#), takes a look at the scientific, political, and faith issues raised through the study of climate science. It launched September 2016. Before the September premiere a posting about the upcoming series Global Weirding on Facebook reached 40,000 people within a week. The third episode reached 76,000 on Facebook. It also received mention on [Slate.com](#) and [theguardian.com](#).





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[“PUT ME TO SUFFERING,”](#) the Lone Star Emmy award-winning short documentary (*left*), was selected to be part of the [PBS Online Film Festival](#). It was the second most-viewed film of the festival.

With the passing of local musician Doug Smith, TTPM posted a promo on Facebook for DOUG SMITH: THERE IT IS for broadcast. Within five days, nearly 9,900 people were reached.

A posting of research findings by the [Burkhart Center on Autism Research at Texas Tech University](#) about DANIEL TIGER'S NEIGHBORHOOD reached 13,000 people online.

[PBS Digital Blog](#) featured General Manager Paul Hunton's post about turning the station into a Pokestop during the Pokemon Go! app craze.

Interns with KTTZ-TV produced episodes of its online series [CAMPUS CONNECTIONS](#).

TTPM's arts and culture series 24 FRAMES continued its podcasts on [iTunes](#) and [podstream](#). 24 FRAMES also continued its collaboration with [PBS Digital Studios](#). The public media industry online magazine Current [profiled how TTPM launched its online presence](#).

In addition to Texas Tech Public Media's [website](#), KTTZ 89.1 FM has a [Facebook](#) page, KTTZ-TV Channel 5 has a [Facebook](#), [you tube channel](#), [Instagram page](#) and [twitter account](#).

KTTZ-TV Channel 5:

As a member of the Public Broadcasting Service ([PBS](#)), KTTZ-TV Channel 5 provides the best in public television programming, including dramas such as MASTERPIECE, CALL THE MIDWIFE and DANCING ON THE EDGE, science programming series like NOVA, GENIUS WITH STEVEN HAWKING and TED TALKS, public affairs programming FRONTLINE and WASHINGTON WEEK, and the independent film series P.O.V and INDEPENDENT LENS.

For the 2014-2015 television season, PBS ranked fifth among all broadcast and cable channels. Each month 100 million people watch PBS, and 82% of TV households, watched 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.](#)



The popular 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.

KTTZ-TV also provides the best of children's programming, offering popular PBS Kids shows, such as CURIOUS GEORGE, DANIEL TIGER'S NEIGHBORHOOD, WILD KRATTS, READY, JET, GO! NATURE CAT, and ODD SQUAD each weekday. Over 2900 hours of children's programming aired on KTTZ-TV during the last fiscal year.

Eighty-seven hours of original, local programming, a 10% increase from the previous year, aired on KTTZ-TV during the 2015-2016 fiscal year, with three weekly series and special documentaries airing throughout the year.



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Production wrapped on the documentary [BETWEEN EARTH AND SKY](#), with the crew returning to Alaska in April to gather additional footage. The Alaskan permafrost is melting, releasing carbon into the atmosphere, shrinking the sea ice and increasing the frequency of coastal storms. BETWEEN EARTH AND SKY explores what these changes mean globally. Leading climate change and arctic soil scientists are featured, along with average citizens coping with the environmental effects. This project is a collaboration of 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. The anticipated broadcast for this project is 2018.

In November 2016 the executive producer of BETWEEN EARTH AND SKY, Dr. David C. Weindorf, Associate Dean of Research for Texas Tech University's College of Agricultural Sciences and Natural Resources, presented clips of the documentary at [COP-22](#), the United Nations Global Climate Conference in Marrakech, Morocco.



Topics on this season's Lone Star Emmy nominated series [24 FRAMES](#) include tattoo artists, Stubbs BBQ restaurant and music venue, area music studios, and a profile of an artist who makes jewelry out of animal bones. This season's episodes of 24 FRAMES were included on the [PBS Cove player online](#). The series is now aired in El Paso, Amarillo, Midland-Odessa and Portales, NM PBS markets.



[INSIDE TEXAS TECH](#) continues with another season of featuring the people and activities of Texas Tech University. The most popular (and Lone Star Emmy nominated) episode this season is profile of the [university's public art program](#). Episodes of this series are also available on the PBS Cove player.

Hosted by [Texas Tech University's Free Market Institute](#) Director Ben Powell, [FREE TO EXCHANGE](#) present one-on-one discussions concerning political economy, specifically economic freedom and the free enterprise system. The third season launched in November 2016.



Lubbock musician Doug Smith passed away in June, and KTTZ-TV aired [DOUG SMITH: THERE IT IS](#) as a tribute to the popular and beloved piano player.

For the third year, KTTZ presented a live broadcast of Texas Tech University's traditional holiday event, [Carol of Lights](#).



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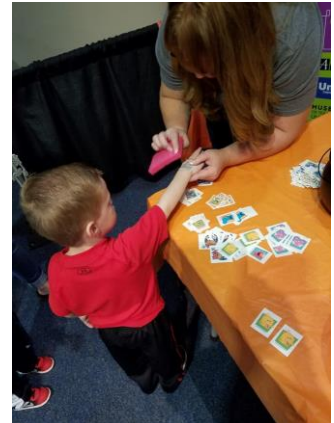
"If it were not for PBS and KTTZ, I would not have known about The David Sheldrick Wildlife Preserve in Kenya. I have been so inspired that I am now making plans to visit this wonderful orphan sanctuary in Kenya."

Elizabeth Rylander

Coming in 2017:

A new PBS Kids channel is scheduled to launch in January on KTTZ-TV.

This service will provide children's programming on channel 5.3, Suddenlink Cable channel 140, on the Apple or Android app and online at PBSKids.org 24 hours a day, seven days a week.



Clockwise from top left: Boris & the Saltlicks perform during June's 24 FRAMES Live Event, invitation to this summer's PBS Poke stop, young person receives a tattoo during the Tech or Treat event, and guests at the HAMILTON'S AMERICA screening show their support for Texas Tech Public Media.