

TEXAS TECH UNIVERSITY  
Public Media™

## 2017 KTTZ-TV/FM LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*Daniel Tiger and Friends during a Meet and Greet at the KTTZ Studios in February.*

**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

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 160,000 TV households and 16 counties in the Lubbock market.

### 2017 KEY SERVICES

TTPM launched the new PBS Kids Channel, featuring children's programs 24 hours a day, seven days a week to all viewers.

The KTTZ documentary *Between Earth and Sky: Climate Change on the Final Frontier* distributed to public television stations nationally.

89.1 KTTZ-FM celebrated its 30th Anniversary, providing classical music, local and NPR programming to the South Plains.

### LOCAL IMPACT

The PBS Kids Channel provided more family viewing opportunities to those households who do not have other means to view children's programs.

Through screenings at film festivals, conferences, and a national television audience, *Between Earth and Sky* reach stretched globally.

Three new local productions launched by 89.1 KTTZ-FM.





## Community screenings at Alamo Drafthouse

In partnership with film venue Alamo Drafthouse, Texas Tech Public Media held several screenings throughout the year:

### ***Victoria on Masterpiece January 10***

Jenna Coleman (Doctor Who) stars as the young Queen Victoria at the outset of her epic reign, which set the stage for an entire era that would be named in her honor. Sponsored by Covenant Health.

### ***Independent Lens: Newtown February 21***

The documentary focuses on the far reaching impact that the Sandy Hook School shooting had on the community of Newtown, Connecticut.

### **Through the Repellent Fence April 21**

KTTZ-TV, Land Arts of the American West and the Texas Tech University College of Architecture hosted a screening of the short film *Through the Repellent Fence: A Land Art Film*. A Q&A Panel followed, moderated by Executive Producer Paul Hunton, Director Sam Wainwright Douglas, Producer Jeffrey Brown, and Texas Tech University's Director of Land Arts of the American West, Chris Taylor. This film made its world premiere at the Museum of Modern Art in New York City as part of its Documentary Fortnight Series. It follows art collective Post commodity as it strives to construct "Repellent Fence," a two-mile long outdoor artwork that straddles the U.S.-Mexico border. It was also presented at the South by Southwest Festival in Austin in March.



### ***Independent Lens: National Bird April 30***

National Bird follows whistleblowers who, despite possible consequences, are determined to break the silence around one of the most controversial issues of our time: the secret U.S. drone war.

### ***Independent Lens: Real Boy June 11***

"Real Boy" is a coming-of-age story of Bennett Wallace, a transgender teenager on a journey to find his voice-as a musician, a friend, a son, and a man. The screening included a panel discussion with Dr. Amanda Wheeler, staff psychologist at the Texas Tech Student Counseling Center.

### ***Vietnam War and related film screenings:***

Alamo Drafthouse and KTTZ partnered with The [Vietnam Center and Archive](#) at Texas Tech University (VNCA) for a film series paired with expert insight. Each film in this series features a mini-lecture prior to the start of the film, and a discussion after the film with the goal of separating fact from fiction, and providing a deeper understanding of how America's most talked about conflict is portrayed in film.

### ***Forest Gump Aug. 6***

Leading up to Ken Burns' and Lynn Novak's film *The Vietnam War*, the film *Forrest Gump* was presented in partnership with the Vietnam Center and Archive at Texas Tech University. A panel discussion with VNCA experts was held following the film.



## *Deer Hunter September 3*

The film classic about how the Vietnam War affected lives of people in a small industrial town in Pennsylvania was presented.

## *Vietnam War September 16*

Episode one of the 18 part-series by Ken Burns and Lynn Novick's groundbreaking documentary was screened.

## *Fog of War: Eleven Lessons from the Life of Robert. S. McNamara October 8*

The story of America as seen through the eyes of the former Secretary of Defense under President John F. Kennedy and President Lyndon Johnson, Robert McNamara.

## Texas Tech University screenings:

### *American Masters: Maya Angelou: And Still I Rise*

Screening of the first documentary film of the civil rights pioneer took place at the Texas Tech Biology Auditorium LH100. Presented by The National Pan-Hellenic Greek Council, The Mane Society, and The National Association of Black Accountants.

### *Independent Lens: The Bad Kids*

A profile of Black Rock Continuation High School, an alternative school for students at risk of dropping out, took place at the Texas Tech University Student Union Building in the Escondido Theater.

## Other screenings:

### *Sherlock Season 4 Finale Cinemark Movies 16*

Emmy Award®-winning actors Benedict Cumberbatch and Martin Freeman return to cinemas as Sherlock Holmes and Dr. John Watson to solve The Final Problem in a feature length special that caps off the highly-anticipated Season Four.

### *Vietnam War Preview Screening First Friday Art Trail August 4 & September 1*

A preview of the Ken Burns and Lynn Novick film The Vietnam War was screened at the Louise Hopkins Underwood Center for the Arts (LHUCA) during August and September's First Friday Art Trail.

### *Global Wierding Season 2 Sneak Preview First Friday Art Trail September 1*

The KTTZ original online series presented a preview of season 2 followed by a Q & A with [Dr. Katherine Hayhoe](#).



### *Downton Abbey screening Cactus Theater September 21*

The Friends of the Library and KTTZ-TV hosted a screening of the first episode of the iconic MASTERPIECE series to celebrate the 50<sup>th</sup> anniversary of Lubbock's Friends of the Library.



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## Between Earth and Sky: Climate Change on the Final Frontier screenings

This KTTZ-TV production was presented at film festivals nationally and globally during 2017:

Colorado Environmental Film Festival Golden, Co. February 25  
Environmental Film Festival, Washington, D.C. March 15  
Louisiana State University's Sustainability Film Series Baton Rouge, La. March 28  
Southwestern University, Georgetown, TX March 31  
Texas A & M Corpus Christi, Corpus Christi, TX April 3  
Dickinson State University, Dickinson, S.D. April 5  
Virginia Tech, Blacksburg, VA. April 12  
Grinnell College, Grinnell, IA April 13  
Utah State University, Logan UT April 21  
2017 Earth x Film Festival Dallas, TX April 22  
European Geophysical Union GeoCinema, Vienna, Austria April 25  
Cambridge University, Cambridge, UK April 27  
Oklahoma State University, Stillwater, OK, May 1  
Oregon State University, Corvallis, OR May 4  
Polytechnic Delle Marche University, Ancona, Italy May 31  
Energy Fair, Custer, WI June 16-18  
Energy Fair, St. Paul, MN Sept. 9-10  
Foz do Iguacu, Brazil Sept. 12  
Endless Mountain Film Festival, Wellsboro, PA Sept. 15-17  
University of Wisconsin-Platteville, Platteville, WI Sept. 18  
University of Wisconsin-River Falls, River Falls, WI Sept. 19  
Colorado State University, Fort Collins, CO Sept. 20  
University of Wyoming, Laramie, WY Sept. 21  
Northwest Visitors Center, Kotzebue, AK Sept. 27  
University of Alaska-Fairbanks, Fairbanks, AK, Sept. 28  
Bear Tooth Arena, Anchorage AK Sept. 29  
Glenn Massey Theater, Palmer AK Sept. 30  
Soil Science Society of America Annual Meeting, Tampa, FL Oct. 24  
Grand Marias, MN, Artic Film Festival, Nov. 17-19



*Above: Between Earth and Sky Executive Producer David C. Weindorf and participants at the United Nations Global Climate Conference in Morocco. Dr. Weindorf is also the Associate Dean for Research for Texas Tech's College of Agricultural Sciences and Natural Resources.*



*Above: Screening at Texas A&M Corpus Christi in April*

In May 2017 BETWEEN EARTH AND SKY was presented to public television stations nationwide for broadcast across the country. From June to August, the documentary aired on 22 stations, large major markets and small markets coast to coast.





## Community Events:

### [Burkhart Autism Walk April 30](#)

To raise awareness of autism spectrum disorders while also celebrating the lives of individuals living with autism, their families, and the professionals who work with them, KTTZ-TV took part in the annual walk, providing coloring sheets, temporary tattoos, and the opportunity to meet Curious George.

### [PBS Nerd Walk May 27](#)

KTTZ-TV teamed up with local non-profit organization Lubbock-Con 2017 for a walk to benefit Channel 5. Participants raised funds via sponsorships or a participation fee. Photo opportunities with PBS characters and raffles for additional PBS and KTTZ memorabilia were available.



*Above: Participants at the PBS Nerd Walk*

### [Lubbock-Con May 27-28](#)

Texas Tech Public Media participated in Lubbock-Con, an event celebrating “nerd” interests at the Lubbock Memorial Civic Center. PBS KIDS episodes, the PBS series Superheroes: a Never-Ending Battle were screened, featuring Q & A panels with the producers of KTTZ productions 24 Frames and Global Weiriding.

### *Chick Fil A Events;*

The Chick Fil A restaurant on Slide Road donated proceeds of its Spicy Chicken sandwich purchases during the week of [June 6-10 to KTTZ](#).

On [August 1 TTPM held a fundraising event](#) at the Chick Fil A on 82<sup>nd</sup> and University. Fifteen percent of sales between 6-8:00 p.m. was donated to Texas Tech Public Media.

### [Back to School Breakfast Aug. 24](#)

To launch the new academic year, Texas Tech Public Media held its annual back to school breakfast. Supporters were invited to drop by the Bank of America Building on 19<sup>th</sup> and University to say hello to the staff of TTPM.

*Right: Guests at the Texas Tech Public Media Back to School Breakfast*



### [Conversation with Texas State Senator Charles Perry and State Representatives. Dustin Burrows and John Frullo Nov. 3](#)

KTTZ-TV hosted a lunch and a conversation with state Sen. Charles Perry and state Reps. Dustin Burrows and John Frullo, moderated by Texas Tribune co-founder and CEO Evan Smith.

## Educational Outreach Activities:

Throughout the year, Texas Tech Public Media held multiple screenings aimed at teachers. These outreach efforts allowed TTPB to engage with teachers particularly in rural areas via the OVEE platform to connect with curriculum experts to provide additional training and resources for teachers in a convenient format.



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As the only over the air station in the Lubbock community that offers educational children's programming on a daily basis, TTPM established the [KTTZ Kids Club](#) in 2014 as a way to engage parents and their kids. Today nearly 1300 families across the area are members, receiving emails about upcoming events for families. Sponsors for the KTTZ Kids Club for this year were United Supermarkets, The Museum of Texas Tech University, Abbeville Dentistry, and Covenant Health Systems.



## [Daniel Tiger Meet & Greet/Fantasy Basketball Day January 21](#)

KTTZ Kids Club, United Supermarkets Kids Club and Raider Red's Kids Club teamed up for Fantasy Basketball Day. Kids met Red Raider basketball players, decorated a t-shirt jersey, took photos with Daniel Tiger and attended the Texas Tech vs. Oklahoma State basketball game. (Photo at left)

## [Youth Tooth Book Fair at Barnes & Noble February 11](#)

To celebrate National Children's Dental Health Month and with purchases benefiting KTTZ, Kids Club goody bags were offered to participants. Dental demonstrations from Abbeville Dentistry took place, along with special appearances by Abbeville's Tex the Tooth and Curious George.



## [Museum of Texas Tech University's Dino Day May 6](#)

The KTTZ Kids Club participated in the Museum of Texas Tech's annual Dino Days exploring the world of dinosaurs.



## [Kids Community Fun Fest at Barnes & Noble June 10](#)

Literacy Lubbock, Barnes & Noble, KLBK Weather, Abbeville Dentistry, and United Supermarkets hosted demonstrations and activity booths for kids. Portion of the sales benefited KTTZ. (Second photo at left)

## [Summer Adventure at the Science Spectrum July 22](#)

Science Spectrum and the KTTZ Kids Club hosted the PBS Kids Summer Adventure event. Activity booths, giveaways, demonstrations and screenings of WILD KRATTS, READY, JET GO! and NATURE CAT in the OMNI Theater and on the Science Stage were available. (Third photo at left)



Above: Curious George visited Covenant Children's Hospital in September

## [Abbeville Kids Appreciation Day July 28](#)

This event, sponsored by KTTZ Kids Club, offered dental education activities, a tour of the Abbeville Dentistry offices, a one-on-meeting with a dentist and even a look inside of a local ambulance.

## [Back to School at United Market Street August 19 & 20](#)

Curious George helped kids get ready for back to school.

## [PBS Kids Screenings at Alamo Drafthouse](#)

Each month the Alamo Drafthouse and KTTZ-TV featured special presentations of popular PBS Kids programs. Ticket proceeds from the screenings benefited KTTZ-TV.



## Texas Tech Public Media Social Media

Texas Tech Public Media continued its online presence with four online exclusive series:



### [Global Weirding](#)

Season two of the series about climate change debuted in September, hosted by the director of Texas Tech University's Climate Science Center Dr. Katherine Hayhoe, and distributed by PBS Studios.

**PBS Digital Studios "Global Weirding"**

... a friendly if unexpected force in spreading the science.

-Fortune



### [Communicators in a Cart](#)

A web series inspired by Comedians In Cars, COMMUNICATORS IN A CART highlights Texas Tech University employees. Chris Cook, Managing Director of Communications & Marketing at Texas Tech University, straps into a golf cart, grabs an influential communicator on the Tech campus, and takes them out to chat over coffee.



### [24 Frames podcast](#)

An extension of the 24 Frames series, every other Friday morning, host DeNae Cortez covers the art, culture, film and music scene in Lubbock.



### [120 Seconds](#)

This series is an online project for KTTZ-TV's production interns. Each semester Texas Tech's Electronic Media and Communications students produce short documentaries on subjects of their choosing. One documentary was shared by [Rewire's Facebook page](#).

[Between Earth and Sky: Climate Change on the Last Frontier](#), the KTTZ nationally-distributed production, became available for download on [iTunes](#), [Google](#), and [Amazon](#) in December. The soundtrack is also available on [Amazon](#), and [Spotify](#)

[KTTZ Passport](#), a member benefit, provides online viewing opportunities of PBS and KTTZ programs. 2017 was the first full year it was offered to members for a \$5 monthly sustaining contribution.

In July TTPM relaunched its website, [KTTZ.org](#).

During the summer [89.1 FM](#) launched a [new app](#) enabling streaming of its channels on phones and tablets.

Texas Tech Public Media continues its online presence with Facebook pages for [KTTZ-TV](#) and [KTTZ-FM](#), [Twitter](#), [Instagram](#) and [You Tube](#) pages.



## 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 VICTORIA on MASTERPIECE and CALL THE MIDWIFE, science programming NOVA and A YEAR IN SPACE, history programs such as VIETNAM WAR, AMERICAN EXPERIENCE, and FINDING YOUR ROOTS, culture and arts series GREAT PERFORMANCES, news and





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public affairs programming FRONTLINE, WASHINGTON WEEK, and PBS NEWSHOUR and the independent film series P.O.V and INDEPENDENT LENS.

For the 2015-2016 television season, PBS ranked #6 among broadcast and cable channels, just behind the big four networks and Fox News Channel. PBS stations reach 200 million people a year, about 82% of U.S. television households.

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.



On January 17, 2017, KTTZ-TV launched the [PBS Kids 24/7 channel](#). This new over-the-air service provides PBS children's programming 24 hours a day, seven days a week. Each Friday evening the channel presents a Family Night, with marathons of favorite shows or special movie events. The channel is available via antenna on channel 5.3, Suddenlink cable channel 140, online on the [KTTZ-TV website](#), and on the Android and iPhones apps.

Eighty-seven hours of local, original programming aired during fiscal year 2016-2017 on KTTZ-TV, with three weekly series and specials airing throughout the year:



## [24 Frames](#)

Highlights from The Lone Star Emmy-award winning arts and culture series include "Click," a profile of the collaboration between Ballet Lubbock and local musicians and composers Scott and Amy Faris, a tribute to local patron of the arts Louise Hopkins Underwood, and short films by area filmmakers.



## [24 Frames: South Plains Sessions](#)

A spin-off of 24 Frames, South Plains Sessions is a monthly concert series featuring local musicians performing at the KTTZ-TV studios.



## [Inside Texas Tech](#)

The Lone-Star Emmy nominated series profiles the people and activities of Texas Tech University. This year's episodes featured a partnership between artist Tina Fuentes and atmospheric scientist Eric Bruning, a profile of TTU's Innovation Hub, and Civil Counterpoints, a monthly conversation series.



## [Free to Exchange](#)

Hosted by Texas Tech University's Free Market Institute Director Ben Powell, FREE TO EXCHANGE presents one-on-one discussions concerning political economy, specifically economic freedom and the free enterprise system. The fourth season launched in December.

*I truly appreciate all the quality programming, especially the News Hour, which I think is best news available on TV and want to do my part to ensure that such amazing content continues to be available for many years to come.*

*Joel "Tyler" Davis*





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## [Between Earth and Sky: Climate Change on the Last Frontier](#)

The Alaskan permafrost is melting, releasing carbon into the atmosphere, shrinking the sea ice and increasing the frequency of coastal storms. This KTTZ-TV documentary explores what these changes mean globally.

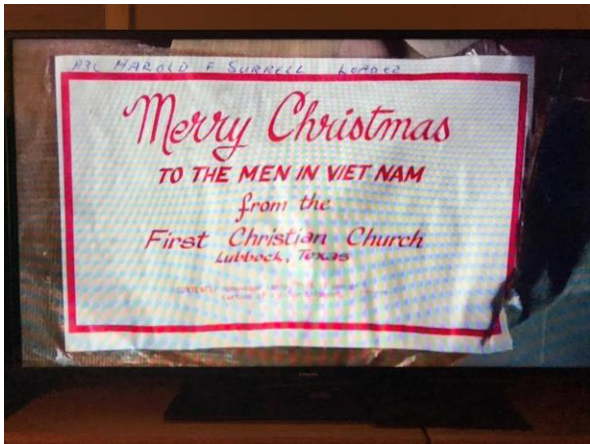
This project is a collaboration of The Soil Science Society of America, BL Allen Endowment in Pedology, The University of Alaska-Fairbanks, The Department of Plant and Soil Science at Texas Tech University, Texas Tech Public Media, and Texas Tech University.

The National Educational Technological Association (NETA), a public television program distributor, offered the documentary to all U.S. public television stations in May 2017. Thirty stations in 22 states included the program in their broadcast schedules.



## [59<sup>th</sup> Annual Carol of Lights](#)

For the fourth consecutive year, KTTZ presented the live broadcast of the beloved Texas Tech University holiday tradition.



Above: Video still from Ken Burns' and Lynn Novick's production of *The Vietnam War*. TTU's Vietnam Center and Archive provided materials for the documentary.



Above: Summer reading charts were distributed during KTTZ Kids Club events. Kids that filled out their charts dropped by the station to receive items from the Kids Club Treasure Chest.



Above: Singer/Songwriter Lindsay Turner performs on 24 Frames: South Plains Sessions in May.

***Your station is outstanding! The selection of local and national programming is supreme. Feel so enriched blessed and thankful to have this station in Lubbock!***

***Jennifer Workman***





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## KTTZ-FM 89.1

[May 2017 marked the 30<sup>th</sup> anniversary of 89.1 FM](#). From its humble beginnings in Texas Tech University's Journalism building with a 12 hour broadcast day, 89.1 FM has expanded to a full studio facility at the Bank of America building on 19<sup>th</sup> and University, with now 24/7 broadcast days. In 1993 KOHM-FM (now KTTZ-FM) qualified for Corporation for Public Broadcasting support, and has since provided National Public Radio ([NPR](#)) programming to the South Plains.

[89.1 FM](#) continues to be the only source of classical music in the region, beginning with MORNING MUSIC with Clint Barrick, and ending with Alexa Vogelzang's DINNER CLASSICS each evening. Iconic NPR programming MORNING EDITION and ALL THINGS CONSIDERED air daily.

It 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.

89.1 FM has six local programs that air each week; three debuted this year:

Public Radio is  
"Intelligent radio  
for intelligent  
people."

—Dominick Casadonte  
Chemistry Professor, Texas Tech University



### [Faith Matters](#)

Every Sunday afternoon host Tom McGovern holds conversations with community leaders about faith and perseverance.



### [The Front Row](#)

Clint Barrick covers Lubbock's and the surrounding area's arts scene weekday mornings at 9:00 a.m. This series premiered January 2017.



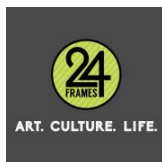
### [Inside Texas Tech](#)

During morning and afternoon drive time on Wednesdays and Fridays, host Betsy Blaney covers topics about the students, faculty, staff and alumni of Texas Tech University.



### [Noches de Tango](#)

On Friday evenings Charles Olivier presents tango music from around the world. Noches de Tango debuted in June 2017.



### [24 Frames](#)

Host Paul Hunton provides television and film reviews, commentary and a monthly poetry series.



### [The Music Crossroads of Texas](#)

Highlights music and artists from Lubbock, Amarillo, Abilene, San Angelo, and other communities in the region. Curtis Peoples hosts every Saturday evening. This series launched in October 2017.







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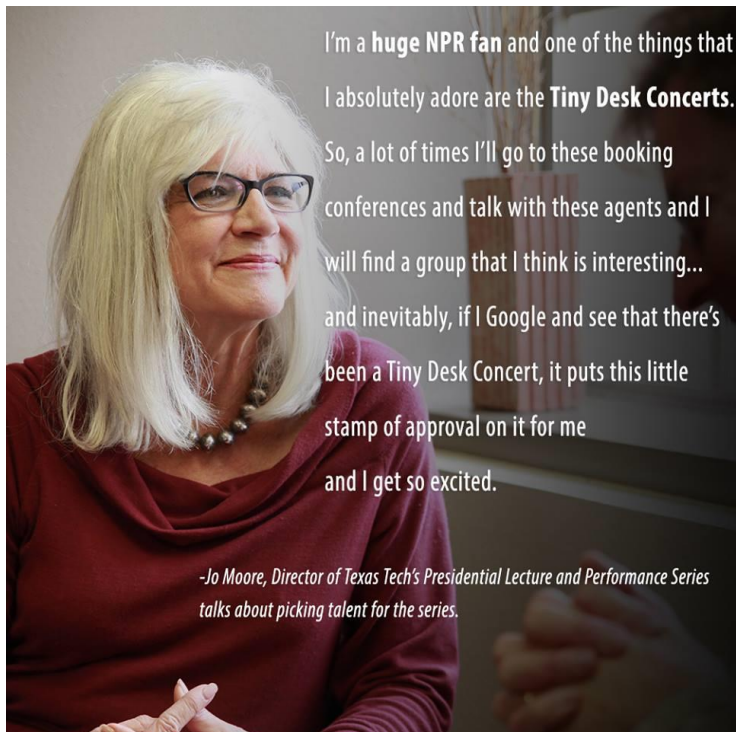
## More KTTZ-FM 89.1:



*Above: Texas Tech University President Lawrence Schovanec with Faith Matters host Tom McGovern. The President was a featured guest in October. He was also spoke on Inside Texas Tech for KTTZ-FM.*



*Above: 89.1 FM's Betsy Blaney conducts an interview for KTTZ-FM's Inside Texas Tech.*



*Above: Clint Barrick visits with pianist William Westney for the daily arts series The Front Row.*



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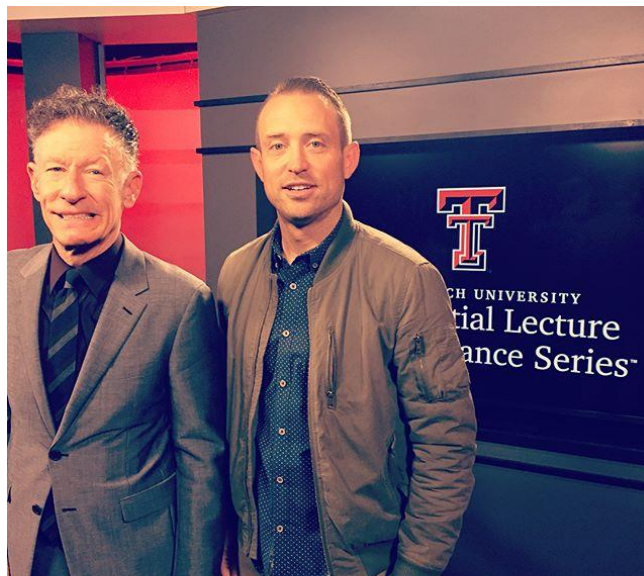
## 2017 KTTZ-TV/FM LOCAL CONTENT AND SERVICE REPORT

*Texas Tech Public Media continues to provide local and national content on-air and online that is thought-provoking and inspiring.*

*2018 will be no exception, offering opportunities to engage the Texas Tech, Lubbock and the South Plains area through screenings and discussions, and events that reach young and old.*



*Above: Participants register for the KTTZ Kids Club during the Summer Adventure at the Science Spectrum.*



*Top: Panel discussion after Through the Repellent Fence screening, Middle: Curious George greets fans at the Burkhardt Walk for Autism in April. Bottom: Music legend Lyle Lovett dropped by the KTTZ-TV studios for a press conference prior to his TTU Presidential Lecture and Performance and Lecture Series talk, seen here with Texas Public Media's General Manager Paul Hunton.*