

Texas Tech Public Media (TTPM) provides public broadcasting to the Texas Tech, Lubbock and El Paso areas 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, El Paso communities.

TTPM's reach is approximately 147,000 TV households with a population of just over 400,000 in the Lubbock, Texas market, and over 337,000 households and with over 1,000,000 population in the El Paso, Texas market.

2020 KEY SERVICES

In response to the events of 2020, TTPM launched a newsroom to provide thoughtful information pertaining to local issues. For Children, additional resources were developed to assist and parents and educators.

KTTZ-TV's documentary *A MINOR INJUSTICE*, was selected for national distribution, and earned a Lone Star Emmy.

Texas Tech Public Media became a partner in PBS' investigative documentary series *Frontline's Local Journalism Initiative*.

Professional development courses were created for urban and rural teachers across West Texas.

LOCAL IMPACT

Each month, 17,650 local families stream content from PBS Kids and 4500 teachers received classroom resources via Texas Tech Public Media.

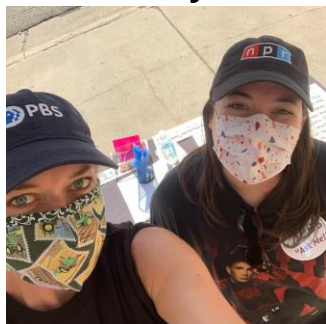
TTPM's efforts in the national American Portrait initiative brought forth stories from rural communities to a national audience.

Partnerships with the news organizations Texas Standard and Texas Newsroom expanded TTPM's newsroom coverage from only local news into statewide coverage.

2020 Texas Tech Public Media Local Content and Service Report

2020 was a challenging year, with a worldwide pandemic, racial unrest, and economic uncertainty. Texas Tech Public Media was there to provide local coverage in response to these events. While we were not able to reach our communities face to face, but we were able to provide information and resources to the Lubbock and El Paso communities. At the same time TTPM continued to provide the same quality programming online and on air that viewers have come to expect.

Community Events:



Above: Texas Tech Public Media Reporters Kaysie Ellingson and Sarah Self-Walbrick gather stories for the American Portrait at the Lubbock Farmer's Market

Area Papa John's Pizza held a fundraiser with 20% of sales on March 13 were donated to Texas Tech Public Media.

In partnership with the Louise Hopkins Underwood Center for the Arts and local artists, TTPM presented monthly [Virtual First Friday Art Trails](#) in place of the in-person First Friday Art Trails.

Everyone has a story. In 2020 PBS launched the [AMERICAN PORTRAIT](#), national storytelling project that shares values and challenges that Americans have in common. Texas Tech Public Media [collected stories](#) from the local farmer's markets, basketball games, and art auctions. This project provided opportunities for TTPM to outreach to rural communities, and allowed their stories to be shared with a national audience. Covid-19 protocols were followed while gathering stories.



Above: Lerica J. of Lubbock talks about her greatest challenge for the PBS' AMERICAN PORTRAIT.

El Paso-area author Luke Lowenfield and illustrator Hal Marcus hosted a fundraiser at Barnes & Noble with proceeds of book sales going to El Paso PBS part of TTPM's commitment to educate, entertain, and inspire the community.



Kids Events:

As the only over the air station in the area 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 approximately 1300 families are members, receiving emails about upcoming kids' events. Sponsors for the KTTZ Kids Club for this year were United Supermarkets, Condra School, H-E-B Supermarkets and Abbeville Dentistry.

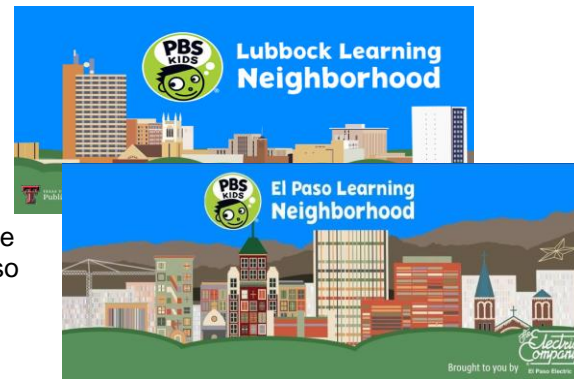
PBS El Paso's [Family Circle](#) provides exclusive invites to members-only kids' events, monthly email newsletters with PBS resources, and other benefits. With the challenges of the pandemic, the Family Circle provided a much-needed resource for parents and kids. El Paso also participates in the [PBS Kids Writer's Contest](#), an opportunity for elementary students to work on their creative writing skills. El Paso Electric, Casa Ford, and El Paso Kids, Inc. were sponsors. A virtual event, [Kids in the Cocina](#), taught kids cooking skills and how math and science are used with those skills.

Before in-person activities for kids in Lubbock were cancelled, The KTTZ Kids Club held a meet and greet with Daniel Tiger at Lubbock's Adventure Park Jan.30 (ten percent of the Café sales supported TTPM), the annual Youth Tooth Book Fair at Barnes and Noble took place February, and PBS Kids at the Alamo screenings were held in January and February.

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Educational Outreach:

With the shutdown of all schools in spring 2020 TTPM established the PBS Kids Learning Neighborhood Facebook pages for [Lubbock](#) and [El Paso](#). The pages were created to provide and share resources for parents, caregivers and teachers. Lubbock Learning Neighborhood partners include Lubbock Public Libraries, The National Ranching Heritage Center, Parenting Cottage, Lubbock YWCA, United Way, Work Force Solutions of the South Plains, and the Louise Hopkins Underwood Center for the Arts. El Paso Learning Neighborhood partners were El Paso Electric, El Paso YWCA, University of Texas/El Paso, El Paso Home School Educators, and National Alliance for Mental Illness (NAMI) El Paso.



Above: In January 2020, TTPM established an early learning fellows program for pre-k teachers in Lubbock. These educators were trained how to use PBS Kids materials in the classroom and received equipment and other resources designed to supplement their training.

In cooperation with the Texas Education Agency and public television stations across Texas, TTPM provided programming weekday afternoons to supplement at home learning for students. This took place from April to May 2020.

Texas Tech Public Media created 110 asynchronous professional development courses for urban and rural teachers across West Texas and El Paso. These courses allowed teachers to get the training that they needed from the comfort and safety of their own home while also providing them with flexibility, classroom resources, and quality curriculum material. "I think this a great program. It is straight forward and easy to complete, yet provides the opportunity to enhance your own historical knowledge and gives you the chance to critically think about different times in history," said Sal Ramirez, El Paso Social Studies Teacher.

Efforts are underway to establish the region's first AP (Advanced Placement) Summer Institute. This institute will provide quality College Board-accredited training for Advanced Placement teachers from across the region. This institute will help enhance teacher

instruction so that students can earn college credit for Advanced Placement exams and be better prepared for the rigors of college.

Social Media:



Texas Tech Public Media in El Paso and Lubbock provided extensive coverage regarding the local impact of the Covid-19 pandemic on all social media platforms, while continuing to maintain a robust online profile, with a website: KTTZ.org, and other social media pages: [Facebook \(KTTZ-TV & FM\)](#), [Facebook \(KCOS\)](#), Twitter, Instagram and [You Tube](#). Several online series are available on the website, including [BEYOND THE REPORT: THE STATUS OF WOMEN IN LUBBOCK](#), [COMMUNICATORS IN A CART](#), and [GLOBAL WEIRDING](#)

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In response to COVID-19 virus and vaccine misinformation circulating, Texas Tech Public Media sought to provide thoughtful, well-reported information to the community. In August 2020, TTPM launched the virtual WEST TEXAS TOWN HALL SERIES, presenting online discussions on topics concerning both [Lubbock](#) and [El Paso](#). Participants were able to receive real-time information from experts.



Two bronze [Telly awards](#) (online series-web series: documentary, and online series-web series: non-scripted) was awarded to TTPM for its online series *BEYOND THE REPORT: THE STATUS OF WOMEN IN LUBBOCK*. This series takes a deep dive into the issues the many women of Lubbock face. The Telly Awards honors the best of content created for television, film and online.



El Paso PBS launched [ROOTED](#), an online series of highlighting the people of El Paso who are on a mission to better their community. New episodes aired every Thursday on PBS El Paso's Facebook page.



[ONLY IN EL PASO](#) presents short films from independent producers that feature area stories.

[GROUNDED: THE UPSIDE](#) features online stories how El Pasoans are coping with covid-19 shutdown.

KTTZ-TV/KCOS-TV:

As members of the Public Broadcasting Service ([PBS](#)), KTTZ-TV and KCOS-TV in El Paso provide the best in public television programming, with dramas such as MASTERPIECE and CALL THE MIDWIFE, science programming such as NOVA, history programs such as AMERICAN EXPERIENCE, and FINDING YOUR ROOTS, the culture and arts series GREAT PERFORMANCES, news and public affairs programming FRONTLINE, WASHINGTON WEEK, and PBS NEWSHOUR and the independent film series P.O.V and INDEPENDENT LENS.



The 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 in Lubbock. CREATE on El Paso PBS airs on channel 13.3 over the air, channel 1268 on Spectrum cable, and channel 387 on Comcast.



The PBS KIDS 24/7 channel in Lubbock provides 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. It is available via antenna on channel 5.3, Suddenlink cable channel 140, online on the [Texas Tech Public Media website](#), and on the Android and iPhones apps.

2020 Texas Tech Public Media Local Content and Service Report

For the fiscal year of 2019-2020 KTTZ-TV in Lubbock aired 62 hours of local programming, while KCOS-TV in El Paso aired 76 hours of local programming. Series and specials were:



[62ND ANNUAL CAROL OF LIGHTS](#)

The Texas Tech University holiday tradition was celebrated virtually in compliance with COVID-19 protocols. This year's edition looked back previous Carol of Lights celebrations.



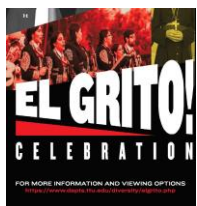
[BEYOND THE REPORT: THE STATUS OF WOMEN IN LUBBOCK](#)

The broadcast version of the online series exploring issues that face many women in Lubbock aired July 2020



[CANDLELIGHT AT THE RANCH](#)

For 40 years the National Ranching Heritage Center celebrated the holiday season by inviting the public to experience life on the prairie through recreations at its outdoor museum. The 2020 celebration went virtual to share what Christmas on the prairie was like from 1780 to 1950.



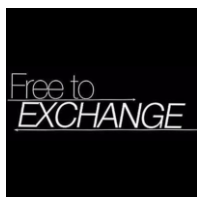
[EL GRITO CELEBRATION](#)

Texas Tech University's Division of Diversity, Equity and Inclusion presented a virtual celebration of El Grito, honoring Mexico's independence from Spain and the many cultures of Latin America. The special aired in September 2020.



[EL PASO PHYSICIAN](#)

This monthly program hosted by Kathrin Berg features local medical specialists discussing a variety of health topics, ranging from diabetes to allergies. During 2020, the program responded to community needs by hosing multiple episodes around the COVID-19 pandemic.



[FREE TO EXCHANGE](#)

Presented by Texas Tech University's Free Market Institute Director Ben Powell, FREE TO EXCHANGE offers discussions concerning political economy, specifically economic freedom and the free enterprise system.



[HIGH Q](#)

In its 36th year, the program is an academic bowl competition for El Paso high school students. During the 2019-20 academic year, 28 schools participated in the tournament.

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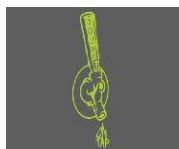
[A MINOR INJUSTICE](#)

This project covers the efforts to change Texas laws concerning inmates who were convicted of crimes as juveniles. Production for this project was made possible with support from Texas Tech University Department of Journalism & Creative Media Industries, Texas Tech University Thomas Jay Harris Institute, and The Texas Tech University Honors College. It was distributed nationally in May 2020 via National Educational Technology Association, a public television program distributor, and the World Channel, a multicast channel featuring the best of non-fiction public television programming. It won the [Lone Star Emmy in the Documentary—Topical category](#).



[SALEM: THE HEART OF WEST TEXAS](#)

A profile of Lubbock heart surgeon Dr. Robert Salem aired in May 2020



[SOUND ON TAP](#)

SOUND ON TAP features performances from musicians from Lubbock and El Paso. SOUND ON TAP: Dulce Mal episode was nominated for a 2020 [Lone Star Emmy in the Arts/Entertainment—Program Feature/Segment/Special category](#). This is the first nomination for the joint production.

KTTZ-FM 89.1:

[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 San Angelo's public radio station; [KNCH-FM](#). Each service is available online anytime day or night.



When the pandemic began in March 2020, Texas Tech Public Media launched its [local newsroom](#), partnering with the [Texas Standard](#), a statewide news magazine, to provide more news coverage locally. [Several TTPM stories](#) were picked up by the Texas Standard to share with a statewide audience.

In October 2020 Frontline, PBS' investigative documentary series, announced that Texas Tech Public Media was one of the station partners selected for its [Local Journalism Initiative](#). This initiative will support investigative projects between TTPM and the [Texas Newsroom](#), an NPR conglomerate of Texas stations. With assistance from KERA in Dallas, TTPM will focus on rural healthcare topics.

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89.1 FM has five local programs that air each week:



[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.



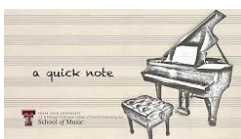
[THE MUSIC CROSSROADS OF TEXAS](#)

Highlights music and artists from Lubbock, Amarillo, Abilene, San Angelo, and other communities in the region. Curtis Peoples hosts every Saturday evening. This also airs on KNCH-FM in San Angelo.



[NOCHE DE TANGO](#)

On Friday evenings Charles Olivier presents tango music from around the world.



[A QUICK NOTE](#)

In this series, musicians around the area introduces us to the history of music.

Coming in 2021, Texas Tech Public Media will continue to serve the communities of El Paso and Lubbock through the creation of new podcasts, a new sound for radio, and a new season of Beyond the Report, in addition to the continued news reporting that reaches a statewide audience.