

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.



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.

**Content:**  
89.1 FM introduced a new format, with a focus on local and national news.

In-depth reporting on Texas' rural health crisis in partnership with PBS' FRONTLINE in the series RURAL HEALTHCARE: THE OTHER TEXAS DROUGHT

Multi-platform project BEYOND THE REPORT returned for a second season, focusing on East Lubbock.

Local music series SOUND ON TAP picked up for national distribution and nominated for two Lone Star Emmys.

**Social Media:**  
Launched IN THE GROW, a horticultural podcast, and new seasons of online series ONLY IN EL PASO, and ROOTED.

**Education:**  
Established the region's first Advanced Placement Summer Institute

Listeners increased for 89.1FM with the expanded news programming, with local reports picked up by regional and national outlets.

The FRONTLINE podcast covering the rural healthcare series had a record-breaking 40,000+ downloads on the NPR One app.

BEYOND THE REPORT: A PLAN FOR PROGRESS received national recognition from the 53<sup>rd</sup> Annual Public Media Awards.

Stations across Texas and from Oregon to Kentucky scheduled SOUND ON TAP beginning fall 2021.

Online audiences increased, especially for Only in El Paso, with 10,000+ views for one episode.

Over 400 teachers received training via the PBS Learning Media. Area school districts and families saved thousands of dollars through TTPM's educational outreach activities.

**Texas Tech Public Media continued to provide services and information to the Lubbock and El Paso areas by presenting more news and long and short form documentaries--on air and online--that shine a light on life in West Texas and the Big Bend area. Below are the initiatives that TTPM presented in 2021:**

## [New Weekday Programming Format on 89.1 FM](#)

In April of 2021, Texas Tech Public Media expanded its weekday news coverage from 5:00 a.m. to 8:00 p.m. on 89.1 FM, with classical music available evenings and weekends.



Texas Tech  
Public Media **89.1 fm**

[LISTEN IN, LUBBOCK](#) premiered in April as a roundtable discussion with reporters from the area covering issues that affect our state and region.

With the increased news coverage, more local stories reached state and national audiences. News covering [the lifting of COVID restrictions in Texas](#) and February's severe winter weather were featured on NPR's Morning Edition and All Things Considered. [The Texas Standard](#), a daily, state-wide news program, also features reports from Texas Tech Public Media.

[KTTZ-FM's HD2 digital channel](#) relaunched as at 24/7 classical music channel Monday-Friday, with additional NPR programming on the weekends.



## [RURAL HEALTHCARE: THE OTHER TEXAS DROUGHT](#)

Texas Tech Public Media and the Texas Newsroom, (a collaboration with NPR, Dallas' KERA-FM, Houston Public Media, Austin's KUT-FM and San Antonio's Texas Public Radio), created a series covering [Texas' rural healthcare crisis](#). Support for this series was made possible through the PBS investigative series FRONTLINE's [Local News Initiative](#), the John S. and James L. Knight Foundation and the Corporation for Public Broadcasting.



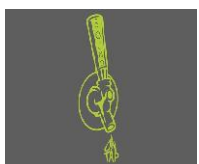
## [BEYOND THE REPORT: A Plan for Progress](#)

As a follow up to 2019's [BEYOND THE REPORT: THE STATUS OF WOMEN IN LUBBOCK](#), comes BEYOND THE REPORT: A PLAN FOR PROGRESS. This season focused on the history of segregation in East Lubbock, and the hopes for a brighter future for the historically Black neighborhood.

Texas Tech Public Media used a multi-faceted approach, with [online](#) and [radio reports](#), [podcasts](#), and [specially curated programs](#) for broadcast designed to complement the topics addressed in the series.

A [virtual town hall meeting](#) of a screening of the one-hour broadcast special took place in September.

This project was named a winner in the Use of Digital Media Category for the [53rd Annual Public Media Awards](#), honoring the best of public media in community engagement, content, education, marketing/communications, and overall excellence.



## [SOUND ON TAP](#)

A weekly concert series featuring artists from Lubbock, El Paso and across Texas was picked up for national distribution via the National Educational and Technological Association (NETA), a public television distributor. This year it was nominated to two [Lone Star Emmys](#) in the Entertainment—Long or Short Form Content category.

## Social Media:

Texas Tech Public Media in El Paso and Lubbock continues to maintain a robust online profile, with a website: [KTTZ.org](http://KTTZ.org), and other social media pages: [Facebook \(KTTZ-TV & FM\)](#), [Facebook \(El Paso PBS\)](#), [Twitter \(El Paso PBS\)](#), [Twitter \(Lubbock\)](#) Instagram and [You Tube](#). Several online series are available on the website, including [GLOBAL WIERDING](#).



[IN THE GROW](#), a podcast for gardening enthusiasts launched January 2021, hosted by Texas Tech Public Media's Rachel Boyd, and Dr. Vikram Baliga, Texas Tech University's Horticultural Labs and Greenhouse Professor.



[WEST TEXAS TOWN HALL SERIES](#) continued in 2021 to give the community thoughtful, well-reported information concerning the on-going pandemic.



Texas Tech Public Media launched a new season of [ROOTED](#), an online series highlighting close-knit communities in El Paso and Lubbock, featuring people from all walks of life, who find ways to connect and grow together through mutual hobbies and interests. New episodes debut monthly. The short episodes air on broadcast TV in both El Paso and Lubbock.



[ONLY IN EL PASO](#) explores El Paso's rich heritage, community, and culture. Each episode features stories from the El Paso community and expounds on topics such as arts, culture, music, economy, living on the border, and more.

## Educational Initiatives:

2021 saw the establishment of the region's first Advanced Placement Summer Institute (APSI), an initiative to give teachers the opportunity for AP certification to be able to teach AP courses in area schools. The APSI saved school districts approximately \$45,000 and families \$35,000. The station investment was \$19,000.

Four hundred teachers attended training courses in using PBS Learning Media content in the classroom.



### Kids:

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.

PBS El Paso's [Family Circle](#) provides exclusive invites to members-only kids' events, monthly email newsletters with PBS resources, and other benefits.

Due to the ongoing health concerns arising from large in-person events, kids' activities were delayed this year.

## KTTZ-TV/KCOS-TV:

As members of the Public Broadcasting Service ([PBS](#)), KTTZ-TV in Lubbock 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 programs 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.

Texas Tech Public Media aired the following locally produced programs during 2021:



### [BEYOND THE REPORT: A PLAN FOR PROGRESS](#)

The one-hour broadcast version of the online series aired in August



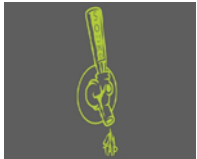
### [EL PASO PHYSICIAN](#)

This monthly program hosted by Kathrin Berg features local medical specialists discussing a variety of health topics, ranging from diabetes to allergies.



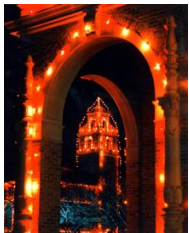
### [FREE TO EXCHANGE](#)

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.



### [SOUND ON TAP](#)

The weekly music series presents musicians and bands from Lubbock, El Paso, and the region.



### [63<sup>RD</sup> ANNUAL CAROL OF LIGHTS](#)

The annual Texas Tech University holiday tradition returned for an in-person celebration. TTPM presented the live broadcast.

## KTTZ-FM 89.1:

With the increased news content on [89.1](#) TTPM now offers more [classical music](#) on digital radio HD2. The [BBC World Service](#) remains on HD3. Texas Tech Public Media also oversees San Angelo's public radio station; [KNCH-FM](#). Each service is available [online](#) anytime day or night, or through the [KTTZ-FM app](#).

89.1 FM has five weekly programs:



### [FAITH MATTERS](#)

Every Sunday at 5:00 p.m. afternoon host Tom McGovern holds conversations with community leaders about faith and perseverance.



### [THE FRONT ROW](#)

Clint Barrick covers Lubbock's and the surrounding areas arts scene Fridays at 10:00 a.m.



### [LISTEN IN, LUBBOCK](#)

Kaysie Ellingson holds roundtable discussions with reporters from around the region Friday mornings at 10:30 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 at 7:00 p.m., and Fridays at 12:00 noon on KNCH-FM in San Angelo.



### [NOCHE DE TANGO](#)

Every Friday evening at 9:00 p.m. Charles Olivier presents tango music from around the world.

**Celebrating its 60<sup>th</sup> anniversary in 2022, Texas Tech Public Media will continue to serve the communities of El Paso and Lubbock through the creation of new podcasts, and a new season of Beyond the Report, in addition to the continued news reporting that reaches a statewide and national audience.**