



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



KTTZ-TV, a part of Texas Tech Public Broadcasting, is committed to sharing the unique and often overlooked stories of West Texas to the Texas Tech University, Lubbock, Texas and the surrounding region.



KTTZ-TV (formerly KTXT-TV) provides quality local programming and public television programming to the Texas Tech University, Lubbock, Texas and surrounding communities that provide a different twist at life on the South Plains of Texas.

In 2011 KTTZ re-introduced itself to the Lubbock area after a period of stagnation regarding a local presence in the community.

In April KTTZ unveiled its first new local productions in five years: “Guns Up! The Legend of the Masked Rider,” followed in quick succession with “Through Thin Air: Glider Pilots of WWII,” “Inside Texas Tech with Chancellor Kent Hance,” “Keeping It Local” and “Locally Owned.”

The refresh of the station’s image, while a continuing work in progress, has led to more working relationships with stakeholders, particularly Literacy Lubbock.



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2011 was a year of reinvention and invigoration for KTTZ-TV (formerly KTXT). After years of disinterest and the occasional community outreach activity, KTTZ dedicated itself to become a key resource in the community. It was a back-to-basics effort, focusing on its on-air look, online presence, local productions.

On-air look:

A key element in the new on-air look was a new logo and new station IDs. For years the public watched KTXT/KTTZ for the PBS programs, but did not realize that they were viewing it on a local public television station. The new elements caught people's attention. More local promotional spots aired, and by the end of the year, the prime time breaks evolved into hosted breaks. KTXT/KTTZ personalities hosted each evening, alerting viewers to what was coming up next. Since the printed program guide was discontinued earlier in the year, the coming up next spots serves as our program guide.

Online presence:

August 2011 the website (www.kttz.org) re-launched. To satisfy audience demands for an easy to access schedule, the homepage now features the station's schedule. Links to blogs and a community calendar are also added. KTTZ now has Facebook, Twitter, and You Tube pages where viewers can drop by a check out the station's local productions.

Local productions:

The cornerstone of KTTZ's local productions is two series, Keeping It Local and Locally Owned. The basis is to feature the local people, places and activities that make the West Texas area unique. Topics covered on Keeping It Local were Ballet Folklorico, a profile of former NFL player Junior Coffey, the story of a Texas Tech University alum who researched his father's role in World War II, the Vietnam Center of Texas Tech University and sports that were off the beaten path, like cricket, pole vaulting and roller derby. Locally Owned features local businesses that are unique to the area, such as an online soap making business. Each episode is not the typical 30 or 60 minutes in length, but rather five to seven minute segments that could be dropped in the schedule for maximum flexibility and exposure.

Two documentaries aired in 2011: "Guns Up! The Legend of the Masked Rider," and "Through Thin Air: Glider Pilots of WWII." These were the first new productions since 2006. Both of these served as an opportunity to reach out and rebuild communication bridges to Texas Tech University and the community. "The Legend of the Masked Rider" profiled the university's mascot, while "Through Thin Air" told the story of the South Plains Army Airfield and the glider pilots who trained for the most dangerous missions of World War II. Not many people knew of the story or of the Silent Wings Museum, the local museum dedicated to the glider planes.

Building on the success over the previous months, Texas Tech University System Chancellor Kent Hance approached KTTZ about a monthly half-hour show. October 2011 "Inside Texas Tech with Chancellor Kent Hance" premiered. Each month viewers get a closer look at what the university and system are doing.

Other programming:

KTTZ added the Create lifestyles channel on channel 5.2. This lifestyles channel reaches an audience who does not have cable or satellite, but want more public television available to them. The British series "Doc Martin" was introduced to the lineup with great success.



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Out in the community:

One of the largest events of the year is the Lubbock Arts Festival. Over 30,000 visitors from all over the area come to the event to celebrate the visual, culinary, performing and children's arts. For the 2011 Arts Festival, KTTZ sponsored PBS Kids host Miss Rosa. Over 1,000 people dropped by to listen to Miss Rosa as she told stories, signed autographs and spoke with the kids.



In August the station participated in the Summer of Sharing Celebration at the South Plains Food Bank. The station helped sort food collected over the summer. It also participated in the Lubbock Avalanche Journal's Back to School Expo.



KTTZ-TV/FM Station Accountant Eric Voyles participates in the South Plains Food Bank Summer of Sharing Celebration.

Each of these projects—on and off air—helped to reinforce the fact that KTTZ is an important part of the community, a resource that can be relied on to inform and educate the Texas Tech, Lubbock and surrounding areas.

Through Thin Air: Glider Pilots of WWII

September 2011 KTTZ premiered “Through Thin Air: Glider Pilots of WWII.” During World War II the South Plains Army Airfield (SPAFF) in Lubbock, Texas was the site for training glider pilots, one of the most dangerous jobs of the war. This documentary introduced the Lubbock market about an often overlooked chapter in its history. The night of the premiere, approximately 75 people attended a public screening of the documentary at the Silent Wings Museum, a Lubbock-area museum dedicated to World War II glider pilots.



Keeping It Local and Locally Owned

One of the first local initiatives KTTZ launched in 2011 was two series, Keeping It Local and Locally Owned. “Keeping It Local” introduces the people, places, and activities that make this area unique, such as West Texas Roller Derby, Ballet Folklorico and the Vietnam Archive at Texas Tech University. “Locally Owned” profiles local business such as an online soap making business, a ballroom dance studio, and a pizza place considered by Food Network to be the best in Texas. With the added exposure on KTTZ, businesses profiled on Locally Owned, bring in more income to their businesses and the Lubbock economy.



Guns Up! The Legend of the Masked Rider and Inside Texas Tech with Chancellor Kent Hance

As one of the largest employers on the South Plains, Texas Tech University plays a vital part in the lives of many of its residents. April 2011 KTTZ premiered “Guns Up! The Legend of the Masked Rider.” This half-hour documentary profiled the beloved mascot of the university. The production helped rebuild the communication gap with Texas Tech, which was neglected for years. The partnership grew and in October 2011, “Inside Texas Tech with Chancellor Kent Hance” debuted. The monthly half-hour series allows viewers to ‘go inside’ Texas Tech and learn more about the happenings with the university, the Texas Tech System and its Chancellor, Kent Hance.





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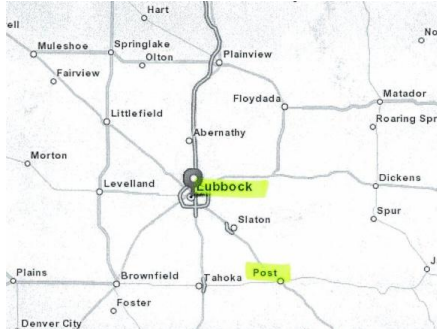
Literacy Lubbock

In 2011 KTTZ launched a multi-year partnership with Literacy Lubbock, a non-profit organization aimed at reducing illiteracy rates in Lubbock. Currently 13% of the country reads below the fifth grade level. Literacy Lubbock helps with just a fraction of this affected population. Realizing that higher literacy rates means a higher earning potential for individuals, which in turn translates to more money pumped into local economies, KTTZ approached Literacy Lubbock to create a partnership to improve literacy rates. The station produced a public service announcement to run throughout the day to solicit volunteers for the organization. From June to December 2011, the PSA aired 751 times throughout the broadcast day.

Although this initiative is in its early stages, KTTZ plans to produce a documentary focusing on the work of Literacy Lubbock and what it does for the community. Keeping It Local recently profiled Literacy Lubbock as an initial step to increase awareness of illiteracy.



LYNDA DUTTON, THE
EXECUTIVE DIRECTOR FOR
LITERACY LUBBOCK, SAYS,
“OUR ORGANIZATION
SERVED MORE THAN 1
THOUSAND STUDENTS IN
2011. With CHANNEL 5’s
HELP WE EXPECT THAT
NUMBER TO JUMP.”



“Happy Birthday Channel 5! KTTZ-TV has served the Lubbock community since 1962.” – former Texas Tech professor Dennis Harp

KTTZ (formerly KTXT) enters a new era of broadcasting with a new sense of purpose and determination to become a resource and service to the Texas Tech, Lubbock and South Plains region. During 2011 the station introduced its audience to:

- Local businesses that may not receive attention from other media sources
- People who are connected to the area who are successful both locally and nationally but have not received recognition.
- The activities that enrich life in the region.



Channel 5's Michelle Dillard gets ready for broadcast of "Inside Texas Tech with Chancellor Kent Hance"

We take great pride in being, SMART...LOCAL...HDTV. KTTZ-TV Channel 5 is where you'll find local information you won't find anywhere else.