Grantee Information

ID	1630
Grantee Name	KTTZ-FM
City	Lubbock
State	TX
Licensee Type	University

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ⌄

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ⌄

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000					2	2
Professionals - 3000					3	3
Technicians - 4000						0
Sales Workers - 4500					1	1
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	6	6

1.1 Employment of Full-Time Radio Employees   Jump to question: 1.1 ⌄

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000					2	2
Professionals - 3000					1	1

Technicians - 4000					1	1
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	4	4

1.1 Employment of Full-Time Radio Employees   Jump to question: [1.1 ▼]

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.1 Employment of Full-Time Radio Employees   Jump to question: [1.1 ▼]

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1.2 Major Programming Decision Makers   Jump to question: [1.2 ▼]

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making
major programming decisions. Include the station general manager if appropriate. Major programming decisions include
decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should
result in a double-counting of some full-time employees; employees having the responsibility for making major
programming decisions should be included in the counts for this item and again,
by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers   Jump to question: [1.2 ▼]

Of the full-time employees reported in Question 1.1, how many, including the station general manager,
have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers   Jump to question: [1.2 ▼]

African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total

Female Major Programming Decision Makers						0
Male Major Programming Decision Makers					1	1
Total	0	0	0	0	1	1

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3 ▾

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3 ▾

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000					1	1
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	1	1

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3 ▾

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000					1	1
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
						0

Operatives (Semi-skilled) - 5300						
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	1	1

1.3 Employment of Part-Time Radio Employees   Jump to question: 1.3 ▾

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment   Jump to question: 1.4 ▾

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment   Jump to question: 1.4 ▾

Number working less than 15 hours per week   1

1.4 Part-Time Employment   Jump to question: 1.4 ▾

Number working 15 or more hours per week   1

1.5 Full-Time Hiring   Jump to question: 1.5 ▾

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring   Jump to question: 1.5 ▾

No full-time employees were hired (check here if applicable)   ☐

1.5 Full-Time Hiring   Jump to question: 1.5 ▾

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000		3			3
Technicians - 4000					

					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	3	0	0	3

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ⌄

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

1.6 Full-Time and Part-Time Job Openings   Jump to question: 1.6 ⌄

Number of full-time and part-time job openings   4

1.7 Hiring Contractors   Jump to question: 1.7 ⌄

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors   Jump to question: 1.7 ⌄

Check all that apply

Underwritting solicitation related activities	☐
Direct Mail	☐
Telemarketing	☐
Other development activities	☐
Legal services	☑
Human Resource services	☐
Accounting/Payroll	☑
Computer operations	☐
Website design	☐
Website content	☐
Broadcasting engineering	☐
Engineering	☑
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Average Salaries FULL TIME EMPLOYEES ONLY   Jump to question: 2.1 ⌄

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer		$	

Position			
Chief Executive Officer - Joint	1.00	$ 108,000	3
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer		$	
Chief Financial Officer - Joint	1.00	$ 59,405	3
Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint	1.00	$ 49,566	4
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint		$	
Programming Director	1.00	$ 72,300	27
Programming Director - Joint		$	
Production, Chief	2.00	$ 33,921	3
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer	1.00	$ 40,000	1
Producer - Joint		$	
Development, Chief	1.00	$ 59,248	15
Development, Chief - Joint		$	
Member Services, Chief		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$	
Auction Fundraising, Chief - Joint		$	
Underwriting, Chief		$	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	
Operations and Engineering, Chief		$	

Operations and Engineering, Chief - Joint	1.00	$ 88,625	15
Engineering Chief		$	
Engineering Chief - Joint	1.00	$ 65,900	3
Broadcast Engineer 1		$	
Broadcast Engineer 1 - Joint		$	
Production Engineer		$	
Production Engineer - Joint		$	
Facilities, Satellite and Tower Maintenance, Chief		$	
Facilities, Satellite and Tower Maintenance, Chief - Joint		$	
Technical Operations, Chief		$	
Technical Operations, Chief - Joint		$	
Education, Chief		$	
Education, Chief - Joint		$	
Information Technology, Director		$	
Information Technology, Director - Joint		$	
Volunteer Coordinator		$	
Volunteer Coordinator - Joint		$	
News / Current Affairs Director		$	
News / Current Affairs Director - Joint		$	
Music Director		$	
Music Librarian/Programmer		$	
Announcer / On-Air Talent		$	
Announcer / On-Air Talent - Joint		$	
Reporter		$	
Reporter - Joint		$	
Public Information Assistant		$	
Public Information Assistant - Joint		$	
Broadcast Supervisor		$	
Broadcast Supervisor - Joint		$	
Director of Continuity / Traffic		$	
Director of Continuity / Traffic - Joint		$	
Events Coordinator		$	
Events Coordinator - Joint		$	
Web Administrator/Web Master		$	
Web Administrator/Web Master - Joint	1.00	$ 44,992	1

Total

| | 11.00 | $ | 621,957 | | 75 |

Comments

Question	Comment

No Comments for this section

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Ex-Officio (Automatic membership because of another office held)

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Appointed by government legislative body (including school board) or other government official (e.g. governor)   9

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Elected by community/membership

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Other (please specify below)

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Elected by board of directors itself (self-perpetuating body)

3.1 Governing Board Method of Selection   Jump to question: 3.1 ▾

Total number of board members (Automatic total of the above)   9

3.2 Governing Board Members   Jump to question: 3.2 ▾

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members   Jump to question: 3.2 ▾

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members   Jump to question: 3.2 ▾

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	Total
Female Board Members						0
Male Board Members		1			8	9
Total	0	1	0	0	8	9

3.2 Governing Board Members   Jump to question: 3.2 ▾

Number of Vacant Positions

3.2 Governing Board Members   Jump to question: 3.2 ▾

Total Number of Board Members (Total should equal the total reported in Question 3.1.)   9

3.2 Governing Board Members   Jump to question: 3.2 ▾

Number of Board Members with disabilities

Comments

Question	Comment

No Comments for this section

4.1 Community Outreach Activities   Jump to question: 4.1 ▾

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities   Jump to question: 4.1 ▾

	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question	Comment

No Comments for this section

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

Instructions and Definitions:

5.1 Radio Programming and Production   Jump to question: 5.1 ▾

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production Jump to question: 5.1 ⌄

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	40	4,400	4,440
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		106	106
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		98	98
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		0	0
All Other (incl. sports and religious — Do NOT include fundraising)		0	0
Total	40	4,604	4,644

5.1 Radio Programming and Production Jump to question: 5.1 ⌄

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production Jump to question: 5.1 ⌄

Approx Number of Original Program Hours 0

Comments

Question	Comment

No Comments for this section

6.1 Telling Public Radio's Story Jump to question: 6.1 ⌄

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2017. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2017 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story Jump to question: 6.1 ⌄

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KTTZ-FM and our associated digital signals are the only public radio outlets in our region of Texas. To meet the diverse needs of our community we have offered long-form news and information programming from NPR, APM, PRI, the BBC, and independent producers as program choices. Simultaneously, we have offered classical music on a full-time basis. We have offered locally produced programs that highlight the educational and research activities of our licensee, Texas Tech University and the Texas Tech University Health Sciences Center. We also engaged the art and cultural community with a program promoting art events and a program devoted to West Texas Music. All this programming is meant to bring the highest possible program content to the listeners of KTTZ-FM. Platforms include terrestrial radio, HD Radio, podcasting, and internet streaming.

6.1 Telling Public Radio's Story   Jump to question: [6.1 ▾]

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

We initiated a new locally produced program titled The Front Row to highlight and promote art events in our region. This interview program with art organizations in our area helps drive traffic to their events and expand the cultural life of our community. We have written a grant to partner with the Lubbock Symphony Orchestra to record their concerts and broadcast them on the radio. We continue to partner with Movies 16 to promote the Metropolitan Opera in HD. We have a program titled Inside Texas Tech that highlights the research and academic initiatives of our licensee, Texas Tech University. In San Angelo, Texas, we use the resources of the local newspaper to provide local news coverage to that region of the country.

6.1 Telling Public Radio's Story   Jump to question: [6.1 ▾]

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

All the events we did in collaboration with other arts organizations were well attended and were a benefit to both the radio and the organization. All organizations had promotional materials and staff available at all events. This success has allowed us to secure funding for The Front Row, a program devoted to arts coverage in our community. The increase in revenue from paid PSAs also indicates that other arts organizations are anxious to partner with us for promotion and traffic to their events.

6.1 Telling Public Radio's Story   Jump to question: [6.1 ▾]

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2017, and any plans you have made to meet the needs of these audiences during Fiscal Year 2018. If you regularly broadcast in a language other than English, please note the language broadcast.

We operate the public radio entity in San Angelo, TX, KNCH-FM. As this station's demographic has a high Hispanic quotient, we provide bilingual programming such as Latino USA and Radio Bilingue to this area. We are also addressing the needs of the migrant community there by including targeted messages informing them of educational opportunities offered by our licensee, Texas Tech University and Angelo State University.

6.1 Telling Public Radio's Story   Jump to question: [6.1 ▾]

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding made it possible to reach out to the community with high-quality long-form programming available no where else on the radio in this market. CPB funding made it possible to acquire national programs such as Morning Edition and All Things Considered, Wait, Wait, Don't Tell Me, Planet Money, and others and provide them to the community. Utilizing our digital channels and internet streams, we also used CPB funding to offer continuous classical music and the BBC World Service to the same listeners. Without CPB funding, much of this programming would not be possible and we would be far less relevant to the community. As we have partnered with so many art organizations this past year, the ancillary ramifications of our CPB funding have become obvious: our art and cultural community is thriving in large part due to the success of KTTZ-FM and it's associations in the community.

Comments

Question   **Comment**

No Comments for this section

7.1 Journalists   Jump to question: [7.1 ▾]

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

7.1 Journalists   Jump to question: [7.1 ▾]

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director											
Assistant News Director											
Managing Editor											

Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer	2			1	1					2	
Associate Producer											
Reporter/Producer	1				1					1	
Host/Reporter											
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor/Host		3		2	1					3	
Videographer											
Video Editor											
Other positions not already accounted for											
Total	3	3	0	3	3	0	0	0	0	6	0

Comments

Question **Comment**

No Comments for this section