Print Survey
Page 1 of 11

## **Grantee Information**

ID	1876
Grantee Name	KTTZ-TV
City	Lubbock
State	TX
Licensee Type	University

1.1 Employment of Full-Time Television and Joint Employees

Jump to question: 1.1 ✓

Please enter the number of FULL-TIME TELEVISION and JOINT 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 To	elevision and Joir	nt 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 - TV Only						0
Officials - 1000 - Joint						0
Managers - 2000 - TV Only						0
Managers - 2000 - Joint					2	2
Professionals - 3000 - TV Only		1			1	2
Professionals - 3000 - Joint					1	1
Technicians - 4000 - TV Only						0
Technicians - 4000 - Joint						0
Sales Workers - 4500 - TV Only					1	1
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only					1	1
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - Joint						0
Operatives (Semi-Skilled) - 5300 - TV Only						0
Operatives (Semi-Skilled) - 5300 - Joint						0
						0

Print Survey Page 2 of 11

aborers (Unskilled) - 5400 - TV Only						
aborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
otal	0	1	0	0	6	7
.1 Employment of Full-Time To	elevision and Joir	nt Employees			Jump to	o question: 1.1 🗸
	African		Native		White,	
Major Job Category / Job Code /	American Males	Hispanic Males	American Males	Asian/Pacific Males	Non-Hispanic Males	Total
Officials - 1000 - TV Only						0
Officials - 1000 - Joint					1	1
Managers - 2000 - TV Only						0
Managers - 2000 - Joint					1	1
Professionals - 3000 - TV Only		1			3	4
Professionals - 3000 - Joint						0
echnicians - 4000 - TV Only					2	2
echnicians - 4000 - Joint					1	1
Sales Workers - 4500 - TV Only						0
Sales Workers - 4500 - Joint						0
Office and Clerical - 5100 - TV Only						0
Office and Clerical - 5100 - Joint						0
Craftspersons (Skilled) - 5200 - TV Only						0
Craftspersons (Skilled) - 5200 - loint						0
Operatives (Semi-Skilled) - 5300 - V Only						0
Operatives (Semi-Skilled) - 5300 - loint						0
aborers (Unskilled) - 5400 - TV Only						0
aborers (Unskilled) - 5400 - Joint						0
Service Workers - 5500 - TV Only						0
Service Workers - 5500 - Joint						0
otal	0	1	0	0	8	9
.1 Employment of Full-Time To	elevision and Joir	nt Employees		Jump to qu	estion: 1.1 🗸	
Major Job Category / Job Code				Persons wi	th Disabilities	
Officials - 1000 - TV Only				1 0130113 WI	5100511/1103	
Officials - 1000 - Joint						
Managers - 2000 - TV Only						

Print Survey
Page 3 of 11

Managers - 200	00 - Joint													
Professionals -	3000 - TV Only													
Professionals -	3000 - Joint													
Technicians - 4000 - TV Only														
Technicians - 4														
Sales Workers	- 4500 - TV Only													
Sales Workers	- 4500 - Joint													
Office and Cler	rical - 5100 - TV Only	,												
Office and Cler	rical - 5100 - Joint													
Craftspersons	(Skilled) - 5200 - TV	Only												
Craftspersons	(Skilled) - 5200 - Joir	nt												
Operatives (Se	mi-Skilled) - 5300 - 1	√ Only												
Operatives (Se	mi-Skilled) - 5300 - J	loint												
Laborers (Unsk	killed) - 5400 - TV On	ıly												
Laborers (Unsk	killed) - 5400 - Joint													
Service Worker	rs - 5500 - TV Only													
Service Worke	rs - 5500 - Joint													
Total						1								
1.1 Employm	ent of Full-Time T	elevision and Join	t Employees		Jump to que	estion: 1.1 🗸								
Please enter th	e gender and ethnici	ty of each person with	n disabilities listed abov	e (e.g. 1 African Amer	rican female).									
1 White, Non-H	lispanic male													
1.2 Major Pro	gramming Decisi	on Makers			Jump to que	estion: 1.2 🗸								
		in Question 1.1, how r programming decision	many, including the sta	tion general manager	,									
1.2 Major Pro	gramming Decisi	on Makers			Jump to	question: 1.2 🗸								
	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	Total								
Female Major Programming Decision Makers					1	1								
Male Major Programming Decision Makers					1	1								
Total	0	0	0	0	2	2								
1.2 Major Pro	ogramming Decisi	on Makers			Jump to que	estion: 1.2 🗸								
Please report b	by gender and ethnic	or racial group the he	adcount of full-time em	ployees having respon	nsibility for making									

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

Print Survey
Page 4 of 11

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.

1.3 Employment of P	art-Time Televisio	on and Joint Emplo	oyees		Jump to question: 1	1.3 🗸
Please enter the numbe employees, the second						
1.3 Employment of P	art-Time Televisio	on and Joint Emplo	oyees		Jump to	o question: 1.3 🗸
Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	Tota
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		0	0	0	
Total	U	0	U	U	0	
1.3 Employment of P				0		o question: 1.3 🗸
				0	Jump to	o question: 1.3 V
	art-Time Televisio		oyees	Asian/Pacific Males		o question: 1.3 V
1.3 Employment of P  Major Job Category /	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic	
1.3 Employment of P  Major Job Category / Job Code	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	
1.3 Employment of P Major Job Category / Job Code Officials - 1000	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code Officials - 1000 Managers - 2000	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code Officials - 1000 Managers - 2000 Professionals - 3000	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical -	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical - 5100 Craftspersons (Skilled)	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical - 5100 Craftspersons (Skilled) - 5200 Operatives (Semi-	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code Officials - 1000 Managers - 2000 Professionals - 3000 Technicians - 4000 Sales Workers - 4500 Office and Clerical - 5100 Craftspersons (Skilled) - 5200 Operatives (Semiskilled) - 5300 Laborers (Unskilled) -	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota
1.3 Employment of P Major Job Category / Job Code 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 -	art-Time Televisio African American	on and Joint Emplo	oyees Native American	Asian/Pacific	Jump to White, Non-Hispanic Males	Tota

Print Survey
Page 5 of 11

Major Job Category / Job Code				Persons w	ith Disabilities
Officials - 1000					
Managers - 2000					
Professionals - 3000					
Technicians - 4000					
Sales Workers - 4500					
Office and Clerical - 5100					
Craftspersons (Skilled) - 5200					
Operatives (Semi-skilled) - 53	00				
Laborers (Unskilled) - 5400					
Service Workers - 5500					
Total					0
				L	
1.4 Part-Time Employmen			45.	•	question: 1.4 🗸
Of all the part-time employees worked 15 or more hours per v		ow many worked less tha	an 15 nours per week	k and now many	
1.4 Part-Time Employmen	t			Jump to o	question: 1.4 🗸
Number working less than 15	hours per week				1
1.4 Part-Time Employmen	t			Jump to o	question: 1.4 🗸
Number working 15 or more h	ours per week				1
1.5 Full-Time Hiring				Jump to a	question: 1.5 🗸
Enter the number of full-time e					
(Do not include internal promo	tions, but do include emp	oloyees who changed fro	m part-time to full-tin	ne status during the f	iscal year.)
1.5 Full-Time Hiring				Jump to o	question: 1.5 🗸
No full-time employees were h	nired (check here if applic	able)			
1.5 Full-Time Hiring				Jump to o	question: 1.5 🗸
Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Tota
Officials - 1000					0
Managers - 2000					0
Professionals - 3000		3			3
Technicians - 4000					0
Sales Workers - 4500		1			1
Office / Service Workers - 5100-5500					0
Total	0	4	0	0	4
1.6 Full-Time and Part-Tin	ne Job Openings			Jump to o	question: 1.6 🗸

Print Survey
Page 6 of 11

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 occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Number of full-time and part-time job openings			7
1.7 Hiring Contractors		Jum	p to question: 1.7 🗸
During the fiscal year, did you hire independent contractors to p	provide any of the following	services?	
1.7 Hiring Contractors		Jum	p to question: 1.7 🗸
		C	heck all that apply
None			
Development Activities			
Legal Services			<b>✓</b>
Human Resources Services			
Accounting/Payroll Services			<b>✓</b>
Computer Operations			
Engineering			<b>✓</b>
omments			
Question Commer  No Comments for this section	nt		
2.1 Average Salaries FULL TIME EMPLOYEES ONLY			p to question: 2.1 V
Chief Executive Officer - TV Only	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - Joint	1.00	\$ 108,000	3
Chief Operations Officer - TV Only	1100	\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer - TV Only		\$	
Chief Financial Officer - Joint	1.00	\$ 59,405	3
Publicity, Program Promotion Chief - TV Only		\$	
Publicity, Program Promotion Chief - Joint	1.00	\$ 49,566	4
Communication and Public Relations, Chief - TV Only		\$	
Communication and Public Relations, Chief - Joint		\$	
Programming Director - TV Only	1.00	\$ 50,000	26
Programming Director - Joint		\$	
Production, Chief - TV Only	1.00	\$ 50,000	4
Production, Chief - Joint		\$	
Executive Producer - TV Only		\$	

Print Survey
Page 7 of 11

Executive Producer - Joint		ş		
Producer - TV Only	3.00	\$	33,586	4
Producer - Joint		\$		
Director - (Television Production ONLY)		\$		
Development, Chief - TV Only		\$		
Development, Chief - Joint		\$		
Member Services, Chief - TV Only		\$		
Member Services, Chief - Joint		\$		
Membership Fundraising, Chief - TV Only		\$		
Membership Fundraising, Chief - Joint		\$		
On-Air Fundraising, Chief - TV Only		\$		
On-Air Fundraising, Chief - Joint		\$		
Auction Fundraising, Chief - TV Only		\$		
Auction Fundraising, Chief - Joint		\$		
<u>Underwriting, Chief</u> - TV Only	1.00	\$	50,005	1
Underwriting, Chief - Joint		\$		
Corporate Underwriting, Chief - TV Only		\$		
Corporate Underwriting, Chief - Joint		\$		
Foundation Underwriting, Chief - TV Only		\$		
Foundation Underwriting, Chief - Joint		\$		
Government Grants Solicitation, Chief - TV Only		\$		
Government Grants Solicitation, Chief - Joint		\$		
Operations and Engineering, Chief - TV Only		\$		
Operations and Engineering, Chief - Joint	1.00	\$	88,625	15
Engineering Chief - TV Only		\$		
Engineering Chief - Joint	1.00	\$	65,900	3
Broadcast Engineer 1 - TV Only	2.00	\$	34,948	8
Broadcast Engineer 1 - Joint		\$		
Production Engineer - TV Only		\$		
Production Engineer - Joint		\$		
Facilities, Satellite and Tower Maintenance, Chief - TV Only		\$		
Facilities, Satellite and Tower Maintenance, Chief - Joint		\$		
Technical Operations, Chief - TV Only		\$		
Technical Operations, Chief - Joint		\$		
Education, Chief - TV Only	1.00	\$	39,661	4
Education, Chief - Joint				

Print Survey
Page 8 of 11

		\$	
Information Technology, Director - TV Only		\$	
Information Technology, Director - Joint		\$	
Instructional Services Director - TV Only		\$	
Parent / Pre-School Coordinator - TV Only		\$	
Volunteer Coordinator - TV Only		\$	
Volunteer Coordinator - Joint		\$	
News / Current Affairs Director - TV Only		\$	
News / Current Affairs Director - Joint		\$	
Announcer / On-Air Talent - TV Only		\$	
Announcer / On-Air Talent - Joint		\$	
Reporter - TV Only		\$	
Reporter - Joint		\$	
Cinema / Videographer - TV Only		\$	
Video Film Editor - TV Only		\$	
Unit / Studio Supervisor - TV Only		\$	
		\$	
Public Information Assistant - TV Only			
Public Information Assistant - Joint		\$	
Broadcast Supervisor - TV Only		\$	
Broadcast Supervisor - Joint		\$	
Director of Continuity / Traffic - TV Only		\$	
Director of Continuity / Traffic - Joint		\$	
Events Coordinator - TV Only		\$	
Events Coordinator - Joint		\$	
Web Administrator/Web Master - TV Only		\$	
Web Administrator/Web Master - Joint	1.00	\$ 44,99	92 1
Total	15.00	674,68	38 76
Comments			
Question Cor No Comments for this section	nment		
3.1 Governing Board Method of Selection  Enter the number of governing board members (including	the chairnerson and both votin		ump to question: 3.1 V
ex-officio members) who are selected by the following me		ig and non-voling	
3.1 Governing Board Method of Selection		J	ump to question: 3.1 🗸
Ex-Officio (Automatic membership because of another off	ice held)		0
3.1 Governing Board Method of Selection		1	ump to question: 3.1 🗸
9		J	9

Print Survey Page 9 of 11

	oy government legisl vernment official (e.ç	lative body (including s g. governor)	school board)							
3.1 Governing Board Method of Selection Jump to question: 3.1 ✓										
Elected by community/membership 0										
3.1 Gover	ning Board Metho	od of Selection			Jump to question: 3.1 ✔					
Elected by	board of directors its	self (self-perpetuating	body)		0					
3.1 Gover	ning Board Metho	od of Selection			Jump to question: 3.1 ✓					
Other (plea	se specify below)				0					
3.1 Gover	ning Board Metho	od of Selection			Jump to question: 3.1 🗸					
3.1 Gover	ning Board Metho	od of Selection			Jump to question: 3.1 🗸					
Total numb	er of board member	s (Automatic total of the	ne above)		9					
3.2 Gover	ning Board Memb	bers			Jump to question: 3.2 ✓					
		ic group of the membe mbers with a disability	ers of your governing boars.	ard by gender. Please	e also report the					
3.2 Gover	ning Board Memb	bers			Jump to question: 3.2 🗸					
For minority	group identification	n, please refer to "Instr	ructions and Definitions"	in the Employment s	ubsection.					
3.2 Gover	ning Board Memb	bers			Jump to question: 3.2 ✓					
	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic Total					
Female Board Members					0					
Male Board Members		1			9					
Total	0	1	0	0	8 9					
3.2 Gover	ning Board Memb	bers			Jump to guestion: 3.2 ✓					
	Vacant Positions				0					
3.2 Gover	ning Board Memb	bers			Jump to question: 3.2 ✓					
Total Numb	per of Board Member	rs (Total should equal	the total reported in Que	estion 3.1.)	9					
3.2 Gover	ning Board Memb	bers			Jump to question: 3.2 ✔					
Number of	Board Members with	n disabilities			0					
Comments										
Question No Commo	nts for this section		Comment							
	Community Outre				Jump to question: 4.1 ✓					
			vities has your station be coutcomes, audience se							
					tatuses to come together for educational and nature fair, and a dinosaur fair. These					

Print Survey Page 10 of 11

events were attended by hundreds of families that were able to enjoy time together as a family and learn. The community response from these events was overwhelmingly positive. We also organized eleven screenings to highlight issues of race and equality. These screenings for Maya Angelou: And Still I Rise provided an opportunity for student groups from Texas Tech to come together and have a community discussion about code switching, stereotypes, racial justice, and women's rights. Screenings like this engaged the audience in deep discussions that we received positive feedback from. This year, our teacher training outreach efforts allowed us to connect with educators in rural areas. We did remote screenings with the OVEE platform with curriculum experts that were able to provide these teachers with convenient training.

4.2 Production Activity

Jump to question: 4.2 ✓

In what production activity has you station been involved that supports unserved or underserved audiences?

This year we created a number of interstitials in conjunction with the Vietnam War. These interstitials highlighted veteran's issues and experiences from Vietnam Veterans and stories of South Vietnamese soldiers and families. We started work on a Documentary film following a DACA recipient as she fights for immigrant rights. We also started production on a film looking into a group of activist and state legislators trying to rise the age of adult criminal conviction in the state of Texas. The law currently has 17 year olds default to the adult system, and disproportionately affects minority communities.

4.3 Program Content in Other Languages

Jump to question: 4.3 ✓

Do you provide program content in languages other than English? If so, please list your services in this area

No

4.4 Governance Structure

Jump to question: 4.4 🗸

Please describe your station's governance structure. Please include information about your station's Board of Directors Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.

Your response should include but is not limited to:

What are the direct and indirect reporting relationships?

What committees are active and what is their function?

Does your Board have an Audit and Finance Committee?

What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc.

We are governed by a board made up of the Board of Regents of Texas Tech University. A new community advisory board is being formed and hopefully completed by 1Q 2018. The General Manager of Texas Tech Public Media which consists of KTTZ-TV, and KTTZ-FM reports to the Managing Director of Communications at Texas Tech who reports to the President of the University, who reports to the Board of Regents.

4.5 Community Outreach

lump to question: 4.5

CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?

Texas Tech Public Media is organizing screenings and trainings targeted for teachers. These events will help provide teachers with additional classroom resources and background knowledge for their content area instruction. Our goal is to fill these trainings and screenings and trainings. We are also working on organizing screenings for veteran that cover relevant issues for warriors coming home. Each of these screenings will serve as a catalyst to connect veterans with various veterans' service organizations. We will be partnering with our local veterans service organizations to come up with goals and metrics that will best evaluate our efforts with this community. We are also partnering with a number of minority community and student groups across the area to provide screenings that address issues of race, education, policing, and justice. Each of these screenings will be followed by a panel discussion that allows the community to engage with local experts and leaders. We will be judging our success by the turnout for these events and feedback surveys from those who attended. We will also judge our success by how we are able to leverage these events to create more engagement opportunities. Our free KTTZ Kids Club has grown to over 1,300 families and we hope to continue this growth by offering free community events and activities to promote STEM, literacy and emotional development to the underserved families in our community.

Comments

Question Comment

No Comments for this section

5.1 Journalists

mp to guestion: 5.1 V

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.

5.1 Journalists

White, Non-Job Title Part Contract Male Female African-Hispanic Native-Asian/ Other Time American American Pacific Hispanic Time

Jump to question: 5.1 ✓

Print Survey Page 11 of 11

News Director				] [									
Assistant News Director													
Managing Editor				] [									
Senior Editor				] [									
Editor				] [									
Executive Producer				] [									
Senior Producer	1			] [	1						1	1	
Producer	3				2	1		2			1	1	
Associate Producer				] [									
Reporter/Producer				] [									
Host/Reporter				] [									
Reporter													
Beat Reporter				] [									
Anchor/Reporter				] [									
Anchor/Host				] [									
Videographer				] [									
Video Editor				] [									
Other positions not already accounted for				] [									
Total	4	0	0		3	1	0	2	0	0	2	2	0

Comments

Question Comment

No Comments for this section