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# SPORTS SHOW

arrives in

Midland, Tx.

by Dalila Kettrey, photo by David Vaughn

The Double-T Insider, a weekly, student-produced show featuring Texas Tech sports news, is new to the College of Media & Communication this year. The show airs on YouTube, the Texas Tech athletic website and the Media & Communication website. The show has expanded its audience to Midland, Texas, as it airs each Sunday on KWES-TV. The show gives graduates and undergraduates an opportunity to learn and exercise a variety of skills through broadcasting.

Joshua Koch, a senior journalism major from Fredericksburg, Texas, said he became involved with the Double-T Insider when Todd Chambers, journalism and electronic media department chairperson, approached him with an idea of doing a sports television show. Koch said it was an interesting and challenging task and something that no one in the college had ever done before.

"We contacted David Houglund over at Tech Athletics, and we had meetings with faculty and staff here in the building," Koch said. "We came up with the kind of framework of what we thought the show should look like."

Two weeks after the meeting, the pilot episode premiered. Koch said it started out with students who wanted to have a neat experience and get involved in the college. The pilot episode was successful, and the show has continued to produce weekly episodes.

Koch said the show steers away from the typical sports newscast filled with highlights, and instead focuses more on profiles and one-on-one interviews with coaches and players. Segments can run anywhere from four to five minutes, a bit longer than a typical newscast sports story.

"With this kind of show it gives us the freedom and liberty to tell the story in its entirety instead of taking a story and slamming it into a minute and a half segment," Koch said. "I think sometimes you lose some of the details when you try to do that."

Initially the show focused on highlights and small segments, but later transitioned into a magazine-style type of show for television.

Students have the opportunity to learn through hands-on experience the crafts of interviewing, putting together stories, creating graphics, and editing.

"This is as real world as you're gonna get. It's your responsibility to put together packages and stories, shoot stories for a show that goes on television," Koch said.

Students can put all of the knowledge they have learned in classes on projects that are used for the Double-T Insider, Koch said, and the experience is priceless. He guarantees that putting the Double-T Insider on a resume will stick out to employers.

Erica Taylor, a first-year graduate student specializing in sports



Erica Taylor and Joshua Koch earn real-world experience in their work with the Double-T Insider.

media from Houston, said that as the program has grown, more students have wanted to become involved. Taylor started school in the college in the Fall of 2012 and was looking for some type of sports broadcasting to get involved with.

"I ran across Dr. Chambers and was constantly hounding him about what can I do to get my hands on some broadcasting opportunities," Taylor said. "He sent me an email about the Double-T Insider, which kicked off like early September, and I was able to track down Joshua Koch and by the third episode, I started hosting."

Taylor said she had been a sports editor for the newspaper at Rogers State University and wanted to dive into more broadcasting and on-air experience.

"I wanted to be a part of the D1 athletic experience and things just moving at a faster pace and so that's what made me want to join the Double-T Insider," Taylor said.

Although it took a while to get the word out about the project, The Double-T Insider has had many positive responses from the Texas Tech community. Taylor said that as each episode has premiered, she has heard good things about how an athlete or team was featured.

"All around we've seen a lot of good things so the goal is just to keep moving forward," Taylor said. "Hopefully everyone that's a part of the Double-T Insider will be able to have a job opportunity once they're done with school."

As the show has continued to progress, Taylor said the show wants to set a good foundation for the future and continue to get more students involved in the production of the show. A goal is

to get more viewers as well. "Our goal is to try to put out the best content we know how to and still make it a fun environment for people to be a part of and to watch," Taylor said. [mc](#)

## What the Double-T Insider Offers Students:

### EXPERIENCE:

Student positions include: working on camera; off camera; editing; graphics; public relations.

### FLEXIBILITY:

Students choose to work 5-15 hours per week, depending on their schedule.

*Students who are interested in working with the Double-T Insider can get involved by contacting Joshua Koch or Erica Taylor at [joshua.koch@ttu.edu](mailto:joshua.koch@ttu.edu) or [erica.taylor@ttu.edu](mailto:erica.taylor@ttu.edu)*

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