



PETE CHRISTY

KCBD Sports Director – Lubbock, Tx

Pete made a big decision in September 2004, leaving the top 5 market of Philadelphia to return to Lubbock and start a family. Pete returned to Lubbock after spending 7 years in the big city of Philadelphia. Pete had been a Sports Anchor/Reporter at the Comcast Networks in Philadelphia, Pennsylvania (Market #4). He covered the city's sports teams (Eagles, 76ers, Flyers and Phillies) but his specialty was announcing and reporting on his favorite sport ..boxing, including Middleweight Champion Bernard Hopkins stunning Knockout wins over Felix Trinidad and Oscar De La Hoya. His sports challenges known as "I Beat Pete" were extremely popular in the Mid-Atlantic Region as he faced celebrities and viewers in the sport or game that they play. It's a chance to give some exposure to those non-traditional sports, like Football Net, Curling, Sled Hockey, Kite Buggy and Australian Rules Football. Pete was nominated 2 times for best Sports Reporter in the Mid-Atlantic Emmys and in 2004 right before he left to return to Lubbock, he won an Emmy for best Sports Show...allowing him to leave Philadelphia on top!

After 7 years in the big city, Pete gladly returned to Lubbock to continue his passionate style of sports broadcasting that attracts not only the hard-core sports viewer, but also the non-sports fan. By being creative, entertaining and informative, Pete attracted many viewers with his unique style and viewer-interaction sportscasts during his first stint as KCBD's Sports Director when he was at NewsChannel 11 from 1995-97. His Pete's Sports Challenges highlighting our area's local sports were a favorite among viewers in the South Plains including his crash on a motorcycle. Since his return Pete has won numerous Texas AP Broadcasters Best Sportscast awards. Prior to that, Pete was a Sports Anchor/Reporter at KDRV-TV in Medford, Oregon. His broadcast travels have also taken him to stations in New Jersey, Virginia and

Washington D.C. Despite his love of Texas Tech and Lubbock, Pete was born in Maryland and attended the Newhouse School of Public Communications at Syracuse University in New York where he graduated with a degree in Broadcast Journalism. Pete actually got his start when he was 14, predicting games on a local radio station in his hometown. By 16 he was the Sports Director at WPTX-AM/WMDM-FM in Maryland.

Pete is especially humbled by his kingdom work, hosting Monthly Lunch Church events in Lubbock and On the Road Out of Town Lunches to bless and inspire all the towns that watch me nightly. He prays with people in the community daily. God is so good. Pete is a servant sportscaster.

Pete, his daughter Bella and son Henley are elated to call Lubbock home!