

Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



Report for: Corporation for Public Broadcasting

LOCAL CONTENT AND SERVICE REPORT 2020

Every month Houston Public Media meets you where you are.

More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

VISION

Transforming ourselves, our community, and our world.

MISSION

To inform and inspire for the love of Houston.

Houston Public Media is a service of the University of Houston and is supported by financial gifts from the community. In its capacity as the Greater Houston region's NPR and PBS stations, Houston Public Media combines broadcast and digital assets to serve area residents with trusted local news and information, and arts and culture as well as national programming.

Houston Public Media's coverage spans 19 counties and delivers timely, accurate, and impartial reporting; features 24/7 curriculum-based children's programming; and presents a diverse range of perspectives on topics and issues that are critical to the future of our community, state, and nation.

Houston Public Media promotes early child-hood education, provides classroom resources, and encourages an appreciation of the arts, meaningful discourse, and informed decision-making through its multiplatform content.

An Educated Community

The educational programming on TV 8 and News 88.7, designed for children and adults alike, is central to Houston Public Media's mission to serve the community. Thanks to the continued support of our generous donors, foundations, and community partners, HPM continues to broadcast curated national content from PBS and NPR combined with targeted local programming to serve the 19-county region, 24/7 and free to everyone.

COMMUNITY ENGAGEMENT

HPM Spelling Bee

Houston Public Media has hosted and televised the Greater Houston region's spelling bee, currently the largest qualifying bee for the Scripps National Spelling Bee, for over 12 years. Through its year-long community outreach to 790 schools (down from 1,071 last year due to COVID-19) with hands-on support of their school spelling bees, Houston Public Media serves 100,000+ families as part of our commitment to education.

August through January: school spelling bees across 37 counties
February: regional spelling bees
March: online Houston Public Media Spelling Bee
June: Scripps National Spelling Bee

HPM Writer's Contest

348 students from across Houston experienced the art of storytelling, creative writing and illustrating their own story as part of Houston Public Media's annual PBS KIDS Writers Contest. This year marked 24 years of fostering an appreciation for learning and creative writing through this literary competition for children kindergarten through 3rd grade.

TEA and Texas PBS

Houston Public Media partnered with the Texas Education Agency to support educators and families as they continue to provide distance learning for their students amid school closures.

At-Home Learning Initiative

As part of the At-Home Learning initiative, 10 of Texas's PBS affiliates are currently providing educational programming and companion resources that adhere to state curriculum standards for students from elementary to high school. The collaboration strengthens TEA's efforts to establish instructional continuity and at-home learning during this unprecedented public health crisis.

Extended day-time programming

Offered on TV 8.1 changed between 6am – 6pm to help students from elementary to high school learn outside of the classroom (60 hours per week) during the Spring and Summer sessions.

- Pre-K–3rd grades: PBS KIDS programming continued to air from 6 to 8am on TV 8.1 and 24/7 on channel TV 8.3
- 4th–8th grades: Expanded programming on TV 8.1 on required school subjects, such as science, math, history, social studies, and literature (30 hours per week)
- 9th–12th grades: Expanding programming on TV 8.1 on required school subjects, such as science, math, history, social studies, and literature (20 hours per week)
- Students in grades 6 through 12 could tune into WORLD’s new At-Home Learning programming on TV 8.4 on weekdays from 11am to 4pm (25 hours per week).

More than 80,000 Greater Houston regional teachers, parents, and caregivers signed up for these resources through Houston Public Media.

Children’s Learning Institute Collaboration with Texas PBS Supports STEM Learning

As a leader in early childhood education, the Children’s Learning Institute (CLI) at McGovern Medical School at UTHealth partnered with Texas PBS stations to increase the quantity and scope of its STEM materials available to Texas prekindergarten and kindergarten teachers and administrators through the CIRCLE Activity Collection. The result of this collaboration is the development of 20 child-directed, interactive lessons designed from PBS LearningMedia resources. The activities teach foundational STEM skills that are known to be important for 3-6-year-old children and which enhance the way they engage with the STEM content.

HISD @HOME

Houston Public Media partnered with Houston Independent School District to promote awareness of its distance learning program, called HISD @ H.O.M.E., and to provide additional TEKS-aligned educational programming and PBS LearningMedia resources to the district’s more than 210,000 students.

HPM On-Air Talent

Reporters, anchors, and hosts lend themselves to various community programs in Greater Houston. By sharing both their expertise in storytelling and their understanding of the issues, they are able to make important contributions to panels for professional development and city advancement, participate in conversations with newsworthy experts, and offer insight into diverse perspectives—all at no cost and in support of fostering an informed, educated community.

HPM News Education Desk 100 News Stories in 2020

Houston Public Media's News Education Desk focuses on delivering news coverage on the topics affecting primary, secondary, and higher education throughout the region. Education Reporter Laura Isensee shares breaking news stories (100 stories in 2020) as well as thoughtful analysis and in-depth reporting of education news, by going inside some of the region's longest struggling schools, sharing live updates via Twitter, and taking part in community conversations with parents, teachers, school officials and education advocates.

Internship Opportunities

Every school year, Houston Public Media provides University of Houston college work-study students and interns from across the region a chance to grow in a work environment through real, meaningful experiences. These young people have opportunities in the newsroom, in fundraising and marketing, in graphic design, and in TV and radio production—wherever their interests lie.

HOUSTON PUBLIC MEDIA COMMUNITY CATALYST PROGRAMS

Building on more than 70 years of experience built on trust and storytelling, Houston Public Media is working with select partners to solve some of Greater Houston's biggest challenges. With a shared vision for causes such as maternal health, STEM education, ending homelessness, and more, our award-winning creative team produces impactful digital video series with one-minute radio versions that break through the clutter.

Math in a Flash

In the summer of 2018, Houston Public Media, United Way of Greater Houston, and ConocoPhillips partnered to bring Math in a Flash to the region to help ensure students learn mathematical concepts year-round and can relate mathematics to the real world. Math in a Flash aims to build children's confidence both inside and outside the classroom, targeting children ages seven to nine years old. As part of this year-round enrichment effort, Houston Public Media features math problems on TV 8 six days a week during PBS KIDS programming. These fun, educational videos focus on learning mathematical methods applied in solving multiplication, fractions, graphing, angles, and shapes. Students can watch 20+ animated math problems online.

Math in a Flash Problem Solvers

This program is an expansion of Houston Public Media's partnership with United Way and ConocoPhillips. It showcases how grownups use math and problem solving in their careers.

Health Matters 16 episodes in 2020

Produced in partnership with the UH College of Medicine (16 episodes in 2020), this program empowers listeners to lead healthy lives. Hosted by Dr. Stephen Spann and featuring doctors from the medical school, *Health Matters* offers practical health care information to the community.

Bauer Business Focus 16 episodes in 2020

Produced in partnership with the UH Bauer School of Business, this radio program engages expert guests in conversations about compelling issues that affect the Houston business community.

Mothers First

Mothers First is a new video four-part series that debuted in 2020. It was produced in partnership with Improving Maternal Health Houston and Houston Endowment, Inc. It aims to debunk the many myths surrounding maternal mortality and to provide women with information on how to care for themselves before, during, and after pregnancy. The limited series was also shared in the region by March of Dimes Houston.

Legal Briefcase 8 episodes in 2020

Put on hold due to the COVID-19 pandemic as of September 2020, *Legal Briefcase* is produced in partnership with the UH Law Center. It features informative discussions on various legal topics affecting the public. Its guests include legal experts such as Leonard Baynes, the Dean of the University of Houston Law Center.

Career Frontier Radio Conference 15,000 people listened daily, and 3,000 people streamed daily

The widespread turbulence of COVID-19 and its effects on working professionals spurred Houston Public Media to produce a special, weeklong radio conference to empower people to get their first job, grow in their existing career, or change careers entirely. In *Career Frontier: Exploring Success in the Changing Workplace*, host Lisa Shumate connected with industry leaders, CEOs, and business experts to discuss the present and future of how we work. With nearly 30,000 listeners tuning in during the first week, the conference proved to be a valuable resource to the community.

This special radio conference series provides tips on navigating through these trying times and covers pressing professional topics such as the following:

- Landing a job
- Growing in your current job
- Working from home
- Diversity and inclusion
- Mentoring



University of Houston Crossroads

Crossroads training aims to help students understand their rights and responsibilities as well as provide useful information associated with sexual misconduct, including how and to whom they can report an incident. These courses are a requirement for all 44,000+ students during their first semester of enrollment at the University of Houston. These training modules were produced for free by Houston Public Media staff.

PBS Digital Cohort National Training

Houston Public Media facilitated individual assessments and training to more than 50 PBS station Staff throughout the country as part of a 6-month PBS Digital Immersion professional development opportunity to deepen knowledge of the digital world, expand management skills, and create practical tools to achieve strategic goals.

PBS AND NPR

PBS KIDS more than 337,000 digital users in greater Houston, and 40,000 over the air broadcast viewers each week.

By making educational programs available 24/7 through a dedicated PBS KIDS channel and a live digital stream, Houston Public Media helps bridge both educational and digital gaps and reaches more children in low-income households than other TV networks. 96% of low-income families have a mobile phone in their home, making mobile devices as prevalent as television in these homes. With over 25% of homes in Harris County lacking broadband internet access, PBS KIDS broadcasts are a lifeline, especially amid the COVID-19 pandemic. The value of curriculum-based programming is demonstrated by its educational and development benefits, as studies find that children who engaged with PBS KIDS content increased their literacy and math skills and advanced core emotional skills that enabled them to better relate to and communicate with their classmates.

PBS LearningMedia over 80,000 educators and care givers signed up through Houston Public Media.

As part of Houston Public Media's ongoing commitment to lifelong learning, new local content was made available to educators, caregivers, and families through PBS LearningMedia. Educators can find at-home learning resources connected to current broadcast programming, professional learning support, lesson planning kits, and more in the PreK-12 Resources for New School Routines collection, which will continue to be updated in the coming weeks. Educator resources in Spanish are also available.

Lifelong Learning Content

Houston Public Media features educational content not only for adolescents but also for adults who value lifelong learning, covering a wide range of topics and available on multiple platforms.

Every month Houston Public Media meets you where you are.

More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

***MULTI-MEDIA PROGRAMMING OFFERINGS**

On TV 8

- 14 Hours per week in science and nature programming (PBS)
- 14 Hours per week in history programming (PBS)
- 35 Hours per week in lifestyle (how-to and cooking) programming (PBS)

On News 88.7

- Estimated 10 stories per week on science and technology (NPR)
 - Estimated 20 stories per week on race, identity and culture (NPR)
- And more...

*The Programming Service 2020
*NPR RAD, Week of 11/18/20

Examples of some of the lifelong learning programs we share with the community include, but are not limited to the following:

NOVA (PBS)

NOVA is the most-watched prime time science series on American television, reaching an average of five million viewers weekly. Now in its fifth decade of production, the series remains committed to producing in-depth science programming in the form of one-hour documentaries and long-form mini-series, from the latest breakthroughs in technology to the deepest mysteries of the natural world.

Science Friday (NPR)

Covering the outer reaches of space to the tiniest microbes in our bodies, *Science Friday* is the source for entertaining and educational stories about science and technology.

Nature (PBS)

As one of the most watched documentary film series on public television, *Nature* delivers the best in original natural history films to audiences nationwide.

Freakonomics (NPR)

Freakonomics Radio tells you things you always thought you knew (but didn't) and things you never thought you wanted to know.

How I Built This (NPR)

These are the stories behind some of the world's best-known companies. *How I Built This* weaves a narrative journey about innovators, entrepreneurs, and idealists—and the movements they built.

An Informed Community

Historically, Houstonians have relied on Houston Public Media to stay informed about national and international issues and developing stories in their communities. Houston Public Media News 88.7 reaches more than 700,000 listeners each month and is the city’s leading news radio station with 24/7 coverage.

HOUSTON PUBLIC MEDIA: 16 PERSON LOCAL NEWSROOM 2020 COVERAGE

1,399 News stories in 2020

Arts & Culture | Business, Economics & Finance | Crime & Justice | Education | Energy & Environment | Government & Politics | Health & Science | Immigration | Transportation

Our reporters are in the community every day asking important questions and telling the local stories that need to be told. A strong region brings about informed civic engagement, empowered and effective advocates on key community issues, and helps decision-makers act to protect and enhance the well-being of residents.

The Texas Newsroom

In an era when newspapers are closing, when hundreds of journalists are being laid off or furloughed, when so-called news deserts are multiplying, essential regional journalism often doesn’t find its way to the ears and eyes of the people who need it most. The Texas Newsroom is a landmark collaboration between NPR and four nonprofit, public radio stations in Texas, and it aims to fill this critical gap.

The collaboration is led by Houston Public Media, KERA in North Texas, KUT in Austin, and Texas Public Radio in San Antonio. By working together, these stations and others across Texas deliver more of the essential news audiences depend on, while bolstering resources in underserved communities. Funded primarily through grants and philanthropic gifts, The Texas Newsroom plans statewide coverage, shares resources, and shines a spotlight on the most important stories in Texas.

- Six live, statewide newscasts broadcast each weekday on 27 stations across the state.
- Network-level editing and training for at least 100 public radio journalists from four statewide editors.
- State-of-the-art technological tools that link more than 50 reporters as a virtual statewide newsroom.
- Crucial journalism in “news deserts”—areas where there is plenty of news, but nowhere near enough journalists to cover it. That’s critical for the millions who live along the Texas-Mexico border, and that’s why TTN stations have hired eight Report For America corps members and at least two other full-time border-city reporters.

Every month Houston Public Media meets you where you are.

More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

Houston Matters with Craig Cohen 532 stories in 2020

Houston Matters with Craig Cohen (HMCC) is the region's essential daily guide to the people, places, issues, and ideas that define greater Houston. This nationally acclaimed talk show taps into the heartbeat of our region. Every weekday, *HMCC* brings conversations with community leaders to our listeners on News 88.7. Typical conversations are with newsmakers from the City of Houston, local government leaders in surrounding communities, officials that serve this region (criminal justice, flooding, non-profit services, etc.), experts from the Texas Medical Center, local leaders in industry and business, authorities from surrounding Universities, and more.

Today in Houston

The news team brings vital, breaking news to listeners, and they have continued to do so during this pandemic. They do the kind of deep-dive reporting NPR and its stations are known for, reporting that can help you make difficult choices during this challenging time. Houston Public Media's news team takes journalism seriously. Its Houston-based reporters bring listeners original stories about what they know inside and out: city and county government, the energy industry, the local economy, local school districts, and health updates. Examples of health-related stories include updates on COVID numbers and vaccine news as well as stories such as, "For Those with Eating Disorders, Holidays In A Pandemic Can Cause Extra Anxiety."

Town Square with Ernie Manouse 70 stories in 2020

This 3pm radio program on News 88.7 continues the format designed for its predecessor *Houston Matters: Special Edition*. The goal of the original program was to make politicians, health experts, virologists, and doctors available to take listener questions, and to provide up to date through community driven questions and needs.

CORONAVIRUS SUPPORT

370 Local Stories in the greater Houston area region.

Designated Resource Page on the Houston Public Media Website

- Includes real-time updates on local coronavirus news coverage.
- Recommended prevention tips.
- Information on childcare support.
- Healthcare resources.
- A how-to guide from PBS on ways to talk to children about the outbreak.
- Regional and national resources, such as United Way's 211 information helpline that offers individual financial, health or disaster related support and Harris County's "Ask a Nurse" hotline
- Bilingual information from the CDC

Every month Houston Public Media meets you where you are.

More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

- United Way of Greater Houston’s COVID-19 Community Impact Survey to measure the social and economic impacts of COVID-19 on our community.

Houston Matters Special Edition

A live call-in special edition of *Houston Matters*, our nationally acclaimed public affairs radio show, airing weekdays at 3pm. Local public health officials, elected officials, and physician specialists discuss the latest updates on the coronavirus pandemic and answer questions live on-air or previously submitted through social media or email.

NPR Special Edition Shows on News 88.7

- Mondays at 2 pm “Coronavirus—A Weekly Report from NPR News”
- Weekdays at 8 pm “*All Things Considered* National Conversation Call-in”

WHEN CIVIL UNREST ERUPTED ACROSS THE COUNTRY

Houston Public Media reporters and producers understood the responsibility that came with covering this moment. As a community-supported media organization, our tools are accountability journalism and human-centered storytelling. Your commitment to our mission enabled our team to be on the frontline of protests, convening important, timely conversations with listeners, city leaders and law enforcement through live, call-in *Houston Matters* broadcasts on weekdays and 24/7 in our newsroom.

George Floyd’s Public Viewing in Houston

Houston Public Media’s Jen Rice was heard nationally on NPR’s Morning Edition, offering listeners across the country perspective on how Houston, George Floyd’s hometown, is remembering him.

Live Special Coverage of George Floyd’s Homegoing Service

Houston Public Media’s Eddie Robinson and Ernie Manouse co-anchored the live stream of George Floyd’s funeral online and on News 88.7. NPR featured this coverage on their breaking news channel and made it available to public media stations across the system.

PBS NewsHour Coverage from Fountain of Praise Church

News 88.7’s Matt Harab shared key moments from the Fountain of Praise Church podium. Harab told *PBS NewsHour* Anchor Judy Woodruff the larger message was one of action, specifically on meaningful reform. He discussed the ways local leaders were responding and relating to the climate.

Remembering George Floyd Houston Public Media’s Education Reporter

Laura Isensee spoke to George Floyd’s second grade teacher, Waynel Sexton, about her memories of the former Houstonian. Sexton said she remembers an 8-year-old boy inspired by the legacy of the first African American Supreme Court justice, Thurgood Marshall.

Houston Matters: Special Edition with Ernie Manouse

During the new listener-driven special edition of *Houston Matters*, host Ernie Manouse examined how to start a conversation about racism with children, the impact of George Floyd's death in the context of our country's historical experience of racism, and Houston's reaction to the national conversation. • The sociology of racial discrimination • Guests discuss the recent U.S. Supreme Court ruling protecting LGBTQ employees • How to talk to kids about racism.

PBS AND NPR

Is greater Houston's source for PBS and NPR news and information programming, leading innovator of storytelling and quality journalism.

PBS: 330 Member Stations

NPR: 34 Bureaus and 1,000 Member Stations

Morning Edition on News 88.7 (NPR)

Every weekday for over three decades, *Morning Edition* has taken listeners around the country and the world with two hours of multi-faceted stories and commentaries that inform, challenge and occasionally amuse. *Morning Edition* is the most listened-to news radio program in the country.

1A (NPR)

Every day, *1A* convenes a conversation about the most important issues of our time. The show takes a deep and unflinching look at America, bringing context and insight to stories unfolding across the country and the world. With a name inspired by the First Amendment, *1A* explores important issues such as policy, politics, technology, and what connects us across the fissures that divide the country. The program also delves into pop culture, sports and humor. *1A's* goal is to act as a national mirror — taking time to help America look at itself and to ask what it wants to be.

Marketplace (NPR)

Hosted by Kai Ryssdal, NPR's leading business news radio program and podcast is about providing context on the economic news of the day. Through stories, conversations, and newsworthy developments, we help listeners understand the economic world around them. *Marketplace* makes sense of the economy for everyone, no econ degree or finance background required.

PBS Newshour (PBS)

PBS NewsHour is an American daily evening television news program and a news division broadcast nationally on over 350 PBS member stations. It airs seven nights a week and is known for its in-depth coverage of issues and current events.

Frontline (PBS)

Frontline is investigative journalism that questions, explains and changes our world. Telling the stories others can't or won't—from the rise of the NSA's domestic surveillance dragnet to the hidden history of the NFL and concussions to the secret reality of rape on the job for immigrant women.

American Experience (PBS)

For more than three decades, *American Experience* has been television's most-watched history series. The series has been hailed as "peerless" (*The Wall Street Journal*), "the most consistently enriching program on television" (*Chicago Tribune*), and "a beacon of intelligence and purpose" (*Houston Chronicle*). On-air and online, the series brings to life the incredible characters and epic stories that have shaped America's past and present.

A Connected Community

Part of Houston Public Media's mission is to represent Houston, which includes highlighting the rich diversity of the community that makes up the Greater Houston region. Houston's diversity is one of its greatest strengths, so it is important that content on News 88.7 and TV 8 feature stories that work to bring equity and inclusion to all communities across the region. In the wake of Black Lives Matter protests across the country following the killings of George Floyd, Breonna Taylor, and others, content that recognizes communities of color became even more essential to drive public awareness and discussion.

PROGRAMMING

Black History Month Documentary Specials

Every year News 88.7 airs documentaries during Black History Month that highlight stories of the struggles African Americans have faced throughout our country and our city's history. Each documentary is chosen with the intent to expand News 88.7's listeners awareness of African American issues. Last year these 4 documentaries included *Ida B. Wells – Battle to Uncover the Truth, With Good Reason – Giving Birth While Black, With Good Reason – Poetic Justice*, and the *Paul Ingles Music Showcase – The Emergence of Otis Redding*. Each told a different story ranging from a woman born into slavery who became a reporter exposing white supremacists in the 1890's, to discussing the modern health disparities for African Americans giving birth in the US.

PBS Learning Media more than 80,000 greater Houston users in 2020

Part of Houston Public Media's role with PBS Learning Media is to upload locally produced content along with study questions, which teachers and educators can utilize. This includes content that highlights diversity, equity, and inclusion. These uploads are prepared and uploaded on a weekly basis. Multiple Arts Insight episodes feature stories from Houston's historic Third Ward, including *Arts Insight – Historic Third Ward, Arts Insight – The Beauty Box, Arts Insight – Texas Southern University Murals*, and *Arts Insight – Christine Ha* and others.

Encore Houston 29 episodes in 2020

Airing on Saturdays at 10:00pm and Sundays at 4:00pm on HPM Classical, *Encore Houston* began expanding over the past beyond just classical. *Encore Houston* plays recordings from performing arts groups performances across Houston for listeners who are unable to attend. The expansion includes playing performances from the 31st Annual Kings and Queens Concert, a first for *Encore Houston*. Multiple groups are signing on, which means episodes may now feature the Houston Jazz Collective, Asia Society Texas Center, the Houston Blues Center, and Miller Outdoor Theater.

Every month Houston Public Media meets you where you are.

More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

Engines of Our Ingenuity 315 episodes in 2020

One of Houston Public Media's longest running and widest reaching programs, a collaboration with the UH College of Engineering and supported by Engie, *Engines of our Ingenuity* frequently features stories that address achievements of women and people of color. Many episodes feature Professor Karen Fang from UH. One of her most recent episodes discussed how facial recognition software seems to have an inherent bias, as it only properly works with white faces. Some other episodes covered topics like whitewashing over controversial art that highlighted colonial devastation of native culture, celebrating artists involved in film, at Disney, and more, as well as discussing art created in the World War II internment camps for Japanese Americans.

Houston Matters 532 stories in 2020

As a daily guide to the people, places, issues, and ideas that define Greater Houston, *Houston Matters* covers a wide range of topics that highlight diversity, equity, and inclusion. Some notable segments they have aired over the past year include the following:

- Anita Jaisinghani of the restaurant Pondicheri talked about hosting a Diwali-inspired multi-course meal, about the history of the holiday, and about the growing Indian American population in Greater Houston.
- *Houston Matters* hosted Dr. Elizabeth Gregory from UH to discuss issues on COVID-19 affecting the genders differently. For example, while men and women in Harris County have gotten COVID-19 at about the same rate, men have died from the virus in numbers 50 percent higher than women, according to death certificates. And in the month of September, some 865,000 women (about half the population of Idaho) across the nation left the workforce. Those are just a couple of statistics that show how the pandemic is affecting men and women differently.
- Discussed job discrimination issues for African Americans in Houston with the *Houston Chronicle's* Erin Douglas and Dr. Bernadette Pruitt, an associate professor of history at Sam Houston State University. African Americans in Houston, like every other major U.S. city, faced discrimination throughout the 20th century when it came to jobs, housing, and almost anything.

The Defender Network (African American online Houston newspaper)

Sports reporter Terrance Harris of *The Defender Network*, Houston's leading black news information source, joined the rotation of weekly sports contributors on *Houston Matters*, adding a new voice to sports coverage.

***Town Square with Ernie Manouse* 70 stories in 2020**

These days, news changes quickly and it's more important than ever to keep up. Every day, *Town Square with Ernie Manouse* brings you the information you need to know, and the newsmakers who are making change happen. From the coronavirus to social justice, *Town Square* explores critical issues in-depth, and gives listeners a chance to join in the conversation by calling into the show or sending questions via email. Relevant information in a conversational tone, guided by listener calls. Join *Town Square with Ernie Manouse* weekdays at 3pm.

PBS AND NPR

***It's Been a Minute with Sam Sanders* (NPR)**

A new program to the News 88.7 lineup, *It's Been a Minute with Sam Sanders* features Sanders engaging with journalists, actors, musicians, and listeners to gain the kind of understanding about news and popular culture that can only be reached through conversation. The decision to take on the cost of adding this program was based on the recognized need to increase the diversity of voices on the station.

Sanders has been a part of NPR since 2009 and covered the 2016 election with a focus on the intersection of culture, pop culture, and politics.

***Truly Texas Mexican* (PBS)**

TV 8 will be presenting *Truly Texas Mexican*, an independent documentary about food and culture in South Texas and the border region. Produced in partnership with the Texas Indigenous Film Project, the documentary features chefs, artists, and community leaders in south Texas communities sharing intimate food experiences that shape who they are today, with a backdrop of a history of discrimination, dispossession, and violence. Over time and during conquest, Texas Mexican food sustained the memory of the indigenous Mexican American community of Texas as a living heritage.

HOUSTON PUBLIC MEDIA INNOVATION FUND

In addition to national programs above (funded by our operating budget), thanks to the support from community organizations, foundations, and generous donors, Houston Public Media can produce more content designed to connect our community. These can be regular radio shows, short-form limited series, or tools to increase Houston Public Media's accountability.

I See U with Eddie Robinson (production planning in 2020, first air date 2021)

Highlights authentic, candid dialogue to help listeners better understand cultural shifts rocking our world. One outgrowth of the social changes we are experiencing is that people who have been historically disenfranchised are taking control of their own narratives. Host Eddie Robinson guides conversations with influential guests who will share their personal histories. Experts and social scientists will “unpack” these intimate stories to offer broader perspective, helping us learn more about ourselves, the origins of our biases and—importantly—how to move forward.

Source Tracking Tool

This is not a program you will hear on the radio or see on TV. Rather, it is an initiative to deepen and enrich our DEI initiative. Starting mid-2020, *The Texas Newsroom*, *Houston Matters with Craig Cohen*, and *Town Square with Ernie Manouse* began using a source tracking tool to monitor show guests’ demographic and geographic information. Their objective is to ensure a well-balanced variety of voices. This tool will help us keep top-of-mind our efforts to better reflect our diverse community in the guests we invite and the stories we tell.

HOUSTON PUBLIC MEDIA DEI TASK FORCE

In February, we celebrated 70 years of service to Greater Houston communities and rededicated our commitment to diversity, equity, and inclusion through two of our three station-wide strategic goals for 2020-2025: Brand Awareness and Commitment to Culture. We established a Diversity, Equity and Inclusion Task Force driven by staff with the executive team’s full support and involvement. DEI Task Force members will serve on station-wide hiring committees and help identify professional development opportunities that provide opportunities for team members at all levels of employment.

Houston Public Media DEI Recruiting, Public Media Village

This is an NPR, APM, PBS, and PRX system-wide effort to raise the profile of public media organizations to inspire talent recruitment of journalists of color. Journalists are encouraged submit their résumé to be entered into a national database and shared with participating stations in public media across the country.

- 60+ national participating stations
- 4 Texas stations participating (Houston Public Media, KERA in Dallas, KUT in Austin, and Texas Public Radio in San Antonio)
- 2,000+ journalists of color registered

Building the Pipeline: TSU and Prairie View A&M Student Workers

The task force will be pursuing a relationship with TSU and Prairie View A&M University to recruit journalism interns on an ongoing basis, with the possibility that it creates a path to full time employment.

Houston Public Media Foundation Board Recruitment Steering Committee

Building the board of the future The task force is working with the HPMF Steering Committee to define the Board of the Future with the goal of diversifying board composition and the pipeline for future members.

An Inspired Community

“In a culture obsessed with measuring talent and ability, we often overlook the important role of inspiration. Inspiration awakens us to new possibilities...Inspiration propels a person from apathy to possibility, and transforms the way we perceive our own capabilities. ...As recent research shows, inspiration can be activated, captured, and manipulated, and it has a major effect on important life outcomes. ...As a society, the best we can do is assist in setting up these important circumstances for everyone...recognizing the sheer potency of inspiration, and its potential impact on everything we do.”

Scott Barry Kaufman, Scientific Director of the Imagination Institute in the Positive Psychology Center at the University of Pennsylvania
Why Inspiration Matters, Harvard Business Review, November 8, 2011

To experience the benefit of inspiration, personal experience beyond what you know is vital. As people in the community seek new and different ways to participate in life and areas that inspire them, Houston Public Media remains dedicated to providing access for everyone, wherever they are, in their homes and cars and on their mobile devices.

HOUSTON PUBLIC MEDIA

Aired 13 hours per week of arts and culture content and published 70 unique stories over 2020.

Houston Public Media showcases local arts organizations, both through storytelling and through content partnerships with the Houston Symphony, the Houston Grand Opera, the Museum of Fine Arts, the Houston Ballet, and more. Houston Public Media is committed to giving Houstonians free access *and* a front row seat.

*PBS AND NPR

Houston Public Media provides hours of content each week to inspire the community. Along with programming that features books, movies, pop culture, art design, drama, and photography, the station brings Broadway's best, a myriad of concert performances, and the classics to Houstonian living rooms. Through its multi-media platform, Houston Public Media travels with you, cooks with you, dances with you, and takes you on safari to countries you have never been to.

9 hours of arts and culture per week (PBS)
26 hours of drama and cinema-photography per week (PBS)
4 hours of independent films per week (PBS)
35 hours of lifestyle programming per week (PBS)
23 stories on arts and entertainment per week (NPR)
20 stories on race, identity, and culture per week (NPR)

*The Programming Service 2020
*NPR RAD, Week of 11/18/20

Every month Houston Public Media meets you where you are.
More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



Houston Public Media brings the world and its inspiration to many of those who would never be able to experience it.

Every month Houston Public Media meets you where you are.

More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

A Safe and Healthy Community

SERVING 6,000,000+ PEOPLE IN OUR REGION

Since 2015, Houston Public Media has been nationally recognized for its partnership with the U.S. Department of Homeland Security and for its public safety efforts. The station serves as the region's primary National Weather Service Emergency Alert System. When disaster strikes, local officials turn to Houston Public Media for its datacasting technology and broadcast communication emergency services. The station provides reliable communications assets to first responders and emergency personnel on-demand. Aided by this technology, officials can make better response decisions by securely streaming live footage, as well as transmitting data, text, and other files in real time on a screen or mobile device for routine monitoring and mitigating emergencies. Without this work, the community would not be as safe during times of uncertainty such as that we are experiencing right now.

Emergency Alerts

Serving as the region's National Weather Service Emergency Alert System and as the Local Primary 1 station, Houston Public Media not only broadcasts Emergency Alert System (EAS) warnings covering its 19-county broadcast reach, but it also notifies other media outlets of severe weather and other emergencies. During Tropical Depression Beta, for example, Houston Public Media put out alerts for Galveston County, Brazoria County, and other counties that were being hit with storm surge and rain.

Emergency Broadcast Coverage

In addition to broadcasting EAS (Emergency Alert System) alerts, Houston Public Media has a defined ride out team and plan for any major storm event. They enable News 88.7 to stay on air 24/7 with live press conferences from Houston TranStar, the City of Houston, the Texas Department of Transportation, and other local authorities, as well as frequent real-time updates of flooded roadways and conditions around the city. *Houston Matters with Craig Cohen* goes into emergency management mode, making local officials and weather experts like Judge Lina Hidalgo, Eric Berger from Space City Houston, and Lance Wood from the National Weather Service available to listeners.

Staff Health and Wellness

Houston Public Media knows keeping employees healthy, both physically and mentally, is critical to ensuring its mission can be fulfilled. A standing Health and Safety Committee regularly sends out health tips and guidance, and since the onset of COVID-19 Houston Public Media has invested in its employees with Health and Wellness training. Recognizing the importance of the staff's mental health, Houston Public Media dedicates resources to mental health training for all employees. This includes partnering with Dr. Norma Ngo, the Director of UH Counseling and Psychological Services to lead small group sessions

Every month Houston Public Media meets you where you are.

More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.



with staff. Regular updates are peppered throughout the work week, including a dedicated Good News section in a weekly content executive summary email that goes out to the entire staff.

Health News Coverage

Houston is home to the largest medical center in the world, the Texas Medical Center. Therefore, covering health and science news is a core part of Houston Public Media's news coverage. In 2020 alone, hundreds of stories were written and shared by Houston Public Media reporters covering topics like COVID-19, mental health, healthcare policy, transgender health issues, the health insurance industry, and much more.

University of Houston Office of Emergency Management

On the ground floor of the Houston Public Media station lives the UH Office of Emergency Management. OEM is tasked with overseeing the response to major events in the city for the entire UH System. They become a powerful resource for the HPM News team for getting up-to-date information on what is happening around the city.

PBS Provided 14.5 hours dedicated to health and well-being on TV 8

In 2020, PBS dedicated spring for health and well-being programming. A sizable portion of content released this past spring was designed to shine a light on health and on the challenges and diseases that sometimes stand in the way. There were over 14 hours of content in new series and specials on TV 8. These programs examined the science of how the human brain and body work and sought to educate viewers about health issues that sometimes get stigmatized.

TV 8 Pledge Drive Programming

Much of the pledge programming on TV 8 is focused on healthy lifestyle subjects like healthy diets, mental health, and more.

INCREASED SUPPORT

There are many health and safety related issues facing the greater Houston community. Thanks to the specific support of foundations, donors, and organizations across the region, Houston Public Media can not only shine a spotlight on these issues, but it can also help share solutions to them.

Health Matters

Now in its second year of being on the air, *Health Matters* helps keep Houstonians healthy with fact-based health care information. Produced in partnership with the UH College of Medicine, *Health Matters* became even more essential during the COVID-19 pandemic to provide information to listeners on topics

Every month Houston Public Media meets you where you are.
More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

to include how the virus spreads, ways to protect yourself from catching it, and how to stay mentally healthy during the pandemic.

Mothers First

Harris County in Houston has one of the highest rates of maternal morbidity among metropolitan areas in the United States. Between 2008 and 2015, Harris County's incidence of maternal morbidity increased 53%, compared to a 15% percent increase for Texas overall.

Those affected are more than a statistic. Through our limited series, *Mothers First*, you hear from women and experts as they share their stories of fighting through bias, cycling on and off Medicaid due to their status, the vital role of midwives and doulas, and the causes of maternal death post-delivery.

Coronavirus News and Resources page

As the pandemic spread in Houston, a wave of information of varying levels of quality and accuracy began spreading too. The HPM News team worked quickly to develop a dedicated COVID-19 News and Resources page to collect truthful information about the virus. The page also posts links to resources for residents of the region, including where to get tested.

Innovation Fund

Ensuring that TV 8 and News 88.7 broadcasts remain available during major storm events like Hurricane Harvey was a driving reason for the Innovation and Sustainability Fund and upgrading the transmitters and moving towers. The new location and transmitters mean a stronger, more robust signal for the greater Houston region, and extends the broadcast range further – immediately adding 100,000 households. Beginning 2021, Houston Public Media continues to prioritize technology through a new \$5 MM Innovation Fund. This fund will serve to hold reserves for upgrades as new technology is available and ongoing multi-media platform maintenance.

***Town Square with Ernie Manouse* 70 stories in 2020**

This 3pm radio program on News 88.7 continues the format designed for its predecessor *Houston Matters: Special Edition*. The goal of the original program was to make politicians, health experts, virologists, and doctors available to take listener questions, and to provide up to date through community driven questions and needs.

Community Support

Houston Public Media’s financial strength comes from the community it serves. More than 55,000 members make Houston Public Media’s vital work possible.

\$17,612,445	Contributions from the Community (includes membership, planned giving, Studio Society, and Foundation support)
\$1,963,671	Corporation for Public Broadcasting Grants
\$3,312,716	Underwriting and Corporate Sponsorship

\$22,888,832 *Total Revenue

*2019 Audited Financial Statements

2020 LEADERSHIP RECOGNITION

Local

Lisa Shumate

- UH Racial Equity & Social Justice Committee (appointed by University Chancellor and President Khator)

Josh Adams

- Vice President, Houston Area Local Emergency Communication Committee (2015–present)
- Board of Advisors, Houston Regional Amber Plan (2015–present)

Courtney Lamm

- Sr. Fellow American Leadership Forum (July 2020–present)
- UH Advancement Support Organization Task Force

Regional

Josh Adams

Every month Houston Public Media meets you where you are.
More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.



- Managing Station Executive Committee, Texas Newsroom (Sept 2019–present)
- President - Texas PBS (Sept 2019–present)

Regional

Courtney Lamm

- UH Advancement Budget Task Force
- Marketing and Fundraising Committee Member—Texas Newsroom (FY20–present)

National

Lisa Shumate

- NETA Professional Development Committee (2020–2022)
- Chair, Sustainability Task Force (2020–2022)
- PBS Board of Directors (June 2014–2020)
- Public Television Major Market Group Chair (2018–2020)
- Public Media Venture Group Board of Directors (2020–2022)
- American Public Television Board of Directors (June 2020–2022)

Courtney Lamm

- UH Advancement National Development Task Force

SYSTEM RECOGNITION

PBS Newshour Student Reporting Labs Student Journalists of the Year

- Kaleb Velez is a senior at Jersey Village High School in Houston, Texas. Kaleb was an SRL Fellow in 2019 and became the lead anchor for his school district’s weekly show during the 2019–2020 school year. He is featured in many SRL Rapid Responses, showcasing the stories students wish to see in the media. He is also the president of Jersey Village Television, and is especially proud of the Artechouse story he and his *PBS NewsHour* SRL crew created when he was in Washington D.C. Kaleb is excited to pursue a career in journalism, and he can't wait to tell more stories in the future.
- Houston Public Media was given an award as the Supporting Station.

Houston Public Media was selected to lead, facilitate, and share best practices at a national conference, the PBS Digital Immersion Conference, in September 2020.

Every month Houston Public Media meets you where you are.
More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.

REPORTER COMMUNITY ENGAGEMENT IN A TIME OF COVID-19

Reporter: Elizabeth Trovall

- Served as a panelist for “Belonging at the Border: Immigration and Family Separation,” an event hosted by the UH Women’s, Gender & Sexuality Studies
- Hosted a panel on human trafficking for the Center for Houston’s Future
- Featured as the Keynote Speaker for Lone Star College’s International Education Biennial, for which she also hosted private Q&A for professors about immigration
- Hosted discussion on immigration at Justice and Peace Council of Christ Church Cathedral, included film screening of *Which Way Home*
- Hosted the Houston Association of Hispanic Media Professionals at Houston Public Media
- Served as a mentor for a Fort Bend student who was doing a project on immigration.

Reporter: Andrew Schneider

- Moderated a panel discussion for the Asia Society on civic engagement in the AAPI (Asian American & Pacific Islander) community.
- Conducted an hour-long interview via Skype as part of Lone Star College–Tomball’s Civic Engagement in Government and Politics Forum.

Reporter: Laura Isensee

Hosted a virtual conversation with Rice University President David Lebron for the Asia Society about the impact of the coronavirus on higher education.

HOUSTON PUBLIC MEDIA FOUNDATION BOARD

Houston Public Media Foundation Board

Lisa Trapani Shumate, *Executive Director of Houston Public Media Foundation*

Executive Committee

Leslie Flynne, *President*

Sharon Birkman-Fink, *Vice President*

Angela Bishop, *Relationship Engagement Chair*

Kelley Lang, *Governance Committee Chair*

Kathy Sanders, *Financial Committee Chair*



Kim Sterling, *Development Chair*

Barrett Sides, *Past Chair*

Houston Public Media Leadership

Division of Administration and Finance, University of Houston

Raymond Bartlett, *Senior Vice Chancellor and Senior Vice President, Division of Administration and Finance, University of Houston*

Houston Public Media Executive Team

Lisa Trapani Shumate, *Associate Vice President & General Manager*

Josh Adams, *Station Manager*

Devi Bala, *Assistant Vice President of Business Services, University of Houston*

Kyle Claude, *Executive Director of Content Operations*

Courtney Lamm, *Chief Development Officer, University of Houston*

Mark Putnam, *Assistant Vice President for Development, University of Houston*

Department Leaders

Frank Castro, *Director of Engineering Operations*

Anessa Rios-Ezeude, *Director of Membership and Donor Services*

Dave Fehling, *Director of News & Public Affairs*

Millie Adan-Garza, *Director of Sales, Underwriting and Corporate Sponsorships*

Don Geraci, *Director of Content*

Almarie Hopkins, *Assistant Director of Business Operations*

Mary Ann Marucci, *Senior Director of Advancement, University of Houston*

Jim Pivero, *Director of Radio Operations*

Brian Wood, *Director of Information Technology*

Every month Houston Public Media meets you where you are.
More than 1.1 million people are viewing and over **700 thousand** are listening through broadcast and digital assets.