HOUSTON PUBLIC MEDIA’S RESPONSE TO COVID-19

Expanded Services to Greater Houston
Reaching More Than 1.6 Million a Week

Made Possible by Our Community of Donors, Foundations and Corporate Partners

houstonpublicmedia.org
TEA and Texas PBS Collaboration

Texas PBS stations partnered with the Texas Education Agency to support educators and families as they provide distance learning for their students amid school closures. As part of the At Home Learning initiative, 10 of Texas's PBS affiliates are 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.

“While we're living through uncertain times, we are thankful to have PBS commit itself in such a meaningful way to serve the needs of communities across our state. We are all in this together, and our friends at PBS understand and exemplify that.”

Mike Morath, TEA Commissioner of Education
HISD @HOME

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

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 known to be important for 3-6-year-old children and enhances the way they engage with the STEM content.
A dedicated at home learning resource page for school districts, educators and caregivers amid school closures.

Our extended day-time programming on TV 8.1 has changed between 6am – 6pm to help students from elementary to high school learn outside of the classroom (60 hours per week).

**Pre-K – 3rd grades**
PBS KIDS programming will continue to air from 6-8 a.m. on TV 8.1 and 24/7 on channel TV 8.3

**4th-8th grades**
Expanded programming on 8.1 on required school subjects, such as science, math, history, social studies, and literature (30 hours per week)

**9th-12th grades**
Expanded programming on 8.1 on required school subjects, such as science, math, history, social studies, and literature (20 hours per week)

Students in grades 6-12 can tune into WORLD’s new at home learning programming on TV 8.4 on weekdays from 11 am to 4 pm (25 hours per week)

Find the full schedule and the robust online resources at houstonpublicmedia.org/athome.
PBS LearningMedia

Our education team matches PBS LearningMedia resources to each program, allowing students to take learning further with grab-and-go activities and interactive lessons that illustrate specific topics, themes and subjects. The vast library of resources adhere to Texas curriculum standards and also include Spanish-language resources and special education instructional materials.

55,000+
HPM PBS LearningMedia Users in Greater Houston

13,000+
Educational Assets Accessed by HPM PBS LearningMedia Users

Connecting to the Community

- Outreach to greater Houston school districts (1,000+ schools), elected officials and education leaders
- Texas Education Agency and Texas PBS Stations Joint Press Release
- University of Houston and Houston Public Media Joint Press Release
- Mission Ambassadors

Top Subjects Areas

- Science: 21,000+ unique users
- Social Studies: 6,400+ unique users
- Mathematics: 4,400+ unique users

Activating 200 mission ambassadors for social media engagement efforts

Voices from the Community

State Board of Education Member Donna Bahorich

Texas Education Agency and Texas PBS stations partnered to support educators and families across the state with At Home Learning programming. We’re providing TEKS-aligned programming and companion resources for Pre-K-12 students. Learn more at houstonpublicmedia.org/athome.

Mayor’s Office of Education @cshmoedu May 1

Students in Pre-K through 12th grade can now access free, educational PBS daytime programming and it is aligned the Texas curriculum standards!

Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON

Houston Public Media provides informative, thought-provoking and entertaining content through a multi-media platform that includes local and national programming that meets the evolving needs and interests of Southwest Houston.

PBS.org

How to Talk to Your Kids About Coronavirus | Parenting Tips & Advice | PBS KIDS for Parents
HOUSTON PUBLIC MEDIA’S RESPONSE TO COVID-19

• Real-time updates on local coronavirus news coverage
• Recommended prevention tips, information on childcare support, and 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
• 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 new live call-in special edition of Houston Matters, our nationally-acclaimed public affairs radio show, airing weekdays at 3 pm. 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”
Houston Public Media is broadcasting additional classical programming, bringing the power and grandeur of the Houston Symphony and Houston Opera into homes.

- Five award-winning Houston Symphony presentations of the city’s finest classical compositions. (about 10 hours per week)
- Two award-winning Houston Opera performances with one of the largest, most innovative and highly acclaimed opera companies in the nation. (5+ hours per week)

**Arts Virtual Space**

Houston Public Media created a virtual arts space dedicated to highlighting our region’s arts and culture institutions. There's information on virtual tours, concerts, online classes and more.

**Home Stretch**

Houston Public Media is piloting a new Facebook Live series called Home Stretch on weekdays at 2:45 pm. In partnership with Avenu Fitness, trainers share 5-minute stretches and easy, at-home fitness tips for people telecommuting.

**Ways to Tune in**

- HD Radio on 88.7 HD-2
- Streaming Online at Houston Public Media
- HPM Classical App Available on iOS and Android
VISION

Transforming ourselves, our community and our world

MISSION

To inform and inspire for the love of Houston