

Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



# 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*

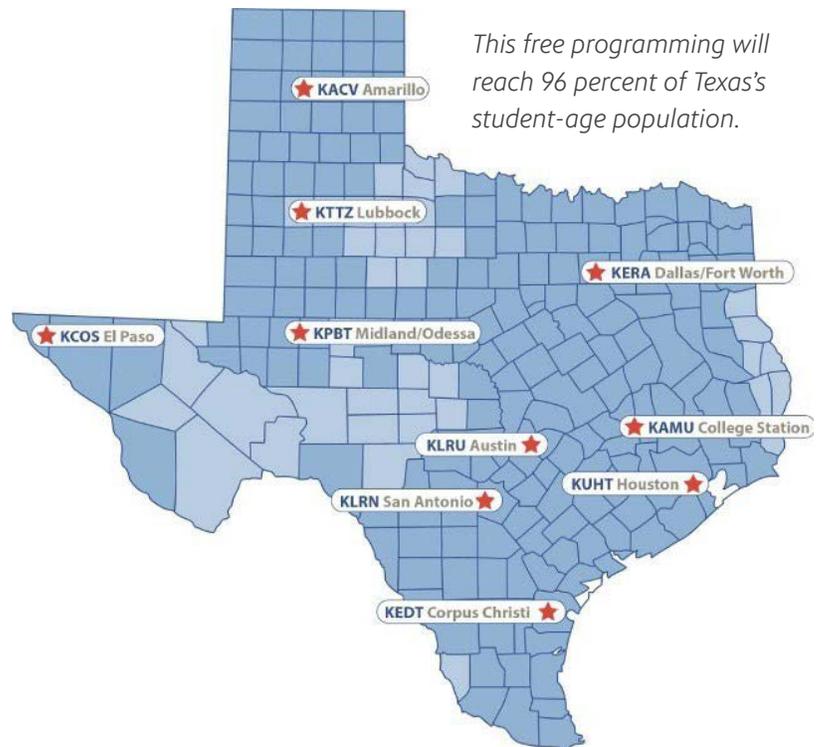
[houstonpublicmedia.org](http://houstonpublicmedia.org)



## 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**



# Education | Partnerships

## 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 programming and PBS LearningMedia resources to the district's more than 210,000 students.

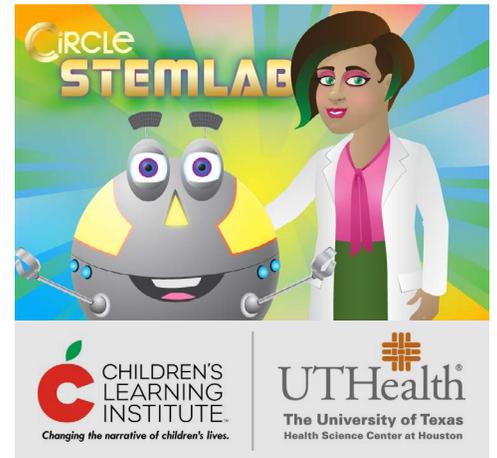


*HISD is providing instructor-led lessons in English and Spanish for students of all grade levels on HISD TV.*

## 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](https://houstonpublicmedia.org/athome).

# Education | Online

## 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

## Top Subjects Areas

- Science:** 21,000+ unique users
- Social Studies:** 6,400+ unique users
- Mathematics:** 4,400+ unique 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](#)



*Activating 200 mission ambassadors for social media engagement efforts*

## Voices from the Community

▼ State Board of Education Member Donna Bahorich



# News & Information | Online & On-Air

275+ coronavirus local stories



A dedicated coronavirus news, resource and community page at [houstontv.com/coronavirus](https://houstontv.com/coronavirus).

- **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

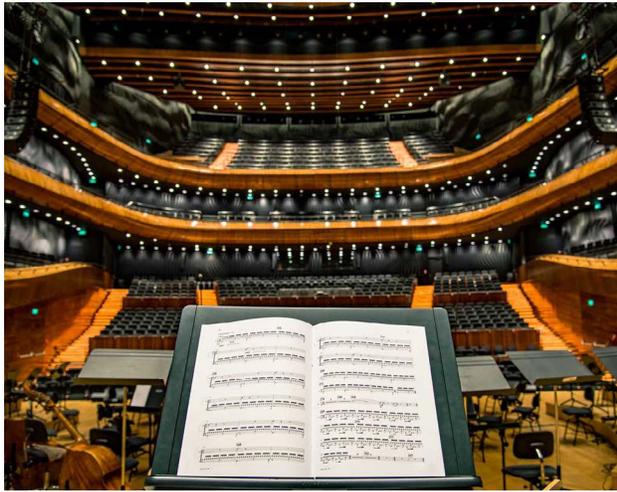
A new live call-in special edition of [Houston Matters](#), our nationally-acclaimed public affairs radio show, airing **weekdays at 3 pm**. Local public health officials, elected officials, and physician specialists discuss the latest updates on the coronavirus pandemic and answer questions live on-air 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"

# Arts & Culture | Online & On-Air



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)

## 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

## 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.



## VISION

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**Transforming** ourselves, our  
community and our world

## MISSION

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To inform and inspire  
**for the love of Houston**

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