ANNUAL IMPACT REPORT

POWERED BY YOU

2021
Houston Public Media serves Greater Houston—one of the most diverse cities in America—with free access to informative, educational and inspiring content through a multi-media platform that includes TV 8 | PBS, News 88.7 | NPR and Classical HD. Every year, more than three million people in our community engage with Houston Public Media through its broadcast channels, podcasts, social media platforms, website, mobile app and streaming content. Houston Public Media 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 region, state and nation. Houston Public Media is a service of the University of Houston and is made possible by the generous support of donors, foundations, legacy gifts and sponsors.
It’s difficult to imagine a time that would test our resolve as individuals or as an organization more than this past year did. We persevered through a global pandemic and an unprecedented snowstorm that took down the Texas power grid. Reliable news and information have never been more critical, and Houston Public Media is committed to being the trusted source of news you and your families need to stay safe and informed.

You have been there for us to provide the financial support we need to continue our mission to serve the region. We are committed to justifying your faith in us as reliable stewards of your contributions. Toward this effort, we have set three main objectives:

- Maintain our commitment to an inclusive and safe work environment through Houston Public Media’s Culture Committee
- Expand the Houston Public Media Foundation Board to be more reflective of Houston in age, gender, ethnicity and cultural background
- Continue to invest in professional development and career advancement

We value your participation in our growth and your investment in our future. We look forward to continue working with you.

Thank you for valuing Houston Public Media and ensuring its legacy is preserved for generations to come. I am so proud that Houston Public Media has been a strong voice in our community during the COVID pandemic, providing education and information that remains necessary for understanding what is happening locally and around the world. Members who invest in Houston Public Media keep the community safe and impact change in the classroom as well. We couldn’t do it without you.

Houston Public Media gathered feedback from our audience to learn more about the issues that greatly impact our community. We responded with I SE U with Eddie Robinson—a program that explores cultural identity through the stories of people and places. Houston Public Media also increased its streaming options this year so you can enjoy more of your favorite shows anytime, anywhere, including 24/7 PBS Kids content. This free and accessible programming helps ensure children are prepared for school and people have access to lifelong learning.

On behalf of the Houston Public Media Foundation Board, I thank you for being an enduring part of our journey to serve our community.

Lisa Shumate
Associate Vice President and General Manager

Leslie Flynne
Board Chair, Houston Public Media Foundation

Houston Public Media Foundation Board
Lisa Shumate | Executive Director of the Houston Public Media Foundation

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Barrett Sides | Past Chair

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César Giralt
Dennis Malloy
Sanat Parikh
Diedra Smith

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Courtney Lannam | Chief Development Officer
Kyle Claude | Executive Director of Content Operations
Derrick Wilson | Executive Director of Business Operations

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Don Geraci | Director of Content
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Mary Ann Marucci | Senior Director of Advancement
Justin McKee | Director of Creative Services
Jim Pivero | Director of Radio Operations
Anessa Rios-Ezeude | Director of Membership and Donor Services
Brian Wood | Director of Information Technology
Houston Public Media is Greater Houston’s source for national PBS and NPR programming, and our partnerships go even further. In 2021, our content team collaborated with PBS and NPR stations across the country, and in our own backyard, to bring Houston stories to the national stage. Here are some highlights:

- In February, Houston Public Media’s Eddie Robinson interviewed Dr. Henry Louis Gates, Jr. in a live and local virtual event to mark the premiere of the PBS television series, The Black Church: This Is Our Story, This Is Our Song.
- Houston Public Media helped produce American Cities Rebuilding, a virtual event from WNET, New York’s PBS affiliate, that showcased how major American cities are grappling with the social, economic and political challenges exposed and amplified by the pandemic.
- In September, Houston Public Media, The Texas Newsroom, Columbia Journalism Investigations, NPR and The California Newsroom published an investigative series into the effects of heat on workers. Houston Public Media and KERA in Dallas decided to tell the stories of two industries that were responsible for most of these deaths and hospitalizations in Texas: construction and trash removal. A few weeks after the stories were published, the Biden Administration announced that it would begin the rulemaking process for a federal heat standard—a solution highlighted in the story and championed by worker rights advocates for years.
- Houston Public Media worked with the GBH Boston production team and local organizations to develop and record two special episodes of the program Stories from the Stage featuring storytellers from Houston. In the fall, the PBS WORLD Channel aired Resilience and Second Chance. The topics featured in these episodes resonated with viewers both in Houston and around the country.

We know that stories and programs like these are best told and produced by people who live right here in our community. With your support, we will continue to share the Houston spirit with the nation. Thank you for making it possible.
I can only imagine how much you have heard about the challenges of the last two years. Rightfully so, this pandemic has been profoundly disruptive to nearly every aspect of human life around the globe. What has really struck me in my time with Houston Public Media is the innovation this team has displayed throughout these incredibly difficult times. The global pandemic forced us, like every business, to totally reimagine not only our day-to-day workflow but also the processes by which we produce and deliver local content to you. Team members worked to bridge the distance and produced daily newscasts, talk shows and specials in ways and locations we never imagined possible. The need for community access to reliable information during the early days of the COVID lockdown led to the creation of a new daily talk show, Town Square with Ernie Manouse.

As the nation and the world struggled for answers to generations-old issues of equality, justice and race, the content team launched a new podcast and show to inform, challenge and give voice to the voiceless. I SEE U with Eddie Robinson endeavors to create a safe space to have unguarded conversations about topics in which many of us have struggled to engage.

While trying to maintain their own warmth and safety throughout an unprecedented freeze and power outage, our team deployed creativity and resourcefulness to keep our community informed. For many experiencing power, internet and cellular disruptions, Houston Public Media was their only source for information during this extremely dangerous weather event.

It’s said that innovation exists where opportunity and inspiration meet. Thanks to your support, the team at Houston Public Media saw opportunities with each challenge and found the inspiration to meet each moment. While the moment may change, the mission remains—to inform and inspire. We look forward to meeting the next challenge, and we are excited to serve new audiences with new content on new platforms. With your help, we look forward to creating a more informed, educated and connected community.
An Insider’s Look at Houston Public Media Kids

**MATH IN A FLASH**
A digital and TV 8 video series, in partnership with United Way of Greater Houston and ConocoPhillips, Math in a Flash aims to build confidence in children through animated math problems.

**PROBLEM SOLVERS**
In partnership with United Way of Greater Houston and ConocoPhillips, Problem Solvers is a digital and TV 8 video series that shows how grown-ups use math and problem-solving in their careers.

**HOUSTON PUBLIC MEDIA SPELLING BEE**
As the coronavirus disrupted our schools, Houston Public Media worked with the Scripps National Spelling Bee to reimagine the annual Houston Public Media Spelling Bee. We provided campus principals and district leaders a variety of support and platforms including modified in-person bees, virtual bees and online tests. Houston Public Media’s Spelling Bee program retained 74% participation, showing the value educators place on Houston Public Media’s outreach. The Bee was conducted remotely via Zoom, and Houston Public Media celebrated co-champs Ramya Elangovan and Shawn Ray.

**HOUSTON PUBLIC MEDIA PBS KIDS WRITERS CONTEST**
In response to the pandemic, Houston Public Media converted the PBS KIDS Writers Contest from a traditional competition to an online program that provided PBS KIDS writing tools and resources to encourage young children’s creativity in any environment.

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**By the Numbers**

<table>
<thead>
<tr>
<th>Houston Public Media Adults</th>
<th><strong>AN INSIDE LOOK AT LOCAL EDUCATION NEWS COVERAGE</strong></th>
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<tbody>
<tr>
<td><strong>HEALTH MATTERS</strong></td>
<td>Houston Public Media’s News Education focuses coverage on topics affecting primary, secondary and higher education throughout the region. Our Houston Public Media newsroom shares breaking news stories—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.</td>
</tr>
<tr>
<td><strong>HOUSTON MATTERS</strong></td>
<td>Local talk shows and podcasts Town Square with Ernie Manouse, Houston Matters with Craig Cohen, I SEE U with Eddie Robinson and Party Politics cover a wide range of topics including educating our community. Our talk shows create an environment where listeners can learn from the experts, hear meaningful dialogue and ask questions about the issues. Here are some of the education episodes we featured in 2021:</td>
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<tr>
<td><strong>PARTY POLITICS</strong></td>
<td>For example, on News 88.7 the following shows were featured in 2021:</td>
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**Houston Public Media Kids**

数字化的课程支持和资源

**100K+**

Digital curriculum-based assets for classroom support (Pre-K through 12)

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**Education is essential to a thriving city and is at the core of the Houston Public Media mission. It is at the heart of everything we do.**

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**By the Numbers**

<table>
<thead>
<tr>
<th><strong>49</strong></th>
<th>Hours of curriculum-based programming each week</th>
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<tbody>
<tr>
<td><strong>24</strong></td>
<td>Hours dedicated to STEM</td>
</tr>
<tr>
<td><strong>13</strong></td>
<td>Hours dedicated to social and emotional development</td>
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<tr>
<td><strong>11</strong></td>
<td>Hours dedicated to Social Studies, Literature, Arts and more</td>
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**Houston Public Media on TV 8**

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<thead>
<tr>
<th><strong>14</strong></th>
<th>Hours per week of science and nature programming</th>
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<tbody>
<tr>
<td><strong>35</strong></td>
<td>Hours per week of lifestyle programming (how-to and cooking)</td>
</tr>
<tr>
<td><strong>14</strong></td>
<td>Hours per week of history programming</td>
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<tr>
<td><strong>5</strong></td>
<td>Weekly stories on education</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>Hours per week of arts and culture programming</td>
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**Houston Public Media on News 88.7**

<table>
<thead>
<tr>
<th><strong>11</strong></th>
<th>Weekly stories on agriculture and the environment</th>
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<tbody>
<tr>
<td><strong>10</strong></td>
<td>Weekly stories on science and technology</td>
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<tr>
<td><strong>6</strong></td>
<td>Weekly stories on business, economics and finance</td>
</tr>
<tr>
<td><strong>46</strong></td>
<td>Weekly stories on medical and health</td>
</tr>
<tr>
<td><strong>20</strong></td>
<td>Weekly stories on race, identity and culture</td>
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</tbody>
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**Annual Impact Report 2021 | Houston Public Media 11**
As I reflect on the past year, I see a shift in how we think about covering the Houston community and the mission we aim to fulfill. We are increasingly aware of the privilege and responsibility we have to be able to tell the stories of Houston—and of the great honor you bestow on us by listening. Think back to February with me. So many of us couldn’t turn on the television and didn’t have internet access. Even our cell phones were struggling to connect. I knew Houstonians everywhere could at least sit in their cars, blast the heat, and turn on their radios. Houston Public Media would be there—providing up-to-date weather and vital information.

I can’t tell you what it meant to each of us when a listener called and left this voicemail: “I just wanted to say thank you for staying on-air this week. If it wasn’t for my trusty transistor radio and your staff, I and my family wouldn’t have known what was going on. I’ll be sending in my donation in support of your work. But aside from that…thank you, I appreciate all you have done.”

That is why we do what we do. We work in the dark and cold for you. We drive to the station during the hurricane for you. We question and challenge government officials and politicians for you. You are our mission.

HEAT DEATHS
In September, The Texas Newsroom, Columbia Journalism Investigations, NPR and The California Newsroom published an investigative series into the effects of heat on workers. Houston Public Media and KERA in Dallas decided to tell the stories of two industries responsible for most of these deaths and hospitalizations in Texas: construction and trash removal. Reporters Sara Willa Ernst and Stella Chavez put together a seven-part radio series, after reviewing hundreds of pages of depositions, spending months tracking down sources, field reporting and interviewing officials, subject matter experts, organizers and family members. In late September, a few weeks after the stories published, the Biden Administration announced that it would begin the rulemaking process for a federal heat standard, a solution highlighted in the story and championed by worker rights advocates for years. This means employers will be required to offer certain protections to workers who are exposed to heat—things like access to water, shade and scheduled breaks.

THE TEXAS NEWSROOM
Every two years, Texas reporters cover the state legislative session. Reporters at Houston Public Media joined forces with journalists from across the state to cover dozens of laws coming out of Austin. Much of that coverage was centered here in Houston, where local voting initiatives and pandemic-related innovations drew scrutiny and prompted a flurry of legislation surrounding election security and voter rights. Politics Reporter Andrew Schneider, Senior Producer Paul DeBenedetto and City Hall Reporter Jen Rice led local, state and national coverage of the fight over voter access, election laws, political maps and gerrymandering.

FIRE TRIANGLE
Since 2019, half a dozen chemical disasters have ripped apart Texas neighborhoods, sent dozens of people to the hospital and killed unsuspecting bystanders as well as workers. Texas Public Radio and Houston Public Media’s Environmental Reporter, Katie Watkins, investigated these events to answer the question: why do so many chemical disasters keep happening in Texas, and what—if anything—is being done to prevent more?
2021 was a year full of challenges, but it was also full of opportunities to reach new audiences through our talk shows, podcasts and special programming that expand on the great coverage from NPR, PBS and our news team. There is a common thread that binds all this very diverse content: our programs and initiatives are centered around the listener, the viewer, the user. Our goal is always to help make sense of the city, the world and the changing times in which we live. As we move forward, our local talk shows will include more voices from women and more voices that reflect the cultural diversity of the city.

“I know how lucky I am to do this work, and what an enormous responsibility it is to lead this essential daily guide to the people, places, issues and ideas that define Greater Houston.”

Craig Cohen, host of Houston Matters with Craig Cohen

“Houston Matters helps me appreciate the complexities of Houston—all without hyperbole or sarcasm. I appreciate your talent, your experience, and all your hard work on this show.”

Robin Dickerson, Houston Matters listener

Houston Matters with Craig Cohen

Hosted by Craig Cohen, Houston Matters is the granddaddy of our talk shows and the gold standard for excellence in local radio talk programs. If it’s important to Houstonians and to the region—from politics to vaccines to pet peeves—it will be covered on Houston Matters with Craig Cohen. Throughout 2021, Houston was at the center of national public debate over issues that directly affected all Americans: from booster rollouts to public school curricula to fundamental questions about equity and inclusion. Houston Matters evolved throughout the year to address those issues directly, fairly, accurately and honestly.

Town Square with Ernie Manouse

Launched in 2020 as a live, daily talk show positioned to connect listeners directly with medical professionals as the pandemic intensified, Town Square with Ernie Manouse kept Houstonians informed by unpacking critical news stories with concern and compassion. In 2021, Town Square continued to broaden the topics covered—from health and wellness to politics and social justice—always focused on the important issues of the day, and always involving the input of our audience. The subject matter experts Ernie brings on the show provide a safe and trusted space for listeners’ questions and concerns.

I SEE U with Eddie Robinson

Launched in May in response to societal inequities made more visible after the death of George Floyd, Eddie and the I SEE U team bring a unique lens to this world, telling stories of people and places that have been transformed by the effects of long-standing biases. I SEE U with Eddie Robinson is produced differently, focused on building a podcast audience to connect with our younger listeners.

Party Politics

The guys at Party Politics cut through the noise and help us make sense of the Red and Blues. Hosts Jeronimo Cortina and Brandon Rottinghaus unpack complex issues around local, regional and national politics that help listeners understand without partisan leanings and with a sense of humor.

Storm Ready

In preparation for the 2021 Hurricane Season, the Harris County Office of Homeland Security and Emergency Management partnered with Houston Public Media to present a live-streamed event and radio broadcast on June 1, the first day of Hurricane Season. Harris County selected Houston Public Media as a partner because they valued the credibility and integrity we bring to the Houston media landscape. Storm Ready provided viewers with information they can use before, during and after a severe weather event.

 Encore Houston

The Encore Houston podcast and radio program showcases locally recorded performances for Houston Public Media Classical. While the series continues to spotlight primarily classical ensembles and orchestras, in 2021 producers Joshua Zinn and Mark DiClaudio broadened the show focus to include jazz, world music and even top student performers.

I SEE U with Eddie Robinson

Come visit us! I SEE U is produced differently, focused on building a podcast audience to connect with our younger listeners.

Not Forgotten

Towards the end of 2020, journalists in our newsroom began to discuss how we could tell the story about the impact of the pandemic and its effect on the region. The result was Not Forgotten, which debuted in December of that year and fully launched in March 2021. Unlike our regular news coverage or features, these Not Forgotten stories were uniquely personal. The Houston Public Media newsroom reached out to family members of some of those lost to tell the stories of their lives. We profiled 14 members of our community from all walks of life. We are humbled by, and grateful for, the families and friends who trusted us to tell the stories of their loved ones.

Career Frontier

Lisa Shumate—author, coach, and General Manager of Houston Public Media—connects with industry leaders, CEOs, and business experts to discuss the present and future of how we work in Career Frontier: Exploring Success in the Changing Workplace. In 2021, the Career Frontier special radio conference series covered pressing professional topics such as:

• The Hiring Landscape
• Career Mismanagement
• Contract and Temporary Work
• The Green and Sustainability Movement
• Concept to Cash Register: How to Take Your Product to Market

“I SEE U offers up a platform for new voices, new insight and new transformations to be acknowledged and recognized by a wider audience—in Houston and around the world. I feel you… We hear you… I SEE U!”

Eddie Robinson, host of I SEE U with Eddie Robinson
Voices of the People We Serve

Houston Public Media is proud to recognize and serve all communities in Greater Houston, one of the most diverse regions in the country. Our mission is one of diversity, equity and inclusion: to inform and inspire for the love of Houston. Below are just a few of the many diverse communities that make up our great city and its surrounding areas. Within each of these initiatives, you’ll find a vast array of content that honors and recognizes the many cultures and voices that make up our area—including radio and television programs, digital content, learning resources to share with your friends and family and profiles of influential members of our community who have shaped and continue to help shape Greater Houston.

Asian Americans

Houston Public Media pays tribute to the generations of Asians and Pacific Islanders who have enriched America’s history and culture. Asian Americans is a series that explores and chronicles the contributions and challenges of the fastest-growing ethnic group in America.

Pride

Houston Public Media proudly celebrates and recognizes the contributions and impact of our LGBTQIQ community. In a special episode of I SEE U with Eddie Robinson, Eddie explores fatherhood through surrogacy as a single gay man and takes us on a personal and emotional journey in fulfilling a promise to his own dad who died unexpectedly.

Latinos

Houston Public Media proudly recognizes and celebrates the contributions and impact of our country’s Hispanic and Latino heritage. In a three-part series from Houston Public Media, in collaboration with Tony Diaz, Director of Nuestra Palabra: Latino Writers Having Their Say, we took a closer look at three trailblazing Latino icons who have helped shape our city.

Women’s History

To celebrate Women’s History, the University of Houston Libraries feature archival stories from the Carey C. Shuart Women’s Research Collection, which preserves the records of women’s organizations and the papers of Texas women.
Community Catalyst

With more than 70 years of experience built on trusted 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 special projects team produces impactful digital video series with one-minute radio and television versions that break through the clutter.

TESTED

Houston Public Media, in partnership with St. Luke’s Health, explored Houston’s response to COVID-19 in TESTED. When COVID-19 shut down Houston, healthcare workers risked their lives to fight the virus. As the fourth largest city in the nation, with the largest Medical Center in the world, our healthcare professionals and fellow Houstonians were put to the test as they battled to save themselves and Houstonians amid the global pandemic.

BUILDING BLOCKS

Research has shown the importance of early childhood education and development from birth to age five. We look at the challenges facing Harris County’s children and the factors that put some behind the curve, what quality early learning looks like and how to improve it to ensure they are ready to succeed in the long term.

In partnership with Collaborative for Children, Houston Public Media explores the challenges and the solutions in Building Blocks.

REALITY CHECK

Traditional measures of poverty do not capture the magnitude of people who are struggling financially. Reality Check is a series that makes the invisible visible by shining a light on the true number of families struggling in Harris County and across the U.S. Access to early education, affordable housing, traditional lending and healthcare help break the cycle of living hand to mouth. In partnership with United Way of Greater Houston, this series explores how we as a community can make changes for the better.

100 YEARS OF HOUSTON | 1927-2027

The history of Houston encompasses major events with people and organizations that have worked for positive change in our community and abroad. 100 Years of Houston recounts important milestones and shares the personal stories of our city’s trailblazers and their local connection. Framed by themes of inclusion, diversity, innovation and health, the stories in this series are brought to you by Carey Shuart, one of our community of leaders who are inspired to share Houston’s rich local history and its connections to cornerstone institutions like the University of Houston.

This ongoing series is a unique interactive laboratory that will not only be a learning experience for our audiences, but also for students from the UH Center for Public History as they explore how to mine historical collections for storytelling on a multimedia platform in collaboration with Houston Public Media producers.
Houston Public Media is powered by YOU. At any given time, there are over 50,000 of you who make this work possible with financial support and volunteerism. We count on you, and you come through every year—even in times of uncertainty.

You show up as financial contributors in the Houston Public Media membership, and in our giving societies (Studio Society, Affinity Council and Legacy donors). You show up as volunteers on our Foundation Board, in our Young Leaders Council and as Houston Public Media Mission Ambassadors. You consider those who are unable to financially support Houston Public Media and you contribute more. You offer matching challenges during our fundraising drives that inspire new members to make gifts.

You open access to those who are challenged by transportation, and for those without internet or cable service. You provide event tickets so that others may participate in things that might not be accessible to them like travel, the arts, cuisine and more. You make it possible for children to be ready for school regardless of economic or pandemic barriers. You provide safe and trusted resources for news and information critical to everyday life decisions. You provide the region’s Weather and Emergency Alert System to all so that our communities have the information they need to keep them safe.

When you think of the impact you make with your support, remember you are supporting services that are free to more than seven million people, every day.

You do these things for everyone. Houston Public Media would not be the same without you.
We would like to recognize and thank our Affinity Council members. The Affinity Council giving society is a place to bring together individuals who can provide additional financial support to help sustain and advance the mission of Houston Public Media.