



Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON

Annual Impact Report 2016



About Us

Vision To be the most valued catalyst for an informed and engaged community.

Mission To expand minds and possibilities with trusted information and quality entertainment.

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Local value

Houston Public Media's coverage spans 19 counties and reaches a combined weekly audience of 1.5 million people. Houston Public Media delivers fair, accurate and impartial reporting to listeners and viewers in the Greater Houston area and beyond. We feature quality children's programming and in-depth news coverage with a diverse range of perspectives on topics and issues important to our local communities, state and nation.

Houston Public Media fosters an understanding of the importance of early childhood education and resources in our classrooms, an appreciation of the arts as well as creates meaningful dialogue and informed decision making through our multi-platform content.



At Houston Public Media, being a leader means service and commitment you can count on every day. We are a mission driven, multi-media organization that serves the entire community with curriculum-based educational content, trusted news and public affairs programs, and rich visual and performing arts coverage with a local focus. The support we receive from individuals, corporations and foundations make this work possible.

In 2017, our investment in Houston's future will significantly increase as we launch a 24/7 channel dedicated to helping children who don't have access to early education prepare to enter school. No matter when families tune in, Houston Public Media will be working to build children's understanding and knowledge of important concepts.

We're now mapping a strategic plan that will take us to the future. With the help of employees who make it happen every day, the Houston Public Media Foundation Board and community leaders, we're creating the organization's vision for 2020. As we work toward implementing strategies that will make us the best, one constant will remain the same as it has for more than 60 years. Houston Public Media will continue its journey of leadership through service and commitment to you.

With appreciation and gratitude,

A handwritten signature in black ink that reads "Lisa Trapani Shumate".

Lisa Trapani Shumate

Associate Vice President & General Manager **Houston Public Media**



We are approaching the 50th anniversary of the monumental signing of the Public Broadcasting Act of 1967 by President Lyndon B. Johnson. On that day, President Johnson proclaimed that our nation wants more than just material wealth; America has an appetite for excellence.

Today, we continue President Johnson's legacy by enriching communities. The Houston Public Media Foundation Board works with staff to develop important relationships and partnerships across Greater Houston while raising awareness about the many ways Houston Public Media expands minds and possibilities through its mission.

The Board is comprised of a group of dedicated executives and volunteers who share an unwavering passion for public media and service, and believe in the quality content that Houston Public Media produces and distributes.

I encourage you to come see the mission in motion by scheduling a tour. Houston Public Media is your station and we welcome your involvement. Thank you for listening, watching and supporting.

Sincerely,

A handwritten signature in black ink that reads "Stephen Schwarz".

Stephen Schwarz

Board Chair **Houston Public Media Foundation**



Key Services & Measurable Impact

Since its inception, Houston Public Media has provided key local and regional services through community partnerships and relationships:

- The nation's largest qualifying Spelling Bee involving more than **1,000 schools in over 40 counties** and more than **100,000 teachers, parents and students**
- **Houston Matters**, a nationally acclaimed daily local affairs talk show that convenes community conversations
- Specialized coverage of:
 - Energy & Environment
 - Education
 - Arts & Culture
 - Transportation
 - Politics and Government
 - Health and Science
 - Technology and Business
- Houston Public Media is one of four contributing stations to **Texas Standard**, a national daily news and public affairs show with a Texas perspective
- Houston Public Media – KHOU-TV Channel 11 – **2015 Mayoral Race Debate**
- Houston Public Media – University of Houston's Hobby Center for Public Policy conducted a **statewide Republican Primary Poll** which launched in advance of Super Tuesday and the National Republican Debate hosted at the University of Houston
- Houston Public Media produces and distributes local & national broadcasts of Houston Symphony concerts
- **Music in the Making weekly sessions** produced by Houston Public Media MusicLab interns feature performances from Rice University's Shepherd School of Music and University of Houston's Moores School
- Houston Public Media supports Department of Homeland Security efforts in testing new technologies to enhance public safety in Greater Houston through the use of datacasting. 2016 pilots included an **emergency communications role** at the Republican Presidential Debate hosted at the University of Houston, during historical Houston area floods, and The Final Four.
- **More than 150 station tours** offered to students grades pre-k through 12th, youth organizations, and families
- Houston Public Media is a service of the University of Houston



Top left: Scene from Wagner's *Tannhäuser*; Courtesy Marty Sohl/Metropolitan Opera

Bottom left: Joshua Johnson, host of *1A with Joshua Johnson*, a live two-hour daily national radio program

Right: Still image from *The Cat in the Hat Knows A Lot About Space!* on PBS Kids

Trusted National Content

PBS

Houston Public Media is Greater Houston's source for PBS programming. PBS and its member stations are America's largest classroom and the nation's largest space for learning, creative thinking and the arts. PBS continues to launch innovative resources for today's educators, such as PBS LearningMedia, which helps connect teachers from across the country. PBS LearningMedia offers more than 100,000 digital resources to pre-k through 12th grade teachers and creates a trusted destination for teachers to find and share educational content.

PBS announced it will launch a new 24-hour children's channel in 2017 which will allow local stations to broadcast PBS KIDS shows 24 hours a day on an additional television channel and

offer a live stream, making it easy for children to watch their favorite series during after-school hours when viewing among families is high.

NPR

NPR is one of the nation's most trusted news organizations and a leading innovator for storytelling and quality journalism. NPR understands the necessity and value of public broadcasting and for more than 40 years, has set the standard for providing breaking news, background analysis and commentary through 17 international bureaus, 17 national news desks and 1,000 member stations. NPR continues working toward increasing collaboration with local stations through stronger partnership efforts that align audience interests between NPR and its members.

"The new PBS KIDS 24/7 channel and live stream offered by local member stations ensure that educational media is available to all families, all the time and via a platform that works for them. Given that 54% of all children nationwide do not have the opportunity to attend preschool, providing access is a critical element of our public service mission."

Paula Kerger *PBS President and CEO*

Mission Focus

Education

Highlight: Writers Contest

Houston Public Media held its annual PBS KIDS Writers Contest at The Children’s Museum of Houston. This year’s award ceremony marked 20 years of local area students celebrating their creativity through writing. Additionally, 40 winners and finalists had the opportunity to meet Emmy-winning children’s author Jennifer Hamburg as she handed out certificates and spoke about the importance of creative writing and fostering a love of learning.

Highlight: Spelling Bee

In 2016, Houston Public Media surpassed the state of Georgia to become the nation’s largest qualifying Spelling Bee involving more than 2,000 schools in over 40 counties and more than 100,000 teachers, parents and students. Nihar Saireddy Janga and Shourav Dasari represented the Greater Houston Area and Houston Public Media at the Scripps National Spelling Bee in Washington, D.C.

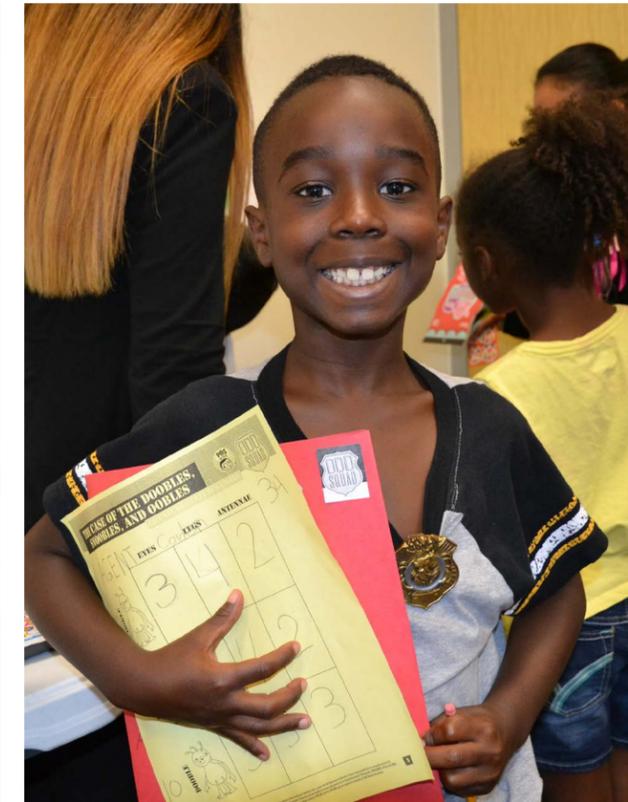
Nihar Janga was crowned co-champion of the 2016 Scripps National Spelling Bee in a historic and memorable win as the youngest champion in Scripps Bee history. The fifth-grader was competing in his first bee and was an audience favorite because he knew the definitions of obscure words before requesting them from the judge – “Taoiseach, is that an Irish word for prime minister? Appetitost, is

this a cheese?” He awed viewers, educators and Scripps Bee officials by being the only participant with a perfect score on the written test and one of only two 11-year olds. The last time a first-timer was named a champion was more than 10 years ago.

Highlight: Odd Squad “Be the Change” Camp

This summer, PBS KIDS and PBS Ready to Learn Initiative brought Odd Squad’s “Be the Change” Camp to a local YMCA for two one-week camps. Houston Public Media and The United Way of Greater Houston co-sponsored the camps with help from AmeriCorps volunteers. Fifty children from underserved communities participated in team building activities while strengthening their problem solving and math skills.

Studies have shown that children who engaged with *Odd Squad* multi-platform content, such as videos, games and hands-on activities, exhibited significant increases in overall math knowledge, including an understanding of number operations and algebraic thinking.¹



Highlight: From the News 88.7 Education Desk

Our Education Desk covers a range of local, regional and national educational issues from the new Texas law known as ‘campus carry’ and efforts to improve low-performing schools through community partnerships to assessing college readiness.

In “Aldine ISD Highlighted as Case Study In ‘Perseverance’ In School Turnaround”, Education Reporter Laura Isensee explored why Aldine Independent School District’s success in improving performance across all the schools district-wide over the past decade has not

been replicated in other low-performing areas across Greater Houston. Since 1994, the rate of students in the district scoring proficient on their academics has increased 20% while the racial achievement gap has shrunk from over 30% to 12%. Aldine’s national recognition as a noteworthy case study is attributed to a series of changes over time, according to ERS, a non-profit that works closely with urban area schools. The case study analyzed data and interviewed dozens of educators who agreed that there is no quick fix and a commitment to “the long haul” by educators, the community and political leaders is needed.

“Laura Isensee is the only reporter taking on education issues locally through in-depth coverage of Houston area school districts. She challenges community members to think about the educational system from a holistic perspective, with students, parents, lawmakers and administrators all acting as key players.”

Juliet Stipeche Former Houston Independent School District Board Trustee and current City of Houston’s Director of Education.

Left: Grade-level winners of the Writers Contest pose for a triumphant photo with their trophies. This year, winners included Vivian Buchanan’s “The Butterfly Discovery,” Isabel Chung’s “Dream Garden,” Eliza Smith’s “The Amazing Magical Box,” and Andrea Willman’s “The Fascinating Giraffe.”

Right: One of the campers holds up his math worksheet from the Odd Squad “Be the Change” Camp. At the end of the week-long camp, all campers received certificates for their achievement as well as postcards with a group photo.

¹ Corporation for Public Broadcasting: Appropriation Request and Justification FY 2017 and FY 2019. <http://www.cpb.org/files/appropriation/justification-FY17-and-FY19.pdf>

Mission Focus

Arts & Culture

Our dedicated Arts & Culture Desk shines a light on the local cultural and performing arts scene and brings communities in Greater Houston exclusive front-row seats to concerts, performances and artists on every platform - radio, television and web. This year, Houston Public Media announced that the new home of our 24/7 classical music would be 88.7 HD-2, allowing for high definition broadcast and an all-digital distribution of culturally rich programming.

130 unique stories

on News 88.7 celebrating local artists and Houston's dynamic arts and culture community

45 Classical Classroom podcasts

dedicated to exploring classical music in pop culture and bringing classical music to nontraditional audiences by exploring the music from the perspective of an interested novice

6 Music from the Movies interview programs

featuring musical highlights from the latest in film music and interviews with the composers who make the music

20 Skyline Sessions

presenting video performances from soloists and ensembles from Greater Houston in our recording studio

51 Music in the Making sessions

produced by Houston Public Media MusicLab interns and featuring performances from Rice University's Shepherd School of Music and UH's Moores School of Music

More than 20 concerts and interviews

featuring small ensembles to arts organizations in Greater Houston and beyond



You can hear unique interviews and watch special shows on-air and online from groups like American Festival for the Arts, Bach Society, Cantare, Houston Ballet Orchestra, Houston Chamber Choir, Houston Grand Opera, Houston Chamber Symphony, Apollo String Quartet, Musiqa, River Oaks Chamber Orchestra, and St. Cecilia Chamber Music Society.

The Arts & Culture Desk shares stories that integrate the arts in our local economy, health industry, and education sectors and overall quality of life. This year, Arts & Culture Reporter Amy Bishop produced three stories that were featured on NPR's *Here & Now* bringing attention to topics such as a historical race riot in Beaumont, TX, the evolution of music consumption habits and diversity in art museums.

Highlight: Classical Classroom

Now in its fifth year, *Classical Classroom* is regularly found in the top 150 most popular music podcasts on iTunes with nearly 1 million listens. In addition to bringing classical music to a broad audience, the podcast showcases Houston's classical scene with guests from local art organizations of all sizes.



Highlight: Skyline Sessions: The Prince Edition

This year, we proudly presented a special edition of our popular music video performance series *Skyline Sessions*, a tribute to late pop culture legend and American icon Prince. The show featured performances from the Metropolitan CME Church choir, rapper Fat Tony, -Us., Tony Henry, Yvonne Washington & The Project KDK Band and Mary Griffin. The local artists performed Prince's greatest hits and discussed how the pop icon's music has affected their love of music and career paths.

Highlight: National Poetry Month

Houston Public Media celebrated National Poetry Month in April with the *Voices & Verses: A Poem-a-Day* series. The series curated a diverse selection of poems from local artists to reflect our region's diversity. Throughout the month, poets from across Texas came to our studios every day to read their poems. "A Sound Portrait of a Poet" aired on News 88.7's *Houston Matters* every Monday in April. "Sound Portrait of Poet Choonwhat Moon" aired as a feature during *All Things Considered* on April 5, 2016.

"So nice to hear the Metropolis/ New Pollutants Music...I hope some people will become enticed by the music because it's great."

Emily Budworth de Barrios
Featured National Poetry Month participant and poet

Left: Rapper Fat Tony performs with DJ iLL FADED during the Skyline Sessions live-stream with VuHaus on Friday, December 2, 2016.

Right: Artist Susie Rosmarin takes viewers through her mathematical formulas she uses to create her paintings during *Arts InSight*.

Far left: Nick Thorburn, also known as "Islands", records songs from his simultaneously released albums, *Taste* and *Should I Remain Here at Sea?* on *Skyline Sessions*.

Far right: *Arts InSight* got an inside look at Yayoi Kusama's *Love is Calling* infinity room, which visited the Museum of Fine Arts Houston between June and September 2016.

Mission Focus

News and Information

Highlight: 2016 Election Coverage

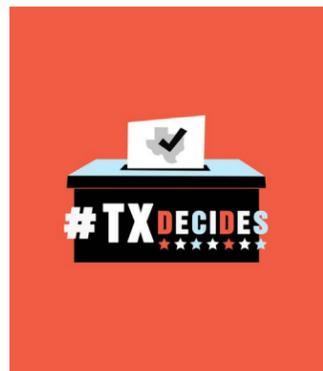
Houston Public Media reporters, producers and hosts worked around the clock to share the latest news stories, candidate information and resource links on all platforms, including the live special elections page at houstonpublicmedia.org leading up to Election Day, November 8, 2016. There is no better time to experience the type of in-depth coverage we strive for every day than during this year's unprecedented election. Houston Public Media believes everyone deserves a deeper understanding of the candidates, issues and the results and we continue to work toward capturing historic events in our nation's history.

Election coverage included candidate interviews on our very own *Houston Matters* and *Red, White and Blue* as well as live coverage of debates and political conventions on News 88.7 and TV8. Politics and Government Reporter Andrew

Schneider covered the Texas GOP Convention in May, sharing the party's anticipated platform for the next two years. He also went to San Antonio, Texas, in June to cover the Texas Democratic Convention. Ahead of Election Day, *Houston Matters* aired a special edition show that served as a voter's guide for key local races and ballot initiatives. *Houston Matters* Host Craig Cohen and special guest Dr. Jon Taylor, Political Science Professor at the University of St. Thomas, talked through what voters would see on the ballot and answered questions from listeners across Greater Houston.

Highlight: #TXDecides

This year, Texas Station Collaborative launched a statewide social media project called #TXDecides. The project called for public media listeners and viewers from across Texas to engage in the Presidential Election discussion by submitting questions for reporters from KUT, Texas Public Radio, KERA, Marfa Public Radio and Houston Public Media to investigate and answer in a series. In Texas, there's more at stake than who takes The White House, including vital local election seats such as Harris County Sheriff and District Attorney. The state is battling with federal courts over the voter ID law and demographic change is accelerating. Engaged communities in Texas want to know how the national landscape is affecting politics in their backyard.



Ed Gonzalez seen here in front of his campaign headquarters. He was elected as Harris County Sheriff on November 8, 2016. Photo by Florian Martin for Houston Public Media.



Top: Sixth grade boys from a Catholic private school on a recent field trip to a museum in Karachi. They were there to learn more about the founder of Pakistan, Muhammad Ali Jinnah. Photo by Laura Isensee for Houston Public Media.

Bottom: Singer/songwriter Tony Henry performs during the *Houston Matters Roadshow*. The *Houston Matters Roadshow* was recorded in front of a live audience at the Asia Society Texas Center on June 28, 2016.



Houston Matters host Craig Cohen talked about the culturally rich district and the audience had an opportunity to see a special video edition of The Full Menu with highlights of top places to eat in that area. Among this year's Roadshow guests were:

- Houston Public Media Arts & Culture Reporter Amy Bishop
- Houston Chronicle columnist Lisa Falkenberg
- Retired tennis star Zina Garrison
- Singer/songwriter Tony Henry
- Comedian and storyteller Ty Mahany

Red, White and Blue is a weekly program on TV 8 focused on local and Texas politics. Each week, hosts David Jones and Gary Pollard discuss what's at stake in local and national elections, regional and statewide policy implications as well as cover the latest on City Hall. The show airs Fridays at 7:30 pm and Sundays at 12:30 pm on TV 8.

This year, *Houston Matters* won a national award for Best News/Public Affairs Program at the annual Public Radio News Directors Incorporated Conference in St. Louis, Missouri.

Highlight: *Houston Matters* Roadshow

On June 28, the *Houston Matters* team took the show on the road to Houston's Museum District to tape a full show in front of a live audience at the Asia Society Texas Center. The roadshow was a fun and unique evening full of conversation, storytelling, music and laughter.

Highlight: Reporter's Notebook from Pakistan

News 88.7 Education Reporter, Laura Isensee, traveled to Pakistan in September as a fellow of the International Center for Journalists. Houston Public Media hosted Pakistani journalists in 2014 and introduced them to U.S. media practices, American life and Texas culture. The cultural exchange is designed to educate journalists about the media and the government in both countries. While in Pakistan, Laura joined other journalists from all over the country in visiting local reporters, government officials and employees of nonprofit organizations. Laura blogged about her experience and provided the latest reporting from her trip in a series, Reporter's Notebook from Pakistan.



Top: Panelists discuss violence against members of the LGBT community during the taping of Murder in Montrose. Murder in Montrose was broadcast and streamed live on Thursday, June 23rd, 2016.

Bottom: Hosted by award-winning journalist David Brown, Texas Standard features interviews with researchers, innovators, business leaders, political experts that reflect a diversity of opinions.



Highlight: Texas Standard

Texas Standard is a one-hour daily news and public affairs show that delivers coverage from a unique Texas perspective. The show airs in 25 markets throughout Texas and is a statewide collaborative project of KUT Austin, KERA North Texas, Houston Public Media, and San Antonio's Texas Public Radio. Since its launch in March 2015, the show has earned several regional and national awards, including recognition from the Society of Professional Journalists, New York Festivals Radio Awards and the Governor's Committee on People with Disabilities.

On July 25, in observance of the 50th anniversary of the University of Texas (UT) Tower shooting, Texas Standard produced and aired a special edition – "Out of the Blue: 50 Years After the Texas Tower Shooting." The special featured nearly 100 first person accounts of the shooting at UT on August 1, 1966, and explored changes on campus and in the mental health field as well as the history of guns in the state of Texas following mass shootings from 1966 to present. The title captures the fact that no one had expected, heard of or experienced a school shooting such as this before.

Highlight: A Murder in Montrose: The Paul Broussard Legacy

A Murder in Montrose: The Paul Broussard Legacy examined the political and cultural strides made in the LGBT community in Houston and nationwide since the 1991 tragic murder of Paul Broussard during a gay-bashing incident outside a local nightclub. The successful documentary and live town hall broadcast brought the city together again two decades later with interviews from major figures in the Houston LGBT community, including Ray Hill, who spearheaded the protests in the wake of Broussard's murder, and former City of Houston Mayor Annise D. Parker.

The documentary's release came just two weeks after 49 people were killed at a gay nightclub in Orlando bringing a new level of discussion in the wake of this tragic mass shooting. Viewers were encouraged to share their thoughts and engage in the conversation through the hashtag #Montrose1991 on social media.

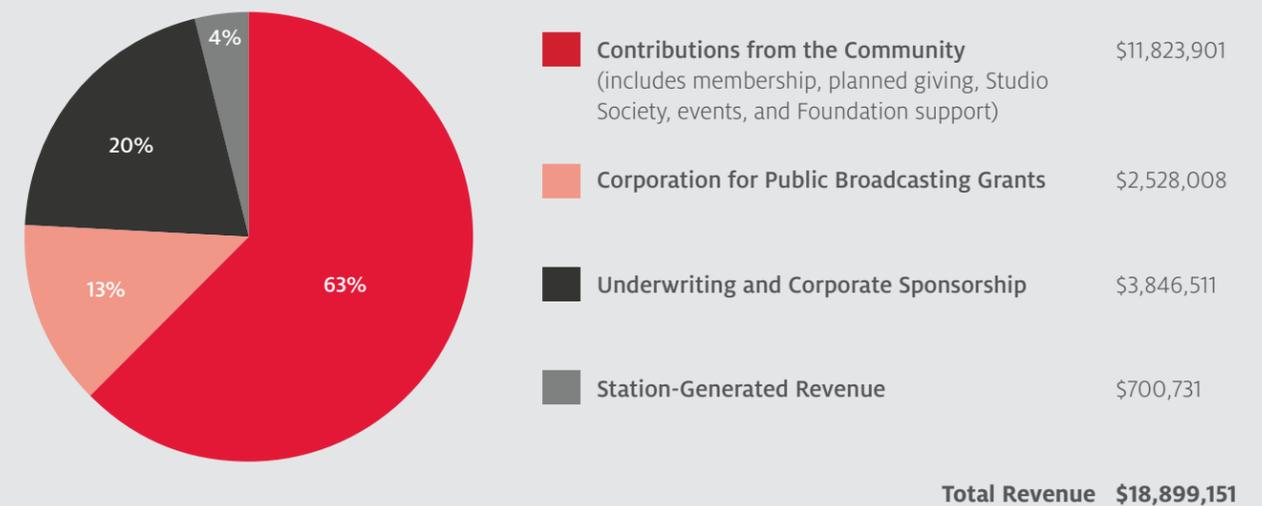
A Murder in Montrose: The Paul Broussard Legacy Town Hall panelists included City of Houston Mayor Pro-Tem Ellen Cohen, Acting Chief of Police Martha Montalvo, Executive Director of The Montrose Center Ann Robison, President & CEO of Interfaith Ministries Martin Cominsky, Director of Education at The Holocaust Museum Houston Dr. Mary Lee Webeck, Rice University professor Brian Riedel.

"The discussion of current issues in real time [by Houston Public Media] is excellent, and it really made me appreciate Houston and the diversity and thoughtfulness we have among so many leaders in this city," said Chris Martin, Houston Public Media viewer and listener.



Financial Support

Houston Public Media's financial strength comes from loyal community support. With more than 55,000 members, it is people like you who make our work possible.



*Data taken from the 2015 Audited Financial Statements



Awards and Accolades

25 Total Awards for KUHF and KUHT

PRNDI NATIONAL AWARDS

1ST PLACE: News/Public Affairs Program: Houston Matters

Texas Associated Press Broadcasters (TAPB) Awards

1ST PLACE: HPM Website, News 88.7 (Digital) & Houston Matters, News 88.7 (Local Talk Show)

2ND PLACE: NEWS 88.7 – “Are Fake Profits Driving Up the Cost of Electricity in Texas”

2ND PLACE: NEWS 88.7 – “Is It Possible to Find Healthy Food at the Houston Rodeo”

2ND PLACE: NEWS 88.7 – “Texas Cattle Ranchers Whipsawed Between Drought and Deluge”

HONORABLE MENTION: NEWS 88.7 – “Interactive Map: Get from Houston to Galveston on Public Transit”

HONORABLE MENTION: NEWS 88.7 – “Houston Fire Department Using Doctor Video Chats for Minor 911 Calls”

HONORABLE MENTION: NEWS 88.7 – Business Desk – Specialty or Beat Reporting

Lone Star Emmy Awards

WINNER: KUHT-TV8 – “HOU Decide: The 2015 Houston Mayoral Debate”

WINNER: KUHT-TV8 – “Manor of Speaking #407”

WINNER: KUHT-TV8 – “Body Art: The Moving Canvas”

Houston Press Club Lone Star Awards

1ST PLACE: HOUSTON PUBLIC MEDIA – TV Photojournalist of the Year

1ST PLACE: HOUSTON PUBLIC MEDIA – “Michael Roque Collins: Legacy of Art” – (TV Feature Photography)

1ST PLACE: HOUSTON PUBLIC MEDIA & KERA – “Dallas vs. Houston”

1ST PLACE: NEWS 88.7 – “How to Get from Houston to Galveston...”

2ND PLACE: HOUSTON PUBLIC MEDIA – “Gelazzi”

2ND PLACE: NEWS 88.7 – “Houston Fire Department Using Doctor Video...”

2ND PLACE: NEWS 88.7 – “Archive Hosts Relics of Houston Blues”

2ND PLACE: HOUSTON PUBLIC MEDIA – “Jera Rose Petal Lodge”

3RD PLACE: NEWS 88.7 – “Houston Matters: Remembering Katrina 10 Years Later”

3RD PLACE: NEWS 88.7 – “Rerouting Houston Buses”

3RD PLACE: NEWS 88.7 – “A Houston Bayou Fought with Steel”

3RD PLACE: NEWS 88.7 – “As the Race for Houston Mayor Starts...” – (Politics/Government)

3RD PLACE: HOUSTON PUBLIC MEDIA – “Arts InSight”

3RD PLACE: HOUSTON PUBLIC MEDIA – “Jera Rose Petal Lodge”



Thank you.

Houston Public Media belongs to everyone.

As a supporter of Houston Public Media, you help bring the power of public media to the people of Houston. Your contribution is the foundation of the programs you know and love. Houston Public Media relies on you. Your generous support makes a difference.

Ways to Get Involved

Volunteer

Participate in community events and fundraising drives.

Company Matching

Look for us in your employer’s matching gift program.

Vehicle Donation

Donate your old car, boat or motorcycle to Houston Public Media.

Corporate Sponsorships

Raise awareness of your company while supporting our mission.

Foundation Support

For more information, please contact
Courtney Lamm Senior Director of Philanthropy
 Direct: (713) 743-8410
 Email: clamm@houstonpublicmedia.org



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Houston Public Media Foundation

4343 Elgin Street
Houston, TX 77204

P.O. Box 3626
Houston, TX 77253-3626

713.748.8888
houstonpublicmedia.org

TV 8 | PBS News 88.7 | NPR Classical

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