



Houston Public Media

TV 8 News 88.7 Classical



Annual Impact Report 2015



Lisa Shumate
*Associate Vice President
and General Manager*



Ron Rand
Board Chairman

Dear Friends,

Since its infancy, broadcast media has been in a constant state of evolution.

Houston Public Media is no exception.

Over the years, Houston Public Media has adapted, innovated and excelled in order to meet the needs of our growing city.

With your support, Houston Public Media has served the community with trusted commercial-free programming for over 60 years. Broadcasting from the University of Houston, we reach an audience of more than 1.5 million people each week with 24/7 service, on air and online, enhancing the quality of life for the entire region. Houston Public Media serves Greater Houston with outreach programs that extend beyond our airwaves and into the heart of the community.

You understand the powerful role that Houston Public Media has played in Houston and in your daily life. From your commute to work to classrooms all over the city, Houston Public Media provides services that educate children, inform citizens and lift the spirit of the entire community. You count on us for local news and entertainment along with exceptional national programming from NPR and PBS.

This report highlights the successes of the past year and our unshakable commitment to continued growth. As we celebrate the accomplishments of the past and look forward to successes yet to come, please know that it is all possible because of you.

Thank you for your partnership.

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

Lisa Shumate

A handwritten signature in black ink that reads "Ron Rand".

Ron Rand

“ ..you are pioneering a brand new and complex side of **the most powerful communications medium**...the one with the most **overwhelming social impact** and overwhelming social implications that anyone can imagine.”

— Dave Garroway, host of NBC’s Today Show, welcoming **America’s first educational television station** on air in 1953.

That station was **KUHT**, broadcasting right here in Houston.





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Houston Public Media

Foundation Board

EXECUTIVE COMMITTEE

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Angel Peralez *Finance*

Capella Tucker *Content*

About Houston Public Media

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.

LOCAL VALUE & MEASURABLE IMPACT

Houston Public Media connects the community by convening diverse perspectives, encouraging meaningful dialogue and shining a spotlight on the significant people and issues affecting the region. Houston Public Media's coverage spans 19 counties and reaches a weekly audience of more than 1.5 million people. We are Houston's source for NPR and PBS programming as well as award-winning local news coverage and entertainment.

Houston Public Media delivers news and analysis for informed decision making and meaningful dialogue

that leads to action. Students and teachers depend on us for unparalleled educational programming and resources for success in the classroom. We are Houston's largest stage. We encourage creative expression by covering the dynamic arts & culture programs in our community.

The Houston Public Media Foundation is a 501(c)3 non-profit supported by financial gifts from the community; it does not receive funding from the State of Texas or from the University of Houston.



Where to find us

TELEVISION

- KUHT 8
PBS 
- KUHT 8.2 
- KUHT 8.3 
- KUHT 8.4 Sight Into Sound
- KUHT 8.5 
- KUHT 8.6 

RADIO

- KUHF 88.7
NPR 
- KUHF 88.7 HD2 
- KUHF 88.7 HD3 

ONLINE

www.houstonpublicmedia.org

Trusted National Content



Left: *Sherlock by Masterpiece*
on PBS

Below: *The Wild Kratts*
on PBS KIDS



PBS

Houston Public Media is the city's source for PBS programming, the leader in educational television for children and adults.

Every day, PBS and stations like Houston Public Media provide trusted programming that is uniquely different from commercial broadcasting. PBS is America's largest classroom, the nation's largest stage for the arts and a trusted window to the world. PBS ranks top 5 among all broadcast and cable networks and has been ranked **America's most trusted public institution.**

PBS is the #1 educational media brand and the undisputed leader in children's programming. Through PBS LearningMedia, over 11,400 teachers and educators in Southeast Texas have access to more than 100,000 curriculum-aligned digital resources that bring learning to life for students. PBS has been consistently named the most trusted television news source by voters and outranks CNN for primetime news and public affairs programming. PBS, and member stations like Houston Public Media, keep the arts alive by offering over 500 hours of arts programming each year.



NPR

For more than 40 years, NPR has set the standard as one of the most successful news organizations in the country. With 17 international bureaus, 17 national news desks and 1,000 member stations, NPR covers topics of international and national importance without compromising relevant, authentic local perspectives. NPR has earned 34 DuPont-Columbia awards, 23 Webby Awards and 62 George Foster Peabody Awards, the most prestigious American award for excellence in television and radio journalism.

NPR is home to two of the top three radio drive-time programs in America: ***Morning Edition*** and ***All Things Considered***. For nearly three decades, NPR's *Morning Edition* has prepared listeners for the day ahead with up-to-the-minute news, background analysis and commentary. *Morning Edition* is the most listened-to and respected news radio program in the country.

NPR is an innovator for story-telling and journalism. Projects such as ***StoryCorps***, the largest oral history project in American history, preserve and celebrate the nation's diverse population and the value of their experiences.



Top: Audie Cornish, *All Things Considered* on NPR, photo by Stephen Voss

Bottom: Renee Montagne, David Greene, and Steve Inskeep, *Morning Edition* on NPR, photo by Ralph Alswang

Education

Houston Public Media is the community's leader for children's educational programming—airing 58.5 hours of PBS Kids programming each week on TV 8. The News 88.7 Education Desk focuses on delivering news coverage on the topics affecting primary, secondary and higher education in the region.

Highlighted in this section

- PBS KIDS by the numbers
- Mission Spotlight: PBS KIDS Writers Contest
- Mission Spotlight: Houston Public Media Spelling Bee
- From the News 88.7 Education Desk:
 - Fair or Falling Short: Education Finance Special Series
 - Inside the Classroom



PBS KIDS By the Numbers

Parents trust us. Teachers value us. Kids need us.

PBS KIDS brings families together. Adults make up 40% of the PBS KIDS viewing audience. 80% of moms of kids under 12 watch PBS KIDS with their children. **For many children and parents, PBS may be their only source of educational TV.** 88% of Americans surveyed agree PBS helps children learn reading, math and essential skills.

Compared to other kids' TV networks, PBS reaches more:

KIDS AGE 2-5

MOMS WITH YOUNG CHILDREN

CHILDREN FROM LOW-INCOME FAMILIES ¹

When PBS LearningMedia resources were integrated into existing curriculum, research findings showed:

Student performance on content assessments across subject areas **INCREASED 8%**

On average, students **OUTPERFORMED** national assessment norms **BY 10% ²**

Americans name PBS KIDS **THE MOST EDUCATIONAL** TV/media brand ³

71% OF KIDS AGE 2-8 watch PBS ⁴

82% OF U.S. TV HOUSEHOLDS watch PBS ⁵

See citations on back cover



MISSION SPOTLIGHT: PBS KIDS WRITERS CONTEST

For the past 20 years, Houston Public Media has presented a writing contest for children in Houston and surrounding areas (averaging 400-800 entries each year). The **Houston Public Media PBS KIDS Writing Contest** encourages children in kindergarten through third grade to create and illustrate their original stories.

“My daughter, Vivian Buchanan, was a finalist in the writers contest ... [the contest] has helped to further deepen her passion for reading and writing and the house has become a sea of books and stories.”

—Jason & Katherine Buchanan



MISSION SPOTLIGHT: HOUSTON PUBLIC MEDIA SPELLING BEE

Houston Public Media is home to the second largest local spelling bee in the country.

The Bee is a year-round initiative that enriches the language skills of students and also provides confidence-building experiences in public speaking. **With over 2000 participating schools across 42 counties, Houston Public Media serves over 100,000 spellers.** In March, Houston Public Media airs the final Spelling Bee on TV 8. The two finalists go on to represent our region in the Scripps National Bee in Washington, D.C.

“The spelling bee contest gave the students an opportunity to challenge themselves [and] to be brave. It honors academic excellence as we do athletics. It allows children to shine.”

—Rhonda Leduff, HISD teacher



FROM THE NEWS 88.7 EDUCATION DESK

News 88.7 airs **on average more than three stories a week** that focus solely on education. The News 88.7 Education Desk covers a range of issues from standardized testing scandals to campus safety, from textbooks to student diversity.

In May of 2015, News 88.7 launched a special investigative series **Funding Texas Schools: Fair or Falling Short:** an in-depth look at the Texas school finance system. The five-part series starts with the past and how one dad’s fight for better funding went all the way to the U.S. Supreme Court. It also examines what the current system means for families, educators and the future of Texas. The series used multimedia features such as a seven step explanation of the Texas school finance system and a database for listeners to look up school districts funding and tax rates.

The on-going series **Inside the Classroom** captures diverse perspectives surrounding the many challenges in education today. A recent installment of *Inside the Classroom* shed light on the issue of youth homelessness in Houston. The young woman featured in the piece was homeless for most of her high school years. She described how the compassion of others motivated her to keep going and in May 2015, she graduated from the University of Houston. **Houston Public Media celebrates remarkable community stories like these each and every day.**

Left: Hafsa Rehmatullah at the PBS KIDS Writers Contest awards ceremony, photo by Francisco Montes

Middle: Spelling Bee winners at the 2015 Spelling Bee

Right: Atenea Raptis in her classroom at Rees Elementary, photo by Scott Dalton

Arts & Culture

With a dedicated Arts & Culture Unit, Houston Public Media celebrates local artists and organizations of all disciplines on every platform—radio, television and web. Each broadcast is an exclusive front-row seat to world-class performances.

Highlighted in this section

- Arts & Culture Coverage by Discipline and Programs
- Mission Spotlight: MusicLab Paid Internship Program
- Digital Offerings & Content Expansion



Our coverage makes a difference in the arts community.

“...The coverage of this story to your audience provided me with feedback from a number of people who are interested in discussing art, appreciating art, collecting art and sharing with others about art. Coverage like this is ESSENTIAL to my growth as an artist. ...”

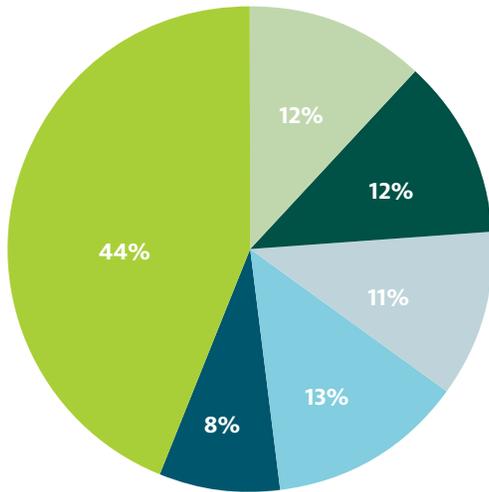
—Tara Conley, *Local Houston Artist*
(Work seen in photograph above)

“The most positive aspects of the feature were the opportunities to share the story and commitments of the Rothko Chapel with a larger audience and having the opportunity as a newcomer to the Chapel and Houston to get better connected to the community. ”

—David A. Leslie, *Executive Director of the Rothko Chapel*

Arts & Culture Coverage by Discipline

Stories January 2015 - November 2015



Visual Art
 Theater & Film
 Opera & Musical Theater
 Dance & Literature
 Miscellaneous
 Music (Classical & Contemporary)



Far left: *We Are in the Business of Changing the World, SS* by Tara Conley, photo by Sharon Ferranti

Left: Jon Deal in front of the Silos on Sawyer, a project that will house upwards of 50 artist studios

TV	Radio	Web Exclusive
Arts InSight	Arts Minute	Arte Publico
Manor of Speaking	Houston Music Highlight	Classical Classroom
InnerVIEWS	Houston Symphony Broadcast	Opera Cheat Sheet
Skyline Sessions	Music from the Movies	
	Music in the Making	
	Arts & Culture News Desk	

Only Houston Public Media brings you concerts and performances from groups like the River Oaks Chamber Orchestra, the Ebony Opera Guild, Da Camera of Houston and the Emerson String Quartet. You can hear exclusive interviews and watch special shows on-air and online. **Houston Symphony Broadcasts** air during the Symphony season. **Music from the Movies** is an hour-long interview program with film composers and musical highlights from the latest in film music and film classics. **Arts InSight** and **InnerVIEWS** feature local and national profiles of artists, writers, composers and performers who shed light on their creative process. The **Arts & Culture News Desk** covers how the arts impact business, health, education and everyday life in Houston.

MUSICLAB PAID INTERNSHIP PROGRAM

Music in the Making, in collaboration with the Shepherd School of Music at Rice University and the Moores School of Music at the University of Houston, is a weekly show produced by students in the MusicLab Paid Internship Program. This program gives pre-professional music students the opportunity to write, record, and produce. Through this enriching and unique learning opportunity, Houston Public Media is shaping the next generation of arts leaders and radio professionals.

DIGITAL OFFERINGS & CONTENT EXPANSION

Increase your classical music knowledge with podcasts **Classical Classroom** and **Opera Cheat Sheet**. These programs offer a fun, fresh perspective on everything from bel canto aria to the use of leitmotif in the score to Star Wars. **Skyline Sessions** presents soloists and ensembles in an intimate recording studio setting.

News & Information

Houston Public Media covers Houston the way NPR covers the world.

Houstonians depend on Houston Public Media to stay informed on national issues and to stay engaged with developing stories in their communities. News 88.7 is the city's leading news radio station with 24/7 coverage and seven dedicated news desks. News 88.7 reporters are out in the community every day asking important questions and highlighting local stories that must be told. Reporters are regularly featured on state and national platforms like State Impact, Texas Standard and NPR.

Highlighted in this section

- News Desks and Regional Programs
- National & Local Partnerships
- Mission Spotlight: Political Coverage
- Mission Spotlight: Emergency Communications & Datacasting
- Mission Spotlight: *The Million* Series



NEWS DESKS AND REGIONAL PROGRAMS

News 88.7 has seven dedicated news desks for continuous coverage on the issues that matter most to the region: **Business, Education, Energy & Environment, Health & Science, Transportation, Arts & Culture** and **Politics & Government**.

Houston Matters is your daily guide to the people, places, issues, and ideas that define Greater Houston. Join host Craig Cohen weekdays at noon.

Red White and Blue is a weekly TV program focusing on local and state politics. Each week, David Jones and Gary Polland discuss local policy, regional elections and City Hall.

Texas Standard, with host David Brown, is a collaborative initiative between Houston, Dallas, San Antonio and Austin public media radio stations. The daily news magazine features interviews with researchers, innovators, business leaders, political thinkers and experts – across Texas and around the globe.

NATIONAL & LOCAL PARTNERSHIPS

Houston Public Media takes local stories to a national stage. You can hear local News 88.7 reporters on programs like *Morning Edition*, *All Things Considered*, *Here @ Now*, and *Marketplace*.

Stories from last year include:

- *Affordable Healthcare Coverage*
- *Charter school funding*
- *Job losses related to falling oil prices*
- *Texas Textbook controversy*

Houston Public Media brings national programs to a local stage near you. In 2015, *Marketplace Money Report*, *Wait Wait Don't Tell Me!* and *Here @ Now* all visited Houston as part of their nationwide roadshow. News 88.7 reporters contributed to these national programs and local audiences got to meet with public radio all-stars like Peter Sagal, Kai Ryssdal and Paula Poundstone.

MISSION SPOTLIGHT: EMERGENCY COMMUNICATIONS & DATACASTING

Houston Public Media provides vital emergency communication to Houston and 13 surrounding counties. Listeners and primary responders depend on Houston Public Media. The local Emergency Alert System (EAS) provides an effective way to alert and warn the public about emergencies by sending notifications regarding regional impending emergencies like hurricanes and wildfires. Houston Public Media is currently piloting new technology with Harris County Homeland Security and Emergency Management professionals. This technology, called datacasting, has the power to redefine public broadcasting and public safety. Datacasting equips first responders and the public safety community with a new, reliable, secure and powerful tool. Using part of the broadcast spectrum, Houston

Public Media can partner with police officers, fire fighters and paramedics and deliver important information directly to the scene. Broadcasters along the coast can use datacasting to assist the Coast Guard, Port Authorities and other entities as their signal often extends miles offshore.

"Datacasting bridges an old technology with a new technology in a secure manner...whether it's medical, whether it's law enforcement, whether it's emergency preparedness in ways that we just haven't thought of before."

– Denis Hyams, Operations Leadership,
Texas Medical Center



MISSION SPOTLIGHT: POLITICAL COVERAGE

Houston Public Media contributes to an informed and engaged community by providing the citizens of Southeast Texas with quality election and political coverage. In 2015, Houston Public Media hosted the Texas Lt. Governor's Debate and featured in-depth coverage on the

84th Texas Legislative session. Houston Public Media specifically targeted millennial voters by partnering with Free-Press Houston for the #HouDecide Houston Mayoral debates.



MISSION SPOTLIGHT: THE MILLION SERIES

Houston Public Media partnered with the Houston Chronicle for a series called "The Million," looking at the lives of the more than one million residents in Harris County who were born outside of the United States. This radio series is a data-driven program that examines immigration, assimilation and culture.

Far Left: Bill Kurtis and Peter Sagal during the *Wait Wait Don't Tell Me!* recording in Houston, photo by Craig Hartley

Top Right: Candidates on stage during the Houston mayoral debate on October 17, 2015

Left: Emran El-Badawi, advisory board member of the Arabic Immersion Magnate School, and his son

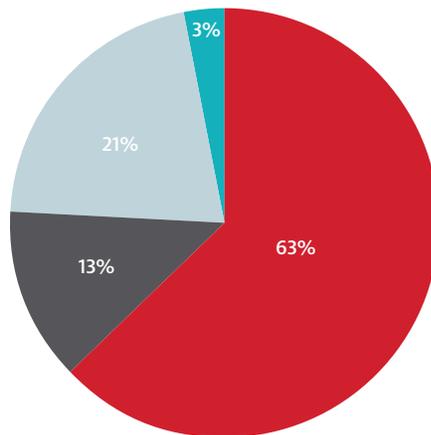


Financial Support

Houston Public Media's financial strength comes from loyal community support. It is people like you who make this work possible. Generous contributions enable this station to sustain the highest standards of broadcasting across all platforms. Current membership stands at more than 55,000 members.



Revenue by Source*



■	Contributions from the Community (includes membership, planned giving, Studio Society, events, and Foundation support)	\$10,988,577
■	Corporation for Public Broadcasting Grants	\$2,269,552
■	Underwriting and Corporate Sponsorship	\$3,731,875
■	Station-Generated Revenue	\$522,112

Total Revenue \$17,512,116

**Data taken from the 2014 Audited Financial Statements*

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.

Sustaining Support

Join the 55,000 Houstonians who are invested in a stronger, more informed, more engaged community. More than 50% of Houston Public Media's operating budget comes from individual donors—donors who know, trust and believe in quality, commercial-free broadcasting. Membership begins with a contribution of \$60 or more and supports the Houston Public Media family of services which includes: News 88.7, Classical, and TV 8. To become a member, please visit houstonpublicmedia.org/donate

The Studio Society

The Studio Society is a special group of donors who each contribute more than \$1,200 annually. This generous support is vital and ensures Houston Public Media can continue to deliver the highest quality of service to the residents of Southeast Texas. Studio Society donors receive invitations to experience special station events including previews and receptions with public broadcasting personalities and other exclusive behind-the-scenes opportunities.

Legacy Circle

The Legacy Circle recognizes those visionaries who made a significant commitment to the future of Houston Public Media through planned giving. Legacy gifts are made through a will or living trust, charitable gift annuity, charitable trust, retirement plan or other planned gift.

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

Julie Anderson-Smith

Senior Director of Philanthropy

Direct: (713) 743-6878

Email: jas@houstonpublicmedia.org



Awards and Accolades

Texas Associated Press Broadcasters Awards

Special Series

2015 – 1ST PLACE KUHF Andrew Schneider, "Boom in Oil and Traffic Deaths"

2015 – 2ND PLACE KUHF Laura Isensee, "Reinventing Texas" Education Specialty or Beat Reporting

2015 – 1ST PLACE KUHF Laura Isensee, Education Beat

2015 – 2ND PLACE KUHF Dave Fehling, Energy and Environment Beat

General Assignment

2015 – 1ST PLACE KUHF Florian Martin, "From Jail to a Job"

2015 – 2ND PLACE KUHF Laurie Johnson, "Tibetan Monks Create Sand Mandalas"

Best Continuing Coverage

2015 – 2ND PLACE KUHF Carrie Feibel, "Obamacare Odysseys"

2015 – 2ND PLACE KUHF Valerie Lawhorn, Houston Public Media Digital

Best Use of Actuality/Production

2015 – 1ST PLACE KUHF Laura Isensee, "Crowdfunding Education"

2015 – 2ND PLACE KUHF Dave Fehling, "Listing for the Call of the Quail"

Houston Press Club Lone Star Awards

2015 – 2ND PLACE: Dave Fehling, KUHF-News 88.7

2015 – 1ST PLACE: Laura Isensee, KUHF-News 88.7, "What Happened To a Third Grader Who Didn't Take the STAAR"

2015 – 2ND PLACE: Laurie Johnson, KUHF-News 88.7, "Tibetan Monks Create Sand Mandalas"

2015 – 3RD PLACE: Carrie Feibel, KUHF-News 88.7, "Houston Zoo Opens New Bug House"

2015 – 3RD PLACE: Andrew Schneider, KUHF-News 88.7, "Boom in Oil and Traffic Deaths"

2015 – 2ND PLACE: Laura Isensee, KUHF-News 88.7, "Crowdfunding Education"

2015 – 2ND PLACE: Craig Cohen, Staff, KUHF-News 88.7, "Houston Matters: Austin Tice Parents"

Lone Star Emmy Awards

Editor – Program (Non-News)

2015 – WINNER: Matthew Brawley, Houston Public Media, "Finding the Cut: A Compilation from 'Arts InSight'"

Interview/Discussion – Program/Special/Series/Feature/Segment

2015 – WINNER: Ernie Manouse, Matthew Brawley, Joshua Adams, Capella Tucker, Houston Public Media, "Manor of Speaking #309"

On-Camera Talent – Program Host/Moderator/Reporter – Programming

2015 – WINNER: Ernie Manouse, Houston Public Media, "Manor of Speaking"



Celebrating the Past, Trailblazing the Future

Houston Public Media proudly celebrates over 60 years of educational television.

Houston Public Media was awarded an official Texas historical marker by the Texas Historical Commission. The marker was installed summer of 2015 at the entrance of the LeRoy and Lucile Melcher Center for Public Broadcasting. The marker captures the rich history of KUHT-TV and the University of Houston (UH) in partnership as the first educational station in the country to go on the air.

In 1953, at KUHT's dedication, Dave Garroway, who filmed a special, four-and-half-minute "Welcome" on the set of NBC's Today Show, a program that had premiered a year earlier, stated, "...you are pioneering a brand new and complex side of the television picture...no one knows what educational television can do...you are free to investigate the uses and defects of the most powerful communications medium...the one with the most overwhelming social impact and overwhelming social implications that anyone can imagine."

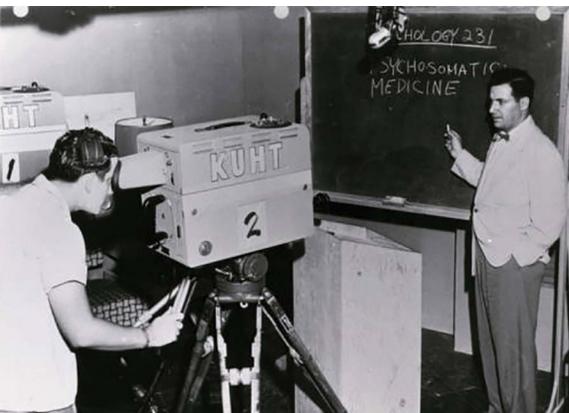
Houston Public Media Foundation (HPMF) works today to continue the years of commitment to education and serving the public of the Southeast Texas region. HPMF

raises funds so that Houston Public Media can curate content that educates and inspires a life of learning.

Excerpts from the Historical Marker for KUHT-TV 8:

"...Houston's Channel 8 sent out its first broadcast on May 25, 1953. In doing so, KUHT-TV became the first non-commercial educational television station in the United States and the second television station in the City of Houston.

The event was acknowledged across the nation as a trailblazing moment in both the television and educational fields...KUHT-TV/Channel 8, licensed to UH, continues to provide life-long learning through educational, cultural and technological programming for children and adults. Year after year, the community shows its belief and trust in this organization by providing the much needed funding that allows it to provide its services. Now housed in the Melcher Center for Public Broadcasting, a facility for the twenty-first century, KUHT-TV continues to offer educational, informative, and enlightening services for the people of the Southeast coast of Texas."





TV 8 News 88.7 Classical

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¹ Nielson NPower, 9/22/14-9/20/15, L+7 M-Su 6A-6A TP reach. K2-5 LOHw/C<6, K2-11w/Inc<\$20K. PBS, DSNY, NICK, DSNYjr, NICK Jr., SPRT, TOON, & DISCFam

² 2015 PBS LearningMedia Impact Study, conducted by Education Development Center's Center for Children and Technology

³ CARAVAN ORC International, January 2015

⁴ Nielson NPower, 9/22/14-9/20/15, L+7 M-Su 6A-6A TP reach; 50% unif., 6+min.

⁵ Nielson NPower, 9/22/14-9/20/15

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UNIVERSITYof **HOUSTON**