



Houston Public Media

**2013 LOCAL CONTENT & SERVICE
REPORT TO THE COMMUNITY**



LOCAL VALUE

For more than 60 years, **TV 8** (KUHT), **News 88.7** (KUHF) and **Classical 91.7** (KUHA) have enriched and informed the citizens of Southeast Texas. We have been a proud partner and voice for our community – good company the commute to work, a positive influence for kids as they grow, and a source for trusted, meaningful dialogue and world class entertainment.

Now, **Houston Public Media** takes another step forward as we bring public television, news and music together to better serve Houston. That's why you come to Houston Public Media – for television that has the power to inspire as well as entertain – for news that brings insight to your day – for music that speaks to the heart. You come to us **to go beyond the ordinary**.

KEY SERVICES

In 2013, Houston Public Media provided these vital local services:

- Expanded local content and news coverage on television, radio and online with three new programs and a new news desk focusing solely on Education.
- Organized and sponsored over 120 community and cultural events connecting with over 30,000 people.
- Convened educators, experts, parents and students to address the dropout crisis.
- Raise awareness of changing test format for the GED Exam to ensure college and career readiness for all Houstonians.

MEASURABLE IMPACT

Houston Public Media is a public, community supported media outlet, a trusted voice on television, radio and web. With coverage that reaches 19 counties and an audience of 1.5 million people, we are the leading source for commercial free quality programming in the area.

- Reaching an estimated 1.35 million viewers on TV 8, 310,000 listeners on News 88.7 and 124,000 listeners on Classical 91.7 each week (ages 18+)
- Emergency Communications and Management
 - Home to the University of Houston's Office of Emergency Management
 - The LP-2 station for EAS System in the Houston Area
 - WARN Grant recipient

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ON-AIR

Houston Public Media represents your single source for engaging, quality content with a focus on three key areas:

- **Education**
- **Arts & Culture**
- **News & Information**

On **TV 8**, viewers find the outstanding PBS programs they count on, including *Masterpiece Theater*, *NOVA*, and *Sesame Street*, to name a few. TV 8 delivers iconic names like *American Masters* and trusted journalism like *Frontline*.

PBS Kids is the #1 educational media brand in the country and TV 8 brings those beloved characters to Houston with approximately 57.5 hours per week of commercial-free, curriculum-based entertainment for children. These programs are reinforced with workshops and events organized by Houston Public Media to connect teachers, parents and childcare providers to the educational resources that are freely available to them through PBS LearningMedia.

Classical 91.7 is a carefully curated lively mix of the best national and international feeds with spotlights on local arts & culture programs. As Houston's only Classical radio station, we are committed to celebrating the beautiful, timeless music that remains as inspiring today as it was generations ago.

We believe that equal public access to great art matters. That is why we showcase the works of history's greatest composers; precision performances led by esteemed conductors; virtuoso turns from our time's greatest voices – because only we have the power to take these performances out of the concert halls and into a car, home or mobile device.

Houstonians come to **News 88.7** for information and analysis to help them understand the complex issues of our day. With in-depth coverage and thoughtful discussion, Houston Public Media facilitates a civic dialogue that creates a more informed, more connected community. Houstonians come to us for the intelligent perspectives on *Morning Edition* and *All Things Considered* and the local voices of our award-winning news team. News 88.7 has designated news desks for continuous coverage on the following issues that matter most to our city:

Business • Education • Energy & Environment • Health & Science • Transportation

On the web and through our app, our audiences discover “the best of the best” of on-air content and links to their favorite shows, calendars of events and stories about people and activities behind-the-scenes at Houston Public Media.



**THIS
AMERICAN
LIFE**
FROM WBEZ



THE MOTH

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LOCAL PROGRAMS

Houston Public Media also produces a wide variety of high-caliber local broadcasts covering the arts local news and politics. In 2013, we created three brand new locally produced programs including *Arts InSight*, a weekly, diverse arts program hosted by Ernie Manouse on **TV 8**. Each week *Arts InSight* covers a myriad of the performing and visual arts both locally and nationally, and features interviews with artists, writers, composers and performers. The captivating *Manor of Speaking* is a half-hour live program with a live studio audience and a rotating cast of local celebrity super fans and cultural experts. It immediately follows each new episode of *Downton Abbey*.

News 88.7 launched *Houston Matters*, a public affairs radio show airing weekdays at noon. Listeners get to hear discussions about the people, places, issues and ideas affecting lives in the Greater Houston area. *Classical Classroom* made its debut in 2013 on **Classical 91.7**, where classical music pros give host, Dacia Clay, "homework assignments" in each episode. This weekly online podcast gives our audience the opportunity to learn about everything from bel canto aria to the use of leitmotif in the score to *Star Wars*.

TV 8 continues to provide quality television with returning productions such as *Red, White and Blue*, a weekly political affairs program covering local, state and national politics. David A. Jones and Gary Pollard host with moderator Linda Lorelle. *InnerViews* is an award-winning, half-hour interview program, hosted by Ernie Manouse.

Over on **Classical 91.7**, many beloved programs continue to entertain the Houston community. *Music From the Movies*, hosted by Brad Sayles, brings you interviews and highlights from the latest in film music. *Music in the Making* is a weekly program that features music from the University of Houston's Moores School of Music and the Shepherd School at Rice University. In the weekly web feature, *Opera Cheat Sheet*, St. John Flynn and Eric Skelly provide a quick, fun overview of the opera to be heard Saturday afternoon on **Classical 91.7** and classical917.org during the *Opera Broadcast*.

Produced at **News 88.7** since 1988, *Engines of Our Ingenuity*, has helped educate listeners as a radio program that tells the story of how our culture is formed by human creativity. *Texas Originals* and *UH Moment* are also **News 88.7** programs. *Texas Originals* is a weekly radio segment that profiles individuals whose lives and achievements have had a profound influence upon Texas history and culture. Each week on *UH Moment*, you'll hear students, faculty and administrators telling stories of the innovative research, programs and successes that make up the story of the University of Houston.



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IN THE COMMUNITY

In 2013, Houston Public Media organized, hosted or participated in over 120 events- more than one event every three days- connecting with over 30,000 people from Beaumont to Conroe, Downtown to Bayou Bend. We took our mission beyond the airwaves and into the diverse and vibrant neighborhoods that make this city great.

Highlights from last year include

Teacher & Childcare Provider Workshops- Since 1995, our Education Outreach team has trained over 40,000 adults who influence over 150,000 children through more than 2,000 free training workshops. These workshops, offered in English and Spanish, target child care providers and parents in underserved areas. This year we organized 12 workshops around Houston focusing on literacy, science, and cognitive & social skills.

Educational Special Events such as Dinosaur Train Nature Trackers Tour, Daniel Tiger Meet & Greet at the Children's Museum and the annual Children's Festival give children the chance to meet their favorite characters in person. In 2013, Houston Public Media sponsored Curious George Story times at 26 branches of Harris County Public Library system during week of the Young Child; 554 children and 391 parents attended overall.

Community Cinema Screenings- Our Community Cinema Series offers special screenings of thought-provoking and ground-breaking independent films scheduled for upcoming broadcast on TV 8. The screenings feature lively panel discussions with leading community-based organizations and special guest speakers. Last year, we hosted 19 screenings at 5 different locations around Houston.

Silent Film Concert Series- Voted "Best Microcinema" in 2013 by Houston Press Best of Houston Awards, our Silent Film Series pairs a silent movie from the early 1900s with a Texas-based musical act that creates a score for the film and then performs it live during the screening. The films are shown on the lawn at Discovery Green, projected onto a large screen for audiences of 800 or more.

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MISSION FOCUS: EDUCATION

Houston Public Media continues to be a leading force in our community education, delivering multi-media programming and tools to parents, teachers, educators and students of every age. “Hands-on” programs like our Spelling Bee, Kids ‘ Writer’s Contest and events in partnership with museums and other venues put learning within reach for all of us. Programs such as *GED Connection* and *TV411* eliminate barriers and prepare learners to be career and college ready.

Highlights from last year include

2013 PBS Kids Go! Writers Contest- For almost twenty years, HoustonPBS has organized the annual Writers Contest to encourage creativity and a love of reading. In 2013, we received over 450 entries and awarded writers in Kindergarten through Third Grade-- our 2nd Grade winner won second place in the national PBS Kids Go! Writers Contest.



Spring time came and the farmer took his two buckets to fetch water for his beautiful roses and delicious vegetables.

HoustonPBS Spelling Bee- Houston Public Media is the first public broadcaster and the third largest local sponsor of the Scripps National Spelling Bee, the nation's highest profile academic event. Spellers advance from a challenging series of school, district, and regional spelling bees: 1000+ schools, 100,000+ spellers across 42 Texas counties. In 2013, our Spelling Champions placed 7th and 19th in the nation!

GED Project- In 2013, Houston Public Media focused on raising awareness among Houstonians about the changing format of the GED exam. In a multi-pronged approach, we enlisted the help of local and national leaders (including Senator John Cornyn and Mayor Annise Parker) and graduate students at the University of Houston. In addition to airing preparation courses such as *GED Connection* and *TV411*, Houston Public Media also ran an awareness campaign to alert the community that the test was changing.

HPM Internship Program- Houston Public Media is committed to developing the next generation of journalists and broadcasters. Through our internship programs, students gain the necessary tools, guidance and opportunities to further their careers in radio. We have internship programs in the following areas: Newslab News Digital Lab, TV Lab and MusicLab.

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MISSION FOCUS: NEWS & INFORMATION

Whether it is events of global impact or breaking local stories, Houston Public Media is here to inform and explain complex issues of the day. In 2013, our award-winning newsroom had 17 feature stories on national networks, airing on programs such as *Morning Edition*, *Hear & Now*, *Fresh Air*, and *All Things Considered*.

Highlights from last year include

News 88.7's Business reporter Andrew Schneider traveled to Afghanistan as an embedded journalist focusing on the experience of a Texas-based infantry unit. Houston has one of the largest and fastest-growing communities of veterans in the country; we have reported extensively on the obstacles they face as they make the transition to civilian life. Andrew produced a series of four features recounting the challenges, both great and small, of American soldiers and the Afghan forces he encountered.

Houston Matters Immigration Special- Houston Public Media held the event *Destination Houston: Storytelling Sessions* to capture the personal stories of immigrants who call the Bayou City home. As the national conversation around immigration concentrates on policy and reform, we wanted to hear the personal stories about departure, arrival and documentation. As we celebrated Independence Day, our weekly talk show, *Houston Matters* explored these stories and the varied journeys Houstonians take to come to America.

In 2013, Houston Public Media partnered with the MIT Enterprise Forum Houston Chapter for two events that were streamed digitally. The first "Fracking in America" was a moderated panel discussion with industry experts on the controversial process of "fracking" for oil. The second event, "A Discussion on Social Entrepreneurship" was streamed and then later repackaged into a broadcast special. Both of these subjects are important to Houstonians and demonstrate how Houston Public Media is expanding web exclusive content.



Emergency Management and Communications- News 88.7 is one of two Local Primary stations for FEMA's Emergency Alert System in the Houston area. We are home to the University of Houston's Office of Emergency Management and in the process of expanding our collaboration with the Harris County EOM office, Houston OEM office and regional OEM offices in surrounding areas. This partnership would include a communication capacity with local police, fire and Sherriff's departments. We have taken a lead role in Texas, encouraging other public broadcasters to explore ways they can collaborate with local public safety officials and hosted the first planning stages of a state-wide initiative.

Diversity Workshop- Our leadership is committed to diversity- whether it is in the stories we cover, the sources we interview, the programming we air or the place we work. Houston Public Media invited Keith Woods and Luis Clemens, part of NPR's Diversity in News & Operations initiative, for a day long workshop that involved every member of the Houston Public Media team. Sessions focused on content, leadership and strategies for better serving diverse audiences.

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MISSION FOCUS: ARTS & CULTURE

Houston is a true center for the arts and culture in America and at Houston Public Media, we celebrate that creative spirit on air and online. We deliver a bounty of enriching classical music on **Classical 91.7**, spotlight a variety of artists and performers on *Arts Insight* and engage our audience with video contests and open conversations on *Houston Matters*.

Highlights from last year include

Qukku Video Contests- In 2013, we were thrilled to work with Qukku, a Houston-based social video start-up on two engaging video contests. For the “This is Houston” contest, we asked Houstonians to capture the essence of the Bayou City with all the grit and gloss that make this place home. As part of Public Radio Music Month, we also held an online “Air Conducting” contest where classical aficionados waved their *batons* to two works from Wagner and Strauss.

Public Radio Music Month- In addition to the “Air Conducting” Contest, we also collected great classical music “testimonials” from the likes of Mayor Parker and Gary Knell, previous President of NPR as well as “Desert Island” Top 10 Favorite classical music lists from our local on-air announcers.

The Mozart Festival Series- For the second year in a row, Houston Public Media, in partnership with American Public Media produced a four-part series of comprehensive coverage of one of the world’s most spectacular music events. Recorded in Mozart’s hometown of Salzburg, Austria, The Mozart Festival includes performances by some of the world’s leading soloists and orchestras. Classical 91.7’s production of The Mozart Festival is an extraordinary radio experience: artists introduce their performances in backstage clips, short location-recorded features tour the Mozarteum Foundation’s priceless collections, and most of all, Mozart’s genius is heard in world-class performances of his music.

The Magnolia Park Oral History Project- Houston Public Media proudly broadcast The Magnolia Oral History Project, a documentary-style, multi-part video project that features the people, history and legacy of one of the oldest neighborhoods of Houston and of Texas. Magnolia Park, located in Houston’s East End and adjacent to the early Texas town of Harrisburg eventually became home to a wave of Mexican and Tejano settlers and their families fleeing the Mexican Revolution of 1910. The neighborhood’s identity and unique culture produced great leaders and activism whose influence can still be seen today.



Arts Insight- James Turrell Special- Houston Public Media produced an intimate portrait of artist James Turrell with exclusive an interview and tour of his Houston installations and exhibition at The Museum of Fine Arts, Houston. Since the mid-1960s, Turrell has employed the medium of light to create site-specific installations and monumental environmental projects. Turrell opened a major retrospective of his work in three different cities: Houston, New York and LA. The special, produced by Houston Public Media, aired in all three major markets.

Texas Heritage Programming- Texans are famous for their state pride and Houston Public Media is no exception. In addition to our radio program *Texas Originals*, TV 8 aired *The Sam Houston Project*. This film, presented in three parts presents historical experts together to discuss Sam Houston. Biographers, professors, authors, descendants, Native Americans, and governmental leaders who have held offices once occupied by Houston bring a variety of points of view to help understand this monumental figure of history.

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AWARDS & ACCOLADES

Houston Public Media TV 8

Lone Star Emmys

ARTS/ENTERTAINMENT -
PROGRAM FEATURE / SEGMENT
"Here Lies Michael Bise"

Don Geraci, Producer & **Matthew Brawley**, Photographer/Editor

DIRECTOR - LIVE OR LIVE-TO-TAPE
/ NEWSCAST /SPORTS

Matthew Brawley, Director, "Manor of Speaking"

ON-CAMERA TALENT - PROGRAM
HOST / MODERATOR / REPORTER -
PROGRAMMING

Ernie Manouse: The Face of TV 8

Houston Public Media News 88.7

Sierra Club –

David R. Brower Award:

Dave Fehling & State Impact Team
Houston Public Media

Texas Veteran's Commission

Inaugural Media Excellence Award

Edel Howlin, News 88.7
Houston Public Media

Texas Associated Press Broadcasters Awards

Special Series – Honorable Mention
Andrew Schneider,
Prison Entrepreneurship Program

Specialty or Beat Reporting
– 1st Place Dave Fehling,
Energy & Environment
– 2nd Place Carrie Feibel,
Health & Science

General Assignment
– 2nd Place Laurie Johnson,
More College Students Choosing Dorm
Life.

Sports Story or Sports Series
– 2nd Place KUHF Pat Hernandez,
Former Houston Astro Roger Clemens
Back for One Game.

Continuing Coverage
– 2nd Place Andrew Schneider,
R. Allen Stanford Trial

Radio Website
– 1st Place Valerie Lawhorn

Feature (Serious)
– 2nd Place Dave Fehling,
Will Taxes Pay for Damaged Roads in
Eagle Ford Shale?

Feature (Light)
– 2nd Place Edel Howlin,
Houston Hen Law

Best Reporter
– 2nd Place Dave Fehling

Houston Press Club Lone Star Awards

Radio Journalist of the Year
– 1st Place: Dave Fehling, News 88.7
– 3rd Place: Laurie Johnson, News
88.7

Hard News Feature
– 3rd Place: Dave Fehling, News 88.7
"Who Will Pay for Roads Damaged by
Fracking?"

Soft News Feature
– 2nd Place: Edel Howlin, News 88.7
"Hen Laws in Houston"

Radio Series
– 3rd Place: Andrew Schneider, News
88.7, "Business School Behind Bars"

Use of Sound
– 2nd Place: Dave Fehling, News 88.7,
"Toxic Legacy, 30 Years Later"
– 3rd Place: Ed Mayberry, News 88.7,
"Rodeo Music Archives"

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ENGAGEMENT & VOLUNTEERISM

Not only does Houston Public Media go out into the community, we also open our doors and bring the community into our station to witness the magic of television and radio behind the scenes. **In 2013, we conducted over 120 tours with approximately 2000 visitors.**

Even during our campaign fundraisers, Houston Public Media values community partnerships. We have partnered with ***Trees for Houston*** and ***Meals on Wheels*** as a way to encourage our donors to help multiple causes at once. Instead of the regular thank you gift, members can choose to instead plant a tree or donate a meal to seniors during specific days of the campaign.

In 2013, Houston Public Radio campaign drives resulted in 3,917 trees planted and 10,619 meals delivered

As a station, we cherish the sense of community brought on by our amazing volunteers. From campaign nights to outreach events, these individuals bring a level of engagement and commitment that reaffirms our mission to continue the work we do!