Local Content and Service Report

2014
Dear Community,

We are Houston Public Media – TV 8 and radio stations News 88.7 and Classical 91.7 bring the residents of southeast Texas trusted local news and entertainment along with exceptional national programming from NPR and PBS. Our services educate children, inform citizens and lift the spirit of the entire community. Houston Public Media exists for the public good and has the power to change lives.

We’ve been with you all along – For more than 60 years, Houston Public Media has been your companion: convening diverse perspectives, encouraging meaningful dialogue and shining a spotlight on the significant people and issues affecting our region. From our home at the University of Houston, we reach a weekly audience of more than 1.5 million people with 24/7 service – on air and online, enhancing the quality of life for the greater Houston Area.

The future is bright – We will grow with this dynamic region. We will stay true to our legacy of expanding minds and possibilities with trusted information and quality entertainment. We will increase our local content and continue bringing NPR and PBS to Houston. We do all of this because of you.

Lisa Trapani Shumate, Executive Director and General Manager

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Letter from the Board Chairman

Dear Friends,

If you are like me, then you know firsthand the powerful role that Houston Public Media plays in our city. These stations have positively impacted my children, my business and the causes in this region that matter to me the most.

The Houston Public Media Foundation has a responsibility to protect this treasure for generations to come. Houston Public Media was the first educational television station in the country. It is locally owned and operated, and exists to serve the Greater Houston area and beyond. It is where you come for discovery, information and enrichment, and it is made possible by you.

When I contribute my time and money to Houston Public Media, it is more than a donation. It is an investment: an investment in an informed electorate and an engaged community. Houston Public Media adds value to other organizations by amplifying their impact through broadcasting.

Houston Public Media is poised to thrive along with Houston. This report highlights the successes of the past year and an unshakeable commitment for continued growth. The Board is fully engaged with Houston Public Media leadership and the University of Houston to chart a path to achieve our strategic goals and strengthen our capacity to continue serving the region.

Thank you for your partnership.

Ron Rand, Board Chairman
Local Content and Service Report

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Houston Public Media
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Lisa Trapani Shumate

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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.

Local Value
Houston Public Media delivers news and analysis for informed decision making and dialogue that leads to action. Students and teachers depend on us for unparalleled educational programming and resources for success in the classroom. Houston Public Media fosters local talent and musicians by showcasing 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.

Key Services & Measurable Impact
Always true to Houston – Houston Public Media is the catalyst for an informed and engaged community. Houston Public Media’s coverage spans 19 counties and reaches a weekly audience of 1.5 million people.

In FY 2014, Houston Public Media provided key local services:

- The city’s only 24/7 classical music radio station
- The nation’s third-largest Spelling Bee impacting more than 100,000 students
- Five dedicated news desks and a daily local affairs radio show
- Political coverage on elections, two televised debates and a weekly TV talk show
- Local & national broadcasts of the Houston Symphony
- Special series explaining the Affordable Healthcare Act, how to apply and how it will affect the region
- Emergency Communications and Management year round
- More than 150 station tours to student groups, boy & girl scouts, teachers and parents
- Monthly educational workshops for parents and early childhood professionals
- 2367 trees planted and 12,357 meals delivered in partnership with Trees for Houston and Interfaith Ministries
Trusted National Content

PBS

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

The demographic breakdown of PBS’ full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income. PBS Kids had seven of the top ten programs among mothers of young children in August 2014. In addition, PBS Kids programs held four of the top five spots among preschool-aged children.

PBS has been consistently named the most trusted television news source by voters. PBS and member stations like Houston Public Media keep the arts alive today and for generations to come. Many Houstonians can’t afford to attend arts & cultural events. Thanks to Houston Public Media, 1.5 million Houstonians have front-row seats to great performances at the New York Metropolitan Opera and the San Francisco Opera, Austin City Limits concerts and timeless theater classics from Masterpiece through PBS programs that air on TV 8.

PBS has been recognized as the No. 1 source of media content for preschool teachers. Through PBS LearningMedia, over 11,400 teachers, educators and childcare providers in Southeast Texas have access to 87,000 curriculum-aligned digital resources from over 200 trusted media partners bringing learning to life for students.

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 & 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. All Things Considered is the top afternoon drive-time news radio program in the country. Hosted by Robert Siegel, Melissa Block and Audie Cornish, each show consists of the biggest stories of the day, thoughtful commentaries and quirky features on arts, life, music and entertainment.

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

1 Nielsen NPower, 9/24/2012-9/22/2013
2 Grunwald Study, 2009 Media and Technology Use and Trends Among K-12 & Pre-K Teachers
Mission Focus: Education

Education Content

Houston Public Media is the community’s leader in children’s educational programming — airing 58.5 hours of PBS Kids programming each week on TV 8.

Houston Public Media also delivers in-depth news coverage on topics affecting primary, secondary and higher education in the region.

In FY 2014, News 88.7 aired 198 stories focusing on education, averaging almost four stories a week. Education Reporter Laura Isensee covers a range of issues from controversial mascots to school closings to Texas education reform. She is regularly featured on Houston Matters, News 88.7’s daily local affairs radio show.

In August 2014, News 88.7 launched a special back-to-school series, Reinventing Texas Education, which took an in-depth look at the changes brought on by House Bill 5 (HB5). With compelling interviews from students, parents, lawmakers and school administrators – Laura Isensee shed light on some of the biggest changes to education in decades: new high school graduation plans, endorsements, less standardized testing and more vocational classes.

In the on-going series Inside the Classroom, Laura Isensee captures diverse perspectives surrounding the many challenges in education today. In the same honest, candid and conversational style as StoryCorps, Houstonians share their experiences – ranging from a mother and daughter attending college together to a school counselor mentoring a student with illegal resident status through the college application process.

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

Kids who watched Super Why! scored 46% HIGHER on standardized tests than those who didn’t

Kids who played the Martha Speaks app for two weeks had a 31% GAIN in vocabulary tested

PBS Kids offers 7 LITERACY SERIES and 11 SCIENCE & MATH SERIES

Restorative Justice leaders in Spring Branch ISD | Photo from Education News Desk

Mother and daughter learn together at HCC | From the series “Inside the Classroom”
Free monthly workshops and training sessions help teachers and childcare providers realize student success by leveraging standards-based PBS programs in the classroom and at home. These workshops reach communities in Atascocita, Aldine, Beaumont, Deer Park, Pasadena, South Houston and Sugar Land – just to name a few. For almost twenty years, Houston Public Media has conducted an annual PBSKids GO! Writer’s Contest for children in kindergarten to third grade. In FY 2014, we had 451 entries. The contest encourages creativity and a love of reading as students write & illustrate their own stories.

Highlight: Spelling Bee
Houston Public Media is home to the nation’s third-largest local spelling bee. In FY 2014, 100,000 students from ages 8-14 from 1,065 schools in 42 Texas counties across 55 independent school districts covering 4 dioceses competed for 55 spots in the televised event on March 29th, 2014. This year-long effort culminates in the Houston Public Media Spelling Bee special broadcast, which has won Two Lone Star Emmy Awards. This year’s bee featured special guest Nupur Lala, 1999 Scripps National Spelling Bee Champion and star of the Oscar-nominated documentary Spellbound.

Highlight: Many Rivers to Cross Teacher Workshop
Houston Public Media proudly partnered with Harris County Department of Education for a day-long professional development workshop for teachers. The workshop featured Eyewitness News anchor Melanie Lawson and Dr. James L. Conyers, Jr., of University of Houston. Curriculum training was provided by WNET (New York PBS) and focused on the PBS series The African Americans: Many Rivers to Cross. The six-part series chronicles the full sweep of African American history, from the origins of slavery through almost 400 years of historic events to 2008, when Barack Obama became the 44th President of the United States.

Education Special Programs
Houston Public Media serves the community with free educational outreach programs — averaging two to three events per month in FY 2014.
Mission Focus: Arts & Culture

Arts & Culture Content

Houston Public Media is home to the city’s only classical music radio station, Classical 91.7 KUHA. Discover more than music with programs featuring local artists and organizations of all disciplines on every platform – radio, television and web.

Houston Public Media has nine locally-produced Arts & Culture programs: three on television, five on radio and four exclusive for web. Two of those programs, *Arts Insight* and *Manor of Speaking* won Lone Star Emmys in 2014. Arts & Culture is frequently covered on *Houston Matters*, Houston Public Media’s daily radio call-in program. In FY 2014, Arts & Culture coverage had a total of 634 stories.

Only Houston Public Media brings you concerts and performances from your favorite local music groups like the Bach Society Houston, The Apollo Chamber Players, DaCamera of Houston and Ars Lyrica. 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. *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*, which gives pre-professional music students the opportunity to write, record and produce for Classical 91.7.

**Highlight: Manor of Speaking**

*Manor of Speaking* is a solidly packed show with recaps, history lessons, surprise guests, behind-the-scenes stories and a whole lot of fun. Host Ernie Manouse and his trusty manservant “Mr. Rodgers” lead a studio audience and a rotating cast of celebrated super fans and cultural experts through the world of *Downton Abbey*. They share the triumphs and sorrows of the Crawley family and their staff during a lively 30 minute after-show. This program earned a *Lone Star Emmy in 2014* and received praise from the *New York Times*, the *Houston Chronicle* and *Emmy Magazine*.

Wings of the City Sculptures by Jorge Marin | Photo from Arts Insight

*ABOVE: Manor of Speaking* stars Mister Rodgers (Luke Wrobel) and Ernie Manouse

*RIGHT: Andrés Orozco-Estrada, Houston Symphony Music Director | Photo from TV 8 Special*
Houston Public Media collaborates with community partners and independent producers to inspire engagement and dialogue around Houston’s vibrant arts community. Houston Public Media airs local independent documentaries like *Tomato Republic* and features up-and-coming musicians on the web series *Skyline Sessions*.

**Highlight: Silent Film Concert Series**

In FY 2014, Houston Public Media invited Houston-area composers to reinterpret classic silent films for a new audience. Designed to showcase the musical talents of Houston-area aspiring film composers, the *Silent Film Composer Contest* judged 29 submissions of original musical compositions scored for one of two designated silent film movie clips. The winners were first-time composer Jaime Arroyo Jr. and Gerald Massoud, doctoral candidate of Musical Arts at the University of Houston.

**Highlight: Houston Symphony Season Announcement**

The Houston Symphony’s Season Announcement has been a TV 8 special broadcast event for the past two years. *Conducting Electricity* ushered in a new chapter with Music Director and Conductor Andrés Orozco-Estrada for the Symphony’s 2014-2015 season. *A New Era A New Sound* gave viewers a first look into the Symphony’s upcoming 2015-2016 season with exclusive musician interviews and an exciting behind-the-scenes peek into the people behind one of Houston’s most treasured arts organizations.

Houston Public Media gives voice to art organizations of Southeast Texas: from large established arts institutions like the Houston Symphony to independent, niche groups like COREDance and Fotofest. COREDance stated that coverage of their work brought in 22% of their audience. Fotofest Houston noticed the direct relation between coverage through Houston Public Media and increased event attendance. This year, the *Ima Hogg Competition*, a partnership between the Houston Symphony League and the Rice Shepherd School of Music, experienced unprecedented ticket sales and participation. Competition Chair Helen Shaffer, a member of the Houston Public Media Foundation Board, indicated the event’s success was due in large part to Houston Public Media’s ongoing generous coverage and support.

### Arts & Culture Programs by Medium

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<th>TV</th>
<th>RADIO</th>
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*Changing Worlds Mural | Photo from Arts Insight
LEFT: Alchemist Sculpture | Photo courtesy of John Leinhard

*Panto Goldilocks, Stages | Photo from Classical 91.7
LEFT: Yvonne Washington | Photo from TV 8

*NEW*
Mission Focus: News & Information

News & Information Content

Houstonians come to Houston Public Media for reporting and analysis that explains complex local and national issues. Houston Public Media is a convener for local stories and perspectives. You count on Houston Public Media to be a forum for discussion around topics and events that affect the community and the economy. From televised debates and polling projects to in-depth coverage on healthcare and the future of the Astrodome, local stories reported on Houston Public Media are often brought to the national stage.

News 88.7 has five designated news desks for continuous coverage on the issues that matter the most to the region: Business, Education, Energy & Environment, Health & Science, and Transportation.

In FY 2014, News 88.7 reporters won 11 Texas Associated Press Broadcasters Awards, more than any other big market radio station (commercial or public) in Texas. News 88.7 is also home to Houston Matters, a daily guide to the people, places and ideas that define Greater Houston.

Red, White and Blue, TV 8’s weekly public affairs show, covers local, state and national politics. You can also find local stories during PBS NewsHour Weekend – a nationally-syndicated program hosted by Hari Sreenivasan.
Highlight: Election Coverage & Debates
Houston Public Media partnered with the League of Women Voters for a live mayoral debate in October of 2013. This was the only televised debate that Mayor Parker participated in. In partnership with The Texas Association for Broadcasters (TAB) and the Houston Chronicle, Houston Public Media hosted Texas Votes, a live debate between the Republican candidates for Lt Governor: David Dewhurst and Dan Patrick.

Highlight: Local Perspectives & National Conversations
Houston Public Media takes local stories to the national stage. You can hear local reporters like Andrew Schneider, Carrie Feibel and Laura Isensee on programs like Morning Edition, All Things Considered and Here and Now. Stories from last year include:

- Astrodoomed
- Healthcare Navigators and Affordable Healthcare in Texas
- Reinventing TX Education – House Bill 5
- Equal Rights Ordinance

Highlight: Reporting Affecting State Policy
Business reporter Andrew Schneider’s coverage of Houston’s oil & gas industry is frequently featured on NPR. Last year he teamed up with the Houston Chronicle to investigate job fatalities related to oil rigs, fracking and even truck driving. State officials have taken notice and are actively discussing solutions.

Houston Public Media educates the community with innovative, locally-produced radio series such as Texas Originals and Engines of Our Ingenuity. These programs are available to educators for classroom use.
2014 Awards and Accolades

Texas Associated Press Broadcasters Awards

SPECIAL SERIES
1st Place
Andrew Schneider, “Winding Down the War”

SPECIALTY OR BEAT REPORTING
2nd Place
Laura Isensee, Education Beat

GENERAL ASSIGNMENT
2nd Place
Laura Isensee, “More Students Learning Chinese”

SPORTS STORY OR SPORTS SERIES
2nd Place
Gail Delaughter, “Astros Looking to the Future”

RADIO WEBSITE
2nd Place
Valerie Lawhorn, HoustonPublicMedia.org

BEST SPOT NEWS/BY A STATION
Honorable Mention
News 88.7 Staff, “Lone Star Stabbing”

BEST USE OF ACTUALITY/PRODUCTION
1st Place
News 88.7 Production Staff, "Back to Bolivar"
Honorable Mention
Dave Fehling, “Keeping Oil Wells from Leaking”

FEATURE (LIGHT)
1st Place
Gail Delaughter, “Metro’s Twin Bus Drivers”

BEST INVESTIGATIVE REPORT
1st Place
Dave Fehling, “An Unusual Search Warrant”

BEST REPORTER
2014 – 2nd Place
KUHF Carrie Feibel
Houston Press Club
Lone Star Awards

**HARD NEWS FEATURE**
2nd Place
Dave Fehling, "An Unusual Search Warrant"

3rd Place
Laura Isensee, "Feds Investigate School District"

**SOFT NEWS FEATURE**
2nd Place
Gail Delaughter, "Metro’s Twin Bus Drivers"

**RADIO SERIES**
2nd Place
Andrew Schneider, "Winding Down the War"

**USE OF SOUND**
1st Place
News 88.7 Staff, "Houston Firefighters Memorial"

3rd Place
Jack Williams, "Back to Bolivar"

**RADIO TALK SHOW**
2nd Place
Craig Cohen & Michael Hagerty, "Houston Matters – Remembering Ike"

Edward R. Murrow, Regional Awards (YTD – 19)

**AUDIO REPORTING – HARD NEWS**
Winner
Carrie Feibel, "Teen Pregnancy in Texas"

Lone Star Emmy Awards

**ARTS/ENTERTAINMENT - FEATURE/SEGMENT**
Winner
Don Geraci & Matthew Brawley, "Dan Dunn: Throwin’ Some Paint"

**INTERVIEW/DISCUSSION – PROGRAM/SPECIAL/SERIES/FEATURE/SEGMENT**
Winner
Matthew Brawley, Ernie Manouse, Joshua Adams & Capella Tucker, "Manor of Speaking (#207)"
Ways to Get Involved

Houston Public Media belongs to everyone.

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

**DONATE**
Contribute to the programs you love with a one-time gift or sustaining support.

**VOLUNTEER**
Participate in community events and fundraising drives.

**COMPANY MATCHING**
Look for Houston Public Media Foundation in your employer’s matching gift program.

**VEHICLE DONATION**
Donate your old car, boat or motorcycle to the Houston Public Media Foundation.

**CORPORATE SPONSORSHIPS**
Raise awareness of your company while supporting our mission.

**GIFT PLANNING**
Donate to Houston Public Media Foundation without ever writing a check. 
Learn more at [legacy.houstonpublicmedia.org](http://legacy.houstonpublicmedia.org)

**UNDERWRITING**
Promote your company on-air and online. 
For more information, contact: Phillip McMillan 
Director of Underwriting 
(713) 743-8372 
pmcmillan@houstonpublicmedia.org

*TOP: Girl Scout Troops enjoy a station tour*
*MIDDLE: Volunteers during a radio fundraising campaign*
*ABOVE: Eager fans show up for the Downton Abbey season premiere*
*RIGHT: Volunteers answer calls during a fundraising drive on TV 8*
Thank You!

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 Foundation’s operating budget comes from donors – donors who know, trust and believe in quality, commercial free broadcasting. Membership begins with a contribution of $40 or more and supports the Houston Public Media family of services which includes: News 88.7, Classical 91.7, and TV 8.

The Studio Society

Be a part of something bigger – join a united group of people who passionately understand and support the importance of Houston Public Media in our community and act together to make a difference. The Studio Society is a group of individuals who annually contribute more than $1,200. This generous support 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.

For more information, contact:
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