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**Houston Public Media Selected to Participate in Digital Culture Accelerator Buddy Program**

*CPB taps 21 public media stations for the national digital initiative*

**HOUSTON – (December 6, 2019)** – Houston Public Media is one of 21 public media stations across the country participating in the Corporation for Public Broadcasting’s Digital Culture Accelerator Buddy Program.

This innovative program provides participating public media stations with guidance to implement digital-first processes and change station culture for the digital age, as well as mentoring from a fellow public media station.

“Our participation in this transformative initiative comes at a time when Houston Public Media is refreshing its brand, reimagining its television studios, and laying the groundwork for the future through a new station strategic plan,” said Lisa Trapani Shumate, general manager of Houston Public Media. “This is the next step we’re taking to make digital an integral component of all we do.”

This year’s announcement builds on a successful year-long pilot project that helped 20 public media stations increase engagement and membership revenue, while driving innovations in how the stations are serving their communities. Houston Public Media is paired with Rocky Mountain PBS, a public media station in Denver, Colorado, that completed the accelerator program.

“This has inspired a station-wide cultural commitment to experimentation and testing, one that tracks progress and successes using metrics,” said Don Geraci, director of content at Houston Public Media. “Our station vision statement now better reflects where we want to head, and we’ve set an inspirational goal of doubling our reach to three million people each week by 2025.”

The CPB-supported, hands-on program is customized for each station’s operations, helping senior leadership focus on the organization’s vision and alignment, new audience engagement strategies and new membership models.

To learn more about the Digital Culture Accelerator and CPB’s efforts to accelerate digital transformation across public media, [click here](#).

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### **About Houston Public Media**

Houston Public Media is a service of the University of Houston and supported with financial gifts from the community. Houston Public Media combines broadcast and digital assets to serve residents of Southeast Texas with trusted local news and entertainment, as well as national programming from NPR and PBS. With a combined weekly audience of more than 1.6 million, Houston Public Media is committed to delivering content that expands minds and possibilities with trusted information.

### **About CPB**

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology and program development for public radio, television and related online services. For more information, visit [cpb.org](http://cpb.org), follow us on Twitter [@CPBmedia](https://twitter.com/CPBmedia), [Facebook](#) and [LinkedIn](#) and [subscribe](#) for other updates.