



**Houston Public Media**  
A SERVICE OF THE UNIVERSITY OF HOUSTON



# ANNUAL IMPACT REPORT 2019

VISION

**Transforming** ourselves, our community and our world

MISSION

To inform and inspire  
**for the love of Houston**

Houston Public Media is a service of the University of Houston and is supported by financial gifts from the community. The region's public media station 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.

Houston Public Media's coverage spans 19 counties and reaches a combined weekly audience of 1.6 million people. It delivers timely, accurate and impartial reporting, features 24-7 curriculum-based children's programming, and presents a diverse range of perspectives on topics and issues that are critical to the future of our community, state and nation.

As the NPR and PBS stations for greater Houston, Houston Public Media promotes early childhood education, provides classroom resources, and encourages an appreciation of the arts, meaningful discourse, and informed decision-making through multiplatform content.



**Letter from the General Manager**

We're most grateful for your support in 2019 and have groundbreaking plans for 2020, including more local content across our various platforms, improved technical infrastructure to deliver the best possible service to our audiences, reimagined television studios, and a refreshed brand to make our mark in an ever-crowded media landscape.

What remains constant is our pride and unwavering dedication to our mission. We are not afraid to spend the time so that our audiences can understand where they live and where they're headed, telling a more nuanced and in-depth story of our region.

When you set your dial to News 88.7, turn on TV 8, read a story on our website, or play an episode of one of our podcasts, you open the door that provides a glimpse into the lives of people who may be different from you in some ways. But in those stories, you can recognize something of yourself.

The people of Houston are its greatest asset, and the reason Houston Public Media exists.

For the love of Houston,

**Lisa Trapani Shumate**  
General Manager



**Letter from the Foundation Board Chair**

Thank you for valuing local public media and ensuring its legacy of informing communities is preserved for generations to come. Houston Public Media's important service to the community is providing a place for life-learning and exploration for audiences of all ages.

This year, your investment in Houston Public Media has lifted us up and propelled the organization to its strongest position ever.

Houston Public Media has created a culture of philanthropy and shared responsibility throughout the building and with our greatest ambassadors, the Houston community, where everyone has a part to play in the organization's future. As the way we think about philanthropy in public media shifts from live, on-air phone banks in our studios to multiplatform giving options, Houston Public Media continues to explore and innovate its digital fundraising strategy.

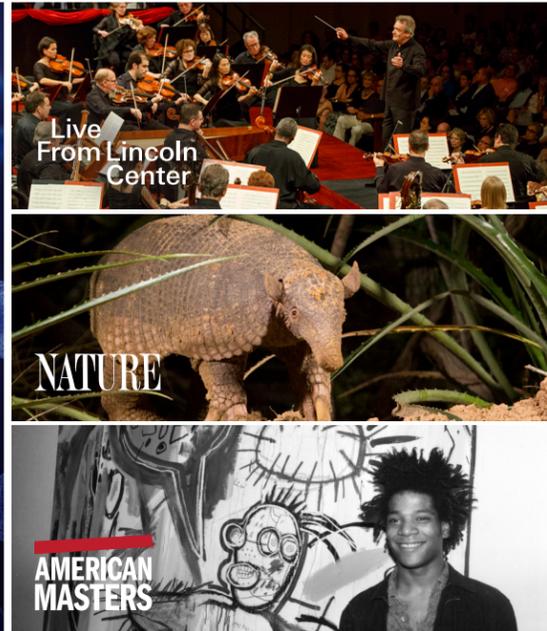
We launched a new campaign this year, "For the Love of Houston," that resonated with many because it underscores what we have in common – being a neighbor in the nation's most diverse, vibrant metropolitan area. Houston Public Media belongs to all of us, and your generous support is improving neighborhoods across the region through thought-provoking content and civil discourse.

Thank you again for being passionate Houston Public Media supporters and lifting the civic and cultural life of our city.

With gratitude,

**Barrett Sides**  
Board Chair, Houston Public Media Foundation

# Trusted National Partners



NPR makes local stories national, national stories local, and global stories personal.

**34 BUREAUS**

**1,000 MEMBER STATIONS**

## NPR

Houston Public Media is greater Houston's source for NPR programming, and a leading innovator for storytelling and quality journalism. For nearly 50 years, NPR has set the standard for breaking news, background analysis, and commentary. Houston Public Media continues to strengthen local journalism through partnerships with other Texas public radio stations and NPR. Newsroom collaborations help provide coordinated coverage of national breaking news stories in our backyard, deeper news coverage of statewide issues, and bring the concerns of the communities that Houston Public Media covers to a national audience.

Houston Public Media broadcasts more than 50 local newscasts and 15 statewide newscasts a week from its studios. In 2019,

News 88.7 reporters were heard across the nation on more than 100 newscasts and programs, including *Morning Edition*, *All Things Considered*, *Here & Now* and *1A*.

In May, Houston Public Media welcomed the mastermind behind the boundlessly imaginative *Radiolab* to Houston. Jad Abumrad, the creator and co-host of *Radiolab*, shared an inside look into the podcast that is rooted in celebrating and sparking curiosity. Abumrad explained how he approaches broad and difficult topics such as time, fate and morality in a manner that encourages listeners to deal with questions of selfhood in different ways and be curious about the world around them. This behind-the-scenes experience is part of Houston Public Media's efforts to build on local-national partnerships and connect with and engage multiple generations.

## PBS

Houston Public Media is the nation's first public television station and the region's source for PBS programming. It is non-commercial, curriculum-based and belongs to everyone. PBS and its more than 330 member stations are America's largest space for learning, creative thinking, and the arts.

PBS' broad array of programs takes people back in time or transports them across the world, teaching them about themselves and their ancestors. *NATURE* brings the beauty and wonder of the natural world into homes, and *NOVA* tackles the big questions in science and engineering. From WNET's documentary series that profiles outstanding cultural artists *American Masters*, to the Emmy-winning performing arts series *Live from Lincoln Center*, PBS plays a meaningful role in the daily lives of people by providing front row seats to world-class drama and performances.

This year, as part of Houston Public Media's ongoing commitment to lifelong learning, new local content was made available to educators, caregivers and families through PBS LearningMedia.

By making educational programs available 24/7 through a dedicated PBS KIDS channel and a live digital stream, public media helps bridge both educational and digital gaps and reaches more children in low-income homes than other TV networks.<sup>1</sup>

In July, PBS and YouTube announced a landmark multiyear deal that secures carriage for all PBS stations and the PBS KIDS network on YouTube TV, a live television and on-demand subscription service. This is the first digital partnership of its kind for PBS and represents an important step as PBS expands its digital footprint to provide viewers with more options for where, when and how they consume content.

PBS Engages Communities. PBS Supports Education. PBS Enriches Children.

PBS LearningMedia connects **1 MILLION TEACHERS**

Since its launch in 2011, nearly **20,000 registered users** from more than **24 counties** across Texas have benefited

Houston Public Media is proud to contribute meaningful, free content to more than **120,000 digital resources**

Source: <sup>1</sup> PBS.org/value

## PBS IN HOUSTON

### Art/Next Gen Series

In an effort to build on Houston's growing national reputation as a vibrant, dynamic community that embraces the transformative power of arts and culture, Houston Public Media welcomed PBS special guests Paula Kerger and Jane Chu to Houston in February to meet with over 40 leaders of the Houston arts community.

PBS President and CEO Paula Kerger talked about the many ways local public media stations – and the city of Houston – are important to PBS and its arts strategy. PBS Arts Advisor Jane Chu discussed PBS' unique value proposition to arts in America and how local arts organizations can engage with PBS.

Following PBS' visit, Houston Public Media surveyed Houston arts leaders to better understand their organizations' missions and priorities, as well as hosted four roundtable discussions at the station.

### PBS Board and Committee Meeting

Houston Public Media welcomed PBS Board of Directors and PBS Foundation Board of Directors to Houston for its summer board and committee meetings, a tour of the station, and dinners with the station's leaders, board members, and members of the HPM Young Leaders Council.



### Fred Rogers Productions

Houston Public Media celebrated the history and mission of Fred Rogers Productions by hosting an intimate reception with special guest Paul Siefken, President and CEO of the entity that brought us the legendary *Mister Rogers' Neighborhood* and now *Daniel Tiger's Neighborhood*.

Siefken reminded everyone of the power of public media to put children's social and emotional learning front and center, and shared why his role at the helm of Fred Rogers Productions has easily become the most important calling of his lifetime.

Top: Lisa Shumate, Paula Kerger, and Jane Chu at the Art/Next Gen Reception at The Dunlavy

# EDUCATION



## Harness the Power of PBS KIDS

PBS continues to build on its legacy of providing curriculum-based content and resources that have been proven to meet the critical school readiness needs of children. PBS stations across the country reach more children ages 2-8 and more children in low-income homes than any other children's TV network, making local public media stations powerful education partners.<sup>2</sup>

According to the Texas Education Agency's reading assessments, in spring 2019, only 45% of Texas students in the public education system were reading and doing math on grade level at the end of third grade.<sup>3</sup> Third grade is a critical milestone in a child's education, and research indicates that reading below third-grade level is correlated to future academic challenges.

Houston Public Media plays a vital role in helping bridge the education gap, and recognizes that teaching and learning do not happen in a vacuum. Families, schools, caregivers and educational resources together form a strong foundation for the transformation and growth of children.

Students who engage with PBS content outperformed state assessment norms by 11% and showed a 56% gain in critical thinking skills. PBS KIDS' multi-platform content increases children's literacy and math skills and advanced core emotional skills to help kids better relate to and communicate with their classmates.<sup>4</sup>

Houston Public Media provides a unique, comprehensive and effective approach to learning for children through its programming, hands-on activities, caregiver resources, and games. Free access to these assets and educational materials enhances student outcomes beyond the airwaves.

## GREATER HOUSTON EDUCATION STATS

More than **70% of children** are considered economically disadvantaged

**Less than half** of children from economically disadvantaged families were able to write their name compared with **64%** of their peers

Children from low-income families hear **30,000,000 fewer words** by age three than their peers

**21% of children** in poverty, ages three to six, are able to recognize all 26 letters of the alphabet

Source: <sup>2</sup>PBS.org/value, <sup>3</sup>Texas Education Agency 2019 Student Achievement and Attainment Summary, <sup>4</sup>Survey Sampling International (SSI), January 2011 to.pbs.org/most\_trusted\_2016



## Math in a Flash

In the summer of 2018, Houston Public Media, United Way of Greater Houston, and ConocoPhillips partnered to bring Math in a Flash to the region to help ensure students learn mathematical concepts year-round and can relate mathematics to the real world. Math in a Flash also aims to build children's confidence inside and outside the classroom, targeting children ages seven to nine years old.



As part of this year-round enrichment effort, Houston Public Media features math problems on TV 8 six days a week during PBS KIDS programming. These fun, educational videos focus on learning mathematical methods applied in solving multiplication, fractions, graphing, angles and shapes. Students can watch all 20 animated math problems online.

## NEW ON PBS KIDS

**Celebrate Cultures with Molly of Denali.** PBS KIDS follows 10-year-old Molly Mabray on her adventures with her friends in the fictional village of Qyah, Alaska. The new animated adventure series is the first in the nation to feature an Alaska Native lead character, and teaches children how to interact with different types of information — such as charts, online resources, and oral history from elders. PBS KIDS also inspires families to talk about the similarities and differences that exist in our world, furthering our appreciation for other cultures.

**Learn About History's Heroes with Xavier Riddle.** PBS KIDS' newest addition, Xavier Riddle and the Secret Museum, is inspired by the children's book series "Ordinary People Change the World." The children's series follows the adventures of Xavier Riddle, his sister Yadina and their friend Brad as they turn to the Secret Museum to help them solve their problems. The museum allows them to travel back in time to meet real-life historical figures when they were kids.

## Houston Public Media PBS KIDS Writers Contest

Houston Public Media is committed to a strong focus on early literacy to help ensure that every student can read by the third grade as well as reach other critical developmental milestones. This year marked 23 years of fostering an appreciation for storytelling and creative writing through the Houston Public Media PBS KIDS Writers Contest, an early childhood literary competition.

Nearly 350 students from across greater Houston wrote and illustrated their own stories and 36 children, in grades kindergarten through third, were celebrated as finalists at an awards ceremony at The Children's Museum of Houston on Saturday, May 18. The top winner in each grade read their story on stage as their illustrated pages appeared on a screen behind them.

## Cyberchase: The Chase Is On! at Children's Museum of Houston

Based on *Cyberchase*, the Emmy Award-winning PBS KIDS math mystery series, *Cyberchase – The Chase Is On!* is an interactive exhibit at the Children's Museum of Houston that presents math in a fun environment, allowing children to make use of their critical thinking skills and approach math with an investigative, positive attitude.



Photo: Children's Museum Houston



## Houston Public Media Celebrates 50 Years of Sesame Street



This year marked 50 years since the first episode of Sesame Street aired, and America's first PBS station celebrated by asking Houstonians to share their favorite childhood memories on social media using the hashtag #ThisIsMyStreet. The digital campaign also featured an eight-part series called **I Grew Up on Sesame Street** that spotlighted local residents and their personal relationships with the heartwarming show.

Jay Bostick – a Houstonian, husband and foster parent – talked about how Sesame Street helps him explain difficult concepts to his two children. “I’m not adopted, and I can’t speak to what it’s like to grow up black,” said Jay Bostick. “Our kids have biological fathers, and I don’t want to take that place until we’re ready. Sesame Street has given us the tools to talk about everything from race inequality to being foster parents.”



Mia Martinez – a pre-kindergarten teacher in Houston – talked about the ways her students learn using Sesame Street’s “The Song of the Count,” saying the students do daily, repetitive stretches to the song with a different number of the day.

The celebration culminated in an all-new primetime Sesame Street anniversary broadcast special. Houston Public Media was proud to bring people from across the region together to celebrate the groundbreaking children’s series and one of the nation’s most loved programs.

## Sesame Street in Communities

The Sesame Street in Communities program provides free, easy-to-use resources for community providers and caregivers on a range of topics – from healthy eating and school readiness to tough issues like family homelessness and traumatic experiences. The bilingual, multimedia resources support Houston’s children as they navigate the world of big feelings, providing the adults in their lives with simple tools to help reassure and comfort them.

Sesame Street introduced three new Muppets as part of its Sesame Street in Communities initiative: Karli, a yellow-haired friend of Elmo’s who is in foster care, Lily, a seven-year-old girl whose family comes to stay with friends when they lose their apartment, and Julia, a shy 4-year-old with striking red hair that is on the autism spectrum.

In response to the growing need for resources to serve children in vulnerable families, Sesame Workshop gives children with differences someone to identify with – and others a window into their world.

“Sesame Street Muppets help both grownups and children feel seen and heard and give them a sense of hope for the future,” said Dr. Jeanette Betancourt, senior vice president of U.S. social impact at Sesame Workshop.



## Sesame Street Day in Houston

To commemorate a half-century of educational content that helps children grow smarter, stronger and kinder, the City of Houston declared November 10, 2019, as “Sesame Street Day” in Houston.



## Houston Public Media Annual Spelling Bee

 **50** SPELLERS  
 **1,070** SCHOOLS



More than 50 spellers from around the state went letter-to-letter on Saturday, March 23 at Baylor College of Medicine Academy at James D. Ryan Middle School. The students represented the best from nearly 1,070 participating schools and ranged from third to eighth-graders. After months of preparation and competing, they won their school bee plus a district bee to earn a coveted spot in the annual competition. Houston Public Media’s annual spelling bee is one of the largest and most competitive regional bees in the country.

Aanvi Manda, a fourth-grade student at Brandon Elementary in Lufkin ISD, won the top spot at the 2019 Houston Public Media Spelling Bee. At nine years old, Manda was this year’s youngest competitor to make it to the final rounds.



Sankalp Gautam, a seventh-grade student at College Station Middle School in College Station ISD, was runner-up. Gautam and Manda advanced to the 92nd Scripps National Spelling Bee in Maryland, facing more than 550 other contestants from across the country for the national championship.

Houston Public Media hosts and televises this major spelling bee competition annually as part of its commitment to early childhood education and community outreach. Bee participation provides every student with valuable experience in developing poise and sportsmanship as well as skills for public speaking.

Houston Public Media was one of the first public media stations to produce and air a Scripps-affiliated local spelling bee. This marks the eleventh year that Houston Public Media has staged this prestigious academic competition.

## Can You Spell H-I-S-T-O-R-Y?

Eight co-champions took home the 2019 Scripps National Spelling Bee Cup, making this year the most extraordinary ending in the 92-year history of this prestigious competition.

Even Merriam-Webster Dictionary felt compelled to express their enthusiasm for the historic walk-off victory on Twitter by retweeting Scripps National Spelling Bee and commenting “The Dictionary concedes and adds that it is SO. PROUD.”

## Bee Season

Houston Public Media supports teachers and families year-round with learning materials that help students improve their spelling, increase their vocabularies, and build goal-setting skills that will stay with them all their lives.

- August - January **School Bees**
- February **Regional Bees**
- March **Houston Public Media Spelling Bee**
- May **Scripps National Spelling Bee**
- June-July **Scripps National Spelling Bee Enrollment Begins**

Year-Round: Outreach to school coordinators and families

## From the News 88.7 Education Desk



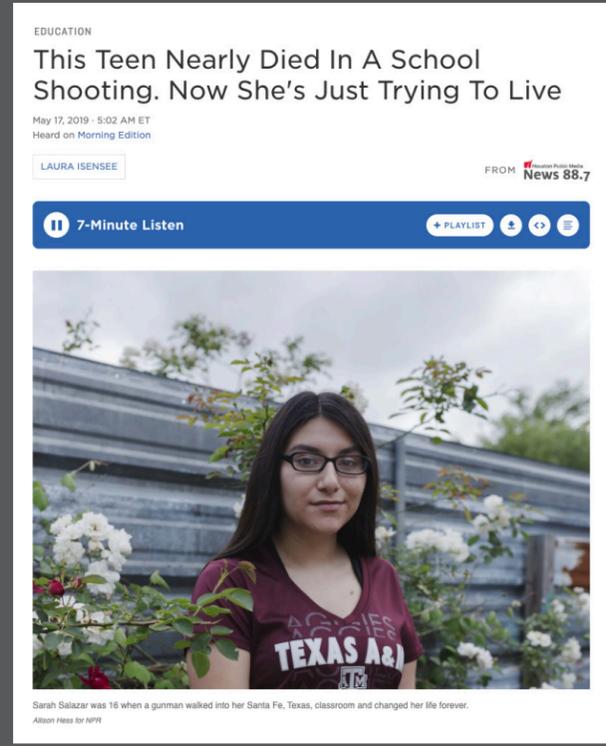
Elected officials, teachers, students and union leaders rally against potential state takeover of Houston ISD on August 21, 2019

### State of Education in Texas

Houston Public Media focuses on the state of education in Texas – covering topics from public school finance reform to school ratings and failing schools to special education. News 88.7 education reporter Laura Isensee shares breaking news stories in education, as well as thoughtful analysis and in-depth reporting of education news by going inside the region's longest struggling schools, sharing live updates via Twitter, and taking part in conversations in the community with parents, teachers, school officials and education advocates.

Isensee was the first broadcaster to report the news of the State Education Commissioner's move to strip the nine-member Houston Independent School District board of its elected powers. Isensee broke down what the move to replace the elected board with outside, appointed managers meant for the more than 200,000 students in Houston ISD. The decision was widely expected, but still marks a major upheaval in the state's largest school district.

**MORE THAN**  
**165**  
EDUCATION NEWS  
STORIES IN 2019



### Santa Fe High School: One Year Later

As lawmakers in Austin worked to pass a sweeping school safety bill, Houston Public Media's Laura Isensee tracked the school safety changes in the Texas Legislature and continued to tell the story of Santa Fe survivors and their loved ones.

Isensee told Sarah Salazar's story on NPR's *Morning Edition* – the story of one teenager's long, slow struggle to rebuild her life after a school shooter nearly took it from her. Isensee took listeners back to the morning of the shooting when Sarah, then 16, hid inside her art room's supply closet before the gunman changed her life. She talked to Sarah's mother about the back-to-back emergency surgeries to stabilize her health as well as her ongoing recovery from the tragedy, which includes aquatic physical therapy classes to exercise her new prosthetic shoulder joint and small therapy groups. Isensee followed Sarah's challenges and progress for more than a year.

Isensee also told Steve Perkins' story, a widower whose wife was tragically killed when she was substitute teaching at the high school. News 88.7 stays on the stories that matter to our community long after the news cycle.

### Collaborative Investigative Reporting: Abuse of Faith

In 2008, victims of sexual abuse by Southern Baptist pastors pressed Southern Baptist Convention (SBC) officials to reform the largest Protestant denomination in the country. SBC initially rejected almost every proposed reform by the victims. Over the next decade, the sexual abuse crisis in Southern Baptist churches only grew.

Houston Public Media's Laura Isensee contributed broadcast elements to a nearly year-long investigation by the Houston Chronicle and the San Antonio Express-News that found more than 700 people had been sexually assaulted by nearly 400 Southern Baptist church leaders and volunteers over the past 20 years.

News 88.7's collaboration with the Houston Chronicle disclosed the extent of the abuse, including the mishandling of cases outside of the U.S during missionaries. Isensee's coverage yielded multiple newscasts across Texas, a three-part in-depth series, a three-part interview with Houston Matters with Craig Cohen, and spots for NPR's national newscast.

Isensee highlighted a survivor from North Texas and captured some of the devastation that occurs when a victim is abused by a religious leader they trusted. She also brought attention to the newly created public database by the Houston Chronicle and the San Antonio Express-News that listed more than 250 Southern Baptist church officials who were convicted or pleaded guilty to sexual misconduct. Two of them worked at a Houston church.

In response to the reporting and the growing complaints of inaction, in June 2019 officials at the Southern Baptist Church annual convention in Birmingham, Alabama issued recommendations to protect sex abuse victims.

# ARTS & CULTURE

## BY THE NUMBERS 2019

417+

arts and culture stories

28

Encore Houston podcasts

52

concert recordings on *Houston Matters* with Craig Cohen

157+

arts and culture conversations on *Houston Matters* with Craig Cohen

60+

live *Skyline Session* performances

The arts are a source of inspiration, and Houston Public Media offers multimedia platforms for performing and visual arts.

The arts are vital to a complete and well-rounded education. A 2019 study from the Kinder Institute at Rice University demonstrated that Houston ISD students involved in the arts achieved higher writing scores, decreased disciplinary infractions, were more compassionate, demonstrated greater engagement in school and had increased aspirations for higher education. With the community's support, Houston Public Media has strengthened its role as a catalyst for the arts, furthering the region's exposure to great works of art and showcasing how important artists are to our understanding of community.

### Advancing Equity in Arts

To truly experience the benefit of the arts, equitable access to the arts is paramount. As people seek more affordable cultural experiences, opportunities to participate in the arts where they live and more arts education in the schools, Houston Public Media remains dedicated to providing access to the arts for everyone in their homes, cars, or on mobile devices.

### Exposure to the Arts and Arts Education

According to the Kinder Institute for Urban Research, having been involved with the arts as a child is an important predictor of arts participation in later life.

According to the City of Houston's most recent Arts and Culture plan, many Houstonians said they found it difficult to participate in cultural enrichment activities, such as ticketed performances and tuition-based arts education programs, due to financial restraints. And, according to the Center for Houston's Future, another barrier to attending performing arts experiences in the city is the distance of travel to the venue.

Houston Public Media covers the city's vibrant arts community through year-round multi-platform content and gives its audiences unparalleled access to the arts. With the community's support, Houston Public Media introduced an all-new digital series, *Mockingbird & Armadillo*, an arts and culture podcast, *Unwrap Your Candies Now*, and relaunched the popular web series featuring live in-studio performances, *Skyline Sessions*. The arts are an indispensable element of greater Houston communities, and public media sees the arts as a central component to what makes Houston thrive.

### 32nd Annual Art Car Parade Weekend

Houston Public Media was well represented at the largest parade of its type in the world with two teams of co-hosts for the parade. Executive producer Ernie Manouse, transportation reporter Gail Delaughter, and *Party Politics* co-hosts covered the day-long parade featuring more than 250 mobile masterpieces designed and created by artists, schools, non-profits, corporations and anyone with a dream and a set of wheels.



*Engines of Our Ingenuity* tells the story of how our culture is formed by human creativity, as well as explores technology's spectacular failures and magnificent success stories. Hosted by University of Houston professor John Lienhard, it is heard nationally on more than 45 public radio stations and has been translated into more than 10 languages. Since its inception in 1988, the show has produced more than 3,200 episodes with more than 40 University of Houston faculty as contributors.

*Mockingbird & Armadillo* perfectly captures the unique stories that define Texas pride and illustrate what makes Houston one of the best places in the country to call home. From goat yoga and Arabic karaoke to the first and largest art car parade in the world, these fun and fast-paced episodes immerse viewers in local cultural happenings. Hosted by Houston Public Media's Ernie Manouse, the series crosses the spectrum of pop culture and entertaining storytelling, giving Houstonians a greater appreciation for the thought, design, and creativity that make a thriving region.

PBS NewsHour's CANVAS featured the episode of *Mockingbird & Armadillo* that celebrated Arabic culture and Arabic karaoke nights in Houston at Dandanah Café & Grill.

*Unwrap Your Candies Now* looks at art from many vantage points and reveals why the Houston arts scene is one of the top cultural destinations in the nation. Hosted by Houston Public Media's Catherine Lu and Ernie Manouse, the cultural podcast transports listeners into the world of the performing and visual arts through intimate conversations with the personalities and characters shaping the region's vibrant landscape.

In August, *Unwrap Your Candies Now* previewed the 2019-2020 seasons of eight of the major performing arts groups of Houston's Theater District, and chatted with Houston Mayor Sylvester Turner about the significant impact of the arts in the city. The episode was recorded live at Jones Hall at the 26th Annual Theater District Open House and marked the radio debut of the podcast, which was made available to listeners on Fridays at 10:30 pm on News 88.7.

"I met a couple who came to the Barnstorm Dance Fest specifically for the Kathak-Flamenco segment after hearing about it on your podcast," said Kalpana Subbarao, dancer and choreographer at Dance Source Houston.



NEXT QUESTION  
with Ernie Manouse ▶

### Next Question

In the summer, Houston Public Media debuted a new weekend radio show and podcast called *Next Question*. With an upbeat, fast-paced tone, host Ernie Manouse explores what's coming from Houston Public Media reporters and content producers and then takes the stories one step further – by asking the next question!

The weekly show explores current topics in the news and beyond, featuring a deeper dive into a story, a rotating roundtable, listener comments and responses, and a look back at past interviews from the Houston Public Media vault. The episodes often end with movie reviews and music from Houston Public Media's award-winning music series *Skyline Sessions*. Go beyond the soundbite on Saturdays at 5 pm and Sundays at noon on News 88.7.

# A CITY INSPIRED GENERATIONS ON THE RISE

Houston First and Houston Public Media celebrated the region's diversity by spotlighting up-and-coming Houstonians from various communities in conjunction with national awareness months. The radio and digital series paid tribute to Houston's unique culture and the next generation of leaders. It captured coming-of-age stories, as well as explored ways one's cultural identity can shape their personal outlook on life and how young leaders envision the Houston of tomorrow.

## Asian Pacific American Heritage Month

"My love for getting people to tap into their own power and voice was what really interested me in advocacy work. It takes a lot of vulnerability to come to the Houston Food Bank in a time of need, but the bigger, broader mission is to be sure we're shortening that [food] line. That's not just a Houston Food Bank mission, but my own mission, too."

**Melanie Pang, government relations officer at Houston Food Bank**



"This city has always been international in scope, bringing people from across the world together. Being able to experience the full diversity of the city and everything it has to offer has really changed my view on what it is to live here."

**Kirby Liu, director of development at Lovett Commercial**

## Pride Month

"To be the first black female queer leader of the organization was surreal to me. Our goal with Pride Houston has always been to give everyone within the community – LGBTQIA and allies – a chance to feel like they can be themselves."

**Lorin Roberts, president and CEO of Pride Houston**



"My students know who I am, and me being my authentic self creates a space for them to be comfortable figuring out who their authentic self is. I hope that the future of Houston looks like my classroom."

**Jessica Oswald, a U.S. History teacher at YES Prep White Oak**

## Lunar Landing Month

"Houston was among the first words uttered from the surface of the moon. There's no better definition of what we can do together than the landing on the moon."

**Tony Castilleja, Jr., Human Spaceflight at The Boeing Company**



"NASA has made its imprint on Houston indelibly. I host Space to Ground, a two-minute web series on YouTube that highlights what's happening at the International Space Station and is available to students across the world."

**Kathryn McLaurin, program specialist at NASA**

## Hispanic Heritage Month

"I see Houston as a major force for arts and culture in this country. I attribute who I am to music, and to the fact that creativity is part of my upbringing."

**Deborah Lugo, director of Arts Connect Houston**



"Being able to see the next generation succeed is important to the Latino community. It's a very family-centric community that enriches our city. Latin Women's Initiative marries two of my passions – fashion and community service."

**Daisy Mendoza, president of Latin Women's Initiative**

## Houston Symphony Broadcasts

Houston Public Media brings the power and grandeur of a world-renowned orchestra to greater Houston communities every week. Recorded in concert at Jones Hall in Downtown Houston, the two-hour award-winning Houston Symphony broadcasts are a special presentation of the city's finest classical compositions and greatest guest conductors and soloists. Houston Public Media has been the Houston Symphony's media partner for more than 17 years, broadcasting more than 100 performances every year.

## Voices & Verses: A Poem-A-Day

Throughout the month of April, Houston Public Media celebrates National Poetry Month with a sound portrait and audio poem by a local poet each weekday. 2019 marked the fourth year of the poem-a-day series led by arts and culture producer Catherine Lu. 22 Houston poets were featured, allowing listeners to get a sense of the artist as a Houstonian and the meaning of the poem from the artist's perspective.

## Encore Houston

Encore Houston is a weekly podcast and show featuring live concert recordings from local ensembles and performance organizations around the city. Houston has nearly two dozen professional performing ensembles ranging from choirs and symphonies to local composers. Encore Houston serves the community as the broadcast home for these performances. Performances can be heard on HPM Classical on Saturdays at 10:00 PM with repeat broadcasts on Sundays at 4:00 PM. Every episode includes commentary on the performance from host Joshua Zinn.



## Houston Ballet Celebrates 50th Anniversary Season

Houston Public Media celebrated Houston Ballet's 50th anniversary season by telling the story of the country's fifth-largest ballet company. In February 1969, the Houston Ballet launched their first season with "Giselle," their first full-length production, and this year – 50 years later—they opened the season with the ballet that started it all. Soloist Bridget Kuhns and ballet master Amy Fote sat down with each other to discuss their first introductions to "Giselle" more than a decade ago, how they deep dive into characters by being present and taking in the moment on stage, and the joys and challenges of dancing this historic story ballet.

## Houston Public Media and PBS celebrated the cultural milestones and technological triumphs of the summer of 1969.

### Peace, Love & Woodstock

In August 1969, nearly half a million people gathered at a farm in upstate New York for what would become a legendary event that defined a generation and marked the end of one of the most turbulent decades in modern history.

Occurring just weeks after an American set foot on the moon, the Woodstock music festival took place against a backdrop of a nation in conflict over sexual politics, civil rights and the Vietnam War. A sense of an America in transition was tangibly present at what promoters billed as three days of peace and music. *Woodstock: Three Days that Defined a Generation* premiered on Houston Public Media TV 8 in August and featured never-before-seen footage.



### Stonewall: A Celebration of Pride and Resistance

In commemoration of the 50th anniversary of the Stonewall riots, two powerful documentaries aired on TV 8. American Experience's "Stonewall Uprising" spotlighted the dramatic event that launched a worldwide rights movement, and Houston Public Media's Emmy Award-winning "Murder in Montrose: The Paul Broussard Legacy" explored how the city of Houston dealt with the hate crime against Paul Broussard.

News 88.7 aired a documentary radio special called "A Different Kind of Coming Out," and members of Houston's LGBTQ+ community discussed how they're portrayed in TV and film on *Houston Matters with Craig Cohen*.

## Skyline Sessions

The station's flagship digital music series, *Skyline Sessions*, returned this year with a fresh look and feel that continues to feed the soul of music lovers. The entertaining live performances feature bands and solo artists with regional ties or making waves at the national level. Viewers can discover up-and-coming artists and enjoy new music from their favorite artists through intimate concerts in-studio or at Houston-centric places around the city. The series showcases diverse artists that embody innovation, substance, excitement and originality.

In 2019, *Skyline Sessions* launched a new YouTube channel featuring 28 recorded sessions and over 60 videos.

### Skyline Sessions Reach & Impact

- 2.5 million+ views
- 100+ episodes
- 200+ videos
- A *Skyline Sessions* episode with Puddles Pity Party, an America's Got Talent quarterfinalist, passed the 1 million view mark in October 2019. The performance of the Bee Gees' classic "I Started a Joke" is Houston Public Media's most-watched video on YouTube.



## Country Music

PBS' *Country Music* explored the history of country music from its deep and tangled roots in ballads, blues and hymns performed in small settings, to its worldwide popularity. The long-anticipated eight-part 16-hour documentary series follows country music's evolution over the course of the 20th century until it eventually emerged to become America's music. *Country Music* features never-before-seen footage and photographs, plus interviews with more than 80 country music artists. Much like the music itself, the film tells unforgettable stories of hardships and joys shared by everyday people.

## Country Covers



As legendary filmmaker Ken Burns prepared to tell the rich story of country music in the documentary series *Country Music*, Houston Public Media put a local spin on the epic PBS special that celebrates America's beloved musical tradition with Houston's own *Country Covers*. This special edition of *Skyline Sessions* features a variety of local and regional

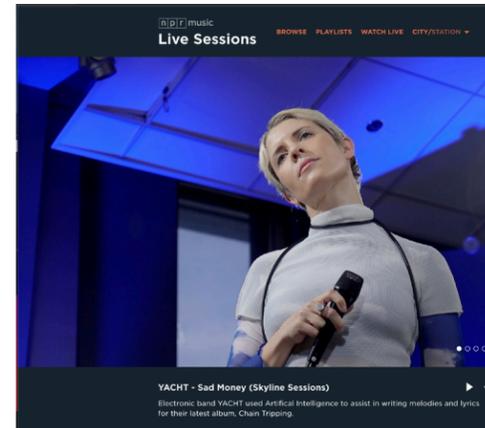
musicians performing their favorite country classics while sharing personal stories of their love for country music.

"For me, it was really interesting to see the songs people would choose," said Troy Schulze, arts and culture producer at Houston Public Media. "They really run the whole country music timeline, from early country artists like Jimmie Rodgers, to '60s and '70s icons like George Jones and Loretta Lynn, to more contemporary country-pop like Garth Brooks and Miley Cyrus."

## PBS NewsHour's CANVAS

Earlier this year, PBS NewsHour expanded its arts coverage across its broadcast, online and social media platforms with CANVAS. It's a roundup of the week's arts and culture headlines from local public media stations across the country. The dedicated arts website acts as a virtual canvas for viewers to discover and discuss how art defines us and the communities in which we live.

This year, two *Skyline Sessions* performances starring world-renowned theremin virtuoso Carolina Eyck were highlighted by CANVAS. Carolina Eyck explained how the electronic musical instrument works and performed her arrangement of Ennio Morricone's iconic "The Ecstasy of Gold" on *Skyline Sessions*.



## NPR Music Live Sessions

*Skyline Sessions* now has a second home at NPR Music Live Sessions. Live Sessions is NPR's music hub that shares live performance content from around the country. It's updated daily and curated by a small network of public media stations, each deeply rooted in their local music communities. Houston Public Media shares Live Sessions' mission of supporting artists and being a source of music discovery for audiences around the world.

## NPR Music's Station Breaks

NPR Music's Station Breaks is about new discoveries and a truly original set of tunes off the mainstream radio dial. Its selection of tracks has something for everyone – ambient, funk, jazz, acoustic and more – and features the best new songs from NPR affiliate stations.

*Skyline Sessions* was regularly spotlighted by NPR's monthly Station Breaks throughout the year. In May, the emerging artist spotlight platform featured the L.A.-based band Terror Jr performing "Terrified," which was the first-ever live-in-studio video captured of the up-and-coming band. In June, Houston native and Nashville-based pop artist Stasney Mav stripped her electro banger "Bullet" down to its heartfelt acoustic roots. In August, Indie-folk artist Erin Rae performed "Wild Blue Wind" from her critically acclaimed album *Putting on Airs*.



Frances "Poppy" Northcutt on set of *Moonwalk*

## Explore the Universe with Houston Public Media's Summer of Space

Houston Public Media celebrated the 50th anniversary of the historic moon landing with space-themed programs that captured the enormous stakes in the quest to reach the moon. PBS' Summer of Space featured 15 hours of new science and history programming anchored by the epic three-part, six-hour film *Chasing the Moon*.

*Moonwalk*, a multiplatform series that explored the journeys of local, groundbreaking voices in aerospace across multiple generations, shared personal stories from the Apollo Era and connected them to today's Mars generation.

*Moonwalk* reframed the Space Age conversation and reached the community where they were – from a broadcast special on TV 8 to radio segments on News 88.7 to conversations on social media to long-form interviews on podcast. The content was shared on social media by PBS and Teen Vogue and was broadcast by other public media stations across the state, including Austin PBS.

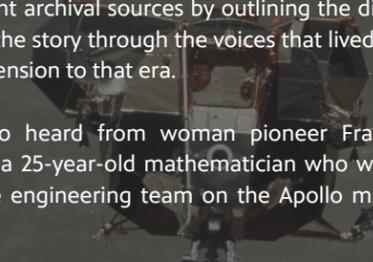
## Chasing the Moon Screening and Discussion

Houston Public Media created an inspiring evening for more than 100 Houstonians that celebrated humanity, re-lived America's journey to the moon, and reinforced Houston's legacy as a leader in space exploration through a preview screening of *Chasing the Moon*. John Bredar at WGBH shared an inside look into the making of the series that used nearly 100 different archival sources by outlining the director's vision for telling the story through the voices that lived it and adding a new dimension to that era.

Guests also heard from woman pioneer Frances "Poppy" Northcutt, a 25-year-old mathematician who was an integral part of the engineering team on the Apollo missions. Poppy

elaborated on what it was like to be the first woman engineer to work as part of NASA's mission control — from her work as a return-to-Earth specialist to descriptions of what the world was like for women at the time.

Houston Public Media also presented seven hours of space-themed programming on News 88.7, including BBC's nine-part series *13 Minutes to the Moon* and a special edition episode of *Houston Matters with Craig Cohen* featuring an interview with BBC's Kevin Fong at Rice University, the site where President John F. Kennedy made his historic speech announcing the U.S. would go to the moon.



# NEWS & INFORMATION

## BY THE NUMBERS 2019

**2,394**  
news stories

**470+**  
local news stories

**100**  
transportation stories

**175+**  
immigration stories

**165+**  
education stories

**625+**  
political stories

**140**  
energy & environmental stories

**100**  
appearances, features or interviews aired on NPR & PBS NewsHour

**75**  
local newscasts a week

**121**  
in-depth stories

**20**  
hours of local programming on TV 8, News 88.7 and [houstonpublicmedia.org](http://houstonpublicmedia.org) each week

**16** person local newsroom



### Houston Matters with Craig Cohen

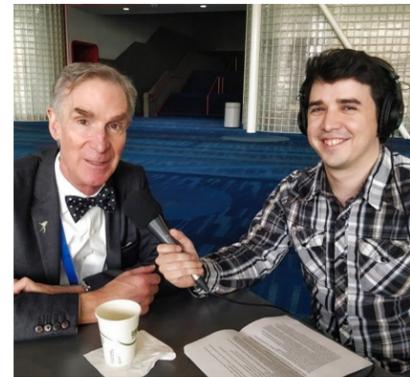
*Houston Matters with Craig Cohen* is the region's essential daily guide to the people, places, issues, and ideas that define greater Houston. The nationally acclaimed talk show on News 88.7 now reaches more people following its move to weekdays at 9 am on News 88.7. This year, the show featured memorable, high-profile guests, including Texas Senator Ted Cruz, Tilman Fertitta, Howie Mandel, Bill Nye and Jeff Goldblum. Show host and producers explored a diverse range of topics this year from the Astros advancing to the World Series to how popular music could help retell American history.

In addition to discussions with area analysts on the show's weekly political roundups, host Craig Cohen conducted interviews with the top mayoral candidates in the weeks leading up to the November election, offering listeners a direct connection to the candidates vying to run the city of Houston.

*Houston Matters with Craig Cohen* contributed to Houston Public Media's coverage of the 50th anniversary of the moon landing. Highlights included a piece on Houstonians' memories of the historic event, the broadcast debut of the series *Moonwalk*, and an interview with *Chasing the Moon* star Poppy Northcutt, the only woman in mission control at NASA during the Apollo years.

Top: Comedian and TV host Howie Mandel in the Houston Matters studio with Craig Cohen

Below: Engineer, science advocate, and television host Bill Nye with Houston Matters producer Joshua Zinn



### Red, White and Blue

Now in its nineteenth season, the longest running political talk show in Houston has maintained its character of providing a platform that is diligent in its commitment to a balanced exchange of opinions.

*Red, White and Blue* brings together the brightest minds from across the political spectrum for in-depth, authentic conversations on important issues facing our region and state. This year, the show provided policy-driven perspectives on areas of local concern, such as Houston's rapid population growth, gentrification, criminal justice reform, and free speech on college campuses.

The second episode of the season on the topic of gun violence in America received the highest number of YouTube views and engagements in the history of the show with more than 2,500 views, 17,050 impressions and 11,500 minutes total watch time.



### Red, White and Blue Goes to Austin

*Red, White and Blue* hit the road in the spring for its first-ever roadshow to check in with Texas lawmakers at the State Capitol during the 86th Texas Legislative Session. Co-host Gary Pollard sat down with nine lawmakers from the Houston area delegation during what shaped up to be a historic session for public education and property tax reform. The special edition series featured exclusive interviews with Lieutenant Governor Dan Patrick, Speaker of the House Dennis Bonnen and Senator Larry Taylor.



Texas Senator Larry Taylor, chairman of the education committee, talked about laying the groundwork for what would be a session of major change for public education. Senator Taylor credited the strong momentum heading into session to more than 30 recommendations put forth by a school finance commission. The conversations were broadcast on TV 8 as part of two special edition episodes and were repackaged for digital shorts online and on social media.

### Party Politics

Overwhelmed by the political news cycle every week? The weekly public affairs podcast is hosted by Dr. Brandon Rottinghaus and Dr. Jeronimo Cortina, two University of Houston political science professors who deliver a friendly, funny, and casually informative recap of the biggest local and national political news stories.

*Party Politics* podcast celebrated its 100th episode in April with a live recording at The Nook – a coffee shop at the University of Houston. The show's co-hosts reviewed milestones from their coverage of the political landscape over the past two years and engaged the audience in attendance, many of which were University of Houston students and staff members.

Former presidential speech and joke writer and current *Pod Save America* host Jon Lovett was a special guest ahead of a live performance of *Lovett or Leave it* at Cullen Performance Hall at the University of Houston. Lovett shared his take on where the primary electorate is, how humor continues to play a role in politics, the return of the GOP turnout machine and the rise in partisan media.



**6,500**  
MONTHLY DOWNLOADS

**300,000**  
SUBSCRIBERS

**120**  
EPISODES

## NEWSROOM COLLABORATIONS: ELEVATING LOCAL JOURNALISM

Houston Public Media elevates the stories that matter the most to the Lone Star through regional and national newsroom collaborations. Houston Public Media continues to search for new ways to build on the quality and depth of its journalism. Newsroom collaborations offer access to resources and expertise, and can lead to stories with national resonance and local consequence.

### Marketplace Hub



Houston was one of four cities across the country asked to participate in American Public Media's Marketplace Hub pilot project, which launched in winter 2018 to generate more content from different geographic regions. This year, Houston Public Media contributed twelve national stories to *Marketplace's* story lineup as part of this pilot collaboration effort. Story topics included a growing debate about flooding and sand mining, and how the EPA needs to improve outreach to vulnerable communities – especially Spanish and Vietnamese speaking households – during Texas disasters. *Marketplace* is the most widely heard business and economic news programming in the nation, broadcasting on more than 800 public radio stations nationwide and heard by more than 14 million listeners every week.

### 1A Across America

Houston Public Media is one of six public media stations in the country participating in *1A Across America*, a two-year partnership that provides coverage of critical local issues leading up to the 2020 elections. As part of the collaborative effort, the *1A* team was in Houston in April.

While in town on April 8-10, the *1A* team reported on Latino voters and ongoing Hurricane Harvey recovery efforts.

- *1A* broadcast live from the Houston Public Media studios on Monday, April 8. The story focused on Houston neighborhoods that are still recovering from Hurricane Harvey.
- *1A* host Joshua Johnson was a guest on *Houston Matters with Craig Cohen* on Monday, April 8 to promote a community forum in Houston's East End that explored the issues driving Latino voters to the polls.
- A reception with major station supporters was Johnson's last stop in Houston. Johnson shared the art of hosting debates in ways that make listeners think and engage and what makes *1A* one of the most important daily conversations in the nation.



Left to right: University of Houston political science professor Dr. Jeronimo Cortina, Mi Familia Vota coordinator Angelica Razo, immigration attorney Jacob Monty, Harris County Judge Lina Hidalgo and *1A* host Joshua Johnson at a community forum at Talento Bilingue De Houston on Tuesday, April 9 called *1A Live*.

### The Texas Newsroom

Public radio stations across Texas teamed up with NPR to increase coverage of statewide issues and boost reporting from underserved regions, including the border with Mexico. Reporters and editors from the state's four largest public radio stations — Houston Public Media, KERA in Dallas, KUT in Austin, and Texas Public Radio in San Antonio— plan statewide coverage of the most important stories in Texas together and share resources.

The Texas Newsroom launched in the fall and is an important first step in NPR's collaborative journalism project. This innovative partnership features six live, statewide newscasts each weekday that draws content from public radio stations large and small across the state. Public radio audiences in Texas get both coverage from their local stations, as well as a broader, state-level view of the news.

In addition to producing live statewide newscasts, the Texas stations are sharing in-depth reporting that appears on *Texas Standard*.

The Texas Newsroom team consists of Houston Public Media's Sascha Cordner who anchors three statewide newscasts every weekday afternoon from its studios.

NPR and the Corporation for Public Broadcasting have made significant investments in the initiative, which will help reshape the way public media stations engage their audiences and act as a prototype for the way stations can share resources and produce more of the journalism their communities need.

The stations that now make up The Texas Newsroom came together four years ago after the launch of *Texas Standard* to form the Texas Station Collaborative.

### The Texas Newsroom in Action

The advantages of this multi-station and network collaboration were already evident this year, especially in breaking news situations like the mass shootings in El Paso and in Midland/Odessa.

As soon as the El Paso shootings were reported, the newly-appointed Texas Newsroom senior editor based in Dallas dispatched reporters to El Paso, while a reporter in San Antonio went on the air with the first newscast spots for NPR's national audience. Houston Public Media's Politics and Government Reporter Andrew Schneider went to El Paso, Texas, to cover President Trump's visit to Texas, as well as the reaction from the community in the wake of the tragedy. This seamless, multi-layered coverage was the result of relationships built through statewide collaboration.

By working more closely together across the state, Houston Public Media ensures its audiences hear from new, more diverse voices.



## IMMIGRATION

Immigration is a leading issue in Texas and across the nation, affecting every facet of life, from economics to politics to education. Immigration reporter Elizabeth Trovall spent the year covering changes in immigration policy and enforcement, the intersection of immigration and the criminal justice system, and the lives of immigrants, including profiling those without legal status. Trovall also reported on the treatment of migrant families at the Texas-Mexico border and Trump administration actions impacting immigrant lives, like rescinding DACA and the public charge rule.

**News 88.7's immigration reporter traveled to the U.S.-Mexico border and Mexico as part of Houston Public Media's national collaboration with 1A called 1A Across America.**

Over the summer, Trovall spent three days along the Texas border, reporting with 1A from Brownsville and its sister city in Mexico, Matamoros. On July 1, Trovall joined the national conversation on 1A when she discussed the plight of asylum seekers requesting protections at the border, and how Texans are taking action to address the humanitarian crisis. On July 3, Trovall's reporting was again featured nationally in a four-minute feature for NPR's *All Things Considered* called "Metering Policy at the Southern Border Faces Renewed Security."



In October, Trovall was one of 21 U.S.-based journalists invited by the Mexican government to travel to Mexico City to hear from Mexican President Andrés Manuel López Obrador, Mexico's chief NAFTA negotiator and other high-ranking federal officials. This invitation by the Mexican government reflects Trovall's stature as a leading immigration journalist in the nation.

Over the past year, Trovall attended dozens of events including the Texas Summit on Immigration, a press conference on wage theft in immigrant communities, a meeting on the impact of public charge at the Houston Food Bank, University of Houston Law Center Immigration Clinic Awards Gala, and a bilingual "Know Your Rights" session at a local church.

Top: Elizabeth Trovall, left bottom row, joined by other Spanish-speaking journalists at Mexico's National Palace

Top Right: Elizabeth Trovall interviews Xiamara, a Honduran asylum seeker who had been waiting for months in the Mexican border city Matamoros to ask for asylum in the United States



### Reporting on Immigration

- 176+ local stories on immigration
- 77+ national features on NPR's *Morning Edition*, *All Things Considered*, *Marketplace*, and *Here & Now*
- 6+ features on Texas Standard
- A top award from the Public Media Journalists Association for its collaborative news coverage of President Trump's "zero tolerance" immigration policy: "Immigration, The Border and Zero Tolerance in Texas"
- Trovall's coverage of the first Latinas from Texas to ever be elected to the U.S. House of Representatives in November 2018 contributed to the Texas Standard's newscast that won "Best Newscast" at the 2019 National Headliner Awards

"Immigration reporting is about constantly calling sources, requesting data, and finding the impact of policy change. In a city with an international scope, there's no such thing as "the immigrant story" when there are multitudes of stories."

**Elizabeth Trovall**  
HPM Immigration Reporter



## STATE OF TRANSPORTATION

According to a voter sentiment poll that Houston Public Media commissioned with KHOU 11 in November, traffic congestion, the condition of the city's streets and roads, and public transportation made the top of the list of more than 20 city-wide issues the area faces. Voters are almost twice as likely to want public transit improved rather than building bigger and better roads and highways.

### In the Community

Gail Delaughter, Houston Public Media's expert on the subject, covered all aspects of transportation news and how transportation-related policies impact our communities and the way we live. She chronicled how critical a diverse, efficient transportation infrastructure is to a region's economic growth, connectivity, and overall progress.

Over the past year, Delaughter attended and reported on more than 30 transportation and mobility meetings across the region, including:

- City of Houston Bike Advisory Committee meetings
- Texas Department of Transportation public meetings on the I-45 freeway expansion
- METRO Board of Directors monthly meetings and public comment sessions
- Houston City Council meetings with public comment sessions
- Houston-Galveston Area Council Transportation Policy Council public hearing on funding for I-45 freeway expansion
- City of Houston public meeting in the Heights to discuss the redesign of 11th Street
- Texas Department of Transportation public meeting in Pearland to discuss Mykawa Rd. improvements
- Heights Women's Club meeting on efforts to get drivers to slow down in residential neighborhoods

### Building Community through Transportation

Houston Public Media addresses the critical role that transportation plays in the big picture of creating sustainable, thriving communities. Ahead of voters casting their ballots on a \$3.5 billion METRO bond issue, Delaughter's coverage included how these plans will figure into the region's overall mobility. She covered the strong and complex interaction between transportation and development, and how transportation impacts public health, environment, economic and public safety. The most pressing transportation-related issues this year were concerns over the proposed I-45 freeway expansion, freeway and street flooding, and making Houston's streets more accessible to pedestrians, cyclists and the disabled community. Delaughter also reported on the expansion of public transit as a means to improve air quality and to alleviate traffic congestion.

## Mayoral Debate Coverage

Houston Public Media played a leading role in two broadcast events to inform voters about the race for Houston mayor. On Thursday, October 17, the Greater Houston Women's Chamber hosted a luncheon and candidate forum focusing on key issues affecting the local economy. The event was moderated by Houston Public Media's Laurie Johnson Ramirez. The debate aired that evening on News 88.7.

Houston Public Media partnered with KHOU 11 to host a live broadcast of a mayoral debate on Monday, October 21 at KHOU 11 studios. The hour-long debate broadcast live without commercial interruption on KHOU 11 and News 88.7, as well as live-streamed on [houstonpublicmedia.org](http://houstonpublicmedia.org), reaching a large audience on the first day of early voting.



Houston Public Media City Hall reporter Jen Rice was among the three panelists, and Houston Public Media digital reporter Katie Watkins was in studio, live-Tweeting and engaging Houstonians on social media.

## The Elevator Pitch: Two Minutes with the Mayoral Candidates

Houston Public Media launched a digital resource for voters called "The Elevator Pitch: Two Minutes with the Mayoral Candidates" ahead of early voting in the municipal elections in November. The popular digital initiative helped voters make more informed decisions in the voting booth by allowing them to do side-by-side comparisons of candidates.



## 2019 Municipal Elections

The City of Houston held general elections for mayor, controller and all 16 seats on the city council on November 5. There were also 10 proposed amendments to the Texas Constitution, two special elections in the Texas Legislature, and a \$3.5 billion bond referendum from METRO, which determined whether the regional transit agency would receive borrowing authority to support its \$7.5 billion long-range transportation plan.

Houston Public Media was the region's one-stop destination for comprehensive, multiplatform election coverage and post-election analysis. From every angle to every platform, Houston Public Media broke down crucial races and candidates' positions on various issues leading up to Election Day on November 5 and several run-off races on December 14.

## Here's How Houston City Council Candidates Say They Would Fight Flooding

When Houston residents ranked flooding as the most important problem facing the city and its neighborhoods, News 88.7's Jen Rice and Katie Watkins invited all 111 candidates for Houston City Council to respond to a flood survey about how the city and its policymakers should face future storms. More than 70 candidates responded to the survey that asked seven questions about flooding and flood control, including building in the 100-year floodplain and disclosure for renters. This coverage illuminated candidates' solutions for the region's most pressing concern.

## Live Coverage of Democratic Primary Debate at TSU

Politics and government reporter Andrew Schneider joined Party Politics co-hosts Dr. Brandon Rottinghaus and Dr. Jeronimo Cortina at Texas Southern University, the site of the third Democratic presidential primary debate. Their coverage included real-time updates on Twitter, including behind-the-scenes insight through videos, photos and commentary about the 10 candidates on stage that evening.



Andrew Schneider interviews professor Dr. Michael Adams before debate at TSU

## Election Day

Houston Public Media provided live Election Day updates inside the studio and out in the field on local races and ballot initiatives. Once the polls closed, reporters started sharing the latest on returns every hour as well as covered official Election Day watch parties across the city on Twitter, News 88.7 and Houston Public Media's election coverage page.

## Election Day analysis included in-depth news stories and special edition episodes of public affair shows

Houston Public Media reporters and content producers examined the low voter turnout, including what factors may have kept people from the polls for what shaped up to be a crowded, competitive incumbent mayoral race.

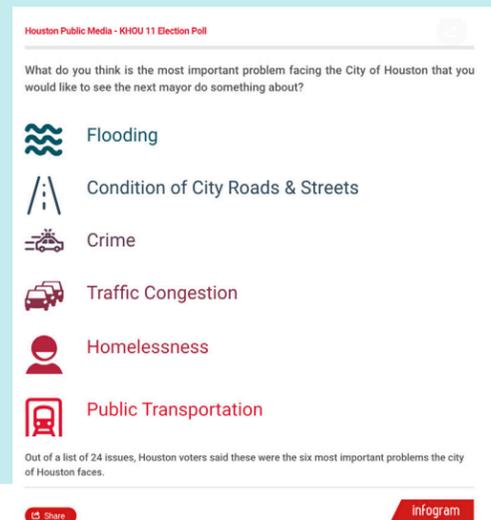
This municipal election was marked by many firsts. There was no straight-ticket voting for the first time. This was the first election since Houston shifted its municipal term limits from three two-year terms to two four-year terms. Harris County voters could now cast ballots at any of the 757 polling places in the county instead of an assigned precinct. Houston Public Media reporters examined the new county-wide voting system and why it took more than 12 hours for election results, as well as assessed negative campaign ads and voter engagement.

*Red, White and Blue* hosted an Election Day debrief show where they analyzed the results of key races, the successes and shortcomings of campaigns, and what the results meant for Houstonians.

*Party Politics* explored key data points such as polling, voter sentiment, and voter turnout across the region. Show co-hosts also hit on how voter participation in this year's elections may impact the upcoming 2020 Texas midterms and the presidential election.

## Houston Public Media-KHOU 11 Election Poll

With less than four weeks from the start of early voting, Houston Public Media and KHOU 11 released the first clear and public picture of the Houston mayor's race. The exclusive election poll commissioned with KHOU 11 also shed light on a \$3.5 billion bond proposal for METRO and voter sentiments on local issues such as recycling services, road maintenance and flood control. Nearly 520 registered voters weighed in on the survey.



# Welcome to Houston Public Media

## Station Tours

Houston Public Media offers year-round station tours to schools, youth organizations, families and individual supporters across greater Houston.

In 2019, Houston Public Media hosted 78 tours and welcomed 195 guests to its station for a memorable, behind-the-scenes experience. The tours allow station visitors the opportunity to walk on a TV set, enter a radio booth, and learn about TV and radio production through hands-on demonstrations using audio recording software and video switchers. They gain a better understanding of Houston Public Media's multi-platform content, the mission of public media, and how recent technological developments have changed storytelling.



## Building the Pipeline

Every school year, Houston Public Media provides University of Houston college work study students and interns from local colleges across the region a chance to grow in a work environment through real, meaningful experiences in their field of interest. College work study positions present numerous opportunities for students of all majors. This year, more than 20 college students called Houston Public Media their place of work.

The strategic advancement team recently established a comprehensive leadership development program as part of their department's efforts to offer a unique college intern experience. The program includes various professional development elements that help students with the onboarding process – from an introduction to project management to trainings on case statement writing to learning contact report software to workshops on peer to peer fundraising.



Left to right: 2019 Strategic Advancement department interns Tabitha Cook, Rubi Segura, Maria Catano and intern supervisor Rima Shah

## The Next Generation of Journalists

Houston Public Media has offered – and continues to offer – full-time employment to former interns upon their graduation, many of which have spent more than one semester of their college journey at the station. Most recently, Brenda Ruiz, a former newsroom intern who worked closely with education reporter Laura Isensee in fall 2018, assumed the role of supervising producer of *Houston Matters with Craig Cohen*.

Houston Public Media offers students interested in broadcasting and journalism careers hands-on reporting experience in the newsroom and in the field. Reporters host mini-workshops and sessions for students throughout the semester on radio writing, audio editing and other key elements of broadcast production.

The content leaders in the newsroom had stand-out interns from local colleges who gained valuable news-gathering experience that resulted in published stories and on-air newscasts. Each intern worked one-on-one with reporters and producers, getting helpful critiques on writing and voicing. Education reporter Laura Isensee coached Gabby Keene, an intern from the University of Texas, through her first in-depth news story about changes to free speech on Texas public colleges. The in-depth piece was later featured on Houston Public Media's new radio program *Next Question*.

Production staff visited students at Jersey Village High School as part of Houston Public Media's partnership with PBS NewsHour called Student Reporting Labs. Student Reporting Labs connects students with a network of public broadcasting mentors and an innovative journalism curriculum to develop digital media, critical thinking and communication skills while producing original news reports. During the visits, producers reviewed video packages that the students developed as part of a social media campaign and gave producing and recording guidance.

## HPM Young Leaders Council

Over the summer, the station revealed new additions to its Young Leaders Council, an ambassador program for Houstonians that treasure Houston Public Media's unique position in the media landscape and work to spread its mission. This is the second cohort of a community-driven initiative established in 2018 to engage the next generation of public media supporters and bring them closer to the content they cherish daily.

Since its inception, members have shared their love for public media, gained strong knowledge of the inner workings of a nonprofit newsroom, participated in focus groups and strategic planning sessions, joined board meetings, and attended gatherings with public media hosts and journalists.

This year, the council shared why Houston Public Media is so important to the future of our city.



"Houston Public Media is critical for being able to tell Houston's story and represent Houston accurately to the rest of the world."

**Jeff Reichman, principal at January Advisors**



## PUBLIC SAFETY PARTNER

Houston Public Media has been nationally recognized for its public safety efforts and partnership with the U.S. Department of Homeland Security.

Houston Public Media serves as the region's primary National Weather Service Emergency Alert System. University of Houston's Office of Emergency Management operations center with 24-hour monitoring capability is at Houston Public Media.

Local officials turn to Houston Public Media for its datacasting technology and broadcast communication emergency services when disaster strikes. As a public safety partner, the station provides reliable communications assets to first responders and emergency personnel on-demand. Through this technology, officials can make better response decisions by securely streaming live footage, as well as transmitting data, text, and other files in real time on a screen or mobile device for routine monitoring and mitigating emergencies.

When Tropical Storm Imelda brought heavy rain and widespread flooding to parts of the Houston area in September, Houston Public Media played a key role on many fronts:

- As the designed Local Primary 1 station, notifying other media outlets in the region of the severe weather event
- Relaying 15 National Weather Service EAS warnings
- Covering live press conferences from Houston TranStar with critical updates from the City of Houston, Harris County, METRO and Texas Department of Transportation
- Sharing frequent, real-time updates of flooded roadways and freeways as well as radar conditions
- Relaying calls for residents to stay off the city's streets from City of Houston and Harris County leaders
- News 88.7 Reporter Jen Rice was on-site at Harris County's Office of Emergency Management during the storm, filling multiple reports for newscasts and securing a one-on-one interview with Harris County Judge Lina Hidalgo
- Taking listeners questions live on Houston Matters with Craig Cohen with Judge Hidalgo, Eric Berger from Space City Weather and Lance Wood from National Weather Service

## COMMUNITY SUPPORT \*2018 Audited Financial Statements

Houston Public Media's financial strength comes from the community it serves. More than 55,000 members make Houston Public Media's vital work possible.

<b>\$12,444,016</b>	<b>Contributions from the Community</b> <i>(includes membership, planned giving, Studio Society, and Foundation support)</i>
<b>\$2,157,791</b>	<b>Corporation for Public Broadcasting Grants</b>
<b>\$4,678,314</b>	<b>Underwriting and Corporate Sponsorship</b>
<b>\$19,280,121</b>	<b>Total Revenue</b>

## 2019 AWARDS

### NATIONAL

#### Public Radio News Directors Incorporated (PRNDI) National Awards

- **1st Place:** Continuing Coverage: Texas Station Collaboration's "Immigration, the Border & 'Zero Tolerance' in Texas"
- **2nd Place:** Best Collaborative Effort: Texas Collaboration's "What My Students Taught Me" Series
- **2nd Place:** Short Documentary: "George H.W. Bush: A Lifetime Commitment"
- **2nd Place:** Best Multimedia Presentation: "Houston After Harvey"
- **2nd Place:** Soft Feature: "Is This the End for a Sex Robot Brothel in Houston?"

#### Corporation for Public Broadcasting

- Digital Culture Accelerator Buddy Program Participant

### REGIONAL

#### Lone Star Emmy Awards

- "To Make a Long Story Short" (Editor-Program)

#### Associated Press Awards

- Best Local Talk Show: "Houston Matters with Craig Cohen"
- Specialty or Beat Reporting: Education Reporting/Laura Isensee
- Continuing Coverage: "Santa Fe High School Shooting"
- Serious Feature: "A Nearly Three-Hour Bus Ride Turns into a Medical Emergency"

### LOCAL

#### Media Alliance of Houston Award Winners

- Radio Program Director or Operations Director - Joshua B. Adams
- Radio Producer or News Director - Dave Fehling
- TV Sales Manager or Director of Sales - Millie Adan-Garza

#### Houston Business Journal

- Most Admired CEO Award - Nonprofit Leader Honoree - Lisa Trapani Shumate

#### d-mars.com

- Top 30 Influential Women of Houston Honoree - Lisa Trapani Shumate



## WHERE PASSION MEETS PHILANTHROPY

### Ways to Get Involved

**Company Matching:** Look for us in your employer's matching gift program

**Corporate Sponsorships:** Raise awareness of your company while supporting our mission

**Vehicle Donation:** Donate your car, boat, or motorcycle

**Estate and Gift Planning:** Make a plan to amplify your impact

**Brand Ambassador:** Become a partner to further our mission

For more information on ways to support Houston Public Media, contact:

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### Houston Public Media Foundation Board

Lisa Trapani Shumate, Executive Director of Houston Public Media Foundation

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#### Department Leaders

Frank Castro, *Director of Engineering Operations*

Vicky Charleston, *Director of HPM Brand Strategy*

Dave Fehling, *Director of News & Public Affairs*

Millie Adan-Garza, *Director of Sales, Underwriting and Corporate Sponsorships*

Don Geraci, *Director of Content*

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# Houston Public Media

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