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Houston Public Media Kicks Off 70th Anniversary with New Identity

The celebration of this historic milestone features a refreshed brand and a new five-year strategic plan

Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



HOUSTON – (February 20, 2020) – Houston Public Media announced today an exciting update to its brand, including a refreshed logo, that allows people to easily recognize it as the region’s PBS and NPR stations. Houston Public Media’s new identity comes nearly 70 years after the iconic KUHF-FM signed on the air.

“Many of our listeners, viewers and greatest supporters refer to us as their local PBS and NPR stations,” said Lisa Shumate, general manager of Houston Public Media. “Our new look better reflects how our surrounding communities already see and know us, and comes at a pivotal moment in the station’s history.”

The transformation reflects its proud, longtime affiliations with PBS, NPR, and the University of Houston System, as well as its deep ties to the greater Houston community, where it has provided quality programming and storytelling for nearly seven decades.

“The new Houston Public Media brand displays a strong local-national connection,” said Courtney Lamm, chief development officer at Houston Public Media. “It’s essential to the unique role public media plays in an ever-crowded media landscape.”

Houston Public Media also unveiled groundbreaking priorities in its 2020-2025 strategic plan, including more local content across its various platforms, improved technical infrastructure to deliver the best possible service to its audiences and new audience engagement strategies.

Houston Public Media invites everyone to celebrate this milestone by sharing what local public media means to them on social media using the hashtags #HPM70 and #FortheLoveofHouston.

Learn more about Houston Public Media’s plans for the future by reviewing its [2020-2025 strategic plan](#).

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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.