

— JANUARY 2022 —

POWERED BY YOU

EVERY DAY ALL DAY



Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



THE DIFFERENCE YOU MAKE

PEOPLE SERVED



7MM HOUSTONIANS
Public Safety Support
& Weather Alerts

Spelling Bee
2021

70K FAMILIES / 790 SCHOOLS
2021 Spelling Bee



485K+ LOCAL USERS
PBSKids.org



724K+ LISTENERS
News 88.7



2.6MM+ VIEWERS
TV 8



760K+ USERS
HoustonPublicMedia.org

SERVICES POWERED BY YOU



24/7

Programming from
PBS, NPR, BBC, APT, PRX,
American Public Media
and More



Two Local Weekday Radio Shows
Driven by Information the
Community Needs

Texas Station Radio
Partnership Covering
Regional News



15

Person Local
Newsroom

Local Weekly Radio Show
for the Purpose of
Connecting Communities

I SEE U
WITH EDDIE ROBINSON

**PARTY
POLITICS**

Local Podcast
Recapping the
Week's Biggest
Political News Stories

DID YOU KNOW WHAT ELSE IS POWERED BY YOU?

Digital Innovation and Expansion This month PBS Digital Studios announced the three member stations selected as Regional Digital Centers of Innovation. Over the next two years, Houston Public Media—along with Rocky Mountain PBS and PBS North Carolina—will develop original digital series in partnership with PBS Digital Studios. Made possible by a grant from the Corporation for Public Broadcasting, together the three stations will deepen their digital production capacity, source creators and stories in each station's highly diverse regions. This allows us to foster fellow PBS member stations' digital fluency and focus on content that elevates the voices of diverse content creators both in front of and behind the camera. This new digital programming will be available for our entire Greater Houston community because of your financial support of our multimedia platform and it is all **powered by you**.

AN INFORMED, EDUCATED, AND SAFE COMMUNITY

THIS MONTH'S MAJOR NEWS THEMES

HAPPY
NEW YEAR



ARTS &
CULTURE



POLITICS



A LOOK AT THE MONTH'S LOCAL COVERAGE

TRANSPORTATION

Scammers are attaching phony QR codes to parking meters in downtown Houston

Scammers are attaching phony QR codes to parking meters in downtown Houston, city officials confirmed. The QR code links to a website that's not affiliated with the city where people are asked to give their credit card information. ParkHouston Assistant Director Maria Irshad said they were alerted to the scam after phony QR codes started popping up on parking meters in San Antonio and Austin. Then they found the fake codes on 10 parking meters in downtown Houston, Irshad said."

JAN 19 *READ THE FULL STORY AT*
HOUSTONPUBLICMEDIA.ORG

ENERGY & ENVIRONMENT

HISD should do more to address lead contamination in the water at schools, local groups say

Local advocacy groups are calling on the Houston Independent School District to do more to address lead contamination in drinking water at its schools, after previous testing found more than a third of taps tested had some level of lead contamination. In a letter sent to the district Wednesday, local environmental groups and advocates asked Superintendent Millard House to consider replacing drinking fountains with water bottle hydration stations that are equipped with lead filters.

JAN 14 *READ THE FULL STORY AT*
HOUSTONPUBLICMEDIA.ORG

News 88.7

inDepth



POLITICS

Texas landlords must now disclose flood risk information to renters—housing experts say it doesn't go far enough

Starting this month, Texas renters will see something new before signing a lease: For the first time, landlords are required to give prospective tenants some information about a property's flood risk. The new law applies to all rental properties, regardless of whether they're located in a mapped floodplain. "Renters themselves are not even challenging landlords now," said Julia Orduña, Southeast Texas regional director of the nonprofit group Texas Housers. "How do we think that they're going to be empowered to challenge landlords for lease violations in flooding?"

JAN 10 *READ THE FULL STORY AT*
HOUSTONPUBLICMEDIA.ORG

A CONNECTED AND INSPIRED COMMUNITY



***I SEE U*, Episode 32: The Color of Therapy**

While medical teams question whether the omicron variant marks a COVID-19 transition from a pandemic stage to an endemic phase, minorities along with a host of communities of color are seeing disproportionately higher rates of mental health problems. Moreover, disparities exist as it relates to accessibility in mental health care services. In the second installment of its series, *I SEE U* explores the impacts of mental illness on more diverse populations.

LISTEN TO THE EPISODE ON
[HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)

COMMUNITY CATALYST SPOTLIGHT

Houston Public Media is working with select partners to solve some of Greater Houston's biggest challenges.

100 YEARS OF HOUSTON (1927 – 2027)

Episode 5: GI Bill

The impact of World War II, veterans and the GI Bill of Rights on the new campus of the University of Houston was tremendous. The War caused a major decline in enrollment as students joined the armed services or worked in industry. The leadership of UH worked closely with the US military to support the war effort. Returning veterans created unprecedented growth and change in enrollment and facilities paving the way for UH to become a major university.



WATCH THE EPISODE ON
[HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)



ARTS & CULTURE

Reexamining the Movie Industry

In this late stage of the pandemic, some people may feel safe going to the movies, while others may not. Houstonian and film producer Greg Carter says, "The pandemic has accelerated what has to happen eventually. It has forced theaters to think of attending movies as more of an entertaining event and to do more than just provide popcorn." The pandemic has also changed the way movies are being made. With movie set shutdowns, a strict budget now reflects COVID protocols and procedures, where the decision is to scale back on equipment but not on safety.

LISTEN TO THE EPISODE ON
[HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)

BY THE NUMBERS

JANUARY 2022



INNOVATION
FUND DRIVE
RAISED

\$125,832

MATCHING
FUNDS **100K**

264 NUMBER OF
DONATIONS

AVERAGE
DONATION
AMOUNT **\$476**

147



UNIQUE
NEWSMAKERS
INTERVIEWED



46

DIGITAL
FIRST
LOCAL
NEWS
STORIES



The impact of member contributions to our Innovation Fund can't be overstated. We are constantly talking about what's coming up not just this year... but for years to come. I'm personally excited about which ideas will turn to reality and knowing that it will be thanks to community support makes it even more thrilling."

Matthew Harab, Houston Public Media Morning Anchor



During these challenging times, community support helps us grow our news content when it's needed the most. The generosity of our members bolsters our efforts to create a strong culture of journalism. Thank you for making it all possible.”

Gail Delaughter, Houston Public Media Transportation Reporter

This month's impact report is made possible by our community of donors, foundations, and partners.