

— MARCH 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



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



Local Weekly Radio Show
for the Purpose of
Connecting Communities



18

Person Local
Newsroom

**PARTY
POLITICS**

Local Podcast
Recapping the Week's
Biggest Political
News Stories

DID YOU KNOW WHAT ELSE IS POWERED BY YOU?

This past month Environmental Journalists from all over the country gathered in Houston for the Society of Environmental Journalists' Annual Conference. This year Houston Public Media's Katie Watkins was a part of the conferences planning team. Katie co-lead a day tour on Sustainable Fishing, Coral Health and Marine Life and was able to take 30 journalists out on a boat for a half-day of fishing. Between casting their lines, the group heard from experts about how fishery management works in the Gulf of Mexico. Back on shore, they learned about the national marine sanctuary that protects coral in the Gulf and cap the day with a walk on the beach, where advocates will talk about their work to protect turtles and bird in Greater Houston. Opportunities for our newsroom of extraordinary reporters are vital in continuing to provide community updates on our environment and it is all **powered by you.**

AN INFORMED, EDUCATED, AND SAFE COMMUNITY

THIS MONTH'S MAJOR NEWS THEMES

WOMEN'S
HISTORY
MONTH



2022
TEXAS
PRIMARY



COVID-19
BA.2



A LOOK AT THE MONTH'S LOCAL COVERAGE

HOUSING

Houston's unhoused population decreased due to a \$200 million investment, a new report says

Unhoused people in the Houston area are being placed in permanent housing at an increased rate after the city of Houston and Harris County invested nearly \$200 million to reduce homelessness in the area, according to an annual count of the region's homeless population. The Coalition for the Homeless of Houston and Harris County counted 3,223 unhoused people in Harris, Fort Bend and Montgomery counties during its annual point-in-time count in January.

MARCH 16 READ THE FULL STORY AT
HOUSTONPUBLICMEDIA.ORG

HEALTH & SCIENCE

Some critical Memorial Hermann patients can receive care despite Blue Cross Blue Shield contract termination

Some of the most critical Memorial Hermann hospital patients insured under Blue Cross Blue Shield of Texas must remain covered under state law despite stalls in contract negotiations that put nearly 200,000 members out of network. James McCarthy, the executive vice president of Memorial Hermann, said BCBSX members currently being treated for a pregnancy, disability, acute condition, or life-threatening illness may have continuity of care benefits—meaning they would be allowed to stay in network for longer despite the contract termination.

MARCH 4 READ THE FULL STORY
AT HOUSTONPUBLICMEDIA.ORG

News 88.7

inDepth



ENERGY & ENVIRONMENT

The Texas oyster industry is struggling as the state's reefs close for harvesting

Texas has closed nearly all of the state's public oyster reefs for harvesting, dealing a devastating blow to those who work in the industry. But state biologists say it's necessary to protect the bivalves for the future. At Johnny Jurisich's family dock in Texas City, more than a dozen empty oyster boats with names like Sunshine and Captain Fox lazily float in the marina on a recent Monday morning—an odd sight for what is normally peak oyster harvesting season. Currently, 21 of the state's 27 harvesting areas are closed, with three more areas set to close Tuesday. The season normally runs from Nov. 1 through April 30, but many of the areas have been closed since mid-December—a move the state says is necessary for future sustainability.

MARCH 21 READ THE FULL STORY
AT HOUSTONPUBLICMEDIA.ORG

A CONNECTED AND INSPIRED COMMUNITY



Houston Public Media Celebrates Women's History Month

Every March since 1987, Congress and U.S. Presidents have designated the month as Women's History Month. Houston Public Media is proud to celebrate the accomplishments and vital contributions of women in history with documentaries and stories that center women's experiences in history—and the present day.

VISIT THE WOMEN'S HISTORY MONTH PAGE ON [HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)

COMMUNITY CATALYST SPOTLIGHT

Houston Public Media is working with community partners to bring awareness to some of Greater Houston's biggest challenges.

Houston Public Media Presents *Building Blocks* March 22 Episode 5: The Cost of Neglect

Early learning is a necessity. When people hear Pre-K, many think it's something extracurricular or only for those who can afford it. At a basic level, it sets the foundation for children to acquire academic skills while inspiring curiosity and problem solving. In episode 5 of *Building Blocks*, we examine the price society pays when quality early childhood care is left on the back burner and the possible paths towards changing these outcomes.

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



ARTS & CULTURE

Houston's performing arts scene is ramping up in 2022 as COVID numbers decline

Houston's performing arts scene is ramping up again in 2022 as COVID-19 numbers continue to decline in the region. With numbers down, local arts organizations are opening their doors to wider audiences and lifting mask and testing requirements for audience members. Brandon Weinbrenner, the associate producer and casting director at Houston's Alley Theatre, said the Alley lifted its mask requirements in hopes of putting more people back in theater seat. As of Monday, the COVID-19 positivity rate in Houston was 3.2% according to Texas Medical Center data.

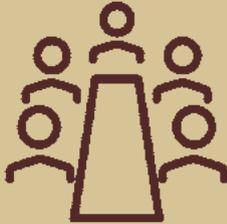
MARCH 2 READ THE FULL STORY AT [HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)

BY THE NUMBERS

MARCH 2022

HOUSTON PUBLIC
MEDIA FOUNDATION
BOARD MEMBERS

13



155



UNIQUE
NEWSMAKERS
INTERVIEWED

104+
INDEPTH
STORIES



58

DIGITAL
FIRST LOCAL
NEWS STORIES



“

In addition to the high-quality audio storytelling you come to expect from an NPR member station, our digital journalism continues to grow stronger year after year. Since I joined Houston Public Media as Senior Digital Producer in 2020, we've launched a new daily newsletter, branched out to reach new audiences through social media and created a bolder strategy to tell important stories to Houstonians in new formats that reach more people. Community support makes everything we do possible. Every contribution means we break another story, we hold another powerful interest to account and we give a voice to another person who feels like they're unheard. That's the power of local journalism, and that's the power of public media.”

Paul Debenedetto, Executive Producer for Daily News



The news and information I get from NPR and Houston Public Media is valuable beyond what I can afford to give. So thank goodness others help keep public radio powered and thus keep me empowered!”

Ms. Rosemary Hejny, Always Member

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