

# Your Voice, Your Stories Powered by *YOU*



## 2022 IMPACT REPORT



Houston Public Media  
A SERVICE OF THE UNIVERSITY OF HOUSTON



# We Are Houston's Public Media

## OUR MISSION

TO INFORM AND INSPIRE FOR  
THE LOVE OF HOUSTON

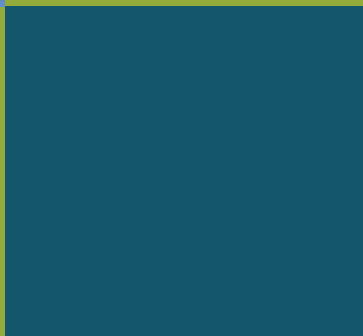
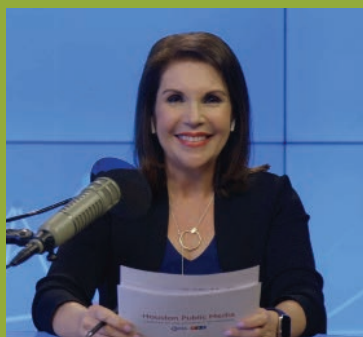
## OUR VISION

TRANSFORMING OURSELVES,  
OUR COMMUNITY AND OUR  
WORLD

Houston Public Media is built on more than 70 years of success in public radio and television. Serving Greater Houston—one of the most diverse cities in America—with free access to informative, educational and inspiring content through a multimedia platform that includes PBS TV 8, NPR News 88.7 and Classical HD.

Focused on delivering high-quality local, regional and national content in the areas of news and information, arts and culture and education, Houston Public Media is a service of the University of Houston. We feature 24/7 curriculum-based children's programming and present a diverse range of perspectives on topics and issues that are critical to the future of our region, state and nation.

Houston Public Media is our community's only non-commercial, locally-owned media organization and is made possible by the generous support of donors, foundations, legacy gifts and sponsors.



WE ARE HOUSTON'S PUBLIC MEDIA

## Leadership

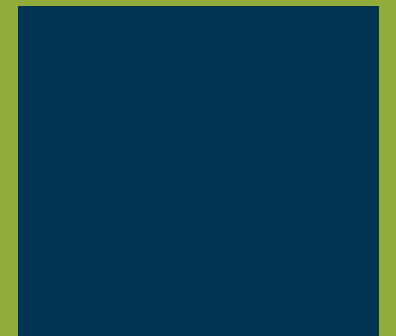
Much has changed over the past few years, but one thing hasn't—our commitment to providing you and your family with reliable news and information.

**Lisa Shumate**  
Associate Vice President  
and General Manager

Your support is paramount to our continuing this mission and we strive every day to affirm your faith in us as reliable stewards of your contributions.

Houston Public Media continues to remain responsive to our audience. Your preferences for how to access our programming is not one-size-fits-all. We provide you with free access to informative and inspiring content through digital and broadcast channels, streaming apps, houstonpublicmedia.org and social media. So, no matter how you choose to get your news and programs, we are there for you.

We value your role in our growth and investment in our future, and look forward to continuing to serve you.





Thank you for valuing Houston Public Media and ensuring its legacy is preserved for generations to come.

Members who invest in Houston Public Media bring daily news broadcasts to our listeners, emergency alerts and updates to our community when needed, and PBS educational programming on-air and online. Your support strengthens our community through trusted news and information, as well as through free resources for teachers and parents.

On behalf of the Houston Public Media Foundation Board, I thank you for being an integral part of our mission to serve our community.

Sharon Birkman  
Board President,  
Houston Public Media Foundation



HOUSTON PUBLIC MEDIA FOUNDATION BOARD

Lisa Shumate | Executive Director of the Houston Public Media Foundation

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## Trusted National Partners

Our strength lies in our partnerships with PBS, NPR and other forward-thinking organizations.

**Josh Adams**  
Station Manager

This year we leveraged our unique relationships to bring Greater Houston stories to the forefront in news, education and entertainment.

In 2022, Houston Public Media was selected to be one of three member stations to partner with PBS Digital Studios (PBSDS) as a Regional Digital Center of Innovation, aiming to expand the voices of diverse communities. Collaborating with PBSDS and the other regional centers will allow us to deepen our digital capacity and showcase more underrepresented content creators in our community, both in front of and behind the camera.

In January we launched the University of Houston Moores School of Music Broadcast Series on KUHF 88.7 HD-2 Classical, taking live recordings and professionally mixing them for air. 88.7 HD-2 remains the only station in Houston providing local and international classical music.

Houston Public Media's digital and broadcast content won seven high-profile awards in 2022, including a regional Edward R. Murrow Award and a Lone Star Emmy. Reporter Sara Willa Ernst's investigative effort on worker heat deaths was honored by the Investigative Reporters & Editors and recognized with an Occupational & Environmental Medicine Media Excellence Award. Our team prioritizes high-impact content that engages our audience, serves our stakeholders and educates the Greater Houston community.

Our sponsorship of the Scripps National Spelling Bee shines a positive light on local students—out of 234 national competitors, two Houston-area spellers made it to the final 13 spots. This year's winner, Harini Logan, hailed from San Antonio.

In October, Houston Public Media hosted *Marketplace Morning Report* with David Brancaccio for an entire week in our studios on the campus of the University of Houston. The team produced stories from around Texas that impacted our local communities and engaged our national audience.

Trusted content creation remains our focus. We know Texans tell the stories of Texas better than anyone and are committed to getting strong Texas voices on the air nationally and across digital platforms. Your continued support makes it possible!



Your stories impact the entire Houston community.



*Marketplace Morning Report with David Brancaccio*



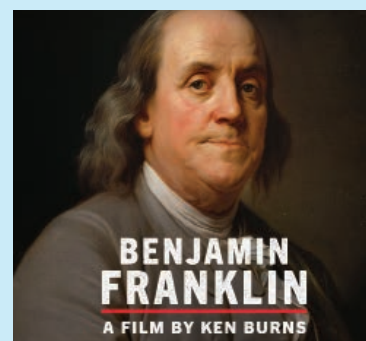
2022 Scripps National Spelling Bee







**75**  
PERCENT  
OF TV HOUSEHOLDS  
WATCH PBS (THAT'S 180+  
MILLION PEOPLE!)



**19**  
YEARS  
RANKED #1  
IN PUBLIC TRUST



**34**  
MILLION  
CONSUMERS USING  
PBS WEBSITE  
AND APPS



**40**  
MILLION  
SOCIAL MEDIA  
VIEWS OF  
PBS CONTENT

**MASTERPIECE™**



## TRUSTED PROGRAMMING, UNIQUELY DIFFERENT

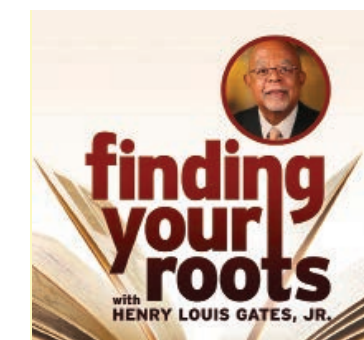
Houston Public Media is the nation's first public television station and the region's source for PBS programming. It is non-commercial, curriculum-based and belongs to everyone.



PBS and its more than 335 member stations help fulfill our mission of providing trusted programming that is uniquely different from commercial broadcasting—treating audiences as citizens, not simply consumers.

Below are just a few noteworthy PBS programs, achievements and resources from 2022.

- As the White House correspondent for the nightly news broadcast *PBS NewsHour*, Laura Barrón-López consistently and accurately provided updates from Capitol Hill.
- *Washington Week*, moderated by Yamiche Alcindor, is the longest-running primetime news and public affairs program on television.
- *Finding Your Roots*, with Harvard scholar Henry Louis Gates Jr., stimulated a national conversation about identity with humor, wisdom and compassion.
- *Frontline*, the Pulitzer Prize-winning documentary series, saw record-breaking streaming views for their investigative work holding power to account during a tumultuous year.
- NOVA's *Looking for Life on Mars* gave audiences a front row seat as NASA embarked on the most ambitious hunt yet for signs of ancient life on Mars.
- PBS Digital Studios expanded its content offerings with series such as *Animal IQ*, their first collaborative partnership with *Nature*.
- MASTERPIECE's *All Creatures Great and Small* set new records as PBS's most-streamed drama debut to date.
- The PBS KIDS 24/7 channel offered free, accessible and educational content for our youngest viewers across a variety of platforms.
- PBS LearningMedia offered thousands of digital learning resources to support millions of PreK-12 teachers and students nationwide.
- Audiences of the free streaming service Local Now will have access to award-winning PBS content including engaging educational series, local programming and network favorites like *PBS NewsHour*, *Frontline* and *Antiques Roadshow*.







## A CRITICAL SOURCE FOR TRUSTED INFORMATION

Thanks to listeners like you, NPR and its more than 1,000 Member Stations—including Houston Public Media—are critical sources for audiences seeking trusted information on stories that matter to them.

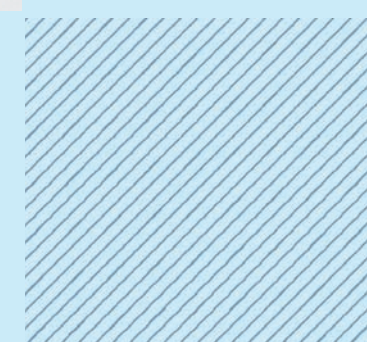
48  
MILLION

LISTENERS AND READERS  
EXPERIENCE NPR ACROSS  
MULTIPLE PLATFORMS  
WEEKLY

Since 1970, NPR has provided news and perspective that helps people understand the forces shaping the world around them. This information and insight brings people together, and through the growing presence of digital media—podcasts, social media, mobile apps—Houston Public Media can bring the value of NPR’s journalism to more Greater Houston communities.

Through this work, we strengthen our democracy and help people find common ground. Our national and regional partnerships grant our listeners access to the following:

- NPR’s *Morning Edition* and *All Things Considered* are consistently among the most listened to news radio shows in America
- Comprehensive local journalism through partnerships with Texas public radio stations and NPR
- The largest network of public service journalists in the country
- One of the country’s most trusted news outlets for weather coverage and public safety updates
- The top podcasts in the nation, including *Wait Wait...Don’t Tell Me!*, *NPR News Now*, *Up First* and more



Ayesha Rascoe  
named host of  
*Weekend Edition*  
and *Up First*







Below the Waterlines: Houston After Hurricane Harvey



Our Body Politic



I SEE U with Eddie Robinson



Because of you,  
we are able to  
meet new  
challenges  
and find  
opportunities  
to serve our  
community.

## Local Growth

### MORE RESOURCES FOR OUR COMMUNITY

Houston Public Media remains committed to identifying opportunities to share engaging content for and by diverse people. We are extremely proud of our locally-produced podcast and talk show *I SEE U with Eddie Robinson*, but we realize that there is an even greater opportunity to add more diverse perspectives to our air.

First, we added the international newscast *Asian View*, from NHK World-Japan, airing three times per day on News 88.7. Next, we grew the number of diverse voices on our schedule with the weekly talk show *Our Body Politic* on Sunday nights.

Houston Public Media also remains invested in local journalism, continuing our mission of informing and inspiring the people of Houston. Our newsroom has been restructured to streamline both our enterprise journalism and daily news reporting. Our daily news team is now more capable of tracking and reporting breaking news on national, statewide and local levels.

Our inDepth team is working to provide investigative reports and deeper insights into complex issues that affect the people of Houston. An example of this is the limited series podcast *Below the Waterlines: Houston After Hurricane Harvey*, which garnered statewide and national recognition while telling the story of Houston five years after the deadly storm.

Our investment in journalism is not limited to our newsroom. We have added a new digital team to develop and distribute content to digital and social media audiences. Today's news consumer is sophisticated and extremely connected. Our ability to create and distribute content to them 'where they are' is critical to future growth. The new team of digital experts and journalists will work side-by-side with our news team to deliver digital-first and digital-only content on a daily basis.



Kyle Claude

Executive Director of  
Content Operations

On behalf of the entire Content Operations team at Houston Public Media, please accept my heartfelt thanks for your continued support. Because of you, we are able to meet new challenges and find new opportunities to serve this community. As we emerge from the disruptions brought on by a global pandemic, we are well positioned for growth in a rapidly changing media landscape.

Thank you for watching, for listening, for sharing and for supporting this important work.





GROWING OUR REACH AND IMPACT

In 2022, Houston Public Media’s content team worked with community and industry partners to spread the voices and stories of Greater Houston across Texas and the nation.

We were contacted by New York’s WNYC to collaborate on a special edition of *The United States of Anxiety*, leading to a partnership effort between their producers and ours to share Houston’s Juneteenth celebration with a national audience. Houston Public Media’s live updates of local celebrations, including those at Emancipation Park, were heard across the country.

Our talk show and podcast teams were out in the community as well. *Town Square with Ernie Manouse* took the production of the live call-in show on the road several times, including the Houston Livestock Show & Rodeo, the Houston Greek Festival and a special Juneteenth celebration in Galveston.

*I SEE U with Eddie Robinson* traveled to Sugar Land to share an exhibit dedicated to the mass grave of state-sanctioned prison laborers. Going deeper, the show also took listeners inside a local barber shop to share patrons’ stories about this unique community and cultural safe space for Black men.

Houston Public Media also took the celebration of the fifth anniversary of *Party Politics* on location with a live broadcast from downtown’s POST Houston, a popular food and culture venue. Patrons and passers-by were exposed to the show’s trademark humorous approach to the week’s political news.

Fair and unbiased reporting of local, statewide, national and global events is a standard for the journalists at Houston Public Media. Our community relies on our newsroom to bring them accurate coverage of these stories.

From the Supreme Court’s historic decision to overturn *Roe v Wade* to the tragic school shooting in Uvalde, from deep-rooted investigations and inDepth reports to daily news coverage, Houston Public Media’s team of journalists provided facts, details, balance and perspective.

Edward R. Murrow Award  
*Fire Triangle*



Occupational & Environmental Medicine  
Media Excellence Award

“Hot Days: Heat’s Mounting Death Toll on Workers in the U.S.”



IRE Award

“Hot Days: Heat’s Mounting Death Toll on Workers in the U.S.”



PMA54 (Public Media Awards)  
*Mothers First*



Lone Star Emmy Award  
*TESTED: Houston’s Response to COVID-19*



Texas Broadcast News Award

“Texas Had An Outsized Presence At The Capitol Insurrection. Why?”



Party Politics

Fair and unbiased reporting of local, statewide, national and global events is a standard for the journalists at Houston Public Media.





## Local Talk Shows



**Don Geraci**  
Senior Director  
of Programming  
and Outreach

### HOUSTON PUBLIC MEDIA ADDRESSES ISSUES IMPORTANT TO YOU, OUR LISTENERS.

“Local talk” is a bit of an anachronism: yes, we positively develop programs specifically for the Houston region, but in today’s digital world, everything is available anywhere and anytime... including our local talk shows.

We regularly receive comments from listeners who are ‘tuning in’ from across the world. Our mission remains to inform and inspire—with focus on our Houston communities—yet it is remarkable that we can reach, inform and educate Houstonians both near and far. Helping keep their connection to home, wherever they may land, is a rewarding venture.

Increasingly the world is going digital and listeners expect content wherever they are and whenever they want it. We deliver that. All of our local series are available online, via podcasts and streaming and as the familiar ‘old school’ radio broadcast. We meet listeners where they are.

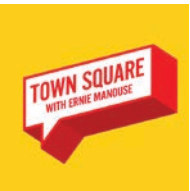
As we continue to grow, it is important to keep pace with both our listeners’ desires and relevant technology trends. There are so many important issues that require thoughtful and intelligent discussion that our team is more than capable of providing to you, our listeners. It’s not just our mission, it’s our DNA.

## A CLOSER LISTEN TO LOCAL TALK

### TOWN SQUARE WITH ERNIE MANOUSE

Every day at 3, *Town Square with Ernie Manouse* offers the topics, events, people and subjects on the minds of our listeners or in the day’s news. Opening the mic to discuss those “third rail topics” is one of the driving forces behind the live call-in show. *Town Square* creates a safe space to discuss the issues that

affect our daily lives, which are often divisive. Where other programs may avoid talking about partisan political ideas, religion, race, education, guns, abortion and elder care, these are the topics we are drawn to—not to exploit, but to get a better and clearer understanding of how they affect us.



### I SEE U WITH EDDIE ROBINSON

Fresh into the second season of new weekly episodes, Eddie and his team at *I SEE U* built a unique and sonically-rich platform that gives voice to those who have often been unheard. *I SEE U with Eddie Robinson* is a place where creatives from all walks of life share their personal histories, their struggles and their

triumphs through provocative storytelling and frank conversations that explore concepts of cultural identity and race relations. Listeners learn to empathize with others and hopefully experience some personal discoveries of vulnerability in themselves.



### HOUSTON MATTERS WITH CRAIG COHEN

*Houston Matters with Craig Cohen* is now in its tenth year as the gold standard for excellence in local radio talk programs. From the economy to public safety, health to education, flood prevention to transportation—if it’s important to Houstonians, it’s covered on *Houston Matters*. Throughout 2022, Houston was once again at the center of national public

debate on a variety of issues directly affecting Americans: from economic policy to voting to school safety and gun rights and public school curricula. *Houston Matters* addressed all those issues fairly, directly, accurately and honestly, while helping Houstonians define the community’s new normal two years into the global pandemic.



### PARTY POLITICS

In a polarized political climate, talking about politics can give anybody pause. But each week for five years, *Party Politics* has taken the temperature down a notch to provide an understandable analysis of the local, state and national stories and issues most impactful to Greater Houston.

Combining insight, humor and objective, non-partisan perspectives, co-hosts Brandon Rottinghaus and Jeronimo Cortina, both political science Professors at the University of Houston, cover both local and state issues that matter to this region



### ENGINES OF OUR INGENUITY

*Engines of our Ingenuity* is a daily radio and digital offering about the machines that make our civilization run and the people whose ingenuity created them. With almost 3,300 episodes and averaging over 12,000 downloads per week, *Engines* chronicles innovation both big and small while celebrating both triumphs and failures—because many great scientific breakthroughs

only succeed after much trial and error. Produced in concert with the University of Houston Cullen College of Engineering and authored and voiced by professors, engineers, astronauts, musicians, actors and doctors, the show makes complex topics relatable to our daily lives through compelling storytelling that promotes natural curiosity.





# Houston Public Media Our Mission, Our Vision

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OUR MISSION, OUR VISION

## A Connected Community

### BUILDING CONNECTIONS WITH THE NEXT GENERATION OF PBS VIEWERS

As younger viewers move away from broadcast and towards laptops and phones to consume content, PBS has been working over a decade to develop new ways to engage these viewers online.

The result is PBS Digital Studios (PBSDS), a network of YouTube shows where new kinds of programs are delivering PBS's core mission of education in new ways to new audiences. So far, PBSDS programs have garnered over three billion views online.

With support from the Corporation for Public Broadcasting, PBSDS selected Houston Public Media, as well as two other member stations, to produce shows with a specific mission to elevate Black, indigenous, and people of color (BIPOC) voices.

As one of these three Regional Digital Centers for Innovation (RDCI), Houston Public Media is developing ways to create series closer to home—within our very own Houston neighborhoods—informing and inspiring our viewers with more ethnic diversity.

As these projects premiere on PBSDS YouTube channels, you'll be watching digital series produced by Houston Public Media for PBS Digital Studios as part of the RDCI initiative.

In addition to developing our own series for PBSDS, we will be supporting WNED Buffalo/Toronto and Louisiana Public Broadcasting with their own digital series. Guiding these teams and strengthening our connections to member stations across the country inspires us to keep the mission alive.





# An Inspired Community

## DIVERSE VOICES



OF VIEWERS BELIEVE  
PBS FEATURES A DIVERSE  
RANGE OF PEOPLE  
ACROSS PLATFORMS



OF LISTENERS AGREE  
PUBLIC RADIO PROVIDES  
INFORMATION OTHER MEDIA  
OUTLETS DO NOT

Houston Public Media recognizes and serves the many voices that make up this great community, one of the most diverse in the country. Our mission to continue inspiring remains at the forefront of our approach to developing content.

Content that honors the cultures and voices that make up our diverse region are available as radio and television programs, in addition to being at your fingertips with our digital and streaming services. Arts and culture heavily influence what inspires us—and is the driving force behind these voices.

### ENCORE HOUSTON

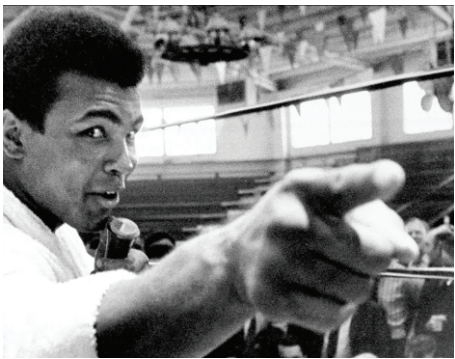
*Encore Houston* continues to thrive as we near the 200<sup>th</sup> episode mark! Available online and on Houston Public Media Classical (KUHF 88.7 HD-2), the show features live recordings of Houston’s top chamber ensembles and more.

*Encore* continues to expand beyond its classical origins, this year featuring a Turkish music concert hosted by Asia Society Texas as well as visiting and local jazz musicians, including Kinder High School for the Performing and Visual Arts graduate Jalen Baker!

It’s simply the best of Houston’s classical and ‘classical adjacent’ music that you’ll find nowhere else.

### Celebrating and Recognizing LGBTQ+

Pride Month is celebrated each year in June to honor the 1969 Stonewall riots, promoting equal justice and opportunity for LGBTQ+ Americans. In June of 1969, patrons of the Stonewall Inn in Manhattan staged an uprising to resist police harassment and persecution, which started a movement to condemn discriminatory laws and practices against the community. Houston Public Media proudly celebrates and recognizes the contributions and impact of our LGBTQ+ community. We are better together when we embrace all.



### Black History

Black History Month became a month-long celebration in 1976 to recognize the contributions of African Americans in American history. Houston Public Media launched its Black History Month page in 2020, and we continue to celebrate these historic contributions with new programming on TV 8, the PBS Video app and Houston PBS Passport. Having these and other sources keep our community informed as we proudly honor and celebrate the rich diversity of our Black community.

### Arab American Heritage

While not recognized by the federal government, Arab American Heritage Month (AAHM) is celebrated in many U.S. schools, cities and states. Houston Public Media highlighted accomplishments and vital contributions of Arab Americans on social media and with a variety of programming made available online and on the PBS app.



### Women’s History

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 with documentaries and stories centering their experiences in history—and the present day. On our Women’s History page, you can also find segments from our local talk shows dedicated to this celebration.

### National Hispanic Heritage

National Hispanic Heritage Month celebrates the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. Beginning in 1968 as Hispanic Heritage Week under President Lyndon Johnson and expanded by President Ronald Reagan in 1988, it was enacted into law on August 17, 1988, on the approval of Public Law 100-402. Houston Public Media celebrates the contributions and impact of our country’s Hispanic and Latino heritage with local news stories, programming and more.



### Asian American and Pacific Islander Heritage

In 1978, a joint congressional resolution established the first ten days of May as Asian Pacific American Heritage Week. In 1992, Congress expanded the observance to a month-long celebration now known as Asian American and Pacific Islander Heritage Month. We are continuously inspired by the contributions and impact of Greater Houston’s Asian American community, and at houstonpublicmedia.org, you can find learning resources, local news coverage, documentaries and more that are accessible year-round.





## An Educated Community

### CONNECTING WITH OUR TEACHERS

In 2022 we began an outreach initiative to educators across the region. Our education department provides free weekly workshops and consults to public school districts, charter schools and local colleges and universities in the region.

These workshops introduce educators to the wealth of *free* PBS and NPR educational resources available to them to help their students understand complex issues in the world around them and to help educators cope with the ever-evolving field of education. Teachers are consistently elated to learn they can begin using these resources immediately!

#### FOR THE CLASSROOM

**PBS LearningMedia** A free, robust site of high-quality educational videos, interactive lessons, lesson plans, and many other resources within a learning management system. Educational resources from PBS improve classroom quality for students and teachers alike.

**PBS KIDS** TV channels and digital platform for the legendary *Sesame Street* and *Mister Rogers Neighborhood*—as well as newer shows like *Daniel Tiger*, *Super Why*, *Peg + Cat* and *Odd Squad*—with educational games that improve students. Houston is #7 nationwide with nine million views monthly and 4.5 million streams!

#### FOR HOME LEARNING

**PBS KIDS FOR PARENTS** A site for caregivers of children that offers educational fun, crafts, coloring pages, birthday parties, recipes, videos and articles with parental educational guidance. PBS KIDS reaches more children and caretakers of young children than any of the children's TV networks.

**PBS** Over 75% of all U.S. television households—180 million people—watch PBS for free! We added over 180 hours of new documentaries and 200 hours of new arts and cultural programming. Educators are encouraged to use shows such as *NOVA*, *Frontline* and over 4,000 more shows for their classes.

4.07  
MILLION

MONTHLY STREAMS  
OF PBS KIDS  
CONTENT ACROSS  
PLATFORMS

81  
PERCENT

OF PARENTS  
NAMED PBS KIDS THE  
MOST EDUCATIONAL  
MEDIA BRAND FOR  
CHILDREN

#### FOR THE COMMUNITY

##### PBS ON TV 8

- 14 hours per week of science and nature programming
- 35 hours per week of history programming including how-to, cooking, and DIY learning
- 5 weekly stories on education
- 9 hours of arts and culture programming

##### NPR ON NEWS 88.7

- 11 weekly stories on agriculture and the environment
- 10 weekly stories on science and technology
- 6 weekly stories on business, economics and finance
- 46 weekly stories on medical and health
- 20 weekly stories on race, identity and culture

##### PBS KIDS ON TV 8

- 49 hours per week of curriculum-based programming
- 24 hours dedicated to STEM
- 13 hours for Social & Emotional Development
- 11 hours for Social Studies, Literature, Arts and more



##### PBS LearningMedia

- 100K+ digital curriculum-based assets for classroom support (Pre-K through 12)

##### SCRIPPS SPELLING BEE

The Houston Public Media Spelling Bee is one of the nation's largest, representing 1,100 schools in the Greater Houston area. In 2022, the competition sent two co-champions to Washington, D.C. for the Scripps National Spelling Bee. Sixth graders **Ishika Varipilli**, from Creekside Park Junior High in Tomball ISD, placed 23rd place, and **Kirsten Santos**, from International Leadership of Texas in Katy, tied for fifth place nationally!

**PARTICIPANTS**

- 150K+ Students in grades K-8
- 914 Schools
- 234 Final spellers nationally and internationally
- 37 Counties

#### EDUCATIONAL RESOURCES FOR ADULTS

Education is at the forefront of everything that we do at Houston Public Media, including our local talk shows. With a focus on delivering news coverage affecting primary, secondary and higher education throughout the region, our newsroom shares breaking news stories as well as thoughtful analysis and in-depth reporting on education news by going inside some of the region's longest struggling schools, sharing live updates via Twitter and taking part in community conversations with parents, teachers, school officials and education advocates.

Here are just a few local shows that featured topics specifically related to important educational issues geared toward adults in the Houston region:

**Town Square with Ernie Manouse** “Teacher’s Appreciation Week Highlights Those Who Impact Our Lives and Our Children’s Lives” Listeners called in to share what they loved about their teachers, and host Ernie Manouse talked to his favorite as well!

**I SEE U with Eddie Robinson** “Good Will Hunting for Great Teachers” University of Houston Professor Duncan Klusmann provided fresh insight on what can be done to keep teachers in the classroom.

**Engines of Our Ingenuity** Each *Engines* episode serves as an excellent educational spark for classroom discussion, with starting points on a wide variety of topics that highlight the merger of science, engineering and creativity.





Laurie Johnson-Ramirez  
News Director

# An Informed Community

## INCREASING OUR LOCAL NEWS COVERAGE

The Houston Public Media newsroom went through a major growth spurt in 2022, with several new initiatives to meet the needs of the Houston region.

Early in the year, we increased our local news coverage by adding four daily local newscasts to our schedule and began locally producing six daily statewide newscasts—meaning you now hear live, local and statewide news every hour from 5am to 6pm! Additionally, we are now the primary station that manages all the statewide newscasts for The Texas Newsroom that are broadcast in more than two dozen markets.

We also invested more resources in long-form enterprise journalism, launching an Enterprise Unit composed of several beat reporters and an editor who are focused on developing deep sources, digging past the headlines and investigating wrongdoing and mismanagement.

### BELOW THE WATERLINES

Their first project—*Below the Waterlines: Houston After Hurricane Harvey*—was an award-winning podcast looking into whether Houston is any more flood resilient five years after the storm devastated our region.

Our reporters examined multiple angles of Houston’s recovery, including whether flood buyouts actually work, how green infrastructure can help solve flooding and the slow bureaucracy that hampers recovery.

Led by Executive Producer Christina Lee, journalists Andrew Schneider, Katie Watkins, Sara Willa Ernst and Matt Harab, thousands of hours were poured into analyzing hundreds of data points and conducting dozens of interviews that resulted in the five-episode series.

### ELECTION COVERAGE

The 2022 Midterm Election was monumental for the city of Houston, its surrounding communities and the entire state. The Houston Public Media newsroom provided live, local and statewide coverage at the polls and post-elections results on-air, online and on social media platforms.

### THE TEXAS NEWSROOM

The Texas Newsroom is a public radio journalism collaboration that includes Houston Public Media journalists and other public media stations across the state. The team produced excellent collaborative coverage of the 2022 midterm election for our radio and digital audiences. Features from Politics & Government Reporter Andrew Schneider and Education Reporter Dominic Walsh provided election coverage vital to our audience.

Other collaborative stories provided insight on voices close to home, with stories from Health Reporter Sara Willa Ernst, Environmental Reporter Katie Watkins and Senior Producer Ariel Worthy that promptly informed residents and digital audiences via liveblogs, audio on social media and more.



4

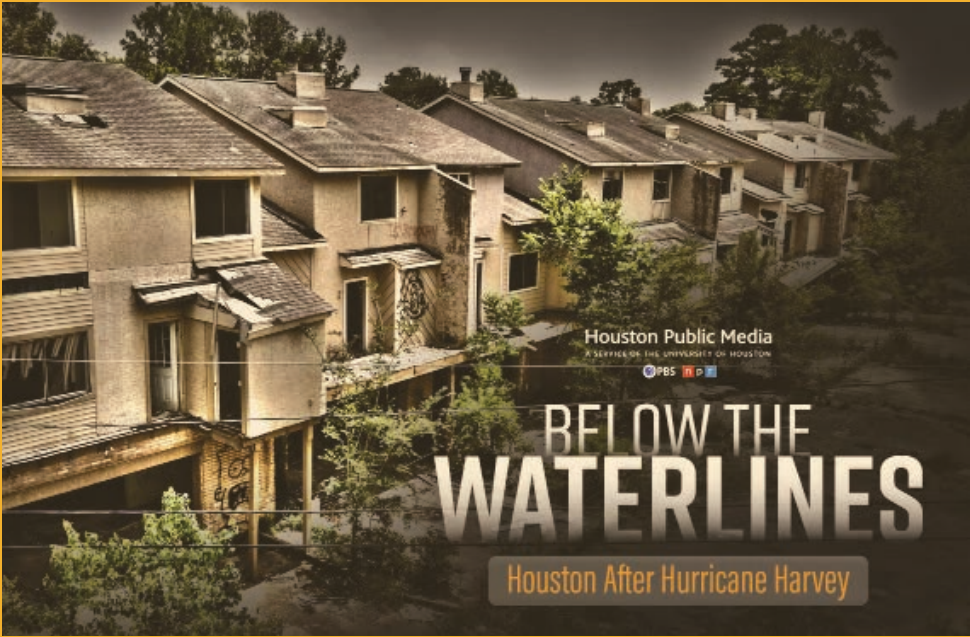
LOCAL TALK SHOWS



Town Square with Ernie Manouse

1,639

UNIQUE NEWSMAKERS



621

LOCAL NEWS STORIES



Live, local and statewide news coverage—every hour, 5am to 6pm.

9

ACTIVE PODCASTS  
COVERING NEWS,  
EDUCATION AND ARTS  
& CULTURE



# A Safer Community

## CONTINUING OUR LEADERSHIP TO INFORM AND PROTECT

Houston Public Media continues to be a leader among all broadcasters—public and commercial—building bridges with public safety partners to protect and serve our communities.

Serving more than seven million people in Greater Houston as the media partner for the Houston Regional Amber Alert System, with datacasting technology and the region’s emergency alert system, prioritizing a safe community remains a top priority. Our news team also provides robust, timely and local weather and health news coverage. Without this work, the community would be less safe during times of uncertainty.

### WEATHER NEWS COVERAGE

Having a defined ride-out team and plan for any major storm event enables News 88.7 to stay on the air 24/7 with live coverage and press conferences from Houston TranStar, the City of Houston, the Texas Department of Transportation and other local authorities. They also provide frequent real-time updates of flooded roadways and conditions around the city.

Local talk shows *Houston Matters* with Craig Cohen and *Town Square* with Ernie Manouse, the entire newsroom, our operations team and more go into emergency management mode, making local officials and weather experts available to listeners and readers across the region. This coverage is provided during times of hurricane season, severe flooding, winter storms and more.

### HEALTH NEWS COVERAGE

Houston is known internationally as the home of the Texas Medical Center, the largest medical center in the world. Houston Public Media makes health and science reporting a core part of our local news coverage to ensure our community knows about the latest in public health and medical innovations happening right here in our backyard.

Our reporters and talk shows share a myriad of stories and conversations around topics like COVID-19, mental health, healthcare policy, transgender health issues, the health insurance industry and more.

### DATACASTING

Houston Public Media has been nationally recognized for its public safety efforts and partnership with the U.S. Department of Homeland Security. As a public safety partner, we use a portion of our over-the-air broadcast signal to provide first responders and emergency personnel with communication assets through datacasting.

### HOUSTON REGIONAL AMBER ALERT SYSTEM

A law enforcement agency will request a regional or state Amber Alert to inform the public of child abductions to promote tips and leads for police. These alerts are vetted and ultimately issued by Texas Center for the Missing and distributed to select media outlets.

Houston Public Media’s radio station, KUHF News 88.7, is one of these critical media partners for the region. We broadcast these alerts to 19 counties in Greater Houston and are proud to use our reach to help save lives.

### EMERGENCY ALERT SYSTEM

Additionally, KUHF News 88.7 is the designated LP1 station for the region, serving as our area’s National Weather Service Emergency Alert System. Our studios not only broadcast timely Emergency Alert System (EAS) warnings that cover its 19-county broadcast reach, it also notifies other media outlets of severe weather and other emergencies. During Tropical Depression Beta, for example, Houston Public Media put out alerts for Galveston County, Brazoria County and others that were being hit with storm surges and rain.

This critical information helps keep our Greater Houston residents updated on current conditions, expected impacts and protective actions to keep local families safe.



HOUSTONIANS  
RECEIVE PUBLIC SAFETY  
SUPPORT & WEATHER  
ALERTS

“Houston Public Media will continue leading the way in supporting our media partners making our community safer.”

Josh Adams, Station Manager





# Community Support

## YOU Make It Happen



**Lynne Cook**  
Chief Development Officer

Houston Public Media is a community-funded service. Simply put, our work and impact in the community is not possible without the generous contributions of time, talent and gifts from our donors, foundations and sponsors.

Time and time again, those of you in our community who support our membership and giving societies—whether Studio Society, Affinity Council or Legacy donors—have shown that no matter how tough the challenge, you are there to make this work possible.

This past year, more than 50,000 members placed their trust in and supported services and content from PBS that ensure children are ready for school. You helped parents and teachers guide youth learning with resources from PBS LearningMedia.

You also provided critical news and information every day by safeguarding the region’s Weather and Emergency Alert System to ensure communities have the information they need to stay safe.

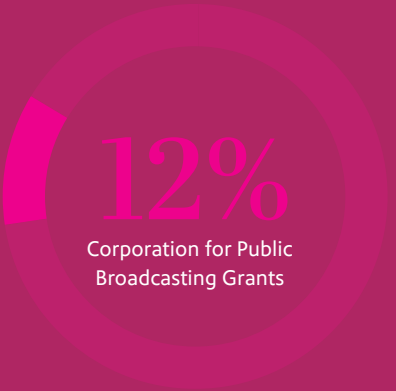
It is the leadership of our Houston Public Media Foundation Board that makes it possible for everyone to enjoy and learn from the content provided by this public media station.

As you reflect on the significant programming, initiatives and accomplishments we’ve highlighted in this report, know that all of it is possible because of **YOU**. Your support provides free access to informative, educational, inspiring and inclusive content and resources to more than three million people in our community. For that, we are extremely grateful.

### 2021 AUDITED FINANCIAL STATEMENTS

- Total Revenue **\$19,304,294**
- Community Contributions (includes Membership, Planned Giving, Giving Societies, and Foundation support) **\$13,493,621**
  - Corporation for Public Broadcasting Grants **\$2,331,099**
  - Underwriting and Corporate Sponsorship **\$3,479,574**

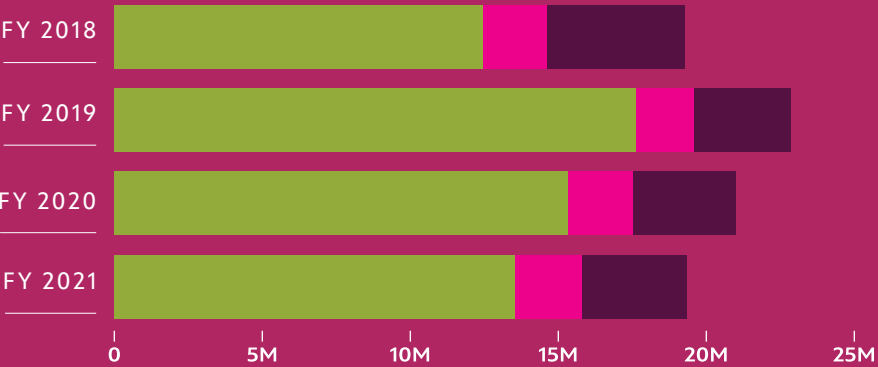
Source: FY 2021 Audit, James Moore & Co.



It is the leadership of our Houston Public Media Foundation Board that makes it possible for everyone to enjoy and learn from the content provided by this public media station.

## Thank **YOU**

### HOW ARE WE DOING YEAR TO YEAR?





OTHER WAYS TO GIVE

There are many ways you can fund trusted, educational and inspiring Houston Public Media programming for our entire community. We want to provide an option that works best for you. Learn more below!



GET IT TOWED!

With our Vehicle Donation Program, donate your classic car, truck, trailer or boat and turn it into trusted public media content.



HONOR IT!

With tributes and memorials, a gift can be made to Houston Public Media in memory or in honor of a loved one, friend or colleague.



MATCH IT!

With Employee Match, you can double (or even triple!) the impact of your gift. Ask if your employer will match your donation.



GRANT IT!

Learn how to recommend a grant to Houston Public Media through your Donor Advised Fund.



CORPORATE SPONSORSHIP

Houston Public Media enriches Houstonians’ relationships with their communities, locally and beyond geographic boundaries. Use our multiplatform to extend your audience reach and reinforce message frequency. Partner with us to become a trusted brand preferred and shared with others.

WAYS TO GET INVOLVED

ALWAYS MEMBERS

With a minimum gift of \$60 or more every year, you’ll receive access to Houston PBS Passport as our thanks for your support.

STUDIO SOCIETY

Studio Society members give \$1,200 or more every year, or \$100 a month, to sustain and power the mission of Houston Public Media.

AFFINITY COUNCIL

Affinity Council members give \$5,000 or more every year to sustain and power the mission of Houston Public Media.

IN TEMPORE LEGACY SOCIETY

A simple, flexible and versatile way to ensure we can continue our work for years to come is a gift in your will or living trust, known as a charitable bequest. By including a bequest to Houston Public Media, you are ensuring that we can continue our mission for future generations of Houstonians.

INNOVATION FUND SOCIETY

A gift to the Innovation Fund allows Houston Public Media to serve as the community connector for our region with new content, an expanded mission and improved reach to more households.

NEXT GENERATION OF LEADERSHIP

Mission Ambassadors and Young Leaders Council

Houston Public Media’s Mission Ambassador team is a growing digital community of public media fans across Greater Houston. Mission Ambassadors use their social media powers for good by spreading the word about the work we accomplish every single day, all year long.

The Young Leaders Council is an ambassador program for Houstonians who treasure Houston Public Media’s unique position in the media landscape and work to spread its mission. This initiative was established to engage the next generation of public media supporters and bring them closer to the content they cherish daily.

HOUSTON PUBLIC MEDIA FOUNDATION BOARD

The Houston Public Media Foundation wishes to recruit a diverse group of individuals with a passion for and commitment to the mission of Houston Public Media to serve as members of its board of directors or on its standing committees.

AFFINITY COUNCIL MEMBERS

The Affinity Council giving society brings together individuals who can provide additional support to sustain and advance our mission.

VISIONARY

Sharon Birkman-Fink and Richard Fink  
Angela Bishop  
The Brown Foundation, Inc.  
Andrea B. Bryant  
Kathy Butler  
Michael J. Cemo Foundation/Interests  
Janet F. Clark  
Marian and Paul Cones  
The Cullen Foundation  
Brian Dupnick  
Amanda and Morris Gelb  
Jacob and Terese Hershey Foundation  
Cynthia Holliday  
Houston Endowment, Inc.  
Kelley and Michael Lang  
Virginia and Dennis Malloy  
Ed and Jean Mathews Foundation  
John P. McGovern Foundation  
Beverly McPhail and Kevin Kulish  
The Estate of Dr. Matilda Melnick  
David Muegge  
Barbara Samuels  
Kathryn Sanders  
Maryjane and Walter Scherr  
Frank Serna  
Carey Shuart  
Nancy Thompson  
Billy Winkelman  
The Estate of Van Wittner  
The Wortham Foundation  
Edith and Robert Zinn

AFFINITY COUNCIL LEADERSHIP

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Virginia Clark  
Ginny and Mike Conway  
Carolyn and Platt Davis  
Daryl and John Dunn  
Lori Gallagher and Curtis Huff  
Maria and Rex Grey  
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Barbara and Winston Kile  
The W. T. & Louise J. Moran Foundation  
Beth Robertson  
Barrett Sides  
Stephen Van Dalen  
Dr. Doreen Wise

John R. Wright & Eloise Mountain Wright Foundation

AFFINITY COUNCIL COMMITTEE

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Conely Foundation  
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Smita Singh  
Marilyn and Thomas Sumner  
Robert Thal  
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Terry Thomas  
Ellen Yarrell  
Kristin Young

AFFINITY COUNCIL

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Adrienne and Snehal Amin  
Mary and John Arensdorf

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Dr. Carol Baker  
Ann and Matthew Barnes  
Elizabeth Berger  
Marc W. Boots  
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Kimberly and John Watson  
Cindy Weatherly  
Sharon and Curt Webb  
Jane Ann and Jasper Welch  
Sally Worthington  
Crystal Wreden  
Alisha Young





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




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