



Houston Public Media

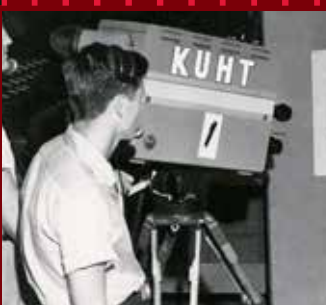
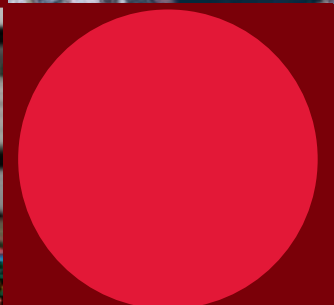
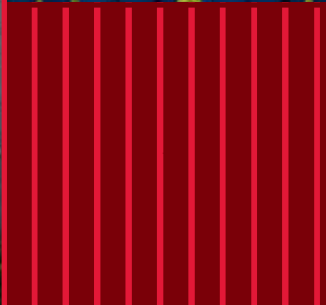
A SERVICE OF THE UNIVERSITY OF HOUSTON



—ANNUAL IMPACT REPORT—

POWERED BY YOU

2021



VISION
TRANSFORMING OURSELVES, OUR COMMUNITY AND OUR WORLD

MISSION
TO INFORM AND INSPIRE FOR THE LOVE OF HOUSTON

ABOUT
HOUSTON PUBLIC MEDIA

Houston Public Media serves Greater Houston—one of the most diverse cities in America—with free access to informative, educational and inspiring content through a multi-media platform that includes TV 8 | PBS, News 88.7 | NPR and Classical HD. Every year, more than three million people in our community engage with Houston Public Media through its broadcast channels, podcasts, social media platforms, website, mobile app and streaming content. Houston Public Media 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 region, state and nation. Houston Public Media is a service of the University of Houston and is made possible by the generous support of donors, foundations, legacy gifts and sponsors.

Powered By YOU Every Day, All Day
PEOPLE SERVED





Lisa Shumate
Associate Vice President
and General Manager

“It’s difficult to imagine a time that would test our resolve as individuals or as an organization more than this past year did. We persevered through a global pandemic and an unprecedented snowstorm that took down the Texas power grid. **Reliable news and information have never been more critical, and Houston Public Media is committed to being the trusted source of news you and your families need to stay safe and informed.**

You have been there for us to provide the financial support we need to continue our mission to serve the region. We are committed to justifying your faith in us as reliable stewards of your contributions. Like many organizations, we have been looking inward to assess our diversity, equity and inclusion (DEI) commitment and actions. Toward this effort, we have set three main objectives:

- Maintain our commitment to an inclusive and safe work environment through Houston Public Media’s Culture Committee
- Expand the Houston Public Media Foundation Board to be more reflective of Houston in age, gender, ethnicity and cultural background
- Continue to invest in professional development and career advancement

We value your participation in our growth and your investment in our future. We look forward to continue working with you.



Leslie Flynnne
Board Chair, Houston Public
Media Foundation

“Thank you for valuing Houston Public Media and ensuring its legacy is preserved for generations to come. **I am so proud that Houston Public Media has been a strong voice in our community during the COVID pandemic, providing education and information that remains necessary for understanding what is happening locally and around the world.** Members who invest in Houston Public Media keep the community safe and impact change in the classroom as well. We couldn’t do it without you.

Houston Public Media gathered feedback from our audience to learn more about the issues that greatly impact our community. We responded with *I SEE U with Eddie Robinson*—a program that explores cultural identity through the stories of people and places. Houston Public Media also increased its streaming options this year so you can enjoy more of your favorite shows anytime, anywhere, including 24/7 *PBS Kids* content. This free and accessible programming helps ensure children are prepared for school and people have access to lifelong learning.

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

Houston Public Media Foundation Board

Lisa Shumate | Executive Director of the Houston Public Media Foundation

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Leslie Flynnne | President

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Division of Administration and Finance, University of Houston

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Lisa Shumate | Associate Vice President and General Manager

Josh Adams | Station Manager

Courtney Lamm | Chief Development Officer

Kyle Claude | Executive Director of Content Operations

Derrick Wilson | Executive Director of Business Operations

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Millie Adan-Garza | Director of Sales, Underwriting and Corporate Sponsorship

Mark Armes | Director of Special Projects

Frank Castro | Director of Production Operations

Don Geraci | Director of Content

Laurie Johnson-Ramirez | Director of News

Sidney Knight | Director of Houston Public Media Facilities and Maintenance

Mary Ann Marucci | Senior Director of Advancement

Justin McKee | Director of Creative Services

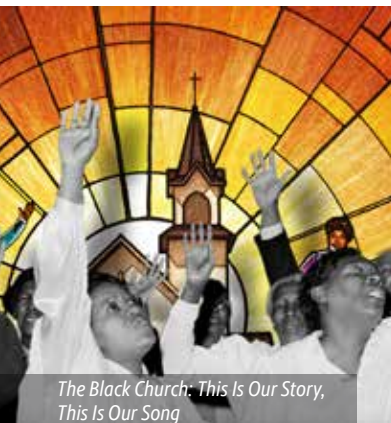
Jim Pivero | Director of Radio Operations

Anessa Rios-Ezeude | Director of Membership and Donor Services

Brian Wood | Director of Information Technology



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TRUSTED NATIONAL PARTNERS



The Black Church: This Is Our Story, This Is Our Song



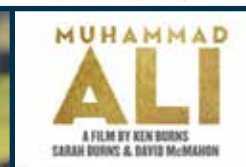
Texas Workers Are Dying in the Summer Heat



American Cities Rebuilding



Stories From the Stage



Houston Public Media is Greater Houston's source for NPR programming. Thanks to listeners like you, NPR—and its more than 264 member stations—are a lifeline for audiences seeking trusted information about the stories that matter. For more than 50 years, NPR has provided critical news that helps people understand the forces shaping our world. Public radio doesn't just report the news, it brings people and communities together. Through live events, call-in programs and social media, it enables people to listen and exchange ideas. Through this work, NPR strengthens our democracy and helps people find common ground. Through NPR and Houston Public Media's unique local-national partnership, our listeners have access to the following, all without a paywall:

- The largest network of public service journalists in the country
- One of the country's most trusted news outlets
- The top podcasts in the nation (*NPR News Now*, *Up First*, *Wait Wait... Don't Tell Me!* and more)
- Comprehensive local journalism through partnerships with Texas public radio stations and NPR



Josh Adams
 Station Manager

With your support, we will continue to share the Houston spirit with the nation.



Houston Public Media is Greater Houston's source for national PBS and NPR programming, and our partnerships go even further. In 2021 our content team collaborated with PBS and NPR stations across the country, and in our own backyard, to bring Houston stories to the national stage. Here are some highlights:

- In February, Houston Public Media's Eddie Robinson interviewed Dr. Henry Louis Gates, Jr. in a live and local virtual event to mark the premiere of the PBS television series, *The Black Church: This Is Our Story, This Is Our Song*.
- Houston Public Media helped produce *American Cities Rebuilding*, a virtual event from WNET, New York's PBS affiliate, that showcased how major American cities are grappling with the social, economic and political challenges exposed and amplified by the pandemic.
- In September, Houston Public Media, The Texas Newsroom, Columbia Journalism Investigations, NPR and The California Newsroom published an investigative series into the effects of heat on workers. Houston Public Media and KERA in Dallas decided to tell the stories of two industries that were responsible for most of these deaths and hospitalizations in Texas: construction and trash removal. A few weeks after the stories were published, the Biden Administration announced that it would begin the rulemaking process for a federal heat standard—a solution highlighted in the story and championed by worker rights advocates for years.
- Houston Public Media worked with the GBH Boston production team and local organizations to develop and record two special episodes of the program *Stories from the Stage* featuring storytellers from Houston. In the fall, the PBS WORLD Channel aired *Resilience* and *Second Chance*. The topics featured in these episodes resonated with viewers both in Houston and around the country.

We know that stories and programs like these are best told and produced by people who live right here in our community. With your support, we will continue to share the Houston spirit with the nation. Thank you for making it possible.

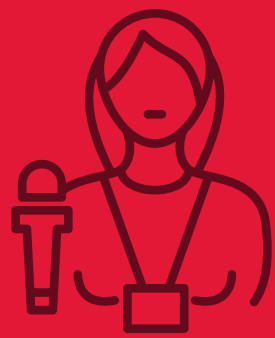


Houston Public Media is the nation's first educational television station and the region's source for PBS programming. It is non-commercial, curriculum-based and belongs to everyone. PBS, and its more than 330 member stations, have helped our communities and our country navigate through some of the most challenging moments in recent memory. Here are some noteworthy programs and initiatives PBS presented throughout the year:

- During the Capitol insurrection, *PBS NewsHour* Capitol Hill correspondent Lisa Desjardins was the only journalist reporting live on television from inside the Capitol outside of lockdown.
- MASTERPIECE's *All Creatures Great and Small* met viewers where they were and set new records as PBS's most-streamed drama debut to date.
- *Great Performances* kept the flame burning for millions of people who delight in theater, ballet and opera when the pandemic forced venue closings nationwide.
- The new Ken Burns four-part series, *Muhammad Ali*, explored the life of the legendary boxer.

- 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*, PBS Digital Studios' first collaborative partnership with NATURE.
- The 24/7 PBS KIDS channel offered free, accessible and educational content for our youngest viewers across a variety of platforms.
- PBS LearningMedia offered more than 100,000 digital learning resources in support of Greater Houston's Pre-K through 12 students and teachers.

PBS, and its more than 330 member stations, have helped our communities and our country navigate through some of the most challenging moments in recent memory.



1,000

journalists added to public radio in the past 7 years despite media consolidation trends

74%

believe PBS features a diverse range of people and appeals to different ethnic backgrounds

17

NPR international bureaus

PBS KIDS was ranked the #1 educational media brand for children



#1

94%

NPR listeners agree public radio improves their quality of life

3,000+

public radio journalists embedded across the country and around the world

diverse

PBS stations reach more Hispanic, Black, Asian American and Native American children ages 2-8 than any other children's TV networks

18

years PBS is #1 in public trust



89%

listeners agree public radio provides them with information that other media outlets do not

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LOCAL CONTENT



Kyle Claude
Executive Director of
Content Operations

“ I can only imagine how much you have heard about the challenges of the last two years. Rightfully so, this pandemic has been profoundly disruptive to nearly every aspect of human life around the globe. What has really struck me in my time with Houston Public Media is the innovation this team has displayed throughout these incredibly difficult times.

The global pandemic forced us, like every business, to totally reimagine not only our day-to-day workflow but also the processes by which we produce and deliver local content to you. Team members worked to bridge the distance and produced daily newscasts, talk shows and specials in ways and locations we never imagined possible. The need for community access to reliable information during the early days of the COVID lockdown led to the creation of a new daily talk show, *Town Square with Ernie Manouse*.

As the nation and the world struggled for answers to generations-old issues of equality, justice and race, the content team launched a new podcast and show to inform, challenge and give voice to the voiceless. *I SEE U with Eddie Robinson* endeavors to create a safe space to have unguarded conversations about topics in which many of us have struggled to engage.

While trying to maintain their own warmth and safety throughout an unprecedented freeze and power outage, our team deployed creativity and resourcefulness to keep our community informed. For many experiencing power, internet and cellular disruptions, Houston Public Media was their only source for information during this extremely dangerous weather event.

It's said that innovation exists where opportunity and inspiration meet. Thanks to your support, the team at Houston Public Media saw opportunities with each challenge and found the inspiration to meet each moment. While the moment may change, the mission remains—to inform and inspire. We look forward to meeting the next challenge, and we are excited to serve new audiences with new content on new platforms. With your help, we look forward to creating a more informed, educated and connected community.

While the moment may change, the mission remains—to inform and inspire.

I SEE U
WITH EDDIE ROBINSON



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AN EDUCATED COMMUNITY



An Insider's Look at Houston Public Media Kids

MATH IN A FLASH



A digital and TV 8 video series, in partnership with United Way of Greater Houston and ConocoPhillips, *Math in a Flash* aims to build confidence in children through animated math problems.

PROBLEM SOLVERS



In partnership with United Way of Greater Houston and ConocoPhillips, *Problem Solvers* is a digital and TV 8 video series that shows us how grown-ups use math and problem-solving in their careers.

HOUSTON PUBLIC MEDIA SPELLING BEE



As the coronavirus disrupted our schools, Houston Public Media worked with the Scripps National Spelling Bee to reimagine the annual

Houston Public Media Spelling Bee. We provided campus principals and district leaders a variety of support and platforms including modified in-person bees, virtual bees and online tests. Houston Public Media's Spelling Bee program retained 74% participation, showing the value educators place on Houston Public Media's outreach. The Bee was conducted remotely via Zoom, and Houston Public Media celebrated co-champs Ramya Elangovan and Shawn Ray.

HOUSTON PUBLIC MEDIA PBS KIDS WRITERS CONTEST



In response to the pandemic, Houston Public Media converted the PBS KIDS Writers Contest from a traditional competition to an online program that provided PBS KIDS writing tools and resources to encourage young children's creativity in any environment.

By the Numbers




49 Hours of curriculum-based programming each week

24 Hours dedicated to STEM

13 Hours dedicated to social and emotional development

11 Hours dedicated to Social Studies, Literature, Arts and more

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

Education is essential to a thriving city and is at the core of the Houston Public Media mission. It is at the heart of everything we do.



Houston Public Media Adults

AN INSIDE LOOK AT LOCAL EDUCATION NEWS COVERAGE

Houston Public Media's News Education focuses coverage on topics affecting primary, secondary and higher education throughout the region. Our Houston Public Media newsroom shares breaking news stories—as well as thoughtful analysis and in-depth reporting of 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.

ENGINES OF OUR INGENUITY

Engines of Our Ingenuity, hosted by Dr. John Lienhard and other contributors, is a radio program that tells the story of how our culture is formed by human creativity.

HEALTH MATTERS

Health Matters is a radio series hosted by the founding dean of the University of Houston College of Medicine, Dr. Stephen Spann, featuring other doctors from the medical school. *Health Matters* empowers listeners to lead healthy lives. The series is brought to you by the UH College of Medicine and their academic partner HCA Houston Healthcare.

AN INSIDE LOOK AT EDUCATION CONVERSATIONS ON LOCAL TALK SHOWS

Houston Public Media local talk shows and podcasts *Town Square with Ernie Manouse*, *Houston Matters with Craig Cohen*, *I SEE U with Eddie Robinson* and *Party Politics* cover a wide range of topics including educating our community. Our talk shows create an environment where listeners can learn from the experts, hear

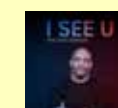
meaningful dialogue and ask questions about the issues. Here are some of the education episodes we featured in 2021:



TOWN SQUARE May 5, 2021, "Teachers Appreciation Week Highlights Those Who Impact Our Lives and Our Children's Lives"



HOUSTON MATTERS Sept. 24, 2021, "How Schools are Handling COVID"




I SEE U, EPISODE 14 "Digital Dance School Playgrounds"



PARTY POLITICS Oct. 28, 2021, "Texas Representative Matt Krause's Probe on Books in School"



14 Hours per week of science and nature programming

Hours per week of lifestyle programming (how-to and cooking) **35** 



14 Hours per week of history programming

Weekly stories on education



5



9 Hours per week of arts and culture programming



11 Weekly stories on agriculture and the environment

Weekly stories on science and technology



10



6 Weekly stories on business, economics and finance

Weekly stories on medical and health

46



20 Weekly stories on race, identity and culture



Laurie Johnson-Ramirez
 Director of News

“As I reflect on the past year, I see a shift in how we think about covering the Houston community and the mission we aim to fulfill. We are increasingly aware of the privilege and responsibility we have to be able to tell the stories of Houston—and of the great honor you bestow on us by listening. Think back to February with me. So many of us couldn’t turn on the television and didn’t have internet access. Even our cell phones were struggling to connect. I knew Houstonians everywhere could at least sit in their cars, blast the heat, and turn on their radios. Houston Public Media would be there—providing up-to-date weather and vital information.

I can’t tell you what it meant to each of us when a listener called and left this voicemail: “I just wanted to say thank you for staying on-air this week. If it wasn’t for my trusty transistor radio and your staff, I and my family wouldn’t have known what was going on. I’ll be sending in my donation in support of your work. But aside from that...thank you, I appreciate all you have done.”

That is why we do what we do. We work in the dark and cold for you. We drive to the station during the hurricane for you.

We question and challenge government officials and politicians for you. You are our mission.



By the Numbers



1580+
 Unique Newsmaker Interviews



13 Person Local Newsroom

700+

Local News Stories



3

Local Talk Shows



News 88.7

inDepth

104

Local inDepth Stories



5

Local Political and News Podcasts



Texas Station Radio Partnership

27

“...thank you for staying on-air this week. If it wasn’t for my trusty transistor radio and your staff, I and my family wouldn’t have known what was going on. I’ll be sending in my donation in support of your work. But aside from that...thank you, I appreciate all you have done.”

Top Initiatives in 2021

HEAT DEATHS

In September, The Texas Newsroom, Columbia Journalism Investigations, NPR and The California Newsroom published an investigative series into the effects of heat on workers. Houston Public Media and KERA in Dallas decided to tell the stories of two industries responsible for most of these deaths and hospitalizations in Texas: construction and trash removal. Reporters Sara Willa Ernst and Stella Chavez put together a seven-part radio series, after reviewing hundreds of pages of depositions, spending months tracking down sources, field reporting and interviewing officials, subject matter experts, organizers and family members. In late September, a few weeks after the stories published, the Biden Administration announced that it would begin the rulemaking

process for a federal heat standard, a solution highlighted in the story and championed by worker rights advocates for years. This means employers will be required to offer certain protections to workers who are exposed to heat—things like access to water, shade and scheduled breaks.

THE TEXAS NEWSROOM

Every two years, Texas reporters cover the state legislative session. Reporters at Houston Public Media joined forces with journalists from across the state to cover dozens of laws coming out of Austin. Much of that coverage was centered here in Houston, where local voting initiatives and pandemic-related innovations drew scrutiny and prompted a flurry of legislation surrounding election security and voter rights. Politics Reporter Andrew

Schneider, Senior Producer Paul DeBenedetto and City Hall Reporter Jen Rice led local, state and national coverage of the fight over voter access, election laws, political maps and gerrymandering.

FIRE TRIANGLE



Since 2019, half a dozen chemical disasters have ripped apart Texas

neighborhoods, sent dozens of people to the hospital and killed unsuspecting bystanders as well as workers. Texas Public Radio and Houston Public Media’s Environmental Reporter, Katie Watkins, investigated these events to answer the question: why do so many chemical disasters keep happening in Texas, and what—if anything—is being done to prevent more?



Don Geraci
 Director of Content

“2021 was a year full of challenges, but it was also full of opportunities to reach new audiences through our talk shows, podcasts and special programming that expand on the great coverage from NPR, PBS and our news team. There is a common thread that binds all this very diverse content: our programs and initiatives are centered around the listener, the viewer, the user. Our goal is always to help make sense of the city, the world and the changing times in which we live. As we move forward, our local talk shows will include more voices from women and more voices that reflect the cultural diversity of the city.”

“Houston Matters helps me appreciate the complexities of Houston—all without hyperbole or sarcasm. I appreciate your talent, your experience, and all your hard work on this show.”

Robin Dickerson,
 Houston Matters listener



Ernie Manouse, Craig Cohen, and Eddie Robinson

HOUSTON MATTERS WITH CRAIG COHEN



Hosted by Craig Cohen, *Houston Matters* is the granddaddy of our talk shows and the gold

standard for excellence in local radio talk programs. If it's important to Houstonians and to the region—from politics to vaccines to pet peeves—it will be covered on *Houston Matters with Craig Cohen*. Throughout 2021, Houston was at the center of national public debate over issues that directly affected all Americans: from booster rollouts to public school curricula to fundamental questions about equity and inclusion. *Houston Matters* evolved throughout the year to address those issues directly, fairly, accurately and honestly.

“I know how lucky I am to do this work, and what an enormous responsibility it is to lead this essential daily guide to the people, places, issues and ideas that define Greater Houston.”

Craig Cohen, host of *Houston Matters with Craig Cohen*

TOWN SQUARE WITH ERNIE MANOUSE



Launched in 2020 as a live, daily talk show positioned to connect listeners directly with

medical professionals as the pandemic intensified, *Town Square with Ernie Manouse* kept Houstonians informed by unpacking critical news stories with concern and compassion. In 2021, *Town Square* continued to broaden the topics covered—from health and wellness to politics and social justice—always focused on the important issues of the day, and always involving the input of our audience. The subject matter experts Ernie brings on the show provide a safe and trusted space for listeners' questions and concerns.

I SEE U WITH EDDIE ROBINSON



Launched in May in response to societal inequities made more visible after the death of George Floyd, Eddie and the *I SEE U* team bring a unique lens to this world, telling stories of people and places that have been transformed by the effects of long-standing biases. *I SEE U with Eddie Robinson* is produced differently, focused on building a podcast audience to connect with our younger listeners.

PARTY POLITICS



The guys at *Party Politics* cut through the noise and help us make sense of the Reds

and Blues. Hosts Jeronimo Cortina and Brandon Rottinghaus unpack complex issues around local, regional and national politics that help listeners understand without partisan leanings and with a sense of humor.

ENCORE HOUSTON



The *Encore Houston* podcast and radio program showcases locally

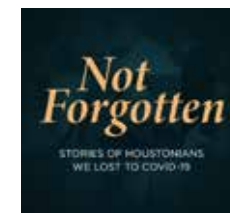
recorded performances for Houston Public Media Classical. While the series continues to spotlight primarily classical ensembles and orchestras, in 2021 producers Joshua Zinn and Mark DiClaudio broadened the show focus to include jazz, world music and even top student performers.

STORM READY



In preparation for the 2021 Hurricane Season, the Harris County Office of Homeland Security and Emergency Management partnered with Houston Public Media to present a live-streamed event and radio broadcast on June 1, the first day of Hurricane Season. Harris County selected Houston Public Media as a partner because they valued the credibility and integrity we bring to the Houston media landscape. *Storm Ready* provided viewers with information they can use before, during and after a severe weather event.

NOT FORGOTTEN



Towards the end of 2020, journalists in our newsroom began to discuss how we could tell the story about the impact of the pandemic and its effect on the region. The result was *Not Forgotten*, which debuted in December of that year and full launched in March 2021. Unlike our regular news coverage or features, these *Not Forgotten* stories were uniquely personal. The Houston Public

Media newsroom reached out to family members of some of those lost to tell the stories of their lives. We profiled 14 members of our community from all walks of life. We are humbled by, and grateful for, the families and friends who trusted us to tell the stories of their loved ones.

“I SEE U offers up a platform for new voices, new insight and new transformations to be acknowledged and recognized by a wider audience—in Houston and around the world. I feel you... We hear you... I SEE U!”

Eddie Robinson, host of *I SEE U*
 with Eddie Robinson



CAREER FRONTIER



Lisa Shumate—author, coach, and General Manager of Houston Public Media—connects with industry leaders, CEOs, and

business experts to discuss the present and future of how we work in *Career Frontier: Exploring Success in the Changing Workplace*. In 2021, the *Career Frontier* special radio conference series covered pressing professional topics such as:

- The Hiring Landscape
- Career Mismanagement
- Contract and Temporary Work
- The Green and Sustainability Movement
- Concept to Cash Register: How to Take Your Product to Market

Voices of the People We Serve

Houston Public Media is proud to recognize and serve all communities in Greater Houston, one of the most diverse regions in the country. Our mission is one of diversity, equity and inclusion: to inform and inspire for the love of Houston. Below are just a few of the many diverse communities that make up our great city and its surrounding areas. Within

each of these initiatives, you'll find a vast array of content that honors and recognizes the many cultures and voices that make up our area—including radio and television programs, digital content, learning resources to share with your friends and family and profiles of influential members of our community who have shaped and continue to help shape Greater Houston.



ASIAN AMERICANS

Houston Public Media pays tribute to the generations of Asians and Pacific Islanders who have enriched America's history and culture. *Asian Americans* is a series that explores and chronicles the contributions and challenges of the fastest-growing ethnic group in America.



HOUSTON PUBLIC MEDIA CELEBRATES HISPANIC HERITAGE

HOUSTON LATINO AND LATINA ICONS

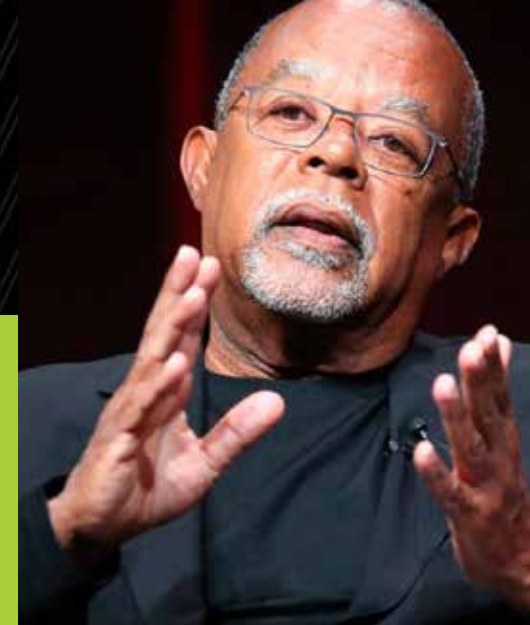
Houston Public Media proudly recognizes and celebrates the contributions and impact of our country's Hispanic and Latino heritage. In a three-part series from Houston Public Media, in collaboration with Tony Diaz, Director of *Nuestra Palabra: Latino Writers Having Their Say*, we took a closer look at three trailblazing Latino icons who have helped shape our city.



HOUSTON PUBLIC MEDIA CELEBRATES BLACK HISTORY

A CONVERSATION WITH DR. HENRY LOUIS GATES, JR.

Houston Public Media's Eddie Robinson, host of *I SEE U with Eddie Robinson*, joined Dr. Henry Louis Gates, Jr., host of PBS's *The Black Church: This is Our Story, This is Our Song*, and Congresswoman Sheila Jackson Lee for a special conversation. The discussion centered around Dr. Gates's two-part series about the history and culture of the Black Church and his ongoing PBS series *Finding Your Roots*. The event was in partnership with the University of Houston Racial Equity and Social Justice Committee.



KEEPING THE FAITH: THE BLACK CHURCH IN HOUSTON

This companion piece to PBS's *The Black Church* was produced by Houston Public Media in partnership with The University of Houston Diversity and Inclusion Committee and KTSU. *Keeping the Faith: The Black Church in Houston* is a series of interviews with Houston Public Media's Statewide Newscaster Sascha Cordner and four influential leaders in the Houston faith community.



BETTER TOGETHER!

WE ARE BETTER TOGETHER WHEN WE EMBRACE ALL

Houston Public Media proudly celebrates and recognizes the contributions and impact of our LGBTQIP2SAA community. In a special episode of *I SEE U with Eddie Robinson*, Eddie explores fatherhood through surrogacy as a single gay man and takes us on a personal and emotional journey in fulfilling a promise to his own dad who died unexpectedly.



CAREY SHUART WOMEN'S RESEARCH COLLECTION

To celebrate Women's History, the University of Houston Libraries feature archival stories from the Carey C. Shuart Women's Research Collection, which preserves the records of women's organizations and the papers of Texas women.



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COMMUNITY SUPPORT



Courtney Lamm
Chief Development
Officer

When you think of the impact you make with your support, remember you are supporting services that are free to more than seven million people every day.

“Houston Public Media is powered by YOU. At any given time, there are over 50,000 of you who make this work possible with financial support and volunteerism. We count on you, and you come through every year—even in times of uncertainty.

You show up as financial contributors in the Houston Public Media membership, and in our giving societies (Studio Society, Affinity Council and Legacy donors). You show up as volunteers on our Foundation Board, in our Young Leaders Council and as Houston Public Media Mission Ambassadors. You consider those who are unable to financially support Houston Public Media and you contribute more. You offer matching challenges during our fundraising drives that inspire new members to make gifts.

You open access to those who are challenged by transportation, and for those without internet or cable service. You provide event tickets so that others may participate in things that might not be accessible to them like travel, the arts, cuisine and more. You make it possible for children to be ready for school regardless of economic or pandemic barriers. You provide safe and trusted resources for news and information critical to everyday life decisions. You provide the region's Weather and Emergency Alert System to all so that our communities have the information they need to keep them safe.

When you think of the impact you make with your support, remember you are supporting services that are free to more than seven million people, every day.

You do these things for everyone. Houston Public Media would not be the same without you.

Thank you for showing up every day, every year!



By the Numbers

52K+ 
Active Donors

 **37**
Young Leaders

 **250+**
Active Corporate/
Nonprofit Underwriters

 **3**
Foundation Board
Young Leader Fellows

347 
Mission
Ambassadors

13 
Houston Public Media
Foundation Board Members



2020

Audited Financial Statement

\$15,310,338

Contributions from
the Community
*(includes membership,
planned giving, giving
societies, and Foundation
support)*

\$2,218,525

Corporation for Public
Broadcasting Grants

\$3,458,115

Underwriting and
Corporate Sponsorship

\$20,986,978

Total Revenue

Source, BKD, LLP



Ways to Get Involved

MEMBERSHIP

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 in your will or living trust, you are ensuring that we can continue our mission for years to come.

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.

MISSION AMBASSADORS

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 year-round, every single day.

YOUNG LEADERS COUNCIL

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 Board is a diverse group of individuals with a commitment to the mission of Houston Public Media. The Board's primary focus is to help support annual fundraising for the organization's operating budget.

AFFINITY COUNCIL MEMBERS

We would like to recognize and thank our Affinity Council members. The Affinity Council giving society is a place to bring together individuals who can provide additional financial support to help sustain and advance the mission of Houston Public Media.

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“...the three shows: Texas Standard, Houston Matters and Town Square bring new insight about our local politics.”

Jennifer & Matt Esfahani

“Town Square—with its ability to help and impact the lives of our audience—has brought me the most satisfaction of any continuing project I have worked on for Houston Public Media. As they say, knowledge is power, and every day, we empower our listeners!”

Ernie Manouse, host of *Town Square* with Ernie Manouse



Houston Public Media
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4343 Elgin Street
Houston, TX 77204

P.O. Box 3626
Houston, TX 77253-3626

713.748.8888
houstonpublicmedia.org

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