

## Houston Public Media Announces Two Promotions

Houston Public Media is pleased to announce the recent promotions of Eddie Robinson to Executive Producer and Anessa Rios-Ezeude to Director of Membership and Donor Services.

[ANESSA RIOS](#) | OCTOBER 15, 2020

### FOR IMMEDIATE RELEASE

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**HOUSTON – (October 15, 2020)** – Houston Public Media is pleased to announce the recent promotions of Eddie Robinson to Executive Producer and Anessa Rios-Ezeude to Director of Membership and Donor Services.

"Eddie and Anessa are innovative and respected leaders in the public media system," said Lisa Shumate, Associate Vice President and General Manager. "They have played key roles in Houston Public Media's success over the last few years and share a commitment to community relationship building, collaboration, and mentorship that will continue to drive our station forward in the years to come."



In his new role as Executive Producer, Robinson will launch and host a new podcast and radio program around racial equality and social justice. A unique concept, the (as yet untitled) project will introduce personal stories from influential guests and newsmakers and then "unpack" these intimate histories to offer broader perspectives and a way forward.

"Eddie Robinson is the right person to lead this important effort for the city of Houston. I am thrilled to have his experience and passion moving us forward," said Josh Adams, Station Manager.

Since joining Houston Public Media in 2014, Eddie has become an essential voice on drive time radio, anchoring News 88.7 newscasts during *Morning Edition*. In addition to his work on the radio, Eddie co-hosts special programming on TV 8 including *Houston in Black and White*, a show that examined what divides our community, what we have in common, and how we can bridge the gap. Eddie serves as moderator and emcee for events in the community and now hosts virtual events

ncluding *Candidate Forums* for the 2020 election. Click [here](#) to learn more about Eddie Robinson's background in media.

As Director of Membership and Donor Services, Rios-Ezeude will oversee the strategic direction and project implementation of Houston Public Media's integrated, multi-media fundraising efforts and campaigns. "Anessa's ability to put together cohesive plans across channels, review robust analytics, and pivot strategy during a global pandemic resulted in a Membership revenue year over year increase," said Courtney Lamm, Chief Development Officer. "Having been her direct supervisor for more than five years, I am confident that Anessa is the right person to lead our Membership team through a future that will require innovative thinking."



Since becoming a member of Houston Public Media team in 2015, Anessa has standardized multi-media fundraising performance reporting and analytics while executing progressive strategy to increase new digital revenue, cultivate new revenue, transition to a more philanthropic approach to on-air fundraising, and develop the station's first social media ambassador program for the station.

Learn more about Anessa Rios-Ezeude [here](#).

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### **About Houston Public Media**

Houston Public Media is a service of the University of Houston and supported with financial gifts from the community. Houston Public Media combines broadcast and digital assets to serve residents of Southeast Texas with trusted local news and entertainment, as well as national programming from NPR and PBS. With a combined weekly audience of more than 1.6 million, Houston Public Media is committed to delivering content that expands minds and possibilities with trusted information.