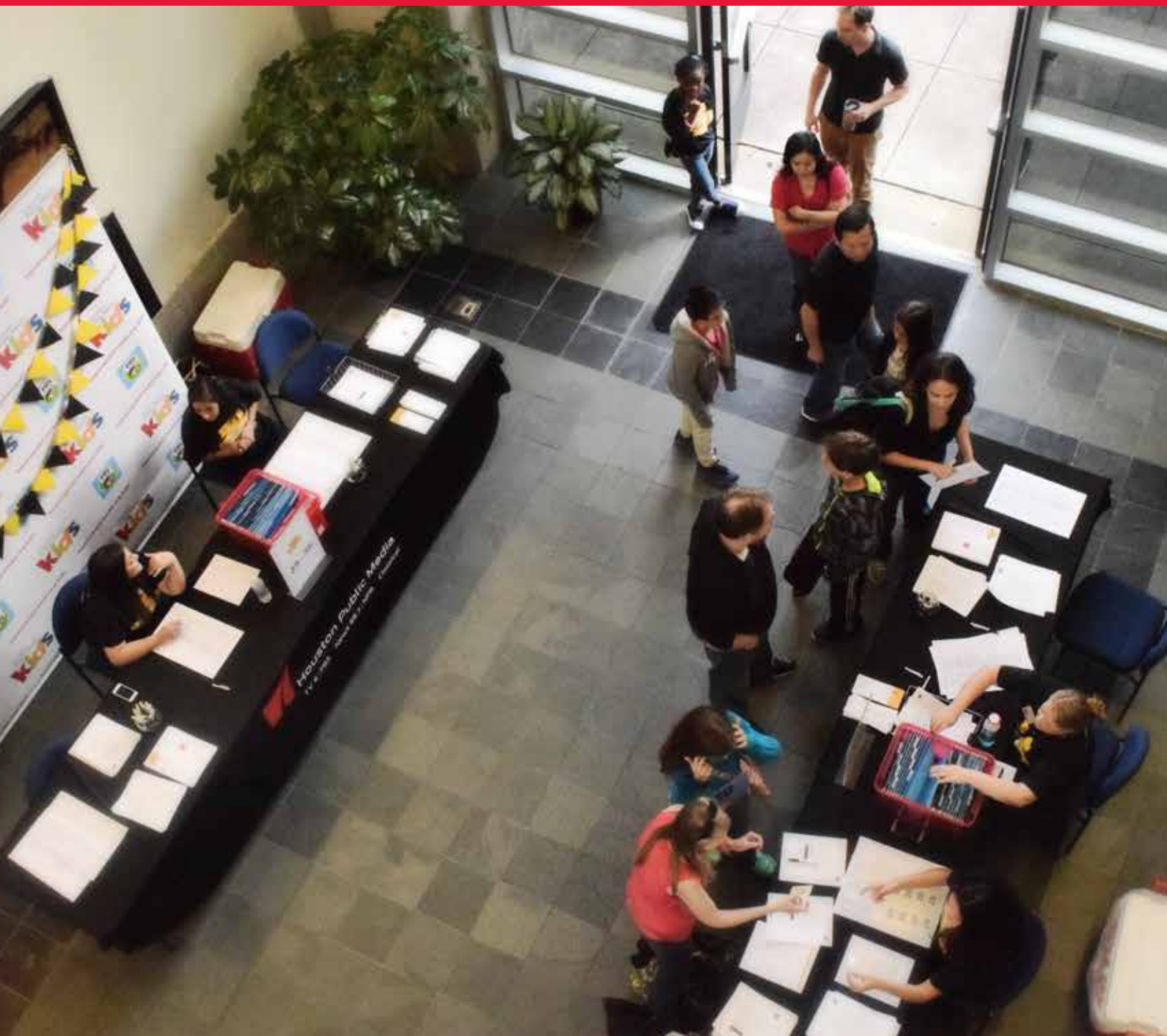




Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON

# Local Content and Service Report 2017



TV 8 | PBS News 88.7 | NPR Classical

# About Us

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## Vision

To be the most valued catalyst for an informed and engaged community.

## Mission

To expand minds and possibilities with trusted information and quality entertainment.

Houston Public Media’s coverage spans 19 counties and reaches a combined weekly audience of 1.5 million people. Houston Public Media delivers fair, accurate and impartial reporting to listeners and viewers in the Greater Houston area and beyond. We feature curriculum-based children’s programming and in-depth news coverage with a diverse range of perspectives on topics and issues important to our local communities, state, and nation.

Houston Public Media fosters an understanding of the importance of early childhood education and resources in our classrooms and an appreciation of the arts, creates meaningful dialogue, and encourages informed decision making through our multi-platform content.

## Houston Public Media Foundation Board

Executive Director of Houston Public Media Foundation, Lisa Trapani Shumate

### Executive Committee

Stephen Schwarz, *Chair*  
Barrett Sides, *President*  
Leslie Flynn, *Secretary*  
Sharon Birkman, *Treasurer*  
Ron Rand, *Past Chair*

### Directors

Janet Clark  
George Connelly, *Ex-Officio*  
Sheila Enriquez  
Aggie Foster  
Lynn Mathre  
M.A. Shute  
Kim Sterling

## Houston Public Media Leadership

Associate Vice President & General Manager, Lisa Trapani Shumate

### Directors

Josh Adams, *Executive Director of Operations*  
Frank Castro, *Director of Engineering Operations*  
Vicky Charleston, *Director of Creative Services*  
Dave Fehling, *Director of News & Public Affairs*  
Millie Adan-Garza, *Director of Sales, Underwriting and Corporate Sponsorships*  
Almarie Hopkins, *Assistant Director of Business Operations*  
Courtney Lamm, *Chief Development Officer*  
Aurora Losada, *Director of Digital Operations*  
Mary Ann Marucci, *Senior Director of Advancement*  
Phillip McMillan, *Director of Membership and Corporate Support*  
Jim Pivero, *Director of Radio Operations*  
Capella Tucker, *Director of Content*



2017 was a monumental year for Greater Houston and Houston Public Media was there telling the story. We hosted Super Bowl LI, overcame Hurricane Harvey, the nation's worst rainstorm and flooding event, and witnessed the Houston Astros clinch their first World Series title in franchise history.

This past year was also monumental for Houston Public Media.

We kicked off the year by revealing our station's three-year strategic plan with special guest PBS CEO Paula Kerger, Houston Public Media Foundation Board of Directors, education leaders, and 300 members and guests.

We launched a new 24/7 PBS KIDS Channel on TV 8.3, Comcast Channel 324 and on a live digital stream.

During Super Bowl LI and Hurricane Harvey, we fortified our role as a public safety leader as we helped support Houston area first responders and emergency officials with vital communications assets through datacasting technology.

In advance of the long anticipated PBS 18-hour documentary, *The Vietnam War*, Houston Public Media welcomed PBS legends Ken Burns and Lynn Novick to Houston to preview the series with veterans, students and station members. We traveled to Vietnam to capture local ties then and now.

Thanks to your support, Houston Public Media remains at the forefront, working around-the-clock to ensure that multi-platform news, educational, and arts programming is accessible to all.

With appreciation and gratitude,

**Lisa Trapani Shumate**  
General Manager



Thanks to your investment in Houston Public Media, we are making significant progress toward supporting our capital needs and creating the highest quality, most trusted local content.

As part of our strategic plan, we launched a \$10 million Innovation and Sustainability Fund and are laying the groundwork for a \$10 million Community Impact and Engagement Fund. We continue to set the stage for our station to invest in the latest technology, have a greater reach and gain significant savings.

This year, we further engaged station donors and volunteers through newly created affinity councils that create experiences around our pillars: education, news & information, and arts & culture.

We launched a *Now is the Time* themed campaign with billboards across the Greater Houston area, calling listeners and viewers to act now. As part of this multi-media campaign, we engaged a diverse group of community leaders from across Greater Houston to share their personal connections to Houston Public Media.

Your belief in our mission and generosity make it all possible, allowing Houston Public Media to play a transforming role in our community. We are grateful for your unwavering support and another successful year.

Sincerely,

**Stephen Schwarz**  
Houston Public Media Foundation Board Chair

# Trusted National Content



## PBS

Houston Public Media is Greater Houston's source for PBS programming. PBS and its member stations are America's largest classroom and the nation's largest space for learning, creative thinking and the arts.

PBS shares innovative resources, such as PBS LearningMedia, with today's educators, helping connect teachers from across the country. **PBS LearningMedia offers more than 100,000 digital resources to pre-kindergarten through 12th grade teachers** and creates a trusted destination for teachers to find and share educational content. Beginning in early 2018, PBS LearningMedia will offer access to state standards for the first time, mapping classroom resources with state standards.

This year, PBS launched a new TV channel dedicated to children's programming. The **new PBS KIDS 24/7 channel**, the first-ever national channel of its kind, allows local stations, like Houston Public Media, to broadcast PBS KIDS shows 24 hours a day on an

additional television channel, making it easy for children to watch their favorite series during after-school hours and on the weekends. PBS and Houston Public Media continue to work together to support learning outcomes for all students.

“ Given that 54% of all children nationwide do not have the opportunity to attend preschool, providing access is a critical element of our public service mission. ”

**Paula Kerger**  
PBS President and CEO

In addition to offering unparalleled access to trusted, educational media content, PBS is home to exciting new drama, science, arts and documentary programs. This fall, the long-awaited debut of Ken Burns and Lynn Novick's *The Vietnam War* aired on PBS stations across the nation. From Masterpiece's *Victoria* to a deep dive into outer space to Broadway lineups, this fall season offered viewers an array of programming.

## NPR

Houston Public Media is Greater Houston's source for NPR programming. NPR is one of the nation's most **trusted news organizations** and a leading innovator for **storytelling** and **quality journalism**. NPR understands the power of public broadcasting and, for more than 45 years, has set the standard for providing breaking news, background analysis and commentary through 17 international bureaus, 17 national news desk and nearly 1,100 member stations.

NPR is committed to increasing collaboration efforts with local stations across the country by leveraging national programming and content and aligning audience interests between NPR and its members. This new era of collaboration on both the journalism and fundraising fronts has partnership at the center of the system as a whole: digital, news, fundraising, and diversity.

This past year alone, News 88.7 reporters were heard across the nation on nearly 130 newscasts and news programs, like *Morning Edition*, *All Things Considered*, *Here & Now*, and *1A*, sharing coverage of Houston and Texas with NPR's broadcast audience.



Joshua Johnson, Host of 1A

This summer, NPR and Houston Public Media provided students from the University of Houston and surrounding universities the opportunity to participate in an exclusive week-long journalism training program through NPR's Next Generation Radio Project. This fall, Houston Public Media welcomed NPR talk show legend Diane Rehm and *1A*'s Joshua Johnson to Houston for an exclusive meet and greet with Houston Public Media Foundation Board of Directors and affinity council members. These behind-the-scenes experiences and initiatives are part of our local-national partnership efforts.



## Writers Contest

Nearly 500 local area children experienced the art of writing their own book as part of Houston Public Media's annual PBS KIDS Writers Contest. This year marked more than two decades of this literary competition in our communities which helps foster a love of learning and creative writing.

Thirty-one children, in grades kindergarten through third grade, were recognized as finalists at a special event held at The Children's Museum of Houston. The students were joined by their families and teachers as well as guest speaker Deborah Mouton, Houston's Poet Laureate, who inspired them to continue to tell stories.

## Spelling Bee

Houston Public Media is home to the largest qualifying spelling bee in the nation. This year, 56 spellers, ranging in age from eight to 15 and in grades third through eighth, representing 1,151 schools in Texas competed in nine rounds to advance to the 2017 Scripps National Spelling Bee.

Shourav Dasari, an eighth grader from Conroe ISD, emerged as the champion of the 2017 Houston Public Media Spelling Bee with Raksheet Kota, an eighth grader from Katy ISD, as the runner-up. The two Houston area students went on to place in the top five at the 90th Scripps National Bee.

Houston Public Media learned competitive spelling is a family affair and year-round effort for Dasari and Kota, who both have siblings that share their passion for spelling.



“It's a lot of hard work. So, the main thing, I think, is that you develop a good work ethic that you can use anywhere in your life.”

**Raksheet Kota**  
Houston Public Media Spelling Bee  
Runner-up

This was 14-year-old Dasari's fifth time at Scripps; he has attended twice to compete and three times to support his older sister competing. A 14-year-old first-timer, Kota attributed his personal growth to the competition, on and off the stage.

## PBS KIDS

In early 2017, Houston Public Media's commitment to early childhood education programming increased through the launch of a **new 24/7 PBS KIDS Channel** on TV 8.3, Comcast Channel 324, and on a live digital stream. This programming has the power to bridge both education and digital gaps in Greater Houston's most vulnerable communities by making curriculum-based programming available to families after school, in the evenings, on the weekends, and on the go.

With more than 38 percent of children, ages one to eight, playing games on a mobile device, PBS also introduced its very first digital tablet this year (Common Sense Media, *Zero to Eight: Children's Media Use in America 2013*). The **PBS KIDS Playtime Pad**



**Tablet** provides easy, mobile access to children's favorite PBS shows and characters, such as *Daniel Tiger*, and interactive game applications that make learning math, spelling and reading fun.

Houston Public Media is proud to provide a unique and integrated educational experience for all children through hands-on activities in the community with PBS KIDS characters, educational programming, mobile and web games, and videos.

**Top Right**  
Raksheet Kota, Houston  
Public Media Spelling Bee  
Runner-up  
**Bottom Right**  
PBS KIDS Playtime Pad  
Tablet Image

## PBS Digital Innovators Program

In early May, a Houston area teacher was recognized by PBS for her groundbreaking integration of digital media in the classroom. Krissy Venosdale of the The Kinkaid School was one of 52 educators from across the nation – the only from Texas – selected to participate in the fifth annual PBS Digital Innovators Program.

Venosdale is committed to changing the way her students, ranging from pre-kindergarten through fourth grade, learn. She developed a creative space for them called “The Launch Pad” that brings computer science, design and engineering curriculum to the forefront in fun ways. This space, once a computer lab, now empowers five-year-olds to design cardboard structures and code robots.



The PBS Digital Innovators Program will provide Venosdale with exclusive PBS LearningMedia resources and the opportunity to share her ideas with other innovative educators on PBS platforms.

Students sharing their work with their teacher, Krissy Venosdale

## Building Houston’s Super School

### Top Right

Teachers preparing for a new kind of ninth grade

### Bottom Right

Milburgo Mora, Furr High School senior

Sometimes, the story is bigger, and it needs more time to research and tell. Such is the case with Houston Public Media’s educational series on Furr High School.

Once known for its high number of dropouts and gang activity, Furr High School has recently been praised for its innovative learning model, *Genius Time*, which empowers student-centered learning and student-led electives. The model was made possible by a \$10 million grant to try and reinvent what, when, and how students learn. This personalized learning means more teacher and student collaborations in the classroom, with students having input on class structure and the opportunity to even lead part of the course. Researchers are hopeful this level of engagement and choice, often seen in affluent campuses, helps close learning gaps for the school’s most undeserved students.



As part of following these developments, Houston Public Media asked Furr High School students to tell us stories about their own experiences in their own words and photos. Students told us their story with radio diaries and a photo essay.

The Education Writers Association, which helped fund this long-term reporting project, highlighted the high school’s transformation in their podcast, EWA Radio. Houston Public Media continues to be engaged with developments at Furr High School, expanding on key takeaways and lessons from *Genius Time* and sharing them with the entire community. These in-depth stories, told in a series, help contribute to local and regional discussions in education, especially those surrounding college and career readiness.



“

I feel more confident to move onto college with everything I’ve done at Furr. But after I graduate, my school is also going to change paths, and my little brother will come in as a freshman. With all the changes, I want to figure out what he should expect.

**Victoria Martinez**  
Furr High School graduate

”



## Teacher Story Slam

On November 8, 2017, teachers and education leaders from across Greater Houston came together to share their personal stories and experiences in the classroom.

Teacher Story Slam was a live, candid storytelling event meant to inspire educators, providing illuminating discussions around shared challenges and innovative ideas on how best to improve schools and the lives of students.



This event was presented by Houston Public Media, local poet and artist Marlon Lizama, and the Mayor's Office of Education Initiatives, with support from the Education Writers Association Reporting Fellowship.

**Top**

Teachers sharing personal stories about teaching

## From the News 88.7 Education Desk



Pakistani girl playing chess as an extracurricular activity offered by charter schools funded by nonprofit organizations

Houston Public Media's education coverage highlights a range of relevant, critical issues facing Greater Houston's educators, administrators, parents, and students. During this year's 85<sup>th</sup> Texas Legislature, special education rules and regulations in the state and school finance reform emerged as the most contentious issues shaping the future of our classrooms. Two of Governor Greg Abbott's 20 agenda items for the special session agenda addressed school finance issues.

Houston Public Media advanced discourse in our communities surrounding proposed education bills, policies, and practices, averaging four unique stories every week on News 88.7 and online at [www.houstonpublicmedia.org](http://www.houstonpublicmedia.org).

### National Distribution

- "American Charter School Model Goes Global" – WBUR's Here & Now
- "Many Pakistani Kids Must Mix Work with School" – WBUR's Here & Now
- "Houston High School Experiments with Giving Students More Choice in Learning" – WBUR's Here & Now
- "Principals at low-income schools often leave but this one has stayed" – American Public Media's Marketplace
- "English Learners Were Hurt the Most When Texas Limited Special Education" – NPR's All Things Considered
- "Houston High School Uses 'Escape the Interview' Game for Hiring" – WBUR's Here and Now

### Education Reporter Laura Isensee: Regional and National Recognition

- One of six journalists in the nation named a 2017 Education Writers Association Reporting Fellow
- International Center for Journalists U.S.-Pakistan Exchange Participant, a program designed to deepen public understanding of the two countries and their important relationship
- Lone Star Awards, 2017 Radio Journalist of the Year, 2nd place
- Texas AP Broadcasters Association: "Why Houston's New Superintendent Richard Carranza Became An Educator"
- Texas AP Broadcasters Association: "Students Learning English Shut Out Most By Texas' Cap On Special Education"
- Education Writers Association's National Finalist: "After Decades of Texas School Finance Battles, Some Say Little Has Changed"



# Mission Focus

## Arts & Culture

Houston Public Media shares enriching, dynamic stories every day that show the power of the arts in our communities. Collectively, these unique stories capture the integration of the arts into every aspect of Greater Houston, highlighting our region's creativity and innovation.

Houston Public Media brings unique art experiences to Greater Houston on all of our platforms: radio, television, podcast, and web.



### Highlights

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# 825

**Unique stories** on News 88.7 and [houstonpublicmedia.org](http://houstonpublicmedia.org) celebrating local artists and Houston's dynamic arts & culture community



# 39

**Arts InSight episodes** spotlighting local artists and arts organizations



# 32

**Classical Classroom podcasts** exploring classical music from the perspective of an interested novice



# 34

**Encore Houston podcasts** with concert recordings and commentary



# 52

**Concert recordings** by the **Houston Symphony**, bringing world-class performances to the community



# 50

**Music in the Making sessions** featuring performances from the University of Houston's Moores School of Music and Rice University's Shepherd School of Music



# 62

**Skyline Sessions** presenting intimate in-studio performances





Top left

Arts InSight, "A Day in the Park"

Top right

A Day in the Life of an Artist, Perry So conducting at the Texas Festival Orchestra

## Arts InSight

Every week, *Arts InSight* covers various aspects of the local performing and visual art community, celebrating the region's diversity. The show features profiles of artists, writers, composers, and performers, helping viewers better understand individual creative processes and what drives these creative thinkers. These stories are broadcast on TV 8 and are shared with public television stations across the nation. Over the past year, **more than 100 Arts InSight stories were broadcast by other public media stations**, bringing Houston artists to the national stage.

## A Day in the Life of an Artist

Have you ever wondered what artists do in their free time or what inspires them in their everyday life? Or how they start to tackle their creative processes while balancing other responsibilities like work? In this new web series, artists are invited to answer those questions by pulling back the curtain on one day in their lives.

## Houston Symphony Broadcasts

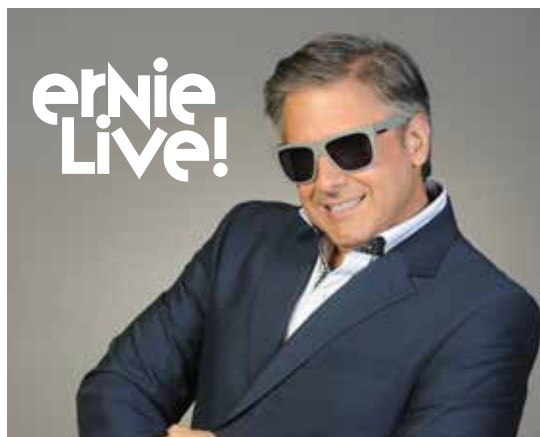
Houston Public Media brings the power and grandeur of a world-renowned orchestra to Greater Houston communities every week on News 88.7 and Houston Public Media Classical. Recorded in concert at Jones Hall in Downtown Houston, the two-hour Houston Symphony broadcasts are an exclusive presentation of some of the finest classical compositions and greatest guest conductors and soloists performing with the Houston Symphony.

## Classical Classroom

Since its launch in 2013, *Classical Classroom* has been regularly found in the top 50 most popular music podcasts on iTunes. With more than 10 million downloads, host and classical music novice Dacia Clay invites experts to come explain the music to her. The podcast brings this classical music commentary to a broad audience and features interviews with musicians, composers, conductors, and recording artists.

## Encore Houston

*Encore Houston* is a new popular music podcast on iTunes and a weekly show on Houston Public Media Classical that showcases concert recordings from local area ensembles or performance organizations. Every episode provides listeners with exclusive front-row seats to concerts and includes commentary on the performance from host Joshua Zinn.



## Ernie Live!

This Facebook Live series explores the stages of five performing arts venues, transporting Houston Public Media followers to the Theater District in the heart of Downtown Houston. For those passionate about the arts, *Ernie Live!* creates a space for viewers to connect and engage on social media, and most excitingly, be on the scene. Host Ernie Manouse attends exclusive opening night parties, meets the cast and provides a behind-the-scenes look at the latest touring Broadway shows. He asks the cast members questions from Facebook viewers while the event is taking place.

## InPrint Live Stream Series

We are partnering with *InPrint Houston* to livestream videos of full readings given by award-winning authors. These accomplished authors and poets read work from their collections at local performing arts venues, the Alley Theatre, and the Wortham Theater Center, submerging Houstonians with the power of words.

## Writing the City

This unique interview series highlights writers and the art of writing, including what novelists learn about themselves through storytelling. *Writing in the City* showcases local writers and organizations in the Houston area as well as nationally known authors, such as Annie Proulx and Jonathan Safran Foer. The series also integrates documentary style audio profiles of local literary luminaries, scored by bands and ensembles from the Houston area. Clips of *Writing in the City* are frequently on our daily radio talk show *Houston Matters*.



John Milereit, Houston poet

## Voices & Verses: A Poem-A-Day

Throughout the month of April, we celebrated National Poetry Month with a poem a day. Each poem was read by its author, a Texas-based poet, and documented in a web series. This year's series featured poems and sound portraits exclusively of Houston poets. *Houston Matters* aired an episode every Monday in April.

## Music in the Making

*Music in the Making* is a weekly program produced by Houston Public Media's MusicLab interns that features music from the Moores School of Music at the University of Houston and the Shepherd School of Music at Rice University.



## Skyline Sessions

Our leading music video performance series, *Skyline Sessions*, features intimate, in-studio performances of local and regional artists at our state-of-the-art George B. Geary Performance Studio. This web series and quarterly TV 8 broadcast special spotlights passionate musicians, including indie rock bands, rappers, violinists, and soloists. Through our recent partnership with *VuHaus*, a national non-profit organization and digital music video service, *Skyline Sessions* artists are introduced to even broader audiences.

Left  
Run River North, "Salt Pond"

## Imaginarium

*Imaginarium* is a digital series that follows thought leaders in the Greater Houston area as they develop groundbreaking concepts. Our first-ever YouTube program is an exploration into creativity, science, and technology, with each chapter diving deep into how imagination becomes reality. These fun and mind-stimulating videos feature changemakers in our communities: engineering students at Rice University actively creating prototypes for NASA and the Houston Zoo, elementary students at KIPP Academy West who are learning storytelling by designing their own video games, a medical student at Baylor College of Medicine creating an interactive web portal for refugees to better access healthcare resources, and more.

Right  
"Building a Super School,  
Chapter 1"



In one episode, KIPP Academy West language arts teacher Kathryn Peterson is merging the elements of storytelling, including building a narrative, with video game making. Her elementary school students are learning while dreaming. "It's like 21<sup>st</sup> century digital storytelling," said Peterson.

Since its launch in April, this unique series hosted by Tomeka Weatherspoon has had more than 6,000 views and 250 subscribers.

## The Vietnam War: An Evening with Ken Burns & Lynn Novick

Award-winning filmmakers, Ken Burns and Lynn Novick, traveled to Houston in April to showcase their new groundbreaking film, *The Vietnam War*. This immersive series tells the story of the Vietnam War as it has never before been told on film, featuring testimony from 80 witnesses, including American veterans of the Vietnam War, protesters, and Vietnamese combatants.

The PBS legends shared exclusive previews of the 10-part, 18-hour documentary film at the University of Houston's Cullen Performance Hall in front of a crowded theatre of University of Houston students, veterans, station members, and community leaders. The directors shared their insights and experiences over the 10-year journey making the film series through a moderated discussion with Houston Public Media's Ernie Manouse.

The moving evening included special guest Tran Ngoc Toan, a South Vietnamese soldier who now lives in Houston. Tran's story and perspective offer first-hand insight into the experience of Vietnamese soldiers and civilians, which had been almost entirely out of view in America.



### The Vietnam War: Local Connection

*The Vietnam War* illustrated public media at its best when it comes to local and national engagement. Houston Public Media highlighted Houston's stories of the conflict by traveling to Vietnam and documenting the journey in a video blog. Today, more than four decades after the war ended, this local connection effort explores how the war has changed both personal lives and the Vietnamese community in Houston.

### Saigon Stories & Lily in Vietnam Video Blog

Like many other Vietnamese Americans of her generation, former Houston area news reporter Lily Jang and her family immigrated to America at the end of the Vietnam War. Viewers join Lily on her journey back to Saigon (Ho Chi Minh City) to check out the vibrant culture of the city where she was born and discover surprising Vietnamese and Houston cultural connections in fashion, food, and more. This local production includes a five-part video blog called 'Lily in Vietnam' that was produced in Vietnam.

#### Right

Vietnam veteran and Vietnamese refugee connecting through a meal



### Peace Meals

This concept brings together a Vietnam veteran and Vietnamese refugee who immigrated to the U.S. after the war around the dinner table, following their conversation. The same process is used with a second-generation immigrant and child of a veteran. The program seeks to build a bridge between veterans and immigrant communities, alongside individuals in need of healing.

### Getting Here: Vietnamese Americans in Houston

In the early 1970's, there were fewer than 100 ethnic Vietnamese in Houston. Today, the region is home to more Vietnamese Americans than any other place in America outside of California. This program highlights the fascinating and often harrowing history of several Vietnamese families as they escaped Vietnam and now call Houston home.

These Houston Public Media productions were shared with PBS stations across the state and nation.

“Hopefully, [the documentary] can help people with deeply held beliefs to open up a little, be more respectful of others. To find some reconciliation.

**Ken Burns**  
Co-Director, *The Vietnam War*



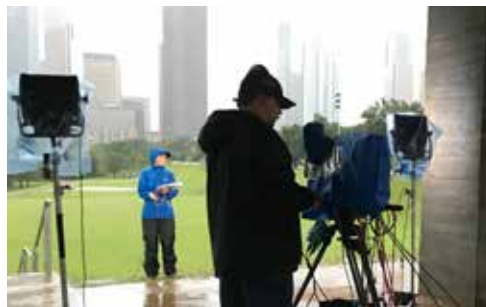


# Mission Focus

## News & Information

Houston Public Media follows the most critical stories of the day and tracks complex issues over time through in-depth coverage and story series. Houston Public Media strives for master storytelling by examining and sharing diverse perspectives.

Every week, Houston Public Media features 17 hours of local programming on TV 8 and News 88.7. Throughout the year, the station hosts town hall meetings, in-studio conversations and forums. These gatherings often tap into larger national conversations.



### NPR's Next Generation Radio Project at Houston Public Media

NPR's Next Generation Radio Project provided six students from the University of Houston and surrounding universities the opportunity to participate in an exclusive week-long journalism training program at Houston Public Media. This unique project is designed to build the pipeline of the next generation of journalists through hands-on reporting work in the newsroom and out in the field. Students interested in radio and journalism were paired with experienced journalists from across the nation who served as their mentor, and learned about storytelling and quality journalism. Students had the chance to report and produce their own multimedia story. Houston Public Media's Education Reporter Laura Isensee participated in the program as a mentor.



#### Top Right

Dana Jones presenting his work

#### Right

Juan Mendez and his mentor listening to others presenting their work



## Hurricane Harvey

During the most pressing times in our community, Houston Public Media redoubles its efforts. As Hurricane Harvey hit the Texas Gulf Coast on August 25, Houston Public Media extended news coverage on its multicast channels, simulcasted to KEDT in Corpus Christi, and provided coverage to national and international media, including NPR, PBS NewsHour, the BBC, and Gold Coast Radio.

Houston Public Media's digital team used WhatsApp, a cross-platform communications application, before, during, and after the storm to coordinate with each other in a timely manner. The group included leadership staff members, News 88.7 reporters, and TV 8 and digital content producers. Reporters took videos and photos on their personal mobile devices that could be shared on the web and on social media. Since several members of Houston Public Media's digital team were not able to come into work due to flooded streets and highways, WhatsApp allowed them to remain in sync and act as a virtual newsroom. This level of coordination and information sharing allowed Houston Public Media to continue to bring breaking news and storm updates to our audiences.

Houston Public Media's partnership with KUT in Austin, KERA in Dallas, and Texas Public Radio in San Antonio through the Texas Station Collaborative multiplied resources to support local, regional, and national efforts.

When flooding caused by Hurricane Harvey forced CBS affiliate, KHOU, to evacuate its building, KHOU employees set up in Houston Public Media's production studios to continue its 24/7 news operation. KHOU employees are expected to be displaced through 2018.

As Houston shifted to rebuilding, our coverage of the storm aftermath continued with in-depth reporting on recovery efforts, resources, and long-term flood mitigation solutions. Houston Public Media extended *Houston Matters*, its local, daily talk show to feature important topics such as navigating flood insurance claims and school closures.

On Saturday, September 30, we hosted a special radio call-in show with cast members of *This Old House*. *This Old House* show guests assisted listeners with Hurricane Harvey recovery efforts, providing expert advice on home improvement and remodeling.



## Public Safety Partner

Datacasting technology enables secured communications to travel through KUHT's airwaves to targeted public safety officials.

Houston Public Media is a public safety partner in our communities, supporting first responders, and emergency personnel with communications assets through datacasting technology. Datacasting allows public safety officials to securely send and stream encrypted video and data using a dedicated portion of KUHT's broadcast spectrum. Public safety and emergency personnel can transmit and receive live footage, data, text, and other files in real time on a screen or mobile device for routine monitoring and mitigating emergencies.

As more than 1.3 million people flocked to Houston to attend Super Bowl LI festivities, datacasting provided multiple public safety agencies, including the Houston Fire Department (HFD) and the Houston Police Department (HPD), with the capability to share video with operations centers.

In August, HFD and HPD used datacasting to stream video of Hurricane Harvey's aftermath, assessing flooding conditions, road closures, and potential fire hazards from fixed cameras, helicopters, drones, and mobile devices. The technology enabled first responders to not only assess ground conditions but make better response decisions.

Houston Public Media has been nationally recognized for its public safety efforts and partnership with the U.S. Department of Homeland Security. These awards celebrate our commitment to enhancing emergency communications for first responders.

- KUHF is the primary local station for the region notifying other radio outlets regarding severe weather and other emergency alerts
- The University of Houston's Office of Emergency Management is located in Houston Public Media's building with 24-hour monitoring capability
- Two National Awards: 2015 Secured Cities Award (Top Overall Security Project) and 2017 Pillar of Public Service Award

Live, real time video streamed in a public safety vehicle



# DiverseCity

At the end of 2016, Houston Public Media launched DiverseCity, kicking off a multi-platform effort exploring what being the most diverse metropolitan area in the nation means for Greater Houston. As part of this comprehensive effort, we investigate how diversity shapes the city and its communities, and what the impact is on Houstonians in today's current political climate. DiverseCity includes data-driven stories, in-depth conversations and forums, influencers' opinions, and personal stories.

## Houston in Black and White

Houston Public Media explored issues facing the black and white communities in Houston, including perceptions, during an hour-long TV 8 special, *Houston In Black And White*, that aired on Martin Luther King, Jr. Day.

Houston Public Media's Ernie Manouse and Eddie Robinson guided in-depth discussions with four Houston area civil rights activists and community leaders on topics ranging from systemic racism and affirmative action policies to today's community policing efforts and the role of the media.

“ We examine why some people think racism in Houston is getting better, why some think it's getting worse, why some think it's widespread, why some think it's invisible and why many of them think, on some level, it's actually the norm.

**Eddie Robinson**  
Houston Public Media

Houston Public Media hosted a live Twitter chat using the hashtag **#HouBW** during the special with the hosts and panelists answering several viewer questions.





## Tu Voz es Poder: A Latino Town Hall

Houston Public Media partnered with Houston's leading Spanish-language TV station, Univision 45, to bring together local area Latino leaders, activists, and entrepreneurs for an interactive 90-minute town hall at Houston Public Media's production studios.

Show hosts, Osvaldo Corral, with Univision 45, and Gabriela Natale, host of *SuperLatina*, explored stories of success in the Latino community, issues around immigration, and the strong culture and character of Houston's East End community.

Panelists debated recent and ongoing challenges faced by Houston's Latino community, including the implications ignited by Senate Bill 4. Also known as the sanctuary cities law, Senate Bill 4 sparked controversy when passed by the 85<sup>th</sup> Texas Legislature and signed by Governor Greg Abbott, setting the stage for lengthy and divisive conversations on the role of local law enforcement officers.

**Bottom**  
Show hosts Osvaldo Corral  
and Gabriela Natale



Panelists included:

- Police Chief Art Acevedo, Houston Police Department
- Ali Noorani, executive director, National Immigration Forum
- Cesar Espinosa, executive director, FIEL Houston
- Alex Lopez Negrete, president and CEO, Lopez Negrete Communications
- David Cordua, executive chef, Cordua Restaurants

"Tu Voz es Poder," which translates to "Your Voice is Power," broadcast live on TV 8 on July 21. The multimedia production was also livestreamed on [houstonpublicmedia.org](http://houstonpublicmedia.org) and [Univision45.com](http://Univision45.com) in English and Spanish.

The community joined this important conversation live via social media using the hashtag **#YourVoicesPower**. Immigration lawyers were onsite in the digital studio to answer questions.

As Harris County's Latino population growth leads the nation, conversations surrounding immigration policies at the state and national level proved relevant and valuable.

## NPR's *A Nation Engaged*: "What Should President Trump Know About Houston?"

On January 11, 2017, shortly before U.S. President-elect Donald Trump took the presidential oath of office, Houston Public Media hosted *A Nation Engaged*, sparking important dialogue around the new White House administration. Houston Public Media convened a diverse group of Houstonians and asked them the question, "What do I want President Trump to know about my community and my life?"

This remarkable pre-inauguration conversation was part of NPR's *A Nation Engaged* initiative as well as Houston Public Media's DiverseCity initiative. The spirited dialogue was livestreamed from Houston

Public Media's George B. Geary Performance Studio with in-studio guests and Houston area community leaders Grace Rodriguez, Cesar Espinoza, Heba Khan, Kaleb Taylor, John Cobarruvias, Thony Ngumbu, Natalie Arceneaux, M. J. Khan, Dr. Laura Murillo, Johali Muzaliwa, Martha Wong, and Vladimir Davidiuk.

Viewers joined this important conversation live via social media using the hashtag **#ANationEngagedHou**.

This conversation was moderated by Houston Public Media's Edell Howlin and NPR Politics Reporter Sarah McCammon.

## Election Coverage

Houston Public Media covered several important issues on the ballot at the local level. Reporters and content producers followed and explained the five City of Houston bond proposals, seven statewide constitutional amendments, and Houston Community College and Houston Independent School District trustee races.

Election coverage went beyond essential election information, featuring a deeper understanding of the candidates, issues and results across all platforms.

*Houston Matters* aired a special edition show that served as a voter's guide for key local races and

“The [Election Day] outcome will set the city's financial course for years to come.

**Sylvester Turner**  
Mayor, City of Houston

”

ballot initiatives. Show host Craig Cohen talked with Education Reporter Laura Isensee and Government and Politics Reporter Andrew Schneider about what voters should expect to see on their ballots and answered questions from listeners across Greater Houston.

## Red, White and Blue

*Red, White and Blue* is a weekly program on TV 8 that features lively debates on local, state and national issues. Show hosts David Jones and Gary Pollard examine the evolving political landscape and analyze the short and long-term political implications of specific bills, ballot initiatives, and complex dynamics such as local and state control.

This season featured several timely episodes, including a show with flood mitigation experts and Rice University professors evaluating Hurricane Harvey's impact on the region and long-term flood mitigation solutions for Houston. In the lead up to this year's



Houston Mayor Sylvester Turner talk to *Red, White and Blue* hosts Gary Pollard and David Jones

Election Day, we hosted key City of Houston leaders that discussed the city's financial state and what the pension obligation bonds on the ballot meant to our city's future.

The show airs Fridays at 7:30 pm and Saturdays at 6:30 pm on TV 8.

## Houston Matters

*Houston Matters* is Houston Public Media's nationally acclaimed daily talk show on News 88.7 that explores Greater Houston's history, current state of affairs, and future plans.

*Houston Matters* provides an analysis of regional and national stories with an eye toward a story's impact on our region. The show explores a diverse range of topics, from how Houston plays into the larger global economy to all the latest in Houston sports to Houston's evolving mobility system and transportation plan.

This year, show host Craig Cohen led several important discussions surrounding Hurricane Harvey's impact on businesses, schools, and residents as well as the city's long-term rebuilding efforts.

Right

Lynn Novick and Ken Burns  
with *Houston Matters* host  
Craig Cohen



On the political front, every Wednesday, *Houston Matters* discusses the week's national, state, and local political stories with an eye for how they might affect Houston and Texas.

Starting this year, listeners were able to tune into the show by watching *Houston Matters* live on Facebook with a 360 degree camera feature. Additionally, several Facebook live interviews were conducted with show guests – providing an extended conversation on the topic.



# PARTY POLITICS



## Right

*Party Politics* hosts Jay Aiye and Brandon Rottinghaus

## In :59 Seconds

*Party Politics* hosts Brandon Rottinghaus and Jay Aiye break down complex issues in less than one minute. From analysis of former FBI Director James Comey's testimony before the U.S. Senate's Intelligence Committee to President Trump's new travel restrictions to answering where all the FEMA money for Hurricane Harvey recovery efforts is going, Houston Public Media is there sharing the latest information with you on all platforms.

This spring, Houston Public Media launched its first-ever political podcast. Every week, *Party Politics* offers listeners candid and unscripted conversations between two Houston area political science professors, Jay Aiye and Brandon Rottinghaus. These captive episodes highlight what's happening at the State Capitol and on Capitol Hill through lively storytelling and light humor.

Each episode brings listeners up to speed on the latest political chatter on current events with *Party Politics* hosts covering themes surrounding the most pressing issues in the region and nation in 10 to 20 minutes.

Since its launch, *Party Politics* has had more than 345,000 downloads on iTunes and Stitcher, drawing a statewide audience. Listeners can also hear segments of the new podcast on NPR's *All Things Considered*.



## En Pocas Palabras

These short explanatory videos featuring University of Houston Political Science Professor Jerónimo Cortina are the Spanish-language version of Houston Public Media's *In :59 Seconds*. Professor Cortina tells viewers what they need to know about issues relevant to the Latino community, such as implications surrounding Senate Bill 4 and President Trump's move to end the Deferred Action for Childhood Arrivals policy.

## Texas Station Collaborative

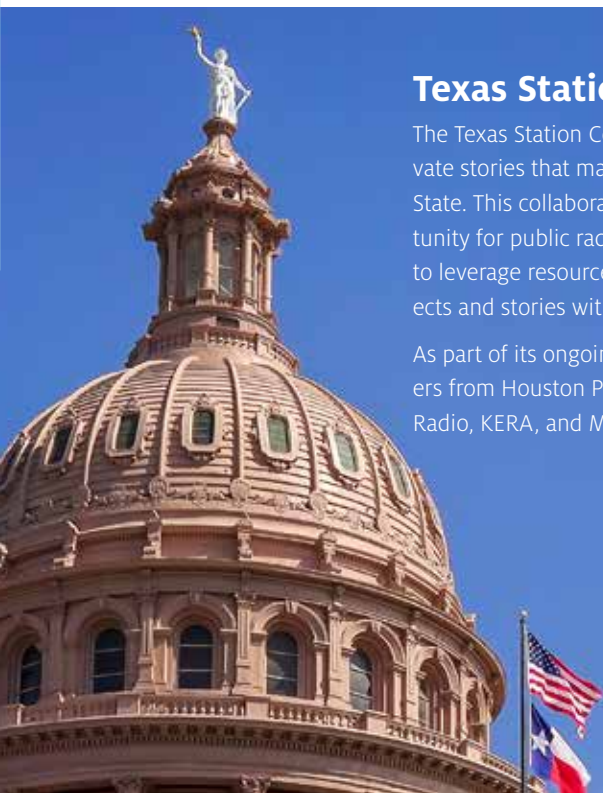
The Texas Station Collaborative continues to elevate stories that matter the most to the Lone Star State. This collaboration effort provides the opportunity for public radio newsrooms across Texas to leverage resources and work together on projects and stories with a statewide perspective.

As part of its ongoing **#TXDecides** series, reporters from Houston Public Media, KUT, Texas Public Radio, KERA, and Marfa Public Radio, asked listeners

what they wanted to know about the 85<sup>th</sup> Texas Legislature. Reporters shed significant insight on the intricate inner workings of the State Capitol, including tracking the session's most controversial bills.

The 85<sup>th</sup> Texas Legislative Session was characterized by protests against sanctuary cities legislation, sweeping changes to special education in Texas, disputes over property tax reform, and debates about a "bathroom bill." As the two chambers struggled to reach consensus on key bills before the last day, the threat of legislative overtime became a reality through a special session that began on July 18, 2017.

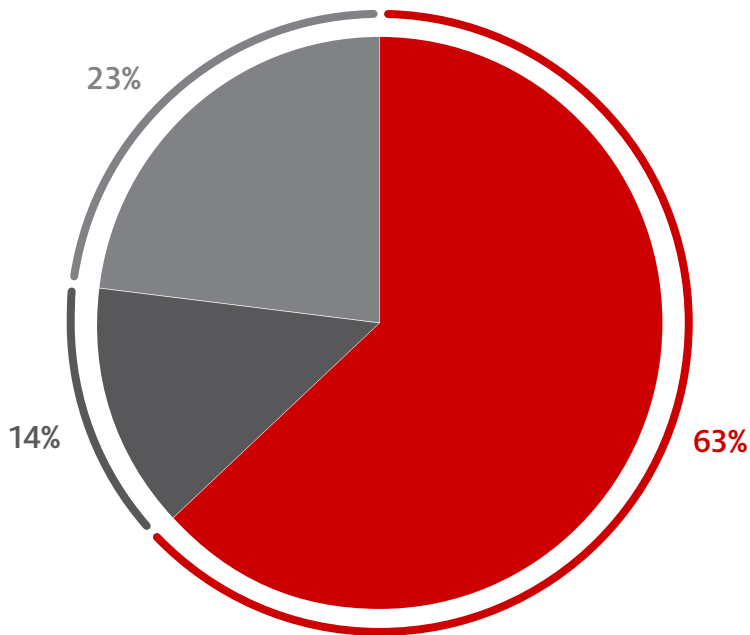
As lawmakers headed back to Austin for more, our reporters were there telling the story and following what was on the agenda.





# Community Support

Houston Public Media's financial strength comes from loyal community support. With more than 55,000 members, it is people like you who make our work possible.



● **\$10,724,901**  
Contributions from the Community (includes membership, planned giving, Studio Society, and Foundation support)

● **\$2,338,322**  
Corporation for Public Broadcasting Grants

● **\$3,891,510**  
Underwriting and Corporate Sponsorship

**Total Revenue \$16,954,733**

\*Revenue by Source Pie Chart  
(2016 Audited Financial Statements)



# 2017 Awards and Honorable Mentions

## National

### America's Public Television Stations (APTS)

Pillar of Public Service Award

### Public Radio News Directors Incorporated (PRNDI) National Awards

#### 1<sup>st</sup> Place

News 88.7: "Houston Active Shooter" (Newscast)

#### 2<sup>nd</sup> Place

News 88.7: "The Abortion Training Taboo: How Texas Politics Influences Medical Education" (Enterprise/Investigative)

## Regional

### Texas Associated Press Broadcasters (TAPB) Awards

#### 1<sup>st</sup> Place

News 88.7: "How Realistic is Solving Houston's Pension Problem with Oil Prices so Low?" (Local Talk Show)

News 88.7: Aurora Losada (Digital)

#### Honorable Mention

News 88.7: "Texas has Thousands of Bad Dams, Two in Houston Deemed Extremely High Risk" (Serious Feature)

News 88.7: "Students Learning English Shut Out Most by Texas' Cap on Special Education" (Investigative Report)

News 88.7: "Why Houston's New Superintendent Richard Carranza Became an Educator" (Best Use of Production)

### Lone Star Emmy Awards

TV 8: "John Ross Palmer: Constant Motion" (Arts/Entertainment)

TV 8: "A Murder in Montrose: The Paul Broussard Legacy" (Documentary)

TV 8: "Everyday Strangers" (Magazine Program)

TV 8: "If You Shoot the Messenger, Check Your Focus First" (Photographer)

### AMA Houston Award: PR Campaign

Houston Public Media and University of Houston's Election Poll 2016

## Local

### Houston Press Club Lone Star Awards

#### 1<sup>st</sup> Place

Houston Public Media: TV Photojournalist of the Year, Matt Brawley

Houston Public Media: "Will 2016 Be The Year Texas Latinos Vote In Strength?" (Politics/Government)

#### 2<sup>nd</sup> Place

Houston Public Media: TV Photojournalist of the Year, Joe Brueggeman

Houston Public Media: Radio Journalist of the Year, Laura Isensee

Houston Public Media: "Hate Crimes In Houston Go Under Reported. Rarely Prosecuted" (Radio Series)

Houston Public Media: "Quidditch Lands On Earth In A Houston Suburb" (Use of Sound)

Houston Public Media: "Was the City of Beaumont Intentionally Trying to Restrict People with Disabilities from Living There?" (Public Affairs)

#### 3<sup>rd</sup> Place

Houston Public Media: TV Photojournalist of the Year, Fujio Watanabe

Houston Public Media: "Everyday Strangers" (TV Feature Photography)

Houston Public Media: "Body Art: The Moving Canvas" (TV Editing)

Houston Public Media: "Texas Has Thousands of Bad Dams, Two In Houston Deemed Extremely High Risk" (Hard News Feature)



## Studio Society | Where Passion Meets Philanthropy

A united group of culturally and community-minded people who passionately understand and support the importance of Houston Public Media in our community and act together to make a difference for everyone.

### Affinity Councils | Education, Arts & Culture, and News & Information

Membership provides exclusive access to a variety of experiences based on affinity. Experiences may include an invitation to NPR's *Weekend in Washington*, *PBS Insider Experience*, and private receptions with local talent and national public media leaders.

#### Company Matching

Look for us in your employer's matching gift program.

#### Corporate Sponsorships

Raise awareness of your company while supporting our mission.

#### Vehicle Donations

Donate your old car, boat, or motorcycle.

#### Volunteer

Participate in community events.

For more information on ways to get involved, please contact:

#### Courtney Lamm

Chief Development Officer

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**Houston  
Public Media**

A SERVICE OF THE  
UNIVERSITY OF HOUSTON

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