



Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON

ANNUAL IMPACT REPORT 2018

ONE CLEAR **VISION**

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

ONE STEADFAST **MISSION**

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

Through its broadcast and digital platforms, Houston Public Media provides essential 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.

A service of the University of Houston and community supported, Houston Public Media's coverage area spans 19 counties and reaches a combined weekly audience of 1.5 million people. It delivers timely, accurate and impartial reporting to listeners and viewers in the greater Houston region.

Houston Public Media is Houston's source for PBS and NPR content, as well as a vital resource for residents, parents, children, educators, and area arts organizations. Houston Public Media is committed to the ideal that media can make a positive difference in people's lives and the community at large.

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LETTER FROM THE GENERAL MANAGER

Lisa Trapani Shumate



This year, Houston Public Media reached higher and went further by engaging future generations, deepening its community relationships and fortifying its role as one of the leading public media stations in the country through new national newsroom collaborations.

Houston Public Media continues to go beyond broadcasting and looks to address the needs of its surrounding communities. The power of Houston Public Media lies in its ability to connect to people in impactful ways, and to serve the residents of greater Houston — not only on air and online but face to face.

Houston Public Media responds to the changing story of the Bayou City and reflects the many voices that are part of that story. When an unprecedented number of Texans cast their ballots in the midterm elections, Houston Public Media did more than analyze the results. Our reporters told the story of Texas' major population growth, a changing electorate and the long-term demographic trends in the state. Houston Public Media remains committed to local storytelling by covering what's happening long after it's a headline. We shed light on many angles of a story, focusing on its direct impact on the region.

This year, we marked a new chapter in the station's history by launching the Young Leaders Council, the station's first-ever young professionals group, bringing together a diverse group with personal connections to public media. As the digital shift accelerates, we are leveraging every possibility for adding value and reaching audiences everywhere we can. We met a social media milestone with record engagement on posts, and by building a culture of digital excellence centered on trust and services.

With community support, we help ensure children are ready to learn, people have access to lifelong learning and fact-based local and national journalism every day.

Together with the University of Houston and the Houston Public Media Foundation Board, we are staking a claim in Houston's future.

With appreciation,

A handwritten signature in black ink that reads "Lisa Shumate". The signature is fluid and cursive, with the first name "Lisa" and last name "Shumate" clearly legible.

LETTER FROM THE BOARD CHAIRMAN

Barrett Sides



Thanks to your belief in Houston Public Media's mission, we are making strides toward investing in our capital needs and reaching new audiences.

Last year, we set the stage for Houston Public Media to make a big investment in its future by seeding a \$10 million Innovation and Sustainability Fund that would lay the groundwork for tower and transmitter consolidation, expanded audience reach, and cost savings. In 2019, we will continue to grow this fund while charting the course for the next three years with a refreshed strategic plan.

We launched a "one voice, one message" strategy that is redefining how we ask for support. We are now going beyond traditional on-air drives and sharing testimonies that showcase Houston Public Media's impact in the community across multiple platforms year-round. By strengthening our case for involvement, we are growing the number of station members at a time when downward trends continue for most stations nationwide, and becoming a model for other public media stations across the country.

Houston Public Media is committed to expanding its footprint in the areas of digital innovation, diversity and community engagement. All children deserve the opportunity to discover who they are and what they want to be, and your unwavering commitment positions Houston Public Media to create the highest quality, most trusted local content and educational programming.

Thank you for being a partner in this vitally important work that will span generations to come.

With gratitude,

A handwritten signature in black ink, reading "Barrett Sides". The signature is fluid and cursive, with a large, sweeping initial 'B'.

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 1 million teachers from across the country. It offers **more than 100,000 digital resources to pre-kindergarten through 12th grade teachers** and creates a trusted destination to find and share educational content tailored to the needs of students.

PBS LearningMedia now offers access to state standards for the first time, mapping classroom resources with state learning standards.

Since its launch in 2011, nearly 20,000 registered users from more than 24 counties across Texas have benefited from these interactive lesson plans, videos and articles.

In 2017, Houston Public Media expanded its educational programming through a **dedicated PBS KIDS channel and a live digital stream**. By making curriculum-based programs available 24/7, public media helps bridge both education and digital gaps and reaches more children in low-income homes than other TV networks.¹

¹ Source: Source: PBS.ORG/VALUE



PBS is home to exciting new dramas, as well as science, arts and documentary programs that take people back in time or transport them across the world while teaching them about themselves and their ancestors. From *Nature*, which brings the beauty and wonder of the natural world into homes, to *NOVA*, which answers the big questions of today and tomorrow in science and engineering, PBS ignites curiosity.

This year, PBS tapped Jane Chu, the former leader of the National Endowment for the Arts, to serve as Arts Adviser. In her new role, Chu plans to help identify opportunities for PBS to showcase diverse works that reflect a cross section of America as well as broaden the arts in everything PBS does from its programming to its digital and educational initiatives. **As Houston is a key arts destination, Chu made Houston Public Media one of her first stops in early 2019 to meet local area arts leaders and discuss future collaborations.**

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 media and, for more than 48 years, has set the standard for providing breaking news, background analysis and commentary through 17 international bureaus, 17 national news desks and nearly 1,100 member stations.

NPR is committed to increasing collaborative 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 places partnership at the center of the system as a whole: news, fundraising, digital efforts and diversity.

In 2018, News 88.7 reporters and content producers were heard across the nation on more than 100 newscasts and programs, from *Morning Edition* and *All Things Considered* to *Here & Now* and *1A*, sharing coverage of Houston and Texas with a national broadcast audience.

This spring, Houston Public Media welcomed the mastermind behind *This American Life*, Ira Glass, to Houston for an exclusive behind-the-curtain reception at Jones Hall for the Performing Arts with Studio Society Affinity Council members. Public media enthusiasts and supporters of the award-winning public radio show talked to Glass about Hurricane Harvey's impact on the local arts community, his more than 20 years at the helm of a national show, and his vision for where journalism can take us. This behind-the-scenes experience is part of Houston Public Media's ongoing efforts to lift arts and culture in the region and build on local-national partnerships.

This fall, Houston area veteran newspaper editor Nancy Barnes was named NPR's chief news executive. As Barnes takes over as the news head at NPR, Houston Public Media looks forward to strengthening its partnership with NPR.



All Things Considered host, Ari Shapiro. Photo Credit: Stephen Voss for NPR



This American Life, Ira Glass, with Houston Public Media producers Ernie Manouse and Laura Lucas



Public media is an idealistic enterprise, and independent journalism – at this time – is so important.

Ira Glass

Host and creator of *This American Life*

Houston Public Media Education



“

Every PBS KIDS show has an educational component – sometimes, like with Daniel Tiger’s Neighborhood, it’s about getting along, how to resolve conflicts, what to do when you get angry.

Clifford Lee

Blackshear Elementary English Teacher

PBS KIDS

PBS KIDS’ multiplatform content engages and inspires the youngest minds in our communities. The value of curriculum-based programming is seen in its educational and development benefits, with children in underserved areas making the greatest gains². In greater Houston, more than 70% of children are considered economically disadvantaged³. Children who engaged with PBS KIDS content increased their literacy and math skills, and advanced core emotional skills to better relate to and communicate with their classmates⁴.

Teachers at Blackshear Elementary in Houston’s Third Ward community harness the power of PBS KIDS programming to help students develop long-term skills.

Houston Public Media provides a unique and integrated educational experience for children through programming, hands-on learning activities, and digital games and videos. Access to these assets and supplemental materials enhance learning outcomes for all students beyond the airwaves.

² Source: PBS.ORG/VALUE

³ Source: Barbara Bush Literacy Foundation

⁴ Source: Survey Sampling International (SSI), January 2016

Houston Public Media Annual Spelling Bee



50
SPELLERS



1,060
SCHOOLS



34
COUNTIES

Houston Public Media has hosted and televised the region's spelling bee for the past decade as part of its commitment to education. With the most student participants and highest number of schools competing, **it remains the largest regional spelling bee in the nation.**

On April 7, 2018, more than 50 spellers from 1,060 schools in 34 Texas counties competed in eight rounds at Baylor College of Medicine at James D. Ryan Middle School to advance to the Scripps National Spelling Bee in Washington, D.C. This year, the competition took place in Houston's Third Ward community as HPM's production studios were occupied by KHOU-TV (Channel 11) following Hurricane Harvey.



Pranav Chemudupaty, an eighth grader at Nolan Ryan Jr. High in Alvin ISD, emerged as the champion with Benjamin Chen, a fifth grader at Sallie Curtis Elementary in Beaumont ISD, as the runner-up.

The two Houston area students went on to rank in the top 50 with perfect scores in the oral spelling rounds. Scripps hosted a record-breaking 515 spellers, the largest pool of spellers in its 91-year history.



PBS KIDS Annual Writers Contest

More than 200 students from across Houston experienced the art of writing and illustrating their own story as part of Houston Public Media's annual PBS KIDS Writers Contest. This year marked 22 years of fostering an appreciation for learning and creative writing through this literary competition.

Forty children, in grades kindergarten through third grade, were recognized as finalists at a special event at The Children's Museum of Houston. Special guest speaker Warren Hanson, an illustrator for children's books and a writer, artist and musician, offered words of encouragement to the children at the ceremony. These stories are also featured on TV 8 and online at houstonpublicmedia.org.

Local Education Coverage

With community support, Houston Public Media can devote specific resources to focus on the state of education in Texas, covering topics from state lawmakers' efforts to reform school finance to standardized testing in the aftermath of Hurricane Harvey, one of the nation's worst storms.

Houston Public Media is proud to provide ongoing coverage of education news. Reporters go inside the region's longest struggling schools, provide real-time updates from school board meetings, thoughtful analysis and reporting, and take part in conversations in the community with key education stakeholders and advocates.

Education Reporter Laura Isensee uncovers and explains the most important issues affecting area school and district leaders, teachers and students. When Houston ISD took center stage and began facing



significant shake-ups – the impact of Hurricane Harvey, the sudden departure of the district's top leader, 10 schools at risk of closure due to underperformance, and a budget crisis with layoffs across the district – her coverage shed light on these complex issues and the impact on affected families. As the future of the largest school district in Texas remains uncertain, Houston Public Media is there, telling the story as it unfolds at school board meetings, press conferences and in Austin when the Texas Legislature is in session.

More than 100 people signed up to speak at Houston ISD's Board meeting in May.

Houston Public Media News 88.7 Education

Houston Public Media tackles policy as well as breaking news in our classrooms. When an unthinkable tragedy at a high school southeast of Houston occurred, News 88.7 reporters were on the scene in Santa Fe sharing the latest details and sentiments from the small Galveston County community. In the wake of the Santa Fe shooting that killed 10 people and injured 13, and as debate around gun control and school safety gained momentum on the national stage, News 88.7 coverage also included Governor Abbott's comprehensive School and Firearm Safety Plan — a list of policy recommendations for making schools and communities safer.

Houston Public Media's education coverage earned regional and national recognition with stories heard on Texas Standard, NPR, American Public Media and WBUR. **This year, Houston Public Media's education reporting on Hurricane Harvey included a collection of stories from the Texas Station Collaborative that won first place for the Continuing Coverage Award at the 2018 Public Radio News Directors Inc. Conference.**

Houston Public Media produces four education stories on average every week on News 88.7 and online at houstonpublicmedia.org.

1st
PLACE

Continuing Coverage Award
2018 Public Radio News
Directors Inc. Conference

NATIONAL DISTRIBUTION

- **“Houston School Superintendent Says a Lot of Work Ahead to Open Schools”**
NPR’s Education Blog
- **“Houston Schools Assess Harvey’s Damage”**
NPR’s *Morning Edition*
- **“Houston Public Schools Open after Delays from Hurricane Harvey”**
NPR’s *All Things Considered*
- **“How Harvey and the Move to End DACA Interrupted One Houston Student’s College Plan”**
WBUR’s *Here and Now*
- **“Some Texas Colleges are Offering a New Kind of Scholarship to Fight Hunger on Campus”**
American Public Media’s *Marketplace*
- **“Santa Fe High School Students Graduate After Shooting”**
NPR’s *Weekend Edition*
- **“Access Denied: The Fight for Public Education”**
Reveal from the Center for Investigative Reporting



NEWS 88.7 IN-DEPTH EDUCATION STORIES

- **“This Houston Student Had a College Plan, then Harvey Came and Trump Rescinded DACA”**
- **“Without its Storied Principal, What’s the Future of Furr High School?”**
- **“How a New Way to Pay for Private School Could Help – or Hurt – Houston Families”**
- **“Houston Colleges Offer Food Scholarships to Help Students Ease Food Insecurity”**
- **“Texas Public Libraries Thrive as They Evolve”**
- **“A Nearly Three-hour School Bus Ride Turns into a Medical Emergency”**
- **“The Student Who Taught Me Not to Take it Personally”**
- **“What to Learn from a School Shooting that Almost Happened”**
- **“Houston Schools’ Superintendent: Budget Remains Biggest Challenge for New School Year”**
- **“Texas Education Agency Refuses to Monitor County’s Alternative Special Ed Schools Directly”**
- **“Santa Fe Graduate Kennedy Rodriguez Reflects on Advocacy after Shooting” (Audio Diary)**
- **“Pakistani Community Still Healing from Death of Exchange Student Killed in Santa Fe”**
- **“What Went Wrong at Worthing High School, and How It’s Trying To Survive”**
- **“Houston’s History Students ‘Ham’ It Up at The Hobby Center Stage”**

Librarian Tina Briscoe has worked at the Houston Public Library for 17 years.

“What Went Wrong at Worthing High School?”

In collaboration with the Houston Chronicle, Houston Public Media’s Laura Isensee worked on a three-part series on one of Houston’s longest-failing schools, Worthing High School in the Sunnyside community. News 88.7 investigated what went wrong at Houston ISD’s Worthing High, once a cornerstone in the neighboring African American community – from how it became one of the state’s lowest-performing schools to the major sanctions that could be triggered by years of failure. The in-depth story aired on Houston Matters and the Texas Standard.



The State of Education

Houston Public Media examines the state of education in greater Houston across its various platforms and programs year round.

Houston Matters on News 88.7

As *Houston Matters* covers the news of the day, host Craig Cohen and show producers address the area's most important educational issues with debriefs and follow-up discussions – from the Texas Education Agency's accountability ratings to new education studies and research findings relevant to improving schools in greater Houston.

Over the course of the year, host Craig Cohen sat down with News 88.7 Education Reporter Laura Isensee to discuss the different perspectives and concerns expressed by Houston ISD trustees and community members. **Houston Matters aired more than 20 education segments this year, and continues to focus on student outcomes in Texas.**

As part of its annual "State of Houston" series, *Houston Matters* explored more updates on the process of improving several failing schools in Houston ISD, contention about Houston ISD's leadership and allegations of bullying against Katy ISD superintendent.



Andy Canales (Children at Risk), Carol Shattuck (Collaborative for Children) and HD Chambers (Alief ISD Superintendent)

Red, White and Blue on TV 8

Red, White and Blue hosts examined the impact of Hurricane Harvey on schools, serving students with disabilities, and school readiness with education leaders from Alief ISD, Collaborative for Children and Children at Risk.

Party Politics Podcast

Party Politics co-hosts Jay Aiyer and Brandon Rottinghaus broke down the complexity of school finance in Texas, walked through the Texas Education Agency's new plan on special education and discussed Governor Greg Abbott's school safety plan.

Education Outreach



Education Reporter, Laura Isensee (left) and NPR's Next Generation Radio Project student Vanessa Onyekwere

Building the Pipeline

Houston Public Media invests in the next generation of journalists. Education Reporter Laura Isensee participated in NPR's Next Generation Radio Project as a mentor in January and again in September. Isensee provided hands-on reporting experience in the newsroom and in the field to local college students interested in journalism. She also coached two high school students from Post Oak School on in-depth audio production and gave a presentation about reporting on education to high school students participating in a fellowship that encourages civic engagement in our communities. Additionally, Isensee hosted mini-sessions with Houston Public Media's newsroom interns throughout the semester on writing, audio production and interviewing best practices.



Math in a Flash

This summer, Houston Public Media, United Way of Greater Houston, and ConocoPhillips partnered to bring Math in a Flash to the region to help ensure students continue to learn math year-round.

170 elementary school students from Tijerina Elementary School participated in the kickoff event which included hands-on, arithmetic-based activities. These short activities took the students step-by-step through the solution to a math problem, teaching them vital problem-solving techniques and making math fun and digestible. This engaging event increased students' confidence in their ability to tackle, and eventually master, fundamental math concepts.



As part of this summer enrichment effort, Houston Public Media broadcast math problems on TV 8 during PBS KIDS programming from May through October. These animated videos focused on multiplication, fractions, graphing, angles and shapes, and were posted on houstonpublicmedia.org as well as HPM's social platforms.

Young Leaders Council

Houston Public Media launched the Young Leaders Council in May 2018, bringing together a diverse group of young professionals with a personal connection to public media. The launch marked a new chapter in the station's history, one that thrives on deepening community relationships and engaging future generations. The Young Leaders Council represents a cross section of the communities Houston Public Media serves, and works to spread HPM's mission even further.

Since its inception, members of the new council have participated in brainstorming meetings on new digital initiatives with station content producers, offered feedback on the promotion and rollout of the initiative, attended gatherings with Houston Public Media staff and board and promoted new local content or programs.

Left: Students from Tijerina Elementary School participated in the kickoff event.

Middle: Young Leaders Council's Inaugural class

Right: Boy Scout troop station tour

Station Tours

Houston Public Media offers year-round station tours to students in grades kindergarten through 12th, youth organizations, families and individual supporters across greater Houston. **Houston Public Media hosted 128 tours in 2018.**

The tours provide a memorable behind-the-scenes experience for station visitors, allowing them the opportunity to walk on a TV set, enter a radio booth, and learn about TV and radio production through hands-on demonstrations using audio recording software and video switchers. Station visitors gain a better understanding of Houston Public Media's multi-platform content, the mission of public media, and how recent technological developments have changed storytelling. College students interested in journalism and broadcasting receive information on college work study opportunities offered throughout the building and learn about careers in media from reporters and content producers.

Houston Public Media

Arts & Culture

Houston Public Media covers the city's vibrant arts community through multi-platform content. The arts are an indispensable element of greater Houston and play an important role in the life of the region. Stories that aim to integrate the arts into the broader community revitalization and development efforts are generated by station reporters, hosts and content producers year-round on all platforms – radio, TV, web and podcast. Houston Public Media understands the power of the arts, and its stories on arts and culture strengthen the quality of life of its residents and drive social change. The arts are a central component to what makes Houston thrive.

+400

ARTS AND CULTURE STORIES
ON **NEWS 88.7** AND
HOUSTONPUBLICMEDIA.ORG

MORE THAN 214
ARTS AND CULTURE
SEGMENTS ON
HOUSTON MATTERS

5 Skyline Sessions
intimate in-studio
performances

Houston Symphony
world-class
performances on
HPM Classical

52 CONCERT
RECORDINGS

2 LIVE
BROADCASTS



16 ARTS INSIGHT EPISODES
local performing and visual arts scene

52 MUSIC IN
THE MAKING
SESSIONS

from UH's Moores School of Music
and Rice University's Shepherd
School of Music

45 ENCORE
HOUSTON
PODCASTS

concert recordings
and commentary



Advancing Arts & Culture. Enhancing Communities.

Exploring Diversity in the Arts

Houston Public Media analyzed the state of diversity in the arts community, and what's being done by arts organizations to strengthen a culture of participation and inclusion in the arts.

Houston Public Media uncovered why diversity and equitable access should be critical priorities for the arts sector in Houston and across the state, pointing to changes in the workforce and shifting demographics.

Reporter Allison Lee found that although there tends to be equal gender representation in orchestras, only about 20 percent of conductors in America are women. Lee highlighted the Houston Symphony, who recently hosted two female conductors over the summer for its Miller Outdoor Theatre concert series.



If people don't challenge things, the status quo just sort of stays in place.

John Mangum,
Executive Director and CEO of the
Houston Symphony

And, when the Colour of Music Festival traveled to Houston this fall, Houston Public Media's Catherine Lu was at the University of Houston talking to artistic director Lee Pringle about the importance of introducing wider audiences to the contributions of black classical artists.

Also this year, Houston Public Media's Catherine Lu talked with a local poet about why she thinks it's important for writers in greater Houston to attend The Colony Summit at Houston Public Library, a first-of-its kind meeting that brought together writers of color.



Opera singer Laquita Mitchell performing at the University of Houston's Dudley Recital Hall

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? How do they start their day, tap into their creative processes and balance work-life? In this web series, artists are invited to pull back the curtain on one day in their lives.

When Houston welcomed Cirque du Soleil to town in the spring, Houston Public Media's Catherine Lu introduced us to Fred Umali – one of the few original cast members from Corteo.

Umali took us through a day preparing for the show, from his breakfast and diet to meditation and stretching exercises, to the feeling he gets seeing the reactions of the audience while performing daring and close-call acrobatics.

"The early afternoon consists of a good lunch and more training – whether it's staging the show, training the act, or working out to keep fit and limber. Prior to showtime, I usually take about an hour or so to do some conditioning and stretching to prepare myself for the show." – Fred Umali, performer with Cirque du Soleil.

CineSpace: Short Films Inspired By NASA

CineSpace is an international film competition inspired by American space exploration that invites filmmakers from around the world to use actual footage and imagery from NASA's archives in works.

Houston Public Media's Tomeka Weatherspoon interviewed renowned director and filmmaker Richard Linklater about the unique joint production between NASA and the Houston Cinema Arts Society, before highlighting an extraordinary collection of short films from past years. The 30-minute broadcast special premiered on Houston Public Media's TV 8 in November and online at houstonpublicmedia.org.



The Academy Award-nominated and Golden Globe-winning director served as one of the featured judges this year, and described the annual competition as an incredible showcase for the imagination.

Ernie Live!

This Facebook Live series transports 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 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 close look at the latest touring Broadway shows. While the event is taking place, Manouse invites Facebook followers to join in on the discussion by taking questions for creative producers and cast members in real-time.

This year's highlights include 12 shows – from the opening night cast party for *Dreamgirls*, a production of Theatre Under The Stars, to a chat with the cast from *Memphis the Musical*.



Ernie Manouse interviews cast members of Theatre Under The Stars' Disney's *Beauty and the Beast*

Ernie Live! @ The Rodeo

This Facebook Live series is a spin on *Ernie Live! @ The Theater*. Houston Public Media's Ernie Manouse traveled to the Houston Livestock Show and Rodeo at NRG Stadium, an annual citywide event that promotes the popular sport and agriculture, as well as supports Texas youth through scholarships. During the rodeo, Manouse took us behind-the-scenes for 14 days – sharing his take on the festivities leading up to the show, including the parade and BBQ cook-off. Viewers shared in his experiences, from the never-ending carnival food and shopping to the artwork on display by Houston area students, to the headlining artists. Manouse took comments and questions from Facebook viewers on the best finds and interviewed key rodeo players include a world class horse champion, a veterinarian and the director of exhibits.



Ima Hogg Competition

The 43rd annual Ima Hogg Competition finals concert aired live on News 88.7 and HPM Classical.

Houston Symphony's Ima Hogg Competition is one of the leading multi-instrument competitions in the region and nation. Named to honor the memory of Miss Ima Hogg, a co-founder of the Houston Symphony, this prestigious contest identifies talented young instrumentalists and supports their music careers by raising their profile in the orchestra world, and through a cash prize and a solo performance. Ten contestants perform in the semi-finals with four finalists advancing to perform with the Houston Symphony to determine the winner.

Encore Houston

Encore Houston is a podcast and weekly show on HPM 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.

Highlights from this year include two concerts from the Houston Chamber Choir: "This American Voice," a rumination on the effects of Hurricane Harvey and Houston's resilience, and "Conservative Backlash," featuring music by two conservative composers.

ExxonMobil Summer Symphony Nights: A Star-Spangled Salute

Houston Public Media celebrated Independence Day with live, patriotic music and a fireworks display at Miller Outdoor Theatre. Produced by the Houston Symphony, this year's Star-Spangled Salute featured performances by Broadway singer Ryan Silverman and music from songwriters like Johnny Mercer and Houston Public Media's Eddie Robinson opened the show – a city favorite – in front of a crowd of 8,000. The concert aired live on News 88.7 and HPM Classical.



This year's award was presented to marimbist Ji Su Jung. In addition to the cash prize and solo performance with the Houston Symphony, Jung participated in a week-long education and community engagement residency that provided her with the essential training to advance her solo career.



Houston Symphony Broadcasts

Houston Public Media brings the power and grandeur of a world-renowned orchestra to greater Houston communities every week. Recorded in concert at Jones Hall in Downtown Houston, the two-hour Houston Symphony broadcasts are a special presentation of the city's finest classical compositions and greatest guest conductors and soloists. Sundays at 8pm on News 88.7 and Wednesdays at 8pm on HPM Classical.

Top: 43rd Annual Ima Hogg Competition Winner Ji Su Jung - Photo Credit: Daniel Ortiz/Houston Symphony

Bottom: Joshua Zinn interviewing an audience member for the broadcast.



Houston Music Highlight

Houston Music Highlight is a digital series with local connections. It features performances and interviews with hometown and visiting artists, composers and musicians. *Houston Music Highlight* fans can take in an artist's work while learning about their world of inspiration and artistic inclination, such as how they found their unique voice, what sparks ideas while working on a project and what their work is meant to evoke.



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 **Moore School of Music at the University of Houston** and the **Shepherd School of Music at Rice University**. The program personifies Houston Public Media's commitment to the next generation of content producers while combining two of three station pillars, arts and education.



Skyline Sessions

Houston Public Media's leading music video performance series, *Skyline Sessions*, highlights intimate performances recorded in the station's George B. Geary Performance Studio overlooking the city. The web series and quarterly TV 8 broadcast specials spotlight musicians, including indie rock bands, rappers, violinists and soloists. Through Houston Public Media's recent partnership with *VuHaus*, a national non-profit organization and digital music video service, *Skyline Sessions* artists are introduced to even broader audiences.

This year, jazz trumpeter and New Orleans native Kermit Ruffins performed a series of benefit concerts at a local bar and music garden to help with ongoing Hurricane Harvey relief efforts. The storm's devastating aftermath hit close to home for Ruffins who came to Houston for several months after Hurricane Katrina in 2005.

Top: *Skyline Sessions* - "Sofi Tukker"

Middle: New Orleans jazz trumpeter Kermit Ruffins performing at a benefit concert

Bottom: *Skyline Sessions* - "Cody Jinks"



The Great Houston Read

PBS' *The Great American Read* launched on May 22 with a two-hour TV broadcast special and voting kick-off for America's favorite book. The PBS special returned on September 11 with a weekly series on book themes from heroes and villains to love and other worlds, culminating with the naming of the winning work of fiction on October 23.

As *The Great American Read* prepared to reveal America's favorite novel, Houston Public Media put a local spin on the PBS special that celebrated reading through two multiplatform content initiatives, *Stories that Shape Us* and *Cover to Cover: The Houston Public Media Book Club*.



Cover to Cover: The Houston Public Media Book Club

Cover to Cover followed the same themes as *The Great American Read* with Emmy Award-winning host Ernie Manouse inviting a changing panel of Houston influencers each week to talk about their favorite books in a lively, insightful half-hour discussion.

With lots of laughs, self-reflection and shared learning moments, the series explored books that help people understand and define their own identities and place in the world.



Stories that Shape Us

A series of dictionaries first opened **Olympian Carl Lewis'** eyes to the world around him while words by Charles Dickens inspired **Lauren Anderson**, one of the first African American ballerinas in the nation to become a principal for a major dance company, The Houston Ballet.

People from across the region share the plots, characters, themes and words from books that helped shape who they are today in this intimate video series.

Top: *Cover to Cover* host, Ernie Manouse, and panelist from episode 2: "Who m I?"

Bottom: Lauren Anderson taping *Stories that Shape Us*.



Chef David Cordúa chops ingredients with Nigerian cook Kavachi

“

When we share a recipe, in reality we're sharing so much more – from the ingredients to the finished dished, cooking together can offer a glimpse into the past and open a window to the future of cuisine.

David Cordúa,
The Houston Cookbook host and chef

The Houston Cookbook with Chef David Cordúa

Houston's food scene is one way to celebrate the variety of cultures represented in all corners of the city. Just in time for the holidays, Houston Public Media presented The Houston Cookbook, a special on TV 8 featuring renowned chef and Houston native David Cordúa gathering one-of-a-kind recipes and exploring culinary delights in the most diverse city in America.

Cordúa shopped in Houston's Mahatma Gandhi District with chef Kiran Verma of Kiran's and then joined her in the kitchen to prepare chicken tikka masala. He watched Ana Beaven, owner of Mexico City-inspired restaurant Cuchara, prepare mole verde from a family recipe. Cordúa learned how to make the broth for Houston's beloved Vietnamese noodle soup from Kim Oanh Vu and her son Tho Lam, who run Pho One in west Houston. He also learned how to make Nigerian egusi soup, and how Blood Bros. BBQ perfects its smoked beef belly, which merges the flavors found in traditional Texan barbecue with Vietnamese and Korean cultures.



Arts InSight

Arts InSight spotlights local area artists and arts organizations. Profiles of artists, writers, composers and performers help 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 country, bringing Houston artists to the national stage.

Stories from the Storm: Alley Theatre and Houston Grand Opera

As part of the *Stories from the Storm* video and podcast series, the managing directors of the Alley Theatre and Houston Grand Opera talked about discovering the damage to Houston's Theatre District after Hurricane Harvey's unprecedented destruction. The arts leaders describe the moment they recognized the difficult road to recovery and proud moments of resiliency along the way.

Voices @ Verses: A Poem-A-Day

Throughout the month of April, Houston Public Media celebrates National Poetry Month with a poem a day. The poems are read by its author, a Texas-based poet, and documented in a web series. This year's series exclusively featured poems and sound portraits of Houston poets. Several episodes aired on *Houston Matters*.

Top: Artists Dan Havel and Dean Ruck talk about their latest creation, "Ripple," on *Arts InSight*.

Middle: Managing directors, Dean Gladden of the Alley Theatre and Perryn Leech of the Houston Grand Opera taping *Stories from the Storm*.

Bottom: Analicia Sotelo, Houston Poet



Houston Public Media News & Public Affairs

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 that often tap into larger national conversations.

NEWS HIGHLIGHTS

891 local news stories

75 local newscasts a week

100 spots, features or interviews aired on NPR and PBS NewsHour

566 news stories on Hurricane Harvey

88 in-depth stories

16 person local newsroom

20 hours each week of local programming on TV 8, News 88.7 and houstonpublicmedia.org

2018 Texas Midterm Elections

Houston Public Media was the region's one-stop destination for comprehensive, multiplatform election coverage and post-election analysis. From every angle to every platform, Houston Public Media broke down crucial races and candidates' positions on various issues leading up to Election Day, and examined potential party shifts that could occur in the first congressional elections since President Donald Trump took office.

Texas took center stage when former Representative Beto O'Rourke and Texas Senator Ted Cruz raised more than \$100 million combined for the U.S. Senate race. Houston Public Media identified and reported on trends in voter enthusiasm, fundraising records, and how the Texas Senate race could transform Texas politics.



The U.S. Senate showdown between Republican incumbent Ted Cruz and Democratic candidate Beto O'Rourke was closely followed by Houston Public Media's Tomeka Weatherspoon on PBS NewsHour. During the segment, Weatherspoon examined how the Texas Senate race and its candidates reflected the state's political divide with the nation.

When six members of the Texas congressional delegations announced that they were not seeking re-election, Houston Public Media studied and revealed the potential political implications of the string of retirements.

The Elevator Pitch: Two Minutes with a Candidate

Houston Public Media launched an all-new digital resource for voters called The Elevator Pitch: Two Minutes with the Candidates. The digital resource highlighted 11 key races impacting the Houston area, allowing the candidates to talk directly with voters ahead of November 6. The Elevator Pitch was a unique introductory guide to the Texas midterm elections.

Election Day

As the votes came in, News 88.7 hosts, reporters and producers closely followed the Texas midterm election results inside the studio and out in the field, providing updates on local races and ballot initiatives in conjunction with NPR's special coverage of the election.

On TV 8, PBS NewsHour anchor Judy Woodruff and the PBS NewsHour team followed races across the nation, and offered analysis on the results.

A bus full of people chanting “Your Vote Matters” drives outside the West Gray Multi-Service Center.



Post-Election Analysis

Houston Public Media's analysis began with in-depth news stories and special edition episodes of Houston Matters, Red, White and Blue and Party Politics.

When the polls closed in Harris County on the last day of early voting, Houston Public Media reported more voters had cast ballots than in any previous midterm election, shattering early voting records and positioning Harris County to surpass 1 million votes on Election Day for the first time in a midterm election.

Houston Public Media examined the high voter turnout, including what factors drove people to the polls in an off-year election – from more competitive races in Texas, to efforts to boost turnout among young and minority voters, to straight-ticket voting.

Houston Public Media focused on how this electorate defied previous midterm participation, with more new or infrequent voters than other midterms, and a younger and more diverse voter turnout.

Latinos in Harris County significantly increased their turnout from four years ago by more than 250 percent.⁵ Party Politics podcast co-host Dr. Brandon Rottinghaus Administration's stance on immigration and a record

number of well-known Latinos on the ballot in local races – from Lina Hidalgo and Adrian Garcia at the county level to Sylvia Garcia at the federal level.

Houston Matters hosted a post-election analysis and discussion with Renée Cross, Senior Director of the Hobby School of Public Affairs at the University of Houston, and Dr. Brandon Rottinghaus, Professor of Political Science at the University of Houston and co-host of Houston Public Media's Party Politics podcast.

Red, White and Blue host Gary Polland and guest co-host Dr. Elizabeth Simas examined straight-ticket voting in Texas and its impact on the down ballot races in Harris County with democratic strategist Mustafa Tameez and public policy advisor Neftali Partida, offering a debrief of the election from a partisan perspective.

Party Politics co-hosts Jay Aiyer and Dr. Brandon Rottinghaus examined the results through a lively conversation highlighting what the results meant for Texas and the nation in the years to come.

⁵ Source: Houston Chronicle

Houston after Harvey

Since Hurricane Harvey hit the Texas Gulf Coast in August 2017, Houston Public Media has produced more than 560 stories on the nation's worst rainstorm and the aftermath of the historic flooding event.

This year, Houston Public Media launched Houston after Harvey — a multimedia content initiative that examined the impact of the Texas Gulf Coast's most severe storms through untold stories and personal accounts, intimate conversations and in-depth news coverage. Presented by the Houston Flood Museum, Houston after Harvey is comprised of two podcast series, a video series, a special edition episode of Houston Matters, and newsroom coverage of the storm and recovery efforts. Support for this initiative was provided by Houston Endowment.

Hurricane Season is an eight-episode podcast that explored how major storms going back to 1900 greatly impacted the Houston region and its people and policies. The podcast started with the Great Houston Flood of 1935, the historical storm that led to the creation of the Harris County Flood Control District and prompted the federal government to approve construction of the Addicks and Barker reservoirs. Host Andrew Schneider shared how these historic storms are relevant today, as conversations around Houston's infrastructure and long-term flood mitigation solutions are front and center — including recent calls for a third reservoir and major repairs and advancements to the existing reservoirs.



Stories from the Storm is a ten-episode podcast and digital series that brought civic leaders, public servants, and everyday Houstonians together to reflect on how Hurricane Harvey changed their lives — from the way they define community to how they envision their future and the future of Houston. The conversations were also distributed as a TV broadcast special, and as in-depth news features for News 88.7 and houstonpublicmedia.org.

Karen Walrond and Alexis Jennings taping *Stories from the Storm*



Houston Matters host Craig Cohen (right) interviews Dr. Lynn Godwin of the University of St. Thomas live from the floor of the Houston Auto Show.

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.

Reaching more than 115,000 listeners on News 88.7 every week, Houston Matters provides an analysis of regional and national stories, and explores a diverse range of topics, from how Houston plays into the larger global economy to the latest in Houston sports to Houston's evolving mobility system and transportation plan.

Listeners can now tune in to Houston Matters live on Facebook with a 360-degree camera feature. Additionally, several Facebook Live interviews were conducted with show guests which provided an extended conversation on the topic.

Party Politics

Since its launch in 2017, Party Politics has released more than 80 episodes. Segments of the podcast are often featured on Houston Public Media News 88.7 and on NPR's All Things Considered. Party Politics covers the news of the week and navigates our current political landscape through storytelling and humor.

These candid and unscripted conversations between political science professors and analysts, Jay Ayier from Texas Southern University and Dr. Brandon Rottinghaus from the University of Houston, highlight what's happening in our neighboring communities, at the State Capitol in Austin, and on Capitol Hill in Washington D.C.

In 20 minutes, each episode makes sense of the most pressing and complex issues faced by political leaders: the backstory, and what comes next.



Hosts Jay Ayier and Dr. Brandon Rottinghaus recording an episode of Party Politics

Red, White and Blue

Red, White and Blue is a weekly public affairs program on TV 8 that covers major public policies, government institutions, and local, state and national elections. The show examines the evolving political landscape with local elected and appointed officials, members of the Texas congressional delegation, policy analysts and consultants.

Now in its eighteenth season, Red, White and Blue premiered in 2008, and has aired more than 330 episodes since its launch. This year, show topics covered women's rights and the rise of the #MeToo movement, Houston's financial outlook, and the state of public safety in Houston.



Red, White and Blue: "The State of Latinos and Politics"

Newsroom Collaborations

Houston Public Media elevates the stories that matter the most to the Lone Star through regional and national newsroom collaborations.

Houston Public Media and other public media stations continue to search for new ways to build on the quality and depth of their journalism. Newsroom collaborations offer access to more resources and expertise to follow stories with national resonance and local consequence.

Houston Public Media facilitate these opportunities, which have been transformative in coordinating coverage of national breaking news stories happening in Texas, such as the mass shooting at the First Baptist Church in Sutherland Springs, Texas, and the deadly attack on Santa Fe High School in Galveston County.

Houston Public Media was tapped to join two of NPR's newest partnership efforts – Marketplace Hub and 1A Across America.



Houston is one of four participating cities in NPR's Marketplace Hub.

The new pilot project is a partnership between Marketplace and select public media stations across the country to generate more content from different geographic regions. **Energy and Environment Reporter Travis Bubenik will be contributing two national stories a month to Marketplace's story lineup as part of this collaboration effort, sharing the latest on the tangled intersections of energy and the environment in Houston and across Texas with a national audience.** Marketplace is the most widely heard business and economic program in the nation, broadcasting on more than 800 public radio stations nationwide and heard by 14.6 million listeners every week.

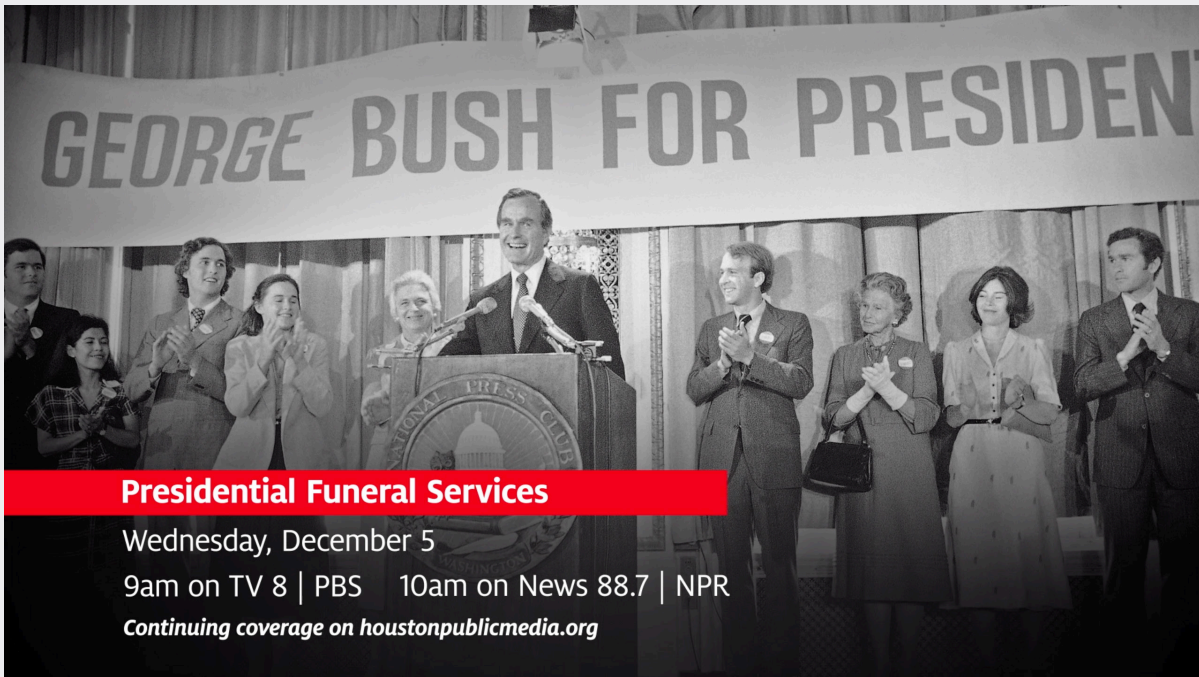
Houston Public Media is one of six public media stations in the country participating in 1A Across America, a two-year partnership that will provide deep coverage of



critical issues happening in Houston Public Media's backyard leading up to the 2020 election. Through 1A Across America, the nuanced issues and concerns of the communities that Houston Public Media covers will be brought to 1A's 3.63 million weekly listeners on 335 NPR stations.

On a regional level, the Texas Station Collaborative provides public radio newsrooms across Texas the opportunity to leverage resources and work together on projects and stories with a statewide perspective. The collaboration knits together reporting of major Texas public radio stations, establishes the infrastructure to organize editorial resources, and builds a digital platform for content sharing. This year, Houston Public Media's Elizabeth Trovall and KRWG's Mallory Falk examined how opinions on immigration vary across Texas from Houston to El Paso. And, Abilene Public Radio's Heather Claborn and Houston Public Media's Ella Feldman, a station intern, contrasted "red Texas" versus "blue Texas" by talking to voters from rural May and urban Houston.

Houston Public Media's Laura Isensee contributed to the "What My Students Taught Me" initiative, produced in partnership with the Teacher Project at Columbia Journalism School and in collaboration with Texas public radio stations. The series narrated audio portraits of teachers and their most challenging students.



Remembering U.S. President George H.W. Bush

Houston Public Media remembered the life and legacy of fellow Houstonian and former U.S. President George H.W. Bush through multiplatform, cross collaborative coverage.

“Your newsroom contributed - in a huge way - to NPR’s coverage this week,” said Nancy Barnes, Senior Vice President of News and Editorial Director, NPR

Houston Public Media’s comprehensive programming included a special 3-hour broadcast of American Experience: George H.W. Bush, live coverage of the funeral service at the Washington National Cathedral on PBS NewsHour, and a live broadcast of the state funeral from Saint Martin’s Episcopal Church in Houston with host Craig Cohen. Five public media stations carried News 88.7’s special coverage of the Houston funeral.

As Americans said goodbye to President George H.W. Bush, Houston Public Media’s Andrew Schneider spoke with local residents about how they felt after the loss of a man they considered a friend and neighbor.

Schneider also reported on the final day of services that allowed Houston residents to pay their respects to one of their own before he was laid to rest at his presidential library in Texas. Nearly 12,000 passed through St. Martin’s Episcopal Church where Bush lay in repose. Schneider’s stories aired on NPR’s All Things Considered.

Houston Public Media was essential to its regional and national partners, including Texas public media stations, NPR and PBS by providing newstories, live broadcast of the funeral, as well as documentary features on NPR and houstonpublicmedia.org.

Gwen Ifill Legacy Fellow at Houston Public Media



PBS NewsHour Student Reporting Labs connects middle and high schools across the nation with their local public media stations as well as provides students interested in journalism careers with unique curriculum that showcases how critical national issues impact communities.

PBS NewsHour Student Reporting Labs honors the legacy of pioneering journalist and PBS NewsHour co-anchor Gwen Ifill by supporting the next generation of journalists with summer fellowships at their local PBS stations. In 2018, three aspiring journalists were chosen as Gwen Ifill Legacy Fellows and given an opportunity to work alongside local public media producers, hosts, and reporters to learn the art of storytelling and content curation.

This summer, recent Jersey Village High School graduate and incoming University of Houston freshman Angeline Abrera joined Houston Public Media as a Gwen Ifill Legacy Fellow. Angeline gained hands-on experience inside the studio and out in the field with Houston Public Media's Producer Tomeka Weatherspoon as her mentor. Angeline produced an in-depth video and web story on local school safety procedures following the shooting at Santa Fe High School in neighboring Galveston County.



NPR's Next Generation Radio Project at Houston Public Media

Above: 2018 NPR Next Generation Radio Project Mentors

NPR's Next Generation Radio Project is a partnership effort between NPR, Houston Public Media, and the University of Houston's Jack J. Valenti School of Communication that provides 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. Houston Public Media's Education Reporter, Laura Isensee, participated in the program as a mentor at the University of Houston in January and in Oklahoma City in September. Students had the chance to report and produce their own multimedia story.

Public Safety Partner

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, Houston Public Media uses secure broadcast technology to support first responders and emergency personnel with communications assets through datacasting. 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.

The Houston Fire Department and Houston Police Department used datacasting to stream video of Hurricane Harvey's aftermath in August 2017, 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 also serves as the region's primary Emergency Alert System activator.



Houston Public Media is one of our key partners in getting emergency messages out. Being able to work with them on datacasting really cements that partnership.

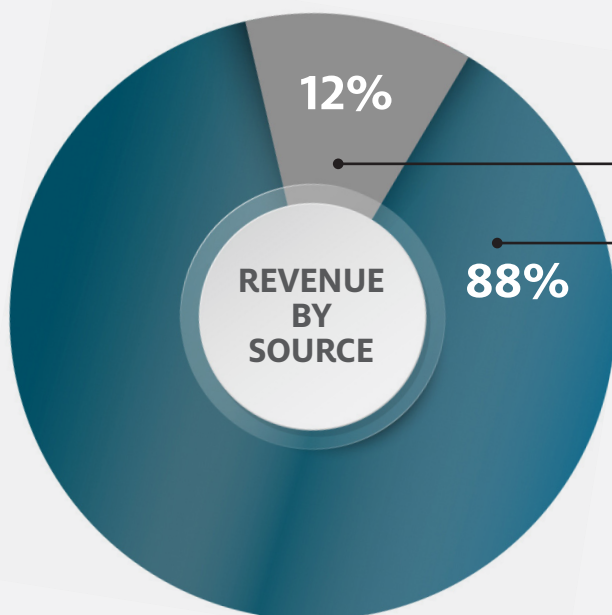
Michael Walter

Former City of Houston, Office of Emergency Management, Senior Staff Analyst

Community Support



Houston Public Media's financial strength comes from the community it serves. More than 50,000 members make Houston Public Media's vital work possible.



- **\$2,145,514**

Corporation for Public Broadcasting Grants

- **\$16,423,319**

Contributions from the Community (includes individuals, foundations, corporate partners, and realized bequests)

Total Revenue*: \$18,568,833

*2017 Audited Financial Statements

2018 Awards

Public Radio News Directors Incorporated (PRNDI) National Awards

1st Place

News 88.7: Nationally Edited Continuing Coverage Award: Texas Station Collaboration's "Hurricane Harvey"

Lone Star Emmy Awards

TV 8: "Bufkin's Christmas Wonderland" (News Report Feature/Series)

Press Club of Dallas

Hugh Aynesworth Awards for Texas Journalism Finalist

News 88.7: "Building Houston's Super School" (Radio Feature)

Houston Press Club Lone Star Awards

1st Place

TV 8: "Eco-Artist Grant Manier" (TV Soft News Feature)

TV 8: "Bufkins Christmas Wonderland" (TV Editing)

Digital: "Bufkins Christmas Wonderland" (Internet News Feature Story)

2nd Place

TV 8: "Unbelievably Cool Easter Eggs" (TV Feature Photography)

3rd Place

TV 8: "Eco-Artist Grant Manier" (TV Feature Photography)

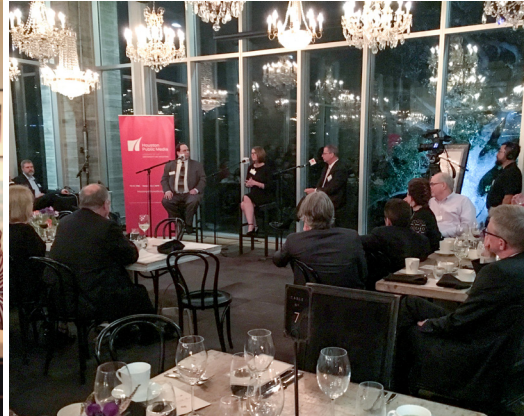
Houston Hispanic Chamber of Commerce

Outstanding Service and Leadership Award

Media Alliance of Houston Awards

TV Market Manager and Vice President – Lisa Trapani Shumate

Local Media Assistant – Adriana Gonzalez



Studio Society

Where Passion Meets Philanthropy

A united group of people who believe in a thriving community and passionately support Houston Public Media at higher levels.

Studio Society Affinity Councils

Education, Arts & Culture, and News & Information

Membership provides exclusive access to a variety of experiences based on affinity. Experiences include invitations to NPR's Weekend in Washington, PBS' Insider Experience, and intimate receptions with local and national public media leaders, hosts and personalities.

Ways to Get Involved

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 car, boat, or motorcycle

Volunteer:

Participate in community events

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

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Chief Development Officer

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**Houston
Public Media**

A SERVICE OF THE
UNIVERSITY OF HOUSTON

TV 8 | PBS News 88.7 | NPR Classical

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