



2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

HoustonPBS serves to empower, engage and enrich the lives of the people of Southeast Texas.



HoustonPBS is a valuable part of the Southeast Texas region.

HoustonPBS, the first educational television station in the nation, is a trusted source of information and has a rich history of serving the people of Southeast Texas with content and services that advance civic engagement, create an environment for learning and encourage the exchange of diverse perspectives.

This 2012 report reflects our fiscal year, which occurs from September 1, 2011 – August 31, 2012.

In 2012, HoustonPBS provided these key local services:

Sponsored monthly parent and childcare provider workshops

Hosted the HoustonPBS *Spelling Bee*, one of the largest in the country

Hosted and produced *Celebrate Houston Science and Technology* and *Celebrate Houston Arts*

Co-presented *Conversations with the Candidates: US Senate, Texas*, a live bipartisan broadcast with the major senatorial candidates

Presented numerous free community events

HoustonPBS local services had deep impact in the Southeast Texas region.

“Channel 8 shows you what’s out there. Broadens your mind. Makes you think, I think that Houston just owes Channel 8 a great debt of gratitude. The quality of the interviews, the quality of the presentation, and the quality of the information have always been extremely high.

You can trust Channel 8 and that’s a big deal.”

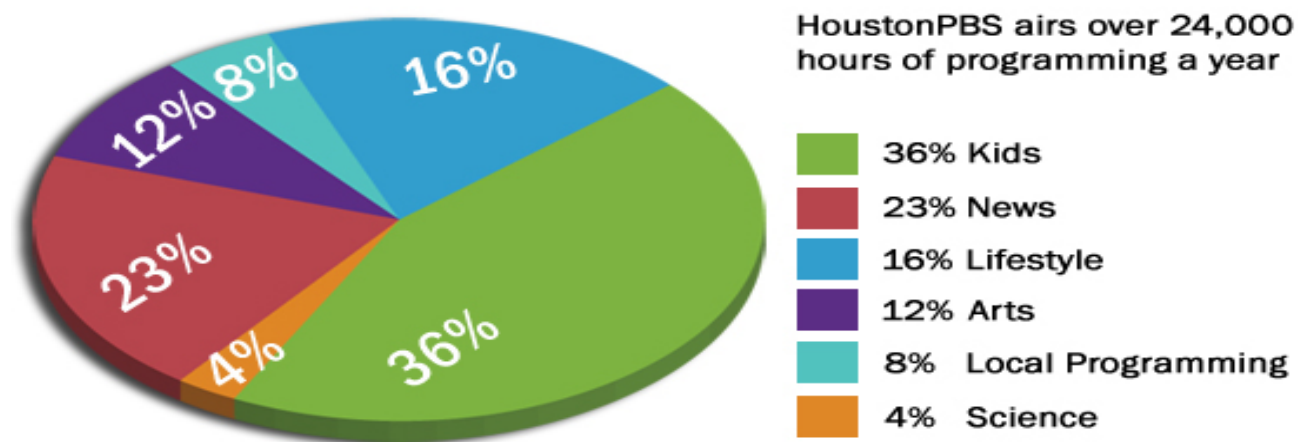
- Brenda, HoustonPBS viewer

HoustonPBS in Fiscal Year 2012

In 2012 HoustonPBS continued to serve valuable programming to Southeast Texas. Children and adults experienced amazing worlds and cultures from around the globe as well as rediscovered the unique and inspiring local communities right here in Houston. HoustonPBS is a trusted news and information source.

On-Air

Over 24,000 hours of quality educational and entertaining programming aired on HoustonPBS. Masterpiece's *Downton Abbey* returned for a second season, increasing its success. HoustonPBS added three new programs that focus on key industries important to Houston and our region- biotechnology, energy and defense. With *BioCentury This Week*, *Platts Energy Week* and *This Week in Defense Now*, HoustonPBS gave viewers an insider's perspective on the individuals, issues and advancements in these fields that affect our daily lives.



HoustonPBS addressed issues important to Houston with local productions that cast a light on politics, immigration and arts & culture. HoustonPBS complemented PBS' national series with local productions. *A Conversation with Jody Williams: Women, War and Hope* addressed root causes of violence and advancement of peace, justice and equality. *Houston Refugees: Stories of Courage* shared how immigrant women from Burma, Congo and Bhutan create communities. Public affairs program *Red White and Blue* followed local elections, showcased Houston issues and conducted a statewide dialogue with Texas Senatorial Candidates. HoustonPBS *Nightly Business Report* aired a week-long series ten years after the collapse of Enron providing comprehensive coverage of its impact of the energy giant's demise on Houston.

Red White and Blue, Houston's only local, weekly television program devoted to all things politics, premiered a new season, offering new editorial and social media additions. Hosts David Jones and Gary Pollard took viewers to the frontlines of local, state and national politics with spirited discussions engaging elected officials, community leaders and political insiders. HoustonPBS aired five episodes of "The Houston Debates: 2011 City Municipal Elections," with each debate focusing on a different city race. The final debate featured candidates for the office of Mayor of Houston.

For the first time in Texas Primary election history, the major Republican and Democratic U.S. Senate candidates were invited to take part in a televised conversation about the issues. Voters across Texas heard from candidates vying to replace Kay Bailey Hutchison as they took part in the two-hour, live ***Conversations with the Candidates***. Reporters from Houston Public Radio station KUHF News hosted the program. The program was made available on public television, radio and online across Texas.

Tweets during live broadcast

it seems to me that democracy MUST be about compromise or govt will not be able to work through issues

by Steven Hayes

I'm a 2012 @TeachForAmerica corps member in San Antonio. What will you do to help close the achievement gap? #TXSenCon@TexasTribune

by AlexanderMcClark

Many owe student loans on degrees they don't use...is there room for more efficiency in higher education? #txsencon

by Kristen

If elected, are you willing to work with the opposite party to achieve the greater good?

by Robin Smith



By partnering with sister organization KUHF News, the Texas Tribune and the Greater Houston Partnership, HoustonPBS connected with audiences beyond the television airwaves and into multimedia platforms, such as Facebook and Twitter. This open forum for discussion encouraged civic engagement and promotes active citizenry – cornerstones for a healthy society.

The HoustonPBS ***Nightly Business Report*** week-long series on the collapse of Enron featured former Enron employees, lessons learned or lost, regulation post-Enron, fallout on Arthur Anderson employees and a live televised interview with Sherron Watkins.

In the award-winning, half-hour interview program ***InnerVIEWS***, host/producer Ernie Manouse sits down with a single guest for a one-on-one conversation. The show goes beyond the ordinary interview to achieve a more intimate and revealing discussion about creativity, life and lessons learned with some of today's most captivating notables.

HoustonPBS put a spotlight on arts, culture, health and education around Houston with dynamic local programming and partnerships with community organizations.

A Conversation on Houston Classic TV complemented national, four-part PBS series *American in Primetime*, which examined today's popular programs through the lens of classic television shows. The hour-long reminiscence brought together some of Houston's favorite television personalities. Guests shared stories from the golden age of Houston television.

A Conversation on Art & Film discussed the importance of cinema with local and national producers and filmmakers participating in the Cinema Arts Festival Houston.

Exclusive broadcast premiere event for the documentary ***For the Sake of the Song***. Celebrating Houston's own Anderson Fair, live music venue, this backstage reception and viewing party was part of a once in a lifetime experience to meet some of the area's legendary singer/songwriters, including Lyle Lovett.

The Lone Star Emmy-winning ***HoustonPBS Spelling Bee*** live broadcast is the third largest local Bee in the country with 1,040 participating schools. 55 of the top spellers competed for a chance to represent the Greater Houston region at the Scripps National Spelling Bee in Washington, D.C., the nation's highest profile academic event.

By spelling the word "catalineta," Sivateja Tangirala from Sugar Land, an 8th grader at Fort Settlement Middle School in Fort Bend ISD, won the 2012 HoustonPBS Spelling Bee.

Participation in spelling bees helps students increase their confidence and their vocabulary. Bee experience provides an opportunity to learn valuable skills in developing poise and sportsmanship – a necessary skill for public speaking, performing arts and athletics.



HoustonPBS participated in the state-wide Texas Feeding Minds project, which included airing a news-style documentary ***Feeding Minds: Texas Takes on Hunger and Obesity*** and inviting youth to publish their own work on hunger and obesity. This program examined how hunger and obesity coexist, the challenges Texas communities face regarding these issues and solutions that can be employed to combat them.

In addition to the 24,000+ hours of quality, education and entertaining programming we provide all year long, HoustonPBS offers a variety of community events throughout the year. Here are some highlights from 2012.

Dinosaur Train Nature Trackers Day, October 2011

HoustonPBS presented prehistoric fun with a FREE event full of family activities at Armand Bayou Nature Center as a part of *Dinosaur Train Nature Trackers Day*. The day included craft activities and opportunities to meet Buddy the T-Rex. Children were invited to wear dinosaur costumes and enter a drawing for prizes.

HoustonPBS Elevate Lecture Series, November 2011

Ernie Manouse moderated a discussion with Condoleezza Rice. Dr. Rice shared her experiences as former Secretary of State. Her experiences are in her new book *No Higher Honor: A Memoir of My Years in Washington*.

"This was an amazing evening! I'm so glad I went. The entire event was just class from the reception to the discussion...Well done to everyone! It's an evening I will remember for quite some time."
-Anne, HoustonPBS viewer

HoustonPBS Celebrate Literacy Event, April 2012

Presented by HoustonPBS and hosted by Houston's former First Lady, Andrea White, the evening included a panel discussion with leaders from local literacy organizations and was moderated by KUHF News reporter Edel Howlin. Mrs. White also debut her new children's book *Tummies on the Run*. This event was presented in conjunction with *World Book Night* at the United Way Community Resource Center.

Día de los Libros & Día de los Niños, April 2012

HoustonPBS partnered with Discovery Green, Arte Público, Houston Public Libraries and others for a day celebrating books, languages and cultures with storytelling, crafts, food and music.

Community Cinema

HoustonPBS Community Cinema series offered free sneak preview screenings of documentaries set to air on PBS as part of the award-winning series *Independent Lens*. Community Cinema provided Houstonians with an opportunity to learn more and discuss some of today's key social issues. 2012 Community Cinema screenings featured documentaries *We Still Live Here*, *Hell and Back Again*, *Revenge of the Electric Car*, *Strong!* and *Mariachi High*. Topics ranged from Native American representation in mainstream media to immigration, environmental and criminal justice issues, religion and thriving with disabilities. HoustonPBS hosted close to 900 people at these Community Cinema events.



Education and Outreach Workshops

Childcare and Parent Workshops help childcare providers and parents in un-served and under-served communities learn how to use our programs to get children Ready to Learn when they start school. The majority of workshops used *A Place of Our Own/Los Niños en su Casa*, our child development programs as well as *Sid the Science Kid*, which supports science education in 3 to 6 year olds.

HoustonPBS planned and implemented free educational special events for children and families, such as *Sid the Science Kid* events and *Dinosaur Train* Discovery Tours, at venues including the Children's Museum of Houston, Armand Bayou Nature Center, Houston Zoo and Houston Children's Festival.



HoustonPBS Ready to Learn workshops:

During 2012, 40 HoustonPBS Ready to Learn workshops **served 906 adults who influence 4,644 children. 60% of workshops were presented in Spanish.** Childcare and parent workshops help childcare providers and parents learn how to use our programs to get children when they start school. *Sesame Street* Food For Thought Kits teach families about nutrition and exercise. Kits have been distributed to over 3,000 families.

Even Start and Family Literacy Programs:

Deer Park ISD, Sutton Elementary HISD, The Bridge/La Puente, Patterson Elementary HISD, and Park Place Elementary HISD were the Even Start programs we worked with this past year. During the year, parents received six to eight trainings focusing on child development, family literacy, reading skills, social and emotional issues. Each adult attending these workshops receives a book at each session.

Library Workshops

One Saturday a month a HoustonPBS trainer presents a workshop in a Houston area library. Library workshops are free and designed for childcare providers who receive clock hours for attending. The Director of Education/Outreach presented sessions at winter and spring Houston Area Association for the Education of Young Children Conferences on using PBS Kids programs in their daycare or early childhood classes. On several occasions the department had collaborative projects with Farias Early Childhood Center, which is 98% Hispanic and in a low-income area. At each of the three events, HoustonPBS furnished books for the 418 children.



PBS Kids GO! Writers Contest

For the 18th year in a row, HoustonPBS presented an annual writing contest for children. The contest encourages creativity and a love of reading by encouraging children in K-3rd grade to write and illustrate their own stories. We received over 600 entries. Winners were recognized at an award ceremony at the Children's Museum of Houston.

"Thank you so much for supporting our young writers. Your encouragement makes all of the students feel more like authors and their written work seems more valuable to them because someone chose to read their story"

-Jayne, teacher of finalists in HoustonPBS writing contest



Celebrate Houston

Celebrate Houston showcased local organizations and individuals doing ground-breaking work in the fields of Science & Technology as well as Arts.



Celebrate Houston: The Arts showcased Houston's incredible art scene. The Project Grad Opera Group from Marshall Middle School performed and talked with world renowned soprano Ana Maria Martinez.

Celebrate Houston: Science and Technology interviewed individuals from the Center for Houston's Future, Houston Endowment, the Museum of Natural Science and Houston Technology Center & many others!

Channel 8 in Houston is one of the jewels in the Crown of our city! Her children count on YOU daily for their educational, fun TV shows! It's a daily event in my home! Thank you!"

- Sheri, HoustonPBS viewer

Not only does HoustonPBS go out into the community, we also open our doors and bring the community into our station to experience the magic of television behind the scenes. In 2012, we conducted a total of 146 tours with approximately 2000 visitors of the course of a year.

These tours were mostly Boy and Girl Scout troops but also included non-scout groups with students from local high schools and colleges and community outreach groups. These tours inspire children and adults alike by fostering an interest in public media and the television industry as a whole.



Community Feedback

"Our organization prides itself in developing future leaders by exposure to various types of educational, cultural and social activities—similar to the tour at your facility. In fact, the 15 kids who participated in the tour are still talking about their awesome hands-on experience which may have inspired some to pursue a career in radio and television broadcasting (smile)." – Cheya Dunlap, Jack & Jill of America, Incorporated

"Everyone had a great time (kids and adults alike). I was very impressed with how you handled our Scouts. The constant job assignments were a wonderful touch. The hands-on experiences were perfect for that age group. The kids are still talking about all the fun things that they did. Some enjoyed being on TV the best... Again, I sincerely appreciate the thought and enthusiasm you put into the tour. It was a real pleasure." – Jim, Scout Leader

"Thanks so much for the tour. It was SO much fun! I had a great time. I have allways wanted to explore a radio station/ T.V. network! My favorite part was when we recorded our voice and when we got to scream in that room. I think I was the loudest. ☺ Love, Carson" –pleased Cub Scout

"I would like to thank you again for such an amazing tour! The boys really enjoyed every minute of it, and I have to say so did the parents! I am sending you a few of the pictures that were taken on the tour! Please let me know if there is anything else I can do for you. I will definitely be telling everyone what an awesome tour your station gives and how much you truly give back to the community! Thank you again" –Nikki, Pack 1150 Tigers

As a station, we cherish the sense of community brought on by our amazing volunteers. From pledge nights to outreach events, these individuals bring a level of engagement and commitment that reaffirms our mission to continue the work we do!



"If you've been thinking of volunteering at HoustonPBS, I encourage you to do so. All of the staff are just the nicest people and make you feel welcome as soon as you enter the building. When you see the volunteers answering phones during pledge, those smiles, that laughter are all real." – Anne, HoustonPBS volunteer