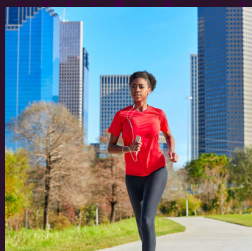


— AUGUST 2021 —

# POWERED BY YOU

EVERY DAY ALL DAY



Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



# THE DIFFERENCE YOU MAKE

## PEOPLE SERVED



**6MM HOUSTONIANS**  
Public Safety Support  
& Weather Alert



**Spelling Bee**  
2021

**70K FAMILIES 790 SCHOOLS**  
2021 Spelling Bee



**330K USERS**  
Local PBS Kids



**780K LISTENERS**  
News 88.7



**2.9MM VIEWERS**  
TV8



**250K USERS**  
[Houstonpublicmedia.org](http://Houstonpublicmedia.org)

## SERVICES POWERED BY YOU



**24/7**

Programming from PBS,  
NPR, BBC, APT, PCX,  
American Public Media  
and More



Texas Station Radio  
Partnership Covering  
Regional News



Local Weekly Radio Show  
for the Purpose of  
Connecting Communities



Two Local Weekday Radio Shows  
Driven by Information the  
Community Needs

**15**

Person Local  
Newsroom

**PARTY  
POLITICS**

Local Podcast  
Recapping the  
Week's Biggest  
Political News Stories

## DID YOU KNOW WHAT ELSE IS POWERED BY YOU?

### The Annual Houston Public Media Spelling Bee!

To keep our community's students safe, the 2021 Spelling Bee was virtual this year. The Houston spellers took an online test provided by Scripps at their respective schools. Houston Public Media was excited to have two spellers, Ramya Elangovan and Shawn Ray, advance to the Scripps National Spelling Bee with perfect scores! They made it to the quarterfinals and were two of the top 75 spellers in the country. The spellers, their families, and their campus bee coordinators all expressed gratitude for the Houston Public Media Spelling Bee, the significance of our competition, and the quality of support we provide.



Houston Public Media  
A SERVICE OF THE UNIVERSITY OF HOUSTON  
PBS NPR

**Spelling Bee**

# AN INFORMED, EDUCATED, AND SAFE COMMUNITY

## AUGUST'S MAJOR NEWS THEMES



**TEXAS  
GUN LAWS**



**THE  
AFGHANISTAN  
WITHDRAWAL**

**COVID-19**



### TEXAS FOCUSED CONTENT

#### TRANSPORTATION

##### **Houston Activists Continue Push Against I-45 Expansion As Public Comment Period Closes**

The controversial expansion project, which opponents say would displace hundreds of families and worsen air quality, will make its way to the Texas Transportation Commission for approval. The public comment period will close Monday afternoon, as local activists continue to push for changes to the plan and blast TxDOT's for its approach to community engagement.

.....●  
[READ THE STORY ON  
HOUSTONPUBLICMEDIA.ORG](https://houstonpublicmedia.org)

#### HEALTH & SCIENCE

##### **Harris County's Latino Community Remains Underinsured And Unvaccinated**

As the Latino population grows in Texas, it remains underinsured and unvaccinated compared to other groups. About 48% of all nonelderly Latinos in the Houston area were uninsured as of 2018, and just 35% of all Latinos across the state have received the COVID-19 vaccine. Meanwhile, a devastating fourth wave of COVID-19 has led to skyrocketing hospitalizations and confirmed cases. Houston Public Media spoke with Daisy Morales, vice president of Community Health Choice, about the obstacles that stand in the way of getting more Latinos insured.

[READ THE STORY ON  
HOUSTONPUBLICMEDIA.ORG](https://houstonpublicmedia.org)

**News 88.7**

**inDepth**



##### **AFGHANISTAN WITHDRAWAL An Afghan Interpreter, Now A U.S. Citizen In Houston, Fears For the Family He Left Behind**

The Taliban is now barring any Afghans who have not already reached Kabul Airport from leaving Afghanistan. That's anguishing for Afghan refugees in the United States who've left family members behind. Houston Public Media spoke with a former combat interpreter who came to Houston on a Special Immigrant Visa, or SIV, and is now a U.S. citizen. For his family's safety, he asked to be identified only as "Yaser."

[READ THE STORY ON  
HOUSTONPUBLICMEDIA.ORG](https://houstonpublicmedia.org)

# A CONNECTED AND INSPIRED COMMUNITY



## TOWN SQUARE Happy 185th Birthday, Houston!

The City's 185th birthday was on August 30th, and we celebrated with Mister McKinney, founder of Mister McKinney's Historic Houston and the Houston History Bus.

He shared fun facts about locations, landmarks and local history, and listeners called in with their Houston history questions.

LISTEN TO THE EPISODE ON  
[HOUSTONPUBLICMEDIA.ORG](https://HOUSTONPUBLICMEDIA.ORG)



## COMMUNITY CATALYST SPOTLIGHT

*Houston Public Media is working with select partners to solve some of Greater Houston's biggest challenges.*

### Unsung Heroes of the Pandemic Response

It's been "all hands-on deck" within Houston's medical community since the early days of the pandemic. It isn't just the doctors and nurses who are pitching in to fight COVID-19 and so are myriads of hospital staffers who don't take part in frontline patient care.

In **Episode 8 of TESTED**, we introduce viewers to three of the many 'unsung heroes' who are making vital contributions to Houston's pandemic response. This series is in partnership with St. Luke's Health.

WATCH THE EPISODE ON  
[HOUSTONPUBLICMEDIA.ORG](https://HOUSTONPUBLICMEDIA.ORG)



## ARTS & CULTURE



### Episode 14: Digital Dance School Playgrounds

There's a Spanish teacher at Bellaire High School in southwest Houston who's using a unique method of connecting with his students inside the classroom. He's creating digital dance videos on TikTok and Dubsplash as his way of building stronger relationships with his students and developing an enhanced learning environment. His dance moves have earned him hundreds of thousands of social media followers and national media coverage. But is this new teaching strategy really working?

LISTEN TO THE EPISODE ON  
[HOUSTONPUBLICMEDIA.ORG](https://HOUSTONPUBLICMEDIA.ORG)



# BY THE NUMBERS

AUGUST 2021



13

LOCAL HEALTH  
& SCIENCE  
STORIES

161

UNIQUE  
NEWSMAKERS  
INTERVIEWED



20

LOCAL  
POLITICAL  
STORIES



61



LOCAL  
NEWS  
STORIES

“

Community support allows Houston Public Media to reach out and educate our community during the most critical health crisis of our time. We are able to disseminate the most accurate information in practically “real time.” Financially, it allows us to have the staff and resources to get this information out. But, community support also refers to the individuals who simply support our mission by listening, engaging, and giving us feedback that allows us to have a constant touchstone with the audience in making sure the information we are presenting is what they need to know, when they need to know and that we are reaching them in the right format.”

—Ernie Manouse  
Host, Town Square





*Community support means much more to me than a donation. It implies an endorsement of sorts – that our community stands by us and rallies around in times of need. Over the past year that has meant a deeper connection with our audience and a desire to tell the stories and struggles of Houstonians. Of course that's not possible without financial support from folks around us, but it's also not possible without trust, vulnerability and shared values.”*

**— Laurie Johnson-Ramirez**

**Executive Producer, News 88.7**

**This monthly impact reporting is made possible by our  
community of donors, foundations, and partners.**