

— NOVEMBER 2021 —

# POWERED BY YOU

EVERY DAY ALL DAY



**Houston Public Media**

A SERVICE OF THE UNIVERSITY OF HOUSTON



# THIS MONTH'S BY THE NUMBERS

## ACTIVE DONORS

 **52K+**

**156**

**UNIQUE  
NEWSMAKERS  
INTERVIEWED**



**400+**

**HOUSTON  
PBS  
PASSPORT  
PROGRAMS**



**50**

**LOCAL  
NEWS  
STORIES**



*Our major donors directly impact our bottom line in the most powerful way by helping us expand our editorial production team at I SEE U. We'll finally be in a better position to develop more creative ways to delivering audio and sound design to our terrestrial radio listeners and digital audiences. Because I believe we're working in a broadcast industry where audiences of today continue to seek out relevant material and content they won't find anywhere else—that unique programming that impacts their own lives, their families, their communities, as well as the local, state and national regions they live in. It's imperative that we look to our major donors for that critical support in order for us to fulfill this distinct vision and maintain that path of discovery and innovation."*

**Eddie Robinson**

*Host, I SEE U with Eddie Robinson*

# THE DIFFERENCE YOU MAKE

## PEOPLE SERVED



**7MM HOUSTONIANS**  
Public Safety Support  
& Weather Alerts



**Spelling Bee**  
2021

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



**376K+ USERS**  
PBSKids.org



**790K+ LISTENERS**  
News 88.7



**2.9MM+ VIEWERS**  
TV 8



**431K+ USERS**  
HoustonPublicMedia.org

## SERVICES POWERED BY YOU



**24/7**

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



Two Local Weekday Radio Shows  
Driven by Information the  
Community Needs

Texas Station Radio  
Partnership Covering  
Regional News



Local Weekly Radio Show  
for the Purpose of  
Connecting Communities



**13**

Person Local  
Newsroom

**PARTY  
POLITICS**

Local Podcast  
Recapping the  
Week's Biggest  
Political News Stories

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

Houston Public Media TV 8 (KUHT)—America's first educational television station—is leading the next wave of broadcast technology. Television viewers in the eighth-largest TV market in the United States can now experience the future of broadcast television as ten local stations launch NextGen TV—a new transmission standard that merges over-the-air antenna TV and the internet. Now, viewers will be able to get the most out of live events, news, and sports programming with enhanced information and an added entertainment value—and it is all **powered by you.**

# AN INFORMED, EDUCATED, AND SAFE COMMUNITY

## THIS MONTH'S MAJOR NEWS THEMES

ASTROWORLD  
FESTIVAL



COVID  
VACCINE  
BOOSTERS



VETERANS'  
DAY



## A LOOK AT THE MONTH'S LOCAL COVERAGE

### ART & CULTURE



#### Houstonians process the Astroworld Festival tragedy

It's heartbreaking.  
A night that was

supposed to be fun—at one of the biggest festivals since COVID—led to crowd surges that left eight dead, including a 14-year-old and a 16-year-old. Many more were hospitalized. Travis Scott's Astroworld Festival now joins the list as one of the deadliest concerts in the US. Today, as Houstonians process the tragedy, we also have a lot of questions.

NOV. 8 READ THE FULL STORY AT  
[HOUSTONPUBLICMEDIA.ORG](https://HOUSTONPUBLICMEDIA.ORG)

### HEALTH & SCIENCE

#### On Veterans Day: Remembering the cost of life and health to our servicemen and women

Medical experts share what challenges and triumphs the veteran health care system has recently faced and a Korean War veteran reflects on his work, the Mural Wall at the Korean War Vets Memorial in D.C. The number of women using the U.S. veterans health system has tripled since the beginning of the wars in Iraq and Afghanistan putting pressure on the need to take better care of a population that has often been underserved. On this Veterans Day, we focus on veterans' health including, the overlooked issues of female veterans' health.

NOV. 11 READ THE FULL STORY AT  
[HOUSTONPUBLICMEDIA.ORG](https://HOUSTONPUBLICMEDIA.ORG)

News 88.7

inDepth



### TRANSPORTATION

#### Texas will receive \$35 billion in federal infrastructure funds. How much will go to Houston remains uncertain

President Biden signed a \$1.2 trillion infrastructure bill on November 15, some \$35.44 billion of which will go to Texas. Houston Mayor Sylvester Turner was in attendance, along with other mayors from across the country, for the signing ceremony on the South Lawn of the White House. The mayor said there are a number of things in the bill that would affect Houston and other cities and said it would create jobs for the city.

NOV. 15 READ THE FULL STORY AT  
[HOUSTONPUBLICMEDIA.ORG](https://HOUSTONPUBLICMEDIA.ORG)

*“Just wow! I got to listen to the first episode of I See U today and I was blown away. You took a piece of our city's history and dropped it right in the middle of today's issues. This episode opened the door for some great conversations at our house and showed me that I've got so much more to learn about the city where I grew up. I can't wait for the next episode. I'm so glad you pushed for the opportunity to do this show.”*

I SEE U Listener Comment

# A CONNECTED AND INSPIRED COMMUNITY



## **Rice University named its first Black and foreign-born president in the school's history**

Reginald DesRoches has been at the university for five years, first as dean of engineering and then as provost. He'll be the first immigrant, the first Black man, and the first engineer to become Rice's president. Born in Port-au-Prince, Haiti, DesRoches was raised in New York and earned three degrees at the University of California, Berkeley.

"My background as a Haitian immigrant raised in a working class family in Queens, by parents who didn't go to college but instilled the value of education in all four of their children, compels me to commit to being excellent in everything that I do," DesRoches said.

**NOV. 15** [READ THE FULL STORY AT HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)

## **COMMUNITY CATALYST SPOTLIGHT**

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

### **100 YEARS OF HOUSTON (1927 – 2027) Episode 3: KUHT TV (1947-1957)**

Visionary leader, University of Houston President Walter Kemmerer, launched KUHT in May 25, 1953 to provide individuals with easier access to higher education. KUHT TV-Channel 8 was the first public television station to broadcast in the country and established the foundation for "distance learning." From its humble beginnings in the E. Cullen building to its modern, multimillion dollar facility on the University of Houston campus, KUHT continues to grow, expand and serve Southeast Texas.

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



## **ARTS & CULTURE**

### **The Houston Cinema Arts Festival digs deep into the stories, people and culture of the Bayou City**

We dive into our local film culture and explore the 13th Annual Houston Cinema Arts Festival—whose theme is "The Third Coast," a tribute to the Gulf Coast region and especially Houston, where the term was coined. How do the films and filmmakers on this year's festival reflect our city, and the times in which we live? Whether you're into documentaries, short films or Houston stories, share your questions about the festival, the local film industry and the indie movies being made today.

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



*Major donors allow me to lead the newsroom creatively and with innovation. The media landscape changes at a dizzying pace and it's tempting to chase every new fad or whim. But true innovation is possible with foundational support from our major donors. That means things like creating a statewide network of public radio partners (we did that!), moving our newsroom to be audience-oriented and more competitive (we're doing that!) and developing strategies and tools to help future audiences listen and engage with our journalism."*

**Laurie Johnson Ramirez**

*Houston Public Media News Director*

**This month's impact report is made possible by our community of donors, foundations, and partners.**