

— FEBRUARY 2022 —

POWERED BY YOU

EVERY DAY ALL DAY



Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



THE DIFFERENCE YOU MAKE

PEOPLE SERVED



7MM HOUSTONIANS

Public Safety Support
& Weather Alerts



70K FAMILIES / 790 SCHOOLS

2021 Spelling Bee



485K+ LOCAL USERS

PBSKids.org



724K+ LISTENERS

News 88.7



2.6MM+ VIEWERS

TV 8



760K+ USERS

HoustonPublicMedia.org

SERVICES POWERED BY YOU



24/7

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



Two Local Weekday Radio Shows
Driven by Information the
Community Needs

Texas Station Radio
Partnership Covering
Regional News



18

Person Local
Newsroom

Local Weekly Radio Show
for the Purpose of
Connecting Communities

I SEE U
WITH EDDIE ROBINSON

**PARTY
POLITICS**

Local Podcast
Recapping the Week's
Biggest
Political News Stories

DID YOU KNOW WHAT ELSE IS POWERED BY YOU?

This month, Houston Public Media added a new feature to our regular weekday line up—*Asian View*. This new five-minute news segment is an international newscast produced by NHK WORLD-JAPAN, featuring the latest news and deep analysis on business, trade and geopolitical news from Japan and all across Asia. *Asian View* can be heard during our local breaks on BBC Newscast, *Here & Now* Monday through Thursday, and during *Science Friday*. Adding this diverse news and continuing our coverage of programming from across the world to Greater Houston will play an increasingly important role in our community, and it is all **powered by you**.

AN INFORMED, EDUCATED, AND SAFE COMMUNITY

THIS MONTH'S MAJOR NEWS THEMES

HOUSTON
RODEO
KICKOFF



2022
TEXAS
PRIMARY



SPRING
TV DRIVE
BEGINS



A LOOK AT THE MONTH'S LOCAL COVERAGE

CRIMINAL JUSTICE

The city will spend \$44 million on new programs and police overtime after a recent crime wave

Mayor Sylvester Turner announced the city of Houston will spend \$44 million on violence prevention programs and police overtime to slow a recent surge in violent crime. The cornerstone of the plan is to pay overtime to 125 extra police officers each day to patrol high crime areas in the city. Turner says that component will cost the city nearly \$6 million and target areas that have seen the most violent crime.

[FEB 3 READ THE FULL STORY AT HOUSTONPUBLICMEDIA.ORG](#)

POLITICS

John Whitmire faces a Texas Senate challenge after announcing his bid for Houston mayor

Democratic state Senator John Whitmire is facing a new challenge in the legislature from a local community organizer after announcing his bid for mayor of Houston next year—making him the first prospective candidate vying for the position after Mayor Sylvester Turner's final term ends in 2023. Whitmire has represented Houston in the Texas Senate since 1982 after serving 10 years in the Texas House of Representatives. He has received endorsements from a few notable politicians, including U.S. Representative Sheila Jackson Lee and U.S. Representative Al Green—who both represent Houston.

[FEB 7 READ THE FULL STORY AT HOUSTONPUBLICMEDIA.ORG](#)

News 88.7

inDepth



BUSINESS

Houston Rodeo vendors get back to business after 2 years of COVID-19 shutdown

Every year up until the pandemic hit, the Houston Livestock Show and Rodeo poured millions into the local economy for the month that it takes place at NRG Park, and provided some vendors with their biggest payday of the year. Now, after a nearly two-year hiatus, the rodeo returned to NRG on Monday, and the vendors who made it are looking to get back to business as usual. Houston First, the city's tourism booster, estimates visitors spend tens of millions of dollars each year during the rodeo. But Michael Heckman, Houston First CEO, said the real amount of economic activity lost during the pandemic was "incalculable."

[FEB 28 READ THE FULL STORY AT HOUSTONPUBLICMEDIA.ORG](#)

A CONNECTED AND INSPIRED COMMUNITY

HOUSTON PUBLIC MEDIA CELEBRATES

BLACK HISTORY

historic contributions with new programming on TV 8, streaming availability on the PBS Video App and also on Houston PBS Passport. Having these various sources to keep our community informed, Houston Public Media continues to proudly honor and celebrate the contributions of our Black community.

Houston Public Media Celebrates Black History Month

Black History Month is a month to reflect and celebrate the achievements of Black Americans. What once was a week celebration, became a month-long celebration in 1976 to recognize the contributions of African Americans in American history. Beginning in 2020, Houston Public Media launched our Black History Month page. We now continue to celebrate the rich diversity and share these

[VISIT THE BLACK HISTORY MONTH PAGE
HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org/black-history-month)

COMMUNITY CATALYST SPOTLIGHT

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

Career Frontier February 2022: Can Your Bad Boss Be Good For You?

How do you get along with a co-worker when you don't actually get along? And what if that person isn't a co-worker—but your boss? What does this new *Career Frontier* mean for you and your goals? In this month's episode of *Career Frontier*, Kim Moore, Executive Leadership Coach, discusses how to turn this around, learn from it and build on your professional success. Lisa Shumate, author, coach and General Manager of Houston Public Media connects with industry leaders, CEOs and business experts to discuss the present and future of how we work in *Career Frontier: Exploring Success in the Changing Workplace*.



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



ARTS & CULTURE

The historic River Oaks Theatre will be reopened by a Houston-based cinema chain

The River Oaks Theatre is getting a new lease on life after property owner Kimco Realty announced recently that the theater would be reopened under a new leaseholder—Star Cinema Grill, a Houston-based dine-in-theater cinema chain. The theater will keep its design and arthouse charm while also receiving enhancements in the form of custom-made seating and an upgraded food and beverage program, according to Jason Ostrow, vice president of development at Star Cinema Grill.

**FEB 2 READ THE FULL STORY AT
[HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org/star-cinema-grill)**

BY THE NUMBERS

FEBRUARY 2022

37

YOUNG
LEADERS



136

UNIQUE
NEWSMAKERS
INTERVIEWED



944+

HANDWRITTEN
NOTES OF
APPRECIATION
TO SUPPORTERS



40

DIGITAL
FIRST LOCAL
NEWS STORIES



HOWDY!!

Town Square with Ernie
Manouse reports from
Rodeo Houston!



As a journalist at Houston Public Media, one of the things I love is the breadth of conversations we can have on our locally produced shows Houston Matters with Craig Cohen, Town Square with Ernie Manouse, and I SEE U with Eddie Robinson. It gives us the ability to go inDepth on important topics, to explore the arts and entertainment in our city, and interact with the community daily."

Kyra Buckley, Houston Public Media Energy Reporter



Houston Public Media is just one part of our collaborative effort across the state known as the Texas Newsroom. It's thanks to your support that my newscast team and I can continue bringing you regional news coverage that you can trust."

Sascha Cordner, Statewide Newscaster for the Texas Newsroom

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