

— APRIL 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



13

Person Local
Newsroom

Local Weekly Radio Show
for the Purpose of
Connecting Communities



**PARTY
POLITICS**

Local Podcast
Recapping the Week's
Biggest Political
News Stories

DID YOU KNOW WHAT ELSE IS POWERED BY YOU?

In April, Houston Public Media's very own midday news anchor, Jack Williams, participated in a station outreach opportunity with journalism students at Houston Community College. Jack spoke to the class about advances in newsgathering technology and how news departments have changed to improve the way news is reported. While being able to answer questions regarding his work and own personal career, he was also able to shed light on exactly what Houston Public Media does. He also spoke about internship opportunities and shared his contact information with students allowing a networking opportunity for any additional questions about careers in journalism, and it is all **powered by you**.

AN INFORMED, EDUCATED, AND SAFE COMMUNITY

THIS MONTH'S MAJOR NEWS THEMES



Earth Day



U.S. Supreme
Court Appointment



Arab American
Heritage Month

A LOOK AT THE MONTH'S LOCAL COVERAGE

TRANSPORTATION

Biden administration proposes \$75 million in port improvements for Houston-Galveston ports

The Houston-Galveston region could see a big bump in federal funding for port infrastructure thanks to the White House's proposed budget for the next fiscal year. The region would get more than a third of what the Biden administration is proposing for the whole of the Texas Gulf Coast. Biden's proposal includes \$213 million worth of improvements to the entire Texas Gulf Coast. Seventy-five million of that would go to the Houston-Galveston-Texas City complex.

APRIL 1 READ THE FULL STORY
AT HOUSTONPUBLICMEDIA.ORG

ENERGY & ENVIRONMENT

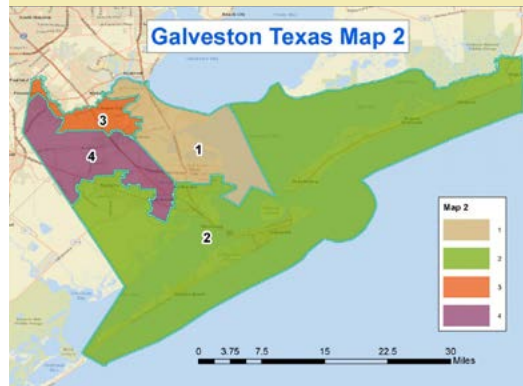
Cleanup of the toxic San Jacinto waste pits faces another potential delay, frustrating residents

The companies responsible for cleanup of the highly toxic San Jacinto waste pits have asked the Environmental Protection Agency to reevaluate the agreed-upon cleanup plan and pause the nearly-complete design process—the latest in a series of setbacks and delays that have frustrated community members. The waste pits were built in east Harris County on the San Jacinto River in the 1960s to store hazardous waste from a nearby paper mill and contain dioxins, a group of chemicals known to cause cancer.

APRIL 15 READ THE FULL STORY AT
HOUSTONPUBLICMEDIA.ORG

News 88.7

inDepth



POLITICS

Galveston County's redistricting plan provides a serious test case for the weakened Voting Rights Act

The U.S. Justice Department is suing Galveston County over its recent redistricting plan which would eliminate the county's sole majority-minority precinct. It's not the first time the federal government has intervened with the county's redistricting plans. But federal law has changed dramatically since the last time Washington stepped in and the Galveston case could be a stress test for the weakened Voting Rights Act.

Galveston County residents got little warning of what was coming. Five months ago, on the afternoon of Nov. 12, dozens of residents packed a small room in League City and overflowed into the halls, waiting to make their voices heard, as county commissioners prepared to vote on the new map.

APRIL 27 READ THE FULL STORY
AT HOUSTONPUBLICMEDIA.ORG

A CONNECTED AND INSPIRED COMMUNITY

HERITAGE APPRECIATION MONTH Houston Public Media Celebrates Arab American Heritage

While not recognized by the federal government, Arab American Heritage Month (AAHM) is celebrated in many U.S. schools, cities and states. Houston Public Media highlighted the accomplishments and vital contributions of Arab Americans with a variety of special programming made available online and on the PBS app. "We acknowledge the contributions of our diverse communities 24/7/365, but we like to take special note of heritage months to learn more and uplift the stories of people's rich heritage."
—Beatrice Alvarez, PBS Culture Editor

SEE MORE ARAB AMERICAN STORIES ON
[HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)

The Art Car Parade is Back!

Houston has been at the forefront of art culture for decades, and this month we celebrate the art form with its ties to our city and community. Art car artists, historians and parade organizers from the Orange Show Center for Visionary Art join us to discuss the parade where dozens of creatively modified vehicles take to the streets for the first time since the pandemic.

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



ARTS & CULTURE

Historic Eldorado Ballroom in Houston's Third Ward set to be restored

A pillar of Houston's historic music scene is getting restored. Project Row Houses, a Third Ward community organization, is rehabilitating the Eldorado Ballroom, which was founded in 1939 to showcase musical performances for Houston's Black community at a time when such venues were segregated. The community group has raised \$8 million of its \$9.65 million fundraising goal for the project. From now until June 15, a donor will match donations up to \$500,000.

APRIL 28 READ THE FULL STORY AT
[HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)



BY THE NUMBERS

APRIL 2022

\$539,147



**TOTAL
PLEGGED DURING
THE SPRING NPR
FUNDRAISING
DRIVE**

163



**UNIQUE
NEWSMAKERS
INTERVIEWED**

461



**NEW MEMBERS
JOINING IN APRIL**

32

**DIGITAL
FIRST
LOCAL
NEWS
STORIES**



2,448

**TOTAL NUMBER
OF GIFTS DURING
THE NPR SPRING
FUNDRAISING DRIVE**

**NEW MONTHLY
SUSTAINERS,
“ALWAYS
MEMBERS”**

354



During these challenging times, community support helps us grow our news content when it's needed the most. The generosity of our members bolsters our efforts to create a strong culture of journalism.”

Gail Delaughter, News Anchor



I shower and get ready for work listening to Houston Public Media. I drive to and from work listening to Houston Public Media. On Saturdays I listen as I work on my lawn, clean house, etc. I feel well informed as to the goings on both locally and nationally and the world as well. I trust the reporting and that is a rare thing these days.”

Rudy Guerrero, Always Member

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