

— SEPTEMBER 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

 **Spelling Bee**

150K+ FAMILIES / 914 SCHOOLS
2022 Spelling Bee Participants



724K+ LISTENERS
News 88.7



485K+ LOCAL USERS
PBSKids.org



2.6MM+ VIEWERS
TV 8



760K+ USERS
HoustonPublicMedia.org

SERVICES POWERED BY YOU

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

Two Local Weekday Radio Shows Driven by
Information the Community Needs



27

Texas Station Radio Partnerships
Covering Regional News



24/7 Programming from
PBS, NPR, BBC, APT, PRX,
American Public Media
and More



DID YOU KNOW WHAT ELSE IS POWERED BY YOU?

Houston Public Media is broadcast over-the-air on both analog FM and HD Radio. If you own an HD Radio, tune it to 88.7 FM and wait for the HD logo to light up. Once it does, you'll be listening to our HD-1 content stream, a simulcast of Houston Public Media's local News 88.7 and national NPR programming. You'll also have access to our two music streams on HD-2 and HD-3. HD-2 provides **Classical 24**, a syndicated satellite-delivered public radio service providing classical music 24 hours a day, distributed by American Public Media. If you're in the mood for contemporary music, HD-3 is home to **Mixtape**, featuring alternative rock from XPoNential Radio, a service of WXPX in Philadelphia. Finally, on HD-4, you'll find **Sight into Sound**, a Houston-based nonprofit organization whose mission is to "Turn Sight into Sound" for individuals with visual, physical and learning disabilities. All of these formats are available 24 hours a day, 365 days a year—and they are all **powered by you**.

AN INFORMED AND EDUCATED COMMUNITY

THIS MONTH'S MAJOR NEWS THEMES



Hispanic Heritage Month



Remembering 9/11



Suicide Prevention Month

A LOOK AT THE MONTH'S LOCAL COVERAGE

ECONOMY

Houston Food Bank's Hunger Action Month helps raise awareness of needs in community

The Houston Food Bank is partnering with more than 500 groups and over 3,000 volunteers this month to prepare and distribute meals to the 18 counties they serve with numerous events throughout the Houston region. September is Hunger Action Month which originated 25 years ago, and the Houston Food Bank and other hunger relief agencies across Harris County want to raise awareness to the issue of hunger in the Houston-area.

SEPTEMBER 12 READ THE FULL STORY
@ HOUSTONPUBLICMEDIA.ORG

ENERGY & ENVIRONMENT

Fifth Ward residents notified of toxic chemical found in soil samples near Union Pacific railroad

The railyard has been a source of contention for nearby residents for decades, with critics blaming Union Pacific for contaminating the area with cancer-causing chemicals, including creosote—a likely human carcinogen—resulting in Kashmere Gardens being deemed a cancer cluster in 2019. Union Pacific claims they have been working to investigate and clean up the railyard land for the past 30 years, although critics say the company's plan isn't robust.

SEPTEMBER 23 READ THE FULL STORY
@ HOUSTONPUBLICMEDIA.ORG

News 88.7

inDepth



EDUCATION

Houston ISD is the largest district in Texas, but it's getting smaller. What does that mean for funding?

On a warm Saturday morning in mid-September, school counselor Reba Powell knocked on doors in Houston's Independence Heights Neighborhood. She was part of a group of volunteers, staff members and district leaders encouraging students to re-enroll in high school. With about 188,000 students enrolled so far this year, HISD's student body has shrunk by about 23,000 students since the pandemic began. HISD's door-knocking brought back 67 students in one Saturday. For those students, that's a chance to get back on track to earning their high school diplomas.

SEPTEMBER 22 READ THE FULL STORY
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A CONNECTED AND INSPIRED COMMUNITY

HERITAGE APPRECIATION MONTH

Houston Public Media Celebrates Hispanic Heritage Month

Each year, Americans observe National Hispanic Heritage Month from September through October, by celebrating the histories, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a 30-day period starting on September 15 through October 15. It was enacted into law on August 17, 1988, on the approval of Public Law 100-402. Houston Public Media proudly celebrates and recognizes the contributions and impact of our country's Hispanic and Latino heritage.

VISIT THE AWARENESS PAGES
@ [HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)



ARTS & CULTURE

Houston rapper Megan Thee Stallion launches website highlighting mental health resources

Megan Thee Stallion is using her rising profile to address mental health issues and provide resources for those who may be experiencing anxiety, depression and other forms of emotional distress. The 27-year-old Houston rapper works as an artist, and her charitable work in the community, has endeared herself to her hometown. In February, on her birthday, she launched the Pete and Thomas Foundation—named after her late parents, Joseph Pete Jr. and Holly Thomas—to help women, children and seniors in underserved parts of Houston, with a focus on education, health, housing and wellness.

SEPTEMBER 26 READ THE FULL STORY
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A SAFER COMMUNITY

Houstonians part of large Red Cross effort headed to Florida for Hurricane Ian relief efforts

Ian is the fourth Atlantic hurricane of 2022. Houstonians headed to Florida seeking to help after Hurricane Ian tore through parts of the state. Disaster Relief Director from the Texas Gulf Coast Region of the Red Cross, John Millar said the Red Cross benefits most from time and financial donations. While some volunteers will be deployed to Florida for two weeks, others can provide support from in Houston. Hurricane Ian was projected to bring a perilous storm surge and winds as strong as 140 mph as stated by the National Hurricane Center.

SEPTEMBER 18 LISTEN TO THE FULL STORY
@ [HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)



BY THE NUMBERS

SEPTEMBER 2022

5 LOCAL PROGRAMS
DEDICATED TO
KEEPING OUR
COMMUNITY
INFORMED



158

UNIQUE
NEWSMAKERS
INTERVIEWED

75+
NOTES
HANDWRITTEN
TO ALWAYS MEMBERS
AND SUPPORTERS

20 WEEKLY
STORIES
ON RACE,
IDENTITY
AND CULTURE

68
DIGITAL
FIRST
LOCAL
NEWS
STORIES



“

PBS Newshour amongst many others is where I get my in depth account of current events. Of course, I can't wait for each seasons' Masterpiece programs. All Creatures Large and Small and the WWII dramas are always my favorite. Nova, Nature, etc are all high on my list.”

Geri, Always Member

“

Houston Public Media is undoubtedly the **ONLY** objective source of news information! Where would we be as a country if we did not have public media, now more than ever. We will **ALWAYS** support HPM! ”

Wayne L. Dorris, Ph.D., Always Member



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.