

— OCTOBER 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



**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?

Host David Brancaccio and the Marketplace Morning Report Team broadcast live from the Houston Public Media studios 5 times daily Tuesday through Friday, October 25-28. David and his staff have engaged in this reporting around the Houston area and statewide to “lift up” to the national audience. The week ended with a round of station tours, catered lunch, and a sit-down sponsored three-course dinner event where the invitees included members of our Affinity Council donors featuring a Q&A with David along with MCs Ernie Manouse and Eddie Robinson from Houston Public Media. Community engaged events such as this are what inspires us to continue our efforts for Greater Houston and it is all **powered by you.**

# AN INFORMED AND EDUCATED COMMUNITY

## THIS MONTH'S MAJOR NEWS THEMES



Houston Astros



Politic Prep



Breast Cancer  
Awareness Month

## A LOOK AT THE MONTH'S LOCAL COVERAGE

### ECONOMY

**Civic boosters are ready for the economic swell of another Houston Astros World Series run**

Michael Heckman, CEO from Houston First, says the Houston economy saw more than \$20 million in market revenue during the World Series against the Atlanta Braves and expects similar numbers for this year's matchup against the Philadelphia Phillies. The activity around the downtown ballpark and the rest of the city makes a difference and adds up for businesses like restaurant and bar owners. No matter the result, the run for sports providing a boost for the Houston economy will continue as other major sporting events are slated in the coming 18 months.

**OCTOBER 12 READ THE FULL STORY**  
**@ HOUSTONPUBLICMEDIA.ORG**

### SCHOOL

**Fort Bend ISD reporting over \$38,000 in negative lunch accounts this year**

Fort Bend Independent School District said students have accumulated \$38,138 worth of debt for breakfast and lunches in their schools' cafeterias this school year. During the pandemic – in 2020 and 2021 – the United States Department of Agriculture (USDA) gave Fort Bend ISD along with other districts waivers to feed all students for free. If the debt is not paid by the end of the school year – the school is responsible for paying that money back.

**OCTOBER 22 READ THE FULL STORY**  
**@ HOUSTONPUBLICMEDIA.ORG**

### HOUSTON

**Families of Astroworld Festival victims reach settlements in wrongful death lawsuits nearly one year after tragedy**

The family of Axel Acosta, a 21-year-old man from Washington state who traveled to Houston for the concert and died during a crowd rush as headliner Travis Scott performed on stage, filed a lawsuit against the Houston-area rapper, event organizer Live Nation Entertainment, Inc., and several others. The case was settled for an undisclosed amount of money, attorney Tony Buzbee of The Buzbee Law Firm wrote in an email.

News 88.7

inDepth

### EDUCATION

**Anti-CRT, Pro-charter PAC money floods school board and State Board of Education campaigns across Texas**

Opponents of so-called "critical race theory" are taking their battle against diversity, equity and inclusion from school board meetings to the campaign trail — in the form of large-dollar donations to a new political action committee (PAC). Since the beginning of 2021, it's supported winning candidates in some of the largest school districts in Texas. The PAC expanded its scope this year to the State Board of Education races, where candidates from both parties have shattered political contribution records.

**OCTOBER 26 READ THE INDEPTH STORY**  
**@ HOUSTONPUBLICMEDIA.ORG**

# A CONNECTED AND INSPIRED COMMUNITY

## HERITAGE APPRECIATION

### Houston Public Media Celebrates Diwali and Dussehra

The International Diwali and Dussehra Festival, held by the Shri Sita Ram Foundation the Houston-based nonprofit that organizes the annual family-friendly event, has returned to the Sugar Land ballpark for the first time since 2019. The 11th International Diwali and Dussehra Festival held on October 15 at Constellation Field expected a crowd of 10,000 where food, games, traditional dances, music and theatrical performances, a market, a parade and fireworks were on display. Houston Public Media proudly celebrates and recognizes the contributions and impact of the two Hindu holidays of Diwali and Dussehra celebrating the victory of good over evil.

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



## ARTS & CULTURE

### Multi-mural art project in Downtown Houston aims to inspire social changes

The “Big Art. Bigger Change” project is a collaboration between a downtown economic development organization, a global arts nonprofit, an energy company and a Harris County commissioner. The non-linear collection of murals on commercial buildings covers more than 1 mile of downtown and was created to promote the sustainable development goals adopted by the United Nations General Assembly, including green energy, human rights, social equity and education for all. Each mural is accompanied by a plaque with a QR code linked to Street Art for Mankind’s free “Behind the Wall” app, which explains each piece and provides connections to local service organizations.

**OCTOBER 14** READ THE FULL STORY  
@ [HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)



# A SAFER COMMUNITY

## PUBLIC SAFETY

### Former VP Al Gore on how Houston contributes to and addresses climate change

Former Vice President Al Gore discusses how Houston is in many ways leading the country in both contributing to and addressing climate change and how to strike the right balance between environmental and economic realities. Gore visited Houston launching efforts for his Climate Reality Project to train climate activists across the Gulf Coast.



**OCTOBER 27** LISTEN TO THE FULL STORY  
@ [HOUSTONPUBLICMEDIA.ORG](https://www.houstonpublicmedia.org)





# BY THE NUMBERS

OCTOBER 2022

## 2022 FALL RADIO CAMPAIGN

115

Gifts of \$1,200  
or More

399

New Members

\$554,975

Total Amount Pledged

167



UNIQUE NEWSMAKERS  
INTERVIEWED

DIGITAL  
FIRST  
LOCAL  
NEWS STORIES

80



## LOOKING AHEAD

Houston Public Media is proud to recognize and serve all communities in Greater Houston, one of the most diverse regions in the country. Every year, we share this recognition focusing on your many voices and stories with our **Annual Impact Report**. We focus on our five pillars of continuing to build an educated, inspired, connected, informed and safer community all made possible and powered by you! As we wrap up a year of transforming ourselves, our community and our world, look ahead to your annual impact coming soon.



I love Ch-8 on Wednesday night with Nature, Nova, and Frontline.  
They are the best documentaries! ”

**Jimmy Dunne**, Always Member



*You keep me informed about news and politics local, national and world-wide. I appreciate the fair and balance information and great programming.*

**J. Crull**, Always Member

## IN CASE YOU MISSED IT

Hurricane Harvey was a seminal moment in the history of Houston. Five years later, where do things stand? On the anniversary of this historical tragedy, Houston Public Media examined efforts to make the region more resilient and better prepared. *Below The Waterlines* is an award-winning production where listeners benefit from a well-told, well-researched piece of journalism with a positive impact on our community.

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

**[Click here and share in this impact with your gift today.](#)**