

— JANUARY 2023 —

POWERED BY YOU

EVERY DAY ALL DAY



Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



BY THE NUMBERS

JANUARY 2023

139

DIGITAL
FIRST LOCAL
NEWS STORIES



23

Politics

28

Arts & Culture

167

UNIQUE
NEWSMAKERS
INTERVIEWED



LOOKING AHEAD

The PBS TV Drive is your chance to be a part of something truly special. Your giving to Houston Public Media has strengthened your community and connected millions of Houstonians to meaningful programming from PBS, America's most trusted institution. **Thanks to the Wortham Foundation, gifts will be matched dollar-for-dollar from February 24 to March 12, making twice the impact.** We can't do it without you and are so grateful for all your contributions!



Houston Public Media has given me knowledge of more of my world than I could ever imagine...amazing!"

Georgia, Always Member



Houston Public Media fills a huge part of my day in retirement. I have the radio on nearly all day as I take care of stuff at home. I'm always pointing out things I've heard to my friends."

Patrick McKee, Always Member

THE DIFFERENCE YOU MAKE

PEOPLE SERVED



7MM HOUSTONIANS
Public Safety Support
& Weather Alerts



150K+ FAMILIES / 914 SCHOOLS
2022 Spelling Bee Participants



538K+ LISTENERS
News 88.7



419K+ LOCAL USERS
PBSKids.org



2MM+ VIEWERS
TV 8



4.5MM+ 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 and TV 8
Program 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 recognizes and serves the many voices that make up this great community, one of the most diverse in the country. Our mission to inform and inspire remains at the forefront in our approach to developing content for all, honoring the many cultures and voices that make up our region. This content is available to all through our radio and television programming, digital platforms and streaming services. We highlight these voices and heritages in our Monthly and Annual Impact Reports—sharing the stories that influence and inspire Greater Houston and beyond. These resources are easily accessible and provided to our community via houstonpublicmedia.org and it is **powered by you.**

AN INFORMED AND EDUCATED COMMUNITY

THIS MONTH'S MAJOR NEWS THEMES



MLK Day



Weather Alerts



Lunar New Year

A LOOK AT THE MONTH'S LOCAL COVERAGE

ENERGY & ENVIRONMENT

Six Houston-based refineries dump millions of gallons of contaminated wastewater with little penalty

A report from the Environmental Integrity Project states that 81 oil and gas refineries around the country discharge about 500 million gallons of polluted wastewater each day. Six of those refineries—ExxonMobil Baytown, Pemex Deer Park, Valero Houston and others—are based in the Houston area, and dump roughly 55 million gallons of wastewater into local waterways like the Houston Ship Channel, which feeds into Galveston Bay.

JANUARY 30 READ THE FULL STORY
@ HOUSTONPUBLICMEDIA.ORG

SPORTS

Longtime Houston Marathon runner, local charity draw inspiration from each other

LaToya Adams is a bodybuilder and fitness guru who has been running distance races for about half of her life. Running again on behalf of Steel Magnolia Moms, one of 63 charities benefiting this year from the marathon's Run for a Reason program, which started in 1995 and has since raised about \$35 million for charitable causes in the Houston area. About 1,100 runners annually participate in the fundraising program, according to Augie Rayner, the charity program manager for the Houston Marathon Committee.

JANUARY 12 READ THE FULL STORY
@ HOUSTONPUBLICMEDIA.ORG

ENERGY & ENVIRONMENT

Houston startup selected for federal program to develop better battery technology for electric vehicles

Houston startup Zeta Energy is one of 12 teams selected for a federal program to develop new battery technology for electric vehicles. The U.S. Department of Energy doled out \$42 million in funding through its EVs4All program, which aims to develop cheaper, more efficient batteries that can be produced domestically. One thing that makes Zeta's technology unique is that they use material feedstocks that can be sourced locally from Houston's petrochemical facilities.

JANUARY 7 READ THE FULL STORY
@ HOUSTONPUBLICMEDIA.ORG

News 88.7

inDepth

EDUCATION

What's going on at T.H. Rogers? HISD reverses plan to split up students

Last school year, Houston ISD announced that the 74 deaf students at T.H. Rogers would be split up across several schools in an effort to integrate them into a more general population. The Houston Independent School District recently paused a plan to relocate students with profound disabilities from the specialized school after backlash from parents. If the students are separated, they'll be the second special education group to leave the campus.

JANUARY 13 READ THE INDEPTH STORY
@ HOUSTONPUBLICMEDIA.ORG

A CONNECTED AND INSPIRED COMMUNITY

HOUSTON CULTURE

Fifth grader wins Houston ISD's 2023 MLK Oratory Speech Competition

Houston ISD held its 27th annual MLK Oratory Speech Competition with 12 fourth and fifth grade students from different elementary schools across the district presenting three-to-five-minute speeches. This year's theme—"What would Dr. King say to us today about hope for tomorrow?" First place winner received a prize of \$1,000.

JANUARY 13 READ THE STORY @
HOUSTONPUBLICMEDIA.ORG



ARTS & CULTURE

Christina Wells brings the razzle dazzle to Chicago

Singer and actress Christina Wells shares details of her lifelong dream of pursuing a singing career with Ernie, from working as a registered nurse to winning over the hearts of the nation on *America's Got Talent*. Wells' success in Houston-based musical theater productions, such as Disney's *The Little Mermaid*, *Hairspray* and *Seussical*, has led her to a starring role in her first national tour.

JANUARY 31 LISTEN TO THE FULL STORY
@ **HOUSTONPUBLICMEDIA.ORG**



A SAFER COMMUNITY

ENERGY & ENVIRONMENT

New Houston ordinance allows property owners to opt out of building sidewalk, but must pay a fee instead

Under the city's current sidewalk ordinance, Houston homeowners and developers are required to build sidewalks in front of a property unless they meet certain exemptions. However, a new ordinance going into effect on March 1 gives property owners and developers a choice—they can opt out, but they will have to pay a fine of \$12 per square foot. Council member Edward Pollard acknowledged that sidewalks need to be built to create better mobility for residents, but a fee should not be attached if someone rejects wanting a sidewalk.

JANUARY 25 READ THE FULL STORY
@ **HOUSTONPUBLICMEDIA.ORG**



IN CASE YOU MISSED IT

As a massive storm system brought an EF3 tornado to the Houston region, our newsroom sprang into action. With updates on houstonpublicmedia.org and social media from our Digital Content team and timely reports from our journalists out in the community, we were able to accurately report on the damaged areas on all platforms. Inside the newsroom, the team began searching online resources and checking in with emergency officials to give the latest information in our local and statewide newscasts, keeping our listeners informed through alerts and narratives about where the storm was heading, what do to if you were in its path, and how to find other resources.

**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.](#)