

Houston Public Media

A SERVICE OF THE UNIVERSITY OF HOUSTON



HOUSTON PUBLIC MEDIA'S RESPONSE TO COVID-19

**Expanded Services to Greater Houston
Reaching More Than 1.6 Million a Week**

*Made Possible by Our Community of Donors, Foundations
and Corporate Partners*

houstonpublicmedia.org



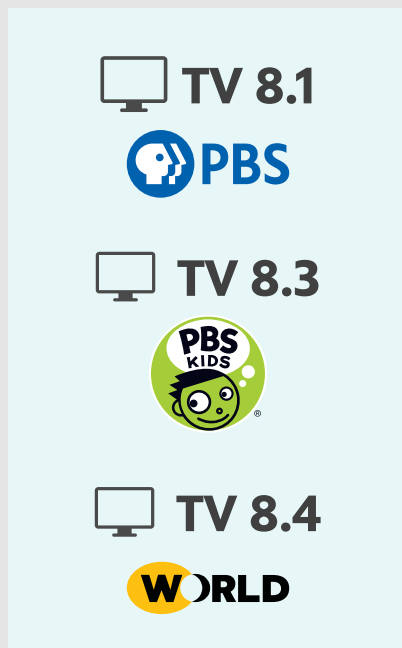
Education

ONLINE & ON-AIR



A dedicated [at home learning resource page](#) for school districts, educators and caregivers amid school closures.

Our extended day-time programming on TV 8.1 has changed between 6am – 6pm to help students from elementary to high school learn outside of the classroom (60 hours per week).



Pre-K – 3rd grades

PBS KIDS programming will continue to air from 6-8 a.m. on TV 8.1 and 24/7 on channel TV 8.3

4th-8th grades

Expanded programming on 8.1 on required school subjects, such as science, math, history, social studies, and literature (30 hours per week)

9th-12th grades

Expanded programming on 8.1 on required school subjects, such as science, math, history, social studies, and literature (20 hours per week)

Students in grades 6-12 can tune into WORLD's new at home learning programming on TV 8.4 on weekdays from 11 am to 4 pm (25 hours per week)

Find the full schedule and the robust online resources at houstonpublicmedia.org/athome.

Education



Curated, multiplatform assets from PBS LearningMedia to supplement at home learning. The bilingual resources include grab-and-go activities, lesson plans, interactive lessons, and media that illustrate specific topics or themes and support materials across subjects.



March 2020
1 million+ new users nationwide



60+ school districts in the region

Connecting to the Community

- Activating our more than **200 mission ambassadors** for social media engagement efforts
- Outreach to school districts in greater Houston (1,000+ schools)
- Outreach to elected officials representing greater Houston
- Outreach to education leaders in greater Houston
- A joint **press release** with the University of Houston System



IN THE WORKS

- Houston Public Media will promote HISD @ H.O.M.E. TV and potentially provide WORLD At-Home Learning programming for students grades 6-12 on HISD TV.
- Texas PBS is sharing the collective efforts of public media stations across the state with the Texas Education Agency.

News and Information

ONLINE

100+ coronavirus local stories

The screenshot shows the Houston Public Media website's dedicated coronavirus page. The header includes the Houston Public Media logo, navigation links for schedules, TV 8 Guide, News 88.7, Classical, and Mixtape, and a search bar with social media icons. The main navigation bar lists categories like NEWS, ARTS/CULTURE, EDUCATION, TOPICS, STATIONS, PROGRAMS, SUPPORT, and a Donate button. The page features a large blue banner with the text 'CORONAVIRUS NEWS AND RESOURCES' and a background image of coronavirus particles. Below the banner, there is a section for 'Local News Coverage: Live Updates' with a photo of a man in a suit and mask speaking at a podium. A headline reads 'Coronavirus In Greater Houston: 12 Dead In Houston, Harris County To Close Parks Over The Weekend'. To the right, a 'Local & National Resources' section lists helplines and other resources, including Harris County's 'Ask a Nurse' hotline, United Way's 211 helpline, and various health and support organizations like the CDC and PBS.

A dedicated coronavirus news, resource and community page at houstonpublicmedia.org/coronavirus.

- **Real-time updates** on local coronavirus news coverage
- Recommended **prevention tips**, information on **childcare support**, and **healthcare resources**
- **A how-to guide from PBS** on ways to talk to children about the outbreak
- **Regional and national resources**, such as United Way's 211 information helpline that offers individual financial, health or disaster-related support and Harris County's "Ask a Nurse" hotline
- **Bilingual information** from the **CDC**
- **United Way of Greater Houston's COVID-19 Community Impact Survey** to measure the social and economic impacts of COVID-19 on our community. Participation in the survey will provide data to be used by local, regional and state government to establish priorities when we move into the recovery phase of the crisis.

News and Information

ON-AIR



Houston Matters Special Edition

A new live call-in special edition of [Houston Matters](#), our nationally-acclaimed public affairs radio show, airing **weekdays at 3 pm**. Local public health officials, elected officials, and physician specialists discuss the latest updates on the coronavirus pandemic and answer questions live on-air or previously submitted through social media or email.



NPR Special Edition Shows on News 88.7

Mondays at 2 pm

“Coronavirus – A Weekly Report from NPR News”

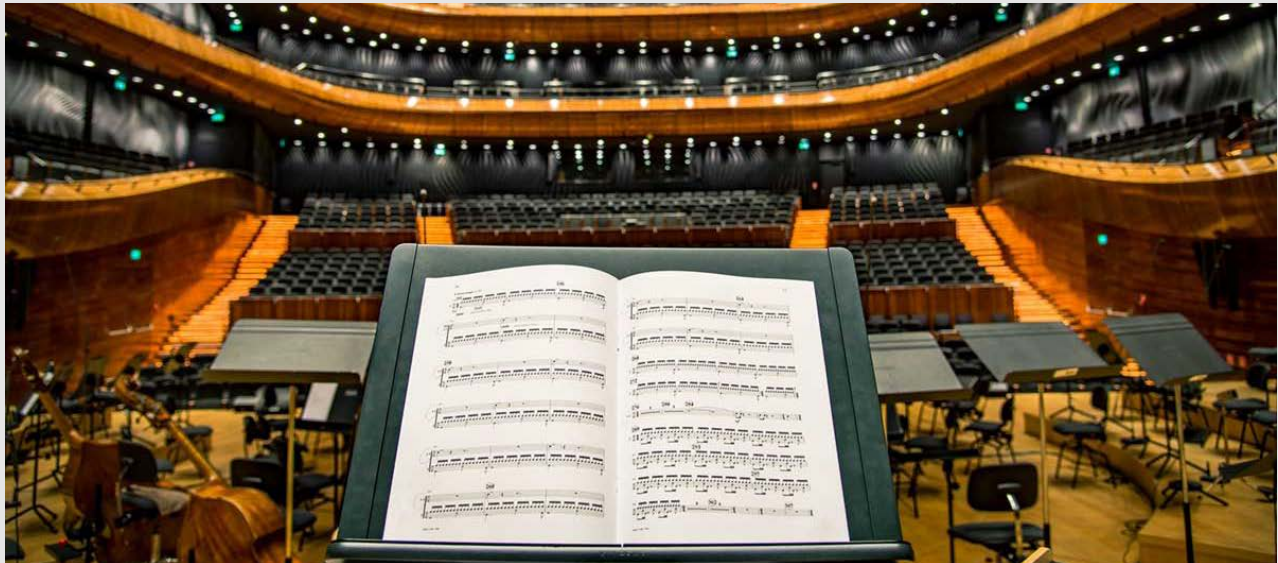
Weekdays at 8 pm

“All Things Considered National Conversation Call-in”

IN THE WORKS

- On air and digital campaign featuring coronavirus educational TV spots
- On air and digital campaign highlighting the importance of an accurate 2020 US Census count

Arts & Culture



Houston Public Media is **broadcasting additional classical programming**, bringing the power and grandeur of the [Houston Symphony](#) and [Houston Opera](#) into homes.

- Five award-winning Houston Symphony presentations of the city's finest classical compositions. (about 10 hours per week)
- Two award-winning Houston Opera performances with one of the largest, most innovative and highly acclaimed opera companies in the nation. (5+ hours per week)

Ways to Tune in



HD Radio on
88.7 HD-2



Streaming Online at
Houston Public Media



HPM Classical App
Available on the iOS
and Android

IN THE WORKS

- Houston Public Media will soon launch a landing page dedicated to highlighting our region's arts and culture institutions. There will be links to concerts, virtual tours, online classes and more.
- Houston Public Media is testing a new Facebook Live series called Home Stretch on weekdays at 2:45 pm. In partnership with Avenu Fitness, trainers share 5-minute stretches and easy, at-home fitness tips for people telecommuting.

VISION

Transforming ourselves, our
community and our world

MISSION

To inform and inspire
for the love of Houston

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