

## KHOU-TV Kicks off daily live news broadcasts at Avenida Houston



**Monday, May 6, 2019**

You can sip, savor and stroll along Avenida Houston, but you just might be seen live on TV. Veteran news anchor, Shern-Min Chow hosted KHOU-TV's inaugural show Monday, May 6, 2019 beginning with interviews of several high school cosmetology students who were at the George R. Brown (GRB) for a hair designers conference.

Additionally, Chow spoke with Houston

First's Chief Marketing Officer, Holly Clapham Rosenow about the benefits of being located at Avenida Houston.

Houston First's partnership with KHOU-TV, makes it the first network-affiliated broadcast station in the country to be located inside a convention center.





KHOU is also the city's first network-affiliated station to have a satellite studio located downtown.

The new studio allows on-air talent to work from inside or outside on the plaza where they can engage directly with the public. This flexibility will especially come in handy during major events like Astros or Rockets games, Party on the Plaza, Comicpalooza or any number of other activations at the GRB, Discovery Green, Hilton Americas, Marriott Marquis and more.

For now, KHOU will broadcast its noon newscast live, daily. The Debra Duncan show will feature Houston

First's Pack Your Bag Challenge on Fridays beginning May 10 through July 26. So, there's plenty of opportunity for you to sip, savor, stroll along Avenida and perhaps get your face on live TV. Or just enjoy watching the behind the scenes action of a live newscast and perhaps seeing some of your favorite TV personalities up close and personal.