Houstonians turn to News 88.7 for intelligent, independent, insightful radio that helps them keep pulse on the issues of the day and people of the world.

News 88.7 brings to Houston national news and talk programs from a mix of top public media producers, including NPR’s Morning Edition and All Things Considered. Thought-provoking ideas, compelling interviews and storytelling mastery from the likes of TED Radio Hour, Fresh Air and This American Life stimulate curious minds. The witty entertainment of Wait Wait...Don’t Tell Me! and Ask Me Another invites listeners to test their knowledge.

News 88.7 complements its national roster with news closer to home. Houston Matters investigates the issues, ideas, people and places that make Houston, including politics, education, healthcare, the environment, business, transportation, arts and culture, literature, sports and leisure. Texas Standard covers news from across the state with more than a dozen daily stories and national news from a Texas perspective. Think sparks interesting conversations in Texas through intimate, thought-provoking interviews covering an array of subjects.

Photo Credit: Houston Matters Mic by Houston Public Media
624,000+ UNIQUE MONTHLY LISTENERS¹

NEWS 88.7 AUDIENCE SNAPSHOT²

**Educated**
176% more likely to hold a post-graduate degree

**Influential**
108% more likely to work in professional and related careers

**Affluent**
48% more likely to earn a household income of $250,000+

**Cultural**
87% more likely to attend a symphony concert or opera

**Community-Minded**
71% more likely to donate time / money to environmental causes

ENGAGE AN EXCLUSIVE NEWS AUDIENCE³

**Hard to Reach on Other Media**
67% of listeners choose News 88.7 more than any other Houston radio station

20% of listeners only listen to NPR News 88.7

Sources:
1. Nielsen Audio, A18+, January-December 2018, Mon-Sun 6A-12MID

Photo Credit: Joshua Johnson Reception by Houston Public Media