



KPBS Radio, 89.5 FM is where news matters.

Through National Public Radio and other public broadcast services – as well as KPBS' own news team – the station provides comprehensive coverage of local, national and international issues and events. In fact, in fall 2007, KPBS boosted regional news coverage with our own, in-studio *Morning Edition* co-hosts Maureen Cavanaugh and Dwane Brown.

Among our listeners' favorite features is *These Days*, hosted by veteran journalist Tom Fudge. Produced by KPBS, the daily interview and call-in program zeroes in on hot topics pertinent to San Diego County residents. Fudge and his guests discuss a gamut of subject, from government affairs and education issues to environmental concerns and cultural events.

KPBS Radio offers smart entertainment, too, with programs that stimulate the brain – and funny bone. *A Prairie Home Companion* and *Wait, Wait...Don't Tell Me* are among several of our broadcasts that amuse and enlighten audience members each weekend.

And in the evening, KPBS Radio fills a void for classical music aficionados. Shows like *Performance Today* spotlight world renowned musicians and works from composers around the world.

Serving our Imperial Valley neighbors, KPBS Radio simulcasts on KQVO 97.7 FM, Calexico.

KPBS' commitment to the community goes beyond airing high-quality programs, however. We help present workshops that promote children's health, literacy, social and emotional development; in doing so, we help strengthen future generations.

In addition, KPBS partners with other organizations to host special celebrations to pay tribute to area citizens and honor excellence. The station's variety of special events also includes town hall meetings and guest speaker lectures.

Our Audience*

KPBS Radio listeners are educated and affluent. More than 65 percent of them are 35 to 64 years of age. Compared to the San Diego population as a whole, KPBS Radio listeners are 31 percent more likely to vote and 29 percent more likely to engage themselves in community activities. They are also 209 percent more likely to hold post-graduate degrees.

*Source: Scarborough San Diego 2007 R1.