



## About TEXAS STANDARD™ The national daily news show of Texas

From fascinating innovations that reshape technology, to shifting demographics that transform the nation, to political leaders and pop culture icons — what happens in Texas drives the American narrative. So why let New York, Washington and Los Angeles shape our sense of the world?

“[Texas Standard](#)” is setting a new bar for broadcast news coverage, offering crisp, up-to-the-moment coverage of politics, lifestyle and culture, the environment, technology and innovation, and business and the economy — *from a Texas perspective* — and uncovering stories as they happen and spotting the trends that will shape tomorrow’s headlines.

The one-hour daily news magazine is grounded in the best traditions of American journalism: fact-based, independent and politically neutral reporting. In an era in which news outlets, politics and citizens are increasingly polarized, “Texas Standard” offers critical breadth, variety and integrity.

Hosted by award-winning journalist David Brown, “Texas Standard” features interviews with researchers, innovators, business leaders, political thinkers and experts — across Texas and around the globe — that reflect a diversity of opinions.

“Texas Standard” is a project of KUT Austin, KERA North Texas, Houston Public Media, and San Antonio’s Texas Public Radio, as well as news organizations across Texas, Mexico and the United States.

**Texas Standard’s mission:** To explore the world of news, economics, innovation and culture every day — *from a Texas perspective* — in a fresh, contemporary, conversational style.

### Our core values

- **Listener-focused** Driven by listener needs and interests.
- **Global, not parochial** Stories that matter to listeners — *no matter where the stories happen.*
- **Interpretive** Fact-based journalism that “thinks big” to draw out deeper meanings.
- **Civil** Genuinely respectful of a diversity of ideas and voices. Light, not heat.
- **Discursive** Engaging in informed conversation, listener interaction and feedback.
- **Distinctive** Innovative in sound, story choice and style.
- **Proactive, not reactive** Seeking out the stories people will be retweeting *tomorrow.*

### We promise our audience and guests we will:

- Respect your intelligence.
- Respect your need for accurate information.
- Engage both head and heart.
- Remain true to the ideals of public radio.
- Experiment and try new things.
- Keep you informed and connected.
- Surprise you.

[www.TexasStandard.org](http://www.TexasStandard.org) | Twitter: @TexasStandard | Facebook: /TexasStandard