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# A New Approach

Most new ideas come in response to a problem.

For groups that advocate social change and want media coverage for the issues on which they work, the challenge is to get consistent media coverage and bring public dialogue to a more thoughtful and inclusive level.

Creative Communications, inc (CCi) develops innovative tools to help organizations get effective messages promoting progressive values to the public in costeffective, consistent, and controlled ways. Our products tap into the changes going on in the media in order to influence public discussion on key social, community and environmental issues. We specialize in turning issues into news. Our work complements each groups' ongoing efforts to get earned media and can be used in conjunction with paid media. We have pioneered the use of statewide radio news services concentrating on the issues of progressive non-profits and linking these issues to newsworthy events. At the end of 1999, Creative Communications was managing six independent services. In each state, a seasoned journalist produces the news stories supervised by CCi's managing editor.

# A Year of Results

Over the course of the year, almost 900 stories on progressive issues were produced. These stories were broadcast over 13,000 times by more than 170 radio stations. People heard these stories millions of times throughout the northwest and midwest.







**Prairie News Service** 

Minnesota News Connection

### Issues Matter

Each news service gives voice to issues that connect directly to real people living in real communities and was built on the premise that people have the ability to effect change by speaking from their own experiences. The stories examine the effects of policy on areas that often receive too little coverage. The stories are tied to local and national headlines of the day; the range of issues covered depends upon the groups that participate in each state.

In 1999, coverage was heaviest for children's issues, the environment, health, farm, labor, human rights, poverty and devolution. The role of money in politics and policy was an underlying theme throughout. The pages which follow show a state-by-state breakout.

#### The Future

In today's fluid media market, we provide material for existing channels of distribution but keep our eyes on the horizon and look for new media opportunities where progressive dialogue can flourish. In addition to welcoming partners in other states to establish additional radio news services, we have in development a Spanish language service for radio and a television model targeted to start up in 2000.







Northern Rockies News Service

-Idaho broadcasters

"Allows us access to people/events we haven't had before."

"It's a liberal voice in the wilderness..."

"It helps to round out my newscast each day, keep up the great work!"

"The news service is extremely effective at communicating information and balancing the debate in a very conservative environment, and we've heard voices and points of view we've seldom heard before in this state."

-Jim Hansen, United Vision for Idaho

Story Breakout	Number of Stories	Total Hits*
Campaign Finance Reform	18	331
Salmon Recovery	20	213
Diversity/Human Rights	22	188
Devolution/Poverty	19	. 187
Women	18	181
Rural/Farm	17	161
Budget Priorities	15	143
Labor	12	129
Environment, General	13	124
Land Use/Transportation	10	109
Forestry	H	106

\* "Hits" represent the number of stations using a story. This number is conservative because it doesn't count the multiple times a story is played out, nor does it capture the numerous stations that use the script without calling for audio.



Radio stations that played NRNS stories in 1999

<ol> <li>KIDO, Boise</li> </ol>	<ol><li>KOZE, Lewiston</li></ol>
2. KBOI, Boise	15. KATW, Lewiston
3. KBSU, Boise	16. KWAL, Wallace
4. KGEM, Boise	17. KSRV, Ontario
5. KRIC, Rexberg	18. KGA/KDRK/KJRB/KAEP,
6. KSRA, Salmon	Spokane
7. KWIK, Pocatello	19. KOFE, St. Maries
8. KADQ, Rexberg	20. KWEI, Weiser
9. KUPI, Idaho Falls	21. KUOI, Moscow
10. KECH, Ketchum	22. KIOV, Payette
11. KSKI, Hailey	23. KLER, Orofino
12. KTFI, Twin Falls	24. KORT, Grangeville
13. KEZJ, Twin Falls	25. KID, Idaho Falls

For more information contact Lark Corbeil 208-342-8213 or Jim Hansen 208-331-7028

Story Breakout	Number of Stories	Total Hits
Disability	10	105
Education	10	99
Nuclear	7	77
Water	8	77
Children	8	74
Social, General	6	66
Hispanic	7	56
Welfare Reform	4	52
Air Quality	4	30
Deregulation	2	24
Money in Politics	2	17

"It makes my job easier as a Communications Director because it creates media buzz for the stories we want to get out. For example, when we have a news conference, MNC gets the story first and runs with it the day before. Because of that, the main paper has picked it up. Because it's in the paper, more journalists come to the event and we've gotten great coverage."

- Karl Stevens, Second Harvest St. Paul Food Bank

"It has helped to change the way participating groups think about the media. It's improved people's understanding of how the media work and made them more confident being players themselves."

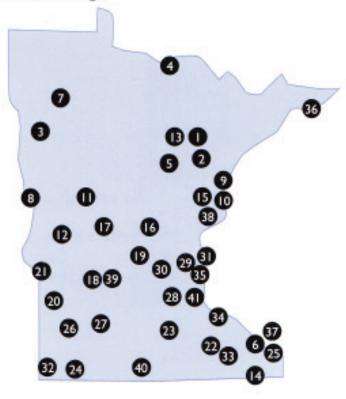
-Rosemary Frazel, Children's Defense Fund

"This is broadcast-journalism on the cutting edge. We cover the movers and shakers in our state, the people who are involved, informed, making a difference, and making things happen. We take on the pulse of Minnesota, and report it with context, perception, and credibility. Our service plays a vital role in keeping Minnesotans up-to-date on of the events that shape our lives and times. As a journalist, I find the experience exciting, challenging, and satisfying."

-Jim Wishner, MNC producer

Story Breakout	Number of Stories	Total Hits*
Energy/Environment	27	392
Children	21	314
Health	13	209
Livable Wages/Poverty	H	167
Welfare Reform	9	148
Labor	8	147
Housing	9	104
Crime Prevention	7	97
Rural/Farm	3	88

"Hits" represent the number of stations using a story. This number is conservative because it doesn't count the multiple times a story is played out, nor does it capture the numerous stations that use the script without calling for audio.



Radio stations that played MNC stories in 1999

For more information contact Rosemary Frazel 651-227-6121 or frazel@cdf-mn.org

- 1. WNMT, Hibbing
- 2. WMFG, Hibbing
- 3. KROX, Crookston
- 4. KGHS, International Falls
- 5. KAXE, Grand Rapids
- 6. KHME, Winona
- 7. KTRF, Thief River Falls
- 8. WDAY, Fargo
- 9. KDAL, Duluth
- 10. KDNW, Duluth
- 11. KDKK Park Rapids
- 12. KBRF AM, Fergus Falls
- 13, KRBT, Eveleth
- 14. KQYB, Spring Grove
- 15. WKLK, Cloquet
- 16. WWWI, Baxter
- 17. KEYL/KXDL, Browerville
- 18. KDJS, Wilmar
- 19. KCLD, St. Cloud
- 20. KLQP, Madison
- 21. KDIO, Ortonville

- 22. KOLM, Rochester
- 23. KDHL, Faribault
- 24. KWOA, Worthington
- 25. KAGE, Winona
- 26. KMHL, Marshall
- 27. KLGR, Redwood Falls
- 28. KYMN, Northfield
- 29. KFAI, Minneapolis
- 30. KRWC, Buffalo
- 31. WEZU, Stillwater
- 32. KQAD, Luverne
- 33. KRCH, Rochester
- 34. KCUE, Red Wing
- 35. WDGY, Twin Cities
- 36. WTIP/WXTZ, Grand Marais
- 37. KHME, Winona
- 38. WDLD, Cloquet
- 39. KWLM/KQRC/KOLD, Wilmar
- 40. KBEW, Blue Earth
- 41. KDWA, Hastings

Story Breakout	Number of Stories	Total Hits
Corporate Responsibility	6	84
Consumer	5	83
Food/Nutrition	5	75
Disability	5	71
Social, General	4	61
<b>Budget Priorities</b>	4	57
Money in Politics	3	53
Seniors/Aging	2	47
Land Use/Transportation	2	31

-North Dakota broadcasters

"Stories I don't have access to - a great source."

"Helpful? It's been great!"

"I really appreciate these stories and use them often."

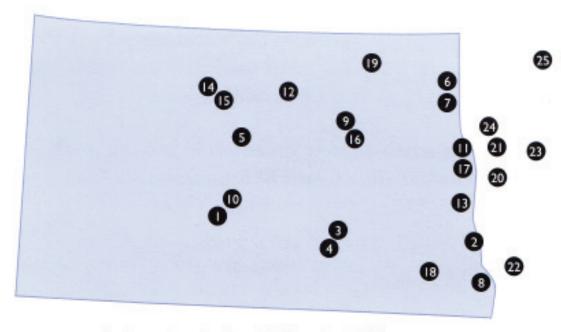
"The news service put our issues into mainstream media in a way we could never have done ourselves. It's especially powerful because it helps groups see how their different issues connect together in a way that moves us all forward in the same direction."

-Don Morrison, North Dakota Progressive Coalition

"It's been fascinating and rewarding to learn about and give voice to these issues and work with so many dedicated people trying to make the world a better place for the little guy."

-Skip Wood, PNS producer

Story Breakout	Number of Stories	Station Airings
Rural/Farm	32	1,690
Health/Mental Health	20	931
Labor	21	929
Children	12	560
Natural Resources/Environment	9	424



Radio stations that played PNS stories in 1999

1. KFYR, Bismarck	8. KBMW, Wahpeton	15. KHRT, Minot
2. WDAY AM 970, Fargo	9. KDLR, Devils Lake	16. KZZY, Devils Lake
3. KYNU, Jamestown	10. KLXX, Bismarck	17. KKXL, Grand Forks
4. KQDJ, Jamestown	11. KNOX, Grand Forks	18. KQLX, Lisbon
5. KHND, Harvey	12. KZZJ, Rugby	19. KNDK, Langdon
6. KXPO, Grafton	13. KMAV, Mayville	20. KRJB, Ada
7. KEYZ, Grafton	14. KCJB, Minot	21. KROX, Crookston

5. KHRT, Minot	22. KJJK, Fergus Falls
6. KZZY, Devils Lake	23. KKCQ, Fosston
7. KKXL, Grand Forks	24. KKAQ, Thief River Falls
8. KQLX, Lisbon	25. KKWQ, Warroad
9. KNDK, Langdon	26. ND Public Radio, statewide
0. KRJB, Ada	27. Dakota News Network, statewide

#### For more information contact Don Morrison at 701-224-8090 or NoDakPC@aol.com

Story Breakout	Number of Stories	Station Airings
Education	6	320
Peace	6	262
Social, General	3	136
Human Rights	3	72

### Oregon News Service

-Oregon broadcasters

"We've really enjoyed the excellent clips and story lines that have come our way through this service. It's good quality feeds and has triggered interest from our audience."

"You folks are doing an absolutely great job in adding depth to radio station newscasts like ours...your 888 number is a God-send."

"It makes an incredible difference to rural groups when they find that 25 stations statewide have carried their story. Local issues are given statewide stature and that makes a big difference locally and in state policy."

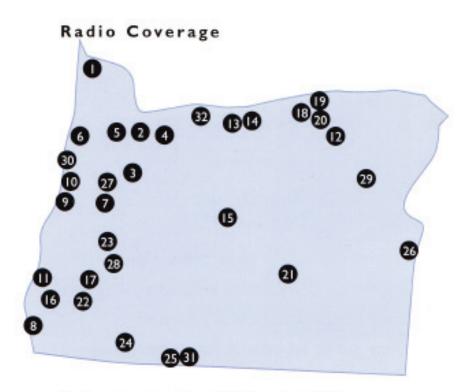
-Kelley Weigel, Rural Organizing Project

"To me the most exciting part of this job is that I get to combine two driving forces in my life—trying to tell the stories that are important to people, and working for social justice. This is the best opportunity I've had to put those things together and do something to make a difference."

-Nancy Solomon, ONS producer

Story Breakout	Number of Stories	Total Hits*
Health	15	234
Salmon Recovery	12	183
Devolution/Poverty	9	168
Pesticides/Pollution	7	133
Forestry	9	153
Labor	9	150
Hunger	7	140
Diversity/Human Rights	10	136
Criminal Justice	7	130
Budget Priorities	6	113

"Hits" represent the number of stations using a story. This number is conservative because it doesn't count the multiple times a story is played out, nor does it capture the numerous stations that use the script without calling for audio.



Radio stations that played ONS stories in 1999

For more information contact Kelley Weigel 503-543-8417or kelley@rop.org

- 1. KMUN FM, Astoria
- 2. KBOO, Portland
- 3. KBZY, Salem
- 4. KXL AM/KXJM, Portland
- 5. KUIK, Hillsboro
- 6. KTIL, Tillamook
- 7. KLOO, Corvallis
- 8. KGBR, Gold Beach
- 9. KNPT/KYTE, Newport
- 10. KSHL, Newport
- 11. K-DOCK, Coos Bay
- 12. KUMA AM/FM, Pendleton
- 13. KACI AM, The Dalles
- 14. KMCQ, The Dalles
- 15. KBND, Bend
- 16. KSHR, Coquille
- KRSB/KQEN/KKMX/KAVJ, Roseberg

- 18. KOHU, Hermiston
- 19. KQFM, Hermiston
- 20. KLWJ, Umatilla
- 21. KZZR, Burns
- 22. KGRV, Winston
- 23. KLCC, Eugene
- KAKT/KABY/KCMX/KTMT, Medford
- 25. KFLS, Klamath Falls
- 26. KSRV, Ontario
- 27. KGAL, Albany
- 28. KNND, Cottage Grove
- 29. KCMB, La Grande
- 30. KBCH, Lincoln City
- 31. KAGO, Klamath Falls
- 32. KIHR, Hood River
- 33. OR Public Radio, statewide

Story Breakout	Number of Stories	Total Hits
Campaign Finance Reform	6	110
Wildlife/Wilderness	6	80
Consumer	4	73
Housing/Homelessness	4	73
Land Use/Transportation	3	60
Children	3	49
Social, General	2	41
Arts	2	14
Environment, General	2	14

-South Dakota broadcasters

"It's good to hear from groups that are not otherwise reached."

"Puts people I may not be able to contact on my airwaves."

"I appreciate that it's free, and is open for editing according to our style."

"Through GDNS we've been able to bring attention to issues that have been under-reported or not reported at all! South Dakota's geography allows different regions to consider themselves separate entities, but through the News Service the groups have been able to focus on the issues they have in common regardless of where they are."

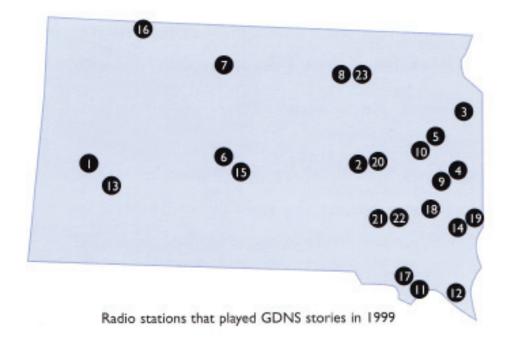
-Carol Robertson, Community Concepts

"As a 30-year veteran of radio news in South Dakota, I thought I had a pretty good grasp of the issues, but writing and producing stories for the Greater Dakota News Service has given me a whole new perspective. I'm thankful to be able to tell the story of hard working people willing to make a difference in the lives of others."

-David J. Law, GDNS producer

Story Breakout	Number of Stories	Total Hits*
Children	14	242
Family	10	178
Education	9	165
Native American	10	153
Health	6	- 111
Social, General	6	95

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1.	KBHB, Sturgis
2.	KOKK, Huron
3.	KMSD, Milbank
4.	KBRK, Brookings
5.	KSDR, Watertown
6.	KCCR, Pierre
7.	KOLY, Mobridge

8.	KSDN, Aberdeen
9.	KJJQ, Brookings
10.	KWAT, Watertown
11.	WNAX, Yankton
12.	KOSZ, Vermillion
13.	KOTA, Rapid City
14.	KWSN, Sioux Falls

15. KGFX, Pierre
16. KBJM, Lemmon
17. KYNT ,Yankton
18. KJAM, Madison
19. KSOO, Sioux Falls
20. KIJV, Huron
21. KORN, Mitchell

22. KMIT, Mitchell
23. KKAA, Aberdeen
24. SD Public Radio, statewide
25. Dakota News Network, statewide

## For more information contact Carol Robertson 605-224-0081 or coteriesd@aol.com

Story Breakout	Number of Stories	Total Hits
Juvenile Justice	6	89
Environment	5	87
Rural/Farm	4	82
Seniors/Aging	5	82
Religious Community	3	56
Labor	2	28

# Washington News Service

-Washington broadcasters

"This broadcast facility leans toward a somewhat conservative viewpoint, but I still run your feeds....I get flack for it, but I do it anyway. Thanks for your service."

"Timeliness is great. Adds another dimension to local (news) casts."

"Since the Washington News Service started, we have been more active and more savvy with the media. We are now seeing the results; radio stations around the state have increased their coverage of our issues."

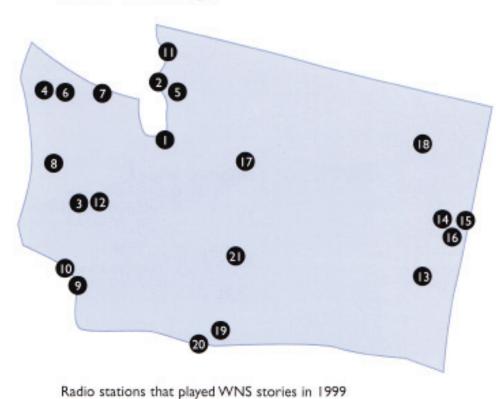
-Jon Gould, Children's Alliance

"Our real strength is consistent coverage. The Washington News Service covers stories about the issues that will affect all residents of this state for years to come."

-David Messerschmidt, WNS producer

Story Breakout	Number of Stories	Total Hits*
Children	24	296
Environment, General	23	223
Salmon Recovery	17	200
Diversity/Human Rights	15	182
Welfare Reform	14	174
Forestry	12	161
Global Warming/Air Quality	11	146
Early Childhood Education/Childcare	12	144
Food/Nutrition	9	129

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- 1. KMTT, Seattle
- 2. KLKI, Anacortes
- 3. KELA/KMNT, Centalia
- 4. KVAC/KLLM, Forks
- 5. KAPS/KBRC, Mt. Vernon
- 6. KVAC/KLLM, Forks
- 7. KONP/KIKN, Port Angeles
- 8. KAYO/KBKW, Aberdeen
- 9. KLOG, Kelso
- KBAM/KRQT/KLYK/KEDO, Longview
- 11. KGMI/KISM/KBFM, Bellingham
- 12. KITI, Centalia

- 13. KCLX/KZZL/KRAO/KMAX,
  - Colfax
- 14. KAQQ/KISC/KNFR, Spokane
- 15. KGA/KDRK/KJRB/KAEP,
- Spokane 16. KSBN, Spokane
- 17. KPQ AM, Wenatchee
- 18. KCRK/KCVL, Colville
- 19. KYYT/KLCK, Goldendale
- 20. KMCQ, The Dalles
- 21. KIT/KMWX/KATS/KFFM/KQSN,

Yakima

For more information contact Jon Gould 206-324-0340 or jon@childrensalliance.org

Story Breakout	Number of Stories	Total Hits
Housing/Homelessness	9	121
Energy	7	103
Health	7	95
Economic Development	6	80
Social, General	5	77
Initiative Campaigns	4	55
Sexual Abuse/Domestic Violence	5	48
Human Services	4	42

Washington News Service

Oregon News Service

> Northern Rockies News Service

Prairie News Service

Greater Dakota News Service Minnesota News Connection

> lowa News Service (01/01/2000)



