



Destination:
An Informed
Citizenry
Making
Educated
Decisions

~Iowa Broadcasters

“It’s a great source for local stories. Easy to use, usually important topics.”

“Very timely. We’re glad it’s there.”

“Timely, concise — it’s a nice mix of topics. High quality soundbites.”

“In these days of understaffed newsrooms, many stories go unreported. Iowa New Service covers the ‘beat’ of non-profits and makes sure voices and opinions get into the public debate that might not otherwise make it. This is the kind of reporting that serves the public interest and makes me feel good about my work.”

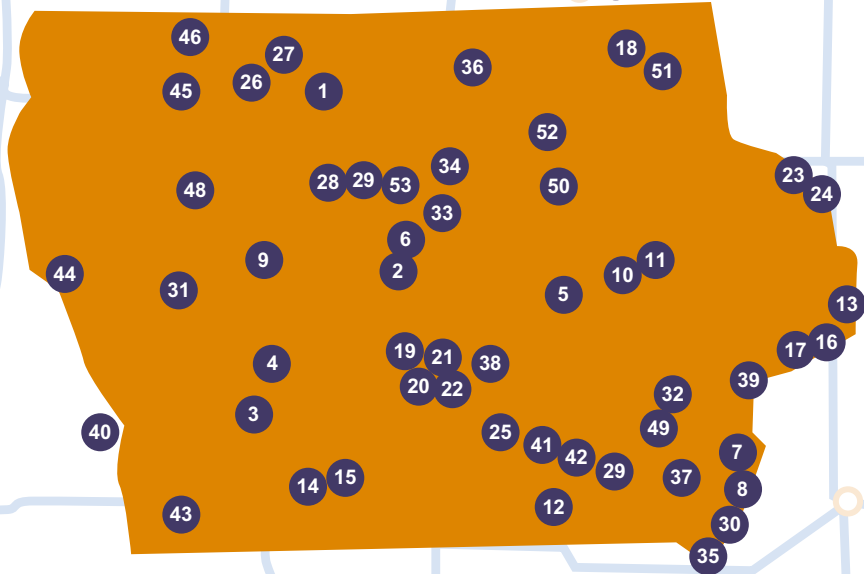
~Dick Layman, INS Producer

“The media focus on war — while assaults on basic human rights and domestic needs go unreported — illustrates how important it is to support an independent news source lifting up the unheard voices of the minority opinions as well as the ‘silent’ majority.”

~Teresa Opheim, Midwest Sustainable Agriculture Working Group



IOWA RADIO COVERAGE



128 radio stations aired INS stories in 2002.

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|--|--|---|
| 1. KLGA AM/FM (2) Algona | 12. KCOG, KMGO (2) Centerville | 23. KDTH, KATF (2) Dubuque |
| 2. KASI, KCCQ (2) Ames | 13. KCLN, KZEG (2) Clinton | 24. WDBQ, WDBK AM/FM, KLYV, KXGG, WJOD (6) Dubuque |
| 3. KJAN (1) Atlantic | 14. KCZQ (1) Creston | 25. KKSI, KRKN (2) Eddyville |
| 4. KSOM (1) Audubon | 15. KSIB AM/FM, KITR (3) Creston | 26. KEMB (1) Emmetsburg |
| 5. KZAT (1) Belle Plaine | 16. KJOC, WXLN, KBOB, KROB (4) Davenport | 27. KILR AM/FM (2) Estherville |
| 6. KWBG (1) Boone | 17. WOC (5) Davenport | 28. KVFD, KUJL (2) Fort Dodge |
| 7. KBUR, KBKB AM/FM, KGRS (4) Burlington | 18. KDEC AM/FM (2) Decorah | 29. KWMT, KKEZ (2) Fort Dodge |
| 8. KKMI, KDMG AM/FM WQKQ (4) Burlington | 19. KLYF (1) Des Moines | 30. KBKB AM/FM (2) Fort Madison |
| 9. KCIM, KIKD, KKRL (3) Carroll | 20. KWKY (1) Des Moines | 31. KKIA (1) Ida Grove |
| 10. KMRY (1) Cedar Rapids | 21. KXNO (1) Des Moines | 32. KXIC (2) Iowa City |
| 11. WMT AM/FM (2) Cedar Rapids | 22. WHO (4) Des Moines | 33. KIFG AM/FM (2) Iowa Falls |
| | | 34. KLMJ FM (1) Hampton |
| | | 35. KOKX AM/FM (2) Keokuk |
| | | 36. KGLO (3) Mason City |
| | | 37. KILJ AM/FM (2) Mount Pleasant |
| | | 38. KCOB AM/FM, KRTI (3) Newton |
| | | 39. KWPC (1) Muscatine |
| | | 40. KFAB (3) Omaha, NE |
| | | 41. KBOE AM/FM (2) Oskaloosa |
| | | 42. KBIZ, KTWA (2) Ottumwa |
| | | 43. KMA, KKBZ (2) Shenandoah |
| | | 44. MNS, KGLI, KSEZ, KSFT, KWSL (5) Sioux City |
| | | 45. KICD AM/FM, KLLT (3) Spencer |
| | | 46. KUOO, KUQQ (2) Spirit Lake |
| | | 47. KOYB, KHME, KNEI AM/FM, KSFF, KVIK (6) Spring Grove |
| | | 48. KAYL AM/FM (2) Storm Lake |
| | | 49. KCII AM/FM (2) Washington |
| | | 50. KXEL, KFMW, KOKZ, KWLO (4) Waterloo |
| | | 51. KNEI AM/FM, KVIK (3) Waukon |
| | | 52. KWAY AM/FM (2) Waverly |
| | | 53. KQWC AM/FM (2) Webster City |

STORY BREAKOUT	NUMBER OF RADIO STORIES	STATIONS AIRING
Animal Welfare	7	373
Budget Policy & Priorities	12	637
Children's Issues	11	597
Disabilities	4	240
Environment	26	1,188
Health Issues	6	315
Human Rights/Diversity	13	628
Livable Wages/Working Families	12	586
Rural/Farming	14	777
Senior Issues	14	689
Welfare Reform	5	258
TOTAL	124	6,288

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