



**Destination:
An Informed
Citizenry
Making
Educated
Decisions**

~Minnesota Broadcasters

“The service provides pertinent information to our area, and really adds to our newscasts.”

“Consistent, regional soundbites, excellent. Keep up the good work!”

“Thanks for your stories. It’s a great help.”

“Deals with issues pertinent to all of Minnesota. It’s another news source in a department that lacks news sources.”

“Sometimes we ‘break’ news. Sometimes we take an issue and present it from a different perspective. We look at how the decisions being considered will affect people’s lives. For a reporter, it is challenging and rewarding. For broadcasters, it offers another resource to inform their listeners. And for the public, it provides additional perspectives on the important issues of the day.”

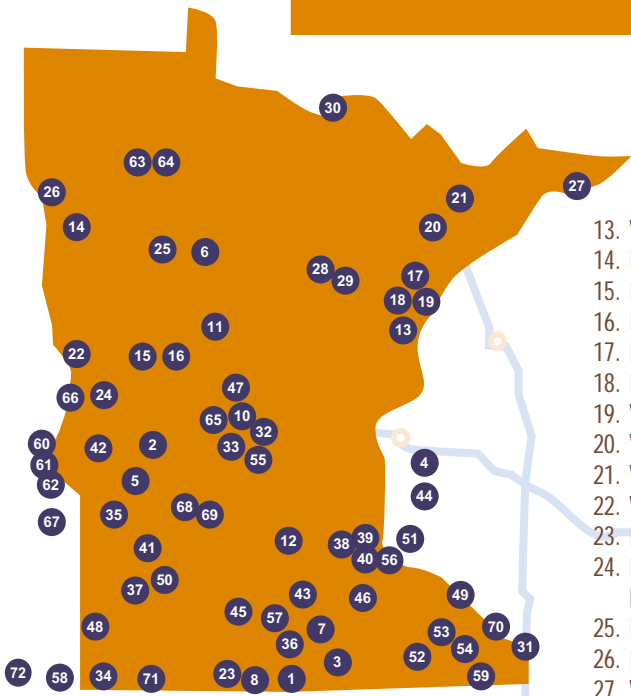
~Jim Wishner, MNC Producer

“The MNC gives invaluable opportunities to get information and perspective out in places we couldn’t reach on our own. Its reputation and usage has grown among the radio stations, and the network as served to reinforce and help build new relationships within the progressive community among member organizations.”

~Jim Koppel, CDF Minnesota



MINNESOTA RADIO COVERAGE



265 radio stations aired MNC stories in 2002.

1. KATE, KCPI (2) Albert Lea
2. KXRA AM/FM (2) Alexandria
3. KNFX AM, KWEB, KMFY, KRCH (4) Austin
4. WLMX, WXCX (2) Balsom Lake Siren, WI
5. KSCR AM/FM (2) Benson
6. KKBJ AM/FM, WBJI (3) Bemidji
7. KOWZ (1) Blooming Prairie
8. KBEW AM/FM (2) Blue Earth
9. KJLY, KJCY, KJYL (13) Blue Earth
10. WJJY, KTCF, KBPO (3) Brainerd
11. KLKS (1) Brezzy Point
12. KRWC AM (1) Buffalo

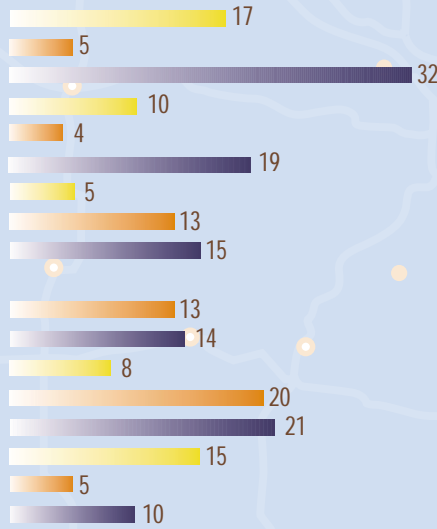
13. WKLK AM/FM, KBFH (3) Cloquet
14. KROX RADIO (1) Crookston
15. KDLM AM, KBOT (2) Detroit Lakes
16. KRQC FM (1) Detroit Lakes
17. KDAL AM/FM, KTCO (3) Duluth
18. KDNW, KDNI (2) Duluth
19. WBEC, KKCB, KLDJ, KUSZ (4) Duluth
20. WEVE, KRBT (2) Eveleth
21. WELY AM/FM (2) Ely
22. WDAY, WFBG (2) Fargo, ND
23. KFMC FM, KSUM AM (2) Farimont
24. KBRF, KJK AM/FM, KPRW, KZCR (5) Fergus Falls
25. KKCO AM/FM, KKEO (3) Fosston
26. KNOX AM/FM, KYCK (3) Grand Forks
27. WTIP (2) Grand Maris
28. KAXE (1) Grand Rapids
29. KOZY AM, KMFY (2) Grand Rapids
30. KGHS, KSDM (2) International Falls
31. WIZM & Z-93 (2) La Crosse
32. KLTF FM, KFML, WYRQ (3) Little Falls
33. KEYL AM, KXDL FM (2) Long Prarie
34. KOAD, KLQL (2) Luverne
35. KLOP-FM (1) Madison
36. KEEZ (1) Mankato
37. KMHL, KARL, KARZ, KKCK (4) Marshall
38. KBEM (1) Minneapolis
39. KFAI AM/FM (2) Minneapolis
40. KTIS AM/FM (2) Minneapolis
41. KDMA, KMGM, KKRC (3) Montevideo

42. KMRS, KKOK (2) Morris
43. KCHK AM/FM (2) New Prague
44. WIXK (1) New Richmond
45. KXLP FM, KYSM AM/FM (3) New Ulm
46. KYMN (1) Northfield
47. KPRM, KDKK, KBKK, KQKK, KSKK, KXXX (6) Park Rapids
48. KLOH AM/FM, KISD (3) Pipestone
49. KCUE, KWNG (2) Red Wing
50. KLGR AM/FM (2) Redwood Falls
51. WEVR AM/FM (2) River Falls, WI
52. KDIO, KMSD, KPHR (3) Rochester
53. KRCH, KWEB (2) Rochester
54. KWEB, KRCH, KMFY, KNFX (4) Rochester
55. KCLD, KCML, KNSI, KZPK (4) St. Cloud
56. KSTP-AM, KS95 (2) St. Paul
57. KRBI AM/FM (2) St. Peter
58. KELO, KRRO, KTWB, KWSN (4) Sioux Falls
59. KOYB, KHME, KNEI AM/FM, KSFF, KVIK (6) Spring Grove
60. MN News Network (60) Statewide
61. ND Public Radio (16 stations) Statewide
62. Red River Farm Network (ND, 7 stations) Statewide
63. KKAQ AM/FM, KTRF, KKDQ (3) Thief River Falls
64. KTRF, KKXL AM/FM (3) Thief River Falls
65. KWAD, KNSP, KKWS (3) Wadena
66. KBMW, KGWB (2) Wahpeton
67. KWAT, KIXX, KDLO, KKSD (4) Watertown, SD
68. KDJS AM/FM (2) Willmar
69. KWLM, KQRC, KOLD (3) Willmar
70. KAGE, KWND, KWNO (3) Winona
71. KWOA AM/FM, KITN (3) Worthington
72. WNAX AM/FM (2) Yankton

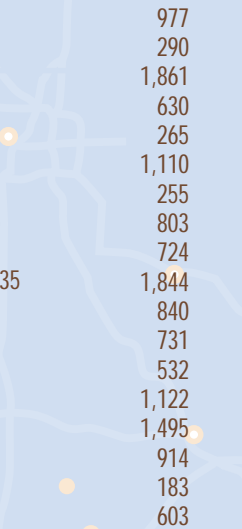
STORY BREAKOUT

- Budget Policy & Priorities
- Campaign Finance Reform/Money in Politics
- Children's Issues
- Community Issues
- Consumer Safety
- Energy Policy
- Disabilities
- Education
- Environment
- Health Issues
- Housing/Homelessness
- Human Rights/Diversity
- Hunger/Food/Nutrition
- Livable Wages/Working Families
- Rural/Farming
- Smoking Prevention
- Teen Pregnancy Prevention
- Welfare Reform

NUMBER OF RADIO STORIES



STATIONS AIRING



TOTAL 261

15,179

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