



nevada

NEWS SERVICE

2007 annual report

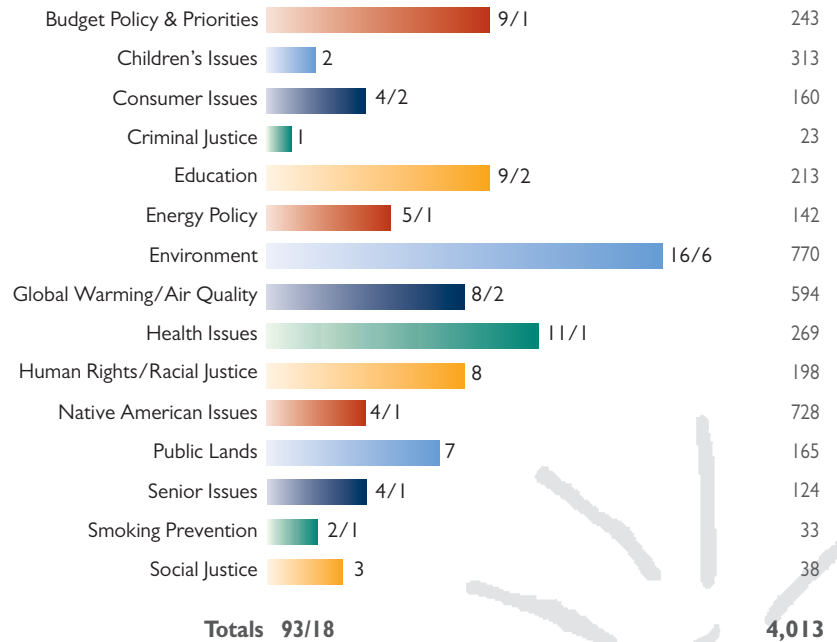
"We use your stuff often.... Good material...Air each one 2 to 3 times and it's really easy to use... Thanks!"

Nevada Broadcasters

"The Nevada News Service has been a powerful vehicle to deliver public health information to Nevadans statewide. The Service's commitment to keeping Nevadans educated about critical issues makes the efforts of nonprofit organizations, including ACS/NTPC, more efficient and effective."

Cindy Roragen
Executive Director
American Cancer Society/
Nevada Tobacco
Prevention Coalition

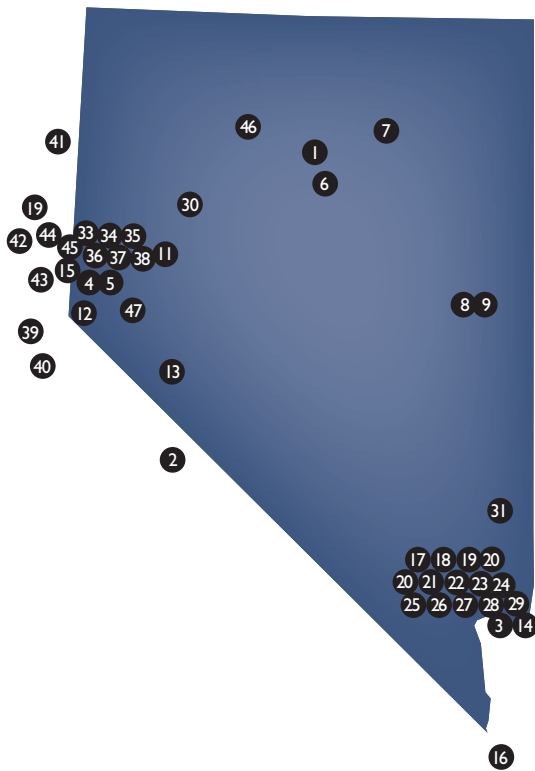
STORY BREAKOUT NUMBER OF RADIO/TV STORIES STATION AIRINGS*



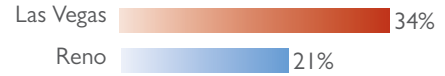
In 2007, the Nevada News Service produced 93 radio news stories, which aired more than 4,013 times on 50 radio stations in Nevada and 617 nationwide. Additionally, 18 television stories were produced.

* Represents the minimum number of times stories were aired.

NEVADA RADIO STATIONS



NNS Market Share Information



NNS National and Regional pick up 617 Stations

City	Map #	Stations
Battle Mountain	1	NNPRN
Bishop	2	NNPRN
Boulder City	3	KSTJ-AM
Carson City	4-5	KKFT-FM, KPTL-AM
Crescent Valley	6	NNPRN
Elko	7	KHIX-FM
Ely	8-9	KCLS-FM, KELY-AM
Eureka	10	NNPRN
Fallon	11	KVLV-AM/FM (2)
Gardnerville-Mindon	12	KCMY-FM
Hawthorne	13	NNPRN
Henderson	14	KMZQ-FM
Incline Village	15	NNPRN
Lake Havasu City, AZ	16	KADD-FM
Las Vegas	17-29	KJUL-FM, KKLZ-AM/FM (2), KLAV-AM, KMXB-FM, KNUU-AM, KOAS-FM, KSFN-AM, KVGS-FM, KXNT-AM, KFMS-FM, KQOL-FM, KSNE-FM, KVNRR-FM

City	Map #	Stations
Lovelock	30	NNPRN
Moapa Valley	31	KJUL-AM
Quincy, CA	32	KQNC-FM
Reno	33-38	KBUL-FM, KKOH-AM, KNCC-FM, KNEV-FM, KUNR-AM/FM (2), KURK-FM
Sacramento, CA	39	KXJZ-FM
Stockton, CA	40	KUOP-FM
Susanville	41	NNPRN
Sutter, CA	42	KXJS-FM
Tahoe City, CA	43	KKTO-FM
Truckee	44	NNPRN
Verdi	45	NNPRN
Winnemucca	46	NNPRN
Yerington	47	NNPRN



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