

# california

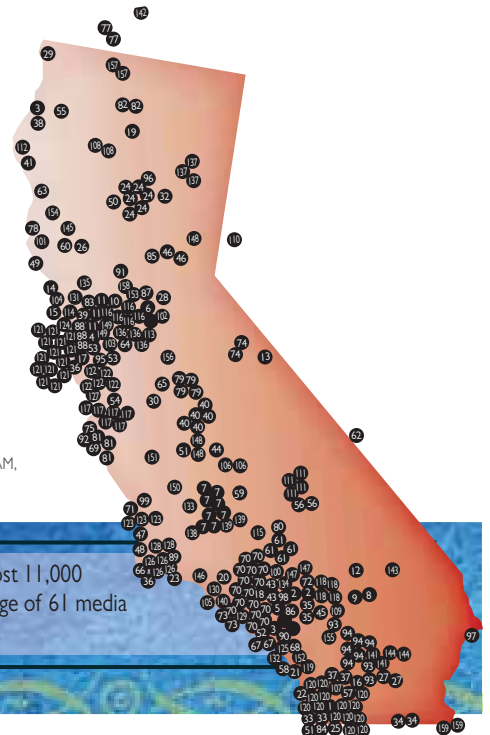
## NEWS SERVICE

### MEDIA OUTLETS

| City               | Map # | Outlets   |
|--------------------|-------|---|
| Alpine             | 1     | Alpine Sun  |
| Apple Valley       | 2     | KZXY-FM, KIXW-AM  |
| Arcata             | 3     | North Coast Journal Wkly  |
| Ashland            | 4     | KIFS-FM   |
| Atwater            | 5     | KBRE-FM   |
| Auburn             | 6     | Auburn Sentinel   |
| Bakersfield        | 7     | Campesina Radio Network-KMYX FM, El Popular, KBID-AM, KERN-AM, KERO-TV, KGEO-AM, KGET-TV, KGF-M-FM        |
| Banning            | 8     | Banning Record-Gazette  |
| Beaumont           | 9     | Actualidad Peruana  |
| Benicia            | 10    | Benicia Herald  |
| Berkeley           | 11    | Berkeley Daily Planet, KPFA-FM, KPFB-FM   |
| Big Bear City      | 12    | KBHR-FM   |
| Big Pine           | 13    | KRHV-FM   |
| Bodega Bay         | 14    | Bodega Bay Navigator  |
| Bolinas            | 15    | Coastal Post  |
| Borrego Springs    | 16    | Borrego Sun   |
| Brisbane           | 17    | KTSF-TV   |
| Burbank            | 18    | KXTA-AM   |
| Burney             | 19    | KNCA-FM   |
| Camarillo          | 20    | KOCP-FM   |
| Capistrano Beach   | 21    | Dana Point Times  |
| Cardiff by the Sea | 22    | The Beach Break News  |
| Carpinteria        | 23    | KSBL-FM   |
| Chico              | 24    | Chico News & Review, KCHO-FM, KHSL-TV, KMXI-FM, KPAY-AM, KZFR-FM  |
| Chula Vista        | 25    | La Prensa San Diego   |
| Clearlake          | 26    | Clear Lake Observer-American  |
| Coachella          | 27    | KCLB-FM, KNWZ-AM  |
| Colfax             | 28    | Colfax Record   |
| Crescent City      | 29    | Daily Triplicate  |
| Dos Palos          | 30    | Dos Palos Sun   |
| Downey             | 31    | Downey Patriot  |
| Downieville        | 32    | Mountain Messenger  |
| El Cajon           | 33    | KHTS-FM, East County Californian  |
| El Centro          | 34    | Adelante Valle, El Sol Del Valle Imperial   |
| El Monte           | 35    | Chinese LA, Daily News, Mid Valley News   |
| Ellwood            | 36    | KSPE-FM   |
| Escondido          | 37    | Hispanos Unidos Newspaper, North County Times   |
| Eureka             | 38    | KMUE-FM   |
| Fairfield          | 39    | Daily Republic  |
| Fresno             | 40    | California Fresh Fruit & Raisin News, Campesina Radio Network-KBHH FM, KGST-AM, KJWL-FM, KSEE-TV, KMUD-FM |
| Garberville        | 41    | KATJ-FM   |
| Georgetown         | 42    | KATJ-FM   |
| Glendale           | 43    | Balita Media Inc., Burbank Leader   |
| Globe              | 44    | KQMR-FM   |
| Grand Terrace      | 45    | City News Group   |
| Grass Valley       | 46    | KNCO-AM, KNCO-FM  |
| Grover Beach       | 47    | KURQ-FM   |
| Guadalupe          | 48    | KIDI-FM   |
| Gualala            | 49    | Independent Coast Observer  |
| Hamilton City      | 50    | KRER-FM   |
| Hanford            | 51    | KIGS-AM   |
| Hawthorne          | 52    | California Crusader   |
| Hayward            | 53    | KCRH-FM, The Daily Review   |
| Hollister          | 54    | The Pinnacle  |

| City                  | Map # | Outlets  |
|-----------------------|-------|--|
| Hoopa                 | 55    | Two Rivers Tribune   |
| Johannesburg          | 56    | KEDD-FM, KRAJ-FM   |
| Julian                | 57    | Julian News  |
| Laguna Beach          | 58    | Laguna Beach Independent   |
| Lake Isabella         | 59    | Kern Valley Sun  |
| Lakeport              | 60    | Lake County Record Bee   |
| Lancaster             | 61    | KAVL-FM, KAVS-FM, KYHT-FM, KAVL-AM   |
| Las Vegas, NV         | 62    | KISF-FM  |
| Laytonville           | 63    | KLAI-FM  |
| Livermore             | 64    | KKIQ-FM  |
| Livingston            | 65    | KCJH-FM  |
| Lompoc                | 66    | KTME-AM  |
| Long Beach            | 67    | Beachcomber, Long Beach Times Newspaper  |
| Los Alamitos          | 68    | News-Enterprise  |
| Los Altos             | 69    | La Tribune   |
| Los Angeles           | 70    | City News Service, KBIG-FM, KCMG-FM, KIIS-FM, KLAC-AM, KOST-FM, KYSR-FM, East Los Angeles-Brooklyn-Belvedere Comet, KABC-AM, KFTR-TV, KLOS-AM, KPFK-FM, KVMD-TV, L.A. Watts Times, La Opinion, La Opinion News Service |
| Los Osos-Baywood Park | 71    | KSTT-FM  |
| Lucerne Valley        | 72    | KIXA-FM  |
| Malibu                | 73    | Malibu Surfside News, Malibu Times   |
| Mammoth Lakes         | 74    | KMMT-FM, Mammoth Times   |
| Marina                | 75    | KTOM-FM  |
| Martinez              | 76    | Martinez News Gazette  |
| Medford, OR           | 77    | KDOV-FM, KLDZ-FM   |
| Mendocino             | 78    | KPMO-AM  |
| Merced                | 79    | KABX-FM, KHPO-FM, KTIQ-AM, KYOS-AM   |
| Mojave                | 80    | KTPI-AM  |
| Monterey              | 81    | KDON-AM, KRQC-FM, KTOM-AM  |
| Mt. Shasta            | 82    | KMJC-AM, KNSQ-FM   |
| Napa                  | 83    | KVON-AM  |
| National City         | 84    | The Filipino Press   |
| Nevada City           | 85    | KVMR-FM  |
| Norco                 | 86    | Norco News   |
| North Highlands       | 87    | The North Sacramento News  |
| Oakland               | 88    | Alameda Times-Star, KNEW-AM, KTVU-TV   |
| Ojai                  | 89    | KFYV-FM  |
| Orange                | 90    | FootHills Sentry   |
| Oroville              | 91    | KHHZ-FM  |
| Pacific Grove         | 92    | KOCN-FM  |
| Palm Desert           | 93    | KESQ-TV, KMIR-TV   |
| Palm Springs          | 94    | KDES-FM, KGAM-AM, KNWQ-AM, KPSI-AM, KPSI-FM, The Desert Sun  |
| Palo Alto             | 95    | Palo Alto Weekly   |
| Paradise              | 96    | KHSL-FM  |
| Parker, AZ            | 97    | Campesina Radio Network-KRIT-FM  |
| Pasadena              | 98    | KDIS-AM  |
| Paso Robles           | 99    | KPRL-AM  |
| Phelan                | 100   | Mountaineer Progress   |
| Philo                 | 101   | KZYX-FM  |
| Placerville           | 102   | Mountain Democrat  |
| Pleasanton            | 103   | The Pleasanton Weekly  |
| Point Reyes Station   | 104   | Point Reyes Light  |
| Port Hueneme          | 105   | KVTA-AM  |
| Porterville           | 106   | KTIP-AM, Porterville Recorder  |
| Ramona                | 107   | Ramona Sentinel  |
| Redding               | 108   | KFPR-FM, KRCR-TV   |
| Redlands              | 109   | KCAL-FM  |
| Reno, NV              | 110   | KUNR-FM  |
| Ridgecrest            | 111   | KLOA-AM, KLOA-FM, KWDJ-AM, KZIQ-FM   |
| Rio Dell              | 112   | KNHT-FM  |
| Riverbank             | 113   | KCBC-AM, Business Journal  |
| Rohnert Park          | 114   | KRCB-TV  |
| Rosamond              | 115   | KOSS-FM  |
| Sacramento            | 116   | KFBK-AM, KGBY-FM, KHYL-FM, KSAC-AM, The Daily Recorder   |
| Salinas               | 117   | Campesina Radio Network-KSEA-FM, KDON-FM, KION-AM, KION-TV, KPRC-FM, KSBW-TV   |
| San Bernardino        | 118   | KCKC-AM, KEZY-AM, KOLA-FM, KVCR-FM   |
| San Clemente          | 119   | KWVE-FM  |
| San Diego             | 120   | KGB-FM, KIOZ-FM, KJQY-FM, KMSX-FM, KOGO-AM,  |

| City             | Map # | Outlets   |
|------------------|-------|---|
| San Francisco    | 121   | KPOP-AM, XHRM-FM, XTRA-AM, KGTV-TV, KPBS-TV, KUSI-TV, XLTN-FM, City News Service-San Diego Bureau, Mission Times Courier  |
| San Jose         | 122   | Bay City News Service, KIOI-FM, KISQ-FM, KKSF-FM, KMEL-FM, KYLD-FM, KABL-FM, KBCW-TV, KDTV-TV, KGO-AM, KGO-TV, KPOO-FM, Daily Construction Service (Northern California), Daily Pacific Builder |
| San Luis Obispo  | 123   | KFJO-FM, KJSO-FM, KUFX-FM, KICU-TV, Alianza Metropolitan News   |
| San Rafael       | 124   | KSly-FM, KVEC-AM, New Times   |
| Santa Ana        | 125   | OC Weekly   |
| Santa Barbara    | 126   | KIST-AM, KIST-FM, KTMS-AM, KTYD-FM  |
| Santa Cruz       | 127   | KSCO-AM   |
| Santa Maria      | 128   | KCOY-TV, KTAP-AM  |
| Santa Monica     | 129   | KACD-FM   |
| Santa Paula      | 130   | KUNX-AM   |
| Santa Rosa       | 131   | KZST-FM   |
| Seal Beach       | 132   | Leisure World Golden Rain News  |
| Shafter          | 133   | KKXX-FM   |
| Sierra Madre     | 134   | Mountain Views-Observer   |
| St. Helena       | 135   | KVYN-FM   |
| Stockton         | 136   | KYCC-FM, KCNL-FM, Central Valley Business Journal, KC News (Khimer Commercial News)   |
| Susanville       | 137   | KHJQ-FM, KJDX-FM, KSJUE-AM  |
| Taft             | 138   | Daily Midway Driller  |
| Tehachapi        | 139   | KTPI-FM, KZYX-FM  |
| Thousand Oaks    | 140   | KLYF-AM   |
| Thousand Palms   | 141   | KNWT-AM, KXPS-AM  |
| Tri-Cities, WA   | 142   | Campesina Radio Network-KRCW-FM   |
| Truckee          | 143   | KTKE-FM   |
| Twentynine Palms | 144   | Desert Trail, KCDZ-FM   |
| Ukiah            | 145   | KVNE-FM   |
| Ventura          | 146   | KKZZ-AM   |
| Victorville      | 147   | KROY-AM, La Prensa del Mojave   |
| Visalia          | 148   | Campesina Radio Network-KUFW-FM, El Sol   |
| Walnut Creek     | 149   | KKDV-FM, Lamorinda Sun  |
| Wasco-Greenacres | 150   | KERI-AM   |
| Watsonville      | 151   | KOMY-AM   |
| Westminster      | 152   | Ngui Viet Daily News  |
| Whitney          | 153   | KLSQ-AM   |
| Willits          | 154   | KMKX-FM   |
| Winchester       | 155   | KBET-AM   |
| Winton           | 156   | KLOQ-FM   |
| Yreka            | 157   | KNYR-FM, KSYC-AM  |
| Yuba City        | 158   | KUBA-AM, KDGL-FM  |
| Yuma             | 159   | KAWC-AM, Campesina Radio Network-KCEC-FM  |
| (240 Statewide)  |       | California Metro  |
| Statewide        |       | Campesina Radio Network   |



public news service  
NEWS IN THE PUBLIC INTEREST

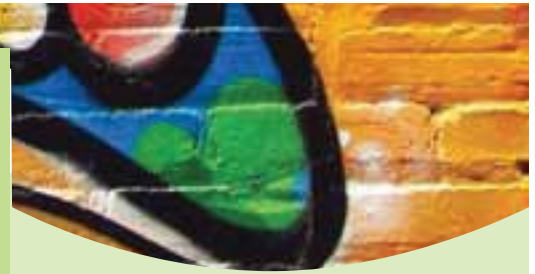
In 2009, California News Service produced 128 English and 51 Spanish news stories, which ran almost 11,000 times on 537 media outlets in California and border states and 816 regionally/nationwide. An average of 61 media outlets broadcast or ran each story in their paper their web page.

"If you haven't got a Public News Service going in your state, there's no better time than now." ☉ "Si en su estado no cuentan con la presencia de Public News Service, éste es el mejor momento para conseguirlo."

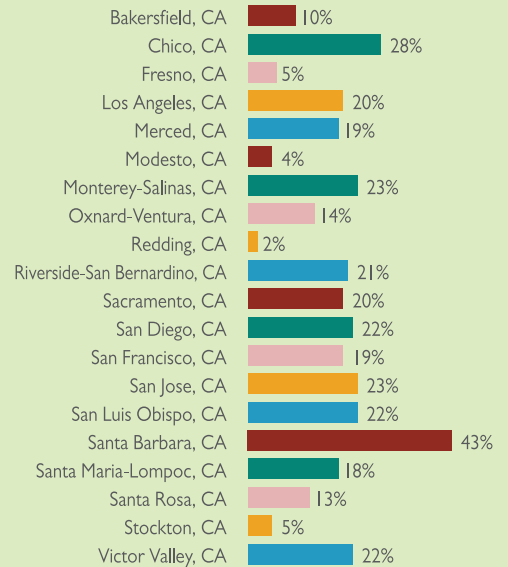
*Rick Wilson, American Friends Service Committee*

"media savvy and expertise on tap at PNS is invaluable... ☉ ...I love reading your stories... ☉ ...truly value our partnership... timely usage analysis...care, professionalism and results...  
**amazing media outlet...** Keep up the good and important work...my very strong recommendation for the Public News Service as it expands."

"PNS es una raya en el agua, dentro del torrente de los medios."



**CANS Market Share Information**

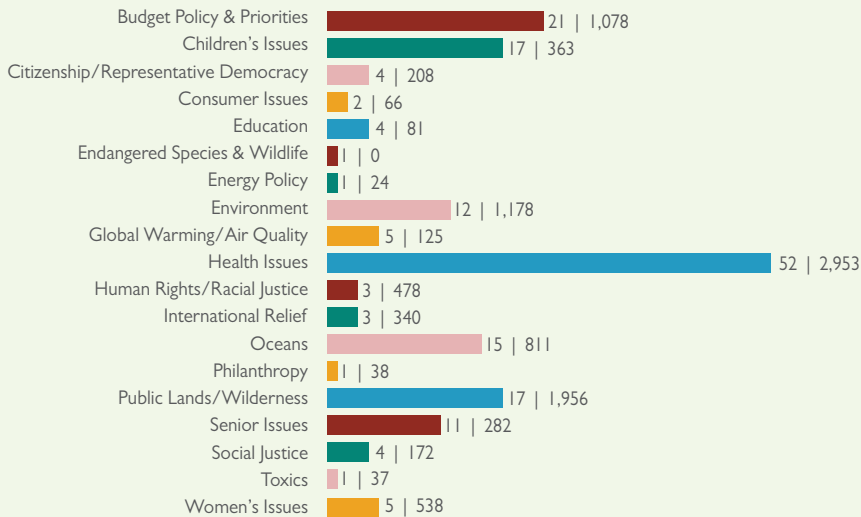


Additionally, 216 stations outside the major markets aired the stories.

**NUMBER OF STORIES | MEDIA OUTLET USAGE\***

**Totals 179 | 10,728**

**STORY BREAKOUT**



**CANS Media Outlet Types**

|                     |            |
|---------------------|------------|
| Print Outlets       | 88         |
| Radio Stations      | 426        |
| Television Stations | 23         |
| <b>Total</b>        | <b>537</b> |

Online — Stories live on 100s of news/bloggers/advocacy sites

