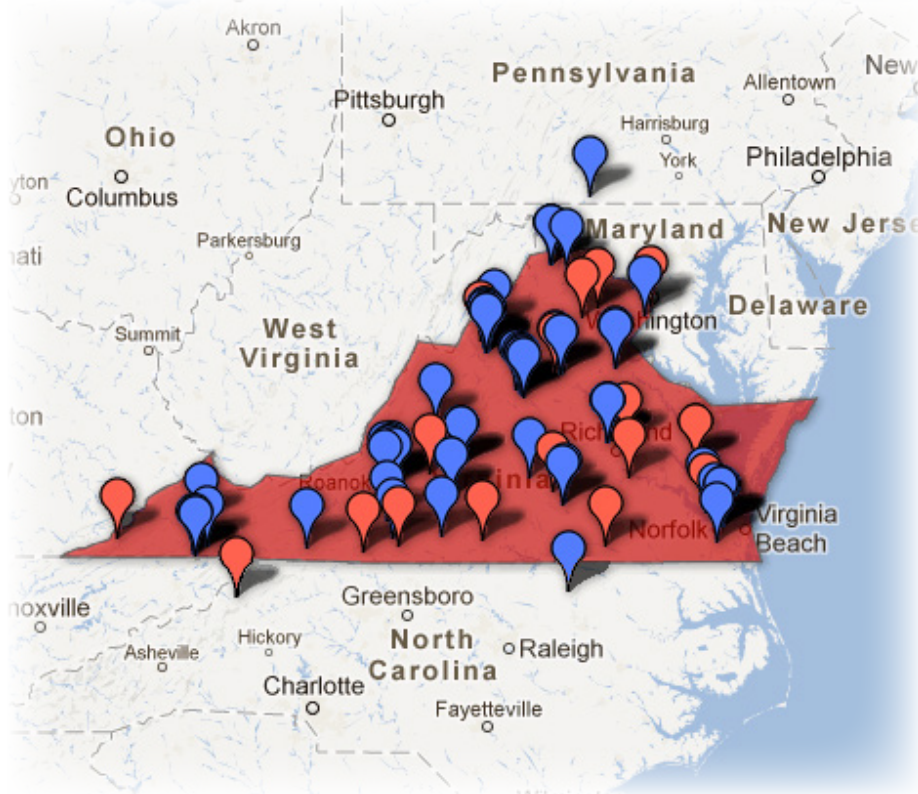


## 2012 Map of Virginia Media Outlet Pickup\*



\*A full list of outlets that picked up VNC can be found in section 8.

**"In the current news landscape, PNS plays a critical role in bringing public-interest stories into communities around the country. We appreciate working with this growing network."**

- Royce Anastasio-Bourke, Senior Communications Manager, Annie E. Casey Foundation

### 1. About Us

### 2. Our Reach

Market Share Graph

Issue Graph

### 3. Why Solution-Focused Journalism Matters (More Than Ever)

### 4. Spanish News and Talk Show Bookings

### 5. Member Benefits

### 6. List of Issues

### 7. PR Needs (SBS)

### 8. Media Outlet List

## 1. About Us

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### What is the Virginia News Connection?

Launched in 2007, the Virginia News Connection is part of a network of independent public interest state-based news services pioneered by Public News Service. Our mission is an informed and engaged citizenry making educated decisions in service to democracy; and our role is to inform, inspire, excite and sometimes reassure people in a constantly changing environment through reporting spans political, geographic and technical divides.

Especially valuable in this turbulent climate for journalism, **currently 93 news outlets in Virginia and neighboring markets regularly pick up and redistribute our stories.** Last year, an average of 16 media outlets used **each** Virginia News Connection story. These include outlets like the Associated Press VA Bureau, Clear Channel VA Affiliates, Field and Stream, Nuevas Raices and The Metro Herald.

### Making a Difference

Our ability to support a vibrant democracy and stay educated on the issues that affect our lives is challenged by increasingly fragmented media with under-resourced newsrooms. The result is not more voices, but more of the same voices - just louder - dominating public dialogue on mainstream media.

**Our solution:** We deliver multi-platform, public interest news to ALL the news outlets in Virginia and border markets: broadcast, print, online and social media. Where we have funding, we also translate and distribute stories to all Spanish-speaking media and offer supporters access to Mainstream Media Projects' talk show booking service and additional media services.

**Across the country, Public News Service is reaching over 24 million people weekly through over 8,000 media outlets.**

The map on the front page shows the media outlets that picked up our stories last year across Virginia. You can see the full list of outlet pickup in Section eight.



## How We Work

Our diverse funding mechanism allows anyone to be a philanthropist. Memberships, gifts and grants help fund our beats. Similar to 'voting' for your favorite program on public broadcasting, there is explicit understanding that all editorial authority rests with PNS.

A regular annual membership contribution provides resources to report on 6-8 stories. We welcome pitches from our supporters and assistance in finding spokespeople and information for timely news stories on the issues they care about. Our job is to cover the issues that matter: supporters are not excluded from being quoted themselves, however any branding opportunity is ancillary and minimal. (For branding needs or campaigning, please check out our PR sister SoundBite Services in Section Seven!)

Our producers generate story ideas and take pitches. Usually all it takes is an email or phone call - news releases are not necessary - and being available by phone for fact-checking once the story is done. Each completed news story (with versions for broadcasters, online, print and podcasts) is sent to media outlets statewide, national networks when appropriate, and members receive a detailed pickup report.



## 2. Our Reach

### 24 Million per Week Through 8,000 Media Outlets...

Now offering “seamless delivery” via legacy, new and digital media, Virginia News Connection content is used at the local and national level by print, radio, TV and online outlets, from local newspapers, community broadcasters and blogs to national networks like Huffington Post, Clear Channel (now known as News Talk Network), CBS, Sirius Satellite Radio and Native Network News. We distribute to 10s of thousands of media outlets and over 8,000 are regularly using our content, reaching individuals and thought-leaders seeking information and solutions.

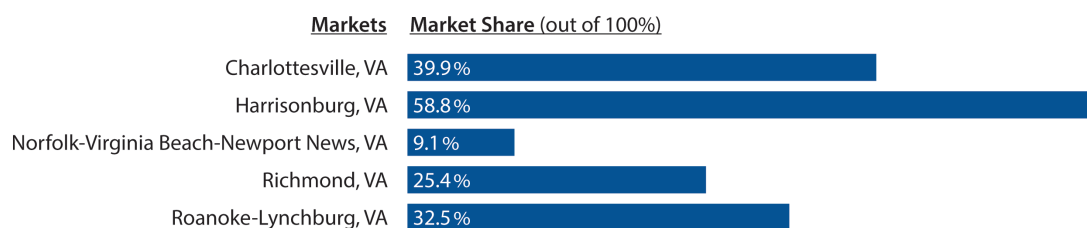
Last year, Virginia News Connection produced 128 news stories, which ran a total of 2,051 on 73 radio stations and 20 print outlets for a **total of 93 media outlets in Virginia and border states and 460 regionally/nationwide.**

About 1/3 of this content was picked up by national networks, like (formerly known as Clear Channel’s) News Talk Network, Sirius, CBS and Native News Network.

Each story was tweeted and shared through other social media channels, reposted on hundreds of websites and together viewed more than 11,500 times on the Public News Service web page alone.

### Market Share Radio Coverage in Virginia

Last year our stories got picked up by a significant share of radio stations in the top media markets of Virginia -- the graph below illustrates the pickup in each market. We would love to get the same great coverage for issues you care about now!



Additionally, **23** outlets use VNC that are outside the media markets ranked by Arbitron.



## The Issues We Cover

The graph below illustrates the coverage of funded issues from last year in Virginia. A well-rounded news service helps ensure the greatest media outlet pickup. Counter to what one might think, the more stories we send out, the more they are all picked up and redistributed.

Issues	Number of Stories	Media Pickup
Animal Welfare	5	87
Budget Policy & Priorities	27	537
Campaign Fin. Reform/Money in Politics	1	10
Children's Issues	3	99
Citizenship/Representative Democracy	2	30
Climate Change/Air Quality	7	62
Consumer Issues	7	146
Domestic Violence/Sexual Assault	6	168
Education	4	89
Energy Policy	11	306
Environment	11	154
Health Issues	18	353
Housing/Homelessness	3	48
Immigrant Issues	4	75
Livable Wages/Working Families	1	21
Media Reform	2	49
Peace	1	3
Poverty Issues	3	162
Public Lands/Wilderness	4	68
Social Justice	5	112
Water	1	23
Youth Issues	2	58

*If you don't see stories on topics you care deeply about...*

that means the funds aren't there yet! See the list of issues that your funding can help support today in Section Six! **Our "orphan issues" do not receive any funding at all - would you consider "adopting" coverage on what is most important to you?**



### 3. Why Solution-Focused Journalism Matters

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#### More Than Ever...

There is a 'new normal' as journalism reinvents itself. Gaining access to the dominant media is increasingly dependent on being able to relate to journalists in time-saving ways.

Often this expertise comes with a hefty price tag, and those with fewer resources have a harder time being heard and taken seriously in the public arena. **In fact, annual spending in the U.S. on PR services (already at \$4 billion) is expected to grow 55 percent (to \$8.3 billion) from 2009 to 2013.**

The public officially owns the airwaves, but the companies that run them sell that airspace, and in general media outlets see any space under their control as "real estate" with financial value. Larger corporations and charitable institutions have the resources to underwrite content in return for branding and advertising. Public broadcasting allows small donors to vote for the specific programs they like. Our model allows anyone to fund, or help fund, independent reporting on any issue.

This is a new model that allows anyone or any organization to be a philanthropist. Our content has to be extremely useful for other outlets to give up their "real estate" for it. Otherwise, you can see below how much they charge for advertising. (There is no way to compare news to advertising, but we don't have any other models to compare to help show the value of our work.)

- a 1/6 page ad in Richmond Times-Dispatch can run \$2,734
- a 30 second radio ad on WKHK-FM can be as much as \$240
- booking a 30 second spot on WWBT-TV (NBC) costs at least \$500
- the average minimum for an Audio News Release (ANR) is \$2,000 to produce and distribute one radio actuality statewide

None of those buys guarantee a reader will flip to the page your ad is on, won't change the radio or television station when they go to commercial, or won't fast forward through the ads with their DVR.

**With news, we're providing a highly valuable product that other journalists and media outlets need. And, as new platforms are created, our content adapts easily and supports the rapidly changing news and information environment.**

Virginia News Connection is an independent public-interest news service and what we do is not advertising or PR, but goes beyond anything that PR can regularly achieve. With news, we're providing a

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 twitter.com/pns\_news  twitter.com/pns\_VA



highly valuable product that other journalists and media outlets need. And, as new platforms are created, our content adapts easily and supports the rapidly changing news and information environment.

Overall, VNC is part of a network reaching over 24 million people weekly through over 8,000 other outlets.



## 4. Spanish News and Talk Show Bookings

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### Llega a la Comunidad Hispana con Noticias y Entrevistas (Spanish Language News and Interviews)

*"Estamos muy emocionados que están haciendo este servicio, Por fin, hemos estado esperando por mucho tiempo." (We are excited you are doing this. We've been waiting a long time.)\**

As the demand for Spanish news content rises, the benefits of our commitment, relationship building and consistent outreach (since 2003) continue to grow. We offer a Spanish language add-on which gives members the option of supporting translation, distribution and tracking of our stories into Spanish, as well as a talk-show booking service in collaboration with Mainstream Media Project.

*"Esto es algo que nuestra comunidad necesita." (This is something our community is really hurting for.)\**

Last year, we produced 215 Spanish stories in 14 different states. Our multi-platform reach ranges from grassroots local community outlets to national networks in the U.S. and Mexico. Some notable major market and national outlets that picked up these stories include: KXOL-FM Los Angeles; KIQI-AM San Francisco; KLTM-TV Telemundo; La Voz Hispanic Newspaper; Radio Bilingue and Notimex - Mexican News Agency, Mexico City. In addition, many of the Spanish stories as well as the scores of interviews on Spanish radio talk show programs triggered even more TV and print coverage.

### Getting Started, So Much More than Just Translation

*"Hoy tengo información sobre los enciendos en los bosques, es todo! Los necesitamos." (Today I have news about the forest fires, and that's it. We could use you.)\**

As a Public News Service supporter, you can add-on a Spanish component. There are two major components to this support. Each story funded by your English membership support will also be produced in Spanish, distributed and tracked. And for your own purposes, you get access to a Spanish-language media coordinator and advisor, who works closely with your organization to help you develop strategies to reach the Spanish-speaking community in your state(s), whether that's booking talk show interviews through a collaboration with Mainstream Media Project, recording PSAs or translations of your own news releases. We can meet you where you are, and help you get to the next level in your outreach to Spanish-speaking communities.

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*"Cada mañana ya usamos el servicio en inglés y podemos usar lo que nos mandes." (We already use your [English] service about every morning and we'd use whatever else you could give us.)\**

As a side benefit, you get additional help identifying and honing the interview skills and confidence of your own Spanish-speaking experts.

With the editorial add-on, each story is not just translated word for word (which can lead to misunderstanding), but created to flow directly to those that speak Spanish as their first language and carry an authentic message across the language barrier. And the best part is that you are free to then take that translation and use it any way you want!

*"Este servicio nos dará otra voz y otra dimensión a nuestra estación." (It would give us another voice and add another dimension to our station.)\**

### **Distribution that Matters**

We have worked hard to build and maintain relationships with Spanish-speaking outlets in your state, and our distribution system is constantly evolving and growing. While we can't guarantee pick-up, we can guarantee that each story will be seen by all the Spanish outlets in Virginia, and our usage steadily grows as we offer more content and continue to nurture relationships with other media outlets.

### **Tracking You Can Count On**

Utilizing the same tracking system that we use throughout Public News Service, we can accurately track and report on how well each story does. This gives you the accountability that builds your own credibility with your board, ED, or anyone interested in how well your issues are being covered!

### **Talk Show Bookings - "The Long Tail"**

Thanks to a very special partnership with the Mainstream Media Project, our supporters may also take advantage of a reduced price for their talk-show booking service for your Spanish speaking spokespeople. These bookings have historically resulted in excellent continued media coverage. Here's an example: our MMP coordinator booked a member on a local radio talk show in Nevada. This triggered another interview on a local TV news program in Las Vegas, which then inspired another journalist who published an article quoting the speaker in a local Spanish-language newspaper.

Another great example: one interview from a booking in Washington State earned the member pick up by Radio Bilingüe, which airs on over



a hundred radio stations in Spanish in the U.S. and Latin American countries. For more information on our partnership, please visit [www.mainstream-media.net](http://www.mainstream-media.net).

### One-Off Translations

Don't want the full add-on? In special circumstances, we are happy to offer one-off translations of stories (in certain states) for those that have a single story that needs translation and distribution.

### What are you waiting for?

If you want to increase your news, interviews and outreach to the Spanish-speaking community, we don't know of an easier or more cost-effective way! **Contact us to find out how to fund Spanish news coverage in your state!**

*\*Comentarios a través de los medios de comunicación españoles  
(Comments throughout from Spanish media outlets)*



## 5. Member Benefits

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### Pioneers in Our Field

Public News Service pioneered the first member-supported independent news service model in the commercial space and we are constantly innovating and finding new ways to add benefit to all that we offer our supporters. The list is constantly growing - please check out the latest benefits below!

### Membership Benefit Review Webinar

We encourage you to make the most of your membership, and our webinar will help you keep abreast of all the newest reports, latest ways to get the greatest pickup for your issues, and best practices for members. It is also an excellent opportunity to be able to ask one-on-one questions of our regional producers and outreach staff.

### Spanish translation, distribution, and talk show booking

This is an easy and very effective add-on to your membership that can help broaden your reach and widen your audience numbers! See Section Four for more details.

### Free PNS RSS Widget for your site

This customizable widget (an example can be seen to the left of this page), can be put on any page of your site. It provides a constantly updating stream of stories with issues you choose from any geographic region you select. This widget is easy to add and perfect for any site, from improving an active website to a fairly quiet and low-content site that you are looking to enhance without much effort or expense. This is especially ideal for those of you with "recent events/news/media" sections on your website.

Our widgets look very professional, they are never out of date, and take no work from you after the initial effort to get the code on your site. It's a great way to keep your community aware of the exciting developments on issues you care about.

### Discounts on leadership trainings

Our sister non-profit, Media in the Public Interest, provides strategic communications, both live and virtual, to Public News Service members and other NGOs around the country. Here are some samples:

- MPI's "Ask A Reporter" training is a popular one-hour briefing and Q&A with Public News Service's top producers who provide honest and informed feedback on your toughest media questions.



- “Communicating Across Divides: Building Bridges With Polar Opposites” is MPI’s groundbreaking strategic communications training that helps show you how to “get through” and creatively problem-solve among those with very different opinions.

With facilitators Eric Haas (formerly with Rockridge Institute) and Patty Beach (protégé of Barry Johnson, creator of Polarity Thinking & Management), the training allows organizations as well as individuals to become “multi-lingual” across worldviews, enabling people to get beyond their base and build consensus for progress and solutions—something especially valuable for those working on divisive issues. Nonprofit leaders leave the training with **solid tools to better navigate polarities they often face and therefore better equipped to mobilize public opinion and promote positive policy outcomes.**

Public News Service members **receive significantly discounted registration rates**, so keep your eyes open for training offerings in the future and sign up!

### Discounts on PR packages

Need a little straight-up PR or 501c4 work? Want to put out a story in a state where we have not yet launched? SoundBite Services may be the resource you’re looking for - and PNS supporters get a 50% discount. Check out our PR Needs section to find out more!



## 6. List of Issues

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At different times we've received support to cover the following issues. This list is not comprehensive, but shows what we could be doing in Virginia. If you don't see stories on topics you care deeply about, we welcome your additions -- **join the Virginia News Connection now to make sure issues you care about are covered!**

Alcohol & Drug Abuse Prevention	HIV/AIDS Prevention
Animal Welfare	Housing/Homelessness
Arts and Culture	Human Rights/Racial Justice
Budget Policy & Priorities	Hunger/Food/Nutrition
Campaign Finance Reform/ Money in Politics	Immigrant Issues
Census	International Relief
Children's Issues	Livable Wages/Working Families
Citizenship/Representative Democracy	Media Reform
Civil Rights	Mental Health
Climate Change/Air Quality	Native American Issues
Community Issues	Nuclear Waste
Consumer Issues	Oceans
Criminal Justice	Peace
Cultural Resources	Philanthropy
Disabilities	Poverty Issues
Domestic Violence/Sexual Assault	Public Lands/Wilderness
Early Childhood Education	Rural/Farming
Education	Salmon Recovery
Endangered Species & Wildlife	Senior Issues
Energy Policy	Smoking Prevention
Environment	Social Justice
Environmental Justice	Sustainable Agriculture
Family/Father Issues	Teen Pregnancy Prevention
GLBTQ Issues	Toxics
Gun Violence Prevention	Urban Planning/Transportation
Health Issues	Waste Reduction/Recycling
	Water
	Welfare Reform
	Women's Issues
	Youth Issues



## 7. PR, Policy and Political Needs (SBS)

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### A New Kind of PR

Our sister PR company SoundBite Services (SBS) offers additional options to address all of your advocacy and/or campaign needs. Plus, even though SBS rates are below market, all profits go to support Public News Service -- a "win-win-win."

- **Packages for every budget** -- whether it is a single **press release, Video News Release, Audio News Release, PSA** or any element for your ongoing campaign -- comparing cost and audience reach, SBS is more cost-effective than an ad-buy!
- **Distribution targeted anywhere in the country** -- nationally or down to the **city or district** -- your message can be shared nationwide to large and small media outlets.
- **SBS clients have full control of the editorial process**, and can produce as little or as much of the content as they desire.

### Public News Service Member Discounts

Your Public News Service membership gets you **deep discounts off market rates** on SoundBite Services stories not available to anyone else. SoundBite Services takes the network, knowledge, and high quality standards you know and love with Public News Service, and puts them to work to promote that one-time event, or an on-going campaign.

Interested? Talk to our outreach team to find out how you can add a SoundBite package to your membership! Email [outreach@publicnewsservice.org](mailto:outreach@publicnewsservice.org), or call 888-891-9416.



## 8. Media Outlet List

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Here are the media outlets that ran Virginia News Connection stories last year. Note: This does not include all the websites which have widgets or picked up VNC stories from public websites where we cannot track where the stories end up -- just the number of downloads from our password-protected media outlets' website.

<u>Media Outlet</u>	<u>Location</u>
Appalachian Voice	Boone, NC
Asian Fortune	Haymarket, VA
Bedford Bulletin	Bedford, VA
Crewe-Burkeville Journal	Crewe, VA
Enterprise, The	Stuart, VA
Fauquier Citizen	Warrenton, VA
Gazette Virginian	South Boston, VA
Glo-Quips	Gloucester, VA
Gloucester-Mathews Gazette-Journal	Gloucester, VA
Goochland Gazette	Goochland, VA
Hampton Roads Voice, The	Newport News, VA
Hopewell News	Hopewell, VA
Independent-Messenger	Emporia, VA
Martinsville Bulletin	Martinsville, VA
Metro Herald, The	Alexandria, VA
Nuevas Raices	Harrisonburg, VA
Orange County Review	Orange, VA
Powell Valley News	Pennington Gap, VA
WACL-FM	Elkton, VA
WAEZ-FM	Greeneville, TN
WAZR-FM	Woodstock, VA
WBBC-FM	Blackstone, VA
WBHB-FM	Bridgewater, VA
WBQB-FM	Fredericksburg, VA
WBRF-FM	Galax, VA
WBTJ-FM	Richmond, VA
WBTX-AM	Broadway, VA
WCNR-FM	Keswick, VA
WCVA-AM	Culpeper, VA
WCYK-FM	Staunton, VA
WFFC-FM	Ferrum, VA
WFHG-AM	Bristol, VA
WFHG-FM	Abingdon, VA
WFIR-AM	Roanoke, VA
WFOS-FM	Chesapeake, VA

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**Media Outlet****City, State**

WFVA-AM	Fredericksburg, VA
WHBG-AM	Harrisonburg, VA
WHRV-FM	Norfolk, VA
WINA-AM	Charlottesville, VA
WINC-AM	Winchester, VA
WINC-FM	Winchester, VA
WJCD-FM	Windsor, VA
WJDV-FM	Broadway, VA
WJJJ-AM	Roanoke, VA
WJMA-FM	Culpeper, VA
WKBY-AM	Chatham, VA
WKCY-AM	Harrisonburg, VA
WKCY-FM	Harrisonburg, VA
WKDE-AM	Altavista, VA
WKDE-FM	Altavista, VA
WKLV-AM	Blackstone, VA
WLEQ-FM	Bedford, VA
WLNI-FM	Lynchburg, VA
WLRV-AM	Lebanon, VA
WLTK-FM	New Market, VA
WMRA-FM	Harrisonburg, VA
WMRL-FM	Lexington, VA
WMRY-FM	Crozet, VA
WNRN-FM	Charlottesville, VA
WOWI-FM	Norfolk, VA
WQMZ-FM	Charlottesville, VA
WQPO-FM	Harrisonburg, VA
WRNL-AM	Richmond, VA
WRVA-AM	Richmond, VA
WRVQ-FM	Richmond, VA
WRXL-FM	Richmond, VA
WSLQ-FM	Roanoke, VA
WSVA-AM	Harrisonburg, VA
WSVY-AM	Norfolk, VA
WSVY-FM	Norfolk, VA
WTJU-FM	Charlottesville, VA
WTVR-FM	Richmond, VA
WTZR-FM	Elizabethton, TN
WVAO-FM	Charlottesville, VA
WVAX-AM	Charlottesville, VA
WVBE-FM	Lynchburg, VA
WVCV-AM	Orange, VA
WVHL-FM	Farmville, VA

*(continued)*

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**Media Outlet**

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WVTU-FM  
WWRE-FM  
WWRT-FM  
WWWV-FM  
WXBQ-FM  
WXLK-FM  
WZBB-FM  
WZRU-FM  
WZZI-FM  
WZZU-FM

**City, State**

Roanoke, VA  
Charlottesville, VA  
Berryville, VA  
Strasburg, VA  
Charlottesville, VA  
Bristol, TN  
Roanoke, VA  
Stanleytown, VA  
Roanoke Rapids, NC  
Vinton, VA  
Lynchburg, VA

