





real issues. **real people.** real communication.

creative
COMMUNICATIONS

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Northern Rockies News Service
49 stations aired NRNS stories



Iowa News Service
109 stations aired INS stories



Minnesota News Connection
133 stations aired MNC stories



Big Sky Connection
34 stations aired BSC stories

A New Approach

Creative Communications, *inc.* (CC*i*) products tap into the changes going on in the media in order to influence public discussion on key social, community and environmental issues. We specialize in turning issues into news. Our work complements our clients' ongoing efforts to get earned media and can be used in conjunction with paid media.

We have pioneered the use of statewide news services concentrating on the issues of progressive non-profits. By the end of 2000, Creative Communications was managing eight independent radio services, and had launched a televisionpilot in Idaho. The Iowa News Service started in January; and in October, the Big Sky Connection began in Montana. In each state, a seasoned journalist produces the news stories supervised by CC*i*'s managing editor. The success of each of these Services can be seen in the following pages.

A year of results

"49% of Americans listened to radio yesterday," according to the Pew Research Center. And over the course of the year, CC*i* staff produced more than 1,300 stories on progressive issues. These stories were picked up by over 643 radio stations, and conservatively aired more than 26,600 times—more than double the figures for 1999. That means the stories were heard millions of times throughout the Northwest and Midwest.

To reach the 64% "that regularly watch local TV news," mid-year we started a service for television. This has proven an exceedingly cost-effective way to get airplay for Idaho stories on



Prairie News Service
70 stations aired PNS stories



Oregon News Service
99 stations aired ONS stories



Greater Dakota News Service
74 stations aired GDNS stories



Washington News Service
75 stations aired WNS stories

local news shows across the state. Thus far assignment editors have been extremely grateful for the stories and contacts provided in their communities.

The Issues

Each news service gives voice to issues that connect directly to real people living in real communities. The stories examine the effects of policy on areas that often receive too little coverage. The stories are tied to local and national headlines of the day; the range of issues covered depends on the groups that participate in each state.

In 2000, coverage was heaviest on diversity/human rights, the environment, economic justice, children's issues, education, rural/farm, health, salmon recovery, smoking prevention and criminal justice. The role of money in politics was an underlying theme throughout. The state-by-state pages which follow highlight how the specific issues played out. Where an issue covered several states—such as salmon recovery—regional groups coordinated messages and stories with multiple services resulting in significant coverage throughout the area.

The Future

In today's fluid media market, we provide material for existing channels of distribution but keep our eyes on the horizon and look for new opportunities where progressive dialogue can flourish. We continually refine and enhance the existing Services while developing new media products on behalf of the public interest community. In addition, we welcome partnering with non-profits to establish news services in additional states.



Idaho Broadcasters—

"It generally offers an alternative view on issues and some very good soundbites we wouldn't ordinarily have."

"Over the past several months, we've found the Northern Rockies News Service especially helpful—the television readers are just right for broadcast and the contact information provided has helped in obtaining additional comments and video for packaged stories."

"It's been a year of discovery and education for me working with so many diverse groups on issues so close to my heart. It's been really satisfying to see that our stories do make a difference."

—Deb Courson, NRNS Producer

"We used the TV service to get out the word about our proposal for using part of the budget surplus. I got immediate inquiries from two Boise stations who wanted to feature our plan during their public affairs segments!"

—Kathy Pavesic, Idaho Headstart

"In this conservative state, the need for diverse voices is critical to shaping public understanding of our issues. The news service gives us a valuable tool to enter into and help balance the debate."

—Jim Hansen, United Vision for Idaho

idaho radio and television coverage



Radio and Television stations that played NRNS stories in 2000

1. KBOI, KQFC (2) Boise
2. KBSU, KBSW (2) Boise
3. KIDO (1) Boise
4. KXLY AM/FM (2) Coeur D' Alene
5. KVNI, KHTQ (2) Coeur D'Alene
6. KID AM/FM (2) Idaho Falls
7. KUPI AM/FM (2) Idaho Falls
8. KECH, KSKI (2) Ketchum
9. KATW (2) Lewiston
10. KOZE AM/FM, KLER, KORT (4) Lewiston
11. KSRV, KCID AM/FM (3) Ontario
12. KSEI, KMGI (2) Pocatello
13. KWIK, KLLP, KPKY (3) Pocatello
14. KADQ 94 (1) Rexberg
15. KRCK (1) Rexberg
16. KSPT, KPND (2) Sandpoint
17. KGA, KDRK,KEYF AM/FM (4) Spokane
18. KPBX, KSFC (2) Spokane
19. KEZJ, KLIX AM/FM (3) Twin Falls
20. KLIX AM/FM, KEZJ (3) Twin Falls
21. KTFI, KIXX, KIJZ (3) Twin Falls
22. KWAL (1) Wallace
23. KBCI Channel 2 (CBS) Boise
24. KIVI Channel 6 (ABC) Nampa-Boise
25. KTVB Channel 7 (NBC) Boise
26. KTRV Fox 12 (FOX) Nampa
27. KPVI Channel 6 (NBC) Pocatello
28. KMVT Channel 11 (CBS) Twin Falls
29. KIFI Channel 8 (ABC) Idaho Falls-Pocatello
30. Klew Channel 3 (CBS) Lewiston

For more information contact Lark Corbeil 208-342-8213 or Jim Hansen 208-331-7028

Story Breakout	Number of radio/television stories	Station Airings
Devolution/Poverty/Livable Wages	18/3	248
Diversity/Human Rights	19	246
Budget Policy & Priorities	15/2	244
Environmental, General	18/2	242
Women's Issues	16	220
Salmon Recovery	16/1	214
Education	13/3	196
Children's Issues	13/1	187
Nuclear Waste	14/1	186
Farmworker Minimum Wage Campaign	15/2	182
Forestry	11	177
Campaign Finance Reform/Money in Politics	11/2	165
Water	10/2	163
Land Use/Transportation	11/1	160
Rural/Farm Issues	11/2	147
Social, General	8/5	141
Disability Issues	9/2	130
Corporate Accountability	7/1	75
Labor	6/2	74
Health Policy	3/1	41
Deregulation	3	25
TOTALS	**247/32**	**3,463**

iowa news service



Iowa broadcasters—

"The range of issues is good, it's easy to use...not fluff."

"Good stories that are easy to use with a local spin."

"It's convenient, easy to use and the topics are timely."

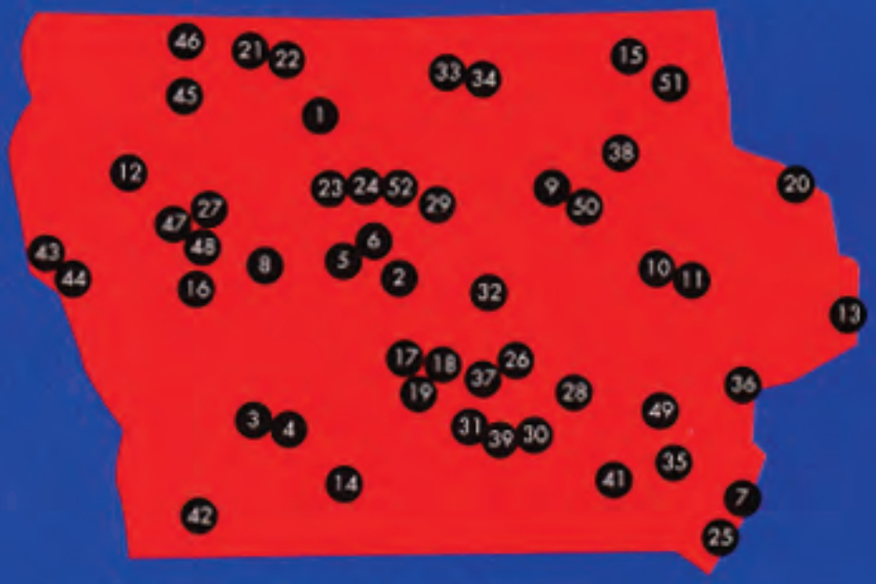
"I am entering my 28th year in broadcasting. Working as a producer for the Iowa News Service has given me a unique insight—it provides the means for stories to be heard that would otherwise be untold."

—Dick Layman, INS producer

"More than just increasing the coverage of our organizations and our issues, the goal has been to change the broader context in which our issues are covered. The more groups participating, the more issues we are covering, the more times we are emphasizing these core messages—the more successful we will be at countering the dominant media framework."

—Rick Kozin, Iowa Citizen Action Network

radio coverage



Radio stations that played INS stories in 2000

1. KLGA AM/FM (2) Algona
2. KASI, KCCQ (2) Ames
3. KJAN (1) Atlantic
4. KSOM (1) Atlantic
5. KRKQ (1) Boone
6. KWBG (1) Boone
7. KBUR, KBKB AM/FM, KGRS (4) Burlington
8. KCIM, KIKD, KKRL (3) Carroll
9. KCNZ, KDNZ (2) Cedar Falls
10. KMRY RADIO (1) Cedar Rapids
11. WMT (2) Cedar Rapids
12. KCHE AM/FM (2) Cherokee
13. KCLN, KZEG (2) Clinton
14. KSIB, KITR (2) Creston
15. KDEC AM/FM (2) Decorah
16. KDSN AM/FM (2) Denison
17. KLYF (1) Des Moines
18. KWKY (1) Des Moines
19. WHO (4) Des Moines
20. WDBQ AM/FM, KLYV, KXGE, WJOD (5) Dubuque
21. KMCD, KIIK (2) Estherville
22. KILR AM/FM (2) Estherville
23. KWMT, KKEZ (2) Fort Dodge
24. KBKB AM/FM (2) Fort Madison
25. KVFD, KUEL (2) Ft. Dodge
26. KGRN (1) Grinnell
27. KIDA (1) Ida Grove
28. KXIC (2) Iowa City
29. KIFG AM/FM (2) Iowa Falls
30. KOKX AM/FM (2) Keokuk
31. KNIA, KRLS (2) Knoxville
32. KFJB, KXIA (2) Marshalltown
33. KGLO (3) Mason City
34. KLSS (3) Mason City
35. KILJ AM/FM (2) Mount Pleasant
36. KWPC (1) Muscatine
37. KCOB AM/FM, KRTI (3) Newton
38. KOEL AM/FM, KCRR, KKCV (4) Oelwein
39. KBOE AM/FM (2) Oskaloosa
40. KBIZ RADIO (1) Ottumwa
41. KKSI, KRKN (2) Ottumwa
42. KMA, KYBZ (2) Shenandoah
43. KMNS, KGLI, KSEZ, KSFT, KWSL (5) Sioux City
44. KSEZ (1) Sioux City
45. KEMB (1) Spencer
46. KUOO, KUQQ (2) Spirit Lake
47. KAYL AM/FM (2) Storm Lake
48. KKIA (1) Storm Lake
49. KCII AM/FM (2) Washington
50. KXEL, KFMW, KOKZ, KWLO (4) Waterloo
51. KNEI AM/FM (2) Waukon
52. KQWC AM/FM (2) Webster City

For more information contact Rick Kozin 515-277-5077 or rickk@iowacan.org

Story Breakout	Number of Stories	Station Airings
Environment	26	687
Children & Families	23	568
Rural/Farm Issues	22	564
Health	21	491
Labor/Working Families	15	377
Deregulation/Energy	11	294
Conservation	11	279
Disabilities	7	145
Campaign Finance Reform	2	53
TOTALS	**137**	**3,458**



Minnesota broadcasters—

"It provides good access to sources that might otherwise be overlooked, it's always great for a different voice."

"Relevant, very easy to use and helps me greatly with my limited time. Keep up the great work!"

"It provides us with stories that we may not think of and helps round out our newscast with high quality material."

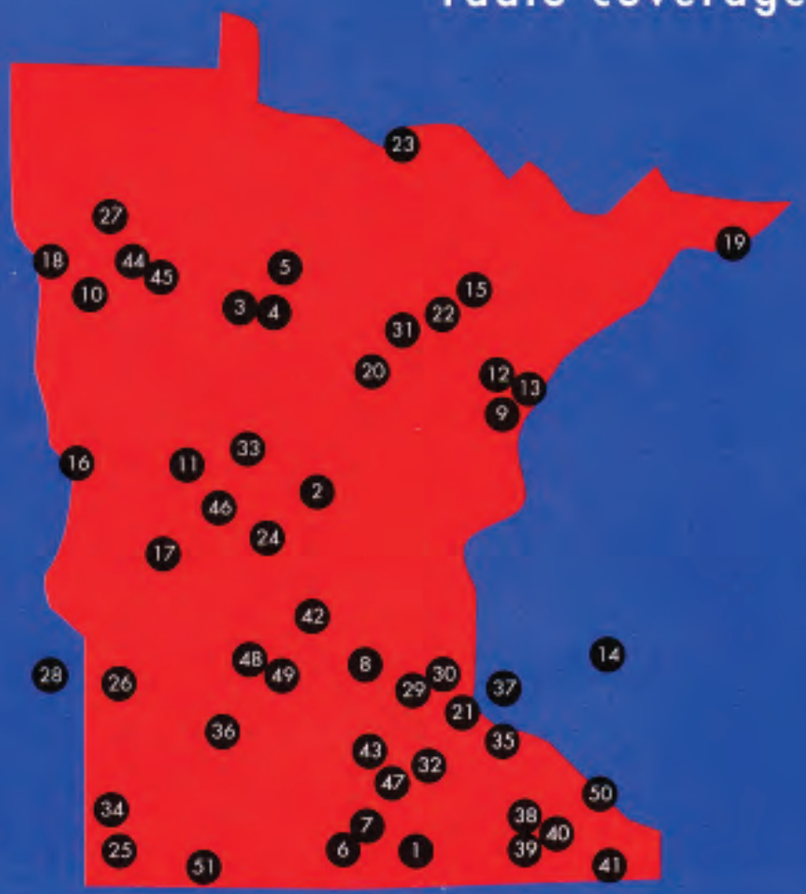
"...this is true enterprise radio journalism. We regularly dig up stories or find angles that give the events of the day perspective and context. It is credible, it is respected, and it makes a difference."

—Jim Wichner, MNC Producer

"This is the best public relations return on investment we could ever hope for. This service gives us consistent statewide message delivery that we can't get on our own."

—Jim Koppel, Children's Defense Fund-MN

radio coverage



Radio stations that played MNC stories in 2000

1. KATE, KCPI (2) Albert Lee
2. WWWI AM (1) Baxter
3. KBSB (1) Bemidji
4. KKBJ AM/FM, WBJI (3) Bemidji
5. WBJI, KKBJ AM/FM (3) Blackduck
6. KBEW AM/FM (2) Blue Earth
7. KJLY (10) Blue Earth
8. KRWC AM (1) Buffalo
9. WKLK AM/FM, KBFH (3) Cloquet
10. KROX (1) Crookston
11. KDLM, KBOT (2) Detroit Lakes
12. KDNW, KDNI (2) Duluth
13. WBEC, KKCB, KLDJ, KUSZ (4) Duluth
14. WBIZ (1) Eau Claire, WI
15. WEVE, KRBT (2) Eveleth
16. WDAY (1) Fargo
17. KBRF, KJJK AM/FM, KPRW, KZCR (5) Fergus Falls
18. KNOX AM/FM, KYCK (3) Grand Forks
19. WTIP (1) Grand Maris
20. KAXE (1) Grand Rapids
21. KDWA (1) Hastings
22. WMFG AM/FM, KMFG (3) Hibbing
23. KGHS, KSDM (2) International Falls
24. KEYL, KXDL (2) Long Prairie
25. KQAD, KLQL (2) Luverne
26. KLQP-FM (1) Madison
27. KMHL, KARL, KARZ, KKCK (4) Marshall
28. KMSD, KPHR, KDIO (3) Milbank
29. KBEM (1) Minneapolis
30. KFAI AM/FM (2) Minneapolis
31. WNMT, WNFG, WTBX, WUSZ, WMFG, KMFG (6) Nashwauk
32. KYMN (1) Northfield
33. KPRM, KDKK, KBKK, KQKK, KSKK, KXKK (6) Park Rapids
34. KLOH, KISD, KLOH (3) Pipestone
35. KCUE, KWNG (2) Red Wing
36. KLGR AM/FM (2) Redwood Falls
37. WEVR AM/FM (2) River Falls, WI
38. KDIO, KMSD, KPHR (3) Rochester
39. KOLM, KLCX, KWWK (3) Rochester
40. KRCH, KWEB (2) Rochester
41. KQYB, KHME, KNEI AM/FM, KSFE, KVIK (6) Spring Grove
42. KCLD, KCML, KNSI, KZPK (4) St. Cloud
43. KRBI AM/FM (2) St. Peter
44. KKAQ AM/FM (2) Thief River Falls
45. KTRF, KKXL AM/FM (3) Thief River Falls
46. KWAD, KNSP, KKWS (3) Wadena
47. KOWO, KRUE (2) Waseca
48. KDJS AM/FM (2) Willmar
49. KWLM, KQRC, KOLD (3) Willmar
50. KAGE, KWND, KWNO (3) Winona
51. KWOA AM/FM, KITN (3) Worthington

For more information contact Jim Kappel or Minh Ta 651-227-6121

Story Breakout	Number of Stories	Station Airings
Children's Issues	25	894
Health Issues	21	650
Livable Wages/Poverty	16	568
Energy Policy	14	542
Food/Nutrition	11	458
Human Rights/Diversity	15	371
Welfare Reform	9	297
Community Issues	7	285
Housing Issues	8	231
Elderly/Aging Issues	6	205
Environment	6	201
Consumer Issues	4	180
Disabilities	6	177
Money in Politics	5	151
Women's Issues	3	86
TOTALS	**156**	**5,296**

big sky connection



Montana Broadcasters—

"Big Sky Connection complements our broadcasts since it offers news that would likely be overlooked by conventional networks and wire services."

"There is such a need to maintain some balance in the news. Big Sky Connection covers the stories that need covering. I like the quality of what is coming out, how it's written and how it's formatted."

"I really really appreciate the Big Sky Connection—we have been using it and it's a great addition to our news show. Thanks again."

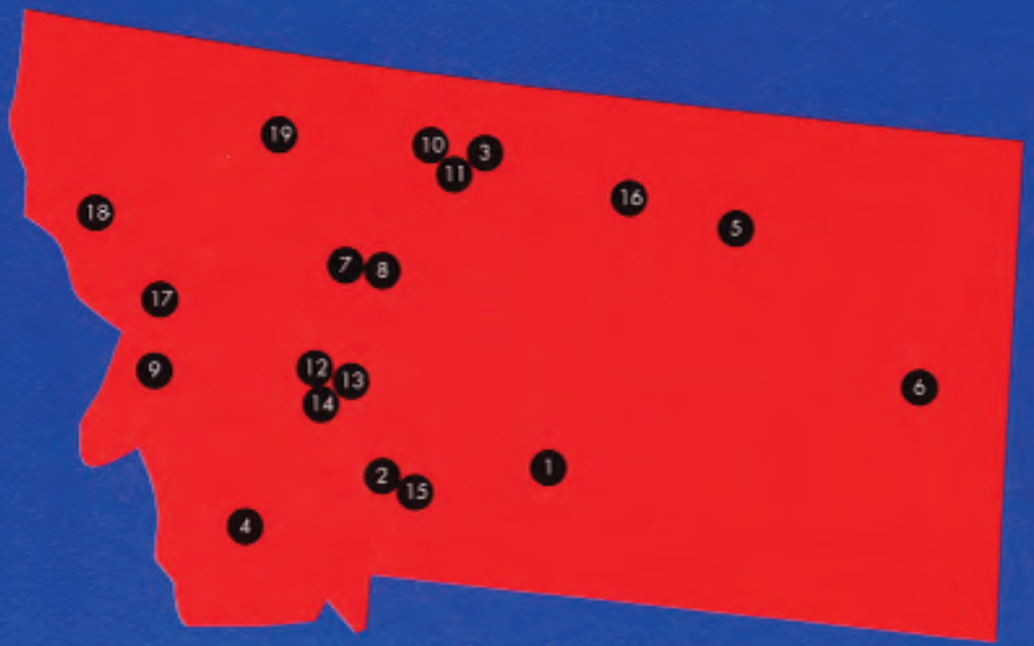
"Since many non-profits can't afford the six- and seven-figure salaries reaped by corporate media consultants, pro-public viewpoints are often omitted or underrepresented. The Big Sky Connection helps bridge this gap by making sure the public interest is represented in professional news stories."

—Paul Richards, BSC Producer

"We haven't been up and running that long but folks are already telling me they're hearing the stories on the radio in rural communities, and we know they're playing in the larger towns where more of our groups' membership is...I'd say the early returns look great!"

—Judy Smith, Women's Opportunity and Resource Development

montana radio coverage



Radio stations that played BSC stories in 2000

1. KBLG, KRZN, KRKX, KYYA (4) Billings
2. KMMS AM/FM, KSKY (3) Bozeman
3. KRYK (1) Chinook
4. KDBM, KBEV (2) Dillon
5. KLTZ AM/KLAN FM (2) Glasgow
6. KXGN, KDZN (2) Glendive
7. KMON AM/FM KLFM (3) Great Falls
8. KGFC (1) Great Falls
9. KLYQ (1) Hamilton
10. KOJM, KPQX, KRYK (3) Havre
11. KXEI (1) Havre
12. KBLL AM/FM (2) Helena
13. KMTX (1) Helena
14. KVCM (1) Helena
15. KXLB (1) Livingston
16. KMMR (1) Malta
17. KGVO, KLCY, KYSS, KBAZ (3) Missoula
18. KPLG (1) Plains
19. KSEN AM KZIN FM (2) Shelby

For more information contact Judy Smith 406-543-3550 or jlswift@pwi.net

Story Breakout	Number of Stories	Station Airings
Low Income and Economic Justice	4	39
Hunger and Food Consumption	2	28
Campaign Finance Reform	3	27
Women's Issues	2	23
Health Care	3	21
Human Rights/Diversity	2	18
Agriculture and Food Production	3	17
Endangered Species and Wildlife	2	17
Children's Issues	2	16
Air Quality	1	14
Mining/Mining Wastes/Reclamation	1	10
Employment and Wages	1	9
Arts and Culture	1	8
Community Issues	1	7
Roadless Lands and Wilderness	1	7
Water	1	3
TOTALS	**30**	**264**

prairie news service



North Dakota broadcasters—

"Easy to use, informative and it saves me time."

"I like everything about the service—timely, relevant."

"It's easy to use and the issues are pertinent, the only problem is that the competition also uses it!"

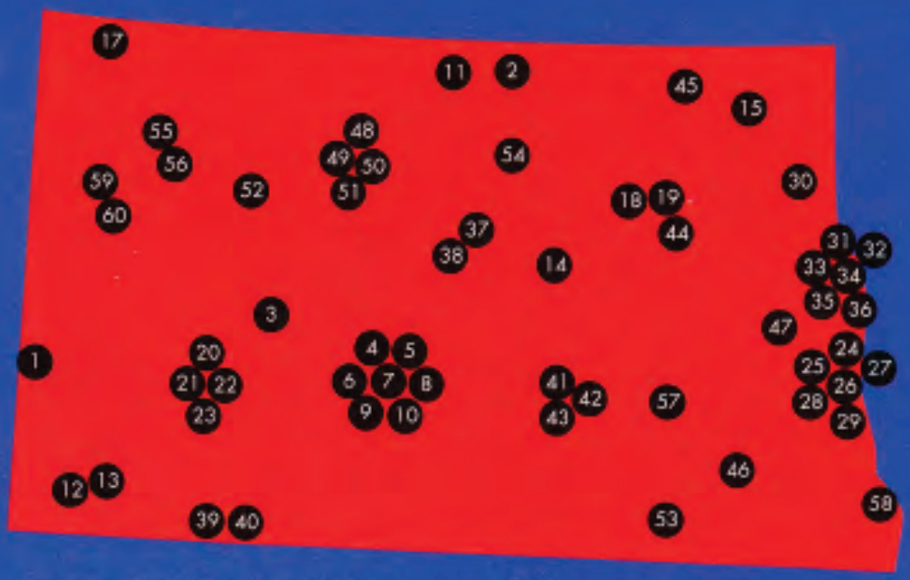
"It's been a real treat to work with grassroots activists from across the state. Our stories cover issues and public interest points of view that otherwise would rarely make it into mainstream media."

—Skip Wood, PNS Producer

"It's resulted in great coverage of important information from participating groups in a way that we have not seen before. The connections among the groups and the issues keep getting stronger as more stories are done."

—Dan Morrison, North Dakota Progressive Coalition

north dakota radio coverage



Radio stations that played PNS stories in 2000

1. NDPR (1) Beach
2. KEYA (1) Bellcourt
3. KHOL (1) Beulah
4. KFYR (1) Bismarck
5. KLXX, KKCT, KBYZ (3) Bismarck
6. NDPR (1) Bismarck
7. KSSS (1) Bismarck
8. KMBR (1) Bismarck
9. KQDY (1) Bismarck
10. KNDR (1) Bismarck
11. KBTO (1) Bottineau
12. KPOK (1) Bowman
13. NDPR (1) Bowman
14. KDAK (1) Carrington
15. KAUJ (1) Cavalier
16. NDPR (1) Crary
17. NDPR (1) Crosby
18. KDLR, KDVL (2) Devils Lake
19. NDPR (1) Devils Lake
20. KLTC, KCAD, KZRX (3) Dickinson
21. KRRB (1) Dickinson
22. NDPR (1) Dickinson
23. KDIX (1) Dickinson
24. KFNW AM (1) Fargo
25. KVMI (1) Fargo
26. WDAY (1) Fargo
27. NDPR (1) Fargo
28. KLTA (1) Fargo
29. KPFX (1) Fargo
30. KXPO (1) Grafton
31. KKXL (1) Grand Forks
32. KNOX AM/FM, KYCK (3) Grand Forks
33. KMBR (1) Bismark
34. NDPR (1) Grand Forks
35. KCNN (1) Grand Forks
36. KYCK (1) Grand Forks
37. KHND (1) Harvey
38. NDPR (1) Harvey
39. KNDC (1) Hettinger
40. NDPR (1) Hettinger
41. KQDJ, KYGT, KYNU (3) Jamestown
42. NDPR (1) Jamestown
43. KSJB (1) Jamestown
44. NDPR (1) Lakota
45. KNDK (1) Langdon
46. KQLX AM/FM (2) Lisbon
47. KMAV AM/FM (2) Mayville
48. KCJB (1) Minot
49. KHRT (1) Minot
50. KRRZ (1) Minot
51. NDPR (1) Minot
52. KMHA (1) Newtown
53. KDDR (1) Oakes
54. KZZJ (1) Rugby
55. KTGO (1) Tioga
56. NDPR (1) Tioga
57. KOVC (1) Valley City
58. KBMW (1) Wahpeton
59. KEYZ AM (1) Williston
60. NDPR (1) Williston

For more information contact Don Morrison at 701-224-8090 or NoDakPC@aol.com

Story Breakout	Number of Stories	Station Airings
Rural/Farm	23	1011
Social and Economic Justice	19	851
Labor/Working Families	18	701
Environment	14	565
Mental Health	11	467
Health Policy	9	396
Education	8	345
Children's Issues	8	310
Energy Policy	6	227
TOTALS	**116**	**4,873**

oregon news service



Oregon broadcasters—

"It may be a little left but I love it because it makes my job easier."

"The stories are perfect for our newsroom, we use it on a daily basis."

"The variety and timeliness of the stories are appreciated. We read the stories all the time, even thought we don't use the sound."

"When I decided to become a journalist I did it because I wanted to help people and give them information they needed in their lives. The ONS has given me the chance to do so and I'm grateful for the opportunity to make a difference in broadcast news."

—Dandrea Warner, ONS Producer

"ONS has succeeded in getting conservative stations across the state to carry important stories on human rights, labor issues, and the environment because it's news! ONS is picked up by stations we otherwise don't have access to and that means a lot in terms of getting our message out across the state."

—Kelley Weigel, Rural Organizing Project

radio coverage



Radio stations that played ONS stories in 2000

1. KAST AM/FM (2) Astoria
2. KMUN (1) Astoria
3. KCMB, KWRL (2) Baker
4. KBND, KLRR, KTWS (3) Bend
5. K-DOCK (1) Coos Bay
6. KYTT, KYSG (2) Coos Bay
7. KLOO AM/FM (2) Corvallis
8. KNND, KCGR (2) Cottage Grove
9. KLCC,KLCO (2) Eugene
10. KUGN (2) Eugene
11. KCST AM/FM (2) Florence
12. KGBR (1) Gold Beach
13. KAJO AM/FM (2) Grants Pass
14. KOHU (2) Hermiston
15. KQFM (2) Hermiston
16. KIHR (2) Hood River
17. KAGO, KLAD, KKJX, KYSF, KISS (5) Klamath Falls
18. KFLS AM/FM (2) Klamath Falls
19. KQIK AM/FM (2) Lakeview
20. KGAL, KSHO (2) Lebanon
21. KLYC RADIO (1) McMinnville
22. KNPT, KBGX, KYTE, KBCH, KCRF (5) Newport
23. KSHL (1) Newport
24. KSND (1) Newport
25. KSRV, KCID AM/FM (3) Ontario
26. KTIX (2) Pendleton
27. KUMA (4) Pendleton
28. KBOO (1) Portland
29. KEX (2) Portland
30. KGON (3) Portland
31. KPAM (1) Portland
32. KXL (9) Portland
33. OR PUB BROADCASTING Portland
34. KSJJ, KXIX, KXUX (3) Redmond
35. KRNR (1) Roseberg
36. KRSB AM/FM, KKMX, KQEN, KAVJ (5) Roseberg
37. KBZY RADIO (1) Salem
38. KKNU, KKXO, KMGE (3) Springfield
39. KACI AM/FM (2) The Dalles
40. KMCQ (1) The Dalles
41. KTIL, KMBD (2) Tillamook
42. KLWJ RADIO (1) Umatilla
43. KGRV (2) Winston
44. KDOV (1) Medford

For more information contact Kelley Weigel 503-543-8417 or kelley@rop.org

Story Breakout	Number of Stories	Station Airings
Human Rights Diversity	35	640
Health Policy	23	532
Food/Nutrition	19	522
Criminal Justice	25	520
Campaign Finance Reform	22	461
Pesticides/Pollution	19	400
Salmon Recovery	15	280
Labor	13	269
Budget Policy & Priorities	12	255
Poverty/Welfare Reform	10	254
Forestry/Conservation/Wildlife	8	207
Land Use/Transportation	9	201
Community Issues	6	178
Women's Issues	7	163
Children's Issues	5	133
Gun Control	5	120
Education	5	119
Environment	4	51
TOTALS	**242**	**5,305**



South Dakota broadcasters—

"It's good statewide subject matter and adds variety to my newscast on topics that I sometimes don't have time to research."

"Touches on topics and issues not necessarily mainstream, but important."

"The access to newsmakers or events that we are unaware of gives us a broader range."

"Based on the positive and strong response we continue to get from South Dakota's broadcast community, I'm convinced we're making a difference. The Greater Dakota News Service has grown from infancy in 1999 to a very respected and credible news source. I'm humbled and pleased at what we've attained in the short period we've been in operation."

—David Law, GDNS Producer

"The Greater Dakota News Service is filling a void in South Dakota. The airways are dominated with stories that do not necessarily promote the public interest. Radio journalists have said that GDNS stories help them balance their coverage. The success and appeal of the stories is being demonstrated by the growing use of GDNS across the state. "

—Lana Lewis, South Dakota Education Association

south dakota radio coverage



Radio stations that played GDNS stories in 2000

1. KGIM AM/FM (2) Aberdeen
2. KKAA, KSDN AM/FM, KQAA, KBFO, KBWS (7) Aberdeen
3. KBRK AM/FM (2) Brookings
4. KESD-FM (1) Brookings
5. KJJQ, KKQQ, KDBX (3) Brookings
6. KPSD (1) Eagle Butte
7. KIJV AM/FM (2) Huron
8. KOKK, KZKK (2) Huron
9. KJAM AM/FM (2) Madison
10. KZSD (1) Martin
11. KMSD, KPHR, KDIO (3) Milbank
12. KMIT, KGEK (2) Mitchell
13. KORN, KQRN (2) Mitchell
14. KOLY AM/FM (2) Mobridge
15. KQSD (1) Mobridge
16. KDSD (1) Pierpont
17. KGFX, KPLO, KQKD, KPLO (4) Pierre
18. KCCR, KLXS (2) Pierre
19. KOTA, KDDX, KZZI, KDSJ (4) Rapid City
20. KDSJ (4) Rapid City
21. KBHE (1) Rapid City
22. KTSD (1) Reliance
23. KSOO, KIDKB, KKLS, KMXC, KYBB, KIKN (6) Sioux Falls
24. KELO AM/FM, KWSN, KTWB, KROO (5) Sioux Falls
25. KCSD (1) Sioux Falls
26. KBHB (1) Sturgis
27. KUSD (1) Vermillion
28. KOSZ, KVHT (2) Vermillion
29. KSDR AM/FM (2) Watertown
30. KWAT, KKSD, KDLO, KIXX (4) Watertown
31. KWYR AM/FM (2) Winner
32. KYNT, KKYA (2) Yankton
33. WNAX, KCLH (2) Yankton

For more information contact Lona Lewis 605-224-5810 or llewis@nea.org

Story Breakout	Number of Stories	Hits
Education	20	392
Smoking Prevention	15	314
Children's Issues	14	272
Poverty/Livable Wages	13	245
Criminal Justice	12	212
Women's Issues	11	210
Rural/Farming	8	162
Health Issues	7	154
Arts & Culture	6	128
Social Justice	7	110
Human Rights/Diversity	5	86
Environment	2	39
TOTALS	**120 Stories**	**2,324**



Washington broadcasters—

"Great coverage of cross-state issues."

"It's convenient—you do the legwork, we get the credit."

"Great up-to-date news on issues we can't always get to."

"With the Washington News Service I'm able to cover one of the best beats in the world—the groups and individuals who stand up for social and environmental justice. It's a beat that all too often gets ignored in mainstream broadcast news. Helping give voice to those issues and people is more than a job, it's an honor."

—Darrin Gunkel, WNS Producer

"In only two years, WNS has achieved three key objectives for the progressive movement in our state. First, hundreds of news stories on our issues with our perspective have been aired. Second, many grassroots organizations have established media relationships they didn't have before. Third, progressive organizations have formed a basis for cooperation in this important area. Our organization has directly benefited from all of these achievements."

—Don Hopps, Institute for Washington's Future

radio coverage



Radio stations that played WNS stories in 2000

1. KBKW, KAYO (2) Aberdeen
2. KXRO, KDUX (2) Aberdeen
3. KLKI (1) Anacortes
4. KGMI, KISM, KBFW (3) Bellingham
5. KELA, KMNT (2) Centralia
6. KITI AM/FM (2) Chehalis
7. KCLX, KZZL, KRAO, KMAX (4) Colfax
8. KRAO FM/AM (2) Colfax
9. KCRK, KCVL (2) Colville
10. KXLE AM/FM (2) Ellensburg
11. KULE (1) Ephrata
12. KRKO AM (1) Everett
13. KVAC, KLLM (2) Forks
14. KYYT, KLCK (2) Goldendale
15. KONA AM/FM (2) Kennewick
16. KLAY AM (1) Lakewood
17. KBSN, KDRM (2) Moses Lake
18. KBRC, KAPS (2) Mt. Vernon
19. KXLI AM (1) Opportunity
20. KOMO, KPLZ, KVI (3) Seattle
21. KIRO, KNWX, KQBC (3) Seattle
22. Metro News (12) Seattle
23. KYXE (1) Selah
24. KMAS (1) Shelton
25. KAQQ, KISC, KNFR (3) Spokane
26. KGA, KDRK, KWHK, KEYF (4) Spokane
27. KPBX, KSFC (2) Spokane
28. KSBN (1) Spokane
29. KPLU (1) Tacoma
30. KMCQ (1) The Dalles
31. KPQ (2) Wenatchee
32. KIT,KMWX,KATS,KFFM,KQSN (5) Yakima
33. AP Broadcast Wire, Statewide

For more information contact Don Hopps 425-226-1909 or institute@forwashington.org

Story Breakout	Number of Stories	Station Airings
Forestry	18	325
Health Policy	17	305
Salmon Recovery	21	304
Energy Policy	16	302
Land Use/Transportation	14	248
Early Childhood Education/Childcare	14	236
Budget Policy & Priorities	13	236
Social Justice	15	231
Global Warming/Air Quality	13	188
Poverty/Livable Wages	10	157
Food/Nutrition	7	152
Housing/Homelessness	10	145
Children's Issues	10	136
Environment, General	10	128
Sexual Abuse/Domestic Violence	8	122
Education	6	111
Campaign Finance Reform	6	106
Welfare Reform	6	100
Human Rights/Diversity	7	90
Economic Development	3	78
TOTALS	**224**	**3,700**



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