

DESTINACIÓN: CIUDADANOS INFORMADOS
HACIENDO DECISIONES EDUCADAS



DESTINATION: AN INFORMED CITIZENRY
MAKING EDUCATED DECISIONS



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clickety clack

every
story lays the
track

El castañeteo de Clickety-cada

Dear Friends:

"The media's job is to interest the public in the public interest," said American educator John Dewey (1859–1952.) We take that job very seriously at Creative Communications and believe that the strength of a democracy depends on informed citizens making educated decisions.



Our work is founded on a commitment to civic debate that includes the airing of the broadest range of perspectives. Each news story is an opportunity for the public to transform their lives and communities. There are voices today

that are effectively cut out of the public dialogue. Our mission is to provide media with high-quality journalism that includes progressive voices on a wide spectrum of social, community and environmental issues.

The trend in media is consolidation and cross-marketing — resulting not in more voices, but more of the same voices. Today less than ten major corporations control the information in most media outlets. Under these pressures, most journalists are now overworked, underpaid and often driven toward increasingly sensationalized content.

From our perspective, the ability of mainstream media to support a vibrant democracy is trending downward. Alternative media is quietly on the rise but most people still get their news from mainstream sources. Our stories are the railroad ties connecting these

Estimados Amigos,

"El trabajo de los medios de comunicación es de interesar el público en los intereses del público," dijo el educador norteamericano John Dewey (1859–1952). En Creative Communications tomamos muy en serio nuestro trabajo y creemos que la fuerza de una democracia depende en ciudadanos bien informados haciendo decisiones educadas.

Nuestro trabajo se funda en un compromiso al debate cívico que incluye la transmisión al aire de extensas perspectivas. Cada noticiero es una oportunidad para que el público transforme su vida y comunidades. Efectivamente existen voces a las que se les ha negado el acceso al dialogo público. Nuestra misión es proveer un medio de comunicación con periodismo de alta calidad que incluye la voz progresista dentro del gran espectro de temas sociales, comunitarios y sobre causas ambientales.

La tendencia en los medios es consolidación e intercambio de mercados, lo cual resulta en más voces, pero más de las mismas voces. Hoy día menos de diez grandes corporaciones controlan la información que se difunde a través de la mayoría de los medios de comunicación. Bajo esta presión, la mayoría de periodistas actualmente trabajan más de lo que pueden, con bajos salarios y generalmente obligados a manejar información sensacionalista.

De nuestra perspectiva, las habilidades de los medios de comunicación corrientemente en uso para sostener una democracia vibrante están en declinación. Los medios alternativos son calladamente en la ascensión pero la mayoría del público recibe noticias a

historia construye el vestigio...

two tracks, bringing information from sometimes marginalized voices to the wider public, and providing more journalistic breadth to mainstream media.

In 2002, we managed eight independent services (in WA, OR, ID, MT, ND, SD, IA and MN) that produced more than 1,600 stories which aired over 51,000 times on 910 stations. (In comparison, there are 620 NPR stations across the country.) Idaho's television service delivered 95 stories which consistently played to most of the state's population. Early usage is promising for Washington's new print pilot — of 41 stories, 27 newspapers downloaded one or more.

Our coverage of such a broad range of issues (detailed on the following pages) is made possible by funding from grants and more than 200 non-profit supporting members. We're eager to launch Oregon's Spanish radio pilot this winter and hope to start additional English services in NV, UT and NY.

The risks of inadequate public debate are profound. Because of these services, millions of people can hear stories and points of view that wouldn't ordinarily be covered by the mainstream media.

Your support makes it all possible. Thank you!



Lark Corbeil
Managing Editor/Subdirector

través de los principales medios de comunicación. Nuestras historias son el lazo que conecta los rieles de esta vía, ofreciendo al público información de voces, algunas veces marginadas, y proveyendo más espacio para los principales medios.

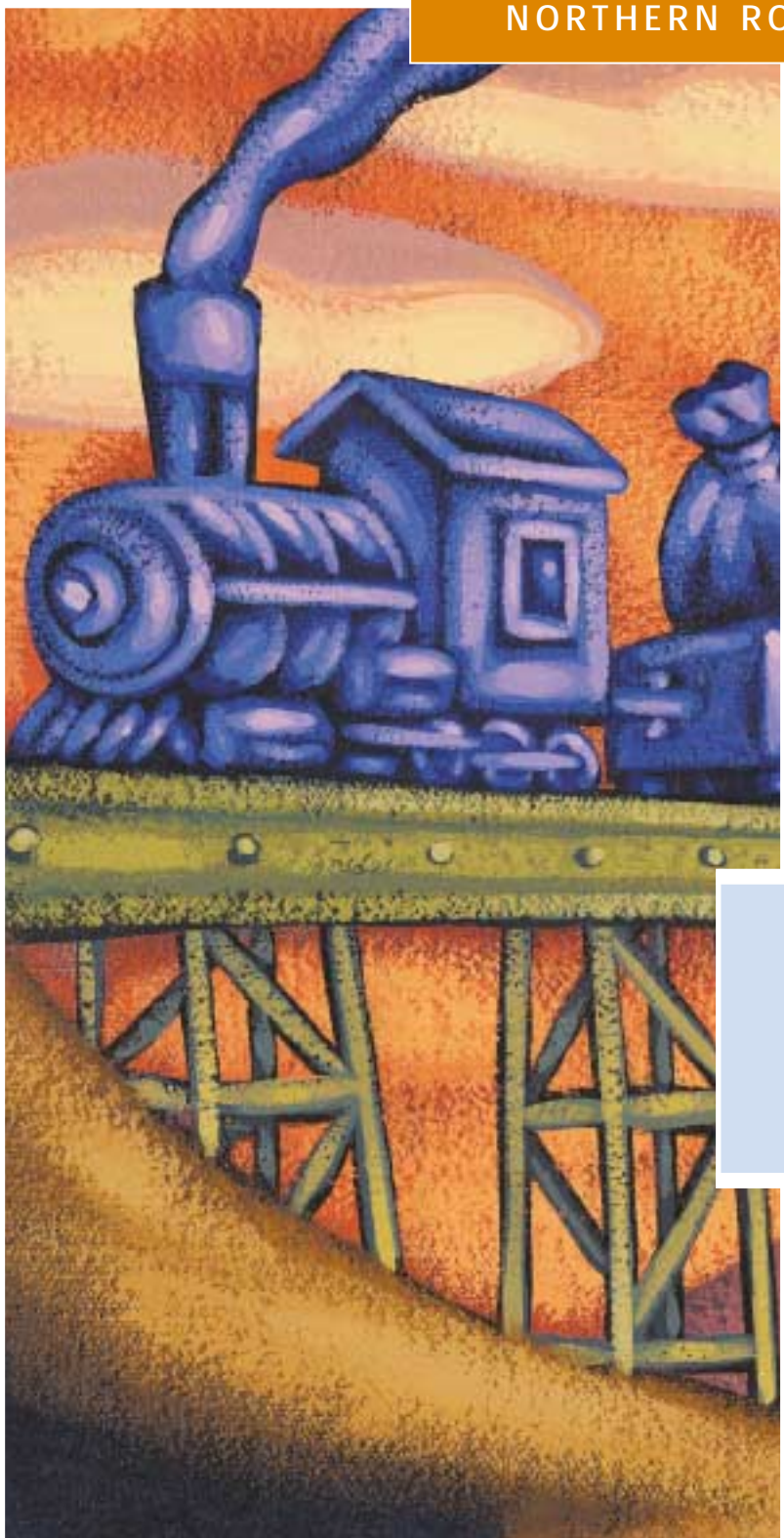
Durante el 2002, manejamos ocho servicios de noticias independientes en los estados de WA, OR, ID, MT, ND, SD, IA y MN; los cuales produciendo más de 1,600 historias que fueron transmitidas al aire 51,000 veces en más de 910 estaciones. (En comparación, existen 620 estaciones de NPR a través del país). En Idaho se transmitieron por medio de televisión 95 historias, las cuales llegaron a la mayoría de la población del estado. En Washington los primeros usos del nuestro programa por medio de prensa enseñan mucha promesa con 27 periódicos usando una o mas de 41 historias.

Nuestro alcance extenso a estos temas (detallado en las páginas siguientes) ha sido posible gracias a fondos otorgados y más de 200 miembros secundarios organizaciones sin fines lucrativos. Estamos deseosos de lanzar al aire el programa de radio en español en Oregon este invierno y esperamos iniciar otros servicios en inglés en los estados de NV, UT y NY.

Los riesgos de una discusión pública inadecuada son profundos. Por causa de los servicios que ofrece Creative Communications, millones de personas pueden oír historias y puntos de vista que normalmente no están ofrecidas en la media principal.

Su apoyo hace esto posible. ¡Gracias!

David Crandall
Business Manager/Administrador de Negocio



~Idaho Broadcasters

"Thank you for the service, keep up the good work!"

"I like the service because it provides us with a balance of options that aren't usually generated in our part of the state."

"Easy to use, downloading sound files from web page, fills out my newscasts."

"It's more important than ever for the public to hear different perspectives so that positive change can happen — and it does! It's great to be able to report the voices and stories that improve the dialogue on so many issues of concern to the public."

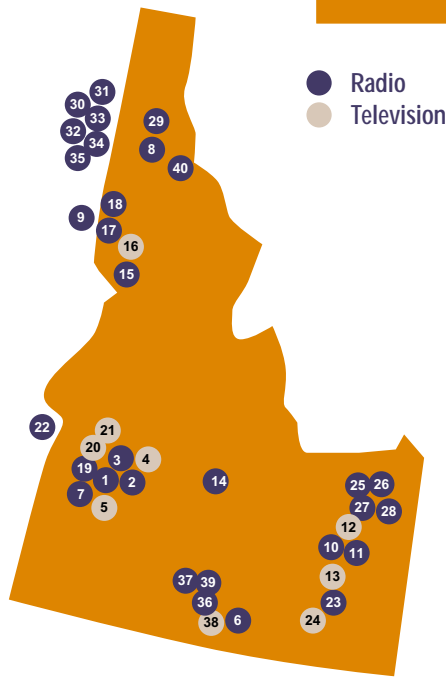
~Deb Courson, NRNS Producer

"There are lots of points of view on any issue, and it's critical for public debate and democracy itself that a wide array of perspective gets into mainstream media.

NRNS journalists have the time to develop sources and build trust among a variety of people to ensure that voices are included in the community dialogue that would not otherwise get reported."

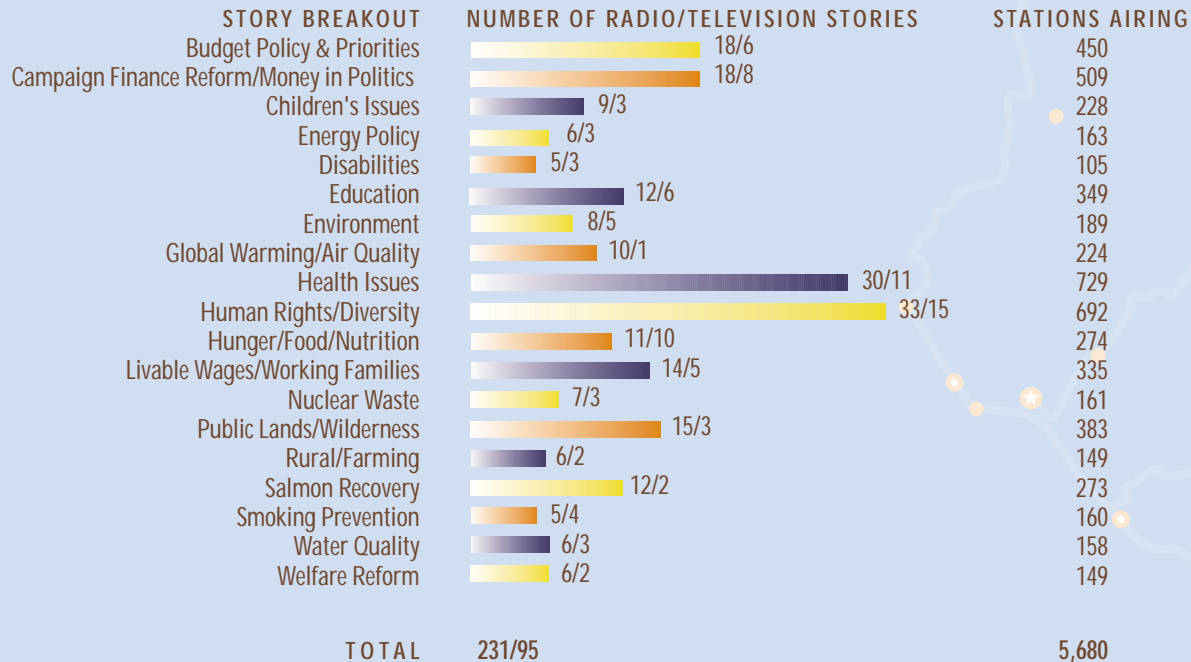
~Roger Sherman, United Vision For Idaho

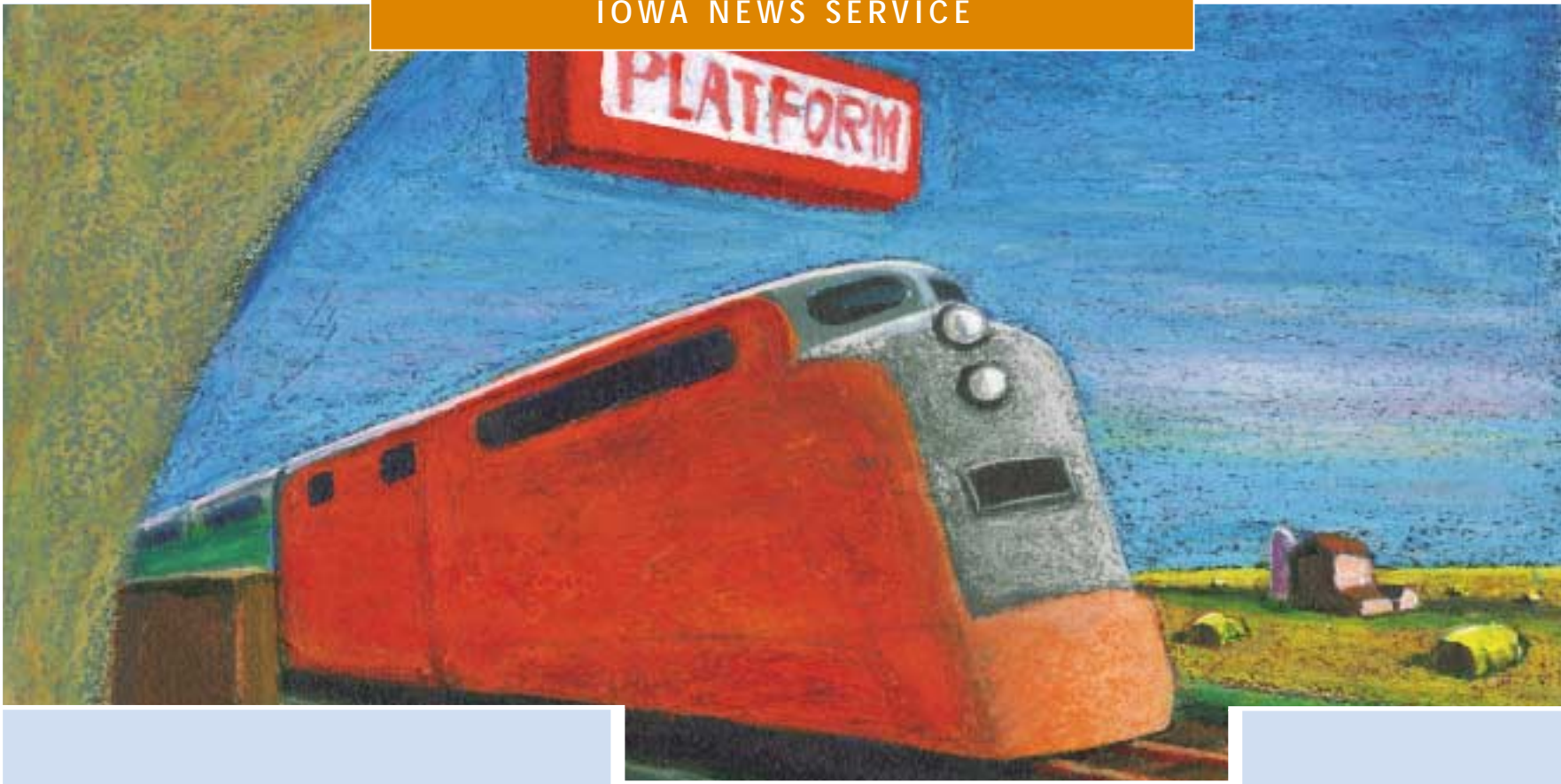
IDAHO RADIO AND TELEVISION COVERAGE



1. KBOI, KQFC, KIZN, KKGL (4) Boise
2. KBSU, KBSW, KBSX (3) Boise
3. KIDO AM, KCIX, KXCT, KFXD, KLTB, KSAS (6) Boise
4. KBCI Channel 2 (CBS) Boise
5. KTVB Channel 7 (NBC) Boise
6. KFTA, KART, KKMU (3) Burley
7. KHJR, KTHI (2) Caldwell
8. KVNI, KHTQ (2) Coeur D' Alene
9. KCLX, KZZL, KRAO, KMAX (4) Colfax
10. KID AM/FM (2) Idaho Falls
11. KUPI AM/FM (2) Idaho Falls
12. KIDK Channel 3 (CBS) Idaho Falls-Pocatello
13. KIFI Channel 8 (ABC) Idaho Falls-Pocatello
14. KECH, KSKI (2) Ketchum
15. KOZE AM/FM, KORT, KLER (4) Lewiston
16. KLEW Channel 3 (CBS) Lewiston
17. KUOI (1) Moscow
18. KZFN, KRPL (2) Moscow
19. KJHY, KKIC, KGZH (3) Nampa
20. KIVI Channel 6 (ABC) Nampa-Boise
21. KTRV Fox 12 (FOX) Nampa
22. KSRV, KCID AM/FM (3) Ontario
23. KWIK, KLLP, KPKY (3) Pocatello
24. KPVI Channel 6 (NBC) Pocatello
25. KADQ (1) Rexburg
26. KBYI, KBYR (2) Rexburg
27. KRCK (1) Rexburg
28. KRIC (1) Rexburg
29. KSPT, KPND (2) Sandpoint
30. AP-North Idaho Spokane
31. KAQQ AM, KISC FM, KNFR FM (3) Spokane
32. KCDA, KNJY (2) Spokane
33. KEZE, KXLI, KXLY AM/FM (4) Spokane
34. KGA, KDRK, KEYF AM/FM (4) Spokane
35. KKZX, KAQQ, KISC, KIXZ, KUDX (5) Spokane
36. KEZJ, KLIX AM/FM (3) Twin Falls
37. KLIX AM/FM, KEZJ (3) Twin Falls
38. KMVT Channel 11 (CBS) Twin Falls
39. KTFI, KIXX, KIJZ (3) Twin Falls
40. KWAL (1) Wallace

81 radio and 9 television stations aired NRNS stories in 2002.





~Iowa Broadcasters

"It's a great source for local stories. Easy to use, usually important topics."

"Very timely. We're glad it's there."

"Timely, concise — it's a nice mix of topics. High quality soundbites."

"In these days of understaffed newsrooms, many stories go unreported. Iowa New Service covers the 'beat' of non-profits and makes sure voices and opinions get into the public debate that might not otherwise make it.

This is the kind of reporting that serves the public interest and makes me feel good about my work."

~Dick Layman, INS Producer

"The media focus on war — while assaults on basic human rights and domestic needs go unreported — illustrates how important it is to support an independent news source lifting up the unheard voices of the minority opinions as well as the 'silent' majority."

~Teresa Opheim, Midwest Sustainable Agriculture Working Group

IOWA RADIO COVERAGE

128 radio stations aired INS stories in 2002.

1. KLGA AM/FM (2) Algona
2. KASI, KCCQ (2) Ames
3. KJAN (1) Atlantic
4. KSOM (1) Audubon
5. KZAT (1) Belle Plaine
6. KWBG (1) Boone
7. KBUR, KBKB AM/FM, KGRS (4) Burlington
8. KKMI, KDMG AM/FM WQKQ (4) Burlington
9. KCIM, KIKD, KKRL (3) Carroll

10. KMRY (1) Cedar Rapids
11. WMT AM/FM (2) Cedar Rapids
12. KCOG, KMGO (2) Centerville
13. KCLN, KZEG (2) Clinton
14. KCZQ (1) Creston
15. KSIB AM/FM, KITR (3) Creston
16. KJOC, WXLP, KBOB, KROB (4) Davenport
17. WOC (5) Davenport
18. KDEC AM/FM (2) Decorah
19. KLYF (1) Des Moines
20. KWKY (1) Des Moines
21. KXNO (1) Des Moines
22. WHO (4) Des Moines
23. KDTH, KATF (2) Dubuque
24. WDBQ, WDBK AM/FM, KLYV, KXGG, WJOD (6) Dubuque
25. KCSI, KRKN (2) Eddyville
26. KEMB (1) Emmetsburg
27. KILR AM/FM (2) Estherville
28. KVFD, KUEL (2) Fort Dodge
29. KWMT, KKEZ (2) Fort Dodge
30. KBKB AM/FM (2) Fort Madison
31. KKIA (1) Ida Grove

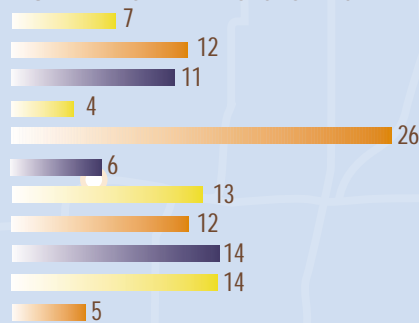
32. KXIC (2) Iowa City
33. KIFG AM/FM (2) Iowa Falls
34. KLMJ FM (1) Hampton
35. KOKX AM/FM (2) Keokuk
36. KGLO (3) Mason City
37. KILJ AM/FM (2) Mount Pleasant
38. KCOB AM/FM, KRTI (3) Newton
39. KWPC (1) Muscatine
40. KFAB (3) Omaha, NE
41. KBOE AM/FM (2) Oskaloosa
42. KBIZ, KTWB (2) Ottumwa
43. KMA, KKBZ (2) Shenandoah
44. MNS, KGLI, KSEZ, KSFT, KWSL (5) Sioux City
45. KICD AM/FM, KLLT (3) Spencer
46. KUOO, KUQQ (2) Spirit Lake
47. KOYB, KHME, KNEI AM/FM, KSFF, KVIK (6) Spring Grove
48. KAYL AM/FM (2) Storm Lake
49. KCII AM/FM (2) Washington
50. KXEL, KFMW, KOKZ, KWLO (4) Waterloo
51. KNEI AM/FM, KVIK (3) Waukon
52. KWAY AM/FM (2) Waverly
53. KQWC AM/FM (2) Webster City

STORY BREAKOUT

Animal Welfare
 Budget Policy & Priorities
 Children's Issues
 Disabilities
 Environment
 Health Issues
 Human Rights/Diversity
 Livable Wages/Working Families
 Rural/Farming
 Senior Issues
 Welfare Reform

TOTAL

NUMBER OF RADIO STORIES

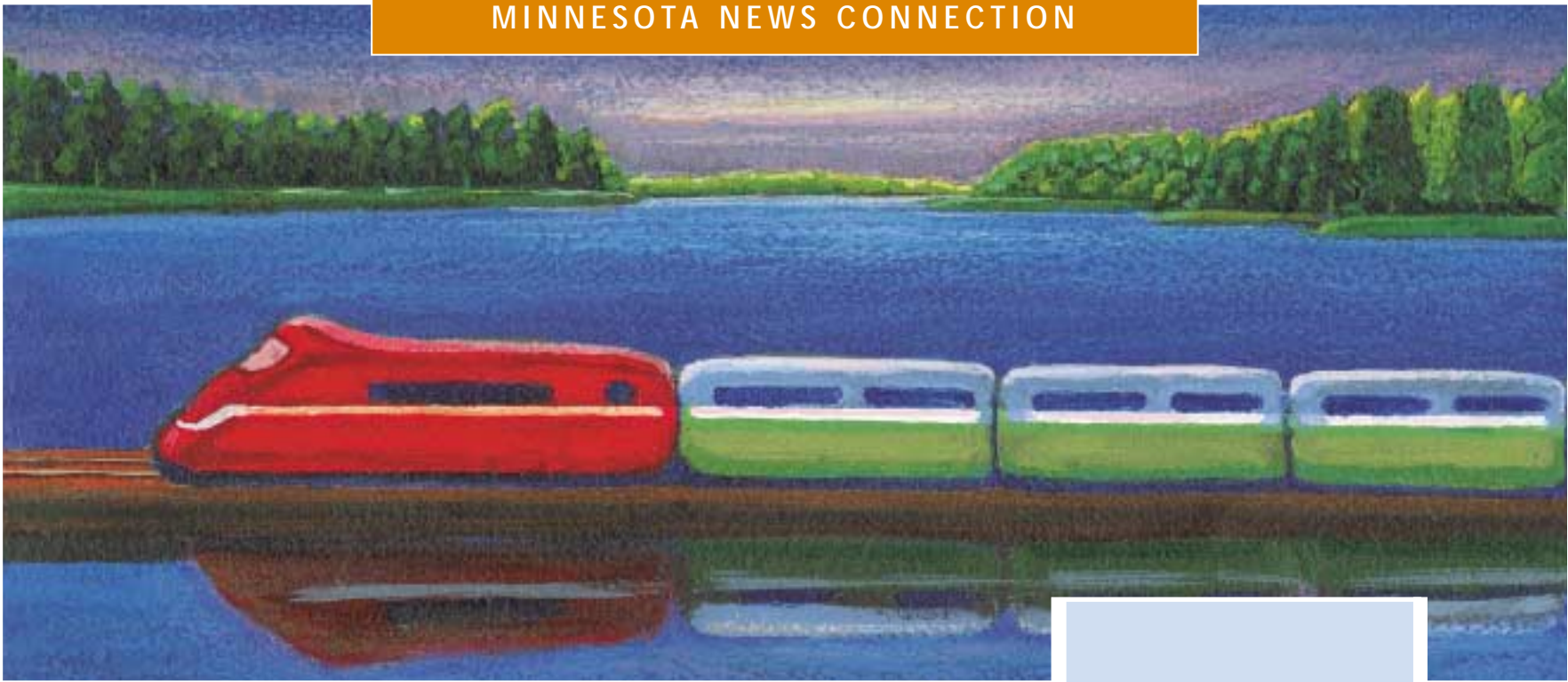


124

STATIONS AIRING

373
 637
 597
 240
 1,188
 315
 628
 586
 777
 689
 258

6,288



~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."

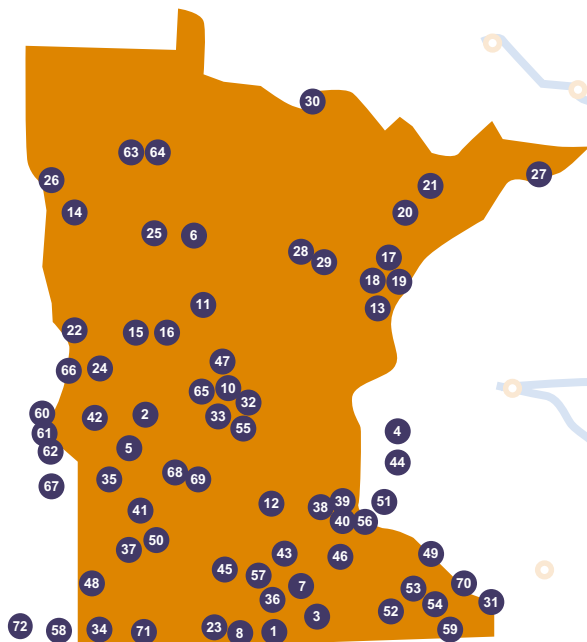
"Sometimes we 'break' news. Sometimes we take an issue and present it from a different perspective. We look at how the decisions being considered will affect people's lives. For a reporter, it is challenging and rewarding. For broadcasters, it offers another resource to inform their listeners. And for 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 has 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, KMFX, KRCH (4) Austin
4. WLMX, WXCX (2) Balsom Lake Siren, WI
5. KSCR AM/FM (2) Benson
6. KKBJ AM/FM, WBII (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. KRCQ 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, WDFG (2) Fargo, ND
23. KFMC FM, KSUM AM (2) Farimont
24. KBRF, KJK AM/FM, KPRW, KZCR (5) Fergus Falls
25. KKCO AM/FM, KKEQ (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 Prairie
34. KOAD, KLQL (2) Luverne
35. KLQP-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. XLFP 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, KMFX, 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, KKDO (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

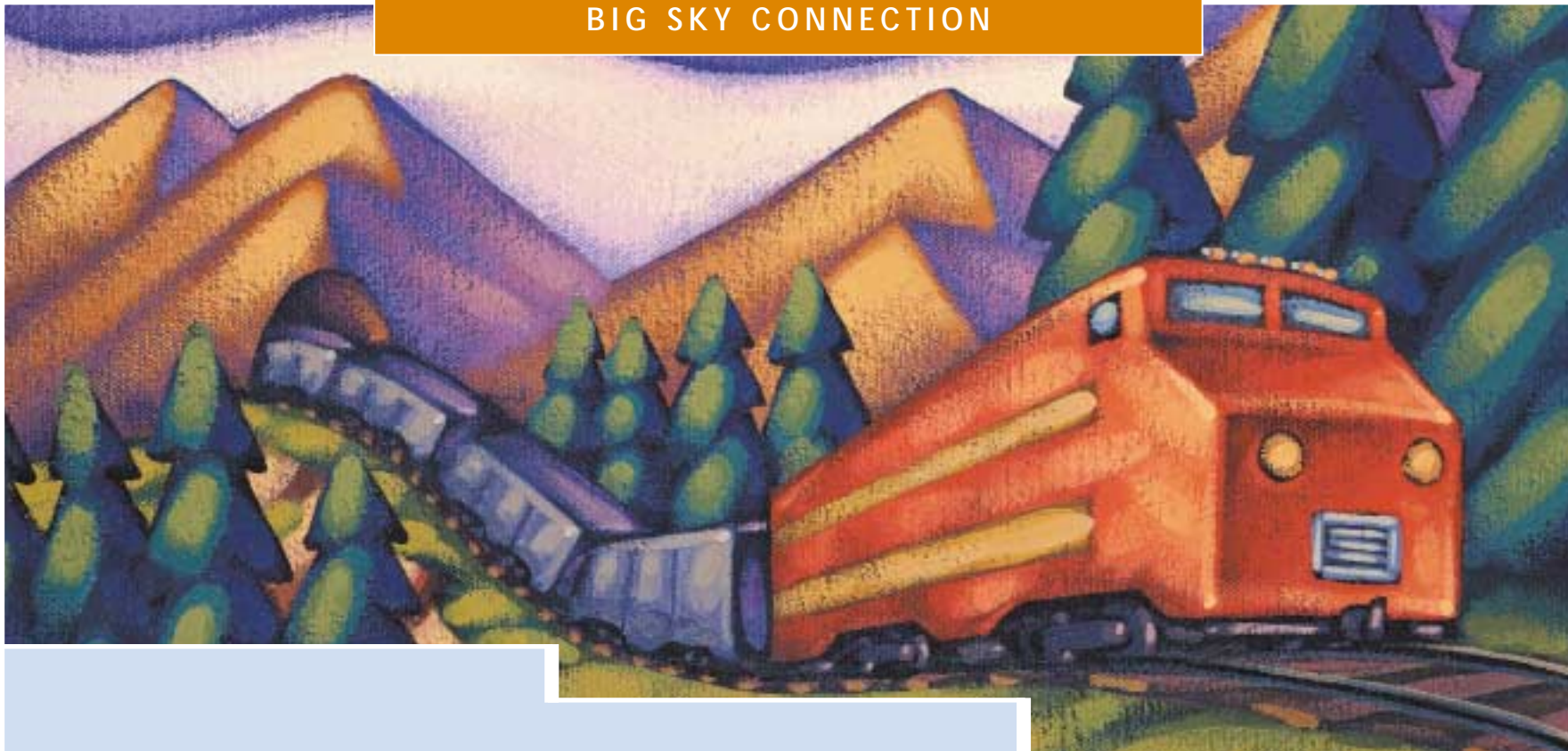
STORY BREAKOUT	NUMBER OF RADIO STORIES	STATIONS AIRING
Budget Policy & Priorities	17	977
Campaign Finance Reform/Money in Politics	5	290
Children's Issues	32	1,861
Community Issues	10	630
Consumer Safety	4	265
Energy Policy	19	1,110
Disabilities	5	255
Education	13	803
Environment	15	724
Health Issues	35	1,844
Housing/Homelessness	13	840
Human Rights/Diversity	14	731
Hunger/Food/Nutrition	8	532
Livable Wages/Working Families	20	1,122
Rural/Farming	21	1,495
Smoking Prevention	15	914
Teen Pregnancy Prevention	5	183
Welfare Reform	10	603

TOTAL

261

15,179

BIG SKY CONNECTION



~Montana Broadcasters

"It's well written, formatted for broadcast, topical."

"Easy and convenient — we usually read the scripts alone without calling for the sound."

"It's easy to use, sometimes I cut them into two stories and run them two days in a row."

"Liberal counterpart to my generally conservative material."

"Many Montanans rely heavily on the radio for their public affairs news, especially those living in rural areas. Big Sky Connection helps bring local and regional voices to a venue otherwise dominated by nationally syndicated and often divisive programming."

~Margaret E. MacDonald, Montana Association of Churches

"Big Sky Connection is well named. It connects people who care about the quality of life in Montana, and it brings stories and voices of caring and concern to people across this great state."

~Terry Minow, MEA-MFT

MONTANA RADIO COVERAGE

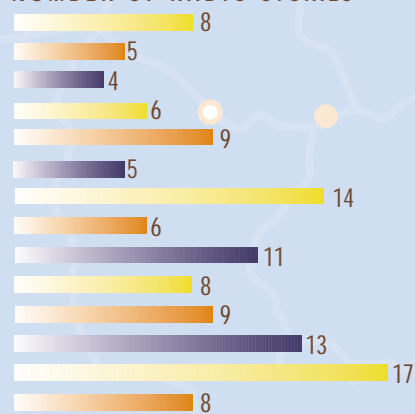
80 radio stations aired BSC stories in 2002.

1. KBFS (1) Belle Fourche, SD
2. KBLG, KRZN, KRKX, KYA (4) Billings
3. KGHL AM/FM, KRSQ Billings
4. KBOZ, KOBB AM/FM, KZLO, KPKX (5) Bozeman
5. KMMS AM/FM, KSKY, KXLB (4) Bozeman
6. KSKY, KMMS AM/FM, KXLB FM (4) Bozeman
7. KBOW, KOPR (2) Butte
8. KQRV (1) Deer Lodge
9. KIKC AM/FM (2) Forsyth
10. KLAN, KLTZ Glasgow
11. KLTZ AM/KLAN FM (2) Glasgow
12. KXGN, KDZN (2) Glendive
13. KEIN AM/FM Great Falls
14. GPR, KUFM (2) Great Falls
15. KMOM AM/FM, KLFM (3) Great Falls
16. KLYQ (1) Hamilton
17. KHDN (1) Hardin
18. KOJM, KPOX, KRYK (3) Havre
19. BLL AM/FM (2) Helena
20. KHKR (1) Helena
21. KALS (1) Kalispell
22. KJJR, KBBZ, KDBR, KKMT (4) Kalispell
23. KOFI AM/FM (2) Kalispell
24. KLCM, KXLO (2) Lewiston
25. KXLO (1) Lewiston
26. KLCB, KTNV (2) Libby
27. KPRK (1) Livingston
28. KMMR (1) Malta
29. KATL (1) Miles City
30. KKRY, KMTA Miles City
31. BGA, KUFM (2) Missoula
32. KGVO, KLCY, KYSS, KBAZ (4) Missoula
33. KLCY, KYSS, KGVO (3) Missoula
34. ATQ AM/FM (2) Plentywood
35. KMXE-FM (1) Red Lodge
36. KCGM (1) Scobey
37. KSEN AM, KZIN FM (2) Shelby
38. KYDT (2) Sundance, WY
39. KVCK AM/FM (2) Wolf Point

STORY BREAKOUT	
Budget Policy & Priorities	8
Community Issues	5
Energy Policy	4
Domestic Violence/Sexual Assault	6
Education	9
Endangered Species & Wildlife	5
Environment	14
Health Issues	6
Human Rights/Diversity	11
Hunger/Food/Nutrition	8
Livable Wages/Working Families	9
Public Lands/Wilderness	13
Rural/Farming	17
Welfare Reform	8

TOTAL

NUMBER OF RADIO STORIES

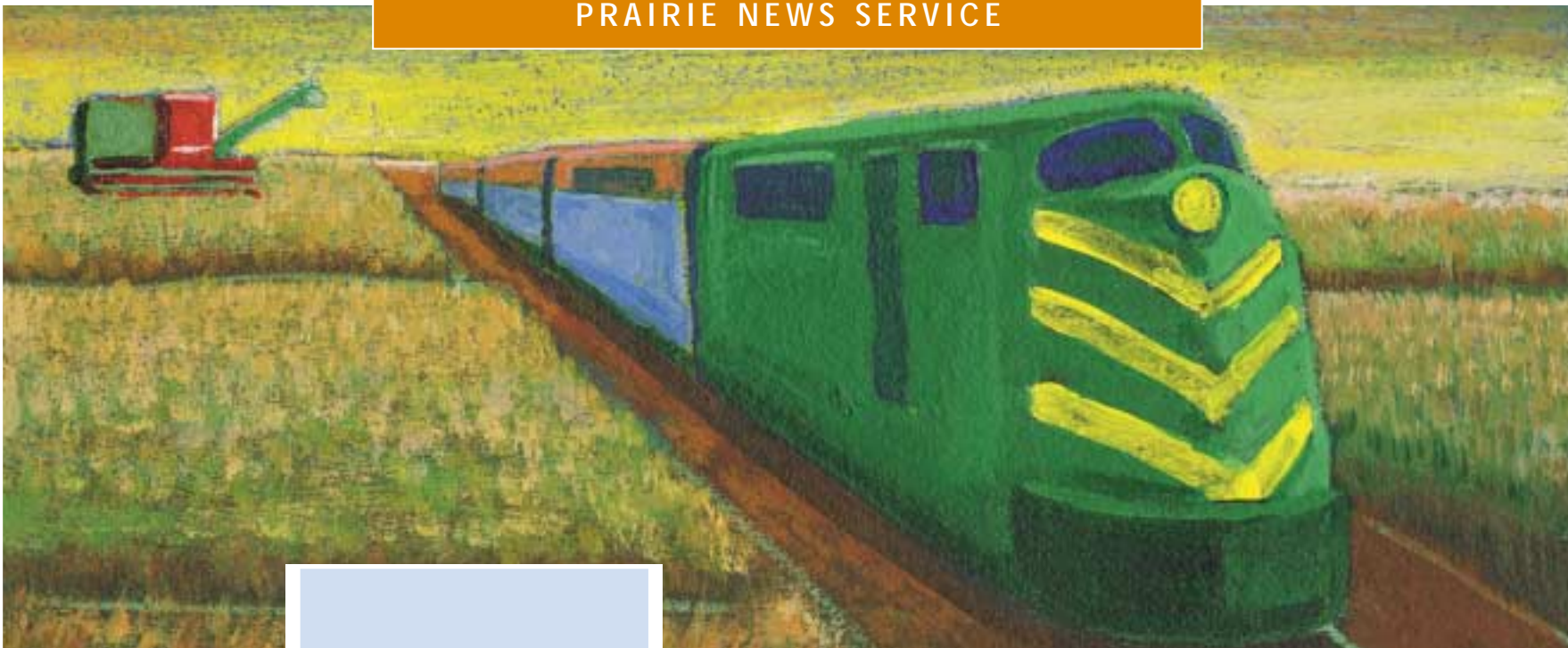


123

STATIONS AIRING

314
250
139
234
312
222
561
241
383
301
313
528
713
355

4,866



~North Dakota Broadcasters

"What do I like about the service. Everything."

"It provides stories that sometimes aren't on the regular newscasts. It's a service to smaller stations like us."

"Keep up the good work. Easy to use and stories of state and local interest."

"It's an excellent service. Good, timely stories. Keep it going!"

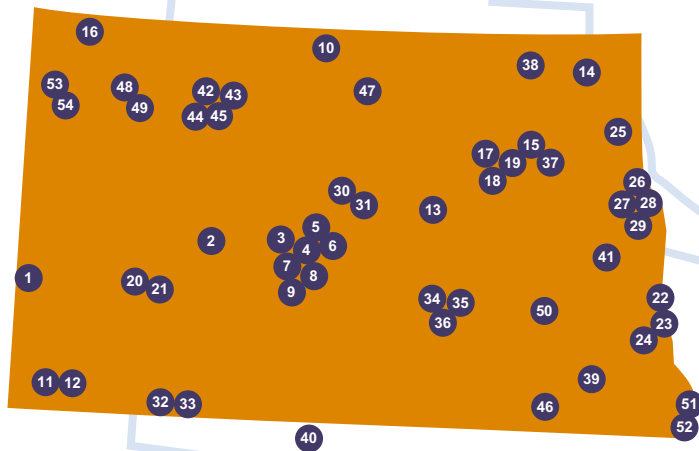
"We've had a number of issues where mainstream media helps create public perception anecdotally, instead of using hard facts and comprehensive data. PNS has allowed us to bring balance and accuracy to the airwaves, and is really a voice for consumers and 'the little guy.'"

~Paula Grosinger, North Dakota Trial Lawyers

"As the media downsizes local operations and gets more and more consolidated, journalists have less connection with real people — the news service has helped us break through into mainstream media on issues that wouldn't otherwise be covered, and gets public interest points of view out to the community."

~Don Morrison, North Dakota Progressive Coalition

NORTH DAKOTA RADIO COVERAGE



76 radio stations aired PNS stories in 2002.

1. NDPR (1) Beach
2. KHOL (1) Beulah
3. Associated Press (Bismarck)
4. KBMR AM, KODY, KSSS, KXMR (4) Bismarck
5. KBYZ (1) Bismarck
6. KFYZ (1) Bismarck
7. KLXX, KKCT, KBYZ, KACL (4) Bismarck
8. KODY FM (1) Bismarck
9. NDPR (1) Bismarck

10. KBTO (1) Bottineau
11. KPOK (1) Bowman
12. NDPR (1) Bowman
13. KDAK (1) Carrington
14. KAUJ (1) Cavalier
15. NDPR (1) Crary
16. NDPR (1) Crosby
17. KDRL, KDVL (2) Devils Lake
18. KZZY (1) Devils Lake
19. NDPR (1) Devils Lake
20. KZRX (1) Dickinson
21. NDPR (1) Dickinson
22. KDSU, KCND (2) Fargo
23. NDPR (1) Fargo
24. WDAY, WBFG (2) Fargo
25. KXPO AM/FM (2) Grafton
26. KCNN, KZLT FM (2) E Grand Forks
27. KKXL (1) Grand Forks
28. KNOX AM/FM, KYCK (3) Grand Forks
29. NDPR (1) Grand Forks
30. KHND (1) Harvey
31. NDPR (1) Harvey
32. KNDC (1) Hettinger

33. NDPR (1) Hettinger
34. KQDJ, KYGT, KYNU (3) Jamestown
35. KSJB, KSJZ (2) Jamestown
36. NDPR (1) Jamestown
37. NDPR (1) Lakota
38. KNDK (1) Langdon
39. KQLX AM/FM (2) Lisbon
40. KLND (1) Little Eagle, SD
41. KMAV AM/FM (2) Mayville
42. KCJB, KRRZ, KIZZ, KMXA, KYYX, KZPR (5) Minot
43. KHRT (1) Minot
44. KRRZ (1) Minot
45. NDPR (1) Minot
46. KDDR (1) Oakes
47. KZZJ (1) Rugby
48. KTGO (1) Tioga
49. NDPR (1) Tioga
50. KOVC (1) Valley City
51. KBMW, KGWB (2) Wahpeton
52. KGWB (1) Wahpeton
53. KEYZ AM (1) Williston
54. NDPR (1) Williston

STORY BREAKOUT

Campaign Finance Reform/Money in Politics

Children's Issues

Disabilities

Domestic Violence/Sexual Assault

Education

Environment

Health Issues

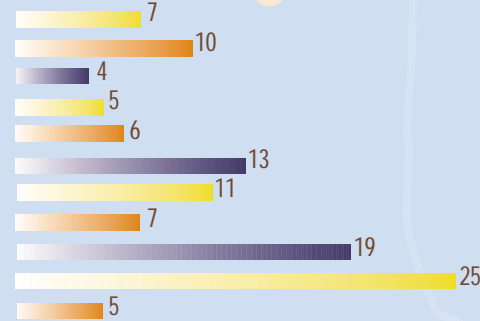
Human Rights/Diversity

Livable Wages/Working Families

Rural/Farming

Senior Issues

NUMBER OF RADIO STORIES



TOTAL 112

STATIONS AIRING

192

276

111

165

158

372

286

201

549

954

106

3,370

~Oregon Broadcasters

"Great stories — right on top of breaking or 'hot' stories."

"I like the alternative perspective you bring to the issue with good soundbites. Often the person in the cut is not someone we usually hear from."

"Easy to use. Concise and to the point stories that are timely for radio. Appreciate the choice of soundbites and phone numbers of the contacts."

"To me journalism is about educating the public about issues that affect them. Unfortunately in today's atmosphere of multimedia conglomerates, many issues are just not given the coverage they need. The Oregon News Service has given me the ability to look at these important stories and make sure the public gets the information they need."

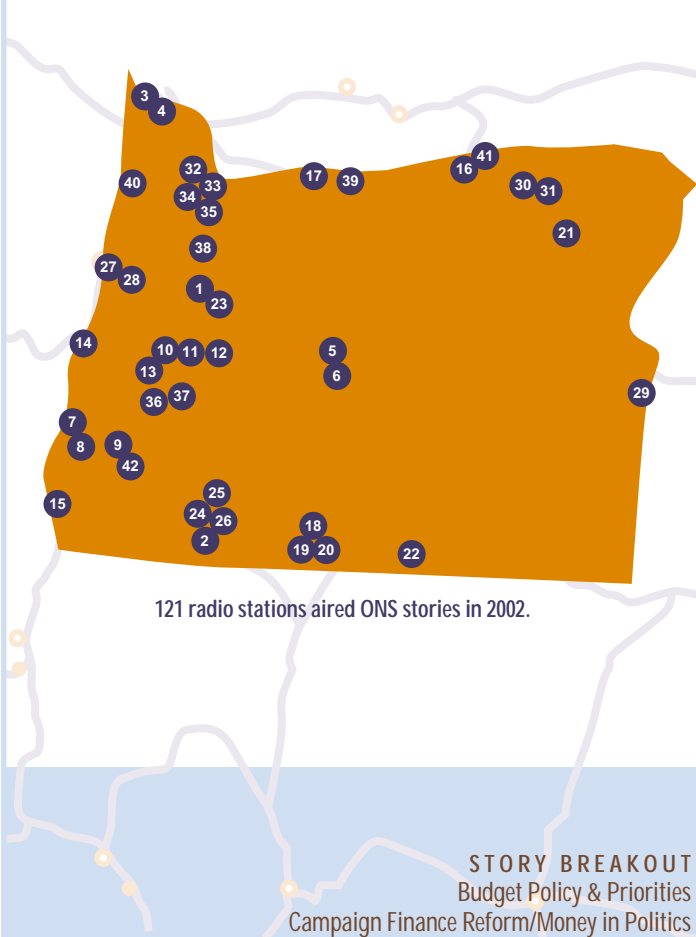
It's a very rewarding experience."

~Dondrea Warner, ONS Producer

"The ONS plays a critical role in broadcasting news of the issues faced by the Latino and immigrant communities in Oregon. No other news service has given us the opportunities that ONS has!"

~Ramon Ramirez, CAUSA/PCUN

OREGON RADIO COVERAGE



1. KRKT AM/FM (2) Albany
2. KSOR, KAGI, KSJK, KSMF, KSRG (5) Ashland
3. KAST AM/FM (2) Astoria
4. KMUN (1) Astoria
5. KBND, KLRR, KTWS (5) Bend
6. KXUX, KXIX, KSJJ (3) Bend
7. KYTT, KYSG (2) Coos Bay
8. KSHR, KBND, KJMX, KWRO (4) Coquille
9. KNND, KCGR (2) Cottage Grove
10. KLCC, KLCO (2) Eugene
11. KNRO AM/FM, KZEL (3) Eugene
12. KPNW, KDOZ, KDOK (3) Eugene
13. KUGN, KEHK (2) Eugene
14. KCST AM/FM (2) Florence
15. KGBR (1) Gold Beach
16. KOHU (2) Hermiston
17. KJHR, KCGB (2) Hood River
18. KAGO, KLAD, KKJX, KYSF, KISS (5) Klamath Falls
19. KFLS AM/FM (2) Klamath Falls
20. KLAD, KAGO AM/FM, KKJX, KYSF (5) Klamath Falls
21. KLBK, KBKR (2) La Granda

22. KQIK AM/FM (2) Lakeview
23. KGAL, KSHO (2) Lebanon
24. KAKT, KABY, KCMX, KTMT (4) Medford
25. KDOV (1) Medford
26. KRWQ, KMED, KZZE, KISS, KOOL (5) Medford
27. KNPT, KBGX, KYTE, KBCH, KCRF (5) Newport
28. KSND (1) Newport
29. KSRV, KCID AM/FM (3) Ontario
30. KTIX, KWHT (2) Pendleton
31. KUMA (4) Pendleton
32. KBOO (1) Portland
33. KINK FM, KBBT FM, KUPL AM/FM, KKJZ, KUFO (6) Portland
34. KOTK, KWJJ FM (2) Portland
35. KXL (9) Portland
36. KQEN, KRSB AM/FM, KKMx KAVJ (5) Roseberg
37. KRSB AM/FM, KKMx, KQEN, KAVJ (5) Roseberg
38. KBZY (1) Salem
39. KMCQ (1) The Dalles
40. KTLI, KMED (2) Tillamook
41. KLWJ (1) Umatilla
42. KGRV (2) Winston

STORY BREAKOUT	
Budget Policy & Priorities	36
Campaign Finance Reform/Money in Politics	20
Consumer Safety	11
Criminal Justice	17
Education	4
Environment	13
Health Issues	32
Human Rights/Diversity	23
Hunger/Food/Nutrition	11
Livable Wages/Working Families	14
Public Lands/Wilderness	7
Salmon Recovery	7
Smoking Prevention	10
Sustainable Agriculture	13
Toxics	15
Urban Planning/Transportation	9

TOTAL 242

STATIONS AIRING

974
520
284
376
109
304
854
471
286
344
208
195
257
292
426
150

6,063



~South Dakota Broadcasters

"Always appreciate stories that expand on current issues on the front page (of the newspaper), the packages are easy to use."

"Gives me information and soundbites on information that I might not normally have."

"Good topics I wouldn't otherwise get. The stories generally have enough of a statewide interest that I can use them."

"Since we began three years ago, the Greater Dakota News Service has become a terrific resource for news about non-profits and perspective that broadcasters across the state normally don't get. As a journalist, it's a privilege to learn more about the terrific groups working in our state, and what they have to say about the major issues of the day."

~David Law, GDNS Producer

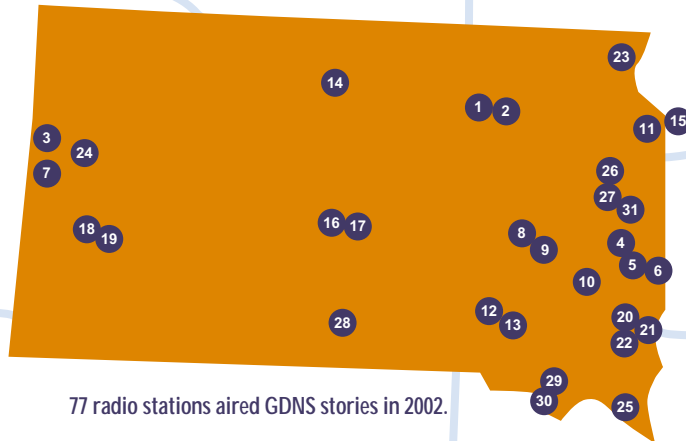
"The news service is essential to covering issues of concern to South Dakotans. It has helped the non-profit community in our state reach the radio listening public with timely, breaking stories and has triggered additional coverage as other media echo stories breaking on the news service."

~Susan M. Randall, Ph.D., South Dakota Coalition for Children

"Supporting the GDNS is good for the community, good for non-profits and good for journalism. Each month issues of statewide importance are covered with clarity and perspective. Thanks!"

~Lona Lewis, South Dakota Education Association

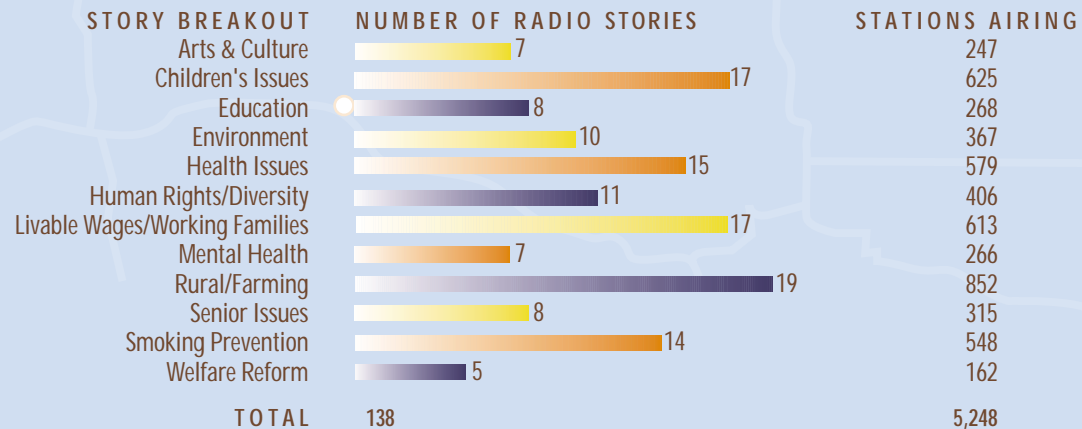
SOUTH DAKOTA RADIO COVERAGE



77 radio stations aired GDNS stories in 2002.

1. KGIM AM/FM (2) Aberdeen
2. KKA, KSDN AM/FM, QAAA, KBFO, KBWS (7) Aberdeen
3. KBFS AM, KYDT FM (2) Belle Fourche
4. KBRK AM/FM (2) Brookings
5. KJQ, KKQQ, KDBX (3) Brookings
6. KKQQ (1) Brookings
7. KDJJ (1) Deadwood
8. KIJV AM/FM (2) Huron
9. KOKK, KZKK (2) Huron

10. KJAM AM/FM (2) Madison
11. KMSD, KPHR, KDIO (3) Milbank
12. KMIT, KGEK (2) Mitchell
13. KORN, KQRN (2) Mitchell
14. KOLY AM, KMLO FM (2) Mobridge
15. KDIO, KMSD, KPHR (3) Ortonville
16. KCCR, KLXS (2) Pierre
17. KGFX, KPLO, KQKD, KPLO (4) Pierre
18. KOTA, KDDX, KXXI, KDJS, KHSD (5) Rapid City
19. KTOQ, KIQK, KSQY (3) Rapid City
20. KCSD (1) Sioux Falls
21. KELO AM/FM, KWSN, KTWB, KROO (5) Sioux Falls
22. KSOO, KXRB, KKLS, KMXC, KYBB, KIKN (6) Sioux Falls
23. KBWS (1) Sisseton
24. KBHB (1) Sturgis
25. KOSZ, KVHT (2) Vermillion
26. KDLO (1) Watertown
27. KWAT, KIXX, KDLO, KKSD (4) Watertown
28. KWYR AM/FM (2) Winner
29. KYNT, KKYA (2) Yankton
30. WNAX, KCLH (2) Yankton
31. KSDR AM/FM (2) Watertown



~Washington Broadcasters

"Appreciate that it's every weekday and there's a variety of actuality choices."

"The subjects are timely and topical — we usually just use the scripts alone."

"It's nice to have the soundbites to use with well produced stories."

"Now more than ever people need news that doesn't toe the party line. As a reporter it's great to have the independence WNS gives me to make sure voices and perspective get heard that might not otherwise."

~Darrin Gunkel, WNS Producer

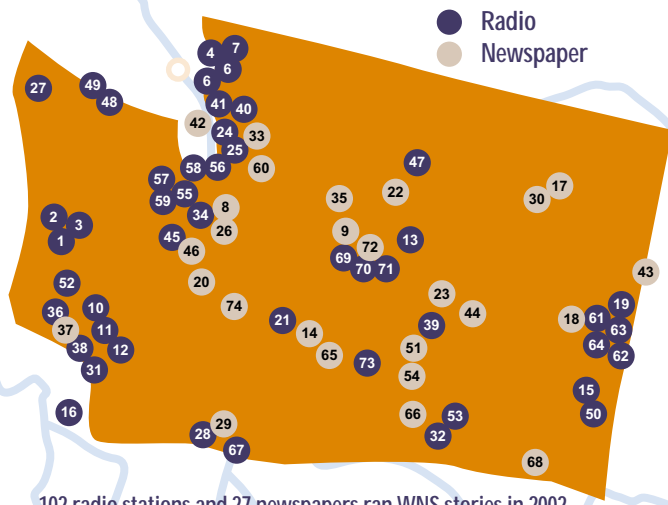
"WNS gets important stories out in places we couldn't reach on our own. Having a professional journalist whose job is to cover the issues non-profits care about is an invaluable service to the community."

~Laura Strickler, Children's Alliance

"It is important to the health of our democracy that citizens have opportunities to hear varying perspectives on a wide range of public issues. We are pleased that WNS consistently picks up on stories that other producers tend to miss — and covers them in a way that makes people want to listen."

~Lucy Copass, League of Women Voters of Washington

WASHINGTON RADIO COVERAGE



102 radio stations and 27 newspapers ran WNS stories in 2002.

1. KBKW, KAYO (2) Aberdeen
2. KPLU-Translator (1) Aberdeen
3. KXRO, KDUX (2) Aberdeen
4. KLKI AM (1) Anacortes
5. KGMI, KISM, KIXT, KPUG, KAFE (5) Bellingham

6. KPLU-Translator (1) Bellingham
7. KPUG AM, KAFE AM (2) Bellingham
8. Highline Times/Des Moines News, Burien
9. Cashmere Valley Record, Cashmere
10. KELA-AM, KMNT-FM (2) Centralia
11. KITI AM/FM (2) Centralia
12. KPLU-Translator (1) Centrallia/Chehalis
13. KOZI AM/FM (2) Chelan
14. Northern Kittitas Co. Tribune, Cle Elum
15. KCLX, KZZL, KRAO, KMAX (4) Colfax
16. KYTT, KYSG (2) Coos Bay
17. Coulee City News-Standard, Coulee City
18. The Davenport Times, Davenport
19. KEYF AM/FM (2) Dishman
21. KXLE AM/FM (2) Ellensburg
22. Lake Entiat Mirror, Entiat
23. Grant County Journal, Ephrata
24. KRKO AM (1) Everett
25. KSER (1) Everett
26. Federal Way News, Federal Way
27. KVAC AM, KLLM FM (2) Forks
28. KYTT, KLCK (2) Goldendale

29. Goldendale Sentinel, Goldendale
30. The Star Newspaper, Grand Coulee
31. KLOG-AM, KUKN-FM (2) Kelso
32. KONA AM/FM (2) Kennewick
33. Lake Stevens Journal, Lake Stevens
34. KLAY AM (1) Lakewood
35. The Leavenworth Echo, Leavenworth
36. KEDO, KBAM, KLYK, KRQT (4) Longview
37. The Daily News, Longview
38. KPLU-Translator (1) Longview/Kelso
39. KBSN, KDRM (2) Moses Lake
40. KBRC, KAPS (2) Mount Vernon
41. KPLU-Translator (1) Mount Vernon
42. The Mukilteo Beacon, Mukilteo
43. The Newport Miner, Newport
44. The Odessa Record, Odessa
45. KAOS (1) Olympia
46. The Olympian, Olympia
47. KOMW AM/FM (2) Omak
48. KIKN-AM, KONP-AM (2) Port Angeles
49. KPLU-Translator (1) Port Angeles
50. KQQQ-AM, KHTR-FM (2) Pullman
51. Quincy Vally Post-Register, Quincy
52. KPLU-Translator (1) Raymond/S. Bend
53. KTCR, KEGX, KIOK, KNLT (5) Richland
54. The Royal Review, Royal City
55. KMPS (1) Seattle
56. KOMO, KPLZ, KVI (3) Seattle
57. KPLU-Translator (1) Sea/Tac/Evr
58. Metro Networks (13) Seattle
59. KMAS AM (1) Shelton
60. Snohomish County Tribune, Snohomish
61. KAOQ AM, KISC FM, KNFR FM (3) Spokane
62. KEZE, KXLI, KXLY AM/FM (4) Spokane
63. KGA, KDRK, KEYF AM/FM (4) Spokane
64. KSBN (1) Spokane
65. The Skamania County Pioneer, Stevenson
66. Daily Sun News, Sunnyside
67. KMCQ (1) The Dalles
68. Walla Walla Valley Times, Walla Walla
69. KAAP, KYSN, KZPH (3) Wenatchee
70. KPQ AM/FM (2) Wenatchee
71. KXA-FM, KYSN-FM (2) Wenatchee
72. The Wenatchee World, Wenatchee
73. KIT AM, KATS FM, KQSN FM, KMXV, KFFM (5) Yakima
74. Nisqually Valley News, Yelm

