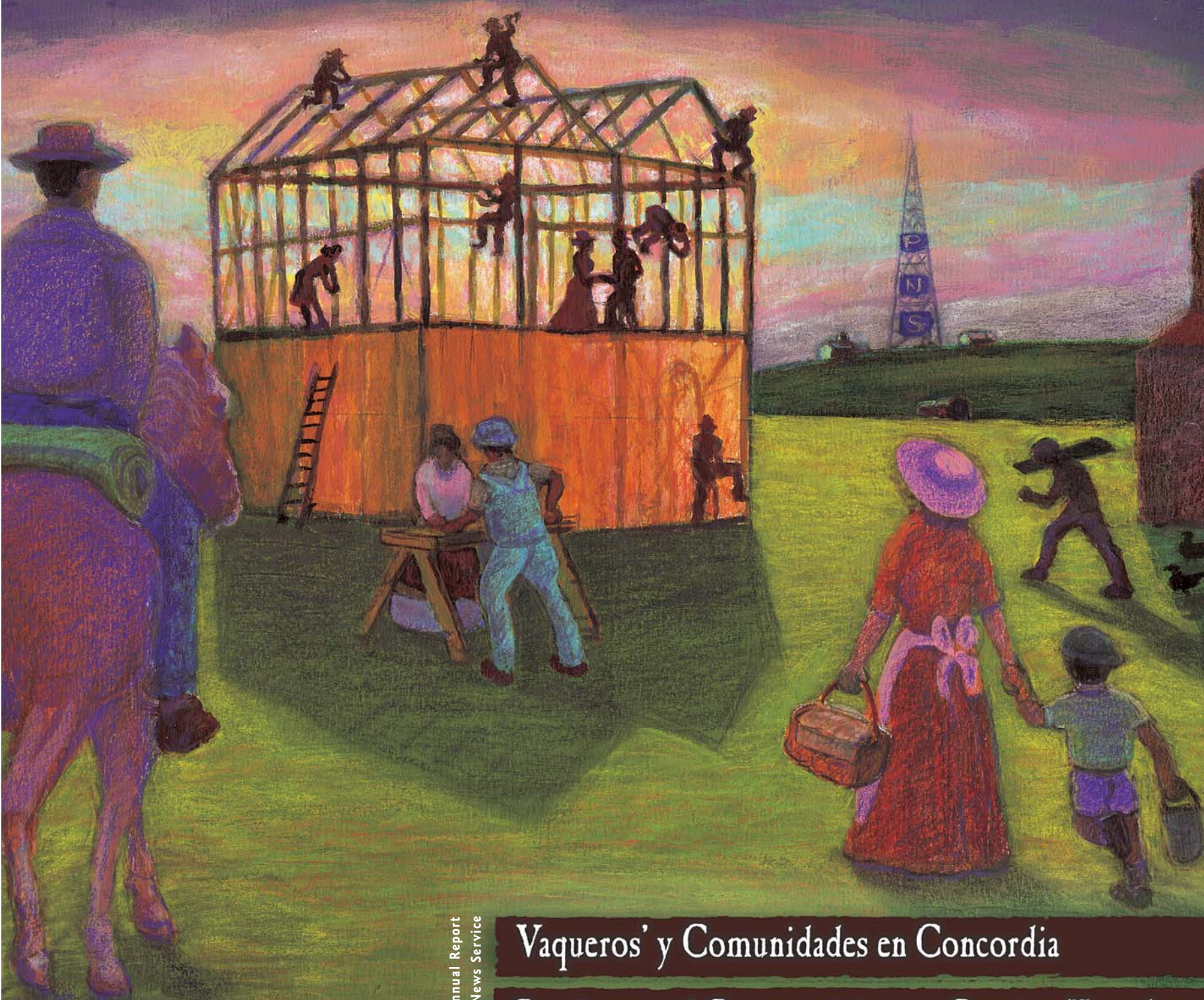




2003 Annual Report
Public News Service

Vaqueros' y Comunidades en Concordia

Cowboys and Communities ... Coming Together

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We changed our name to Public News Service (formerly Creative Communications) this past year to better reflect our work.

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Public News Service . . .

building

community through

balanced

public

debate

edificando la

comunidad por medio

del debate

publico

equilibrado

The Marlboro Man is dead but the

There's a reason so many car commercials are set in desolate Western landscapes, it evokes the strong-willed, self-reliant "maverick." Funded by advertising dollars, mainstream media relies primarily on fear-based journalism and reinforces this myth by selling "individual" fixes. The reality is that anyone whose car has broken down in rugged terrain understands the vulnerability, fear and sudden helplessness that can quickly descend.

Today we face widespread job loss and unprecedented global challenges, but corporate deregulation and the supremacy of market values render mainstream media unable to make connections between events and the underlying structural causes. This one-sided image of "self-reliance" provides the mythology to cover a massive consolidation of political and financial power that is dismantling our social safety net and the institutional safeguards that allow people born without privilege to soar.

"It's not simply the cause of journalism that's at stake today, but the cause of American liberty itself," according to veteran journalist Bill Moyers, who cautions against governmental secrecy, media conglomerates and "a quasi-official partisan press."

Today about five corporations control most media outlets. Through them, huge financial and corporate interests spend billions of dollars annually to influence public policy. Our most dedicated journalists, increasingly overworked and underpaid, understand it is no longer about journalism and public service. It's about numbers...ratings, profit margins and the corporation's bottom line. Despite more news outlets than ever, the few dominating voices tend to drown out an emerging culture that is demanding a new model of leadership and community.

Hay una razón tantas propagandas de coche se ponen en paisajes Occidentales desolados, provocan la imagen de uno fuerte obstinado y a la vez auto confiado "desidente." Financiado por dólares anunciadores, la media convencional refuerza este mito empujando el temor y vendiendo el corrijón "individuo". La realidad es que cualquiera que a tiendo la experi-

encia de un coche que falla en el terreno escabroso entiende la vulnerabilidad, el temor y la impotencia repentina que puede descender rápidamente.

Hoy encaramos la pérdida esparcida del trabajo y desafíos globales inauditos, pero la desregulación corporativa y la supremacía de valores de mercado rinden medios convencionales incapaces de hacer las conexiones entre acontecimientos y las causas estructurales fundamentales. Esta imagen unilateral de "auto-confianza" proporciona la mitología para cubrir una consolidación masiva del poder político y financiero que desmantela nuestra red social de la seguridad y las salvaguardias institucionales que permite a personas nacidas sin el privilegio para elevarse.

En estos días acerca de cinco corporaciones controlan la mayoría de las salidas de medios. Por ellos, los intereses inmensos, financieros y corporativos gastan los mil millones de dólares para influir anualmente la política pública. Los periodistas más dedicados, cada vez más agotado y sub-remunerado, entienden que no es acerca del periodismo y el servicio público. Pero que es acerca de números...las calificaciones, los márgenes de beneficio financiero para las corporación' sobre la línea última de sus recursos. A pesar de más salidas de noticias, las pocas voces que dominan tienden a ahogar la voz de una cultura naciente que demanda un modelo nuevo del liderazgo y la comunidad.

¿Qué ventajas pueden los que quieren el cambio traer a la mesa? El talento, la ingeniosidad, los recursos compartidos, la fe, la pasión y el compromiso...como periodistas, nuestra misión es el cuidado por el interés público, y corrientemente en los estados donde operamos (Oregon, Washington,

El Hombre de Mar



myth lives on.

What assets can those who want change bring to the table? Talent, ingenuity, shared resources, faith, passion and commitment...as journalists, our mission is to look out for the public interest, and currently over 200 member groups are supporting us to do so in the states where we operate (Oregon, Washington, Idaho, Montana, Nevada, Minnesota, Iowa, North Dakota, South Dakota and New York).

Because of Public News Service, millions of people are hearing and seeing stories and points of view that wouldn't ordinarily be covered by the mainstream media. In 2003, our independent services produced 1,572 radio, 125 print (in WA) and 94 television stories (in ID). The broadcast stories aired over 104,000 times on 2,059 stations. (In comparison, nationwide there are just over 700 NPR stations.) Our print stories were picked up by 38 WA newspapers, and on average three papers used every story. The TV stories were used regularly across Idaho.

Public News Service's contribution to the public debate is helping balance the dialogue and making a difference. We've seen excitement building among community advocates, and changes in policy and public dialogue as journalists become sensitized to issues that once received little or no coverage. We are proving, once again, that journalism is a vehicle for public service.

In the coming year, we look forward to launching services in Colorado, Massachusetts and Utah. Thanks to support from the Ford Foundation, our long-anticipated regional Spanish radio pilot OndaLatina will start in the Pacific Northwest.

Public News Service offers an instrument to explore a more hopeful and community minded vision for the future. Your support allows us to do the kind of journalism we believe democracy needs to survive and prosper.

Thank you!

Idaho, Montana, Nevada, Minnesota, Iowa, Dakota del norte, Dakota del sur y Nueva York) sobre 200 grupos de miembro nos sostiene para hacer precisamente esto.

Por medio de Public News Service millones de personas escuchan y ven los cogió de nuevas y puntos de vista que comúnmente no serian cubiertos por los medios convencionales. En 2003, nuestros servicios independientes produjeron 1,572 radio, 125 en la prensa (en Washington) y 94 actualidades en la televisión (en Idaho). Los noticieros por la radio fueron emitidos sobre 104,000 veces en 2,059 estaciones. (En comparación, por todo el país hay apenas 700 estaciones de NPR.) Nuestras actualidades para la prensa fueron recogidos por 38 periódicos de Washington, y en el promedio tres papeles utilizaron cada cuento. Las actualidades para televisión se utilizaron regularmente a través de Idaho.

Public News Service ofrece un instrumento para explorar un futuro más optimista para nuestra comunidad.

Las contribuciones de Public News Service al debate público ayuda el equilibrio del diálogo y hace una diferencia. Nosotros hemos visto entusiasmo entre proponentes de la comunidad, y los cambios en la política y el diálogo público cuando periodistas llegan a ser sensibilizados a los asuntos que en el pasado recibieron muy poco o ningún alcance. Demostramos, una vez más, que el periodismo es un vehículo para el servicio público.

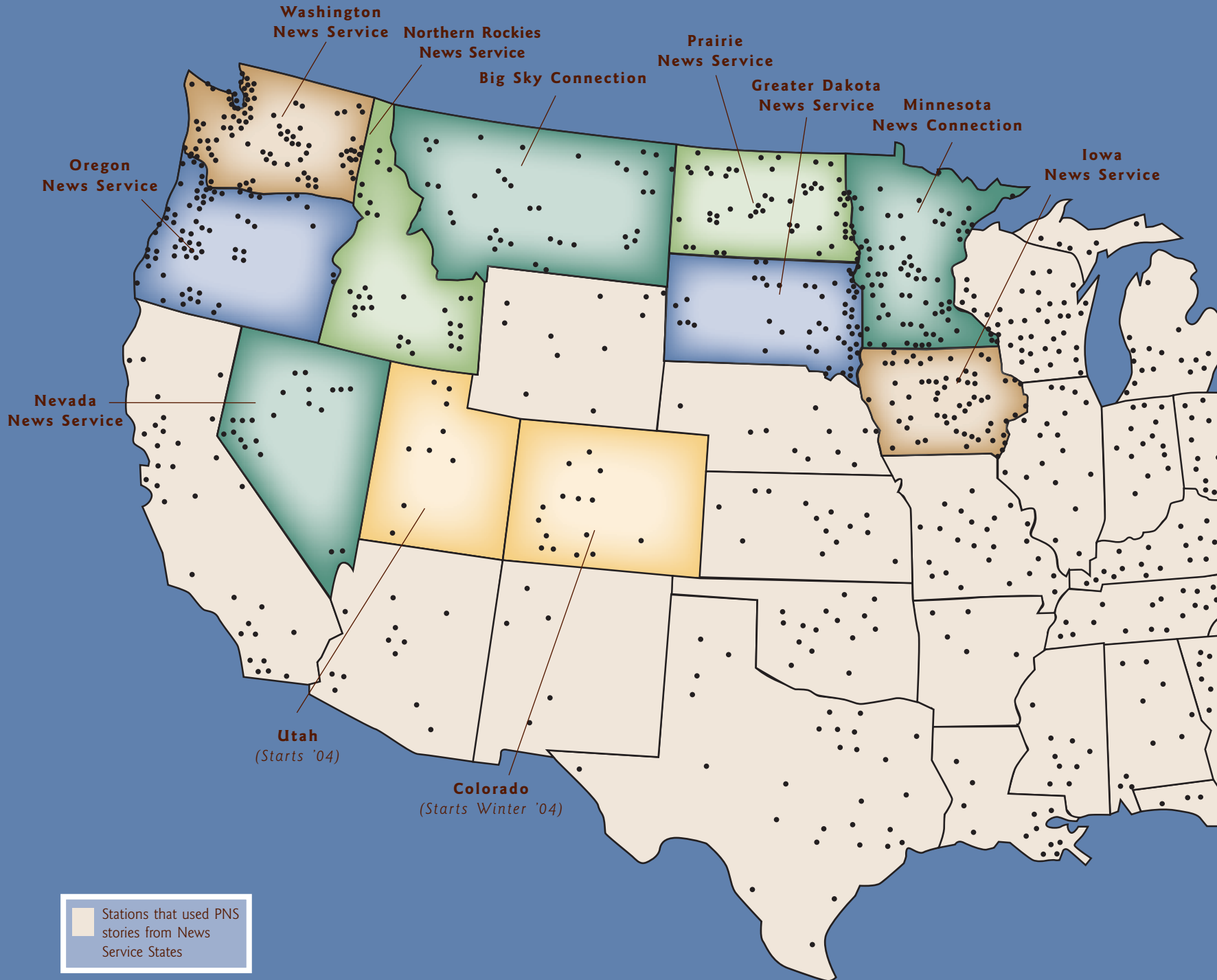
En el año venidero, nosotros esperamos lanzar los servicios en Colorado, Massachusetts y Utah. Gracias al apoyo de la Fundación de Ford, nuestro largo-anticipado noticiero de la radio en española regional, OndaLatina empezará en el Noroeste Pacífico.

Public News Service ofrece un instrumento para explorar un futuro más optimista para nuestra comunidad. Su apoyo nos permite hacer la clase del periodismo nosotros creemos necesario para que la democracia sobreviva y prospere.

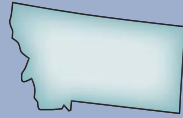
¡Gracias!

lboro está muerto pero el mito vive.

STATIONS THAT AIRED PNS 2003 STORIES

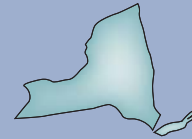


NEWS SERVICE STATES



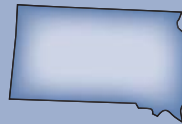
Big Sky Connection

- 82 radio stations aired BSC stories
- 134 radio stories aired
- 6,665 stations airing



New York News Connection

- 140 NY radio stations aired NYNC stories
- 691 stations ran NYNC stories nationwide
- 46 radio stories aired
- 922 NY stations airings, and 8,655 nationwide



Greater Dakota News Service

- 89 radio stations aired GDNS stories
- 120 radio stories aired
- 5,837 stations airing



Northern Rockies News Service

- 80 radio and 9 television stations aired NRNS stories
- 242 radio and 94 television stories aired
- 5,571 stations airing



Iowa News Service

- 126 radio stations aired INS stories
- 121 radio stories aired
- 6,446 stations airing



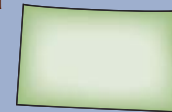
Oregon News Service

- 219 radio stations aired ONS stories
- 240 radio stories aired
- 7,107 stations airing



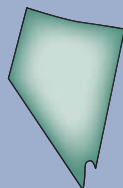
Minnesota News Connection

- 319 radio stations aired MNC stories
- 264 radio stories aired
- 16,513 stations airing



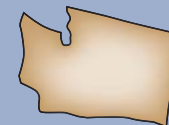
Prairie News Service

- 94 radio stations aired PNS stories
- 108 radio stories aired
- 4,372 stations airing



Nevada News Service

- 42 radio stations aired NNS stories
- 51 radio stories aired
- 695 stations airing



Washington News Service

- 142 radio stations and 38 newspapers aired WNS stories
- 242 radio stories aired and 125 print stories
- 9,075 stations airing and 376 stories printed



Massachusetts
(Starts Winter '04)

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public news service

NEWS IN THE PUBLIC INTEREST

