

"BRIDGING...UNIENDO"

BRIDGING THE  
DIVIDES

BURN OUT "TENTH"  
BLUE RED

RED/BLUE  
URBAN/RURAL  
MAINSTREAM &  
ALTERNATIVE

GEOGRAPHY  
AMBIENTE

URBANO  
ENERGIA  
POBREZA  
COMIDA  
COMERCIO

ROJO/AZUL  
URBANO/CAMPESTRE  
PRINCIPAL/  
ALTERNATIVO

URBAN  
BRIDGING ISSUES  
ENERGY  
POVERTY  
FOOD  
TRADE

GEOGRAPHY  
ENVIRONMENT



TEXT...  
BURN OUT BLUE

BLUE  
BORDER

CONCEPT → DETAILED DRAWING → REALITY

# public news service

NEWS IN THE PUBLIC INTEREST



1996

2005

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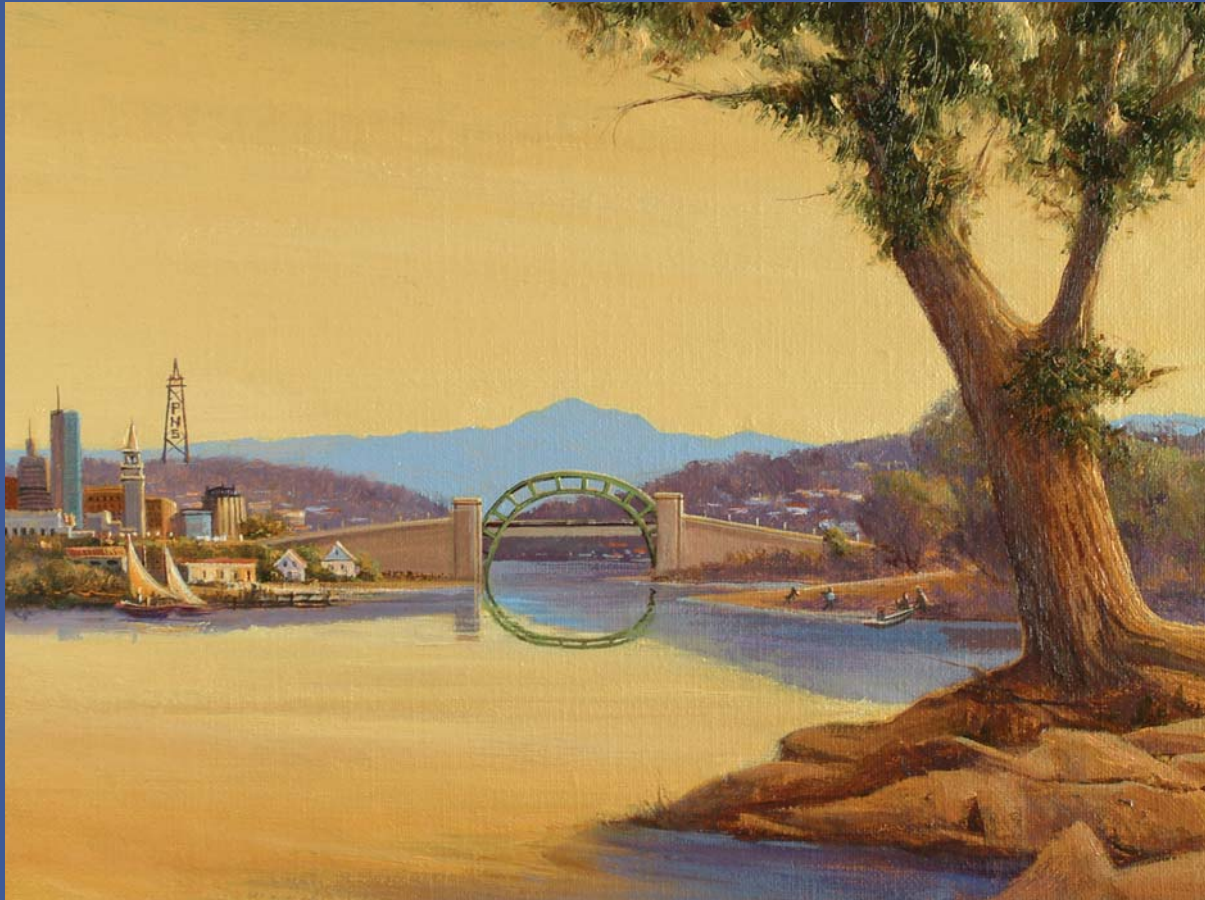
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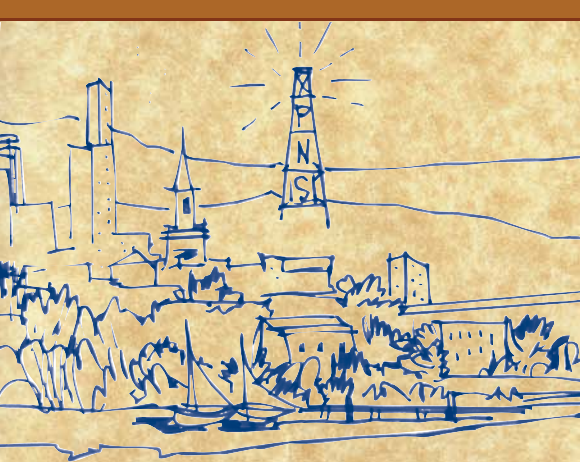
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# *Bridging the Divides...*



*F*or 10 years now, Public News Service journalists have been linking people and issues across geographic and political divides with information that brings perspective, hope and clarity. We are unique in bridging mainstream and alternative media with progressive voices that foster mutual understanding rather than polarity.



## Future Plans

- Build the Public News Service to be a national source of public interest news with progressive values in all 50 states, and continue growing our usage by other networks and distribution channels.
- Develop a website where the public can access PNS stories and podcasts (in addition to our current site for broadcasters) for their own use, and use it as a portal for other strategies.
- Increase our collaboration with other public interest media outlets, including more ethnic media development and innovative fundraising like <http://publicnewsservice.bookswe like.net>.

We work from a tried and true blueprint: our team of seasoned editors and journalists cover the issues that matter most, issues that journalists all over the country care about, but often can't adequately address in today's entertainment-and ratings-driven newsrooms. We're supported by a strong base — hundreds of community organizations, plus individuals and foundations.

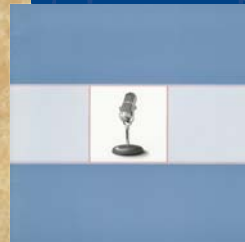
People increasingly are choosing information outlets that conform to their beliefs, undermining our collective ability to arrive at shared solutions. We counter that trend with reporting used by media outlets across the political spectrum, from Rush Limbaugh flagship stations to Air America, CBS Network, Native American, WIN and other outlets — on air and online.

As a multi-issue AP-style news service, we are uniquely positioned to distribute our content to a wide cross-section of the public in a rapidly changing media environment. This year we collaborated on

two Spanish language projects, one targeted to Spanish talkshows with Mainstream Media Project, and piloted a half-hour weekly news magazine for Air America Minnesota, called The Connection.

In celebrating our 10-year anniversary, we pay tribute to visionary supporters for the solid foundation they helped us create; the social reformers of our day, whose daily work provides the construction material; and the dedicated journalists of our network who painstakingly build the communications bridge to a more just and sustainable future.

Here's to what we can accomplish in the next ten years...THANKYOU!



1999  
OREGON July  
SOUTH DAKOTA June  
NORTH DAKOTA February  
MINNESOTA February

1996  
IDAHO May



2000  
IOWA February  
MONTANA October



2001



2002

*"I have watched with amazement as this small project in one of the most conservative states has taken off to be a major factor in getting progressive perspective — wherever people listen to broadcast news. As a funder for Northwest Area Foundation at the time, I'm very honored to have been able to help the service expand to other states. It's one of the most high-impact projects I've had the pleasure of supporting!"*

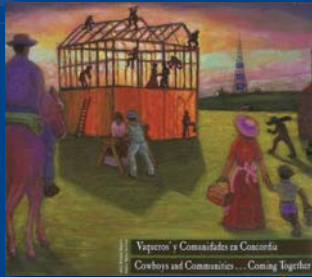
Tarryl Clark, MN Community Action Association



# “Uniendo Lo Desunido”

Desde hace 10 años, los periodistas del servicio noticioso público “Public News Service,” han estado conectando a gente y asuntos a través de las divisiones geográficas y políticas con información que presenta perspectiva, esperanza y claridad. Somos únicos al construir un puente alternativo y de corriente principal de los medios de comunicación con voces progresivas que fomentan un entendimiento mutuo, en lugar de aislar y separar.

Trabajamos con un proyecto comprobado, apoyado por una fuente de firme base — cientos de organizaciones comunitarias, además de fundaciones individuales — nuestro equipo de experimentados editores y periodistas talentosos cubren los temas que son primordial interés en todo el país que comunmente no se abordan adecuadamente por la manera en que las salas de redacción son manejadas



2003 —  
NEVADA August  
NEW YORK September

debido a las periódicas maneras del entretenimiento.

Pautas a seguir revelan como la creciente población elige su información de acuerdo a sus creencias, sin importar las campañas colectivas de obtener mejores soluciones. Nosotros contra-atacamos esa pauta con noticias utilizadas por fuentes de comunicación a través del espectro político, desde las estaciones clave que usan a Rush Limbaugh, Air America, la red CBS, fuentes informativas Nativo Americanas y laborales — independientes y en línea.



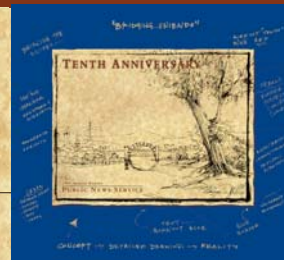
2004 —  
COLORADO March  
MASSACHUSETTS April

Estamos en una posición envidiable como un servicio de noticias como la Prensa Asociada, para distribuir la noticia que producimos hacia una amplia sección de público aunque ocurran cambios en los medios de

comunicación de lo tardicional, a inalámbrico, o interactivo. Este año continuamos la inovación de OndaLatina, nuestro proyecto en el idioma Español, y el programa piloto de media hora de noticias para Air America Minnesota llamado La Conexión “The Connection.”

Al celebrar nuestro décimo aniversario, rendimos homenaje a nuestros vicionarios aficionados por la sólida fundación que nos han ayudado a construir; los reformadores sociales de actualidad, cuyo trabajo diario provee el material de construcción; y los dedicados peiodistas de nuestra red quienes cuidadosamente construyen el puente de comunicaciones para un futuro más justo y sostenible.

Brindamos por lo que podemos cumplir en los próximos diez años...¡GRACIAS!



2005 —  
WISCONSIN July  
NEW MEXICO July  
OHIO November

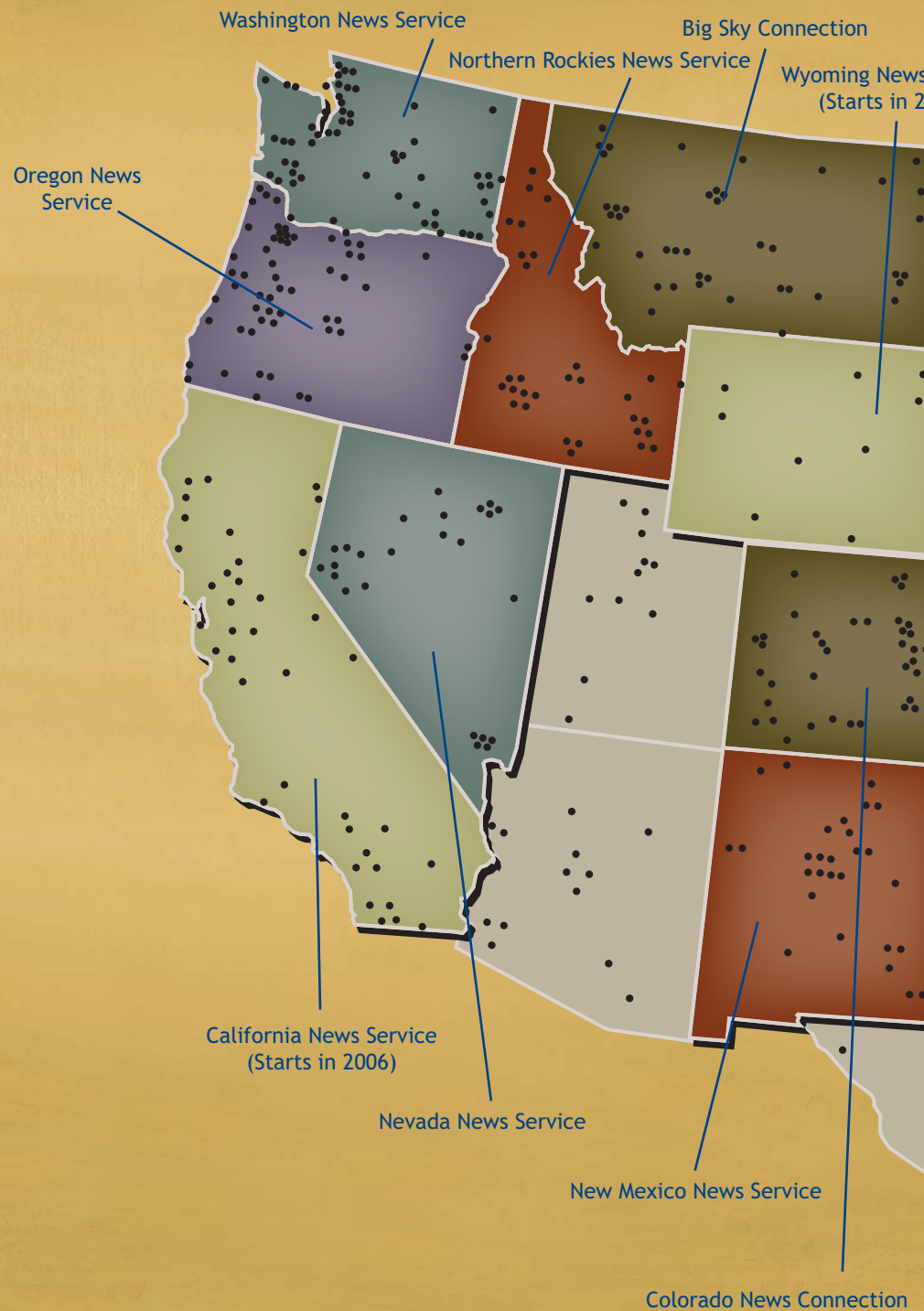
*“A 10-year redistricting battle in Montana created districts that maximize Indian representation and reshaped others in a way that helped turn this red state blue in the 2004 election. The Big Sky Connection has no doubt played a factor in Montanans being better educated on this and other issues of importance to us all. Kudos to Public News Service and the folks who make it happen!”*

Scott Crichton, ACLU of MT

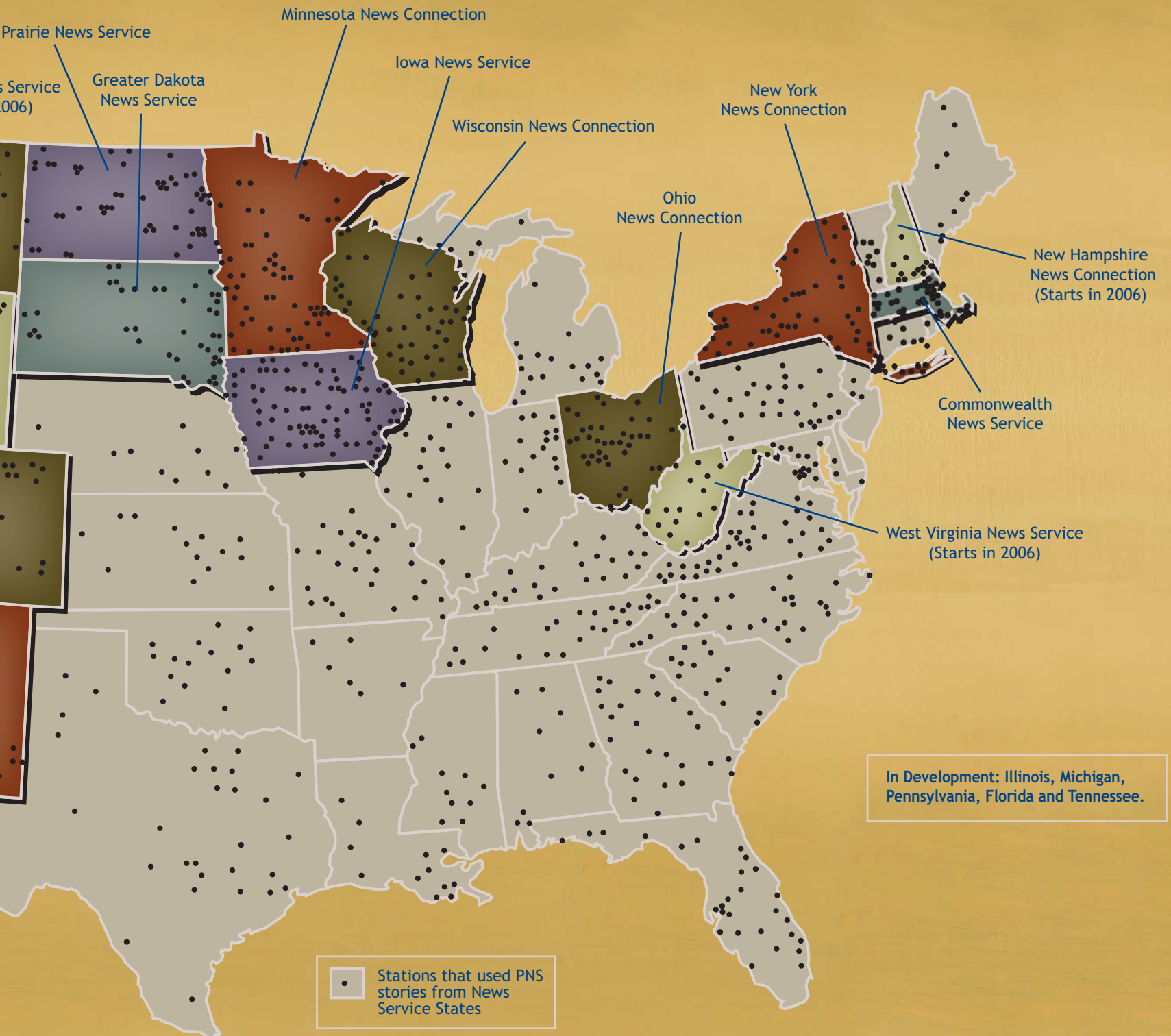
*In 2005*  
3,174 radio stations  
1,955 radio (68 Spanish) and 44 television stories  
153,820 number of station airings



STATIONS  
AIRING  
PNS STORIES  
IN 2005









## “SERVING THE PUBLIC INTEREST SINCE 1996”

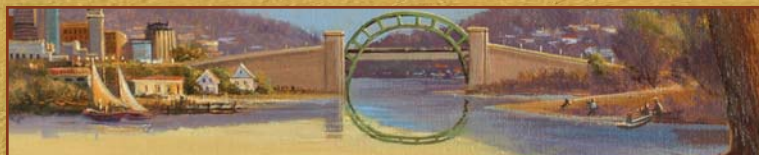
Public News Service is a growing network of committed journalists and long-time nonprofit staffers building a ubiquitous national news distribution vehicle that crosses political, geographic and technical divides. Currently, **PNS News Services consistently reach an estimated three million people.**\*

### WHY A “PUBLIC NEWS SERVICE?”

Public News Service was founded because media consolidation has resulted in far fewer voices in more places. In a competitive environment, too often the perspectives of public interest nonprofit organizations’ are missing from mainstream news. PNS is a change agent to remedy that lack of coverage, starting in radio, where the average person tunes in three hours a day.

### HOW THE PUBLIC NEWS SERVICE WORKS

Similar to public broadcasting, Public News Service is supported by contributions and grants. Participating organizations (currently 300) pledge funding to support specific areas of coverage on an annual basis with the understanding that they are contributing to an independent progressive news service committed to the public interest. Each news script with available soundbites is sent out to radio stations and other news outlets statewide. PNS tracks its distribution and pickup, which is growing nationally every year.



*“...producing and distributing quality news and public affairs programs to fill the gap created by the shuttering of local news operations.”*

The Nation (May 23, 2005)

### 2005 RESULTS

In 2005, our radio and television stories were aired almost 154,000 times in 15 states by 3,174 radio stations. We produced 1,999 stories with public interest and progressive content. Each one was broadcast by an average of 20 to 60 radio stations, depending on the state.

*“We just capped a four-year campaign to bring accountability to our state economic development efforts with the passage of state legislation that — before this year — had gone nowhere.*

*The many stories that PNS did on this issue and other economic justice issues were vitally important in building the public case for accountability and democracy.”*

Don Morrison, North Dakota Progressive Coalition

“The Connection,” our first weekly news magazine show produced by Jim Wishner, debuted successfully on Air America Minnesota, Fall 2005.

In a project with Media in the Public Interest (MPI), we produced 68 Spanish stories in New Mexico, helping to build usage and relationships with 15 stations. Our journalists also collaborated editorially in a partnership with Mainstream Media Project and MPI that resulted in 45 talk show bookings and 88 Spanish-speaking experts identified and sourced from our network.

Our 44 TV stories aired consistently on nine TV stations serving all the main markets in Idaho and we look forward to developing more television.

National network usage continues to grow: in addition to CBS Network, this year we started getting aired by Clear Channel Network, Air America, Native American, WIN and other outlets on the internet.

\* (Arbitron 12+ market shares- weekday. To put this into perspective, Nielson’s average **daily** ratings show Fox with 1.02 million viewers and CNN with 665,000 for the year 2003.)

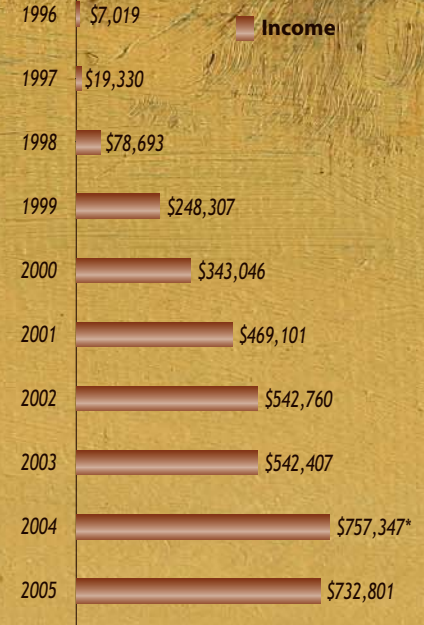


## Story Breakout

## Number of Radio/TV Stories

## Station Airings\*

Arts & Culture	4	337
Budget Policy & Priorities	200	12,201
Campaign Finance Reform/Money in Politics	16	661
Children's Issues/Early Childhood Education	129	8,865
Citizenship/Representative Democracy	42	1,467
Civil Rights	46	2,829
Consumer Safety	41	4,502
Criminal Justice	21	687
Disabilities	28	1,522
Domestic Violence/Sexual Assault	21	2,821
Education	90	6,023
Energy Policy	63	6,520
Environment	178	20,438
Family/Father Issues	6	707
GLBTQ Issues	9	232
Global Warming/Air Quality	31	2,123
Gun Violence Prevention	5	445
Health and Mental Health Issues	187	13,645
HIV/AIDS Prevention	12	528
Housing/Homelessness	33	1,927
Human Rights/Racial Justice	64	7,362
Hunger/Food/Nutrition	44	3,356
Immigrant Issues	11	171
International Issues/Peace	27	1,688
Livable Wages/Working Families	155	10,640
Native American Issues	6	808
Nuclear Waste	9	2,598
Philanthropy	4	168
Public Lands/Wilderness/Endangered Species	165	12,313
Rural/Farming/Sustainable Agriculture	137	14,121
Salmon Recovery	34	1,451
Senior Issues	64	3,472
Smoking, Alcohol and Drug Abuse Prevention	57	3,502
Social Justice and Community Issues	22	1,348
Teen Pregnancy Prevention	9	568
Urban Planning/Transportation	21	1,156
Women's Issues	8	618
<b>Totals: 1999</b>		<b>153,820</b>



\*2004 was the last of a significant 6-year Ford grant. Most, but not all, of the funds were replaced in 2005.

\* Represents the minimum number of times stories were aired.



**Big Sky Connection**

- 85 radio stations aired BSC stories
- 113 radio stories aired
- 19,691 station airings

**BSC Market Share**

Billings	63%	Kalispell	63%
Great Falls	42%	Bozeman	58%
Missoula	87%	Helena	49%

888-692-8362 • bsc@publicnewsservice.org

**Minnesota News Connection**

- 246 radio stations aired MNC stories
- 232 radio stories aired
- 23,747 station airings

**MNC Market Share**

Minneapolis- St. Paul	11%	Fargo, ND	45%
Duluth-Superior	24%	Grand Forks, ND	32%
Mankato-New Ulm	47%	La Crosse, WI	30%

888-692-9358 • mnc@publicnewsservice.org

**Ohio News Connection (Nov - Dec)**

- 113 radio stations aired ONC stories
- 23 radio stories aired
- 4,133 station airings

**ONC Market Share**

Columbus	16.4%	Washington-Ashland	5.2%
Dayton	53.4%	Wheeling	10.6%
Toledo	36.1%	Lima	38.9%
Fort Wayne	47.3%		

800-317-6698 • onc@publicnewsservice.org

**Colorado News Connection**

- 123 radio stations aired CNC stories
- 154 radio stories aired
- 5,252 station airings

**CNC Market Share**

Denver-Boulder	28%	Pueblo	23%
Colorado Springs	21%	Grand Junction	32%

888-320-9604 • cnc@publicnewsservice.org

**Nevada News Service**

- 46 radio stations aired NNS stories
- 112 radio stories aired
- 4,098 station airings

**NNS Market Share**

Las Vegas	28%	Reno	27%
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888-320-9602 • nns@publicnewsservice.org

**Oregon News Service**

- 139 radio stations aired ONS stories
- 186 radio stories aired
- 7,453 station airings

**ONS Market Share**

Portland	60%	Bend	70%
Eugene-Springfield	56%	Roseburg	49%
Medford-Ashland	55%	Coos Bay	15%

888-692-8368 • ons@publicnewsservice.org

**Commonwealth News Service**

- 74 radio stations aired CNS stories
- 172 radio stories aired
- 17,440 station airings

**CNS Market Share**

Boston	44%	New Bedford-	
Springfield	32%	Fall River	20%
Worcester	31%	Cape Cod	22%

888-320-9603 • cns@publicnewsservice.org

**New Mexico News Service  
(Jul - Dec)**

- 59 radio stations aired NMNS stories
- 58 radio stories aired
- 811 station airings

**NMNS Market Share** Albuquerque 43.5%

888-471-1722 • nmns@publicnewsservice.org

**Prairie News Service**

- 93 radio stations aired PNS stories
- 93 radio stories aired
- 7,845 station airings

**PNS Market Share**

Fargo-Moorhead	21%	Grand Forks	42%
Bismarck	81%		

888-692-8955 • pns@publicnewsservice.org

**Greater Dakota News Service**

- 83 radio stations aired GDNS stories
- 132 radio stories aired
- 10,401 station airings

**GDNS Market Share** Rapid City 30%

888-606-7494 • gdns@publicnewsservice.org

**Iowa News Service**

- 158 radio stations aired INS stories
- 172 radio stories aired
- 16,539 station airings

**INS Market Share**

Des Moines	36%	Waterloo-Cedar Falls	40%
Davenport, IA-IL	13%	Sioux City	58%
Cedar Rapids	21%	Mason City	45%
Dubuque	22%		

888-692-8363 • ins@publicnewsservice.org

**New York News Connection**

- 163 radio stations aired NYNC stories
- 163 radio stories aired
- 4,612 station airings

**NYNS Market Share**

New York City	17%	Utica-Rome	35%
Nassau-Suffolk	22%	Poughkeepsie	37%
Buffalo-Niagara Falls	54%	Binghamton	45%
Rochester	24%	Elmira-Corning	41%
Albany	23%	Hamptons-Riverhead	22%
Syracuse	70%	Watertown	37%
Newburgh-Middletown	35%	Ithaca	44%

888-320-9601 • nync@publicnewsservice.org

**Washington News Service**

- 146 radio stations aired WNS stories
- 186 radio stories aired
- 7,078 station airings

**WNS Market Share**

Seattle	25%	Longview/Kelso	15%
Spokane	66%	Aberdeen/Hoquiam	25%
Yakima	40%	Wenatchee	71%
Tri-Cities	31%		

888-692-9286 • wns@publicnewsservice.org

**Northern Rockies News Service**

- 91 radio stations and 9 television stations aired NRNS stories
- 148 radio and 44 television stories aired
- 19,923 station airings

**NRNS Market Share**

Boise	57%	Pocatello	14%
Spokane	82%	Twin Falls	35%
Idaho Falls	36%		

888-692-8362 • nrns@publicnewsservice.org

**Wisconsin News Connection (Jul - Dec)**

- 161 radio stations aired NNS stories
- 72 radio stories aired
- 4,797 station airings

**WNC Market Share**

Milwaukee/Racine	17.3%	Green Bay	16.5%
Madison	16.2%	La Crosse	68.1%
Appleton/Oshkosh	46.9%	Eau Claire	37.8%
Wausau/Stevens Point	24.4%		

888-320-0605 • wnc@publicnewsservice.org

**COMING  
IN 2006**

**California News Service**  
800-317-6701  
cans@publicnewsservice.org

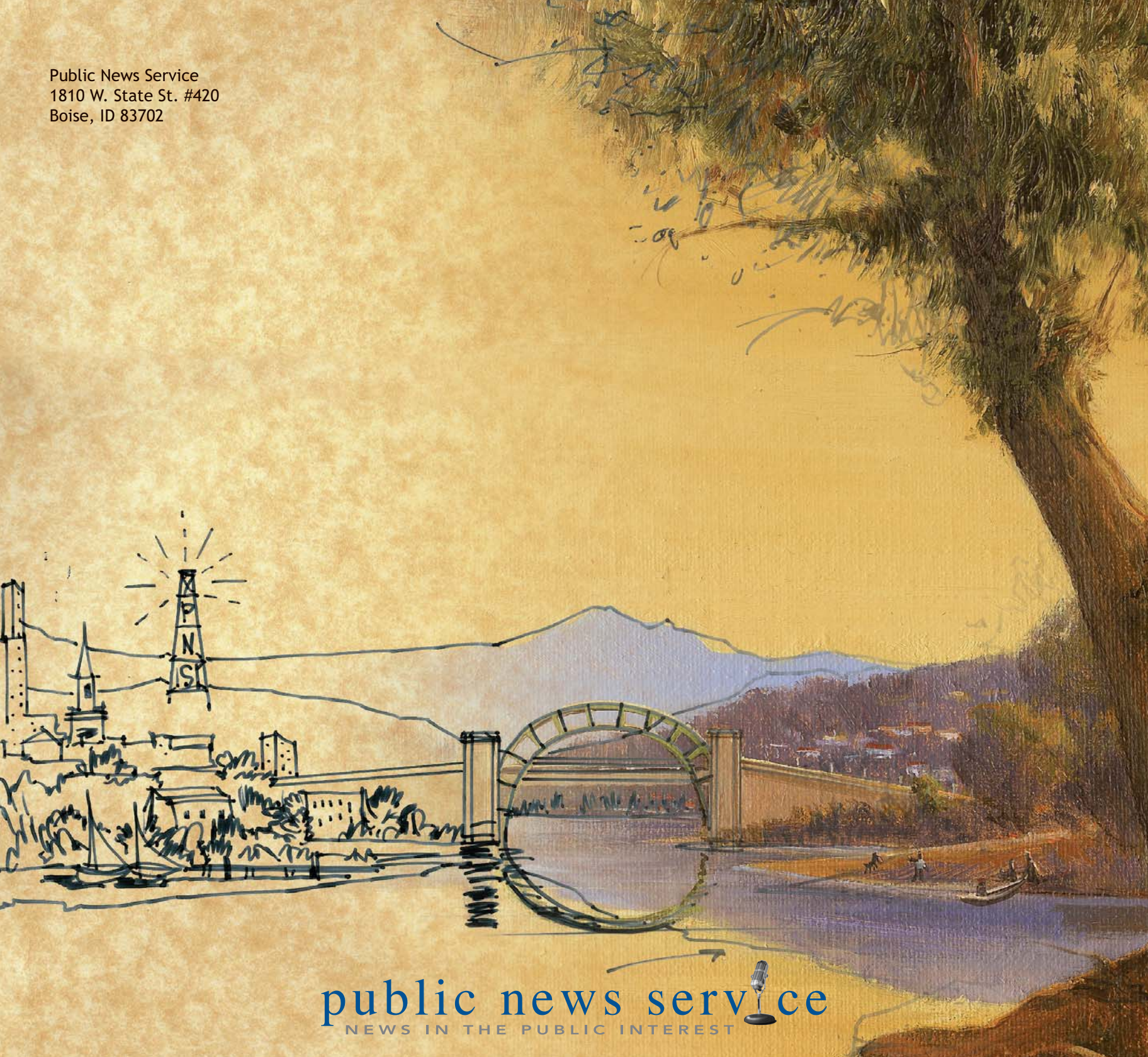
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**West Virginia News Service**  
800-317-6705  
wvns@publicnewsservice.org

**Wyoming News Service**  
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