

Seize the Opening
¡Vive, mira el claro de luz!

“PNS *is the* silver lining

2006 ANNUAL REPORT

Visionaries & Leaders,

Today's massive call for change requires very down-to-earth decisions. In the opening before us where more people are seriously questioning the status quo, **WE THANK OUR SUPPORTERS**, who understand the role we all play telling stories that matter and lifting up voices of change.

For the past 11 years, Public News Service has advanced this process through our AP-style state-level news services producing issues-oriented broadcast news on the “public interest beat.” We do this in a thought-provoking way so people, regardless of their politics, can listen and ponder and yes, change their lives and communities.

We salute all who work to make equity, sustainability, accountability and compassion the defining values of our time. We're here to support and challenge you. **SEIZE THE OPENING!**

A los Visionarios y a los Líderes,

Hoy en día hay un llamado a gran escala para realizar cambios, y por ende las decisiones son ágiles y sencillas. Frente a nosotros se está creando una cultura de transparencia en la que la gente seriamente se está cuestionando

in

main
stream

media.”

JANICE THOMPSON,
MONEY IN POLITICS RESEARCH ACTION PROJECT

el status quo, y **LES DAMOS LAS MÁS SINCERAS GRACIAS** a todos los que nos han apoyado; a ustedes quienes entienden nuestra responsabilidad de difundir información de gran relevancia, crear conciencia y con ello la realización de cambios.

Desde hace 11 años, en Public News Service hemos avanzado en este proceso con nuestro estilo AP de servicios de noticias con acceso a información pertinente, produciendo y difundiendo temas orientados de acorde al interés común; sin importarnos su política, la gente, puede

escuchar y reflexionar, y por qué no, realizar cambios en sus vidas y en sus comunidades.

Honramos y respetamos a todos aquellos que día con día se esfuerzan en hacer posible la equidad, la sustentabilidad, la rendición de cuentas y la compasión, son estos valores que nos definen hoy en día. Estamos con ustedes, los apoyamos, forjemos juntos nuestro destino los retamos ahora **¡VIVE, MIRA EL CLARO DE LUZ!**

LARK CORBEIL *Fundadora/Founder*

In 2006 our independent services produced
2,142 RADIO NEWS STORIES which were aired over
160,000 TIMES on **3,721 RADIO STATIONS** nationwide.

BROADCASTERS across the map use Public News Service stories — from conservative news/talk to public, community, ethnic and religious outlets, as well as their online sites. National network usage continues to grow with CBS Network, Clear Channel Network, Native News Network, Air America, WIN and other outlets on the Internet.

114 STORIES IN SPANISH went out from our New Mexico service and our 40 television stories in Idaho aired consistently on nine TV stations serving all the main markets. In 2007, we look forward to developing more television, and will add another bi-lingual service in California and collaborate again with Mainstream Media Project on a Spanish talkshow project. In addition, PNS content will be available to supporters on the Web, and increasingly other Web news outlets, via RSS and podcasting.

And this year, our weekly news magazine show “The Connection” celebrates its first anniversary on Air America Minnesota.



Future Plans

- » Building our editorial, marketing and development resources to establish PNS as a national news source with services in all 50 states.
- » Invest in strategic collaborations with other public interest media outlets to expand ethnic media and create new media products.
- » Utilize RSS media and podcasts to open new and broader distribution opportunities for PNS news content.

Why a Public News Service

CHANGING MEDIA LANDSCAPE

Today six corporations control most media outlets. Through them, huge financial and corporate interests spend billions of dollars annually to influence public policy. Mass media is our best version of **ongoing adult education** and where our public policy gets made, or un-made. But today our most dedicated broadcast journalists — increasingly overworked and underpaid — understand it is no longer about journalism and public service: It's about ratings, profit margins and the corporation's bottom line.

In this environment, it's increasingly challenging for public interest organizations to get their perspective and data included in this debate in a way that the public can hear. A journalist pressed for time in the broadcast newsroom today often chooses from a variety of provided sources, and sponsored video and commercial newswire content goes directly to journalists' desktops.

SERVING THE PUBLIC INTEREST SINCE 1996

PNS is a public interest AP-style news service whose beat is the broad range of the civic sector. What makes our work different from the provided material mentioned above is that supporters cannot control or “buy” our work. As a funding model, we use a hybrid of public broadcasting where overall programming is supported by contributions

from nonprofits, individual donors, foundations and socially responsible businesses. Donors can earmark their support to fund coverage of issue areas with the understanding that all editorial control rests with PNS. Material from this independent service then competes with all the other sources for broadcasters' attention. Many stations air the stories “as is” while some better-staffed newsrooms use the idea and contacts we provide to produce their own stories.

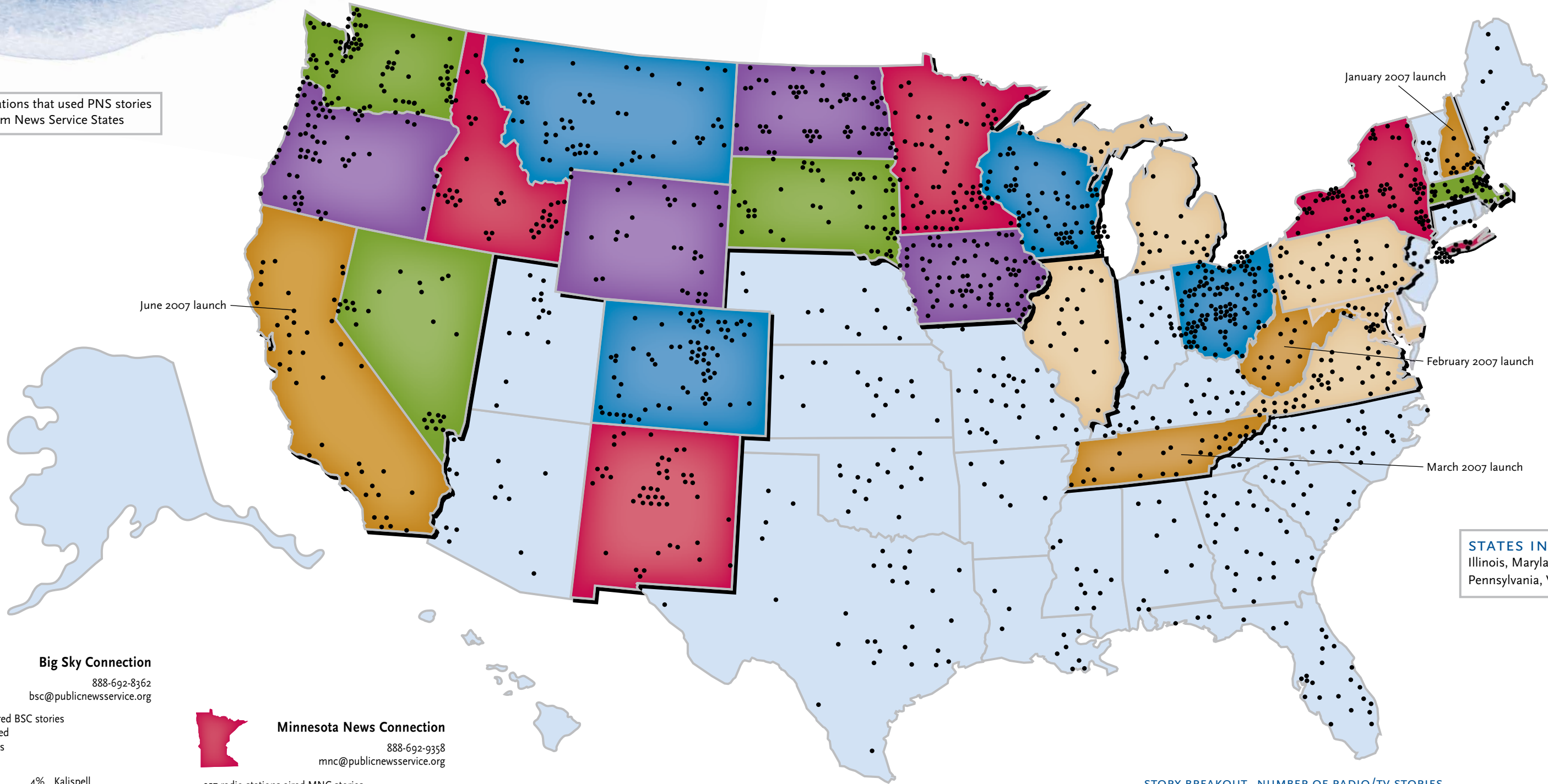


IN A RAPIDLY CHANGING MEDIA ENVIRONMENT,

PNS starts with radio because it requires the smallest investment for the biggest “change agent” and radio audiences are holding their own while print and TV lose market share rapidly. The average person listens to radio three hours a day, mostly in the car. In addition, radio stations (and TV) migrate PNS news to their Web sites because the stories are timely, well written and local, and the news service is positioned to build on that local coverage as more online community models emerge.

Radio Stations Airing Public News Service Stories in 2006

Stations that used PNS stories from News Service States



Big Sky Connection
888-692-8362
bsc@publicnewsservice.org

> 96 radio stations aired BSC stories
> 103 radio stories aired
> 13,722 station airings

BSC Market Share
20% Billings
43% Great Falls
7% Missoula

4% Kalispell
53% Bozeman

Colorado News Connection
888-320-9604
cnc@publicnewsservice.org

> 143 radio stations aired CNC stories
> 113 radio stories aired
> 4,169 station airings

CNC Market Share
28% Denver-Boulder
48% Colorado Springs
45% Fort Collins-Greeley

51% Pueblo
74% Grand Junction

Commonwealth News Service
888-320-9603
cns@publicnewsservice.org

> 83 radio stations aired CNS stories
> 84 radio stories aired
> 8,566 station airings

CNS Market Share
44% Boston
26% Springfield
20% Worcester

17% New Bedford-Fall River
25% Cape Cod

Greater Dakota News Service
888-606-7494
gdns@publicnewsservice.org

> 91 radio stations aired GDNS stories
> 124 radio stories aired
> 11,098 station airings

GDNS Market Share
67% Rapid City

Iowa News Service
888-692-8363
ins@publicnewsservice.org

> 157 radio stations aired INS stories
> 175 radio stories aired
> 25,352 station airings

INS Market Share
31% Des Moines
9% Quad Cities
56% Cedar Rapids
45% Dubuque

46% Waterloo-Cedar Falls
48% Sioux City
57% Mason City

Minnesota News Connection
888-692-9358
mnc@publicnewsservice.org

> 257 radio stations aired MNC stories
> 251 radio stories aired
> 25,858 station airings

MNC Market Share
26% Minneapolis-St. Paul
32% Duluth
30% St. Cloud
7% Fargo, ND

40% La Crosse, WI
29% Rochester
54% Mankato-New Ulm
28% Grand Forks, ND

Nevada News Service
888-320-9602
nns@publicnewsservice.org

> 59 radio stations aired NNS stories
> 106 radio stories aired
> 4,732 station airings

NNS Market Share
33% Las Vegas
31% Reno

New Mexico News Connection
888-471-1722
nmnc@publicnewsservice.org

> 88 radio stations aired NMNC stories
> 114 radio stories aired
> 8,198 station airings

NMNC Market Share
51% Albuquerque
18% Las Cruces

46% Santa Fe

New York News Connection
888-320-9601
nync@publicnewsservice.org

> 202 radio stations aired NYNC stories
> 192 radio stories aired
> 5,873 station airings

NYNC Market Share
39% New York City
46% Nassau-Suffolk
37% Buffalo-Niagara Falls
17% Rochester
45% Albany-Schenectady-Troy
33% Syracuse
45% Newburgh-Middletown

17% Utica-Rome
37% Poughkeepsie
36% Binghamton
14% Olean
13% Elmira-Corning
32% Hamptons-Riverhead
47% Ithaca

Northern Rockies News Service
888-692-8362
nrns@publicnewsservice.org

> 104 radio stations and 40 television stations aired NRNS stories
> 125 radio stories aired
> 10,374 station airings

NRNS Market Share
53% Boise
47% Spokane
21% Idaho Falls

10% Pocatello
30% Twin Falls

Ohio News Connection
800-317-6698
onc@publicnewsservice.org

> 257 radio stations aired ONC stories
> 150 radio stories aired
> 13,702 station airings

ONC Market Share
80% Cincinnati
48% Columbus
47% Dayton
35% Akron
60% Toledo
8% Fort Wayne

7% Youngstown-Warren
18% Canton
4% Huntington-Ashland
8% Wheeling
66% Lima

Oregon News Service
888-692-8368
ons@publicnewsservice.org

> 157 radio stations aired ONS stories
> 164 radio stories aired
> 8,494 station airings

ONS Market Share
56% Portland
56% Eugene-Springfield
54% Medford-Ashland

67% Bend
30% Roseburg

Prairie News Service
888-692-8955
pns@publicnewsservice.org

> 107 radio stations aired PNS stories
> 95 radio stories aired
> 7,184 station airings

PNS Market Share
31% Fargo-Moorhead
84% Bismarck

43% Grand Forks

Washington News Service
888-692-9286
wns@publicnewsservice.org

> 157 radio stations aired WNS stories
> 153 radio stories aired
> 7,599 station airings

WNS Market Share
13% Seattle
28% Spokane
31% Yakima
44% Tri-Cities

18% Aberdeen-Hoquiam
46% Wenatchee

Wisconsin News Connection
888-320-0605
wnc@publicnewsservice.org

> 200 radio stations aired WNC stories
> 136 radio stories aired
> 6,765 station airings

WNC Market Share
43% Milwaukee-Racine
46% Madison
58% Appleton-Oshkosh
21% Wausau-Stevens Point

62% Green Bay
76% La Crosse
67% Eau Claire
32% Sheboygan

Wyoming News Service
(July – December)
800-317-6708
wyns@publicnewsservice.org

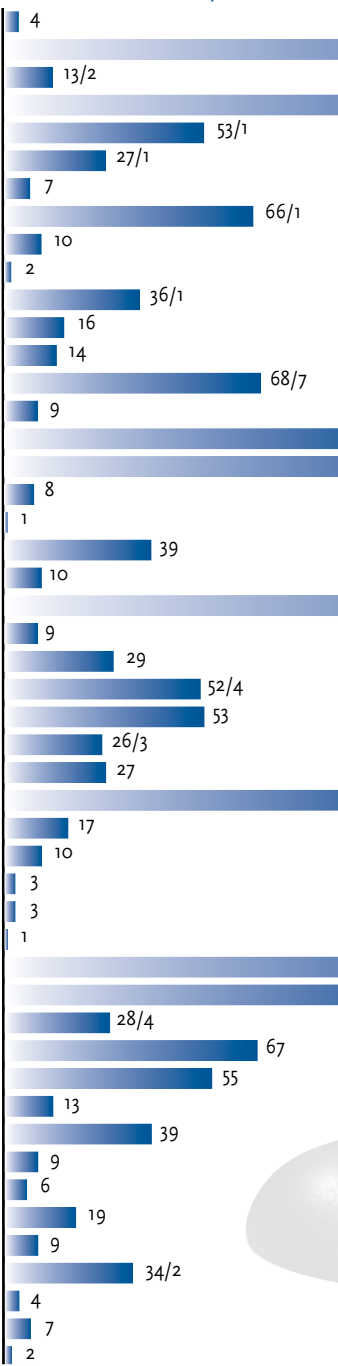
> 153 radio stations aired WYNS stories
> 86 radio stories aired
> 7,599 station airings

WYNS Market Share
29% Cheyenne
39% Casper

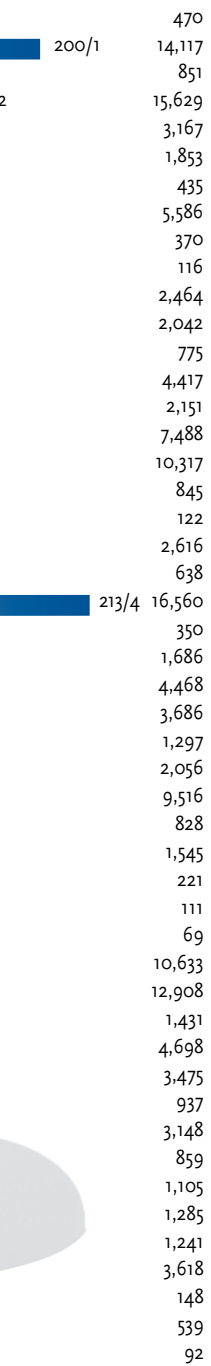
STORY BREAKOUT

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

NUMBER OF RADIO/TV STORIES



STATION AIRINGS*



TOTAL 2,142/40

164,979

* Represents the minimum number of times stories were aired.

What Supporters Get

- » The ability to earmark support for 6–12 stories per year (depending on the state) to cover specific issue categories with the understanding that your contribution is supporting a widely-used independent news service committed to the public interest.
- » Penetration into commercial and public radio media markets statewide, and nationally, plus **INCREASING ONLINE DISTRIBUTION.**
- » An electronic report tracking usage, available a few days after the story is aired. This gives detailed information on where the story played and the minimum number of airings.
- » A committed journalist focused on finding spokespeople and information for timely news stories on the issues you care about.
- » Almost no extra work for advocates, since most stories require only an initial phone call to pitch and another to fact-check the story.
- » Knowledge that every story on an issue you care about elevates other journalists' awareness and understanding. Print, TV and online journalists typically listen to the radio and follow up on stories they first hear there.

How to Get Involved

We seek additional supporters who share our commitment to a more just, sustainable and compassionate world.

The success of the Public News Service mission depends on its ongoing ability to broaden both the range of issues covered and channels of distribution, and this requires an increasing level of collaboration and financial support.

Please visit our Web site at www.publicnewsservice.org or contact us at 888-891-9416 to learn more about how you can help.

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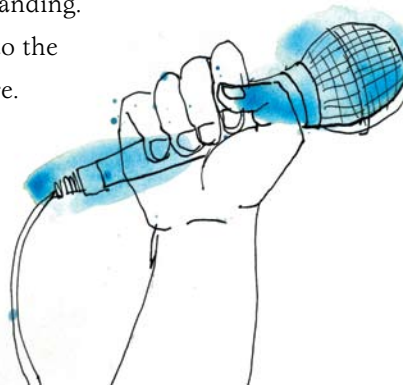
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“We do not know of another organization in the country that is making the connections, fostering new linkages and bridging issue, geography and constituency divides the way the Public News Service is on a daily basis.”

JACK O'CONNELL

Health & Welfare Council of Long Island



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