





Public News Service...
Living The Change!

¡...Viviendo el Cambio!



“Suppose you had the **revolution** you are
talking and dreaming about. Suppose your side
had **won**, and you had
the kind of society that
you wanted. **How**
would you live,
you personally, in
that society? Start living
that way now!”

Paul Goodman (1911–1972),
Sociologist



★ “Imagina que la
revolución de la
que tanto has hablado,
la que tanto has soñado,
ya sucedió. Supón
que **triumfaron**
quienes piensan como
tú y que ya tienes el
tipo de sociedad que
querías. **¿Cómo**



vivirías tú, en lo personal, dentro
de esa sociedad? ¡Comienza ya a vivir así!”



Paul Goodman (1911–1972), Sociólogo

Friends, our journalists have spent the last 12 years “Living the Change.”

We believe that the health of our democracy is dependent upon an informed citizenry. In the face of growing media monopolies and increasingly profit-driven news outlets, Public News Service has carved an independent path providing the grassroots reporting at the state level that gives people the information they need to make life-defining decisions.

Why does this matter? In order to take action and address our daunting challenges, people need three things: Knowledge that we’re not alone, belief that a given solution is doable, and hope that change is possible.*

That happens when we share information, ideas and inspiring stories, and whether the intermediary is a friend, colleague or electronic — the source often comes back to a news outlet.

Our mission is to support this circle of change to sustain humane, joyous and just community with innovative media models. In reviewing the results of a dramatic year of growth, we deeply appreciate our own circle of supporters who make this work possible!

Thank You!

Amigos, durante los últimos 12 años, los periodistas de PNS hemos protagonizado el cambio.

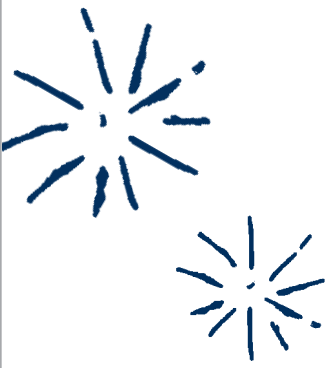
Creemos que la salud de nuestra democracia depende de que la ciudadanía esté bien informada. Ante el creciente monopolio de los medios de comunicación y de las agencias informativas con filosofía de negocio, Public News Service hace camino por un rumbo independiente que pone los cimientos reportando a nivel estatal, lo cual proporciona al público la información necesaria para tomar sus decisiones de vida.

¿Y eso qué tiene de importante? Que permite actuar y manejar los retos más atemorizantes.*

Nuestra misión es apoyar esta dinámica de cambio y así mantener una comunidad humana, alegre y justa, cuyos medios de comunicación operen con modelos innovadores. A la luz de los resultados del año pasado, que fue de un crecimiento impresionante, damos un profundo y merecido reconocimiento a nuestro círculo de patrocinadores, quienes han hecho esto posible.

¡Gracias!

Lark Corbeil, Founder/Managing Editor, Fundadora/Editora



Our Most Critical Accomplishments for 2007...

Our new WEB PRESENCE and RSS launch...Expansion into 6 NEW STATES...Active participation in THE MEDIA CONSORTIUM to strengthen the independent and progressive media sector...Successful SPANISH TALKSHOW BOOKING collaboration with Mainstreet Media Project...

We now have RSS and podcasts versions that were previously available only to broadcasters. Visit us at www.publicnewsservice.org to check it out. In addition to growing electronic access, usage of PNS stories continues to expand on mainstream and alternative radio and television, and an increase in our Spanish language media is also gaining greater access and market penetration. National network usage has grown to include CBS Network, Clear Channel Network, Native News Network, Metro News, WIN and many other outlets on the Internet.

Nuestros más grandes logros del 2007

La PRESENCIA DE PNS en los medios de comunicación ha crecido en extensión y en impacto.

En Internet, lanzamos nuestros contenidos RSS...cubrimos ya 6 ESTADOS DE LA UNIÓN AMERICANA...establecimos una muy exitosa colaboración con Mainstreet Media Project, para la coordinación de invitados a PROGRAMAS DE OPINIÓN EN ESPAÑOL...y hemos participado activamente en THE MEDIA CONSORTIUM para reforzar el sector de los medios independientes y progresistas.

PNS tiene hoy presencia en cadenas de enorme peso específico en el país, como CBS Network, Clear Channel Network, Native News Network, Metro News y WIN.



On December 11, 2007 the Supreme Court ruled that federal judges may now ignore federal sentencing guidelines and use their own discretion in cases involving the distribution of crack cocaine. PNS ran the story the next day in NY, where it was picked up by Clear Channel network and distributed to 460 of the nation's top conservative news/talkshows. That same day the U.S. Sentencing Commission voted unanimously to allow some 19,500 federal prison inmates, most of them black, to seek reductions in their crack cocaine sentences. An important story where PNS did the legwork and added a progressive perspective on a complicated issue that many media outlets, particularly conservative networks, would not usually include.

As news delivery becomes increasingly personalized and “seamless,” PNS is poised to be a multi-platform news source that is flexible and sensitive to the changing media environment, while remaining steadfast to its public interest mission.

In 2007, our independent services produced 2,540 radio news stories which were aired over 174,500 times on over 4,000 radio stations nationwide, and about one-third of this content was picked up by national networks. Our television stories in Idaho were used consistently across the state, although TV pilots in New Hampshire and Nevada did not fare as well, teaching us that the model is not yet replicable. Spanish production expanded to 128 stories and our collaboration with Mainstream Media Project had excellent results. Scores of additional Spanish talk show interviews on related issues were booked across the country.

PNS producer Jim Wishner also celebrates his second anniversary hosting a spinoff radio show called “The Connection” on a weekly basis on KTNF AM-950, “The Voice of Minnesota.”



"En esencia, la democracia activa implica comunicación — al destacar un problema, compartir una visión, alcanzando un acuerdo sobre un plan de acción, movilizando apoyos y analizando una victoria o una derrota significativa. Los medios masivos son el sistema central de comunicación — el mando central — de nuestros tiempos. Las organizaciones no pueden darse el lujo de no comunicar."

Charlotte Ryan, en su libro "Prime Time Activism" (Activismo en Prime Time).

"At heart, active democracy entails communication — flagging a problem, sharing a vision, reaching agreement on a plan of action, mobilizing supporters, or analyzing a victory or an important loss. Mass media is the central communication system — the big tent — of our times. Organizations don't have the luxury of not communicating."

Charlotte Ryan, author of Prime Time Activism

Viviendo el Cambio!

Radio Stations

Airing Public

Big Sky Connection (Montana)

888-320-9607
bsc@publicnewsservice.org

BSC produced 102 radio news stories, which aired more than 12,312 times on 85 radio stations in Montana and 1,174 nationwide.

California News Service (June–December)

800.317.6701
cans@publicnewsservice.org

CANS produced 76 radio news stories, which aired more than 5,032 times on 215 radio stations in California and 1,091 nationwide. Additionally, 24 Spanish stories were produced.

Colorado News Connection

888-320-9604
cnc@publicnewsservice.org

CNC produced 106 radio news stories, which aired more than 4,038 times on 120 radio stations in Colorado and 445 nationwide.

Commonwealth News Service (Massachusetts)

888-320-9603
cns@publicnewsservice.org

CNS produced 59 radio news stories, which aired more than 3,435 times on 44 radio stations in Massachusetts and 451 nationwide.

Greater Dakota News Service (South Dakota)

888-606-7494
gdns@publicnewsservice.org

GDNS produced 120 radio news stories, which aired more than 10,032 times on 82 radio stations in South Dakota and 576 nationwide.

Iowa News Service

888-692-8363
ins@publicnewsservice.org

INS produced 192 radio news stories, which aired more than 18,107 times on 127 radio stations in Iowa and 438 nationwide.

Illinois News Connection

(Starts January, 2008)
800.931.9973
inc@publicnewsservice.org

Keystone State News Connection (Pennsylvania)

(Starts February, 2008)
800-931-9941
ksnc@publicnewsservice.org

Michigan News Connection (December only)

800.931.0085
minc@publicnewsservice.org

MINC produced 9 radio news stories, which aired more than 766 times on 99 radio stations in Minnesota and 442 nationwide. MINC has **projected** 120 stories for 2008.

Minnesota News Connection

888-692-9358
mnc@publicnewsservice.org

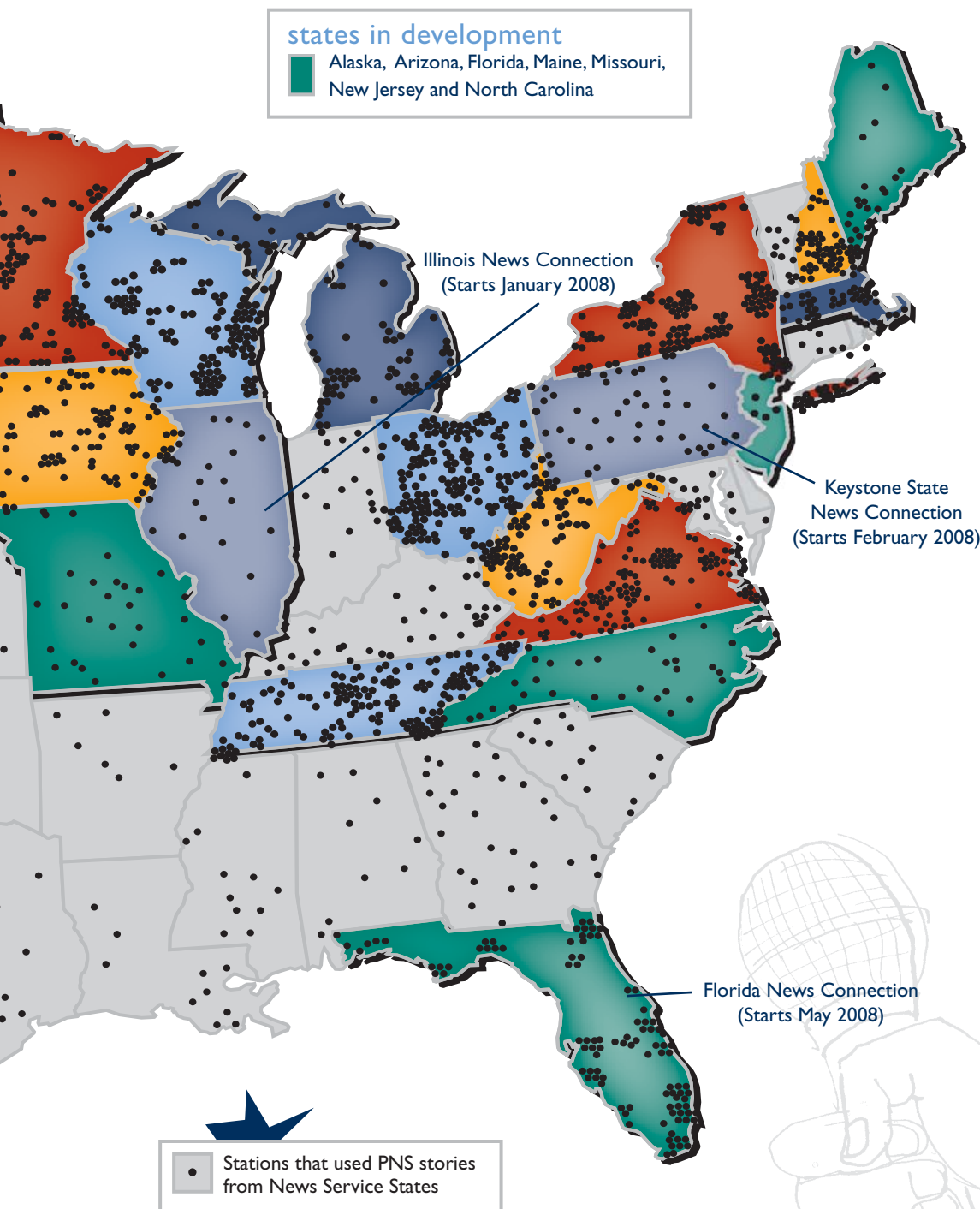
MNC produced 236 radio news stories, which aired more than 21,215 times on 175 radio stations in Minnesota and 486 nationwide.

Nevada News Service

888-320-9602
nns@publicnewsservice.org

NNS produced 93 radio news stories, which aired more than 4,013 times on 50 radio stations in Nevada and 617 nationwide. Additionally, 18 television stories were produced.

News Service Stories in 2007



Ohio News Connection

800-317-6698
onc@publicnewsservice.org

ONC produced 138 radio news stories, which aired more than 7,447 times on 183 radio stations in Ohio and 433 nationwide.



Oregon News Service

888-692-8368
ons@publicnewsservice.org

ONS produced 168 radio news stories, which aired more than 8,485 times on 140 radio stations in Oregon and 477 nationwide.

Prairie News Service (North Dakota)

888-692-8955
pns@publicnewsservice.org

PNS produced 102 radio news stories, which aired more than 7,686 times on 89 radio stations in North Dakota and 609 nationwide.

Tennessee News Service (April–December)

800-931-1880
tnns@publicnewsservice.org

TNNS produced 84 radio news stories, which aired more than 9,640 times on 169 radio stations in Tennessee and 1,140 nationwide.

Virginia News Connection (July–December)

800.931.1882
vnc@publicnewsservice.org

VNC produced 61 radio news stories, which aired more than 8,415 times on 155 radio stations in Virginia and 1,174 nationwide.

West Virginia News Service (February–December)

800-317-6705
wvns@publicnewsservice.org

WVNS produced 109 radio news stories, which aired more than 4,831 times on 116 radio stations in West Virginia and 444 nationwide.



Washington News Service

888-692-9286
wns@publicnewsservice.org

WNS produced 157 radio news stories, which aired more than 7,559 times on 118 radio stations in Washington and 476 nationwide.

Wisconsin News Connection

888-320-9605
wnc@publicnewsservice.org

WNC produced 121 radio news stories, which aired more than 5,460 times on 146 radio stations in Wisconsin and 444 nationwide. Additionally, 4 Spanish stories were produced.



Wyoming News Service

800-317-6708
wvns@publicnewsservice.org

WYNS produced 115 radio news stories, which aired more than 11,296 times on 110 radio stations in Wyoming and 1,199 nationwide.

New Mexico News Connection

888-471-1722
nmnc@publicnewsservice.org

NMNC produced 100 radio news stories, which aired more than 6,523 times on 66 radio stations in New Mexico and 1,230 nationwide. Additionally, 100 Spanish stories were produced.

New Hampshire News Connection

800-317-6704
nhnc@publicnewsservice.org

NHNC produced 121 radio news stories, which aired more than 4,233 times on 83 radio stations in New Hampshire and 445 nationwide. Additionally, 13 television stories were produced.

New York News Connection

888-320-9601
nync@publicnewsservice.org

NYNC produced 164 radio news stories, which aired more than 4,423 times on 183 radio stations in New York and 648 nationwide.

Northern Rockies News Service (Idaho)

888-692-8362
nrns@publicnewsservice.org

NRNS produced 107 radio news stories, which aired more than 9,603 times on 101 radio stations in State and 1,201 nationwide. Additionally, 40 television stories were produced.

Overall, Public News Service produced 2,540 radio news stories, which aired more than 174,551 times on over 4,000 stations. Additionally, 71 television and 128 Spanish stories were produced.

radio stations

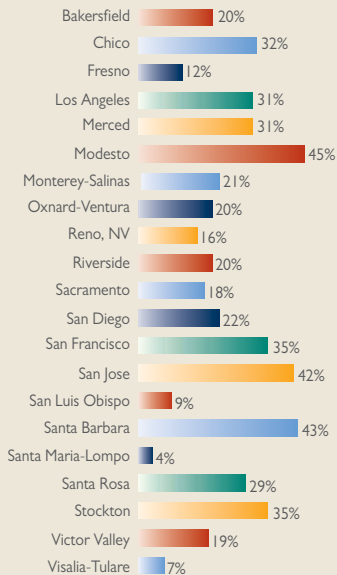
2007 Market Share

Big Sky Connection



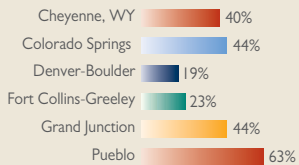
Additionally, 68 stations outside the major markets aired the stories.

California News Service



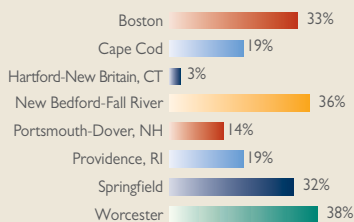
Additionally, 112 stations outside the major markets aired the stories.

Colorado News Connection



Additionally, 62 stations outside the major markets aired the stories.

Commonwealth News Service



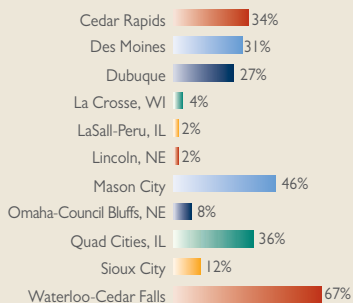
Additionally, 20 stations outside the major markets aired the stories.

Greater Dakota News Service



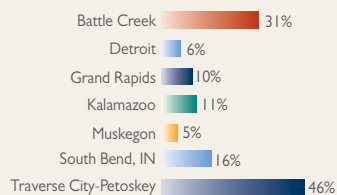
Additionally, 75 stations outside the major markets aired the stories.

Iowa News Service



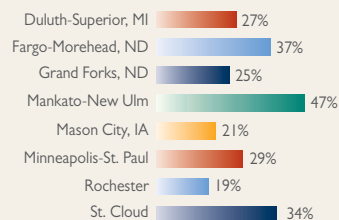
Additionally, 82 stations outside the major markets aired the stories.

Michigan News Connection (First Month Only)



Additionally, 81 stations outside the major markets aired the stories.

Minnesota News Connection



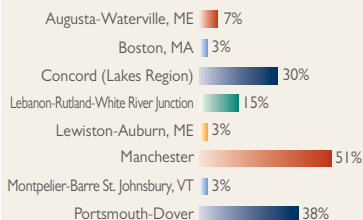
Additionally, 131 stations outside the major markets aired the stories.

Nevada News Service



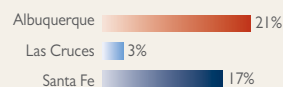
Additionally, 35 stations outside the major markets aired the stories.

New Hampshire News Connection



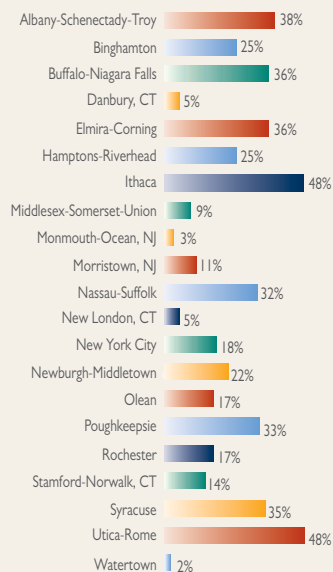
Additionally, 49 stations outside the major markets aired the stories.

New Mexico News Connection



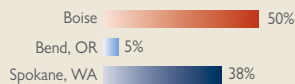
Additionally, 55 stations outside the major markets aired the stories.

New York News Connection



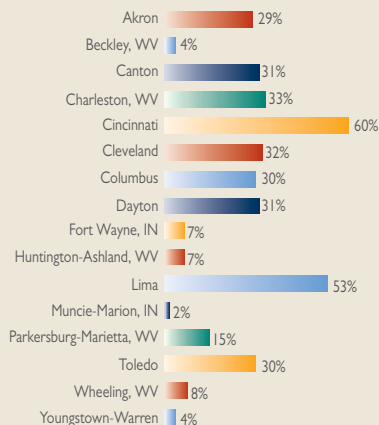
Additionally, 91 stations outside the major markets aired the stories.

Northern Rockies News Services



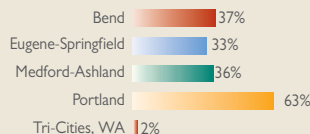
Additionally, 76 stations outside the major markets aired the stories.

Ohio News Connection



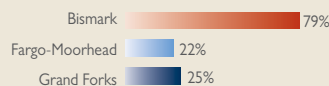
Additionally, 117 stations outside the major markets aired the stories.

Oregon News Service



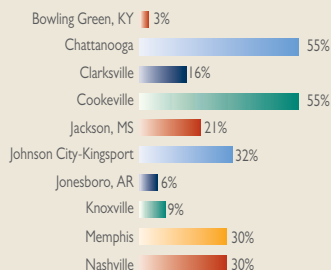
Additionally, 96 stations outside the major markets aired the stories.

Prairie News Service



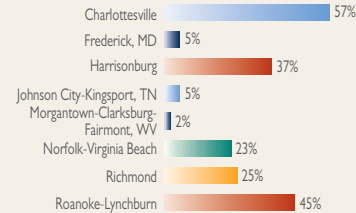
Additionally, 74 stations outside the major markets aired the stories.

Tennessee News Service



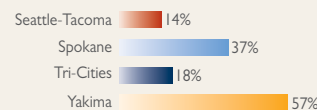
Additionally, 113 stations outside the major markets aired the stories.

Virginia News Connection



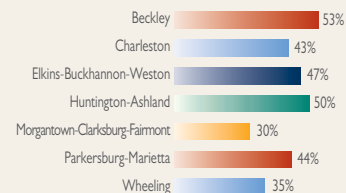
Additionally, 107 stations outside the major markets aired the stories.

Washington News Service



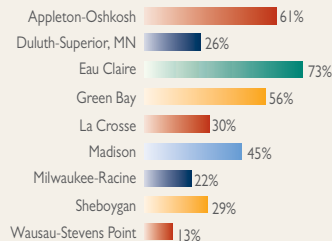
Additionally, 84 stations outside the major markets aired the stories.

West Virginia News Service



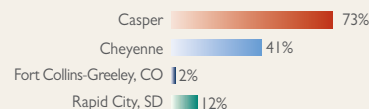
Additionally, 68 stations outside the major markets aired the stories.

Wisconsin News Connection



Additionally, 76 stations outside the major markets aired the stories.

Wyoming News Service



Additionally, 90 stations outside the major markets aired the stories.

Coming in 2008

Florida News Service
(May)

Illinois News Connection
(January)

Keystone State News Connection — PA
(February)

Missouri News Service
(June)



story breakout number of radio/tv/spanish stories

station airings*

Budget Policy & Priorities	176/8/7	12,777
Campaign Finance Reform/Money in Politics	23	1,907
Children's Issues	212/6/9	13,626
Citizenship/Representative Democracy	42/-/9	2,703
Civil Rights	38/2/4	3,165
Community Issues	5	264
Consumer Issues	77/4	6,399
Criminal Justice	20/-/1	810
Cultural Resources	3	228
Disabilities	33	3,281
Domestic Violence/Sexual Assault	25	1,388
Early Childhood Education	10/-/1	429
Education	88/5/3	6,016
Endangered Species & Wildlife	45/-/4	2,964
Energy Policy	180/5/17	11,122
Environment	137/8/5	8,239
Environmental Justice	7/-/2	355
Family/Father Issues	7	614
GLBTQ Issues	10	1,258
Global Warming/Air Quality	121/2/7	6,658
Gun Violence Prevention	10	508
Health Issues	232/6/14	16,946
HIV/AIDS Prevention	4	321
Housing/Homelessness	38/-/3	2,156
Human Rights/Racial Justice	50/2/1	4,518
Hunger/Food/Nutrition	54/-/1	3,953
Immigrant Issues	27/1/3	1,009
International Relief	24	1,045
Livable Wages/Working Families	159/4/14	10,064
Mental Health	22	893
Native American Issues	9/1	1,850
Nuclear Waste	2	131
Oceans	6	376
Peace	22/2	839
Philanthropy	3	206
Public Lands/Wilderness	148/7/10	8,042
Rural/Farming	150	12,869
Salmon Recovery	30/3	1,579
Senior Issues	52/2/1	3,140
Smoking Prevention	32/1/1	2,144
Social Justice	41/2/2	4,188
Sustainable Agriculture	51	5,727
Teen Pregnancy Prevention	13	1,395
Toxics	6	356
Urban Planning/Transportation	16/-/3	1,218
Waste Reduction/Recycling	9	816
Water Quality	47/-/3	2,723
Welfare Reform	6	242
Women's Issues	12	777
Youth Issues	6/-/3	317

total 2,540/71/128

174,551





How to Get Involved

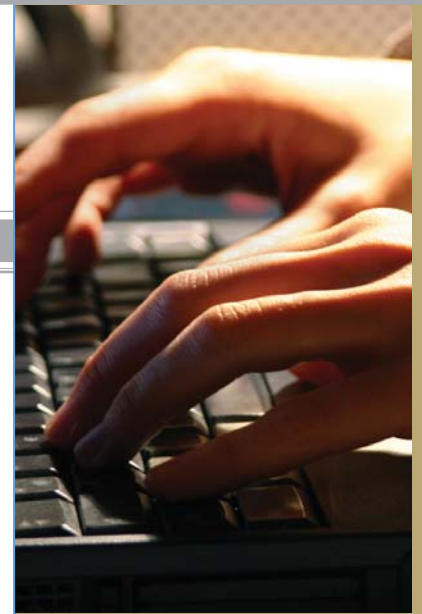
The success of Public News Service's mission depends on its ongoing ability to broaden both the range of issues covered and the channels of distribution. This requires an increasing level of collaboration and financial support. We welcome supporters and volunteers who share a commitment to creating a new model of community-accountable journalism in the public interest.

Please visit our Web site at www.publicnewsservice.org or call 888-891-9416 to learn more about how you can get involved.

Cómo Participar

El éxito de Public News Service radica en poder ampliar su cobertura, tanto geográfica como de los temas que aborda. Esto requiere de un apoyo creciente, por lo que siempre son bienvenidos los patrocinadores y voluntarios que comparten el compromiso de crear — en aras del interés público — un nuevo periodismo responsable ante su comunidad.

Visite www.publicnewsservice.org o llámenos al (888)891-9416 para saber más acerca de cómo puede participar usted.



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public news service
NEWS IN THE PUBLIC INTEREST

more about PNS

While the news business is restructuring itself in the wake of deregulation, media organizations are experimenting with different funding models and more public participation. Public News Service has taken elements from various organizational models to create a unique structure. We are a socially responsible business creating new models of community-accountable media and cover the broad range of civic sector issues. Our broadcast programming is supported by contributions from nonprofits, foundations, socially responsible businesses and individual donors.



"Si...
para conse...
no better time than now."

"PNS is the silver lining in mainstream media." Janice Thompson, Committee

"media savvy and expertise on tap at PNS in invaluable...★...I love reading your
stories...★...truly value our partnership...timely usage
analysis...care, professionalism and results...**amazing**
media outlet...Keep up the good and important work...my
very strong recommendation for the Public News Service as it expands."



"PNS es una raya en el agua,
dentro del torrente de los medios."

"El dinero en la política,"
Proyecto de investigación
Action Project.

Future Plans

Build our editorial, marketing and development resources **across all 50 states** to
deepen our commitment to a **national network of state-based news services.**

Expand use of RSS (Really Simple Syndication) for text and podcasts to reach new
audiences and broaden distribution for PNS content.

Planes Futuros

Extender nuestros recursos editoriales, de mercadotecnia y de desarrollo a lo largo de los **50 esta-dos**, para
profundizar en nuestro compromiso de formar una **red nacional de servicios noticiosos de base estatal.**

Incorporar el uso de la tecnología RSS (Really Simple Syndication) para texto y Podcasts,
con el fin de alcanzar nuevas audiencias y promover la distribución de los contenidos de PNS.

