

PNS 2008 Update

Over the past 13 years, while traditional media has been declining, Public News Service has pioneered an independent network of state-based news services to “cover the beat” of issues that nonprofits, foundations, NGOs and “triple bottom line” businesses care about.

Our mission is an engaged citizenry making educated decisions. We advocate sustainability and social, economic and environmental justice. Our guiding principle is the John Dewey motto, “The media’s job is to interest the public in the public interest.”

With an estimated weekly audience of about 6 million, we deliver high quality, commercially formatted public interest news to over 8,000 commercial and non-commercial media outlets, including radio, television, web, and print, as well as in podcasts and searchable RSS formats. We also offer a Spanish-language component that includes translation of all our stories and a talk show booking service where Spanish speaking experts may be interviewed in depth on local and national radio. In 2008, the news services produced over 3,500 stories featuring public interest voices that played at least 210,000 times.

PNS content is used at the local and national level, including Clear Channel, CBS, Sirius OutQ, Pacifica and Native Network News. Our reporting spans geographic/political divides, targeting individuals, legislators and thought-leaders seeking information and solutions to local/national/global issues. Currently, we’re supported by over 450 organizations in 28 states (AZ, CA, CO, FL, IA, ID, IL, KY, MA, MI, MN, MO, MT, ND, NH, NM, NV, NY, OH, OR, PA, SD, TN, VA, WA, WI, WV and WY), with additional news service in development for CT, GA, ME, NC, NJ, TX, VT.



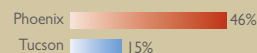
Radio Stations

Airing Public News Service Stories in 2008

Arizona News Connection

(September–December)

800-931-4208 • anc@publicnewsservice.org



Additionally, 60 stations outside the major markets aired the stories.

ANC produced 41 radio news stories, which aired more than 2,729 times on 72 radio stations in Arizona and 1,970 nationwide. Additionally, 2 Spanish stories were produced.

Big Sky Connection (Montana)

888-320-9607

bsc@publicnewsservice.org

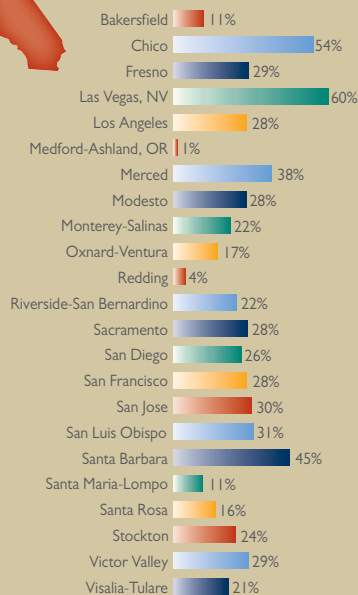


Kalispell-Flathead Valley 42%
Additionally, 120 stations outside the major markets aired the stories.

BSC produced 115 radio news stories, which aired more than 16,023 times on 99 radio stations in Montana and 2,101 nationwide.

California News Service

800.317.6701 • cans@publicnewsservice.org



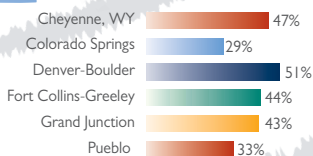
Additionally, 139 stations outside the major markets aired the stories.

CANS produced 169 radio news stories, which aired more than 14,223 times on 462 radio stations in California and 2,313 nationwide. Additionally, 76 Spanish stories were produced.



Colorado News Connection

888-320-9604 • cnc@publicnewsservice.org

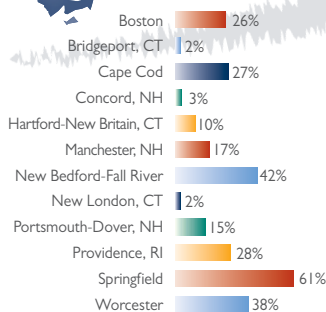


Additionally, 56 stations outside the major markets aired the stories.

CNC produced 118 radio news stories, which aired more than 5,201 times on 85 radio stations in Colorado and 461 nationwide.

Commonwealth News Service (Massachusetts)

888-320-9603 • cns@publicnewsservice.org



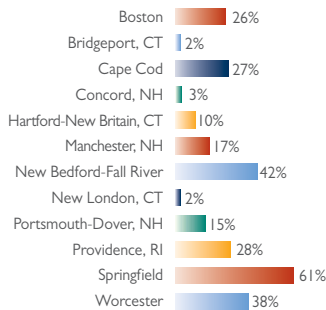
Additionally, 26 stations outside the major markets aired the stories.

CNS produced 70 radio news stories, which aired more than 5,206 times on 50 radio stations in Massachusetts and 1,973 nationwide.

Florida News Connection (July-December)

800-931-0169

fnc@publicnewsservice.org



Additionally, 26 stations outside the major markets aired the stories.

FNC produced 68 radio news stories, which aired more than 3,514 times on 167 radio stations in Florida and 1,957 nationwide.

Greater Dakota News Service (South Dakota)

888-606-7494 • gdns@publicnewsservice.org

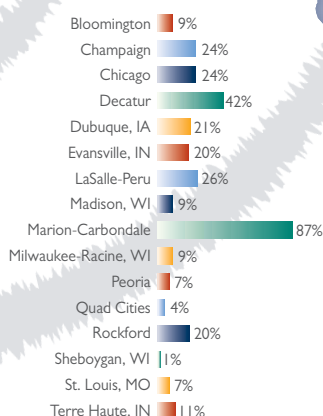


Additionally, 112 stations outside the major markets aired the stories.

GDNS produced 131 radio news stories, which aired more than 9,108 times on 107 radio stations in South Dakota and 590 nationwide.

Illinois News Connection

800.931.9973 • inc@publicnewsservice.org



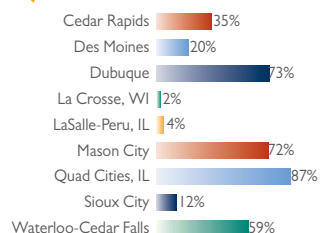
Additionally, 141 stations outside the major markets aired the stories.

INC produced 125 radio news stories, which aired more than 11,734 times on 203 radio stations in Illinois and 1,964 nationwide.

Iowa News Service

888-692-8363

ins@publicnewsservice.org



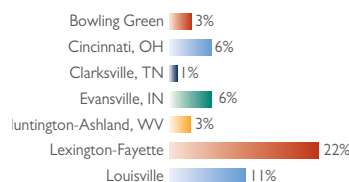
Additionally, 130 stations outside the major markets aired the stories.

INS produced 204 radio news stories, which aired more than 19,642 times on 154 radio stations in Iowa and 460 nationwide.

Kentucky News Connection (Launched December '08)

800-931-1861

knc@publicnewsservice.org



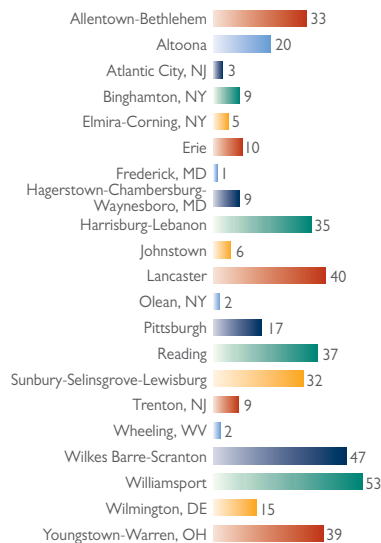
Additionally, 46 stations outside the major markets aired the stories.

KNC produced 8 radio news stories, which aired more than 300 times on 59 radio stations in Kentucky and 460 nationwide.

Keystone State News Connection (Pennsylvania)

800-931-9941

ksnc@publicnewsservice.org



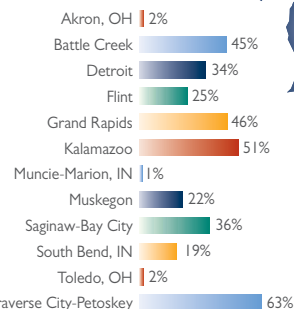
Additionally, 114 stations outside the major markets aired the stories.

KSNC produced 105 radio news stories, which aired more than 5,566 times on 1,717 radio stations in Pennsylvania and 1,180 nationwide.

Michigan News Connection

800.931.0085

mnc@publicnewsservice.org



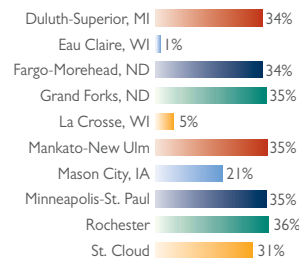
Additionally, 189 stations outside the major markets aired the stories.

MNC produced 121 radio news stories, which aired more than 11,765 times on 219 radio stations in Minnesota and 1,959 nationwide.

Minnesota News Connection

888-692-9358

mnc@publicnewsservice.org



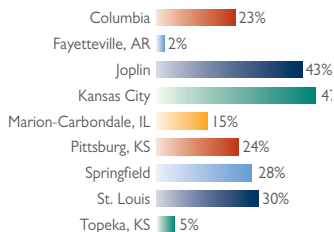
Additionally, 157 stations outside the major markets aired the stories.

MNC produced 244 radio news stories, which aired more than 16,651 times on 211 radio stations in Minnesota and 460 nationwide.

Overall, Public News Service produced 3,335 radio news stories, which aired more than 221,462 times on over 8,600 stations nationwide plus many online outlets. Additionally, 28 television and 173 Spanish stories were produced.



Missouri News Service (October–December) 800.931.1849 mons@publicnewsservice.org



Additionally, 137 stations outside the major markets aired the stories.

MONS produced 30 radio news stories, which aired more than 4,041 times on 171 radio stations in Missouri and 1,960 nationwide.

Nevada News Service

888-320-9602 • nns@publicnewsservice.org

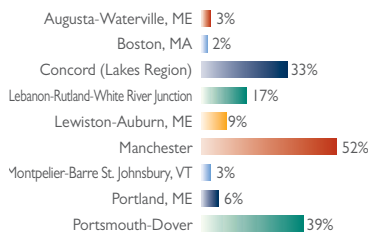


Additionally, 45 stations outside the major markets aired the stories.

NNS produced 91 radio news stories, which aired more than 4,999 times on 51 radio stations in Nevada and 590 nationwide.

New Hampshire News Connection

800-317-6704 • nhnc@publicnewsservice.org



Additionally, 33 stations outside the major markets aired the stories.

NHNC produced 107 radio news stories, which aired more than 3,752 times on 64 radio stations in New Hampshire and 460 nationwide.



New Mexico News Connection

888-471-1722 • nmnc@publicnewsservice.org

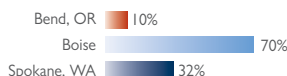


Additionally, 46 stations outside the major markets aired the stories.

NMNC produced 102 radio news stories, which aired more than 4,578 times on 57 radio stations in New Mexico and 460 nationwide. Additionally, 90 Spanish stories were produced.

Northern Rockies News Service (Idaho)

888-692-8362 • nrns@publicnewsservice.org



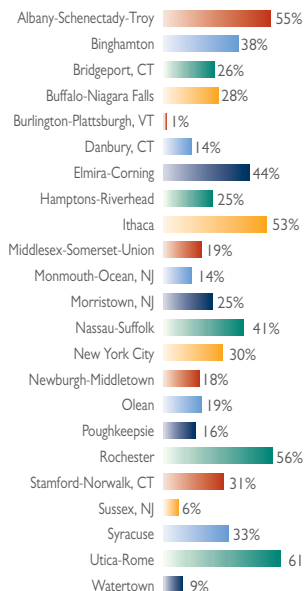
Additionally, 64 stations outside the major markets aired the stories.

NRNS produced 109 radio news stories, which aired more than 7,446 times on 80 radio stations in State and 461 nationwide. Additionally, 28 television stories were produced.



New York News Connection

888-320-9601
nync@publicnewsservice.org

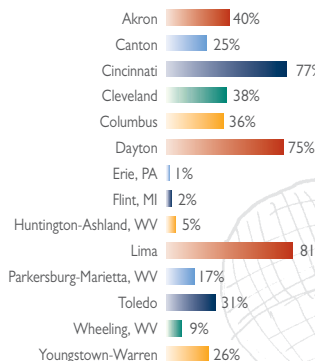


Additionally, 140 stations outside the major markets aired the stories.

NYNC produced 188 radio news stories, which aired more than 16,249 times on 218 radio stations in New York and 2,071 nationwide.

Ohio News Connection

800-317-6698 • onc@publicnewsservice.org



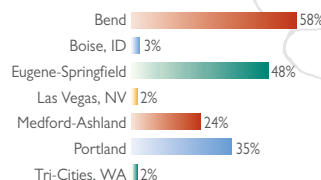
Additionally, 134 stations outside the major markets aired the stories.

ONC produced 139 radio news stories, which aired more than 9,218 times on 189 radio stations in Ohio and 1,958 nationwide.



Oregon News Service

888-692-8368
ons@publicnewsservice.org



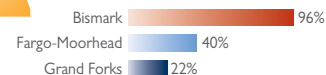
Additionally, 89 stations outside the major markets aired the stories.

ONS produced 171 radio news stories, which aired more than 6,498 times on 126 radio stations in Oregon and 461 nationwide.



Prairie News Service (North Dakota)

888-692-8955
pns@publicnewsservice.org

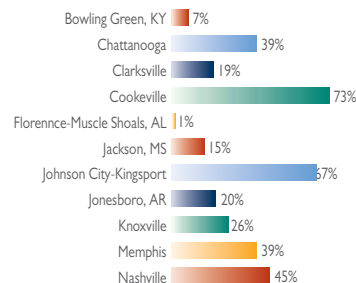


Additionally, 116 stations outside the major markets aired the stories.

PNS produced 108 radio news stories, which aired more than 5,922 times on 104 radio stations in North Dakota and 590 nationwide.

Tennessee News Service

800-931-1880
tnns@publicnewsservice.org



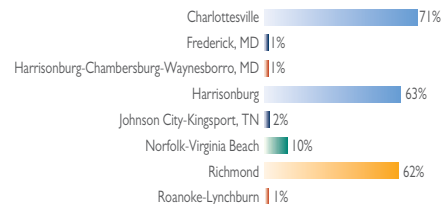
Additionally, 99 stations outside the major markets aired the stories.

TNNS produced 123 radio news stories, which aired more than 5,021 times on 151 radio stations in Tennessee and 1,164 nationwide.



Virginia News Connection

800.931.1882
vnc@publicnewsservice.org



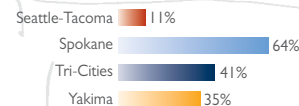
Additionally, 62 stations outside the major markets aired the stories.

VNC produced 120 radio news stories, which aired more than 4,201 times on 91 radio stations in Virginia and 460 nationwide.



Washington News Service

888-692-9286
wns@publicnewsservice.org



Additionally, 87 stations outside the major markets aired the stories.

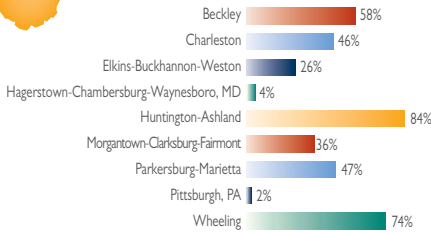
WNS produced 167 radio news stories, which aired more than 5,589 times on 115 radio stations in Washington and 460 nationwide. Additionally, 2 Spanish stories were produced.

Radio Stations Airing Public News Service Stories in 2008



West Virginia News Service

800-317-6705 • wvns@publicnewsservice.org

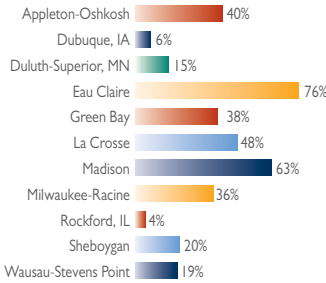


Additionally, 64 stations outside the major markets aired the stories.

WVNS produced 118 radio news stories, which aired more than 7,753 times on 120 radio stations in West Virginia and 1,970 nationwide.

Wisconsin News Connection

888-320-9605 • wnc@publicnewsservice.org



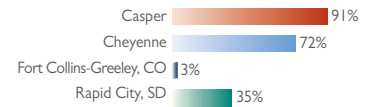
Additionally, 108 stations outside the major markets aired the stories.

WNC produced 130 radio news stories, which aired more than 5,957 times on 175 radio stations in Wisconsin and 1,950 nationwide. Additionally, 3 Spanish stories were produced.

Wyoming News Service

800-317-6708

wyns@publicnewsservice.org



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

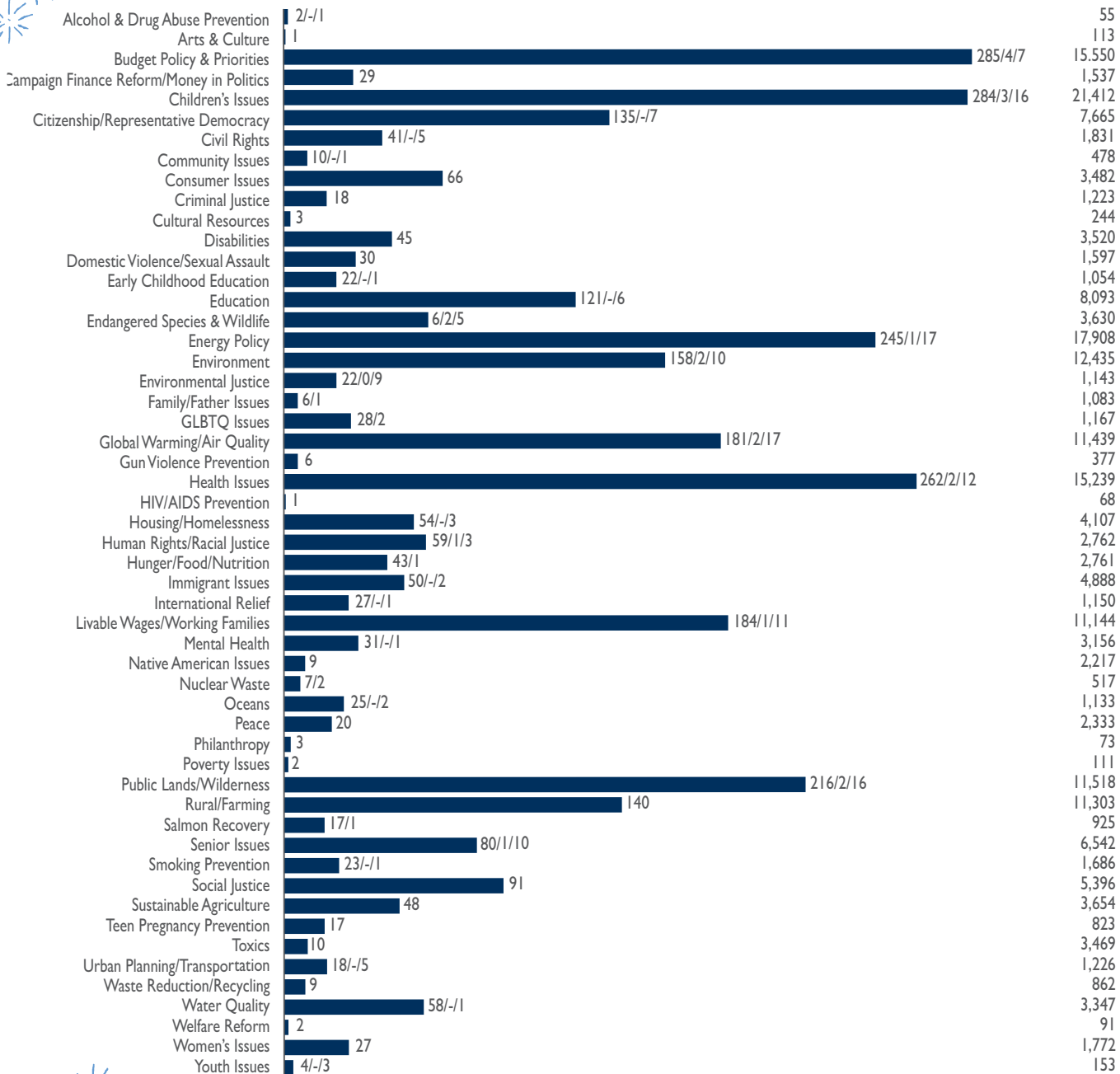
WYNS produced 113 radio news stories, which aired more than 8,575 times on 103 radio stations in Wyoming and 1,973 nationwide.

Coming in
2009/2010

Connecticut, Georgia, Maine,
North Carolina, New Jersey,
Texas and Vermont

story breakout number of radio/tv/spanish stories

station airings*



total 3,335/28/173

221,462

* Represents the minimum number of times stories were aired.

the stories, the stations