

PNS 2009 Update

Currently reaching 24 million people weekly, PNS is “the most widely used independent news service you’ve never heard of...”

~ **Alternet**

Public News Service is an independent network of state-based news services that “cover the beat” of public interest issues and help fill the gap left by shuttered local newsrooms across the country.

Especially valuable in this turbulent climate for journalism, more than 8,000 media outlets nationally trust and use our stories.

This does not happen by accident, and it doesn’t happen with PR. PNS has pioneered a model that addresses the needs of news providers, journalists and advocates with integrity and independence.

From Clear Channel, CBS and Sirius to Pacifica and Native Network News, our reporting spans geographic/political divides, educating and informing the public and thought-leaders seeking information and solutions to local/national/global issues.

Last year the Public News Service produced over 4,000 stories featuring public interest content that were redistributed by other news outlets at least 200,000 times...more than 6,114 radio stations, 928 print outlets and 133 TV stations. An average of 60 outlets used each story. This includes our bilingual content, which is growing rapidly as we build relationships with Spanish media outlets.

We are funded by nonprofits, foundations and “triple bottom line” businesses that care about educated and informed communities. This year, we’re also starting to produce complete newsbreaks in key states, and a national newscast with additional branding opportunities for those who want to support more independent reporting.

Last year’s results show what we have done, call us to find out more about what we can do together!

public news service.
NEWS IN THE PUBLIC INTEREST

888.891.9416 • info@publicnews service.org • www.publicnewsservice.org

Media Outlets Carrying Public News Stories in 2009

Arizona News Connection (September–December)

800.931.4208 • anc@publicnewsservice.org

Phoenix, AZ 33%
Tucson, AZ 13%

Additionally, 95 stations outside the major markets aired the stories.

198 English/5 Spanish news stories ran 6,200 times on 110 media outlets in Arizona & border states, plus 980 nationwide; an average of 30 media outlets broadcast or printed each story in their paper and/or online.

Big Sky Connection (Montana)

888.320.9607
bsc@publicnewsservice.org

Billings, MT 54%
Great Falls, MT 20%
Kalispell-Flathead Valley, MT 40%

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

120 news stories ran 15,000+ times on 148 media outlets in Montana & border states, plus 1,304 nationwide; an average of 125 media outlets broadcast or printed each story in their paper and/or online.

California News Service

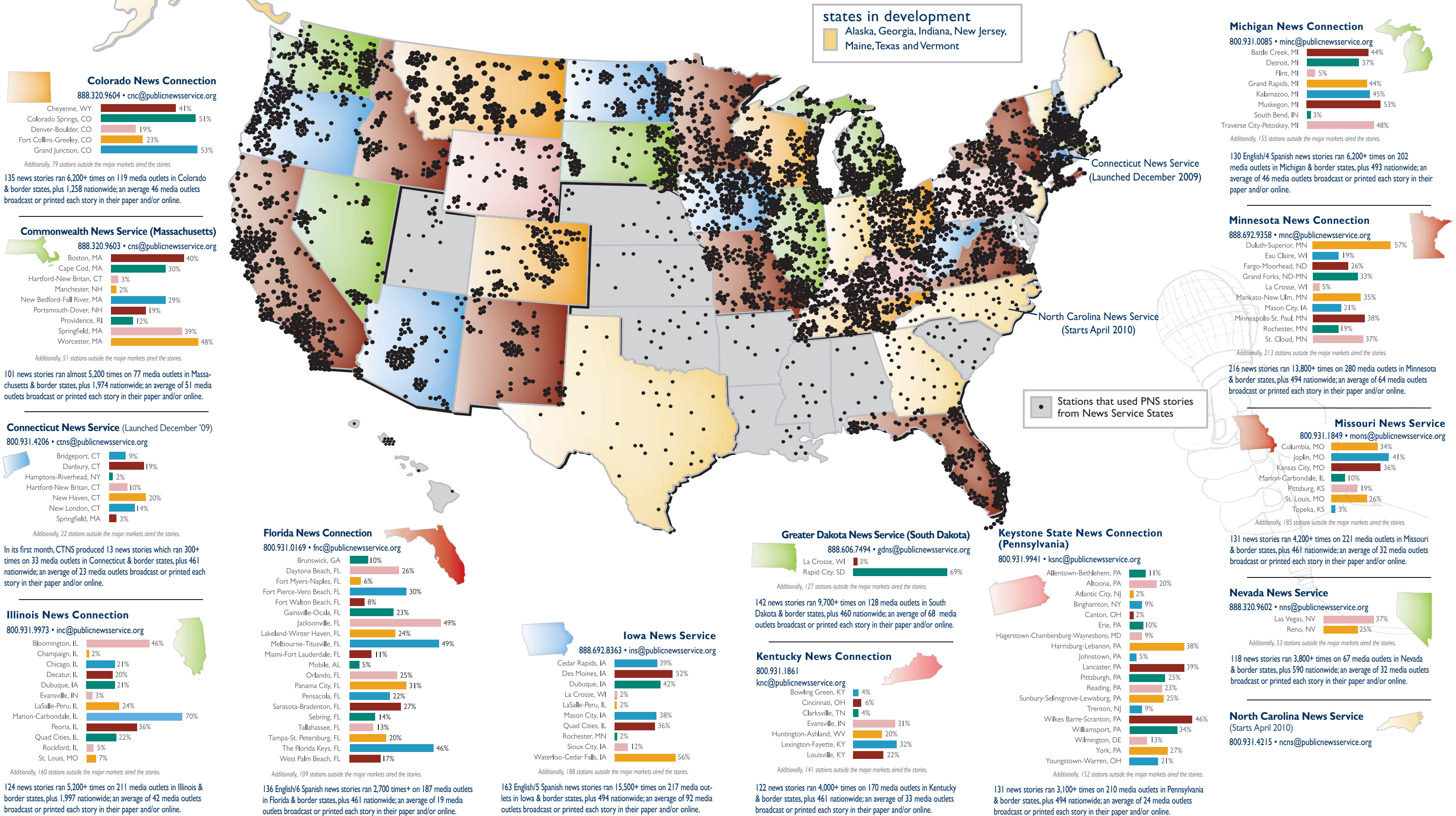
800.317.6701 • cans@publicnewsservice.org

Bakersfield, CA 10%
Chico, CA 28%
Fresno, CA 5%
Los Angeles, CA 20%
Merced, CA 19%
Modesto, CA 4%
Monterey-Salinas, CA 23%
Oxnard-Ventura, CA 14%
Redding, CA 2%
Riverside-San Bernardino, CA 21%
Sacramento, CA 20%
San Diego, CA 22%
San Francisco, CA 19%
San Jose, CA 23%
San Luis Obispo, CA 22%
Santa Barbara, CA 43%
Santa Maria-Lompoc, CA 18%
Santa Rosa, CA 13%
Stockton, CA 5%
Victor Valley, CA 22%

Additionally, 216 stations outside the major markets aired the stories.

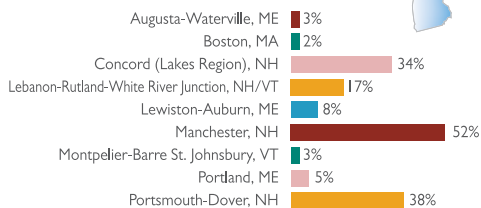
128 English/ 51 Spanish news stories ran 11,000 times on 537 media outlets in California & border states, plus 816 nationwide; an average of 61 media outlets broadcast or printed each story in their paper and/or online.

Public News Service Usage



New Hampshire News Connection

800.317.6704 • nhnc@publicnewsservice.org



Additionally, 48 stations outside the major markets aired the stories.

101 news stories ran 2,600+ times on 81 media outlets in New Hampshire & border states, plus 460 nationwide; an average of 26 media outlets broadcast or printed each story in their paper and/or online.

New Mexico News Connection

888.471.1722 • nmnc@publicnewsservice.org



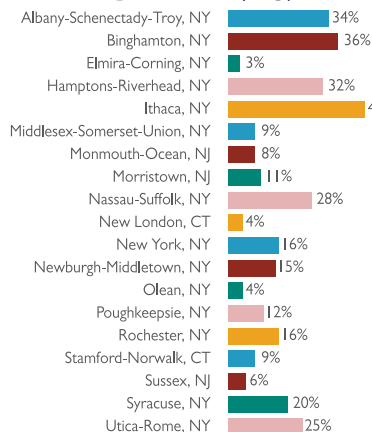
Additionally, 66 stations outside the major markets aired the stories.

124 English/86 Spanish news stories ran 3,600+ times on 83 media outlets in New Mexico & border states, plus 2,011 nationwide; an average of 17 media outlets broadcast or printed each story in their paper and/or online.

New York News Connection

888.320.9601

nync@publicnewsservice.org

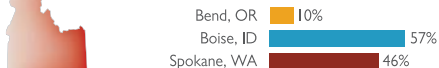


Additionally, 146 stations outside the major markets aired the stories.

194 news stories ran 12,300+ times on 201 media outlets in New York & border states, plus 494 nationwide; an average of 63 media outlets broadcast or printed each story in their paper and/or online.

Northern Rockies News Service (Idaho)

888.692.8362 • nrns@publicnewsservice.org

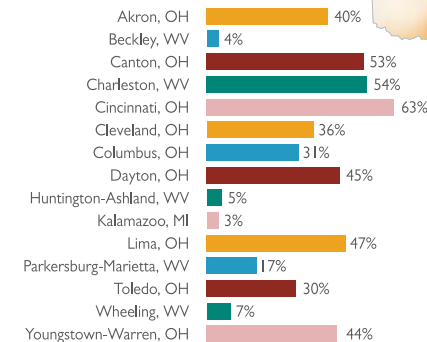


Additionally, 84 stations outside the major markets aired the stories.

99 English/4 Spanish news stories ran 9,300+ times on 107 media outlets in Idaho & border states, plus 1,879 nationwide; an average of 84 media outlets broadcast or printed each story in their paper and/or online.

Ohio News Connection

800.317.6698 • onc@publicnewsservice.org

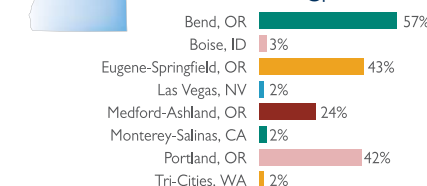


Additionally, 159 stations outside the major markets aired the stories.

160 news stories ran 6,200+ times on 239 media outlets in Ohio & border states, plus 460 nationwide; an average of 39 media outlets broadcast or printed each story in their paper and/or online.

Oregon News Service

888.692.8368 • ons@publicnewsservice.org



Additionally, 143 stations outside the major markets aired the stories.

183 English/3 Spanish news stories ran 8,400+ times on 193 media outlets in Oregon & border states, plus 493 nationwide; an average of 45 media outlets broadcast or printed each story in their paper and/or online.

Prairie News Service (North Dakota)

888.692.8955 • pns@publicnewsservice.org

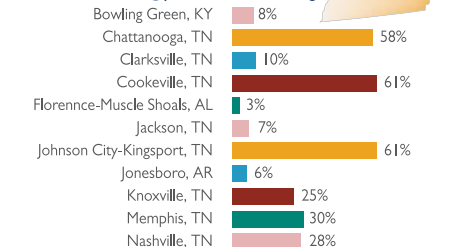


Additionally, 121 stations outside the major markets aired the stories.

120 news stories ran 6,000+ times on 129 media outlets in North Dakota & border states, plus 590 nationwide; an average of 50 media outlets broadcast or printed each story in their paper and/or online.

Tennessee News Service

800.931.1880 • tns@publicnewsservice.org

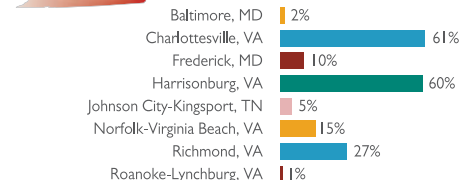


Additionally, 126 stations outside the major markets aired the stories.

132 news stories ran 3,400+ times on 184 media outlets in Tennessee & border states, plus 460 nationwide; an average of 26 media outlets broadcast or printed each story in their paper and/or online.

Virginia News Connection

800.931.1882 • vnc@publicnewsservice.org



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

136 English/2 Spanish news stories ran 3,300+ times on 151 media outlets in Virginia & border states, plus 1,189 nationwide; an average of 24 media outlets broadcast or printed each story in their paper and/or online.

Washington News Service

888.692.9286 • wns@publicnewsservice.org

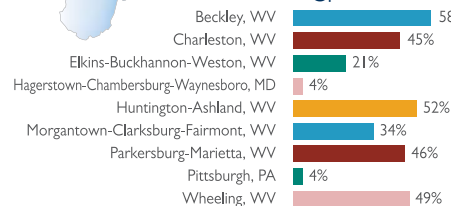


Additionally, 127 stations outside the major markets aired the stories.

178 English/7 Spanish news stories ran 9,200 times on 148 media outlets in Washington & border states, plus 590 nationwide; an average of 50 media outlets broadcast or printed each story in their paper and/or online.

West Virginia News Service

800.317.6705 • wwns@publicnewsservice.org

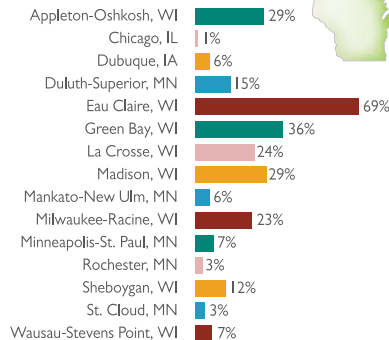


Additionally, 76 stations outside the major markets aired the stories.

133 news stories ran 4,300+ times on 133 media outlets in West Virginia & border states, plus 2,003 nationwide; an average of 32 media outlets broadcast or printed each story in their paper and/or online.

Wisconsin News Connection

888.320.9605 • wnc@publicnewsservice.org

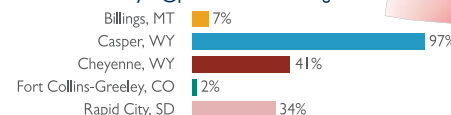


Additionally, 117 stations outside the major markets aired the stories.

129 news stories ran 4,500+ times on 268 media outlets in Wisconsin & border states, plus 460 nationwide; an average of 35 media outlets broadcast or printed each story in their paper and/or online.

Wyoming News Service

800.317.6708 • wyns@publicnewsservice.org



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

98 news stories ran 13,000+ times on 108 media outlets in Wyoming & border states, plus 1,973 nationwide; an average of 132 media outlets broadcast or printed each story in their paper and/or online.

Overall, Public News Service produced 4,101 news stories (English & Spanish) that ran 200,000 times on more than 6,114 radio stations, 928 print outlets and 133 television stations. An average of 60 media outlets broadcast or printed each story in their paper and/or online.

Coming Soon! | Alaska, Georgia, Indiana, New Jersey, Maine, Texas and Vermont.