# 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!



# Media Outlets

Carrying Public News
Stories in 2009

#### **Arizona News Connection**

(September-December)

800.931.4208 • anc@publicnewsservice.org

Phoenix, AZ
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)**



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

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

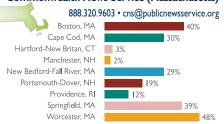
128 English/ 51 Spanish news stories ran 11,000 times on 537 media outlets in California & border states, plus 816 nationwide; an average of 61 media outlets broadcast or printed each story in their paper and/or online.

# Public News Service Usage

## **Colorado News Connection** 888.320.9604 • cnc@publicnewsservice.org Chevenne, WY Colorado Springs, CO Denver-Boulder, CO Fort Collins-Greeley, CO Grand Iunction, CO Additionally, 79 stations outside the major markets aired the stories.

135 news stories ran 6,200+ times on 119 media outlets in Colorado & border states, plus 1,258 nationwide; an average 46 media outlets broadcast or printed each story in their paper and/or online.

# Commonwealth News Service (Massachusetts)



Additionally, 51 stations outside the major markets gired the stories

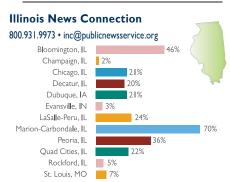
101 news stories ran almost 5,200 times on 77 media outlets in Massachusetts & border states, plus 1,974 nationwide; an average of 51 media outlets broadcast or printed each story in their paper and/or online.

# Connecticut News Service (Launched December '09)



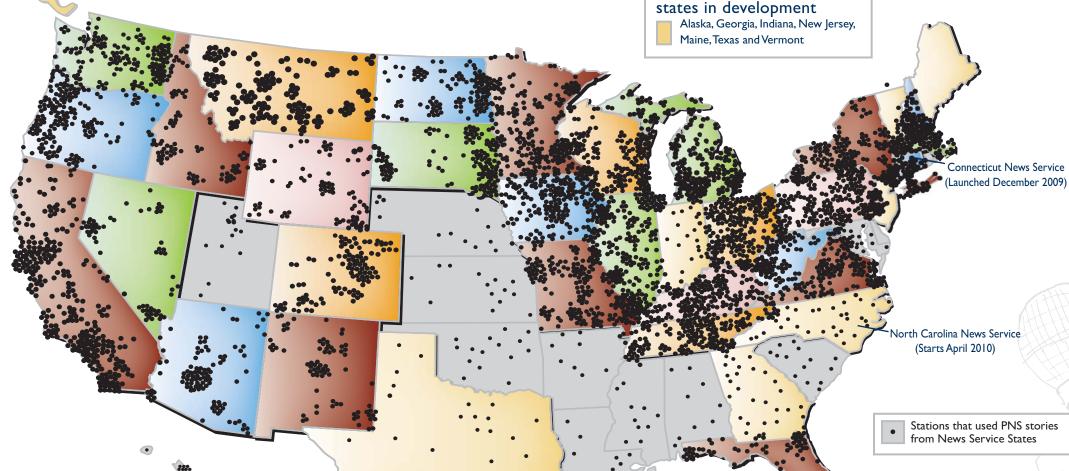
Additionally, 22 stations outside the major markets gired the stories

In its first month, CTNS produced 13 news stories which ran 300+ times on 33 media outlets in Connecticut & border states, plus 461 nationwide; an average of 23 media outlets broadcast or printed each story in their paper and/or online.

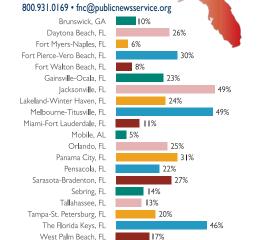


Additionally 160 stations outside the major markets aired the stories

124 news stories ran 5,200+ times on 211 media outlets in Illinois & border states, plus 1,997 nationwide; an average of 42 media outlets broadcast or printed each story in their paper and/or online.



Florida News Connection **Greater Dakota News Service (South Dakota)** 



Additionally, 109 stations outside the major markets aired the stories

136 English/6 Spanish news stories ran 2,700 times+ on 187 media outlets in Florida & border states, plus 461 nationwide; an average of 19 media outlets broadcast or printed each story in their paper and/or online.



163 English/5 Spanish news stories ran 15,500+ times on 217 media out-

lets in lowa & border states, plus 494 nationwide; an average of 92 media outlets broadcast or printed each story in their paper and/or online.

# 888.606.7494 • gdns@publicnewsservice.org La Crosse, WI 3%

Rapid City, SD Additionally, 127 stations outside the major markets gired the stories

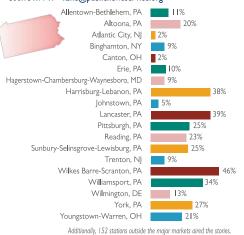
142 news stories ran 9,700+ times on 128 media outlets in South Dakota & border states, plus 460 nationwide; an average of 68 media outlets broadcast or printed each story in their paper and/or online.



122 news stories ran 4,000+ times on 170 media outlets in Kentucky & border states, plus 461 nationwide; an average of 33 media outlets broadcast or printed each story in their paper and/or online.

# **Keystone State News Connection** (Pennsylvania)





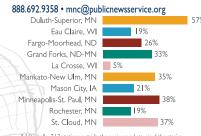
131 news stories ran 3,100+ times on 210 media outlets in Pennsylvania & border states, plus 494 nationwide; an average of 24 media outlets broadcast or printed each story in their paper and/or online.

# Michigan News Connection 800.931.0085 • minc@publicnewsservice.org Battle Creek, MI Detroit, MI Flint, MI 59 Grand Rapids, MI Muskegon, MI South Bend, IN 3% Traverse City-Petoskey MI

Additionally, 155 stations outside the major markets gired the stories

130 English/4 Spanish news stories ran 6,200+ times on 202 media outlets in Michigan & border states, plus 493 nationwide; an average of 46 media outlets broadcast or printed each story in their paper and/or online.

#### **Minnesota News Connection**



Additionally, 213 stations outside the major markets aired the stories

216 news stories ran 13,800+ times on 280 media outlets in Minnesota & border states, plus 494 nationwide; an average of 64 media outlets broadcast or printed each story in their paper and/or online.

# Missouri News Service 800.931.1849 • mons@publicnewsservice.org 34%



Additionally, 185 stations outside the major markets aired the stories.

131 news stories ran 4,200+ times on 221 media outlets in Missouri & border states, plus 461 nationwide; an average of 32 media outlets broadcast or printed each story in their paper and/or online.

# **Nevada News Service**



118 news stories ran 3,800+ times on 67 media outlets in Nevada & border states, plus 590 nationwide; an average of 32 media outlets broadcast or printed each story in their paper and/or online.

# **North Carolina News Service**

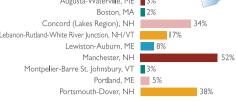


800.931.4215 • ncns@publicnewsservice.org



#### **New Hampshire News Connection**

800.317.6704 • nhnc@publicnewsservice.org Augusta-Waterville, ME 3% Boston, MA 2% Concord (Lakes Region), NH Lebanon-Rutland-White River Junction, NH/VT

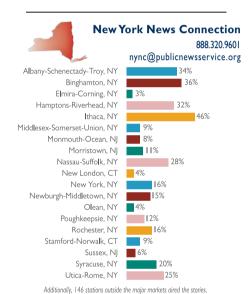


Additionally, 48 stations outside the major markets aired the stories

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.



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.



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.

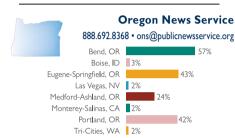


99 English/4 Spanish news stories ran 9,300+ times on 107 media outlets in Idaho & border states, plus 1,879 nationwide; an average of 84 media outlets broadcast or printed each story in their paper and/or online.

#### **Ohio News Connection** 800.317.6698 • onc@publicnewsservice.org Akron OH Beckley, WV Canton, OH 53% 54% Charleston, WV Cincinnati, OH Cleveland, OH 36% Columbus OH Dayton, OH 45% Huntington-Ashland, WV Kalamazoo, MI Lima, OH Parkersburg-Marietta, WV Toledo, OH 30% Wheeling, WV Youngstown-Warren, OH

Additionally, 159 stations outside the major markets gired 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.



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

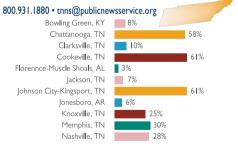
183 English/3 Spanish news stories ran 8,400+ times on 193 media outlets in Oregon & border states, plus 493 nationwide; an average of 45 media outlets broadcast or printed each story in their paper and/or online.

## Prairie News Service (North Dakota) 888.692.8955 • pns@publicnewsservice.org Bismarck, ND

Fargo-Moorhead, ND 36% Grand Forks, ND-MN 43% 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

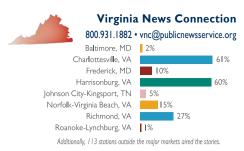


Additionally, 126 stations outside the major markets aired the stories.

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.

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.

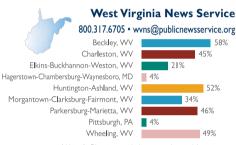




136 English/2 Spanish news stories ran 3,300+ times on 151 media outlets in Virginia & border states, plus 1,189 nationwide; an average of 24 media outlets broadcast or printed each story in their paper and/or online.

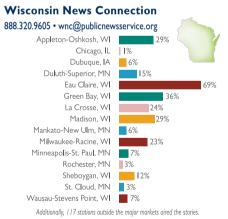


178 English/7 Spanish news stories ran 9,200 times on 148 media outlets in Washington & border states, plus 590 nationwide; an average of 50 media outlets broadcast or printed each story in their paper and/or online.



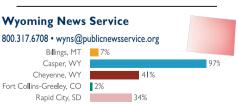
Additionally, 76 stations outside the major markets aired the stories.

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.



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.



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.