



Media Outlets

Carrying Public News
Stories in 2010

Happy Birthday PNS

Celebrating 15 Years of Impact Journalism

In 1996, a former Reuters' television producer returned to her roots in Idaho and realized something was seriously wrong with local news: extreme, right-wing provided content was commonplace; voices of justice, sustainability and compassion never made the air or were buried in the last paragraph in the last column on the last page of the "paper of record."

A lot has changed since then: information technology creates our "new normal" at exponential rates, media consolidation is in hyper-drive, and the small member-supported news service she pioneered to help balance the local airwaves became a national network of state-based news services reaching 24 Million people per week!

From **AP** to **local TV**; national networks from **Clear Channel**, **CBS** and **Sirius Satellite Radio** to **National Native News**, **Pacifica**, local newspapers, personal mobile phones and major blogs, our reporting is trusted on a daily basis by over 8,000 commercial as well as community media outlets.

By providing multi-platform, non-partisan and "purple" voiced content that can change formats rapidly, we reach people wherever they are: crossing technological, geographic and political divides.

PNS acknowledges and thanks all our supporters, with a special shout out to founding members and those that have been with us since the beginning!

Visionary individuals, organizations and foundations have made it possible for us to lead innovation in journalism for 15 years, meeting the constant challenge to inform public debate with the voices we most need to hear.

What has not changed is that those who hold the biggest microphones still dominate the public debate. Our work is far from finished, but our reach is growing thanks to those who believe in the importance of "interesting the public in the public interest."

Join us — be part of a media solution for the next 15 years!



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

Arizona News Connection

800.931.9983 • anc@publicnewsservice.org



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

93 multi-platform media outlets in Arizona & border markets ran 254 stories over 6,300 times plus 556 other news outlets nationwide. Stories were also shared online 1,000s of times.

Big Sky Connection (Montana)

888.320.9607

bsc@publicnewsservice.org

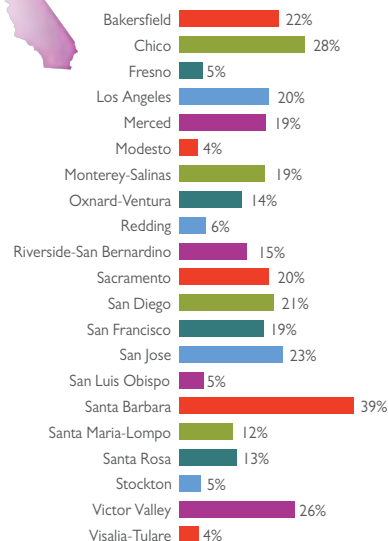


Additionally, 112 stations outside the major markets aired the stories.

112 multi-platform media outlets in Montana & border markets ran 134 stories over 16,000 times plus 780 other news outlets nationwide. Stories were also shared online 1,000s of times.

California News Service

800.317.6701 • cans@publicnewsservice.org



Additionally, 98 stations outside the major markets aired the stories.

514 multi-platform media outlets in California & border markets ran 124 English and 31 Spanish stories over 8,300+ times plus 878 other news outlets nationwide. Stories were also shared online 1,000s of times.

Public News Service Usage in 2010

Media Outlets that used PNS stories from News Service States

Colorado News Connection

888.320.9604 • cnc@publicnewsservice.org

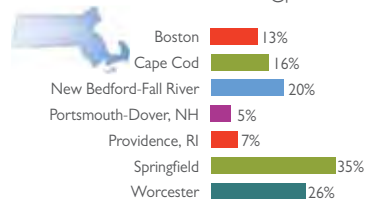


Additionally, 81 stations outside the major markets aired the stories.

114 multi-platform media outlets in Colorado & border markets ran 152 stories 7,000 times plus 521 other news outlets nationwide. Stories were also shared online 1,000s of times.

Commonwealth News Service (Massachusetts)

888.320.9603 • cns@publicnewsservice.org

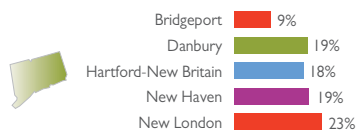


Additionally, 27 stations outside the major markets aired the stories.

61 multi-platform media outlets in Massachusetts & border markets ran 91 stories 3,800 times plus 463 other news outlets nationwide. Stories were also shared online 1,000s of times.

Connecticut News Service

800.931.4206 • ctns@publicnewsservice.org

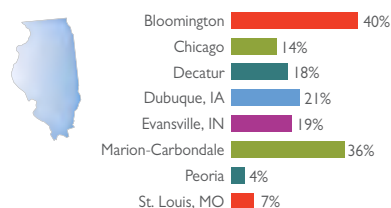


Additionally, 52 stations outside the major markets aired the stories.

69 multi-media outlets in Connecticut & border markets ran 163 stories over 4,600 times plus 1,244 other news outlets nationwide. Stories were also shared online 1,000s of times.

Illinois News Connection

800.931.9973 • inc@publicnewsservice.org

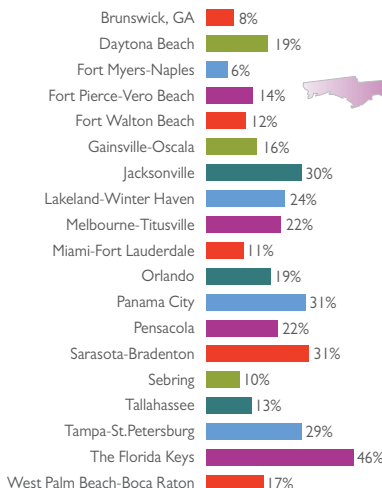


Additionally, 114 stations outside the major markets aired the stories.

168 multi-platform media outlets in Illinois & border markets ran 133 stories 5,000 times plus 555 other news outlets nationwide. Stories were also shared online 1,000s of times.

Florida News Connection

800.931.0169 • fnc@publicnewsservice.org



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

159 multi-platform media outlets in Florida & border markets ran 141 English and 11 Spanish stories about 5,900 times plus 555 other news outlets nationwide. Stories were also shared online 1,000s of times.

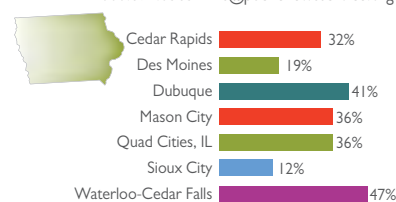
Texas News Service
(Launching January 2011)

Indiana News Service
(Starts June 2011)

800.621.4194 • inns@publicnewsservice.org

Iowa News Service

888.692.8363 • ins@publicnewsservice.org



Additionally, 155 stations outside the major markets aired the stories.

212 multi-platform media outlets in Iowa & border markets ran 166 English and 6 Spanish stories 13,900 times plus 522 other news outlets nationwide. Stories were also shared online 1,000s of times.

States in Development

Arkansas, Indiana, Kansas, Maryland, Nebraska and Utah

Indiana News Service
(Launching June 2011)

Greater Dakota News Service (South Dakota)

888.606.7494 • gdns@publicnewsservice.org

Rapid City 69%

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

138 multi-platform media outlets in South Dakota & border markets ran 156 stories 10,500+ times plus 650 other news outlets nationwide. Stories were also shared online 1,000s of times.

Kentucky News Connection

800.931.1861 • knc@publicnewsservice.org

Bowling Green 15%
Clarksville, TN 18%
Cookeville, TN 2%
Evansville, IN 29%
Lexington-Fayette 21%
Louisville 22%
Nashville, TN 7%
Parkersburg-Marietta, WV 14%

Additionally, 104 stations outside the major markets aired the stories.

135 multi-platform media outlets in Kentucky & border markets ran 138 stories 5,100+ times plus 553 other news outlets nationwide. Stories were also shared online 1,000s of times.

Keystone State News Connection (Pennsylvania)

800.931.9941 • ksnc@publicnewsservice.org

Allentown-Bethlehem 24%
Altoona 20%
Binghamton, NY 9%
Erie 11%
Harrisburg-Lebanon 41%
Johnstown 5%
Lancaster 39%
Pittsburgh 25%
Reading 25%
Sunbury-Selinsgrove-Lewisburg 26%
Trenton, NJ 9%
Wilkes Barre-Scranton 27%
Williamsport 19%
Wilmington, DE 13%
York 27%

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

206 multi-platform media outlets in Pennsylvania & border markets ran 129 stories 6,000 times plus 554 other news outlets nationwide. Stories were also shared online 1,000s of times.

Maine News Service

(December 2010)

800-931-1858 • mns@publicnewsservice.org

Augusta-Waterville 2%
Bangor 59%
Portsmouth-Dover 2%

Additionally, 11 stations outside the major markets aired the stories.

In its first month, 34 multi-platform media outlets in Maine & border markets ran 28 stories 200+ times plus 460 other news outlets nationwide. Stories were also shared online 1,000s of times.

Michigan News Connection

800.931.0085 • minc@publicnewsservice.org



Battle Creek 53%
Detroit 31%
Flint 10%
Grand Rapids 32%
Kalamazoo 38%
Muskegon 16%
South Bend, IN 19%
Traverse City-Petoskey 45%

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

242 multi-platform media outlets in Michigan & border markets ran 128 stories 7,800 times plus 554 other news outlets nationwide. Stories were also shared online 1,000s of times.

Minnesota News Connection

888.692.9358 • mnc@publicnewsservice.org



Duluth-Superior, MI 57%
Fargo-Morehead, ND 51%
Grand Forks, ND 31%
Mankato-New Ulm 29%
Mason City, IA 21%
Minneapolis-St. Paul 22%
Rochester 24%
St. Cloud 31%

Additionally, 182 stations outside the major markets aired the stories.

275 multi-platform media outlets in Minnesota & border markets ran 232 stories 16,200+ times plus 689 other news outlets nationwide. Stories were also shared online 1,000s of times.

Missouri News Service

800.931.1849 • mons@publicnewsservice.org



Columbia 36%
Joplin 41%
Kansas City 20%
Pittsburg, KS 18%
St. Louis 29%

Additionally, 133 stations outside the major markets aired the stories.

184 multi-platform media outlets in Missouri & border markets ran 138 stories 4,000 times plus 521 other news outlets nationwide. Stories were also shared online 1,000s of times.

Nevada News Service

888.320.9602 • nns@publicnewsservice.org



Las Vegas 21%
Reno 27%

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

55 multi-platform media outlets in Nevada & border markets ran 130 English stories & 1 Spanish 2,700+ times plus 685 other news outlets nationwide. Stories were also shared online 1,000s of times.

info@publicnewsservice.org

www.publicnewsservice.org

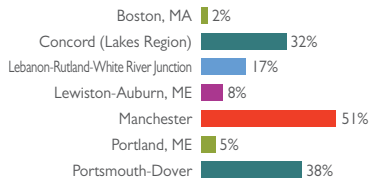
888.891.9416

facebook.com/PublicNewsService

twitter.com/pns_news

New Hampshire News Connection

800.317.6704 • nhnc@publicnewsservice.org



Additionally, 38 stations outside the major markets aired the stories.

72 multi-platform media outlets in New Hampshire & border markets ran 99 stories 2,100 times plus 522 other news outlets nationwide. Stories were also shared online 1,000s of times.

New Mexico News Connection

888.471.1722 • nmnc@publicnewsservice.org

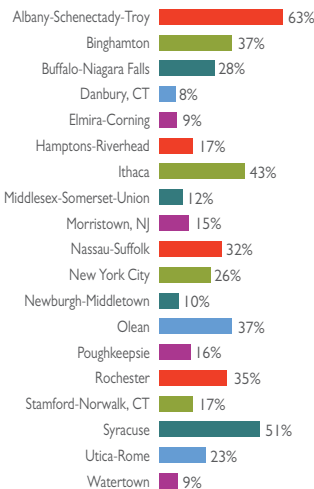


Additionally, 45 stations outside the major markets aired the stories.

126 multi-platform media outlets in New Mexico & border markets ran 131 English & 70 Spanish stories 3,500+ times plus 461 other news outlets nationwide. Stories were also shared online 1,000s of times.

New York News Connection

888.320.9601 • nync@publicnewsservice.org



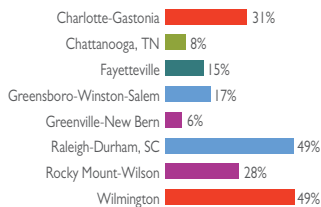
Additionally, 70 stations outside the major markets aired the stories.

232 multi-platform media outlets in New York & border markets ran 195 stories 13,600+ times plus 1,206 other news outlets nationwide. Stories were also shared online 1,000s of times.

North Carolina News Service

(April-December 2010)

800.931.4215 • ncns@publicnewsservice.org

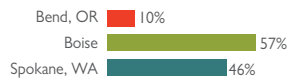


Additionally, 99 stations outside the major markets aired the stories.

189 multi-platform media outlets in North Carolina & border markets ran 122 stories 5,400 times plus 554 other news outlets nationwide. Stories were also shared online 1,000s of times.

Northern Rockies News Service (Idaho)

888.692.8362 • nrns@publicnewsservice.org

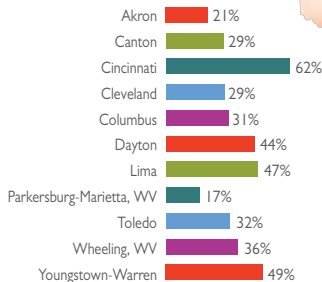


Additionally, 57 stations outside the major markets aired the stories.

107 multi-platform media outlets in Idaho & border markets ran 124 stories 9,800+ times plus 1,313 other news outlets nationwide. Stories were also shared online 1,000s of times.

Ohio News Connection

800.317.6698 • onc@publicnewsservice.org

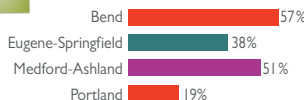


Additionally, 80 stations outside the major markets aired the stories.

244 multi-platform media outlets in Ohio & border markets ran 191 stories 10,600+ times plus 555 other news outlets nationwide. Stories were also shared online 1,000s of times.

Oregon News Service

888.692.8368 • ons@publicnewsservice.org



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

194 multi-platform media outlets in Oregon & border markets ran 174 English & 5 Spanish stories 12,000 times plus 683 other news outlets nationwide. Stories were also shared online 1,000s of times.

Prairie News Service (North Dakota)

888.692.8955 • pns@publicnewsservice.org

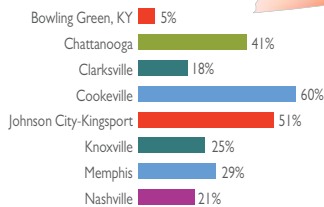


Additionally, 76 stations outside the major markets aired the stories.

127 multi-platform media outlets in North Dakota & border markets ran 120 stories 5,700+ times plus 1,308 other news outlets nationwide. Stories were also shared online 1,000s of times.

Tennessee News Service

800.931.1880 • tnns@publicnewsservice.org



Additionally, 50 stations outside the major markets aired the stories.

151 multi-platform media outlets in Tennessee & border markets ran 100 English & 3 Spanish stories 3,300 times plus 461 other news outlets nationwide. Stories were also shared online 1,000s of times.

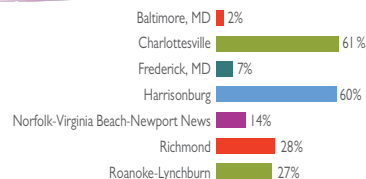
Texas News Service

(Starts January 2011)

800.931.0167 • tns@publicnewsservice.org

Virginia News Connection

800.931.1882 • vnc@publicnewsservice.org

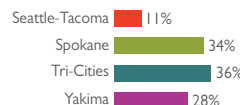


Additionally, 78 stations outside the major markets aired the stories.

136 multi-platform media outlets in Virginia & border markets ran 127 English & 1 Spanish news stories 7,400 times plus 2,014 other news outlets nationwide. Stories were also shared online 1,000s of times.

Washington News Service

888.692.9286 • wns@publicnewsservice.org

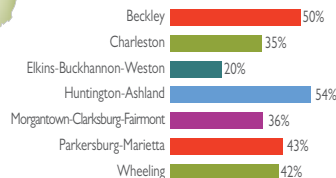


Additionally, 76 stations outside the major markets aired the stories.

133 multi-platform media outlets in Washington & border markets ran 177 English & 5 Spanish stories 10,000+ times plus 652 other news outlets nationwide. Stories were also shared online 1,000s of times.

West Virginia News Service

800.317.6705 • wwns@publicnewsservice.org

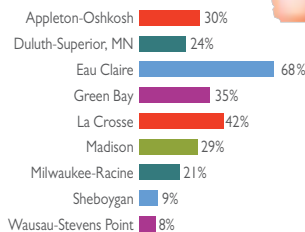


Additionally, 61 stations outside the major markets aired the stories.

124 multi-platform media outlets in West Virginia & border markets ran 157 stories 5,400+ times plus 555 other news outlets nationwide. Stories were also shared online 1,000s of times.

Wisconsin News Connection

888.320.9605 • wnc@publicnewsservice.org

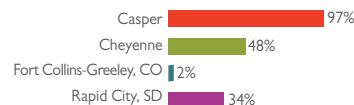


Additionally, 67 stations outside the major markets aired the stories.

178 multi-platform media outlets in Wisconsin & border markets ran 133 stories 4,600+ times plus 520 other news outlets nationwide. Stories were also shared online 1,000s of times.

Wyoming News Service

800.317.6708 • wyns@publicnewsservice.org



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

114 multi-platform media outlets in Wyoming & border markets ran 120 stories 12,200+ times plus 2,164 other news outlets nationwide. Stories were also shared online 1,000s of times.

Overall, Public News Service produced 4,543 news stories, and an average of 51 other news outlets used each story in various formats. Stories were also reposted on hundreds of websites and viewed on the PNS web page 100s of 1,000s of times.