

**CONNECTED,
SUPPORTED,
ROOTED...**

**sustaining
community in
challenging
times**

public news service®

**“In the current
news landscape,
PNS plays a
critical role
in bringing
public-interest
stories into
communities
around the
country.”**

ROYE ANASTASIO-BOURKE
Annie E. Casey Foundation

2011



Friends of PNS,

Change comes like lightening hitting an ancient forest, quickly — after millennia of slow growth. The world's largest and longest-living organism — an aspen grove — doesn't grab headlines very often. No matter how each individual tree quakes, or how many shoots go off in different directions; it is one body and the health of the whole depends on all its parts.

As humans, we are conjointly rooted as well, and our survival depends on our shared solutions. We need to hear each other, and as Bill Moyers says: "The need for voices of reason, simple and eloquent, has rarely been stronger."

Our passion is to provide these voices. Through an expanded online presence and social media, and launching an individual membership campaign, we're connecting to new audiences and supporters on a daily basis. Collaborating with other media organizations like Spot.us has also expanded our capability to dig deeper and produce even better stories.

PNS pioneered the first member-funded commercial news model in 1996 in Idaho. Since then we've gone multi-platform and bilingual, successfully developed new funding streams, grown to 34 states and survived two recessions — a strong testament to the value and need for our work, and the commitment and vision of supporters like YOU!



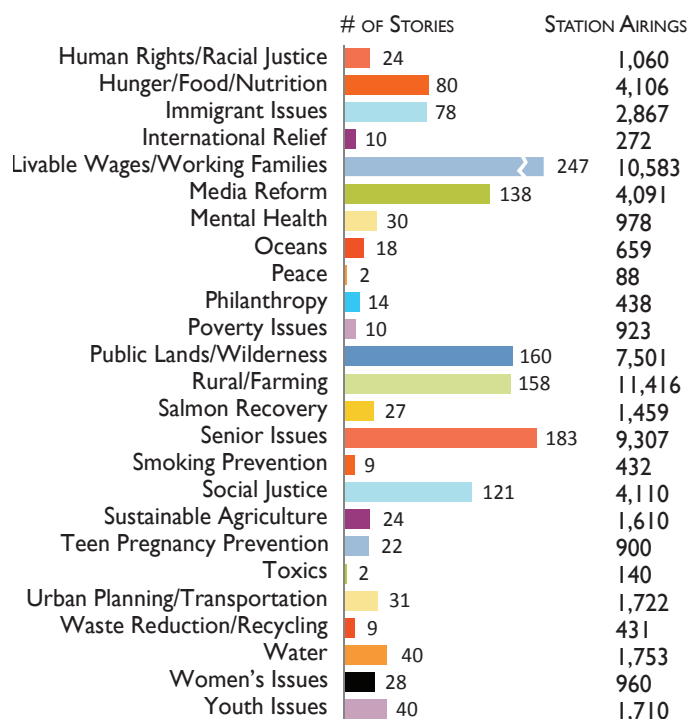
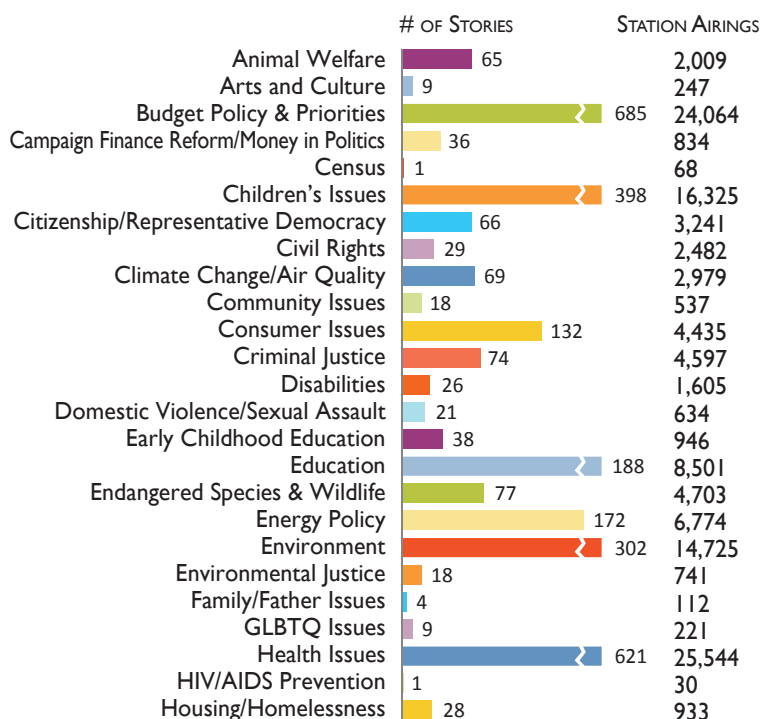
We celebrate the green shoots of new growth, and THANK YOU for being part of this community!

Sincerely,

Lark Corbeil

Lark Corbeil, Founder - Public News Service

Story Breakout



What about YOUR Issues?! 2011's breakout shows issues we raised money to cover. While our stories reached a combined estimated audience of over a billion, many critical stories were under-reported or worse, "orphaned" (with no funding at all.) **It is your support that makes all the difference when it comes to creating a well-balanced news service.**

Strategic Alliances

As the news industry re-invents itself, collaboration is key. We often work with other content providers and organizations with complementary missions; below are two key partners.



Media in the Public Interest

MPI's mission is to assist NGOs to interact more effectively with journalists, help the media cover nonprofits' issues more comprehensively, and incubate innovative media projects.

Support from foundations enabled reporting on a wide range of issues and MPI's trainings, *Ask-A-Reporter* and "Who Do You Think You Are? (Hint: Not Everyone Agrees With You)" continue to be well received. The latter is a groundbreaking examination of public policy analysis through the lens of "polarity thinking" which cogently explains some of the most divisive social issues of our times.

Contact Susan Glairon

sglairon@MediaInThePublicInterest.org
or call 303-339-0092



SBS turns the for-profit model on its head: ALL profits are donated to fund public interest journalism, and this gifting helps PNS cover investigative journalism, "orphan issues" and subsidize memberships.

Last year, SBS reached an audience of over 34 million with audio, video, print and online content on behalf of socially responsible companies, political campaigns, foundations and other organizations. SBS provides a highly affordable avenue for PR and influencing needs — whether a one-time event or ongoing campaign.

For a fraction of the cost of ad purchases, SBS can get greater and faster penetration, while helping the social change movement — a win/win/win!

Contact Matt Hemmendinger

matt@SoundBiteServices.com or call 888-320-9606.

"PNS extends the reach and amplifies the voices of those too often left out of public policy debates."

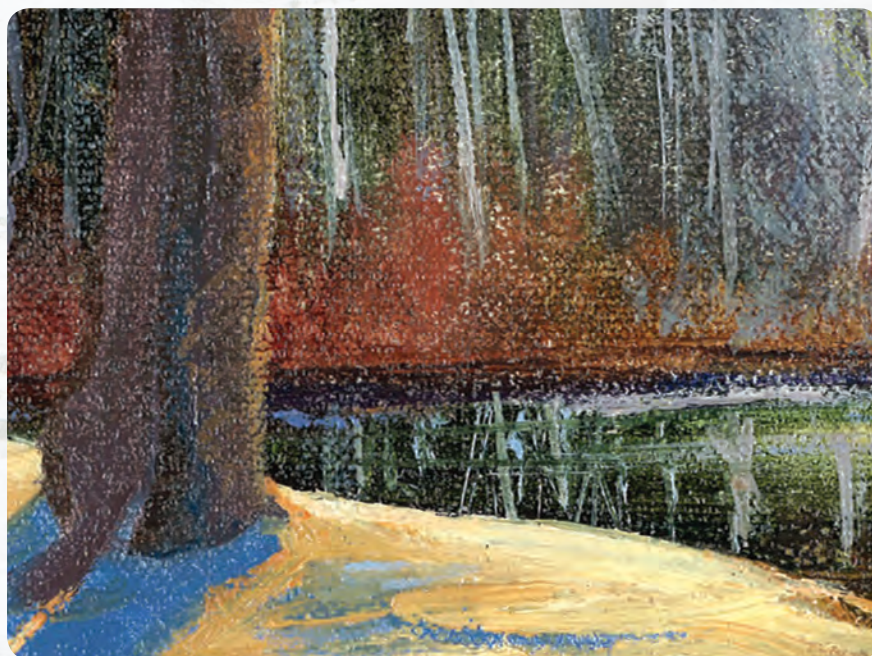
MARCIA EGBERT, The George Gund Fund

Thank You, Members!

Since launching the first member-supported independent state news service in 1996, we constantly innovate ways to benefit our supporters as well as the public dialogue.

Take Advantage of Benefits

- **Membership Benefit Review Webinar:** A great way to keep abreast of PNS developments, and learn to interact more effectively with all journalists.
- **Free PNS RSS Widget for Your Site:** Put stories on issues relevant to your organization right on your site!
- **Spanish Talk Show Bookings:** Our Spanish supporters get bookings on Spanish radio talk show programs.
- **Discounts on Trainings and PR/Branding Packages:** See the sections on SoundBite Services and Media in the Public Interest.
- **Expanded Conversations Through Social Media:** Join us on your favorite network today to stay current on top issues.
- **Friendly, Helpful Outreach Staff:** Call 888.891.9416 or email us at outreach@PublicNewsService.org



"The only improvement I can ask for is weekend news."

NYC broadcaster

Connecticut News

Service broke a story about veterans and the high numbers of those returning to homelessness. This story was picked up both by NPR and national networks and helped draw attention to the ongoing support and healing our military families require, and deserve.

**"a different and unique look at things"...
"covers topics that are ignored by other media"...
"our listeners appreciate the excellent content."**

New Mexico media outlets

For the first time,

the U.S. Environmental Protection Agency announced that hydraulic fracking "may" be to blame for causing groundwater pollution. The draft finding could have an effect in states trying to determine how to regulate the process.

After many contentious Congressional hearings debating the proposal to connect the oil sands of Canada to the refineries of Texas, President Obama decided to block the Keystone XL pipeline proposal. A prolonged campaign exposing the lack of environmental safeguards eventually turned the tide against the pipeline.

Servicio de Noticias Públicas

As the demand for Spanish news content rises, the benefits of our commitment and consistent outreach (since 2003) continue to grow.

Last year, we produced 215 Spanish stories in 14 different states. In Texas, each story was picked up by an average of six other 'brick and mortar' media outlets, however most of our Spanish pickup is online, which is almost impossible for us to systematically track.

Our multi-platform reach ranges from grassroots local community outlets to national networks in the U.S. and Mexico. Some notable outlets that picked up these stories include: KXOL-FM Los Angeles; KIQI-AM San Francisco; KLTN-TV Telemundo; La Voz Hispanic Newspaper; Radio Bilingue and Notimex - Mexican News Agency, Mexico City.

In addition, many of the 53 interviews on Spanish radio talk show programs (booked by Mainstream Media Project as benefits for our supporters), triggered additional TV and print interviews.



Our mission is an engaged citizenry making educated decisions in service to democracy; and our role is to inform, inspire, excite and sometimes reassure people in a constantly changing ecosystem. We measure our success in impact as well as audience, and recognize that positive change requires the hard work of many. Our news coverage is one critical element, and throughout this report we highlight some of the progress made on key issues in 2011.

public news service



New uranium mining claims near the Grand Canyon of the Colorado River will be banned for the next 20 years, under a final decision announced by U.S. Interior Secretary Ken Salazar. Some one million acres of public lands to the north and south of the National Park are affected, though Salazar's action will not affect claims already staked near the Canyon.

Florida News Connection broke a story about 4,000 Department of Corrections officers forced into working for a for-profit company, taking over 30 south Florida prisons — who were entitled to State compensation amounting to \$25 million. The day after we broke the story, the newly-appointed Department of Corrections chief was forced to resign by Governor Rick Scott. One reason cited in the Governor's news release was publicity about the \$25 million SNAFU.

AT&T dropped its proposed merger with T-Mobile which would have consolidated two of the four major cell phone carriers possibly resulting in less competition, fewer options and higher prices.

"Because of your interview in July about Global Hug Your Kids Day, I was on CNN-TV! And last month I spoke with a businessman in Jamaica who wants to bring my 30 Day Hug Challenge across Jamaica, he heard about it from someone who got your story in Florida!"

MICHELLE NICHOLS
Global Hug Your Kids Day

"I've gone to meetings with state officials and seen stories we pitched on their desks. On more than one occasion, these stories got carried all over the country and that reached millions."

RICK WILSON
AFSC-WV Economic Justice Project

"We joined PNS, upon faith, not knowing really what to expect. Through balanced reporting of news, you are really responding to a huge media gap in Texas. Keep up the good work!"

RANDY CHAPMAN
Executive Director
Texas Legal Services Center

"Your reporting helped ensure the FULL restoration of home visitation in the final budget compromise. I thought you might like to see what an amazing impact it can have."

ARIELLE BERNSTEIN
Deputy Director for
Fight Crime Invest in Kids

public news service

"We value the service greatly. With just one staff reporter, it's a challenge to fill the news hole, so we appreciate the intelligent, interesting content."

California newspaper

"Good writing, great stories"... "Valuable news"... "Love the long option."

Pennsylvania media outlets

"Very helpful & informative...adds flavor to our state content normally gleaned from the wires."

Indiana broadcaster

In 2011, Public News Service produced 4,592 news stories which ran, conservatively, over 196,805 times on 6,205 radio stations, 1,189 print outlets and 255 television stations for a national total of 7,649 'bricks and mortar' outlets, and tens of thousands of online outlets.

- Media Outlets that used PNS stories from News Service States
- States in Development: Utah, Arkansas, Vermont, New Jersey

The Ohio Livestock Care Standards Board took the final step to advance significant welfare reforms for farm animals.

Contacts

Arizona News Connection

800-931-9983 • anc@publicnewsservice.org
Twitter: @pns_AZ

Big Sky Connection (Montana)

888-320-6607 • bsc@publicnewsservice.org
Twitter: @pns_MT

California News Service

800-317-6701 • cas@publicnewsservice.org
Twitter: @pns_CA

Colorado News Connection

888-320-9604 • cnc@publicnewsservice.org
Twitter: @pns_CO

Commonwealth News Service (Massachusetts)

888-320-9603 • cons@publicnewsservice.org
Twitter: @pns_MA

Connecticut News Service

800-931-4206 • ctns@publicnewsservice.org
Twitter: @pns_CT

Florida News Connection

800-931-0169 • fnc@publicnewsservice.org
Twitter: @pns_FL

Greater Dakota News Service (South Dakota)

888-606-7494 • gdns@publicnewsservice.org
Twitter: @pns_SD

Illinois News Connection

800-931-9973 • inc@publicnewsservice.org
Twitter: @pns_IL

Indiana News Service

800-621-4194 • inns@publicnewsservice.org
Twitter: @pns_IN

Iowa News Service

888-692-8363 • ins@publicnewsservice.org
Twitter: @pns_IA

Kentucky News Connection

800-931-1861 • knc@publicnewsservice.org
Twitter: @pns_KY

Keystone State News Connection (Pennsylvania)

800-931-9941 • ksnc@publicnewsservice.org
Twitter: @pns_PA

Maine News Service

800-931-1858 • mns@publicnewsservice.org
Twitter: @pns_ME

Maryland News Connection

800-931-4102 • mdnc@publicnewsservice.org
Twitter: @pns_MD

Michigan News Connection

800-931-0085 • mnc@publicnewsservice.org
Twitter: @pns_MI

Minnesota News Connection

888-692-9358 • mnc@publicnewsservice.org
Twitter: @pns_MN

Missouri News Service

800-931-1849 • mns@publicnewsservice.org
Twitter: @pns_MO

Nevada News Service

888-692-8362 • nns@publicnewsservice.org
Twitter: @pns_NV

New Hampshire News Connection

800-317-6704 • nhnc@publicnewsservice.org
Twitter: @pns_NH

New Mexico News Connection

888-471-1722 • nmnc@publicnewsservice.org
Twitter: @pns_NM

New York News Connection

800-931-4215 • nync@publicnewsservice.org
Twitter: @pns_NY

North Carolina News Service

888-692-8362 • ncns@publicnewsservice.org
Twitter: @pns_NC

Northern Rockies News Service (Idaho)

888-692-8362 • nrs@publicnewsservice.org
Twitter: @pns_ID

Ohio News Connection

800-317-6698 • onc@publicnewsservice.org
Twitter: @pns_OH

Oregon News Service

888-692-8368 • ons@publicnewsservice.org
Twitter: @pns_OR

Prairie News Service (North Dakota)

888-692-8955 • pns@publicnewsservice.org
Twitter: @pns_ND

Tennessee News Service

800-931-1880 • tns@publicnewsservice.org
Twitter: @pns_TN

Texas News Service

800-931-0167 • tns@publicnewsservice.org
Twitter: @pns_TX

Virginia News Connection

800-931-1882 • vnc@publicnewsservice.org
Twitter: @pns_VA

Washington News Service

888-692-9286 • wns@publicnewsservice.org
Twitter: @pns_WA

West Virginia News Service

800-317-6705 • wvns@publicnewsservice.org
Twitter: @pns_WV

Wisconsin News Connection

888-320-9605 • wnc@publicnewsservice.org
Twitter: @pns_WI

Wyoming News Service

800-317-6708 • wys@publicnewsservice.org
Twitter: @pns_WY

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Friend us on Facebook
facebook.com/PublicNewsService

Follow us on Twitter
twitter.com/pns-news

Plus us on Google+
plus.to/publicnewsservice



Paintings by Dix Baines