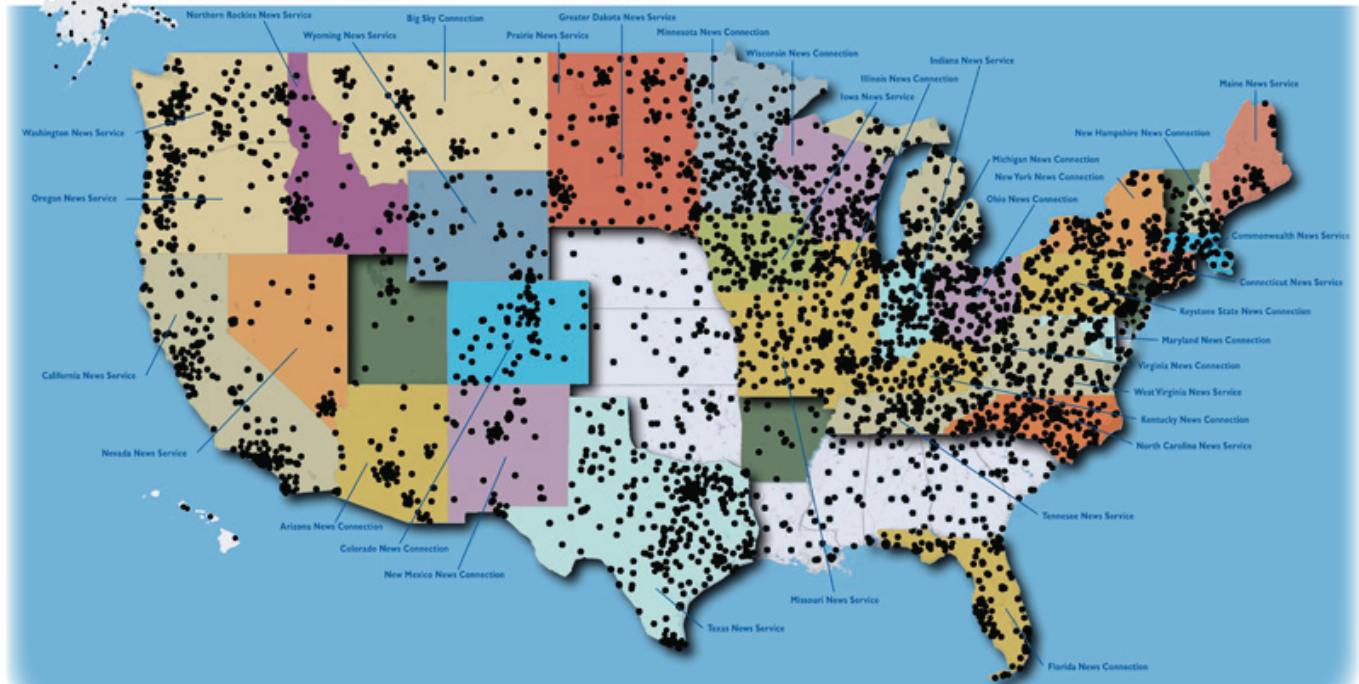




2011 Media Outlets



“In the current news landscape, PNS plays a critical role in bringing public-interest stories into communities around the country. We appreciate working with this growing network.”

- Roye Anastasio-Bourke, Senior Communications Manager,
The Annie E. Casey Foundation

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1. About Us

What is the Public News Service?

Early funding from Ford and the Northwest Area Foundation expanded the ground-breaking Public News Service (PNS) membership model, which started as the brainchild of former Reuters' producer Lark Corbeil. Driven by the lack of balanced coverage in Idaho after working in LA and NYC, and inspired by economic necessity, she pioneered the first public interest commercial news service funded by memberships, grants and gifts the same year Congress passed the Telecommunications Act of 1996.

Now managing a network of independent news services in 34 states, PNS is reaching an average multi-media audience of 24 million per week. (See cover for map of over 8,000 media outlets using our content.) Altnet calls us "the most widely used independent news service you've never heard of..."

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 10s of 1,000s of websites.

Impact Journalism

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. PNS "covers the beat" of issues that nonprofits, foundations, NGO's, and "triple bottom line" businesses care about, with the explicit understanding that all editorial authority rests with PNS.

According to Harvard social scientist James Scott, for major social shifts to come about, people must 1) know they are not alone in their thinking; 2) believe an idea is viable; and 3) have hope that change is possible. (Power and the Arts of Domination: Hidden Transcripts, 1992).

Every news story has the potential to do all three, and we track the positive policy developments on issues we cover.

Making a Difference in Today's Turbulent Media Environment

Our society's ability to support a vibrant democracy and stay educated on the issues that affect our lives is challenged by increasingly fragmented media with under-resourced newsrooms. The result is not more voices, but more of the same voices - just louder - dominating



public dialogue on mainstream media.

Our solution: We deliver multi-platform and bilingual public interest news to ALL the news outlets in a given state and its border markets: broadcast, print, online and social media. Where we have funding, we also translate and distribute stories to all Spanish-speaking media and provide access to Mainstream Media Projects' talk show booking service and additional media services, like PSAs.

During these very tough economic times, we are humbled and proud that our reporting is funded by sliding scale annual membership contributions from over 350 NGOs (a combination of advocacy and foundations) in 34 states (AZ, CA, CO, CT, FL, IA, ID, IL, IN, KY, MA, MD, ME, MI, MN, MO, MT, NC, ND, NH, NM, NV, NY, OH, OR, PA, SD, TN, TX, VA, WA, WI, WV and WY).

Our foundation partnerships are more important now than ever...

Your support could help us launch a new state, provide more investigative reporting, or cover "orphan" issues that are currently un- or under-reported. In recent years we successfully launched in North Carolina with support from the Park Foundation; in Arizona with support from the Virginia G. Piper Charitable Trust; and in Maine with support from Ben & Jerry's and the Annie E. Casey Foundation.

Funding Mechanism

Memberships, gifts and grants allow supporters to earmark their annual contributions for reporting on priority issue areas. Similar to 'voting' for your favorite program on public broadcasting, there is explicit understanding that our journalists maintain all editorial authority.

A single annual membership contribution provides resources to report on 6-8 stories, depending on the overall funding raised annually in a state. We welcome pitches from our supporters and assistance in finding spokespeople and information for timely news stories on the issues they care about. Our job is to cover the issues that matter: supporters are not excluded from being quoted themselves, however any branding opportunity is ancillary and minimal. (For branding needs or campaigning, please check out our PR sister SoundBite Services (SBS) in Section Six. All profits from SBS go to fund PNS scholarships.)



How We Work

Usually all it takes is an email or phone call to pitch a story - news releases are not necessary - and being available by phone for fact-checking once the story is done. Each completed news story (with versions for broadcasters, online, print and podcasts) is sent to media outlets statewide, national networks when appropriate, and followed up with a detailed pickup report which is extremely valuable for evaluation and accountability oversight.

We are flexible in meeting the goals and needs of foundations. Here are some ways we are working together now:

- Direct membership to fund issue reporting in increments of 8 stories in one or multiple news services
- You can fund your grantees to join with their own news service memberships
- We can go through the grant funding process with you directly, or in partnership with our 501c3 partner Media in the Public Interest where we also have exciting training opportunities available for you and you grantees



2. Our Reach

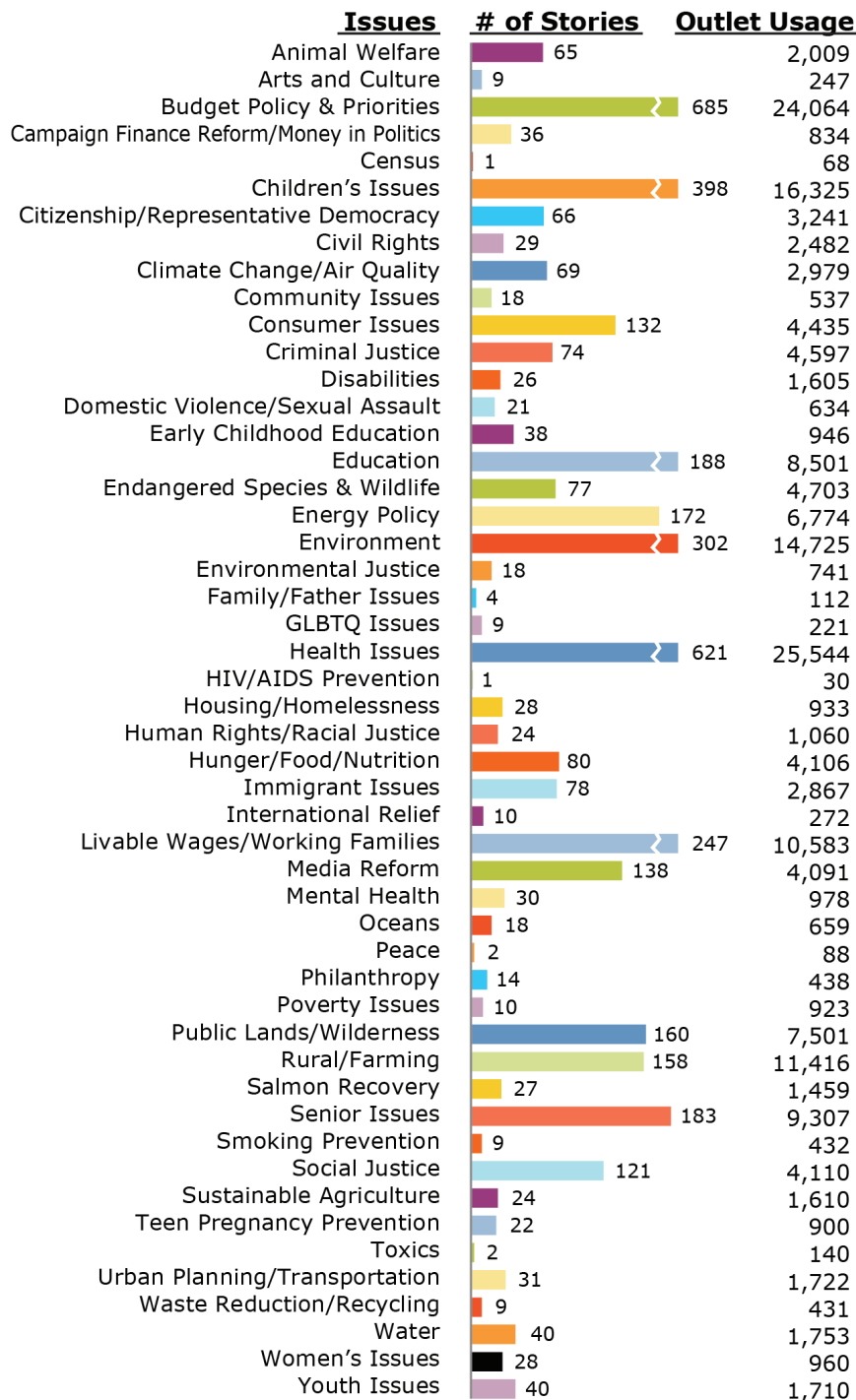
Our content is unique among independent news providers in spanning geographic, political and technical divides. By educating and informing the public and thought-leaders seeking information and solutions to local/national/global issues in a non-partisan manner, we have demonstrated success impacting public policy. Ensuring coverage for the critical issues and voices of our day, we're solving three problems: providing content for hard-pressed media outlets; lifting up public interest voices that inspire and raise our level of civic dialogue; and preserving an educated and informed population critical to a vibrant democracy.

Public News Service content is used at the local and national level, including Clear Channel, CBS, Sirius OutQ, Pacifica and Native Network News. Through over 8,000 other media outlets who subscribe to PNS, our reporting reaches individuals, legislators and thought-leaders seeking information and solutions to local/national/global issues.



The Issues We Cover

The graph below illustrates the coverage of funded issues from last year. A well-rounded news service helps ensure the greatest media outlet pickup. Counter to what one might think, the more stories we send out, the more they are all picked up and redistributed.



*If you don't see stories on topics you care deeply about... that means the funds aren't there yet! **We invite you to "adopt an orphan issue" and boost reporting on what is most important to you.***

3. Spanish News and Talk Show Bookings

Llega a la Comunidad Hispana con Noticias y Entrevistas (Spanish Language News and Interviews)

*"Estamos muy emocionados que están haciendo este servicio, Por fin, hemos estado esperando por mucho tiempo." (We are excited you are doing this. We've been waiting a long time.)**

As the demand for Spanish news content rises, the benefits of our commitment, relationship building and consistent outreach (since 2003) continue to grow. We have evolved from a radio news service to a multi-platform producer in order to provide people news content wherever they are!

By this same principle, we offer our Spanish language add-on which gives members the option of supporting translation, distribution and tracking of our stories into Spanish, as well as a talk-show booking service in collaboration with Mainstream Media Project.

*"Esto es algo que nuestra comunidad necesita." (This is something our community is really hurting for.)**

Last year, we produced 215 Spanish stories in 14 different states. Our multi-platform reach ranges from grassroots local community outlets to national networks in the U.S. and Mexico. Some notable major market and national outlets that picked up these stories include: KXOL-FM Los Angeles; KIQI-AM San Francisco; KLTM-TV Telemundo; La Voz Hispanic Newspaper; Radio Bilingue and Notimex - Mexican News Agency, Mexico City. In addition, many of the Spanish stories as well as the scores of interviews on Spanish radio talk show programs triggered even more TV and print coverage.

Getting Started, So Much More than Just Translation

*"Hoy tengo información sobre los enciendos en los bosques, es todo! Los necesitamos." (Today I have news about the forest fires, and that's it. We could use you.)**

As a Public News Service supporter, you can add-on a Spanish component. There are two major components to this support. Each story funded by your English membership support will also be produced in Spanish, distributed and tracked. And for your own purposes, you get access to a Spanish-language media coordinator and advisor, who works closely with your organization to help you develop strategies to reach the Spanish-speaking community in your state(s), whether that's booking talk show interviews through a collaboration with



Mainstream Media Project, recording PSAs or translations of your own news releases. We can meet you where you are, and help you get to the next level in your outreach to Spanish-speaking communities.

*"Cada mañana ya usamos el servicio en inglés y podemos usar lo que nos mandes." (We already use your [English] service about every morning and we'd use whatever else you could give us.)**

As a side benefit, you get additional help identifying and honing the interview skills and confidence of your own Spanish-speaking experts.

With the editorial add-on, your story is not just translated word for word (which can lead to misunderstanding), but created as a story that stands alone and flows directly to those that speak Spanish as their first language. Our experts will work with you to make sure the message that your spokespeople are trying to convey is truly carrying across the language barrier. And the best part is that you are free to then take that translation and use it any way you need!

*"Este servicio nos dará otra voz y otra dimensión a nuestra estación." (It would give us another voice and add another dimension to our station.)**

Distribution that Matters

We have worked hard to build and maintain relationships with Spanish-speaking outlets in your state, and our distribution system is constantly evolving and growing. While we can't guarantee pick-up, we can guarantee that your story will be seen by all the Spanish outlets in a given market, and our usage steadily grows as we offer more content and continue to nurture relationships with other media outlets.

Tracking You Can Count On

Utilizing the same tracking system that we use throughout Public News Service, we can accurately track and report on how well each story does. This gives you the accountability that builds your own credibility with your board, ED, or anyone interested in how well your issues are being covered!

Talk Show Bookings - "The Long Tail"

Thanks to a very special partnership with the Mainstream Media Project, we are able to offer talk-show bookings for your Spanish speaking spokespeople. These bookings have historically resulted in excellent continued media coverage. Here's an example: our coordinator booked a member on a local radio talk show in Nevada. This triggered another interview on a local TV news program in Las Vegas, which then inspired another journalist who published an article



quoting the speaker in a local Spanish-language newspaper.

Another great example: one interview from a booking in Washington State earned the member pick up by Radio Bilingüe, which airs on over a hundred radio stations in Spanish in the U.S. and Latin American countries. For more information on our partnership, please visit www.mainstream-media.net

One-Off Translations

Don't want the full add-on? In special circumstances, we are happy to offer one-off translations of stories (in certain states) for those that have a single story that needs translated and distributed.

What are you waiting for?

If you want to increase your news, interviews and outreach to the Spanish-speaking community, we don't know of an easier or more cost-effective way! **Contact us to find out how to fund Spanish news coverage!**

**Comentarios a través de los medios de comunicación españoles
(Comments throughout from Spanish media outlets)*



4. Member Benefits

Pioneers in Our Field

Public News Service pioneered the first member-supported independent news service model in the commercial space and we are constantly innovating and finding new ways to add benefit to all that we offer our supporters. The list is constantly growing - please check out the latest benefits below!

Membership Benefit Review Webinar

We encourage you to make the most of your membership, and our webinar will help you keep abreast of all the newest reports, latest ways to get the greatest pickup for your issues, and best practices for members. It is also an excellent opportunity to be able to ask one-on-one questions of our regional producers and outreach staff.

Spanish translation, distribution, and talk show booking

This is an easy and very effective add-on to your membership that can help broaden your reach and widen your audience numbers! See Section Four for more details.

Free PNS RSS Widget for your site

This customizable widget can be put on any page of your site. It provides a constantly updating stream of stories with issues you choose from any geographic region you select. This widget is easy to add and perfect for any site, from improving an active website to a fairly quiet and low-content site that you are looking to enhance without much effort or expense. This is especially ideal for those of you with "recent events/news/media" sections on your website.

Our widgets look very professional, they are never out of date, and take no work from you after the initial effort to get the code on your site. It's a great way to keep your community aware of the exciting developments on issues you care about.

Discounts on leadership trainings

Our sister non-profit, Media in the Public Interest, provides strategic communications, both live and virtual, to Public News Service members and other NGOs around the country. Here are some samples:

- MPI's "Ask A Reporter" training is a popular one-hour briefing and Q&A with Public News Service's top producers who provide honest and informed feedback on your toughest media questions.
- "Who Do You Think You Are? (Hint: Not Everyone Agrees With



You): Building Bridges With Polar Opposites” is MPI’s ground-breaking strategic communications training that helps show you how to “get through” to someone with very different opinions.

This training will help your organization create messages that resonate beyond the audience that already agrees with you, to enable you to authentically and respectfully create solutions and messaging that attracts a larger segment of the population, and especially people you need on your side to secure legislative and other victories. Not to mention, board members and staffers when there is conflict. It’s extremely helpful for internal management as well, and we use it for our own organization.

Public News Service members **receive significantly discounted registration rates**, so keep your eyes open for training offerings in the future and sign up!

Discounts on PR packages

Need a little straight-up PR or 501c4 work? Want to put out a story in a state where we have not yet launched? SoundBite Services may be the resource you’re looking for! Check out our PR Needs section to find out more!



5. Media in the Public Interest (MPI)



Media in the Public Interest

“The media’s job is to interest the public in the public interest,” said American educator John Dewey. MPI takes that charge very seriously and believes the strength of a democracy depends on informed citizens making educated decisions. With this in mind, MPI was founded in 2003. MPI enhances public debate and promotes civic journalism by amplifying through mainstream media the grassroots non-profit voices that have been effectively cut from the public dialogue.

MPI’s mission is to assist NGOs to interact more effectively with journalists and mainstream media, to help journalists cover nonprofits’ issues more comprehensively, and to incubate innovative media projects on social, community and environmental issues that affect people in their daily lives.

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 ground-breaking examination of public policy analysis through the lens of “polarity thinking” which cogently explains some of the most divisive social issues of our times.

Learn more at www.MediaInThePublicInterest.org. To get involved, contact Susan Glairon at sglairon@MediaInThePublicInterest.org, or call 303.339.0092.



6. PR, Policy and Political Needs (SBS)



A New Kind of PR

Our sister PR company **SoundBite Services (SBS)**, at soundbiteservices.com, offers additional options to address all of your advocacy and/or campaign needs. Plus, even though SBS rates are below market, all profits go to support Public News Service scholarships and more independent news reporting -- a "win-win-win."

- **Packages for every budget** -- whether it is a single **press release, Video News Release, Audio News Release, PSA** or any element for your ongoing campaign -- comparing cost and audience reach, SBS is more cost-effective than an ad-buy!
- **Distribution targeted anywhere in the country** -- nationally or down to the **city or district** -- your message can be shared nationwide to large and small media outlets.
- **SBS clients have full control of the editorial process**, and can produce as little or as much of the content as they desire.

Public News Service Member Discounts

Your Public News Service membership gets you **deep discounts off market rates** on SoundBite Services stories not available to anyone else. SoundBite Services takes the network, knowledge, and high quality standards you know and love with Public News Service, and puts them to work to promote that one-time event, or an on-going campaign.

Interested? Talk to our outreach team to find out how you can add a SoundBite package to your membership! Email outreach@publicnewsservice.org, or call 888-891-9416.

