

Oregon News Service

2010 annual report

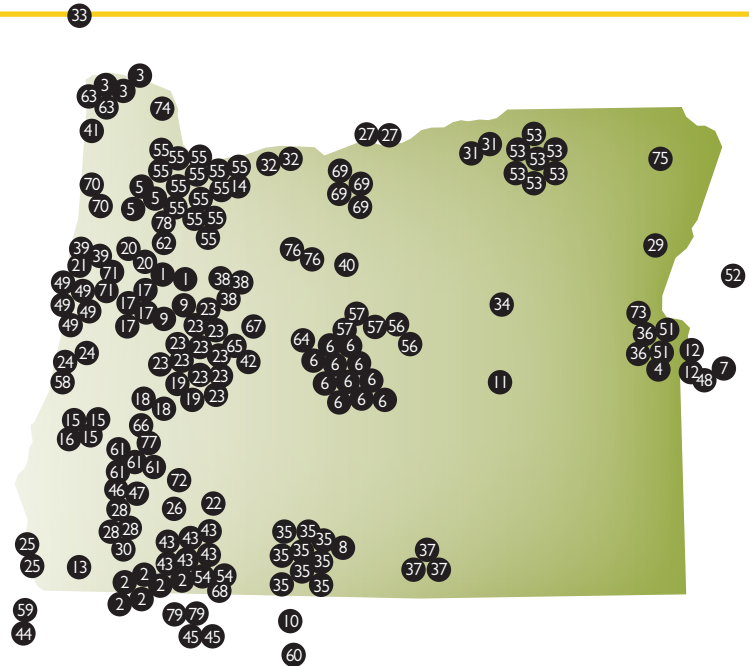


MEDIA OUTLETS

City	Map #	Outlets
Albany	1	Albany Democrat-Herald, KRKT-FM
Ashland	2	KCMX-FM, KSMF-FM, KSOR-FM, KSRG-FM, KTMT-AM, KTMT-FM
Astoria	3	KASt-AM, KKEE-AM, KMUN-FM
Baker	4	KBKR-AM, KBKR-FM, KBKC-FM
Beaverton	5	KKCW-FM, KPDX-TV, KPTV-TV
Bend	6	The Bulletin, KBND-AM, KICE-AM, KMGX-FM, KMTK-FM, KQAK-FM, KTWS-FM, KXIX-FM, Central Oregon Television, KOHD-TV, KTVZ-TV
Boise, ID	7	KJOT-FM
Bonanza	8	KYSF-FM
Brownsville	9	Brownsville Times, KEHK-FM
Burney, CA	10	KNCA-FM
Burns	11	Burns Times-Herald
Caldwell, ID	12	KCID-AM, KCID-FM
Cave Junction	13	Illinois Valley News
Cherryvale	14	KLVP-FM
Coos Bay	15	Bicostal Media in Coos Bay, KYSJ-FM, KYTT-FM
Coquille	16	Coquille Valley Sentinel
Corvallis	17	KEJO-AM, KFLY-FM, KLOO-AM, KLOO-FM
Cottage Grove	18	Cottage Grove Sentinel, KNND-AM
Creswell	19	Creswell Chronicle, KUJZ-FM
Dallas	20	Polk County Itemizer-Observer, KWWT-TV
Depoe Bay	21	KPPT-FM
Eagle Point	22	KZZE-FM
Eugene	23	KCGR-FM, KLCC-FM, KNRQ-AM, KNRQ-FM, KODZ-FM, KSCR-AM, KUGN-AM, KZEL-FM, Chambers Communications Corporation, KEZI-TV, KLSR-TV
Florence	24	KCST-AM, KCST-FM
Gold Beach	25	Curry County Reporter, KGBR-FM
Gold Hill	26	KRWQ-FM
Goldendale, WA	27	KLCK-AM, KYTT-FM
Grants Pass	28	KAGI-AM, KAJO-AM, KLDR-AM
Halfway	29	Hells Canyon Journal
Harbeck-Fruitdale	30	KLDR-FM

City	Map #	Outlets
Hermiston	31	KOHU-AM, KQFM-FM
Hood River	32	KCGB-FM, KIHRR-AM
Ilwaco, WA	33	KVAS-FM
John Day	34	Blue Mountain Eagle
Klamath Falls	35	KAGO-AM, KAGO-FM, KFLS-AM, KFLS-FM, KKJX-AM, KKRFB-FM, KLAD-FM, KDKF-TV, KOTI-TV
La Grande	36	KLBM-AM, KUBJ-FM
Lakeview	37	Lake County Examiner, KQIK-AM, KQIK-FM
Lebanon	38	Lebanon Express, KGAL-AM, KSHO-AM
Lincoln City	39	KBCH-AM, KCRF-FM
Madras	40	Madras Pioneer
Manzanita	41	North Coast Citizen
Mc Kenzie Bridge	42	McKenzie River Reflections
Medford	43	Mail Tribune, KBOY-FM, KDOV-FM, KLDZ-FM, KMED-AM, KOB-TV
Mendocino, CA	44	KPMO-AM
Mt. Shasta, CA	45	KMJC-AM, KNSQ-FM
Myrtle Creek	46	Douglas County Mail
Myrtle Point	47	Myrtle Point Herald
Nampa, ID	48	KRVB-FM
Newport	49	KLCO-FM, KNCU-FM, KNPT-AM, KWPB-LP, KYTF-FM
North Bend	50	KCBY-TV
Ontario	51	Argus Observer, KSRV-AM
Payette, ID	52	KQXR-FM
Pendleton	53	KQXR-FM, Confederated Umatilla Journal, KCUW-FM, KTXI-AM, KUMA-AM, KUMA-FM, KWHT-FM
Phoenix	54	KAKT-FM, KCMX-AM

City	Map #	Outlets
Portland	55	Cascadia Times, El Hispanic News, El Latino de Hoy, Jewish Review, The Oregonian, Portland Alliance, Portland Observer, KBOO-FM, KEX-AM, KKRZ-FM, KWJF-FM, KGW-TV, KNMT-TV, KOIN-TV
Prineville	56	KLTW-FM, KRCO-AM
Redmond	57	KLRR-FM, KRDM-AM, KSJJ-FM
Reedsport	58	KLFR-FM
Rio Dell, CA	59	KNHT-FM
Rocklin, CA	60	KLVP-AM
Roseburg	61	The News-Review, KQEN-AM, KRSB-AM, KRSB-FM
Salem	62	KBZY-AM
Seaside	63	KCRX-FM, KCYS-FM
Sisters	64	KWPK-FM
Springfield	65	KMTR-TV
Sutherlin	66	KAVJ-FM
Sweet Home	67	New Era, KLVU-FM
Talent	68	KSJF-AM
The Dalles	69	KACI-AM, KACI-FM, KMCQ-FM, Y102-FM
Tillamook	70	KMBD-AM, KTIL-FM
Toledo	71	KPPT-AM, KCUP-AM
Tri City	72	KKMX-FM
Vale	73	Malheur Enterprise
Vernonia	74	The Independent LLC
Wallowa	75	Wallowa Valley Online
Warm Springs	76	KWLZ-FM, KWSO-FM
Winchester	77	KLOV-FM
Woodburn	78	KPCN-FM
Yreka, CA	79	KNYR-FM, KSYC-AM



public news service
NEWS IN THE PUBLIC INTEREST

Oregon News Service produced 174 English and 5 Spanish news stories, which ran approximately 12,000 times on 143 radio stations, 34 print outlets, and 17 television stations for a total of 194 media outlets in Oregon and border states. Nationally, our stories were picked up by over 683 outlets, and shared on hundreds of websites including our own -- publicnewsservice.org, which generated over 26,000 views, alone.



We rely on a wider variety of news sources than ever before. Traditional media still provide news and information for a large majority of our population and social media has transformed our ability to discover new stories and interact with our audience.

Follow us on Twitter!

 twitter.com/pns_OR

Like us on Facebook!

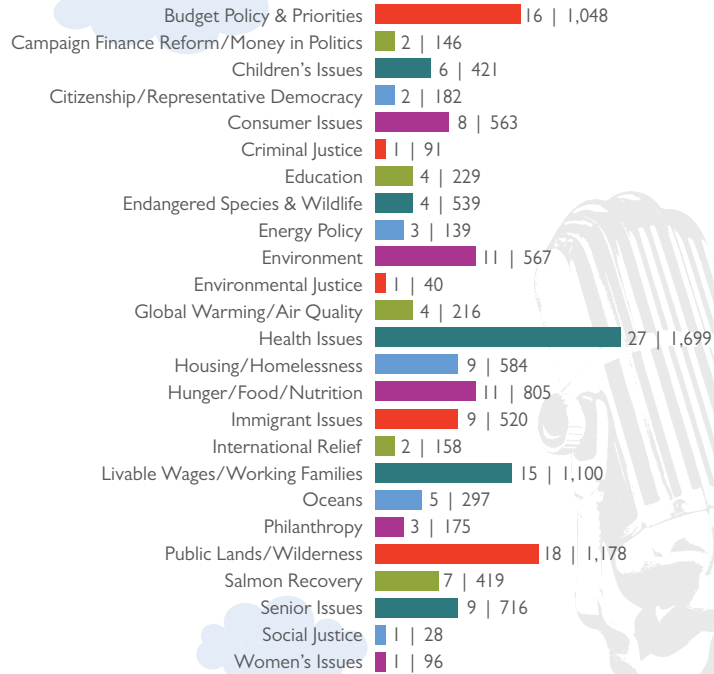
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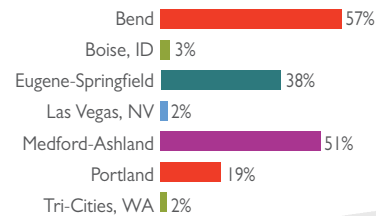
NUMBER OF STORIES | MEDIA OUTLET USAGE*

Totals 179 | 11,956

STORY BREAKOUT



ONS Market Share Information



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

ONS Media Outlet Types

Print Outlets	34	Total 195
Radio Stations	143	
Television Stations	17	
Online — Stories live on 100s of news/bloggers/advocacy sites		