

DEAR FRIENDS, MAPMAKERS & STARGAZERS,



Information technology constantly beams heart-warming or horrific headlines: Good News. Bad News. Silver Lining. Hidden Costs. As journalists, we're acutely aware that collective stories create beliefs that can map our future. How do we help chart today's terrain and navigate this sea of change?

"As above, so below" stated ancient philosophers, who navigated by the stars. The constellations that guide our course today may look different — renewable energy, sustainability, environmental, social and economic justice — the ingenuity, compassion and grit that brought us through previous crises are the same.

We are dedicated to reporting that educates, inspires and promotes faith in our ability to sustain our communities and meet the challenges of our age, together. Your support makes this journey possible, THANK YOU!

Lark

Lark Corbeil
Founder, Public News Service

public news service

NEWS IN THE PUBLIC INTEREST

SPANISH ENGAGEMENT

Our Spanish-speaking community continued to grow, online and with new print and broadcasting relationships. In addition to a talk show booking service in partnership with Mainstream Media Project, we now offer single story translations and a Spanish consulting package to better meet members needs.

School's Out Washington's Danielle Baer, Communications and Grant Manager, credits our Spanish outreach with helping them reach a whole new constituency. After hearing a story on homework aired on a Spanish language station, the listener called that morning to register for a same day workshop on youth engagement. Baer: "What a success that the story reached someone who was able to directly use our services and gain new knowledge and skills from it."



MEMBER-SUPPORTED ACHIEVEMENTS

- Produced 4,682 news stories, regularly used by over 8,000 outlets
- Welcomed Arkansas and Utah news services
- Launched National Newscast — a roundup of daily stories
- Major redesign of PNS public website
- Boosted Spanish language reporting/relationships with new outlets
- Reported at both major political conventions in Tampa and Charlotte
- Impact — our coverage was key in multiple policy changes — see other side for examples
- Broadened social media engagement and added mobile apps. Let's socialize!



facebook.com/PublicNewsService



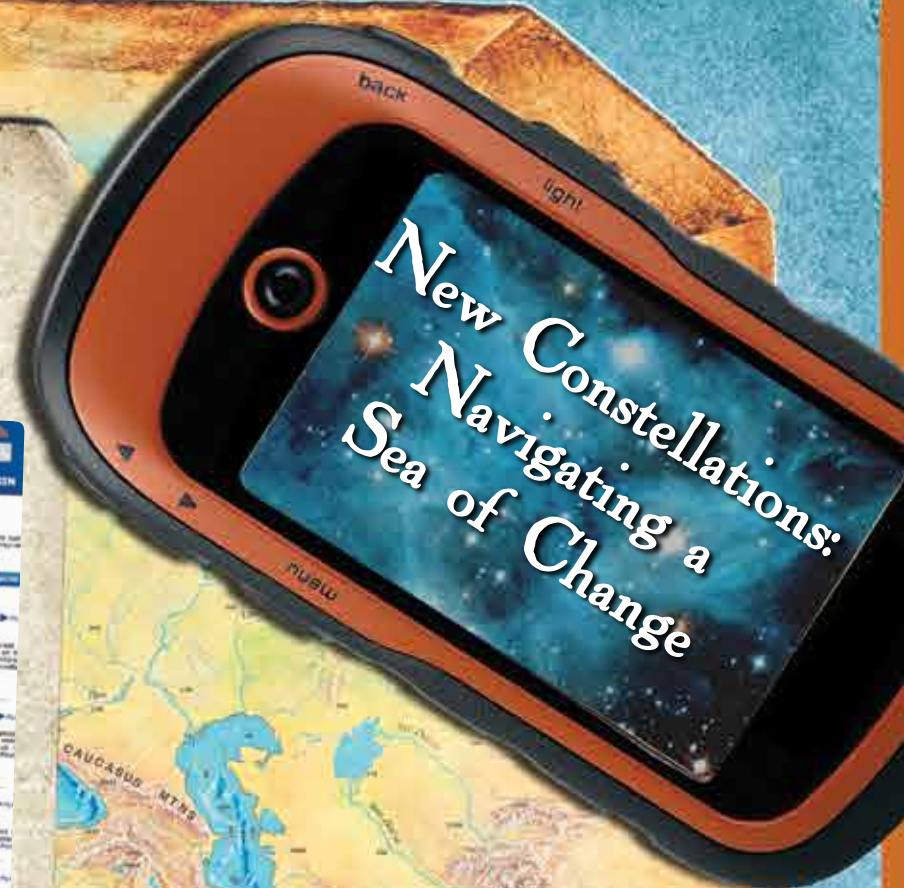
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STRATEGIC ALLIANCES

MEDIA IN THE PUBLIC INTEREST (MPI)

MPI focuses on helping NGOs and journalists interact more effectively. In addition to strategic communications trainings like "Bridging the Political Divide Through Polarity Thinking," MPI works with journalists to cover important stories that would otherwise go unreported.

MPI

Jim Curland, with Friends of the Sea Otter, took advantage of a Public News Service membership made possible by matching funds from Media in the Public Interest. One PNS story about sea otters mitigating negative effects of climate change reached an audience of more than 4.7 million.



"We couldn't have afforded a normal subscription without the matching grant program. It was a great opportunity, and we saw a significant spike in our Facebook 'likes.'"

~ Jim Curland, Friends of the Sea Otter

Contact info@MediaInThePublicInterest.org or call 303-339-0092

SOUNDBITE SERVICES (SBS)

SBS turns the for-profit model on its head: it's an advertorial company that directs all profits to help PNS cover "orphan issues" and subsidize memberships. In 2012, SBS helped companies join the national debate on the federal budget; teachers' organizations distribute multi-media press packages; political activists supporting health care legislation; and businesses seeking to raise their profiles.



Entrepreneur Liz Brown Morgan used SBS to explode onto the LOHAS (Lifestyles of Health and Sustainability) scene; one story helped Liz get picked up by The Food Channel and enjoy some great exposure reaching a large new market.

"It was such a treat working with SBS. The entire team was thoughtful, professional and thorough. I look forward to working with them again."

~ Liz Morgan, Founder, Backyard Agrarian

Contact: info@SoundBiteServices.com or call 888-320-9606

WHAT ABOUT YOUR ISSUES?!

Below are our funded beats. We reach an estimated audience of 24 million people per week, and we rely on support to create a well-balanced news service. If your issue is missing, please consider funding a beat!

Issue	# of Stories	Outlet Pickup	Issue	# of Stories	Outlet Pickup
Animal Welfare	32	1,081	Hunger/Food/Nutrition	90	5,330
Budget Policy & Priorities	458	15,536	Immigrant Issues	100	3,419
Campaign Fin. Reform/Money in Politics	20	569	Livable Wages/Working Families	218	55,121
Children's Issues	335	13,666	Media Reform	48	1,532
Citizenship/Representative Democracy	102	2,919	Mental Health	23	519
Civil Rights	49	3,609	Oceans	6	588
Community Issues	12	313	Peace	22	405
Consumer Issues	107	4,301	Philanthropy	16	480
Criminal Justice	52	1,381	Poverty Issues	31	1,700
Cultural Resources	1	32	Public Lands/Wilderness	193	11,929
Disabilities	30	2,450	Rural/Farming	102	8,229
Domestic Violence/Sexual Assault	18	762	Salmon Recovery	23	1,114
Early Childhood Education	28	1,151	Senior Issues	221	10,694
Education	124	6,646	Smoking Prevention	8	509
Endangered Species & Wildlife	68	5,078	Social Justice	89	3,507
Energy Policy	247	10,457	Sustainable Agriculture	26	1,517
Environment	303	13,602	Teen Pregnancy Prevention	14	1,028
Environmental Justice	14	398	Toxics	6	380
Family/Father Issues	3	133	Urban Planning/Transportation	8	576
GLBTQ Issues	5	133	Waste Reduction/Recycling	7	607
Climate Change/Air Quality	131	7,302	Water	47	2,243
Health Issues	720	30,121	Women's Issues	38	1,453
Housing/Homelessness	16	689	Youth Issues	52	4,530
Human Rights/Racial Justice	34	1,851			

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2012

“HOPE — a new constellation waiting for us to map it, waiting for us to name it — together.” —Richard Blanco

★ Corporations are Not People

Voters in MA, OR, CO, IL, OH, CA and WI made it clear that corporations are not people and that there is undue influence in our political system. They blamed big money and the Citizens United ruling.



In 2012, Public News Service produced 4,682 news stories which ran, conservatively, over 140,732 times on 3,818 radio stations, 1,089 print outlets and 201 television stations for a national total of 5,108 “bricks and mortar” outlets, and tens of thousands of online outlets.

★ We measure 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 you can see examples throughout this page. Our coverage was key in multiple policy changes, including big wins for women’s rights, GLBTQ issues and health care.

Media outlets that used PNS stories in the 36 active news service states; gray states are in development.

★ Voting Rights Reaffirmed

Minnesota nixed a proposal to require that voters present a photo ID and Wisconsin reaffirmed same-day voter registration.



★ Idaho Teachers Vindicated Against Major Odds

In a long-term right-to-work state, a majority of Idahoans shot down all three referendums on the so-called Luna Laws and re-established protections for teachers in the state. PNS has been closely covering Idahoan educators’ struggles for over a decade, producing 100+ broadcast/print news stories in that time redistributed 1,000s of times on 100s of other media outlets blanketing the state.



★ Prison Phone Contract Reform

After more than a decade of effort by media reform groups, including our own news coverage, the Federal Communications Commission agreed to look into prison telephone service contracts that cost family members up to \$20 for just 15 minutes.



★ Animal ID Rule Reform

Acknowledging concerns from family operations and sustainable agriculture-focused groups, the USDA finally unveiled their final ruling. Details include exclusion of chicks sold by hatcheries across state lines, recognition of brands and tattoos for ID (instead of ear-tagging) and exclusion of beef feeder cattle from the rule.



★ Fracking Decision Delayed

The Department of the Interior decided to delay a ruling on hydraulic fracturing on federal lands. A decision was supposed to be reached by the end of the year, but the agency determined it needed more time to adequately review the more than 170,000 comments it received on the issue.



Photo © Western Resource Advocates

★ Gay Marriage Voted In

Three states — MD, ME and WA — extended the protection of civil liberties to gay couples to allow them the right to marry. Voters in a fourth state, MN, decided against adding a ban against gay marriage to their constitution.



★ Push Back Preserves Childcare Assistance

In response to pressure to save state subsidies for childcare, and in the nick of time, Governor Earl Ray Tomblin of WV rescinded the slated cuts. He cited arguments that slashing support would force many poor, working parents to quit work or school to stay home with their children.



“PNS stories focus on substance, not sensationalism”...“We don’t need more coverage of celebrities and scandals, what people need is what PNS provides”...“You rock. Magnifico”...“It’s refreshing to be part of an independent news service committed to providing stories that delve into issues that truly and profoundly affect our communities.”

—PNS Supporters

BUILDING ONLINE COMMUNITY

This year brought even more opportunity to socialize online! Now you can get our National Daily Newscast from our webpage, or on your mobile device from iTunes or Stitcher.

You can also become a source of news for your members with a stream of constantly updating stories on your website through our free widget!

facebook.com/PublicNewsService

twitter.com/PNS_News

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