

nw news network

Regional Public Journalism

The Northwest News Network provides comprehensive coverage of regional news issues for more than 1.5 million listeners in Washington, Oregon and Idaho. It harnesses the power of 64 public radio stations to generate in-depth, high-quality news reports and features that capture the diversity of the Great Northwest.

The **corporate citizens who support the Northwest News Network** share this commitment to quality and link their brand only with the highest standards in the marketplace. Underwriting this innovative effort helps these businesses – and yours – achieve a number of goals:

- **Building your brand** through support of award-winning news programming
- **Generating community goodwill** through your commitment to public radio
- **Reaching a regional audience** that is affluent, educated and influential

We invite you to learn more about the Northwest News Network and how support for this long-standing initiative will reinforce your strong standing as a regional leader. This proposal will answer a number of important questions:

- What is the impact of public radio?
- How does the Northwest News Network benefit our region?
 - What areas does it serve?
 - Which stations participate?
- Who is listening?
- What is the most powerful message for this medium?

On behalf of our more than 1.5 million listeners, thank you in advance for taking time to learn more about public radio and the Northwest News Network.

Benefits of the Northwest News Network

The Northwest News Network provides comprehensive, cost-effective local news coverage for the entire Northwest – from Northern California to Southern British Columbia, from Idaho to the Pacific Ocean.

Regional Perspective

The Northwest News Network was founded in 1989 as a vehicle for inter-station cooperation. It's members broadcast on 64 stations throughout the region, including three stations in the top-25 Arbitron markets. The aggregated weekly cumulative audience of these stations exceeds 1.5 million, with listeners as far south as Mendocino, California and as far north as Vancouver, British Columbia. Its primary design was to expand an existing regional reporting cooperative to reach key underserved regions of the Northwest.

Collaborative Effort

The Northwest News Network is a model of how competing major-metro stations can collaborate to provide cost-efficient pool coverage of ongoing news events. It is also a model of how large urban stations and smaller rural stations can benefit by crafting equitable cost-sharing arrangements to finance regional news reports that all stations can broadcast.

Team Coverage

The regional Northwest News Network team generates spot news reports and feature-length news stories which are integrated into existing programming and aired by public radio stations throughout the region, and can be carried nationally by public radio news programs when appropriate.

To cover the news in the region, the Northwest News Network has reporters in Olympia, Salem, Richland and Spokane, with the regional editor based in Portland. These correspondents specialize in different fields, among them: Northwest culture, the military, Oregon and Washington statehouse news, the Hanford Nuclear Reservation, Native issues and the changing rural economy.

Which public radio stations participate?

Member Name	Stations	Weekly Cumulative Audience
KUOW	KUOW-FM, Seattle, WA KUOW-AM, Tumwater, WA KQOW, Bellingham, WA	429,800
KPLU	KPLU, Seattle, WA KPLI, Olympia, WA KVIX, Port Angeles, WA / Victoria, BC	456,300
Oregon Public Broadcasting	KOPB, Portland, OR KOPB-AM, Eugene, OR KOAB, Bend, OR KOAC-AM, Corvallis, OR KOGI, Glenendon Beach, OR KOTD, The Dalles, OR KRBM, Pendleton, OR KTVR, LaGrande, OR KOAP, Lakeview, OR KTMK, Tillamook, OR KOBK, Baker City, OR	413,400
Northwest Public Radio	KZAZ, Bellingham, WA KNWY, Yakima, WA KNWP, Port Angeles, WA KMWS, Mt. Vernon, WA KFAE, Richland/Pasco/Kennewick, WA KWWS, Walla Walla, WA KNWR, Ellensburg/Wenatchee, WA KQWS, Omak, WA KLWS, Moses Lake, WA KWSU, Pullman, WA/Moscow, ID KRFA, Moscow/Pullman, WA KNWV, Clarkston, WA/Lewiston, ID	110,400

	KNWO, Cottonwood/Grangeville, ID	
Boise State Radio	KBSU-FM, Boise, ID KBSU-AM, Boise, ID KBSX, Boise, ID KBSK, McCall, ID KBSM, McCall, ID KBSQ, McCall, ID KEZJ, Twin Falls, ID KBSW, Twin Falls, ID KBSY, Burley, ID KBSJ, Jackpot, NV	93,200
Jefferson Public Radio	KNHT, Rio Dell/Eureka, CA KNYR, Yreka, CA KNCA, Burney/Redding, CA KNHM, Eureka, CA KNSQ, Mt. Shasta/Yreka, CA KOOZ, Myrtle Pt./Coos Bay, OR KSBA, Coos Bay/Port Orford/Roseburg, OR KSOR, Ashland, OR KSRG, Ashland, OR KSMF, Ashland, OR KSRS, Roseburg, OR KSKF, Klamath Falls/Callahan, OR	68,400
KLCC, Eugene, Oregon	KLCC, Eugene, OR KLBR, Bend, OR KLFO, Florence, OR KLCO, Newport, OR KLFR, Reedsport, OR KMPQ, Roseburg, OR	77,600
Spokane Public Radio	KPBX, Spokane, WA KSFC, Spokane, WA KIBX, Bonners Ferry, ID	48,800
Coast Community Radio	KMUN, Astoria, OR KTCB, Tillamook, OR KCPB, Warrenton, OR	Data unavailable

Audience information: Arbitron© Spring 2013, 6A-12 Mid, persons 12+ MSA for all areas.

What is the most powerful message for me?

Underwriting messages are statements of your corporate support for the quality programming that public radio and the Northwest News Network provide. The benefits are many:

- Messages air in an environment **free of commercial clutter**
- **Maximum of 4-6 messages air per hour:** Greater message retention

Regardless of message content, your support of the Northwest News Network will clearly identify your business as one that is a **good corporate citizen** for the Northwest and **values the highest standards of service** for all. Successful messages are simple and elegant, and they will...

- State the **name** of your business
- Describe **primary mission or core values** of your business
- Offer listeners **a means to contact** your business to learn more
- **Convey an objective style that listeners expect and appreciate**

Messages are 10 to 15 seconds long.

Northwest News Network member stations will work with you to create a winning message that best reflects your firm's community relations and marketing goals while being mindful of the dignified editorial environment on public radio. Examples of successful messages:

SUPPORT FOR THE NORTHWEST REGIONAL NEWS COMES FROM THE BOEING COMPANY, RECOGNIZING THE IMPORTANCE OF AN INFORMED COMMUNITY.

SUPPORT FOR KUOW COMES FROM SEATTLE-NORTHWEST SECURITIES CORPORATION, SPECIALIZING IN BONDS IN THE NORTHWEST FOR 34 YEARS WITH OFFICES IN SEATTLE, PORTLAND, BOISE AND SALT LAKE CITY. ADDITIONAL INFORMATION AT SEATTLE

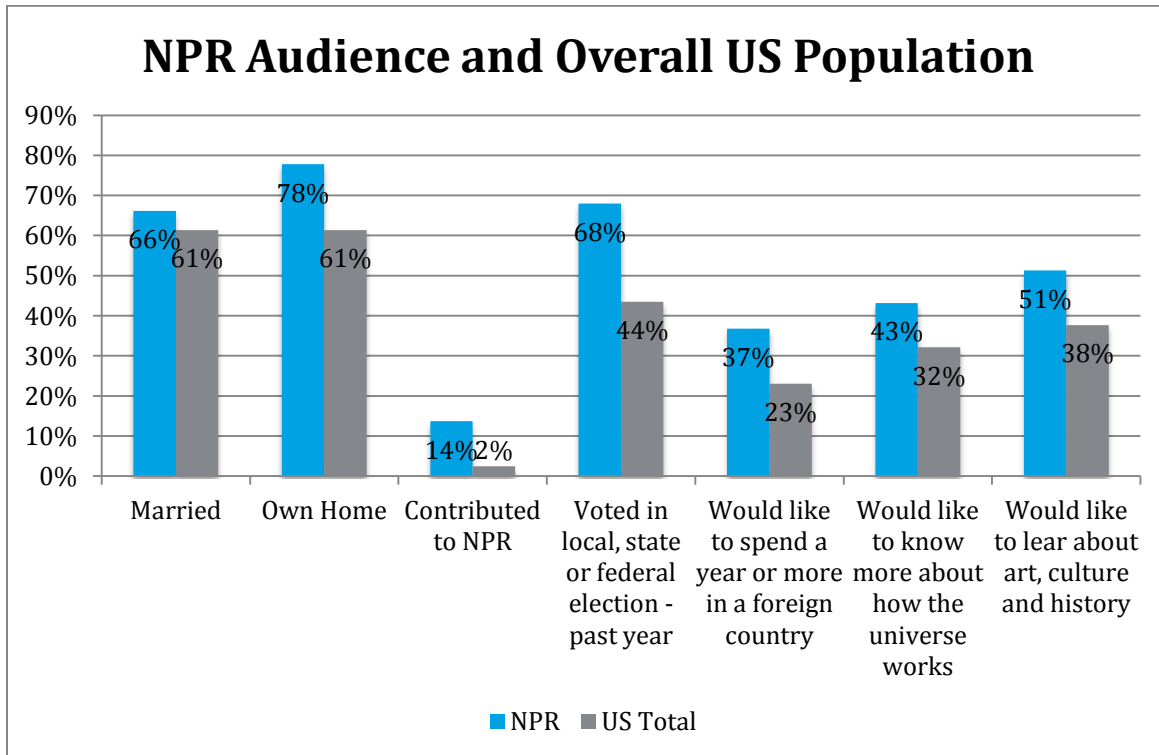
NORTHWEST DOT COM.

SUPPORT FOR REGIONAL NEWS COVERAGE ON KUOW COMES FROM PACIFIC SCIENCE CENTER IN SEATTLE, PRESENTING LUCY'S LEGACY: THE HIDDEN TREASURES OF ETHIOPIA. AN ENGAGING EXPLORATION OF EVOLUTION, ETHIOPIA AND LUCY- A THREE MILLION YEAR-OLD ANCESTOR TO HUMANS. NOW OPEN. TICKETS AT PACIFIC SCIENCE CENTER DOT ORG.

To ensure that Northwest News Network member stations remain commercial-free, messages will not issue calls to action, make claims of comparison or state prices.

Northwest News Network member stations provide all underwriting credits on an equal opportunity basis.

Who is listening?

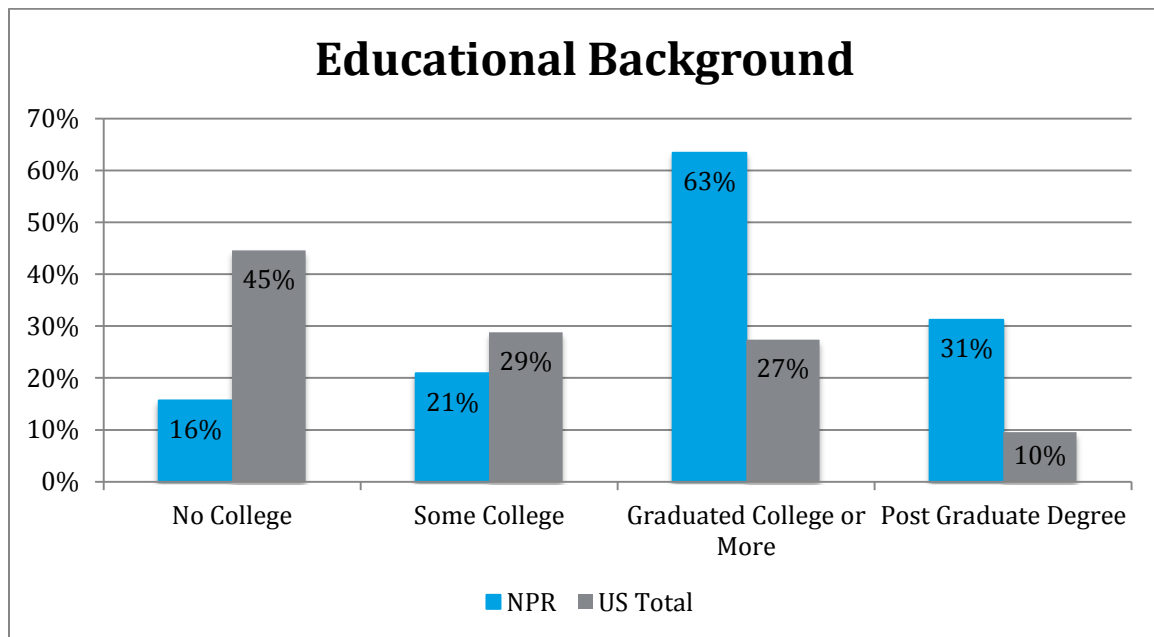


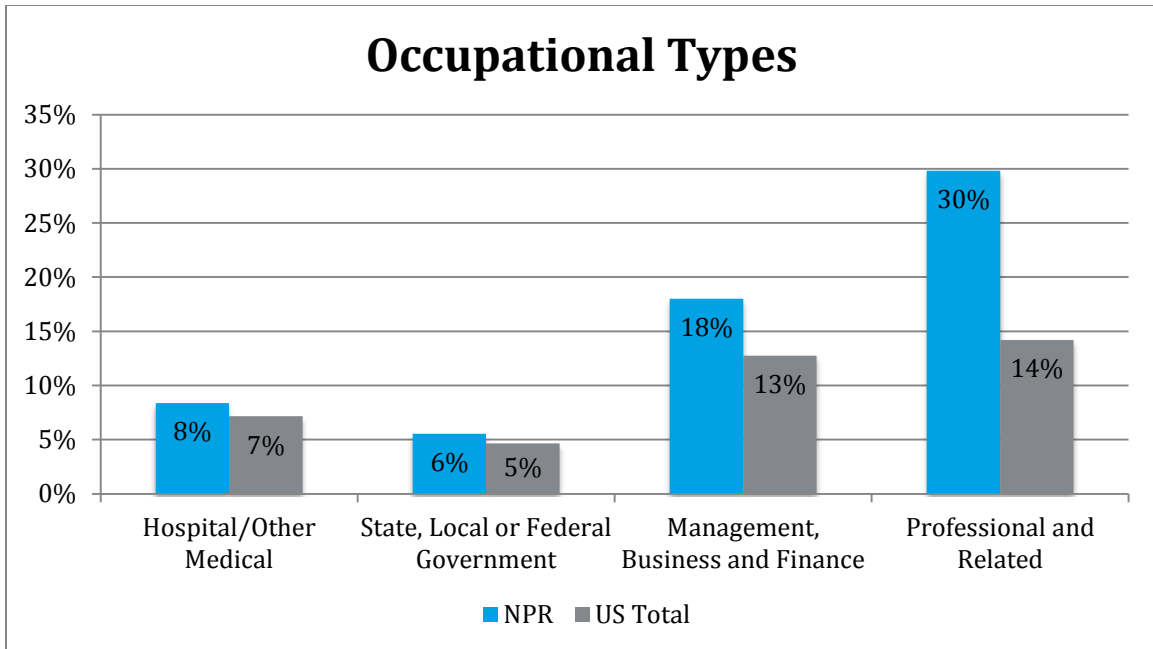
Urban and rural, coastal and inland, **the public radio listeners served by the Northwest News Network** share important characteristics:

- More affluent than the general population
- More likely to work in influential roles
- More likely to be college educated
- More engaged in their community

These are listeners who are *keenly interested in local affairs* and place a premium on the objective, in-depth news provided by the Northwest News Network.

Each week, the Northwest News Network will carry your message of support to more than **1.5 million** of these individuals.





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By supporting the Northwest News Network, your company will be *positioned positively* before this influential audience of consumers, investors and leaders. Support will:

- *Build your brand* by linking your business with award-winning news
- *Generate community goodwill* by funding a nonprofit medium
- *Highlight your leadership* on regional issues
- *Show your commitment* to the diversity and character of the Great Northwest.

Of the 64 stations in the Northwest News Network, ***three are in the top 25 Arbitron markets***. This powerful medium showcases your company to an audience that is ***more likely to support your business***.

60% of NPR listeners hold a more positive opinion of a company when they learn it supports public radio. Source: Lightspeed Research, NPR Sponsor Impact Survey, Nov 2012

Northwest News Network Underwriting Contacts

KUOW Seattle, WA	John R. Hill jrhill@kuow.org 206/616-6746
KPLU Seattle/Tacoma, WA	Bob Nordberg bnordberg@seattlepublicradio.org 206/922-1038
KOPB Portland, OR	Marci Ozawa mozawa@opb.org 503/977-7781
Northwest Public Radio Pullman, WA	Cricket Cordova cricket.cordova@wsu.edu 509/372-7162
Boise State Radio Boise, ID	Larry Newton larrynewton@boisestate.edu 208/426-3617
Jefferson Public Radio Ashland, OR	Paul Westhelle westhelle@sou.edu 541/552-6301
KLCC Eugene, OR	Cheryl Crumbley crumbleyc@lanecc.edu 541/463-6005
KPBX Spokane, WA	Kathy Sackett ksackett@kpbx.org 509/328-5729
Coast Community Radio Astoria, OR	Tom Hartland dev1@kmun.org 503/325-0010