



**The Northwest News Network (N3)** provides comprehensive coverage of regional news issues for more than 1.4 million listeners in four states. It harnesses the power of 64 public radio stations to generate in-depth, high-quality news reports and features that capture diversity of the Great Northwest.

The **corporate citizens who support N3** 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 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?
- Who are my peers in the N3 community?

On behalf of our more than 1.4 million listeners, thank you in advance for taking time to learn more about public radio and the Northwest News Network.

# How does N3 benefit our region?

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 (N3) was founded in 1989 as a vehicle for inter-station cooperation. N3 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 1.4 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**

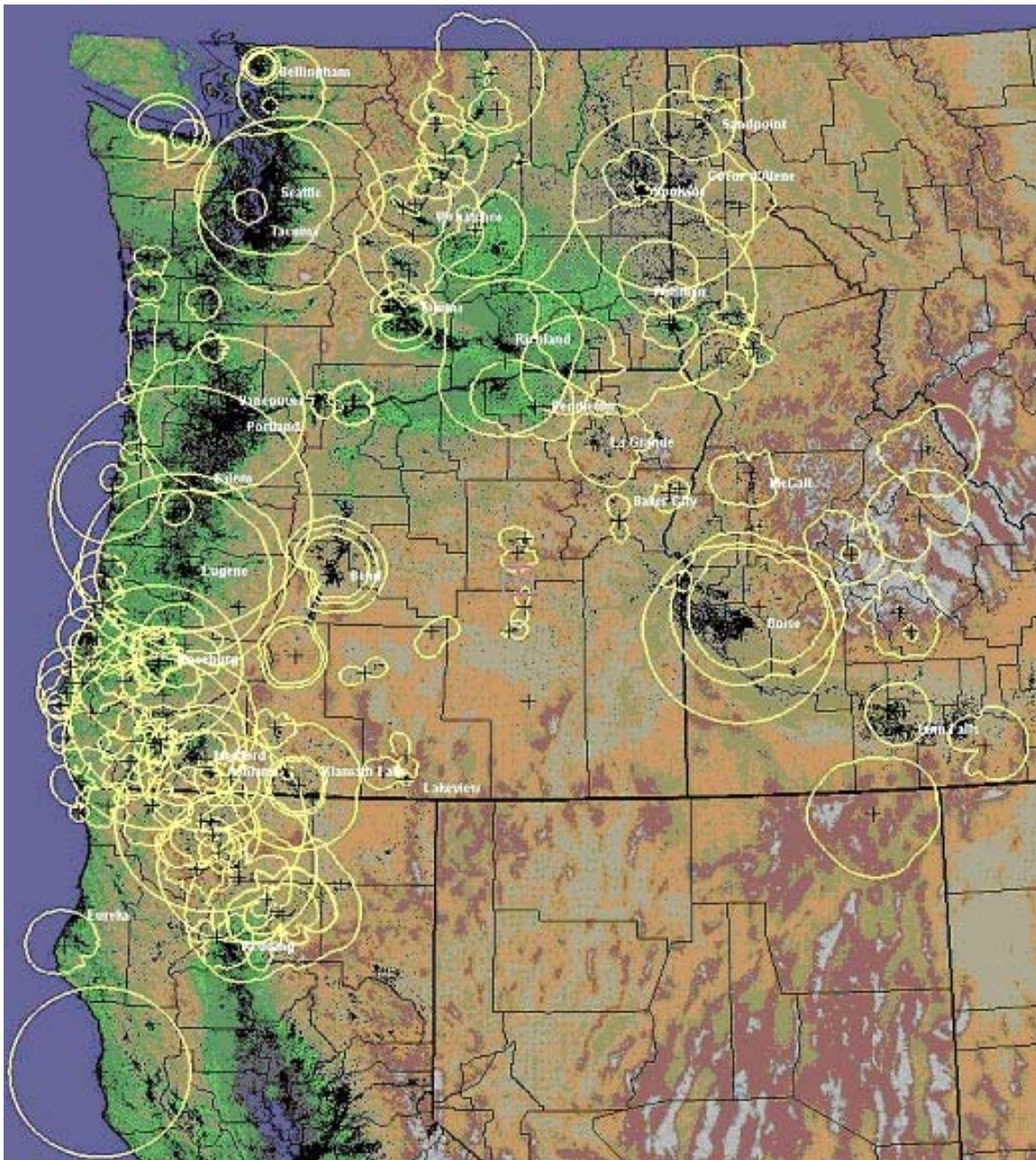
N3 is a model of how competing major-metro stations can collaborate to provide cost-efficient pool coverage of ongoing news events. It is also a model of how large urban stations and smaller rural stations can benefit by crafting equitable cost-sharing arrangements to finance regional news reports that all stations can broadcast.

## **Team Coverage**

The regional N3 team generates spot news reports and feature-length news stories which is integrated into existing programming 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, N3 has reporters in Olympia, Salem, Richland and Spokane, with the N3 editor based in Portland. These correspondents specialize in different fields, among them: Northwest culture, the military, Oregon statehouse news, the Hanford Nuclear Reservation, Native issues and the changing rural economy.

# What areas does N3 serve?



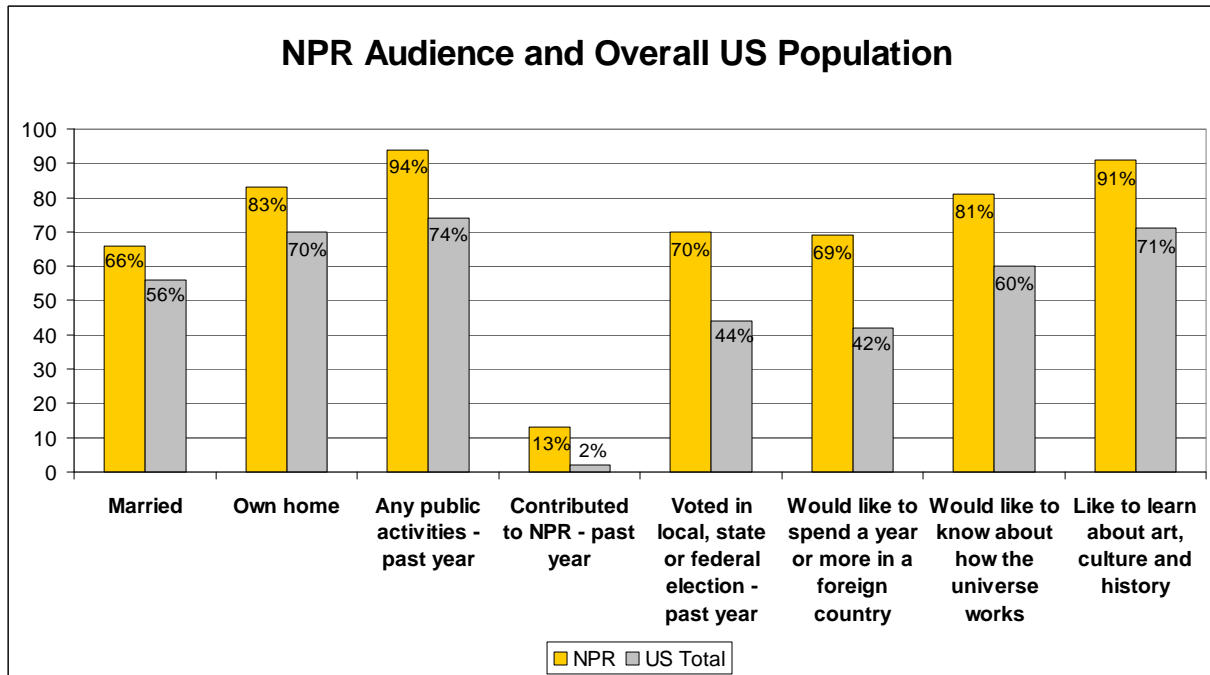
## Which public radio stations participate?

<b>Member Name</b>	<b>Stations</b>	<b>Weekly Cumulative Audience</b>
<b>KUOW</b>	KUOW-FM, Seattle, WA KUOW-AM, Tumwater, WA KXOT, Tacoma, WA	416,950
<b>KPLU</b>	KPLU, Seattle, WA KPLI, Olympia, WA KVIX, Port Angeles, WA / Victoria, BC	375,750
<b>Oregon Public Broadcasting</b>	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	391,700
<b>Northwest Public Radio</b>	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 KNWO, Cottonwood/Grangeville, ID	93,300
<b>Boise State Radio</b>	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	97,100
<b>Jefferson Public Radio</b>	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	65,450
<b>KLCC</b>	KLCC, Eugene, OR KLBR, Bend, OR KLFO, Florence, OR KLCO, Newport, OR KLFR, Reedsport, OR KMPQ, Roseburg, OR	71,300
<b>Spokane Public Radio</b>	KPBX, Spokane, WA KSFC, Spokane, WA KIBX, Bonners Ferry, ID	60,850
<b>Coast Community Radio</b>	KMUN, Astoria, OR KTCB, Tillamook, OR KCPB, Warrenton, OR	12,100

**Audience information: Arbitron© Spring 08/Fall 08, 6A-12Mid, persons 12+ MSA for all areas.**

# Who is listening?



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Urban and rural, coastal and inland, **the public radio listeners served by N3** share important characteristics:

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

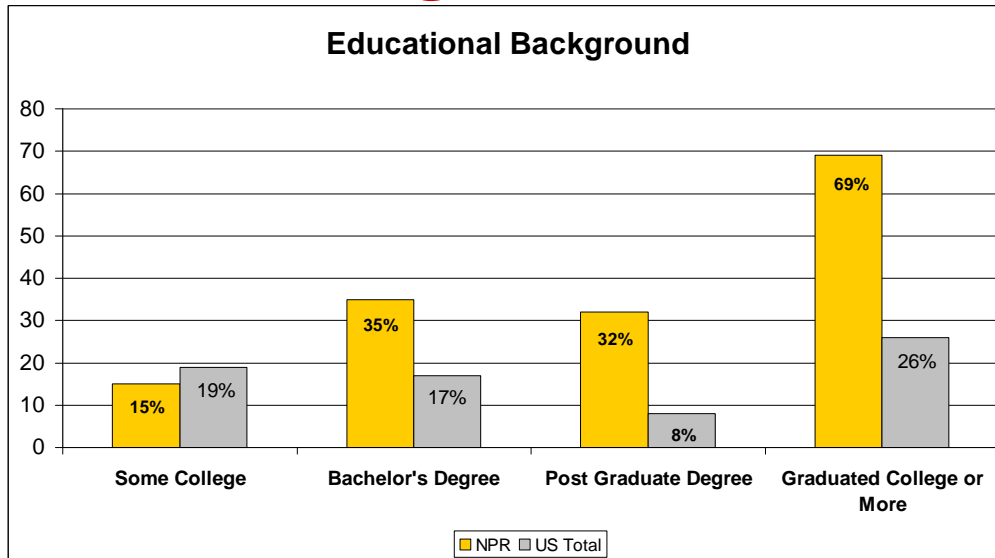
These are listeners who are ***keenly interested in local affairs*** and place a premium on the objective, in-depth news that can only be found through N3:

“NPR listeners are highly engaged in the life of their communities. They have high levels of participation in all forms of public discourse, from contacting the media to addressing public meetings. Listeners are vocal advocates for causes they support, and have strong community ties that given them disproportionate influence in their social and political networks.”

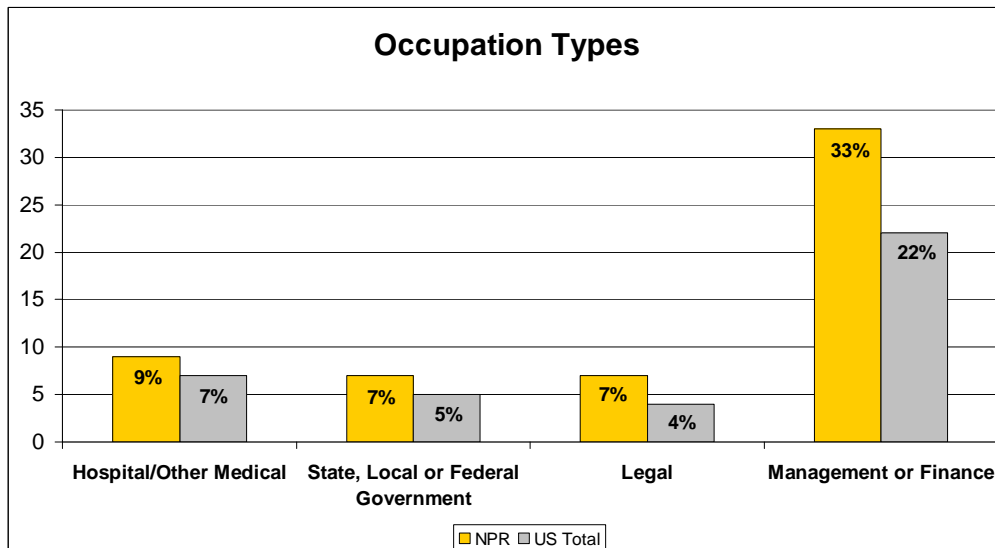
- Mediamark Research Inc.© 2008

Each week, **N3 broadcasts** will carry your message of support to more than **1.4 million** of these individuals.

# Who is listening?



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By supporting N3, 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 N3 stations, *three are in top 25 Arbitron markets*. This powerful medium showcases your company to an audience that is *more likely to support your business*.

*88% of NPR listeners hold a more positive opinion of a company when they learn it supports public radio.*

Source: NPR Station Research 2002

\* Graphs pgs 6 & 7: [Profile 2009](#), National Public Radio Audience & Corporate Research, April 2009

# What is the most powerful message for me?

**Underwriting** messages are statements of your corporate support for the quality programming that public radio and N3 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 N3 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 in length.

N3 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 NEWS NETWORK 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 ABOUT S-N-W ON THE WEB 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 N3 member stations remain commercial-free, messages will not issue calls to action, make claims of comparison or state prices.

N3 member stations provide all underwriting credits on an equal opportunity basis.



## In Good Company

AAA of Oregon/Idaho  
ACLU of Washington State  
Alaska/USA Federal Credit Union  
AMTRAK  
Antioch University, Seattle  
Archaeological Legacy Institute  
Architecture Foundation of Oregon  
Astoria Chiropractic  
Banner Bank  
BECU  
Bedrooms and More  
Blossom Creek Memory Care Community  
Bob Byers Volvo  
BRING Recycling  
Bullivant Houser Bailey PC  
Cadence Management Corporation  
Cascadia Investment Consultants  
Central Washington University  
Children's Hospital and Regional Medical Center  
City of Bellevue  
City of Lewiston  
City of Renton  
Coeur d'Alene Symphony  
Columbia Memorial Hospital Foundation  
Columbia River Maritime Museum  
Community Unitarian Universalist Church  
Companion Animal Hospital  
Consolidated Press  
D.A. Davidson  
Daily Astorian  
Deschutes Brewery, Bend  
Dunn Lumber  
Ecohaus  
Ednetics  
Elliott Bay Book Company  
Evergreen State College  
F5 Networks  
First Tech Credit Union  
Footwise - The Birkenstock Store  
Fran's Chocolates  
Gonzago University Graduate School of Business  
Hellgate Excursions  
Jackson Hole Chamber of Commerce  
Jazz Alley  
K & L Gates, LLP  
KeyBank  
King County Library System  
Lane Memorial Blood Bank  
Les Schwab Tires  
Marler Clark LLP, PS  
Metro Parks Tacoma  
Meuleman Mollerup, LLP  
Moss Adams LLP  
Museum of Glass  
Nike  
Ocean Natural Foods  
OHSU Hospitals & Clinics  
OMSI  
Oregon Shakespeare Festival  
Oregon State University  
Oregon Tourism  
Pacific Power  
Peet's Coffee and Teas  
Pharmaca  
Port of Chelan County  
Port of Seattle  
Portland Business Journal  
Puget Sound Blood Center  
Puget Sound Energy  
Rexius Forest By-Products  
Rogue Creamery  
Sacred Heart Medical Center  
San Juan Islands Visitors Bureau  
Seattle Aquarium  
Seattle City Light  
Seattle Opera  
Sony Pictures  
Southern Oregon University  
Spokane Opera  
State Farm Insurance  
Sterling Savings Bank  
Stoel Rives LLP  
Sun Valley-Ketchum Chamber and Visitors Bureau  
Taméstslíkt Cultural Institute  
Ten Thousand Villages  
Tom Douglas Restaurants  
University of Oregon School of Law  
University of Washington  
University of Washington, Tacoma  
Vancouver Symphony Orchestra  
Vernier Software and Technology  
Vestas Wind Systems  
Vivace! Choral Program  
Washington Dental Service  
Washington Potato Commission  
Western Towboat Company  
Whole Foods Market  
Whitworth College  
Willamette University Atkinson School of Business  
Yakima Regional Medical & Cardiac Center

## Northwest News Network Underwriting Contacts

<b>Station</b>	<b>Underwriting Contact</b>
Jefferson Public Radio Ashland, OR	Abby Kraft kraftab@sou.edu 541/552-6771
Boise State Radio Boise, ID	Kathe Alters kalters@boisestate.edu 208/426-3617
KLCC Eugene, OR	Paula Carpenter carpenterp@lanecc.edu 541/463-6000
KMUN Astoria, OR	Tom Hartland dev1@kmun.org 503/325-0010
KOPB Portland, OR	Marci Ozawa mozawa@opb.org 503/977-7781
KPBX Spokane, WA	Kathy Sackett ksackett@kpbx.org 509/328-5729
KPLU Seattle, WA	Steve Maris smaris@kplu.org 206-922-1030
KUOW Seattle, WA	John R. Hill jrhill@kuow.org 206/616-6746
Northwest Public Radio Pullman, WA	David Deeney ddeeney@wsu.edu (509)732-7407