



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

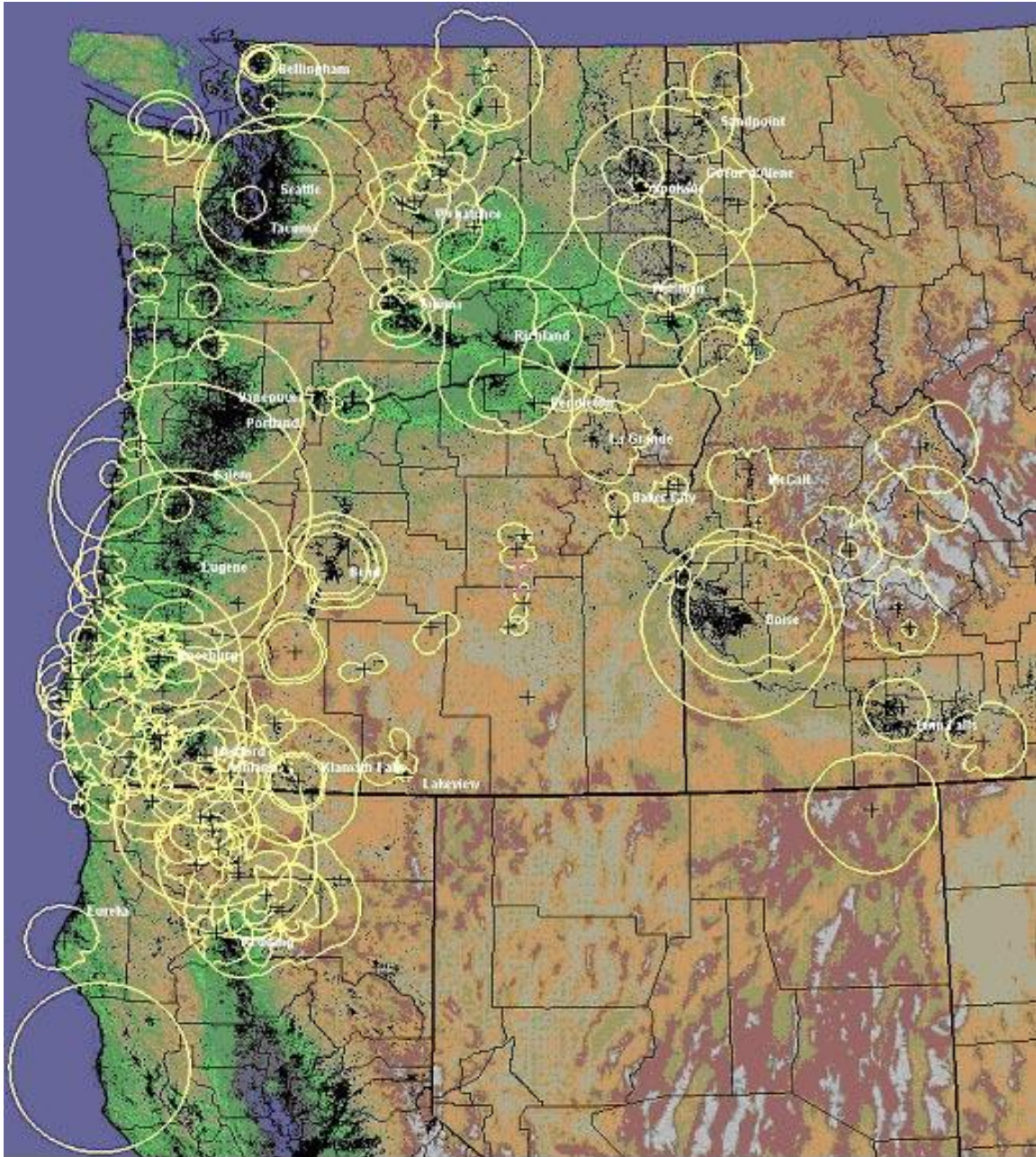
N3 is a model of how competing major-metro stations can collaborate to provide cost-efficient pool coverage of ongoing news events. It is also a model of how large urban stations and smaller rural stations can benefit by crafting equitable cost-sharing arrangements to finance regional news reports that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



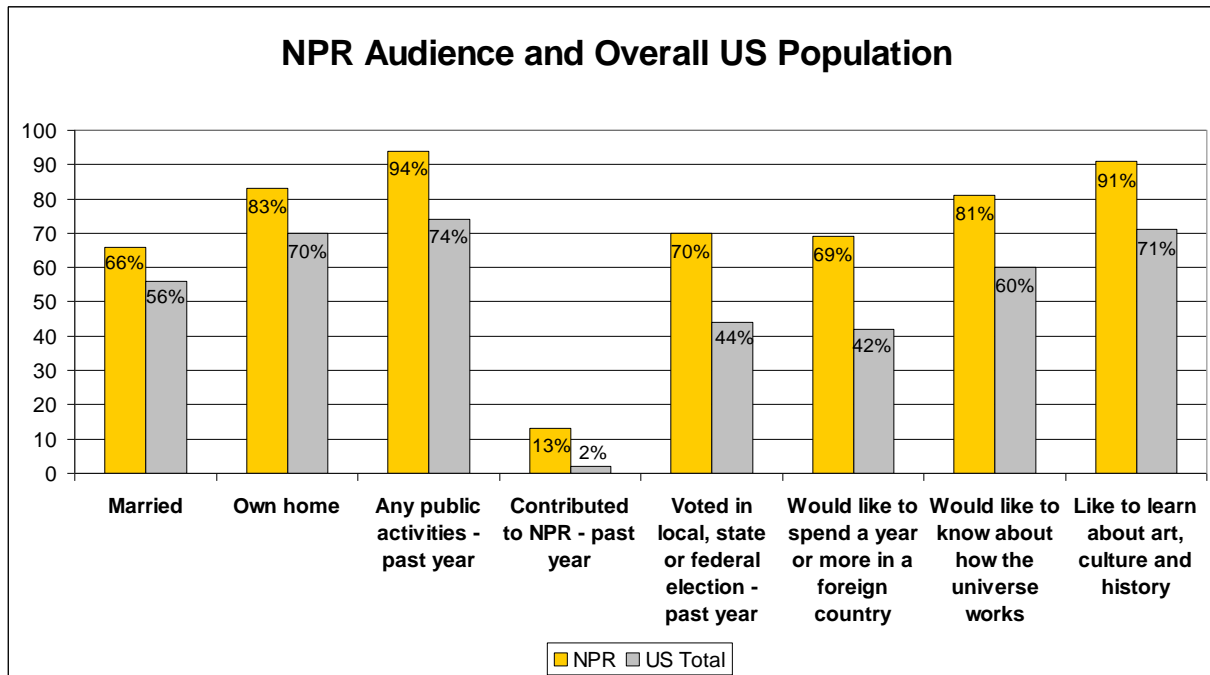
Which public radio stations participate?

Member Name	Stations	Weekly Cumulative Audience
KUOW	KUOW-FM, Seattle, WA KUOW-AM, Tumwater, WA KXOT, Tacoma, WA	416,950
KPLU	KPLU, Seattle, WA KPLI, Olympia, WA KVIX, Port Angeles, WA / Victoria, BC	375,750
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	391,700
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 KNWO, Cottonwood/Grangeville, ID	93,300
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	97,100

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	65,450
KLCC	KLCC, Eugene, OR KLBR, Bend, OR KLFO, Florence, OR KLCO, Newport, OR KLFR, Reedsport, OR KMPQ, Roseburg, OR	71,300
Spokane Public Radio	KPBX, Spokane, WA KSFC, Spokane, WA KIBX, Bonners Ferry, ID	60,850
Coast Community Radio	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

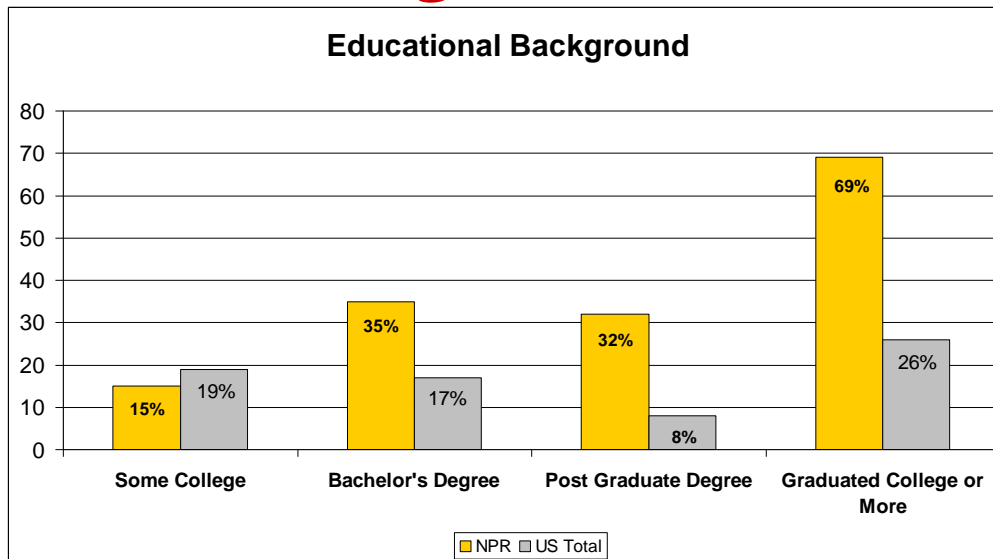
These are listeners who are **keenly interested in local affairs** and place a premium on the objective, in-depth news that can only be found through N3:

“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.”

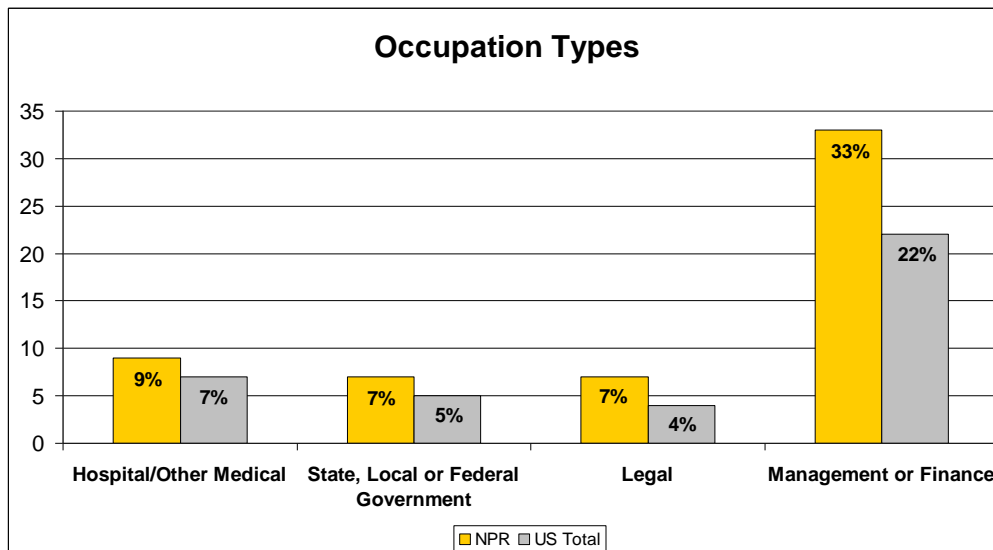
- Mediamark Research Inc.© 2008

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
Taméstslikt 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

Station	Underwriting Contact
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
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KPLU Seattle, WA	Beverly James bjames@kplu.org 206-922-1030
KUOW Seattle, WA	John R. Hill jrhill@kuow.org 206/616-6746
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