



The Northwest News Network (N3) provides comprehensive coverage of regional news issues for more than 1.2 million listeners in four states. It harnesses the power of 52 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 1.2 million listeners, thank you in advance for taking time to learn more about public radio and the Northwest News Network 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 52 stations throughout the region, including three stations in the top-25 Arbitron markets. The aggregated weekly cumulative audience of these stations exceeds 1.2 million, with listeners as far south as Mendocino, California and as far north as Vancouver, Canada. Its primary design was to expand an existing regional reporting cooperative to reach key underserved regions of the Northwest.

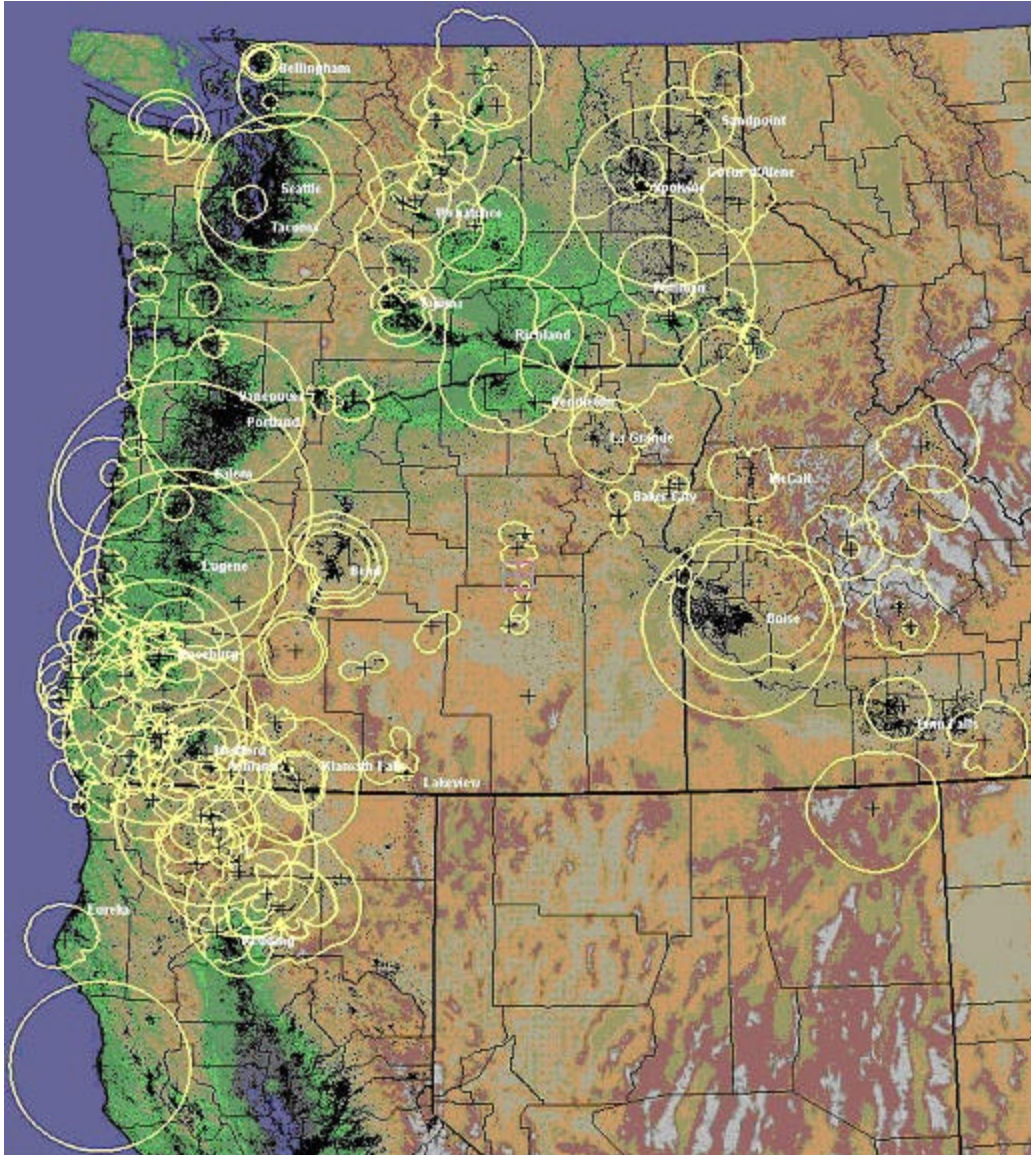
Collaborative Effort

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 will generate spot news reports and feature-length news stories, to be integrated into existing programming aired by public radio stations throughout the region, and to be carried nationally by public radio news programs when appropriate.

What areas does N3 serve?



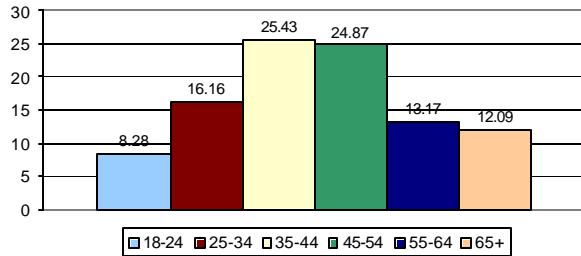
Which public radio stations participate?

N3 Member	Stations	Weekly Cumulative Audience
KUOW	KUOW, Seattle, WA	315,000
KPLU	KPLU, Seattle, WA	286,100
Oregon Public Broadcasting	KOPB, Portland, OR KOAB, Bend, OR KOAC-AM, Corvallis, OR KOAC-FM, Corvallis, OR KRBM, Pendleton, OR KTVR, LaGrande, OR	257,000
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 KONW, Cottonwood/Grangeville, ID	93,000
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	73,000
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	70,000

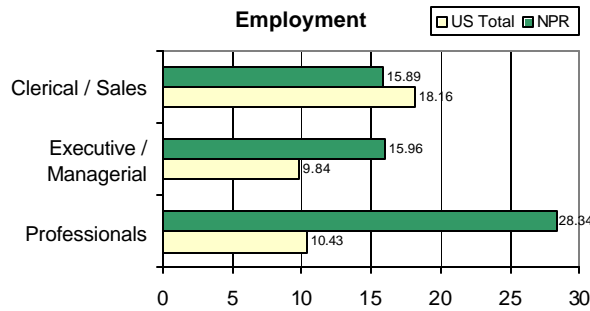
KLCC	KLCC, Eugene, OR KLFO, Florence, OR KLCO, Newport, OR KLFR, Reedsport, OR	61,900
Spokane Public Radio	KPBX, Spokane, WA KSFC, Spokane, WA KIBX, Bonners Ferry, ID	45,800
KMUN	KMUN, Astoria, OR KTCB, Tillamook, OR	11,800

Who is listening?

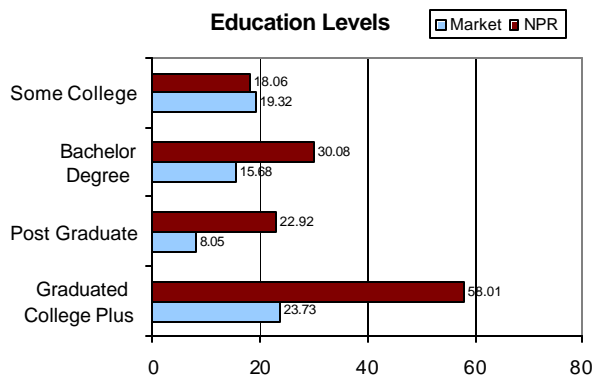
Audience Age Levels



Employment



Education Levels



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:

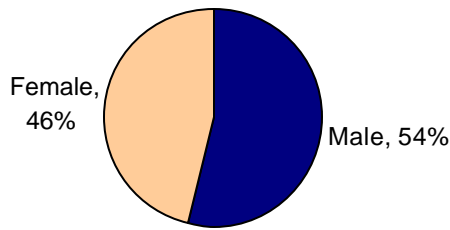
“Public radio listeners... view events in their communities as parts of an interconnected web of causal relationships. In their view, no event is isolated on any level - local, national or international.”

- Walrus Research, 2001

HOUSEHOLD INCOME	NPR %	Market Index
\$150,000 or more	2.99	260
\$100,000 - \$150,000	5.63	270
\$ 75,000 - \$100,000	7.44	223
\$ 50,000 - \$ 75,000	17.08	168
\$ 30,000 - \$ 50,000	20.51	113
\$ 20,000 - \$ 30,000	9.27	77

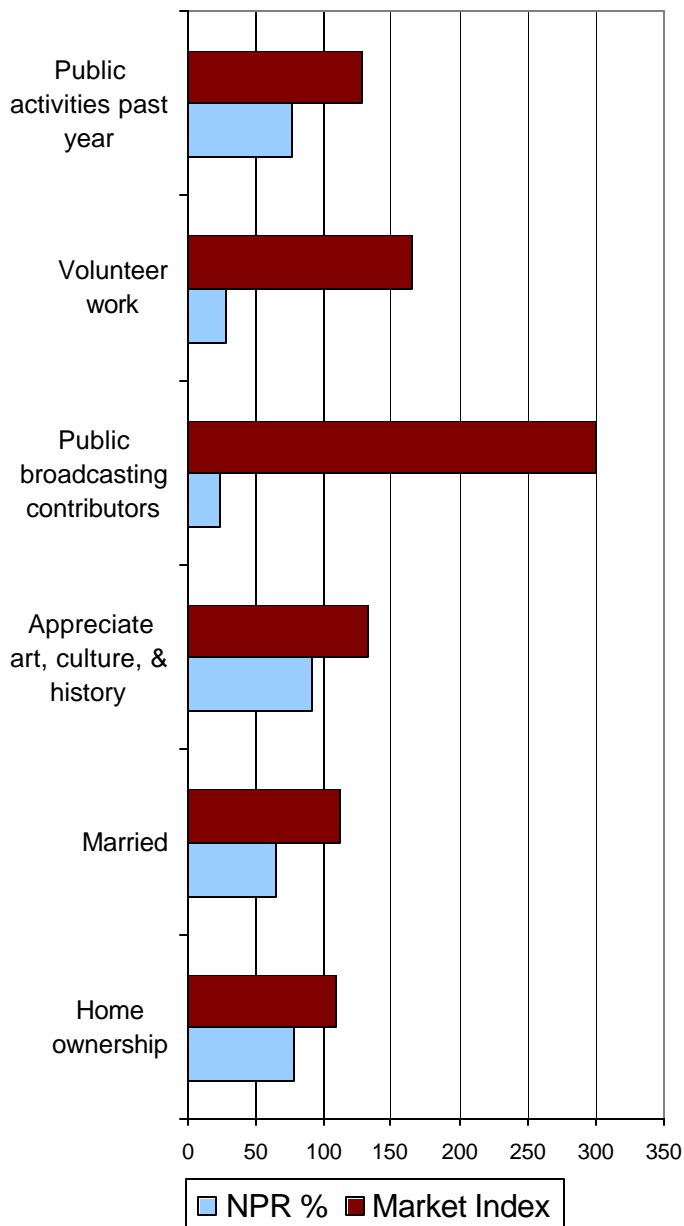
Each week, **N3 broadcasts** will carry your message of support to more than **1.2 million** of these individuals.

Who is listening?



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 52 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

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 10/15/20 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:

NORTHWEST NEWS NETWORK REPORTING IS SUPPORTED BY...
KEYBANK...WITH FINANCIAL PROFESSIONALS AND A WIDE ARRAY OF
RESOURCES, KEY DEVELOPS CUSTOMIZED SOLUTIONS TO HELP
CUSTOMERS MAXIMIZE THEIR WEALTH

NORTHWEST NEWS NETWORK REPORTING IS SUPPORTED BY...
EARTH JUSTICE...THE NATIONAL NON-PROFIT ENVIRONMENT LAW
FIRM WORKING TO PRESERVE WILD PLACES, CLEAN WATER AND
HEALTHIER AIR, BECAUSE THE EARTH NEEDS A GOOD LAWYER.
WWW.DOT.EARTHJUSTICE.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.

What is an effective schedule for my business?

Your business can help provide critical coverage to underserved areas as well as in-depth exploration of regional issues through your support of N3. Benefits are many:

- **Demonstrate your corporate citizenship** to employees, clients, community
- **Strengthens your powerful brand** through support of public radio
- Provides positive **exposure to affluent, educated, influential audience**

Several levels of support are available to meet your marketing needs:

N3 Corporate Underwriter

Stations	Weekly Messages	Weekly Reach
Jefferson Public Radio Network	12	18,450
Boise State Radio Network	25	43,000
Northwest Public Radio Network	15	43,750
KLCC	16	29,200
KOPB / KOAC	16	125,700
KPBX	15	25,250
KUOW	17	141,500
KPLU	20	137,950
Totals (net)	136	536,500

N3 Addendum

Ratings Information

Calculations for the N3 schedules were done by hand using a New Math Calculator (slide rule). Every attempt was made to establish a net cume for calculating reach equations. The Arbitron books used for these calculations are as follows:

Boise State Radio Network: ARB SU/FA03/WI04/SP04

Jefferson Public Radio Network: ARB FA01/SP02/FA02/SP02

Medford/Ashland TSA – unmeasured markets include: Roseburg, Klamath Falls, Coos Bay, Myrtle Point, Shasta, Burney/Redding, and Eureka. Shasta, Yreka, Mendocino

KLCC: ARB FA02/SP03/FA03/SP04 Eugene & Springfield TSA

KMUN/KTCB: Station audience estimates.

KOPB/KOAC: ARB SU03/FA03/WI04/SP04; Portland MSA doesn't include statewide network +20%

KPBX: ARB Spokane MSA FA02/SP03/FA03/SP0

KPLU: ARB FA03/SU03/SP03/WI03 Seattle/Tacoma MSA

KUOW: ARB Seattle/Tacoma MSA

Northwest Public Radio: ARB FA03/SP04

Qualitative Research was provided by two sources:

Profile 2004 – National Public Radio Audience & Corporate Research/July 2004

NPR Station Research 2004

In Good Company

Allstate Insurance	King County Library System
Alaska/USA Federal Credit Union	King County Office of Business Development
Antioch University, Seattle	Lupus Foundation of America
Banner Bank	Marcus Whitman Hotel & Conference Center
Beasley Performing Arts Coliseum	Mid-Columbia Symphony
Boeing	Multiple Sclerosis Society
Bullivant Houser Bailey, PC	PacifiCare
Central Washington Podiatry Service	Pullman Disposal
Central Washington University	Seattle Academy of Fine Arts
Children's Hospital	Seattle Art Museum
City of Renton	Seattle Children's Theatre
Community Food Co-Op	Seattle Monorail Project
D.A. Davidson	Seattle Northwest Securities
Ethan Allen Furniture	University of Washington
Foundation for Early Learning	Washington Dental Service
Holland and Hart, LLP	Washington Health Foundation
Idaho Rangeland Resource Commission	Washington State Parks & Recreation
IKON	Wells Fargo Bank
KCTS Channel 9	Winthrop Chamber of Commerce
Keller Graduate School of Management	Yakima Cellars
KeyBank	

Northwest News Network Underwriting Contacts

Station	Underwriting Contact
Jefferson Public Radio Ashland, OR	Peter Rogers rogersp@sou.edu 541/552-8566
KBSU Boise, ID	Hy Kloc hkloc@boisestate.edu 208/947-5667
KLCC Eugene, OR	Paula Carpenter carpenterp@lanecc.edu 541/463-6000
KMUN Astoria, OR	Arlene Layton 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	Kirk Nelson kirk@prpnetwork.com 480-946-6500
KUOW Seattle, WA	John R. Hill jrhill@kuow.org 206/616-6746
Northwest Public Radio	Bess DeVere bessd@wsu.edu 360/738-9170