

January 4, 2007

To: ILA Board

From: Julie Woodford
Advocacy Committee

Re: January Report
Northern Rockies News Service

This report covers the function of the Northern Rockies News Service (NRNS), pricing levels, and services provided last year. Information on this year's price increase is also included.

The advocacy committee received the Annual Renewal Invoice from the Northern Rockies News Service in the amount of \$1,750.00. This came as a surprise as we had budgeted \$1,250.00, based on last year's renewal amount, and were not aware of a price increase notice.

On January 3, 2007, I spoke with Lark Corbeil, Managing Editor, to inquire of the price increase. This was an excellent conversation for me as an "advocacy novice," as Ms. Corbeil explained the functions of the service and also explained the price increase.

Northern Rockies News Services handles a variety of clients, ranging from small nonprofits on up to much larger organizations. Their purpose is to provide "quality news reporting...on critical issues..." The Idaho Library Association (ILA) has the ability to turn to the NRNS for radio coverage of those library issues that we find crucial and still give individual or group library promotion.

Pricing for the NRNS is based on organization size. The invoice received states four levels:

Organizations with budgets over \$500,000 (for multi-member coalitions) = \$4,250
Organizations with budgets between \$300,000 & \$499,999 = \$3,750
Organizations with budgets between \$200,000 & \$299,999 = \$2,750
Organizations with budgets under \$200,000 = \$1,750

Ms. Corbeil apologized for not notifying our agency of the price increase from last year to this year. Their company is funded through many avenues including grants and philanthropic avenues which did not materialize, although the increased operating costs did. Invoices were finally sent which reflected higher amounts. After contacting the ILA President Hawley-House, it was decided that the price increase of \$500.00 would be divided evenly between both parties, with the understanding that ILA would need to expect an increase next year. We will pay \$1,500.00 this year.

An area of concern for the ILA in regards to future payments to NRNS is the appropriate level of contribution. Ms. Corbeil stated that the ILA has been subsidized by larger contributors. The ILA has paid the amount at the lowest level, basing the level on the the ILA budget, but Ms. Corbeil stated that this lowest level was for organizations with few participants whose combined budgets were under \$200,000.00. For the ILA, we may want to take into consideration the combined amount of budgets of our individual member libraries, not the budget of the ILA and look to a higher level of contribution.

An NRNS flyer states that their clients want to effectively communicate with their own supporters and change public opinion among people who think very differently from themselves. This was their market reach for Idaho libraries last year:

<u>Media Market</u>	<u>Market share for NRNS stories</u>
Boise	57%
Spokane	82%
Idaho Falls	36%
Pocatello	14%
Twin Falls	35%

Listed below are some of the stores that NRNS covered for Idaho libraries followed by the number of stations that aired both sound bites:

12-5-05	Tamra Hawley-House re: Pre-K education issues (43-35)
4-6-06	Jillian Subach – National Library Week (29-24)
6-5-06	<i>Television</i> – Summer Reading incentives
6-5-06	Suzanne Davis, Kathryn Poulter, Melody Eisler – Summer Reading (40-40)
7-11-06	Sue Walker – Idaho’s Talking Books (42-41)
10-16-06	<i>Television</i> - Leslie Baker, Jeanne Farnworth, Gergory Taylor, Jillian Subach –Teen Read Week
10-16-06	Leslie Baker, Jeanne Farnworth, Gergory Taylor, Jillian Subach – Teen Read Week (37-27)
11-15-06	<i>Television</i> - Curious George
11-15-06	Joanne Hinkel, Dawn Kindberg – Curious George (44-44)

Total # of Stories:	9
Unique number of stations that aired the stories:	235
Number of stations that ran it at least two times:	211
Average number of stations that aired each story:	39.17
Average number of stations that ran it at least two times:	35.17

This year NRNS materials will be available on the web, which will allow our customers to link back to our site(s).

Although the invoice issue has been resolved for this year, consideration should be taken for continued use at a higher payment level in future years.