

Television

Radio

Wire Service

Illinois Publications

Missouri Publications

Online

2012

MEDIAGUIDE

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Helping people.



United Way
of Greater St. Louis

www.stl.unitedway.org

2012

ST. LOUIS METRO AREA MEDIA GUIDE

The 2012 edition of the St. Louis Area Media Guide is for use by United Way partner agencies and other not-for-profit organizations throughout the greater St. Louis area.

The mediums listed have been contacted to assure that listings are complete and current. Please be advised that changes occur rapidly within the Guide. Let us know if you have updates, additions or corrections to suggest.

If you are an affiliated United Way agency, the United Way Communications Department staff is available to help with your communications. For more information, please contact the Communications Department at 314-539-4073.

Cost: The Media Guide may be mailed as a hard copy or sent electronically in pdf format for \$20.

One copy is free to each United Way partner organization. The Guide is typically available in May.

For the latest information on United Way, visit our Website at: www.stl.unitedway.org

Sincerely,

Communications and Brand Marketing
United Way of Greater St. Louis

Inclusion of media outlets within does not imply endorsement. Exclusion of any media outlet is simply an oversight.

Media may contact the Communications Department of United Way to be included by calling 314-539-4029 or emailing: media@stl.unitedway.org

UNITED WAY 2012 AREA MEDIA GUIDE

About United Way of Greater St. Louis:

Mission Statement

United Way of Greater St. Louis unites people of diverse backgrounds and interests who work together to strengthen health and human services in Missouri and Illinois.

Service Area

United Way of Greater St. Louis serves 16 counties in Missouri and Illinois: St. Louis City, St. Louis County, Jefferson, Franklin, Warren and Lincoln in Missouri, and St. Clair, Monroe, Randolph, Clinton, Madison, Macoupin, Monroe, Jersey, Greene and Calhoun in Illinois.

Community

United Way of Greater St. Louis is the place where people of our community come together to share our responsibility to care for one another.

Stewardship

As excellent stewards of the financial and human resources entrusted to us, United Way of Greater St. Louis ensures that those resources are effectively developed and properly invested to achieve optimum impact in the community.

Integrity

We are an integral part of this community's leadership; we conduct ourselves with the highest regard for trust, fairness, ethics and respect for one another.

Volunteers

Volunteers are our foundation and most valuable resource. We were founded by volunteers and are a volunteer-directed organization.

Autonomy

We take responsibility for directing and managing this organization, and in partnership with our agencies, we meet our community's critical human service needs.

Diversity

United Way of Greater St. Louis values and is committed to the richness of diversity in all aspects of our organization and those with whom we partner and serve.

Compassion

We are a catalyst for change, creating awareness of needs and celebrating successes in caring for one another and in creating a more compassionate community.

UNITED WAY 2012 AREA MEDIA GUIDE

2012

ST. LOUIS AREA MEDIA GUIDE

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UNITED WAY 2012 AREA MEDIA GUIDE

KDHX TV 21 and 22

625 North Euclid Avenue, Suite 100
St. Louis, MO 63108
314-361-8870 / FAX: 314-361-6833

Website: www.kdhx.org

Email (News): bhacker@kdhx.org

Co-Executive Director: Beverly Hacker

Co-Executive Director: Nico Leone

Public Service Programs:

Several programs exist.

Check website for listings.

PSAs: Will air informational announcements for non-profit organizations on Channel 21 and 22. Online preferred or by e-mail: send text only to: psa@kdhx.org

Event Calendar: Community Calendar is available at no cost to 501c(3) organizations wishing to inform viewers about the organization's services, meetings, openings, lectures or other events. A particular calendar item stays in rotation for approximately 30 days before being replaced. Please include any photographs or graphical elements to enhance your message. Submit your calendar items to: calendar@kdhx.org or fax 314-361-6833 ATTN: Community Calendar

KETC-TV 9

3655 Olive Street
Dana Brown Communications Center
St. Louis, MO 63108-6915
314-512-9000 / FAX: 314-512-9005

Website: www.nineNET.org

Owned by: The St. Louis Regional Public Media Inc.

Network Affiliation: Public Broadcasting Service

Frequency: Channel 9

President/C.E.O.: Jack Galmiche

Vice President of Production:

Patrick Murphy

Vice President of Programming:

Patricia Kistler

Public Relations Manager: Terri Gates (314) 512-9036, tgates@ketc.org

PSAs: Does not broadcast PSAs. Submit all calendar event items online

Contact: Lauren Tucker Huber, 314-512-9160, for media sponsorship.

Submit all program ideas to: Patrick Murphy, pmurphy@ketc.org

KDNL-TV ABC 30

1215 Cole Street
St. Louis, MO 63106
314-436-3030

Website: www.abcstlouis.com

Owned by: Sinclair Broadcast Group

Network Affiliation: ABC

Frequency: Channel 30 HD; Channel 31

General Manager: Tom Tipton

Public Affairs Director: Shirlee Wolff

No press releases.

PSAs: :30- :60-sec. DVC Pro (preferred) or Beta SP PSAs

Newscasts: Produced by KSDK-TV

Community Calendar: Submit online

UNITED WAY 2012 AREA MEDIA GUIDE

KMOV-TV 4

One Memorial Drive
St. Louis, MO 63102
314-621-4444 / 314-444-6333 (News)
News FAX: 314-621-4775

Website: www.kmov.com

Email: pressrelease@kmov.com,
news@kmov.com, tips@kmov.com

Owned by: Belo Corporation

Network Affiliation: CBS

Frequency: Channel 4

President & General Manager: Allan
Cohen (retiring May 31, 2012)

News Director: Sean McLaughlin

Assistant News Director: Scott Costa

Assignment Desk:

Terry Cancila (M-F)

Steve Shomaker (M-F);

Weekend Assignment Editors:

Bob Cyphers (AM); Drew Mitchell (PM)

Program Manager: Liz Mullen

Preferred contact e-mail: firstinitial
lastname@kmov.com

PSAs: Will use :15- to :60-spots on
Beta SP videotape, if spot meets internal
criteria. Send to PSA coordinator. Attn:
John Vogt

Program: Awake with News 4

Type: News

Time: Monday-Friday, 5 – 8 a.m.

Producer: Brian Berthold, Beth
Feldman, Jamie Hartzke

Program: Great Day St. Louis

Type: Lifestyle show

Time: Monday-Friday, 10 – 11 a.m.

Hosts: Carol Daniel and Matt
Chambers

Executive Producer: Jennifer
Murphy, Brooke Russell

Program: Extra Edition

Type: Issues

Producer: Steve Perron
extraedition@kmov.com

Time: Saturdays 6 – 6:30 a.m.
(tapes Fridays 8 a.m.)

KNLC-DT TV 24

1411 Locust Street
St. Louis, MO 63103
(Mail) P.O. Box 924
St. Louis, MO 63188
314-436-2424 / FAX: 314-436-2434

Website: www.knlc.tv

Owned by: New Life Evangelistic
Center, Inc.

President/GM: Larry Rice

Network Affiliation: Independent

Frequency: Channel 24

Program Director: Victor Anderson

PSAs: Will use 30-second spots, ¾"
videotape or paper copy. Requires a
two-week notice

Send PSAs to: dgaede@nlecstl.org with
Attn: Victor Anderson in subject line

About: Quality family programming for
the entire family

UNITED WAY 2012 AREA MEDIA GUIDE

KPLR-TV 11 (KPLR 11)

2250 Ball Drive

St. Louis, MO 63146

(driving: Lakeside Service Street)

314-213-2222

Assignment Desk: 314-213-7831

FAX: 314-993-0922 (News)

Website: www.kplr11.com

Email (News): ktvnews@tvstl.com

Owned by: Tribune Broadcasting Co.

Frequency: Channel 11

Vice President: Spencer Koch,

314-213-7410

News Director: Audrey Prywitch

Managing Editor: Joe Lamie

Website Manager: Chris Smith

Executive Producers: Susan Brubaker,

Catherine Barker, Tracie McKinney,

Alicia Bumpus

Senior Assignment Editor: Mick Bond

Assignment Editors: Glen Seibold,

Paddy McPhillips, Chris Pilcic, Kelley

Hoskins

Web Team: Jill Hampton, Vera Culley,

Joe Millitzer

Producers of News Shows:

Becky Solakian –

becky.solakian@tvstl.com

Peggy Pleimann –

peggy.pleimann@tvstl.com

Kimberly Woodard –

kimberly.woodard@tvstl.com

PSAs: Will use :10-, :15-, :20-, :30-, and :60-sec. videotape. Can use Beta SP, prefer :30-sec. Written instructions must accompany tape. All announcements must be received no later than the 15th to be considered for air the next month

Send PSAs to: Mary Hill,

Community Relations Dept.

Community Bulletin Board:

Voiceovers must be submitted 2-3 weeks in advance of the event

Community Calendar: Event listings for free. Sign up for account, add and edit events. Find link on home page.

Events reviewed by web staff and approved each day. Events listed on FOX2now.com, KPLR11.com, and STLMoms.com

UNITED WAY 2012 AREA MEDIA GUIDE

KSDK-TV 5

1000 Market Street
St. Louis, MO 63101
314-421-5055 / 314-444-5125 (News)
Newsroom FAX: 314-444-5164

Website: www.ksdk.com

Email (News): newstips@ksdk.com

Owned by: Gannett

Network Affiliation: NBC

Frequency: Channel 5

President/General Manager: Lynn Beall

News Desk Manager: Ed Rich,
314-444-5176

News Director: Mike Shipley,
314-444-5131

Assignment Editors:

Dave Keiser/AM Weekdays
314-444-5194

Jennifer Feldman/Daytime Weekdays
314-444-5127

Darin Copeland/Nightside Weekdays
314-425-5360

Brian Byrne/Weekend Desk
314-444-5126

24 hour news desk: 314-444-5195

Community Relations: Michelle Shockley

PSAs: Will use :10-, :15-, and :30-second spots. Beta or DVC Pro. Special emphasis on local or state PSA's. 8-week lead time.

Attn: Michelle Shockley.

Web Producers: Kristen Gosling,
Patrick Donovan, Kevin Held
Web producers: 314-444-5133

"Today in St. Louis"

314-444-5125 / FAX: 314-444-5364

Monday-Friday 5 – 7 a.m.

Type: News and Community Events

Anchor: Pat McGonigle & Jennifer Blome

Exec Producer: Jules Bailey
314-444-5132 or jbailey@ksdk.com

Producer: (weekdays) Rob Edwards
and Andrew Scherer; (weekends)
Stephanie Diffin and Caleigh Sharp

Newschannel 5 at Noon

Producer: Heather Lodge

"Show Me St. Louis"

Entertainment and Community
Events

Monday – Friday 12:30 – 1:00 p.m.

Producer: Stephanie Zoller
314-425-5319

Show Me Window Hotline:

314-444-5103

4 p.m. News Producer

5 p.m. News Producer Sarah Gahagan, 314-444-5225,
sgahagan@ksdk.com; Weekends:
Sheila Rice

6 p.m. News Producer: Sheila Rice
314-444-5147, srice@ksdk.com;
Saturday night: Kyle Weeks

10 p.m. News Producer: Andrea Firestone, 314-425-5369,
afirestone@ksdk.com; Weekends:
Sheila Rice

UNITED WAY 2012 AREA MEDIA GUIDE

KTVI-TV (FOX 2)

2250 Ball Drive
St. Louis, MO 63146
(driving: Lakeside Service Street)
314-213-2222

Assignment Desk: 314-213-7831

FAX: 314-993-0922 (News)

Website: www.fox2now.com

Email (News): ktvnews@tvstl.com

Owned by: Local TV LLC

Frequency: Channel 2

General Manager:

Spencer Koch, 314-213-7410

News Director: Audrey Prywitch

Managing Editor: Joe Lamie

Website Manager: Chris Smith

Executive Producers: Susan Brubaker,
Catherine Barker, Tracie McKinney,
Alicia Bumpus

Senior Assignment Editor: Mick Bond

Assignment Editors: Glen Seibold,
Paddy McPhillips, Chris Pilcic, Mick Bond,
Mary Bueneman

Web Team: Jill Hampton, Vera Culley,
Joe Millitzer, Angela Hutti, Mary Schmitt,
George Sells

Producers of News Shows:

News Manager – Joe Lamie

joe.lamie@tvstl.com

AM Show – Jarrett Shustrin

jarrett.shustrin@tvstl.com

AM Shows – Angel James

angel.james@tvstl.com

9 a.m. – Stephanie Knight

stephanie.knight@tvstl.com

Day – Susan Brubaker

susan.brubaker@tvstl.com

PM Shows – Alicia Bumpus

alicia.bumpus@tvstl.com

PSAs: Will use :10-, :15-, :20-, :30-,
and :60-sec. videotape. Can use Beta
SP, prefer :30. Written instructions must
accompany tape. All announcements
must be received no later than the 15th
to be considered for air the next month

Send PSAs to: Mary Hill,
Community Relations Dept.

Community Bulletin Board:

Voiceovers must be submitted 2-3
weeks in advance of the event

Community Calendar: Event listings
for free. Sign up for account, add and
edit events. Find link on home page.
Events reviewed by web staff and
approved each day. Events listed on
FOX2now.com, KPLR11.com, and
STLMoms.com

WPXS-TV 13 and 52

4751 Cartter Road

Kell, IL 62853

618-822-6900 / FAX 618-822-6526

Email: wpxs@mvn.net

Owned by: Daystar Television Network

Network Affiliation: Independent

Frequency: Channel 13 and Channel 51

Operations Manager: Rick Hobbs

Does not accept unsolicited PSAs.

Programming: Reruns older TV
programs

WRBU-TV / MY 46*

1408 Kingshighway, Suite 300

St. Louis, MO 63113

314-256-4600 / FAX: 314-256-4655

Preferred Method for receiving

content: Fax

Website: www.my46stl.com

Owned by: Roberts Broadcasting
Company

Network Affiliation: MY 46

Frequency: Channel 46 / Cable 7

General Manager:

Program Director:

Operations Director:

PSAs:

*No information available at press time

UNITED WAY 2012 AREA MEDIA GUIDE

Charter Media

1650 Des Peres Road, Suite 300
St. Louis, MO 63131
314-394-2500 / FAX: 314-394-2501

Networks represented are:

A&E, Animal Planet, BET, Bravo, Cartoon Network, CNBC, CNN, Comedy Central, Court TV, Country Music Television, Discovery, E, ESPN, ESPN2, Food Network, Fox Family, Fox Sports Midwest, Fox News Channel, FX, Golf Channel, Headline News, History, HGTV, Lifetime, MSNBC, MTV, Sci-Fi, Tech-TV, TLC, TV Guide, TBS, TNN, TV Land, Travel, USA, Weather and VH-1.

Vice President/GM, Midwest

Division: Dean Mutter (314) 394-2477

National Sales Manager: Frank Babcock

Promotion Coordinator: Liz Sloan

Manager Sports Sales/CCIN: Jerry Steele

Nontraditional Revenue: Jerry Steele

Programming Operations (PSAs):

Kelly Tecklenburg. Accepts DVD Pro, Beta SP and electronic. Call to ask

Charter Communications-St. Louis Metro

12405 Powers Court Drive
St. Louis, MO 63131
314-965-0555 / FAX: 314-543-2220

Website: www.charter.com

Press Release for Calendar: Attn: Master Control. FAX: 314-997-8746

Areas Served: St. Louis DMA (designated market area) which is approximately 1,253,920 homes in 2012

FOX SPORTS NET – Midwest region

333 South 18th Street
St. Louis, MO 63103
314-206-7000 / FAX: 314-206-7070

Website: www.foxsportsmidwest.com

Email: Midwest@foxsports.net

Owned by: FOX Entertainment

Network Affiliation: Fox Sports Net
Coverage Area: Missouri, Illinois, Iowa, Kansas, and Nebraska

General Manager: Jack Donovan

Executive Producer: Kevin Landy

Programming Manager: Rick Powers

Media Relations Manager: Geoff Goldman

Marketing Director: Dave Pokorny

HEC-TV

3655 Olive Street
St. Louis, MO 63108
314-531-4455 / FAX: 314-531-0750

Website: www.hectv.org

Email: info@hectv.org

Owned by: Higher Education Consortium of Metropolitan St. Louis

Frequency: Channel 26

Hours Broadcast: 7 a.m.-11 p.m.--
May change to 24-hour in June 2012

Manager of Broadcast Operations:

Boyd Pickup

Director: Dennis Riggs

Coordinator of Communications:

Amber Hirsh

Calendar Items: Online form

About: Nine local shows with national supplements

UNITED WAY 2012 AREA MEDIA GUIDE

Spot TV

1445 S. 18th Street, Ste. 129
St. Louis, MO 63104
314-667-5915

Website: www.spottvstl.com

Email: info@spottvstl.com

Programming: Wellness, fashion and entertainment.

About: SPOT TV opens the doors to the newest and most exclusive destinations, products, services, and trends St. Louis has to offer

STL TV 10 (CITY TV 10)

4971 Oakland Avenue
St. Louis, MO 63110
314-552-2900 / FAX: 314-552-2985

Website: stltv.net

Email: stltv@stltv.net

Owned by: City of St. Louis

Network Affiliation: Available via Charter Communications and AT&T U-Verse

Frequency: Channel 10

Communications Commissioner:
Donna Brooks

Production Manager: André Holman

Interview Format Programs:

Check schedule: stltv.net/schedule.htm

PSAs: :30- or :60-second spots. DVC PRO format preferred; DVD and Beta SP accepted. Attn: April Houston.

houstona@stlouiscity.com,

314-552-2906

StreetScape TV

223 North Main Street
St. Charles, MO, 63301
636-448-2074

Website: www.streetscape.tv

Email: tom@streetscapemag.com

Producer: Thomas P. Hannegan

Director of Sales: Judy Peters,

judy@streetscapemag.com

Airing Schedule: Monthly episodes run 10x/week

Channels: City of St Louis, City of St. Charles, Cape Girardeau cable channels

About: Showcases St. Charles County and surrounding area

UNITED WAY 2012 AREA MEDIA GUIDE

100.7 FM Westplex

30 Tower Street
Moscow Mills, MO 63362
636-356-4487 / FAX 636-356-4636
Website: www.westplexradio.com
Email: contact@westplexnewstalk.com
Owned by: Westplex Broadcasting LLC
Programming: Whatever we feel like
Interview: Kelley's Deliciously ALIVE
About: Serves Lincoln, Warren, St. Charles and Pike counties

Joy 99.1 FM

13358 Manchester Road, Ste. 100
Des Peres, MO 63131
314-909-8569 / FAX: 314-835-9739
Website: joyfmonline.org
Email: info@joyfmonline.org
General Manger: Sandi Brown
Program Director: Jonathon Eltrevoog
Programming: Contemporary Christian
Submit events online only:
www.joyfmonline.org/event-submit.asp

KATZ-AM 1600 AM

1001 Highlands Plaza Drive West,
Suite 100
St. Louis, MO 63110
314-333-8000 / FAX 314-333-8200
Website: www.hallelujah1600.com
Owned by: Clear Channel
Communications Incorporated
Programming: Gospel
President/Market Manager: Beth Davis
News Director: Toni Lyons
Community Affairs Director: Arika Parr
PSAs: MP3s preferred. Must be no longer than :30. Must be received 90 days before event. Attn: Arika Parr
arikaparr@clearchannel.com or fax to 314-333-8319

100.3 FM (KATZ) GenX Radio

1001 Highlands Plaza Drive West,
Suite 100
St. Louis, MO 63110
314-333-8000 / FAX 314-333-8200
Website: www.genxstlouis.com
Owned by: Clear Channel
Communications Incorporated
Programming: Modern, Contemporary
President/Market Manager: Beth Davis
News Director: Tori Lyons
Community Relations: Arika Parr
PSAs: MP3s preferred. Must be no longer than :30. Must be received 90 days before event. Attn: Arika Parr
arikaparr@clearchannel.com or fax to 314-333-8319

KBDZ 93.1 F.M./KSGM 980 AM

P.O. Box 428
Ste. Genevieve, MO 63670
573-883-2980 / FAX 573-883-2866
Website: www.suntimesnews.com
www.kbdz931.com
Email MO news:
news@suntimesnews.com
Email IL news:
bsnider@suntimesnews.com
Owned by: Donze Communications, Inc.
Programming: Hot Country
General Manager: Elmo L. Donze
Program Director: Bob Scott
News Director: Don Pritchard
Public Service Director: Elmo L. Donze
PSAs: Will use :30- and :60-second PSAs, reel or CD only.
Coverage: Perryville, Ste. Genevieve and Chester

UNITED WAY 2012 AREA MEDIA GUIDE

KCFV-FM 89.5 - The Wave

3400 Pershall Road
St. Louis, MO 63135
314-513-4463 (office)
314-513-4472 (studio)
FAX: 314-513-4217

Website:

www.stlcc.edu/FV/KCFV/Index.html

Owned by: St. Louis Community College

General Inquiries: Tim Gorry,
314-513-4463

Academic Program: Steve Bai,
314-513-4475

Program Director: Paul Langdon,
314-523-4472

Programming: News, public affairs, sports centered on events unique to North County and Florissant Valley

KCLC-FM 89.1 FM

209 South Kingshighway
St. Charles, MO 63301
636-949-4890 / FAX 636-949-4910
636-949-4891 (studio)

Website: www.891thewood.com

Live365.com (listen live)

Email: FM891@lindenwood.edu

Owned by: Lindenwood College

Programming: Adult Alternative/
Sports

General Manager: Mike Wall,
636-949-4880

Operations Manager: Rich Reighard

PSAs: Will use :10-, :20- and :30-second live copy or CD. Prefer :10- or :20-second live copy

KDHF-FM 88.1 FM

3504 Magnolia Avenue
St. Louis, MO 63118*
314-664-3955 / FAX: 314-664-1020
314-664-3688 (studio)

Website: www.kdhx.org

Owned by: Double Helix Corporation

Programming: Music and Interviews

Co-Executive Director: Nico Leone

Co-Executive Director: Beverly Hacker

Director of Marketing &

Communications: Chris Ward

PSAs: Will use :30-second spots. Send one copy. Attn: PSA Director.

Does not use recorded PSAs.

Public service messages only (hotlines, resources, etc.). Event-specific announcements should be submitted via www.kdhx.org/psa.

Interview format:

Check website for shows

*Slated to move late 2012/early 2013 to Grand Center area

KEZK Fresh FM102.5 FM

3100 Market Street
St. Louis, MO 63103
314-531-0000 / FAX: 314-969-7638
FAX Programming: 314-289-5789

Website: fresh1025.radio.com

Owned by: CBS Radio Inc.

Programming: Soft Adult Contemporary

Senior Vice President/ Market Manager:

John Sheehan

Program Director: Marty Linck

Marketing Director: Lindsey Wright,
lawright@stl.cbs.com

Promotions: Stephanye Pitts
slpitts@kezk.com

PSAs: Will use written scripts for :10-second live read

UNITED WAY 2012 AREA MEDIA GUIDE

KFAV 99.9 FM

P.O. Box 221
Warrenton, MO 63383
636-377-2300 / FAX: 636-978-4710

Website: www.kfavradio.com

Email: kfav@socket.net

Owned by: Kaspar Broadcasting Company

Programming: Today's Hot Country

Program Director: Mike Thomas

Public Affairs Director: Brian Richardson

PSAs: Will edit to fit needs

About: Serving the Westplex since 1991 with music and 10 local news casts M-F

KFNS AM Sportstalk 590 The Fan

8045 Big Bend Boulevard, Suite 200
St. Louis, MO 63119
314-962-0590 / FAX: 314-962-7576

Website: www.kfns.com

Owned by: Grand Slam Sports, LLC

Programming: Sports talk

President/General Manager: David Greene, dgreene@kfns.com

Executive Producer/Director of Programming:

Casey Davison, cdavison@kfns.com

PSAs: Will use any format

On Air Shows:

See listing:

www.kfns.com/AllShows1380.aspx

The Morning After

Producer: Joe Pelusi

The Press Box

Producer: Brian Hoffman

The One to Three Show

Producer: Kevin Lorenz

The King's Court

Producer: Jason Posey

Kelley's Deliciously ALIVE

KFTK 97.1 FM

401 S. 18th Street
The Powerhouse
St. Louis, MO 63103
314-231-9710 / FAX: 314-621-3000

Website: www.971talk.com

Owned by: Emmis Communications

Programming: Talk Radio

Senior Vice President: John Beck

News Directors: Jason Church, Denys Schaefer

Program Director: Jeff Allen

Emmis Incite/Social Impact Mktg:

Libby Nolan, lnolan@stl.emmis.com

PSAs: Will use 30-seconds and, with exception, :15s. Typed copy.

Email kristi@stl.emmis.com

Public Service Program:

Today's Issues: Sunday at 5 a.m.;

M-F 6 – 9 a.m.; M-F 2 – 4 p.m.;

and Saturday 6 – 10 a.m.

KFUO 850AM

85 Founders Lane
St. Louis, MO 63105
314-505-7800 (office)
314-505-7850 (listener)
850 AM FAX: 314-725-2538

Website: www.kfuo.org

Email: kfuo@kfuo.org

Preferred method of contact: US mail

Owned by: Lutheran Church-Missouri Synod

Programming: A listener-supported broadcast ministry of the Lutheran Church Missouri Synod

General Manager: ---

Program Director: ---

Director of Operations: Gary Duncan

Producer: Jenny Williams

PSAs: Will use :10- and :30-second spots. Send one copy of each.

Attn: Buzz Ullrich

Interview shows: The morning show will air 10-minute live interviews

UNITED WAY 2012 AREA MEDIA GUIDE

KIHT 96.3 FM

401 S. 18th Street
800 St. Louis Union Station
The Powerhouse
St. Louis, MO 63103
314-621-4106 / FAX: 314-621-3000

Website: www.k-hits.com

Owned by: Emmis Communications

Programming: Classic Hits

Senior Vice President: John Beck

Program Director: Rick Balis

Promotions Director: Kyle Guderian

Emmis Incite/Social Impact Mktg:

Libby Nolan, lnolan@stl.emmis.com

PSAs: Will use 30-seconds and, with exception, :15s. Typed copy.

Email kristi@stl.emmis.com

Public Service Program: Today's Issues, Sunday 5 a.m.

KJFF 1400 AM

P.O. Box 368
Festus, MO 63028
636-937-7642 / FAX: 636-937-3636
877-246-1400

Website: www.mymoinfo.com

Owned by: Good Radio TV, LLC

Programming: Contemporary Country & News Talk

General Manager: Dick Womack

News/Program Director: Matt West

Station Manager: Kirk Mooney

PSAs: None, but will write news stories/do interviews. Local interviews during the morning between 7:30 and 10:30 a.m. available.

Public Service Program:

AM Community Calendar

About: The voice of Jefferson County

KJSL 630 AM

10845 Olive Blvd., Suite 160
Creve Coeur, MO 63141
314-878-3600 / FAX: 314-656-3608

Website: www.truthtalk630.com

Owned by: Crawford Broadcasting Company

Preferred method of receiving contact: Fax

Programming: Christian Talk Radio

Station/Office Manager: Sheri Walker

PSAs: :30- and :60-second CD or cassette. Attn: Sheri Walker

KLUO 103.3 FM

1001 Highlands Plaza Drive West,
Suite 100
St. Louis, MO 63110
314-333-8000 / FAX: 314-333-8200

Website: www.kluo.com

Owned by: Clear Channel Communications, Incorporated

Programming: Oldies

President/Market Manager: Beth Davis

Community Relations: Arika Parr

Program Director: Mark Anderson

News Director: Tori Lyons

PSAs: MP3s preferred. Must be no longer than :30. Must be received 90 days before event. Attn: Arika Parr arikaparr@clearchannel.com or fax to 314-333-8319

UNITED WAY 2012 AREA MEDIA GUIDE

KLPW 1220 AM

P.O. Box 623
Washington, MO 63090
636-583-5155 / FAX: 636-583-1644
Website: www.klpw.com
Owned by: Broadcast Properties
Programming: Talk AM
Operations/Public Service Director:
Diane Jones
General Manager: Buzz Eckelkamp
Program Director: Diane Jones
diane@klpw.com
News Program Director: John
Covington
PSAs: Will use :30- and :60-second
spots. Attn: Diane Jones
Interview shows: contact Karen
Stratman: karenstratman@yahoo.com

KMJM 104.9 FM

1001 Highlands Plaza Drive West,
Suite 100
St. Louis, MO 63110
314-333-8000 / Fax: 314-333-8200
Website: www.kmjm.com
Owned by: Clear Channel
Communications, Incorporated
Programming: Urban Contemporary
Vice President/Market Manager:
Beth Davis
**Community Affairs/Promotions
Director:** Arika Parr
Interview Format: Sunday Morning
Live
PSAs: MP3s preferred. Must be no
longer than :30. Must be received 90
days before event. Attn: Arika Parr
arikaparr@clearchannel.com or fax to
314-333-8319

KMOX 1120 AM

One South Memorial Drive
St. Louis, MO 63102
314-621-2345 / FAX: 314-444-3298
(Newsroom) 314-444-3234
FAX: 314-588-1234
Website: www.kmox.com
Email News: kmoxnews@kmox.com
Owned by: Infinity Broadcasting Corp.
Programming: News, Talk, and Sports
Senior VP/Market Manager: John
Sheehan, 314-621-2345
News Director: John Butler, 314-444-
3232
General Sales Manager: Mike Rowen,
314-444-3261
Marketing Director: Mike Phillippi,
mike.phillippi@cbsradio.com
Community Calendar for Events: 4-
week lead. Email to kmox@kmox.com
(no calls). Attn: Patrick Hughes
Interview Format Programs: Several
exist. Please contact KMOX-AM for
complete listing
PSAs: Will use :10-second spots
primarily; read by news anchor. Will use
30-second on a limited basis; will use
:30-second recorded announcements
(no cassette tapes accepted). Send one
copy of each, four weeks in advance,
and/or email to kmox@kmox.com; enter
"PSA" in subject line (no calls)

UNITED WAY 2012 AREA MEDIA GUIDE

KPNT 105.7 FM

401 S 18th Street
Powerhouse Building
St. Louis, MO 63103
314-231-1057 / FAX: 314-621-3000
Website: www.1057thepoint.com
Email: AskThePoint@1057thepoint.com
Owned by: Emmis Communications
Programming: Alternative Music
General Manager: John Beck
Marketing/Promotions Director:
Matthew Chambers
Program Director: Tommy Mattern
Emmis Incite/Social Impact Mktg:
Libby Nolan, lnolan@stl.emmis.com
PSAs: Will use 30-seconds and, with
exception, :15s. Typed copy.
Email kristi@stl.emmis.com
Public Service Program:
Today's Issues, Sunday 5 a.m.

KQOZ 1190 AM

6500 W. Main Street, Suite 315
Belleville, IL 62223
618-394-1430; 888-394-1430
FAX: 618-394-9937
Website: www.kqqz1190am.com
Email: info@kzqz1430am.com
Programming: Talk and Classic
Country
General Manager: Terry Fox
Public Service Show: TBD. Contact:
Debbie Conner, morning host and
community outreach

KREI 800 AM

P.O. Box 461
Farmington, MO 63640
573-756-6476 / FAX: 573-756-1110
Website: www.mymoinfo.com
Owned by: Good Radio TV, LLC
Programming: News Talk
General Manager: Dick Womack
News/Program Director: Chad
Speaker
Station Manager: Kim Long
PSAs: None, but will write news
stories/do interviews.
About: The voice of Missouri's Parkland

KSD 93.7 FM

1001 Highlands Plaza Drive West,
Suite 100
St. Louis, MO 63110
314-333-8000 / FAX 314-333-8200
Website: www.thebullrocks.com
Owned by: Clear Channel
Communications, Incorporated
Programming: Country
President/Market Manager: Beth
Davis
Community Relations: Arika Parr
News Director: Tim Gilbert
Program Director: Steve Stewart
Promotions Director: Barbie Klaus
PSAs: Hard copies preferred. No longer
than 30 seconds. Attn: Arika Parr,
arikaparr@clearchannel.com or fax to
314-333-8319

KSHE 94.7 FM

800 St. Louis Union Station
Powerhouse Building
St. Louis, MO 63103
314-621-0095 / FAX: 314-621-3000
Website: www.kshe95.com
Owned by: Emmis Communications
Programming: Classic Rock
Vice President/General Manager:
John Beck
Program Director: Rick Balis
Promotions Director: Kyle Guderian
Emmis Incite/Social Impact Mktg:
Libby Nolan, lnolan@stl.emmis.com
PSAs: Will use 30-seconds and, with
exception, :15s. Typed copy.
Email kristi@stl.emmis.com
Public Service Program: Today's
Issues, Sunday 5 a.m.

UNITED WAY 2012 AREA MEDIA GUIDE

KSIV 91.5 FM/ 1320 AM

1750 South Brentwood Blvd., Suite 811
St. Louis, MO 63144

314-961-1320 / FAX: 314-961-7562

Website: www.bottradionetwork.com

Email: ksiv@bottradionetwork.com

Owned by: Bott Radio Network

Programming: Christian teaching and talk

Production Director: Ken Monroe,

kmonroe@bottradionetwork.com

Marketing Manager: Rachel Launius,

rlaunius@bottradionetwork.com

PSAs: Church related and local

KSLQ 104.5 FM

511 West 5th Street

Washington, MO 63090

636-239-6800 / FAX: 636-239-3200

Website: www.kslq.com

Email: delta@kslq.com

Owned by: Computraffic, Inc.

Programming: Hot A/C

General Manager: Chris Dieckhaus

Program Director: Brad Hildebrand

News Director: Chris Dieckhaus

Promotions Manager: Brad Hildebrand

Public Affairs Director:

PSAs: Will use :30- and :60-second

Spots send to delta@kslq.com

Serves St. Charles, Franklin, Warren and western St. Louis County

KSLZ 107.7 FM

1001 Highlands Plaza Drive West,
Suite 100

St. Louis, MO 63110

314-333-8000 / FAX: 314-333-8200

Website: www.z1077.com

Owned by: Clear Channel

Communications, Incorporated

Programming: Top 40/Adult

Contemporary

President/Market Manager: Beth Davis

Community Affairs: Arika Parr

Operations Director: Tommy Austin

Marketing Director:

PSAs: MP3s preferred. Must be no longer than :30. Must be received 90 days before event. Attn: Arika Parr

arikaparr@clearchannel.com or fax to 314-333-8319

KSTL 690 AM

10845 Olive Blvd., Suite 160

Creve Coeur, MO 63141

314-878-3600 / FAX: 314-656-3608

Website: www.690kstl.com

Owned by: Crawford Broadcasting Company

Programming: Gospel music & ministries

Station Manager: Linda Galloway

PSAs: :30-second spots CD or cassette Preferred method for receiving content via fax or mail

KTJJ 98 FM The Boot

P.O. Box 461

Farmington, MO 63640 (FM)

573-756-6476 / FAX: 573-756-1110

800-842-2330

Website: www.mymoinfo.com

Owned by: Good Radio TV, LLC

Programming: Today's Best Country

General Manager: Dick Womack

Station Manager: Kim Long

Program Director: Chad Speaker

PSAs: None, but will write news stories/do interviews.

Public Service Program:

AM Community Calendar

UNITED WAY 2012 AREA MEDIA GUIDE

KTRS 550 AM

638 West Port Plaza
St. Louis, MO 63146
314-453-5500 / FAX: 314-453-9704
News: 314-453-9774

Website: www.ktrs.com

Email: news@ktrs.com

Owned by: CH Holdings L.L.C.

Programming: News/Talk

President/General Manager: Mark Dorsey

News Director: Victoria Babu

News Anchor: Colin Jeffery

PSAs: Prefer :30-second taped spots.

Attn: Steve Wein

KTUI 102.1 FM/1560 AM

64 North Clark Street
Sullivan, MO 63080
573-468-8081 / FAX: 573-468-5440

Website: www.ktui.com

Email:
marketinginfo@fidelitycommunications.com

Owned by: Fidelity Communications

Programming: FM- New & Old Country,
AM - News Talk

General Manager/Sports Director:
John Rice

Program Director: Sam Scott

Music Director: Perry Allen

PSAs: Will accept :30 and :60-second
tape or live copy

Coverage: From St. James and Pacific
to New Haven and Potosi

KWMO The Mouth 1350 AM

511 West 5th Street
Washington, MO 63090
636-239-6800 / FAX: 636-239-3200

Owned by: Computraffic, Inc.

Programming: News/Talk

Program Director: Brad Hildebrand

About: Franklin and Warren County talk
station.

St. Louis Public Radio (KWMU) 90.7 FM

3651 Olive Street
St. Louis, MO 63108*

*new address, slated to move June
2012

314-516-5968 / FAX: 314-516-5993

FAX (newsroom): 314-516-6397

Website: www.stlpublicradio.org

Email (news): news@stlpublicradio.org

Owned by: University of Missouri-St.
Louis

Programming: News, Information,
Talk, Classical and Jazz

General Manager: Tim Eby

News Director: Bill Raack

Director of Radio Programming &

Operations: Robert B. Peterson III

Special Events Manager: Phil Donato

Community Calendar: Submit online.

Attn: Spencer Reed

Interview Format Programs: St.

Louis on Air and Cityscape. Contact:

Mary Edwards:

medwards@stlpublicradio.org

KWRE 730 AM

P.O. BOX 220
Warrenton, MO 63383
636-377-2300; 877-259-7373
FAX: 636-456-8767

Website: www.kwre.com

Email: kwrefav@socket.net

**Preferred method for receiving
content:** Via fax

Owned by: Kaspar Broadcasting
Company

Programming: Traditional Country

Program/News Director: Mike
Thomas

News/Sports & Public Affairs

Director: Jay Murry

Public Service Program: "Live Wire"
Monday-Friday 9 – 10 a.m.

PSAs: Will use :10- and :20-second
spots. Send one copy of each

UNITED WAY 2012 AREA MEDIA GUIDE

KWUR-FM 90.3 FM

Washington University
Box 1205
One Brookings Drive
St. Louis, MO 63130
314-935-5952 / FAX: 314-935-8833
Website: www.kwur.com
Email: gm@kwur.com
Owned by: Washington University
Programming: Alternative, Jazz, Reggae, Rap, Blues, Punk, Ska, Classical, World
GM: Natalie Amleshi, gm@kwur.com
Station Manager: Courtney Gray, station@kwur.com
Promotions Director: Alice Merrill, promotions@kwur.com
PSAs: :10-, :20-, :30-second used. Will use live or taped. Prefer live

KYKY 98.1 FM

3100 Market Street
St. Louis, MO 63103
314-531-0000 / FAX: 314-531-9855
Website: www.y98.com
Owned by: CBS Radio Inc.
Programming: Hot Adult Contemporary
VP/General Manager: John Sheehan
News Director: Jen Myers
Marketing Director: Lindsey Wright, lawright@stl.cbs.com
Production Director: Tim Burt
PSAs For PSAs, :10 and :30 are best. Pre-recorded PSAs are accepted for consideration, or send copy for :10- and/or :30-second PSAs, and will produce the PSA in house.
Public Service Program: "Insight on St. Louis Metro"

KXEN 1010 AM

5615 Pershing Avenue, Ste. 12
St. Louis, MO 63112
314-454-0400
Website: www.kxen1010am.com
Email: info@kxen1010am.com
Owned by: Radio Property Ventures
Programming: Christian Talk- Daytime Adult Contemporary Christian Music – Night
General Station Manager/Public Affairs Director: Dirk Hallemeier
Program/PSA Director: Jay Madas
Interview Format: Weekly program time varies.
PSAs: Will use :20- and :30-second tapes. Attn: Jay Madas

KYRO 1280 AM

30 Tower Street
Moscow Mills, MO 63362
636-356-9266 / FAX 636-356-4636
Website: www.westplexnewstalk.com
Owned by: Westplex Broadcasting LLC
Programming: News Talk
Email: contact@westplexnewstalk.com
About: Serves Lincoln, Warren, St. Charles and Pike counties

KZQZ

6500 W. Main Street, Suite 315
Belleville, IL 62223
618-394-1430; 888-394-1430
FAX: 618-394-9937
Website: www.kzqz1430am.com
Email: info@kzqz1430am.com
Programming: Golden Oldies. 50s and 60s.
General Manager: Terry Fox
Public Service Show: TBD. Contact: Debbie Conner, morning host and community outreach

UNITED WAY 2012 AREA MEDIA GUIDE

Minds Eye Information (Closed Circuit Radio)

9541 Church Circle Drive
Belleville, IL 62223
314-241-3400 ext.6444 or
618-394-6444
FAX: 618-394-6438

Website: www.mindseyeradio.org

Email: mindseye@mindseyeradio.org

Owned by: Missionary Oblates of Mary Immaculate

Programming: Radio reading to blind and print handicapped. Interview show taped for Thursday evening broadcast. Experts on vision loss, aging and disability sought for interviews.

Executive Director: Marjorie Williams

PSAs: Anything of interest to the blind, print handicapped or senior citizens

WBGZ 1570 AM

227 Market Street
P.O. Box 615
Alton, IL 62002
618-465-3535 / FAX: 618-465-3546

Website: www.wbgzradio.com

Email: wbgz@wbgzradio.com

Email news: news@wbgzradio.com

Owned by: Metroplex Communications, Inc.

Programming: News, Talk

General Manager: Sam Stemm

News Director: Mark Ellebracht

PSAs: Will use :30- and :60- second spots. Attn: Public Service Director

Public Service Program: "Let's Talk"
Monday – Thursday 10 a.m. - 12 p.m.

10:00 hour contact: Mark Ellebracht

11:00 hour contact: Doug Jenkins

WARH 106.5 FM The Arch

11647 Olive Blvd.
St. Louis, MO 63141
314-983-6000 / Fax: 314-994-9447

Website: 1065thearch.com

Email: check website for appropriate person

Owned by: Hubbard Radio

Programming: 70s, 80s & whatever we want (Adult Hits)

VP/Market Manager: John Kijowski

Program Director: Kevin Robinson

Promotions Director: Scott Wehner

PSAs: Send typed copy only (no calls).

Will use :10-second copy. Attn:

Amanda Koeppe, HR Director,

akoeppe@hubbardradio.com

WEW 770 AM

2740 Hampton Avenue.
St. Louis, MO 63139
314-781-9397 / FAX: 314-781-8545

Website: www.wewradio.com

Email: wewradio@aol.com

Owned by: Birach Broadcasting Corporation

Programming: Nostalgia/ethnic on weekends

Manager/Operations Manager:

Rich Vannoy

PSAs: On CDs :30 or :60 seconds.

Attn: Public Service Director

WFUN 95.5 FM

9666 Olive Blvd., Suite 610
St. Louis, MO 63132
314-989-9550 / FAX: 314-989-9551

Website: www.foxy955stl.com

Owned by: Radio One

Programming: Urban R&B

General Manager: Shawneen Thompson

Operations Manager: Jowcol "Boogie D" Dolby

Director of Marketing and

Promotions: Sparkl West, 314-569-5171, swest@radio-one.com

PSAs: Will use :30 second PSAs

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WGNU 920 AM

5615 Pershing, Ste. 12
St. Louis, MO 63112
314-454-0400; 877-537-1329
FAX: 314-448-4999

Website: www.wgnu920am.com

Email: info@wgnu920am.com

Owned by: Radio Property Ventures

Programming: Providing the community with useful information, enlightenment, motivation and entertainment to help bridge the gap of racial and ethnic differences.

General Station Manager/Public

Affairs Director: Dirk Hallemeier

Program/PSA Director: Jay Madas

Interview Format: Weekly program time varies.

PSAs: Will use :20- and :30-second tapes. Attn: Jay Madas

WHCO 1230 AM

1230 West Broadway
P.O. Box 255
Sparta, IL 62286
618-443-2121; 877-443-1230
FAX: 618-443-2280

Website: realcountry1230.com

Email: whco@realcountry1230.com,
news@realcountry1230.com

Owned by: Hirsch Communications and Engineering Corp. (Satellite Radio)

President/General Manager: J.L. Scheper

Promotions Director: Charles Harrison

PSAs: Send to Troy Kueker at
tbone@realcountry1230.com

WHHL Hot 104.1 FM

9666 Olive Blvd., Suite 610
St. Louis, MO 63132
314-989-9550 / FAX: 314-989-9551

Website: www.hot1041stl.com

Owned by: Radio One

Programming: Hip Hop and R&B

General Manager: Shawneen Thompson

Operations Manager: Jowcol "Boogie D" Dolby

Director of Marketing and

Promotions: Sparkl West, 314-569-5171, swest@radio-one.com

PSAs: Will use :30 second PSAs.

Attn: Janee Hardy, 314-989-9550
janee@radio-one.com

WIBI 91.1 FM

P.O. Box 140
Carlinville, IL 62626
217-854-4800 / FAX: 217-854-4810

Website: www.wibi.org

Email: wibi@wibi.org

Owned by: Illinois Bible Institute

Programming: Contemporary Christian Music

Station Manager: Jeremiah Beck,
jeremiahb@wibi.org

Promotions Director: G.W. Van Alstine, gw@wibi.org

Community Calendar:

Attn: Jessica Barton
Allow three weeks notice.

PSAs: Live copy and recorded material up to :30-seconds

WIL 92.3 FM

11647 Olive Blvd.
St. Louis, MO 63141
314-983-6000 / FAX: 314-994-9421

Website: wil92.com

Email: webmaster@wil92.com

Owned by: Hubbard Radio

Programming: Contemporary Country

VP/Market Manager: John Kijowski

Program Director: Greg Mazingo

Promotion Director: Crystal Miles

PSAs: Send typed copy only (no calls).

Will use :10-second copy. Attn:

Amanda Koeppe, HR Director,
akoeppe@hubbardradio.com

UNITED WAY 2012 AREA MEDIA GUIDE

WJBM 1480 AM

1010 Shipman Road
Jerseyville, IL 62052
618-498-8255 / FAX: 618-498-8265
Website: <http://www.wjbmradio.com/>
Email: wjbm@wjbmradio.com
Owned By: DJ Tow Rivers Radio, Inc.
Programming: News, Talk
General Manager: David Fuhler
PSAs: Live copy and recorded material
up to :30-seconds

WLCA 89.9 FM

5800 Godfrey Road
Godfrey, IL 62035
618-468-4940 / FAX 618-466-7458
Website: www.wlcafm.com/
Email: wlca@lc.edu
Owned by: Lewis and Clark Community
College
Programming: Variety
Station Manager: Mike Lemons
Program Director: David Crim,
programdirector@wlcafm.com
Promotions Director: Jordan Chiappa,
promotiondirector@wlcafm.com
PSAs: Will use :30- and :60-second
spots for not-for-profit agencies in the
Lewis and Clark district and the St. Louis
metro area

WQ2X AM 1490

6500 W. Main Street, Suite 315
Belleville, IL 62223
618-394-1430; 888-394-1430
FAX: 618-394-9937
Website: www.kzqz1430am.com
Email: info@kzqz1430am.com
Programming: Timeless Memories
General Manager: Terry Fox
Public Service Show: TBD. Contact:
Debbie Conner, morning host and
community outreach

WRYT 1080 AM

4424 Hampton Avenue
St. Louis, MO 63109
314-752-7000, 1-877-305-1234
Website: www.covenantnet.net
Owned by: Covenant Network
Programming: Catholic
General Manager: Tony Holman
PSAs: Mailed copy only

WSDZ Radio Disney 1260 AM

1978 Innerbelt Business Center Drive
St. Louis, MO 63144
314-428-4023 / FAX: 314-428-9119
Website: radiodisney.com/stlouis
Email: ted.m.zimmerman@disney.com
Owned by: Walt Disney Company
Programming: Children/Family
General Manager: Ted Zimmerman
Marketing/Sales: Jason Miller and
Jacqui Grable
Promotion Manager: Brad Watts
PSAs: Will use :15- or :30-second
recorded spots. Attention: PSA Director.
Public Service Program: "Caring is
Cool" Saturday 6:30 a.m.

WSIE 88.7 FM

SIUE, Campus Box 1773
Edwardsville, IL 62026
618-650-2228
618-650-2941 (News)
FAX: 618-650-2233
Website: www.wsie.com
Email: wsie-887@siue.edu
Owned by: Southern Illinois University-
Edwardsville
Programming: Jazz, News, SUIE
Sports, Student programming
General Manager: Greg Conroy
News/Public Affairs Director:
Tom Dehner, tdehner@siue.edu
PSAs: Will use up to :30-second spots.
Attn: PSA Director
Public Service Program: Metrotalk.
Discounts for non-profits on program
underwriting opportunities. Contact:
Tom Dehner

UNITED WAY 2012 AREA MEDIA GUIDE

WXOX 101.1 FM ESPN SPORTS

11647 Olive Blvd.

St. Louis, MO 63141

314-983-6000 / FAX: 314-994-9447

Website: 101sports.com

Email: webmaster@101sports.com

Owned by: Hubbard Radio

Programming: Sports Talk

VP/Market Manager: John Kijowski

Program Director: Kent Sterling

Promotion Director: Kelly McCallum

Rebal

PSAs: Send typed copy only (no calls).

Will use : 10-second copy. Attn:

Amanda Koeppe, HR Director,

akoeppe@hubbardradio.com

UNITED WAY 2012 AREA MEDIA GUIDE

Associated Press

900 North Tucker Boulevard
St. Louis, MO 63101
314-241-2496 / FAX: 314-241-1734
Email: firstinitiallastname@ap.org
Bureau Correspondent: Jim Salter
Staff Writers: Jim Suhr (covers IL)

Metro Networks

Toll free: 888-601-6397 x 7
Web Site: www.metronetworks.com
Email:
stlouis_news@metronetworks.com
State Desk: Taylor Millard,
taylormillard@clearchannel.com
Local Contact: Jennifer McLaughlin
jennifer.lindsey@metronetworks.com
Programming: News, Sports, Weather,
and Traffic

Missourinet

505 Hobbs Road
Jefferson City, MO 65109
573-893-7200 or 1-800-669-7200
FAX: 573-893-8094
Newsroom: 573-893-2829
News email: info@missourinet.com
Managing Editor: Brent Martin
Email: bmartin@learfield.com
Website: www.missourinet.com
News Director: Bob Priddy
Email: bpriddy@learfield.com
About: Works with radio broadcast
network affiliates throughout the state.
Mainly news and sports programs. A
subsidiary of Learfield Communications.

United Press International

20 Nantucket Lane
St. Louis, MO 63132-4135
314-554-1000 / FAX: 314-991-9320
Website: www.UPI.com
(News) Email: UPISTL@AOL.com
Preferred method of contact: Email
Reporter: Steve Whitworth

UNITED WAY 2012 AREA MEDIA GUIDE

Note: Please do not send unsolicited news releases to bloggers without contacting first to find out if they're interested. Many other media outlets have blogs (especially radio personalities). Be sure to check their websites.

501Connect.com

314-266-0883

Website: www.501Connect.com

Executive Director: Kathy Rose,
ext. 801

kathleen@501Connect.com

Published: Daily; online publication

Deadline: No set deadlines

Submit a nonprofit news article or press

release: editor@501connect.com

Submit a 'GOOD' Buzz news bit, press

release or letter to the editor

editor@501connect.com

[Post a Local Event](#)

For information or to find out more
about 501Connect:

info@501connect.com

[Create a free my501Connect nonprofit](#)

[account](#) and post your organization

profile, wish list, employment and

volunteer opportunities, and more

Twitter:

<https://twitter.com/#!/501CONNECT>

Facebook:

<http://www.facebook.com/501CONNECT>

About: Provides the greater St. Louis
area with a central location to find
opportunities to get involved with local
nonprofit organizations.

KMOV-TV 4

One Memorial Drive

St. Louis, MO 63102

Blogs:

www.kmov.com/community/blogs/

(go to each blog to determine
platform/contacts)

4-Warn Weather Blog, Reporters' Blog,

News 4 Investigates - The Daily Briefing,

Kristen in the City, Steve Savard Field

Notes, Sports Blog, TV Programming

News and Notes, Virginia Kerr

KMOX Radio

One South Memorial Drive

St. Louis, MO 63102

Website: www.stlouis.cbslocal.com

(go to each show page to find blog)

KSDK-TV 5

1000 Market Street

St. Louis, MO 63101

Blogs:

[www.ksdk.com/life/community/blogs.as
px](http://www.ksdk.com/life/community/blogs.aspx)

(go to each blog to determine
platform/contacts)

KTVI-TV (FOX 2)

2250 Ball Drive

St. Louis, MO 63146

My Neighborhood: [fox2now.com/my-
neighborhood/](http://fox2now.com/my-neighborhood/)

Post your own content to the My
Neighborhood pages

Missouri Sports Magazine

7253 Watson Road #167

St. Louis, MO. 63119

(314) 898-0153 / Fax: (314) 898-0154

Website: www.missourisportsmag.com

Email:

officeteam@missourisportsmag.com

Editorial Director: Shane Patton

shanep@missourisportsmag.com

Standards Editor/Publisher

Services: Stephanie Miller

stephm@missourisportsmag.com

CFO/University Relations: Angela

Patton

angelap@missourisportsmag.com

Monthly Page Views*: 1,493,248

About: Missouri Sports Magazine
focuses on local and regional sports as
well as the NFL, NHL, NBA, MLB and
NCAA.

Partners: Sports Network, Getty
Images and Global Sports Media

*Currently online only – may see print
editions later 2012

UNITED WAY 2012 AREA MEDIA GUIDE

NOCO

North County Blog
314-359-5927

Website: <http://nocostl.com>

Editor/Publisher: Shannon Howard,
Shannon@NOCostl.com

Nonprofit Beat

P.O. Box 611
Gardiner, ME 04345
207-213-0835

Website: <http://nonprofitbeat.org/>

Email: stories@nonprofitbeat.org;
info@nonprofitbeat.org

See website for story submission requirements

Chief Creative Officer: Hannah Gregory;
pr@nonprofitbeat.org

Patch.com

Website: Patch.com

Facebook: [facebook.com/stlouispatch](https://www.facebook.com/stlouispatch)

Owner: AOL

Regional Editor: Kurt Greenbaum,
kurt.greenbaum@patch.com

Associate Regional Editors: Brian Feldt
brianf@patch.com, Ryan Martin
ryan.martin@patch.com

Questions: Lindsay Toler,
lindsay.toler@patch.com,

Published: Daily; online publication

Deadline: No set deadlines

Distribution: Regional market

Share photos and videos: Click "Pics & Clips" on the homepage. Post your organization's events, announcements, volunteer opportunities, blog items and more at each respective outlet.

Example:

[website of outlet/events/new](#)

[website of outlet/announcements/new](#)

[website of outlet/blog/apply](#)

Motto: Making life ridiculously easy

24 locations:

Affton-Shrewsbury Patch

Website: affton.patch.com

Editor: open (at print time)

Email: Affton@patch.com

Phone: 314-406-9965

Arnold Patch

Website: arnold.patch.com

Editor: Michael de los Reyes,
michael.delosreyes@patch.com

Email: arnold@patch.com

Phone: 636-575-9091

Ballwin-Ellisville Patch

Website: ballwin-ellisville.patch.com

Editor: Chase Castle,
chase.castle@patch.com

Email: ballwin-ellisville@patch.com

Phone: 314-591-4452

Chesterfield Patch

Website: chesterfield.patch.com

Editor: Jean Whitney,
jean.whitney@patch.com

Email: chesterfield@patch.com

Phone: 314-223-3357

Clayton-Richmond Heights Patch

Website:

clayton-richmondheights.patch.com

Editor: Nate Birt,
nathan.birt@patch.com

Email: clayton-richmondheights@patch.com

Creve Coeur Patch

Website: crevecoeur.patch.com

Editor: Gregg Palermo,
gregg.palermo@patch.com

Email: crevecoeur@patch.com

Phone: 314-258-5768

Eureka-Wildwood Patch

Website: eureka-wildwood.patch.com

Editor: Julie Brown Patton,
julie.patton@patch.com

Email: eureka-wildwood@patch.com

Phone: 314-873-8014

Fenton-High Ridge Patch

Website: fenton-highridge.patch.com

Editor: Dan Barger,
dan.barger@patch.com

Email: fenton-highridge@patch.com

Phone: 314-420-9777

Florissant Patch

Website: florissant.patch.com

Editor: Aja Junior,
aja.junior@patch.com

Email: florissant@patch.com

Phone: 314-304-8329

Online Only

UNITED WAY 2012 AREA MEDIA GUIDE

Hazelwood Patch

Website: hazelwood.patch.com
Editor: Candace Jarrett,
candace.jarrett@patch.com
Email: hazelwood@patch.com
Phone: 314-341-5417

Kirkwood Patch

Website: kirkwood.patch.com
Editor: Owen Skoler,
owen.skoler@patch.com
Email: kirkwood@patch.com
Phone: 314-210-6152

Ladue-Frontenac Patch

Website: ladue-frontenac.patch.com
Editor: Jim Baer,
james.baer@patch.com
Email: ladue-frontenac@patch.com
Phone: 314-258-0601

Maplewood-Brentwood Patch

Website:
maplewood-brentwood.patch.com
Editor: Doug Miner,
doug.miner@patch.com
Email: maplewood-brentwood@patch.com
Phone: 314-225-5611

Maryland Heights Patch

Website: marylandheights.patch.com
Editor: Rob McLean,
rob.mclean@patch.com
Email: Marylandheights@patch.com
Phone: 314-302-9142

Mehlville-Oakville Patch

Website: mehlville-oakville.patch.com
Editor: Sarah Flagg,
sarah.flagg@patch.com
Email: mehlville-oakville@patch.com
Phone: 314-258-1131

O'Fallon (MO) Patch

Website: ofallon.patch.com
Editor: Jordan Lanham,
jordan.lanham@patch.com
Email: ofallon@patch.com
Phone: 314-210-4987

St. Charles Patch

Website: stcharles.patch.com
Editor: Kalen Ponche,
kalen.ponche@patch.com
Email: stcharles@patch.com
Phone: 636-399-9674

St. Peters Patch

Website: stpeters.patch.com
Editor: Joe Barker,
joe.barker@patch.com
Email: stpeters@patch.com
Phone: 636-575-9390

Sunset Hills-Crestwood Patch

Website:
sunsethills-crestwood.patch.com
Editor: Alyssa Stahr,
alyssa.stahr@patch.com
Email: sunsethills-crestwood@patch.com
Phone: 314-277-7792

Town and Country-Manchester Patch

Website: townandcountry-manchester.patch.com
Editor: Gabrielle Boindo,
gabrielle.biondo@patch.com
Email: townandcountry-manchester@patch.com
Phone: 314-306-7196

University City Patch

Website: universitycity.patch.com
Editor: Maggie Rotermund,
maggie.rotermund@patch.com
Email: universitycity@patch.com
Phone: 314-616-5665

Webster Groves Patch

Website: webstergroves.patch.com
Editor: Sheri Gassaway,
sheri.gassaway@patch.com
Email: webstergroves@patch.com
Phone: 314-409-1086

Wentzville Patch

Website: wentzville.patch.com
Editor: Tamara Duncan,
tamara.duncan@patch.com
Email: Wentzville@patch.com
Phone: 636-357-6173

UNITED WAY 2012 AREA MEDIA GUIDE

Saint Louis Beacon, The

3655 Olive Street
St. Louis, MO 63108
314-535-6397

Website: www.stlbeacon.org

Email: newstip@stlbeacon.org

Publisher: Board of Directors,
Richard K. Weil, chair

Editor: Margaret Freivogel

Associate Editor: Robert Duffy

Features and Commentary Editor:

Donna Korando

dkorando@stlbeacon.org

Politics and Issue Editor: Susan
Hegger

shegger@stlbeacon.org

Contributing Editor: Richard Weiss

Published: Daily; online publication

Deadline: No set deadlines

Distribution: Regional market

About: The Beacon is dedicated to providing News That Matters to readers in the St. Louis metropolitan region and beyond

St. Louis Core

Website: stlouiscore.com/about/

Editor: Maurice Falls,

editor@stlouiscore.com

About: A community-based, open forum to share ideas and keep the community up to date on things happening in our city. The community, businesses, office holders, and people of St. Louis are encouraged to get involved in St. Louis Core and add their perspective about what is happening in the community

St. Louis Health and Wellness

314-282-5011

Website: stlhealthandwellness.com

Publisher: Alvos Marketing Group

St. Louis Account Executive: Lyndsi
Koszo

Email:

Lyndsi@stlhealthandwellness.com

About: Portal educating readers about a variety of methods for maintenance of good health and the treatment of illness. Find the monthly topics on the website in the media kit

St. Louis Kids

P.O. Box 7612

Chesterfield, MO 63006

636-527-4145 / FAX: 636-216-7994

Website: www.stlouiskidsmagazine.com

Email: editor@stlouiskidsmagazine.com

Events:

events@stlouiskidsmagazine.com

School News:

schoolnews@stlouiskidsmagazine.com

Publisher: Apple Media/Julia Bollman

Distribution: Online only

About: The metro St. Louis guide to smart parenting

UNITED WAY 2012 AREA MEDIA GUIDE

STL Today (St. Louis Post-Dispatch)

900 N. Tucker Blvd.

St. Louis, MO 63101

Website: www.stltoday.com

Calendar: events.stltoday.com/

PR Zone:

<http://interact.stltoday.com/pr/>

The St. Louis Post-Dispatch has many resources that are online only, one is the PR Zone, a good place for news releases.

News Blogs:

<http://www.stltoday.com/news/opinion/columns/>

(go to each blog to determine platform/contacts)

Business Blogs:

<http://www.stltoday.com/news/opinion/columns/>

(go to each blog to determine platform/contacts)

Life & Style/Entertainment Blogs:

<http://www.stltoday.com/lifestyles/relationships-and-special-occasions/columns/>

(go to each blog to determine platform/contacts)

Sports Blogs:

<http://www.stltoday.com/news/opinion/columns/>

(go to each blog to determine platform/contacts)

UNITED WAY 2012 AREA MEDIA GUIDE

(Alton) The Telegraph

111 East Broadway
Alton, IL 62002
618-463-2500 / 618-463-2560 (News)
News Night Tips: 618-463-2561
FAX Newsroom: 618-463-2578
Website: www.thetelegraph.com
Email: telegraph@thetelegraph.com
Publisher: Jim Shrader
Executive Editor: Dan Brannan
Published: Daily
Circulation: 30,000
Distribution: Greene, Macoupin,
Madison, Calhoun and Jersey counties

Breese Journal

8060 Old U.S. Highway 50
P.O. Box 405
Breese, IL 62230
618-526-7211 / FAX: 618-526-2590
Website: www.breese.pub.com
Email news: editor@breese.pub.com
President: Steve Mahlandt
Vice President: Dave Mahlandt
Editor: Vicky Albers
Published: Wednesdays
Deadline: Mondays by 5 p.m.
Circulation: 6,735
Distribution: Clinton County

Belleville News - Democrat

120 South Illinois
P.O. Box 427
Belleville, IL 62220
618-234-1000 / FAX: 618-234-9597
Website: www.bnd.com
Email: newsroom@bnd.com
For e-mail addresses, type the first initial of the first name, followed by the last name, then @bnd.com, except where noted. Example: jtebbe@bnd.com
President & Publisher: Jay Tebbe
Executive Editor: Jeff Couch
City Editor: Gary Dotson
Published: Daily
Deadline: 8 p.m. evening preceding publication.
Circulation: 55,000 Monday-Saturday;
65,000 Sunday
Distribution: St. Clair, Monroe, Clinton,
Bond, Randolph and Madison counties
General Circulation/Daily Newspaper

Bunker-Hill Gazette News

150 North Washington
P.O. Box Z
Bunker Hill, IL 62014
618-585-4411 / FAX: 618-585-3354
Email: gazette8@frontiernet.net
GM/Publisher: John Galer
Editor: Laura Dabbs
Published: Thursdays
Deadline: Mondays by noon
Circulation: 1,650
Distribution: Bunker Hill, Dorchester,
Dorsey, Moro, Prairietown, Shipman,
Woodburn and Royal Lakes

UNITED WAY 2012 AREA MEDIA GUIDE

Campbell Publications

832 S. State Street
Jerseyville, IL 62052
618-498-1234 / FAX: 630-206-0367
Publisher: Julie Boren
Editor: Robert Lyons

Calhoun News-Herald

Email:
cnhnews@campbellpublications.net
Published: Thursdays
Deadline: Mondays by 5 p.m.
Distribution: Calhoun County

Jersey County Journal

Email:
jcjnews@campbellpublications.net
Published: Thursdays
Deadline: Tuesdays by noon
Circulation: 11,500
Distribution: Jersey County

Greene Prairie Press

Email:
gppnews@campbellpublications.net
Published: Thursdays
Deadline: Tuesdays by noon
Distribution: Greene County

(Also Scott County Times in Scott County; Pike Press and Weekly Messenger in Pike County)

Command Post

120 South Illinois Street
Belleville, IL 62220
618-632-3643 / FAX: 618-632-6438
Email: ofprogress@bnd.com
Owned by: Knight Ridder
Publisher: Todd Eschman
Managing Editor: Georgia Hillyer
Advertising Manager: Judy Connolly
Published: Thursdays
Deadline: Fridays by 2 p.m.
Circulation: 12,000
Distribution: O'Fallon, Mascoutah, Shiloh, Scott AFB, Fairview Heights, Caseyville, Lebanon, Troy and Belleville

County Journals

1101 East Pine
Percy, IL 62272
618-497-8272 / FAX: 618-497-2607
Email: cjournal@egyptian.net
Publisher: Gerald and Larry Willis
Published: Thursdays
Deadline: Tuesdays by noon
Circulation: 7,100
Distribution: Randolph County, Northern Jackson County and Perry County

Daily American, The

111 South Emma Street
West Frankfort, IL 62896
618-932-2146 / FAX: 618-937-6006
Website: www.dailyamericannews.com
Publisher: Jim Murphy,
jmurphy@corp.gatehousemedia.com
Published: Daily
News Editor: Alec Ramsay,
editor@dailyamericannews.com
Deadline: Two days before publication
Distribution: Subscription and area newsstands

East St. Louis Monitor

1501 State Street
East St. Louis, IL 62205
618-271-0468 / FAX: 618-271-8443
Email: media@estlmonitor.com
Publisher/Editor: Anne Jordan
Published: Thursdays
Deadline: Mondays by 5 p.m.
Circulation: 22,500
Distribution: Metro-East Area (Illinois)

UNITED WAY 2012 AREA MEDIA GUIDE

Edwardsville Intelligencer

117 North Second Street
Edwardsville, IL 62025
618-656-4700 / FAX: 618-656-7618
(editorial)

Website: www.theintelligencer.com

Email: feedback@edwpub.net

Publisher: Denise Vonder Haar

Editor: Bill Tucker,

btucker@edwpub.net

Published: Daily except Sundays,
Thanksgiving, Christmas and New Year's

Deadline: One day before publication

Circulation: 5,000

Distribution: Edwardsville, Glen Carbon
and surrounding areas

Enquirer-Democrat

125 East Main Street
Carlinville, IL 62626
217-854-2534 / FAX 217-854-2535

Email: enquirerdemocrat@gmail.com

Editor: Rick Wade

Published: Thursdays

Deadline: Mondays by 5 p.m.

Circulation: 5,500

Distribution: Macoupin County

A subscription paper

Freeburg Tribune

820 South State Street
Freeburg, IL 62243
618-539-3320 / FAX: 618-539-3346

Email: newsroom@freeburgtribune.com

Publisher: Freeburg Printing and
Publishing

Editor: Harold Carpenter

Published: Thursdays

Deadline: Mondays by 5 p.m.

Circulation: 2,900

Distribution: Freeburg, Fayetteville, St.
Libory, Smithton, rural Belleville areas

Herald Publications, Inc.

314 East Church Street
P.O. Box C
Mascoutah, IL 62258
618-566-8282 / FAX: 618-566-8283

Website: www.heraldpubs.com

Email: mascherald@heraldpubs.com

Publisher: Greg Hoskins

Editor: Pamela Rensing

Note: Send all press releases for Herald
Publications to Pamela Rensing

Clinton County News

Email: ccn@heraldpubs.com

Published: Thursdays

Deadline: Mondays by 5 p.m.

Circulation: 6,000

Distribution: New Baden, Trenton,
Avison, Breese, western Clinton
County

Mascoutah Herald

Email: mascherald@heraldpubs.com

Published: Thursdays

Deadline: Mondays by 5 p.m.

Circulation: 3,000

Distribution: Mascoutah, Belleville,
Scott Air Force Base and Fayetteville

Scott Flyer, The

Email: mascherald@heraldpubs.com

Published: Thursdays

Deadline: Mondays by 5 p.m.

Circulation: 6,000

Distribution: Scott AFB

Tribune of Fairview Heights

Email: tribune@heraldpubs.com

Published: Thursdays

Deadline: Mondays by 5 p.m.

Circulation: 8,500

Distribution: Fairview Heights,
Collinsville, Caseville, Belleville and
surrounding rural area

UNITED WAY 2012 AREA MEDIA GUIDE

Highland News Leader

1 Woodcrest Professional Park
P.O. Box 250
Highland, IL 62249
618-654-2366 / FAX: 618-654-1181

Website: www.highlandnl.com

Email: hnlnews@bnd.com

Preferred method for receiving content: Email

Owner: Knight-Ridder

GM and Editor: Todd Eschman

Managing Editor: Curt Libbra

Published: Thursdays

Deadline: Mondays by 5 p.m.

Circulation: 6,000

Distribution: Madison, St. Clair, Clinton and Bond counties

Illinois Business Journal

P.O. Box 248
Edwardsville, IL 62025
618-465-5572

Website: www.ibjonline.com

Email: info@ibjonline.com

Owned by: Independently owned

President/CEO & Editor: Kerry Beiser

Vice President/COO: Alan J. Ortvals

Published: Monthly

Deadline: 25th of the previous month

Circulation: 18,500

About: A newspaper devoted to news of the Illinois business community.
Available by subscription only

Illinois Suburban Journals

#2 Executive Drive
Collinsville, IL 62234
618-344-0264 / FAX: 618-344-3611

Managing Editor: Beth O'Malley

618-344-0264 ext. 145

Website:

suburbanjournals.stltoday.com/

Email: bomalley@yourjournal.com

Collinsville Herald Journal

Published: Wednesdays

Deadline: One week before publication

Distribution: Collinsville, Troy, Caseyville and Maryville

Granite City Press Record

Published: Wednesdays

Deadline: One week before publication

Distribution: Granite City, Madison, Venice, Pontoon Beach, Mitchell and surrounding rural areas

Kwik Konnection

P.O. Box 67
Staunton, IL 62088
618-635-3172 / FAX: 618-635-3171

Email: editor@kwikkonnection.com

Publisher: William Napper

Circulation: 6,000

Distribution: Madison and Macoupin counties

Lebanon Advertiser

The Lebanon Newspaper
309 West St. Louis St.
Lebanon, IL 62254-8126
618-537-4498

Preferred method for receiving content: U.S. Mail

Publisher/Editor: Harrison L. Church

Deadline: Friday

Published: Wednesday by noon

Circulation: 1,100

Distribution: Lebanon area

UNITED WAY 2012 AREA MEDIA GUIDE

Monroe County Independent

120 N. Main Street
P.O. Box 407
Columbia, IL 62236
618-281-8000 / FAX: 618-281-7969
Website: www.mocountyillinois.com
Email: independent@htc.net
Publisher & Editors: Ed Wienhoff Jr.,
John Conrad
Published: First and third Fridays of
each month

North County News

124 South Main Street
P.O. Box 68
Red Bud, IL 62278
618-282-3803 / FAX: 618-282-6134
Website: www.blossomcity.com/ncn
Email: ncnews@htc.net -- no
attachments
Publisher: Victor Mohr, Sr.
Managing Editor: Mary Koester
Assistant Managing Editor: Jana
Kueker
Published: Thursdays
Deadline: Tuesdays by noon
Circulation: 16,970
Distribution: Randolph, St. Clair and
southern Monroe counties

O'Fallon Progress

120 South Illinois
P.O. Box 427
Belleville, IL 62222
618-632-3643 / FAX: 618-632-6438
Website: www.ofprogress.com
Email: ofprogress@bnd.com
Owned by: Knight Ridder
Publisher: Todd Eschman
Editor: Dan Kelley, 618-239-2688
Published: Thursdays
Deadline: Mondays by 5 p.m.
Circulation: 6,000
Distribution: O'Fallon, Mascoutah,
Shiloh, Fairview Heights, Caseyville,
Lebanon, Troy, Belleville and Scott AFB

Okawville Times

109 E. Walnut Street
P.O. Box 68
Okawville, IL 62271
618-243-5563
Website: www.okawvilletimes.com/
Email: press1@okawvilletimes.com
Publisher: Gary Stricker
Editor: Debby Stricker
Published: Wednesdays
Deadline: Tuesday mornings
Circulation: 2,100
Distribution: Washington County

Randolph County Herald Tribune

1205 Swanwick Street
P.O. Box 269
Chester, IL 62233
618-826-2385 / FAX: 618-826-5181
Website:
www.randolphcountyheraldtribune.com
Email: tribuneeditor@frontier.com
Publisher: Sabrina Franklin
Managing and Online Editor: Carrie
Gonzalez-Myers
Published: Thursdays
Deadline: Mondays by 3 p.m.
Circulation: 2,200
Distribution: Subscription to Randolph,
Monroe, Perry, Dupou and Jackson
counties

Republic-Times

114 N. Main Street
P.O. Box 147
Waterloo, IL 62298
618-939-3814 / FAX 618-939-3815
Website: www.republictimes.net
Email: corey@republictimes.net
Managing Editor: Corey Saathoff
Published: Wednesdays
Deadline: Mondays by 5 p.m.
Circulation: 4,399
Distribution: Subscription to Monroe
County and parts of Randolph and St.
Clair

UNITED WAY 2012 AREA MEDIA GUIDE

Shopper, The

1200 12th Street
P.O. Box 96
Highland, IL 62249-0096
618-654-4459 / FAX: 618-654-9702
Website: www.theshoppersreview.com
Email: shoppersreview@charter.net
Publisher/General Manager: Jeff Stratton
Published: Wednesdays
Distribution: 18,800

St. Louis Post Dispatch — Illinois

Press Room, Illinois State House
Springfield, IL 62706
217-782-4912 / FAX: 217-528-1078
Website: www.stltoday.com
Email:
firstinitiallastname@post-dispatch.com
Illinois Editor: Pat Gauen
Illinois Bureau Reporters
Nick Pistor – St. Clair and Monroe
Terry Hillig – Madison

Staunton Star-Times

108 West Main Street
P.O. Box 180
Staunton, IL 62088
618-635-2000 / FAX: 618-635-5281
Website: www.stauntonstartimes.com
Email: startime@madisontelco.com
Publisher/Editor: Walter F. Haase
Published: Wednesdays
Deadline: Mondays by noon
Circulation: 4,000
Distribution: Macoupin and Madison counties

Steelville Ledger

1205 Swanwick Street
P.O. Box 269
Chester, IL 62233
618-826-2385 / FAX: 618-826-5181
Email: tribuneeditor@frontier.com
General Manager/Publisher: Sabrina Franklin
Editor: Carrie Myers
Published: Wednesdays
Deadline: Fridays by noon
Circulation: 1,000
Distribution: Steelville, Percy, Ava, Chester, Sparta and Randolph Counties

Trenton Sun

15 West Broadway
P.O. Box 118
Trenton, IL 62293
618-224-9422 / FAX: 618-224-2646
Website: www.trentonsun.net
Email: mike@trentonsun.net
Publisher/Editor: Michael Conley
Published: Wednesdays
Deadline: Mondays by 3 p.m.
Circulation: 1,750
Distribution: Clinton, Madison and St. Clair counties and surrounding areas

Times-Tribune

201 E. Market Street
P.O. Box 68
Troy, IL 62294
618-667-3111 / FAX: 618-677-3128
Email: timestribune@wisperhome.com
Publisher: Paul Ping
Editor: Steve Rensberry
Published: Thursdays
Deadline: Mondays by noon
Circulation: 4,100
Distribution: Troy, St. Jacob, Marine, Maryville, Edwardsville, Collinsville and Glen Carbon

UNITED WAY 2012 AREA MEDIA GUIDE

Union Banner

671 Tenth Street

Carlyle, IL 62231

618-594-3131 / FAX: 618-594-3115

Email: news@unionbanner.net

Publisher: John Perrine

Editor: Mark Hadapp

Published: Wednesdays

Deadline: Tuesday midday

Circulation: 6,000

Distribution: Central and Eastern
Clinton County

UNITED WAY 2012 AREA MEDIA GUIDE

ALIVE

2200 Gravois Avenue, Ste. #201
St. Louis, MO 63104
314-446-4059 / FAX: 314-446-4052
Website: www.alivemag.com
Email: advertising@alivemag.com
Preferred method of contact: Email
Editor in Chief: Kelly Hamilton
Executive Editor: Jennifer Dulin Wiley;
for news releases send to
Jennifer@alivemag.com
Distributed: Monthly
Circulation: 100,000
Deadline: Two months prior to issue
date
Calendar Submission:
calendar@alivemag.com
About: St. Louis magazine focusing on
fashion, style and living

Call Newspapers

9977 Lin Ferry Drive
St. Louis, MO 63123
314-843-0102 / FAX: 314-843-0508
Website: www.callnewspapers.com
Email: news1@callnewspapers.com
Publisher/Advertising Sales:
Deborah Baker
General Manager: Bill Milligan
Exec. Editor: Mike Anthony
Published: Thursdays
Deadline: One week before publication

Concord Call

Circulation: 17,120
Distribution: ZIP code 63128

Green Park Call

Circulation: 2,308
Distribution: ZIP code 63123

Mail Call

Circulation: 118,000
Distribution: ZIP codes 63010,
63026, 63123, 63125, 63126,
63127, 63128 and 63129

Oakville Call

Circulation: 22,268
Distribution: ZIP code 63129

SunCrest Call

Circulation: 13,340
Distribution: ZIP codes 63126,
63127

Community News

2139 Bryan Valley Commercial Dr.
O'Fallon, MO 63366
636-379-1775 / FAX: 636-379-1632
Website: www.mycnews.com
Email: info@mycnews.com
Publisher: Robert J. Huneke, Jr.
Published: Wednesdays
Deadline: Monday by noon
Distribution: Florissant, Hazelwood,
Overland, Bridgeton, Maryland Heights,
St. Charles, St. Peters, O'Fallon, Spanish
Lake, Cottleville, Weldon Spring,
Dardenne Prairie, Lake St. Louis,
Wentzville, Troy, Ferguson and
Bellevue neighborhoods

UNITED WAY 2012 AREA MEDIA GUIDE

Cuba Free Press

501 E. Washington Street
P.O. Box 568
Cuba, MO 65453
573-885-7460 / FAX: 573-885-3803

Website: www.cubafreepress.com

Email: news@cubafreepress.com

Publisher: Three Rivers Publishing, Inc.

Owner: Rob Viehman

Editor: Chris Case,

ccase@cubafreepress.com

Deadline: Mondays by 4 p.m.

About: A weekly newspaper serving Crawford County and focusing on local news

Current Newsmagazine, The

540 East Osage
Pacific, MO 63069
636-271-0990 / FAX: 636-271-0901

Website:

www.currentnewsmagazine.com

Email:

publisher@currentnewsmagazine.com

Publisher: Michael Kircher

Published: Twice per month

About: Community newsmagazine. Good news about good people. See below for editions/contacts:

Big River Current Newsmagazine

Email:

bigrivernews@currentnewsmagazine.com

Editor: Amy Huff

Distribution: High Ridge, House Springs, Cedar Hill and Dittmer

Fenton Current Newsmagazine

Email:

fentonnews@currentnewsmagazine.com

Editor: Amy Huff

Distribution: 63026 zip code

Eureka-Pacific Current Newsmagazine

Email:

eureka-pacificnews@currentnewsmagazine.com

Editor: Debby Kwiecien

Distribution: Eureka, Labadie, Pacific, Robertsville, Villa Ridge, Gray Summit, Catawissa

Valley Park Current Newsmagazine

Email:

valleyparknews@currentnewsmagazine.com

Editor: Amy Huff

Distribution: Valley Park, Twin Oaks and parts of Ballwin

Wildwood Current Newsmagazine

Email:

wildwoodnews@currentnewsmagazine.com

Editor: Cathy Lirette

Distribution: Wildwood, Ellisville, Grover, Glencoe, and Pond

UNITED WAY 2012 AREA MEDIA GUIDE

Eleven Magazine

3407 S. Jefferson Avenue
St. Louis, MO 63118
415-328-7778

Website: www.elevenmusicmag.com

Email: info@elevenmusicmag.com

Publisher: Hugh Scott

Managing Editor: Tara Pham

Published: Monthly

Deadline: by 15th of month prior; e-mail for more info and flexibility

Circulation: 10,000

About: Music, community and culture. *Eleven* is the St. Louis region's only dedicated music magazine

Elsberry Democrat

106A North Third Street
P.O. Box 105
Elsberry, MO 63343
573-898-2318 / FAX: 573-898-2173

General Manager: Michael Short
edgenmgr@lcs.net

Website: www.elsberrydemocrat.com

Published: Wednesdays

Deadline: Mondays by 4 p.m.

Circulation: 1,200

Distribution: Elsberry area

Feast Magazine

900 N. Tucker Blvd.
St. Louis, MO 63101

Website: www.feaststl.com

Publication of: Suburban Journals of Greater St. Louis, LLC

Publisher and editor: Catherine Neville

Managing editor: Brandi Wills

Online editor: Kristin Brashares

Published: Monthly

About: The kind of culinary magazine that resonates with readers on a personal level; it speaks to the breadth of their daily experience with food and drink

Focus News, LLC

PO Box 32066
St. Louis, MO 63132
314-713-2400

Website: www.thefocusnews.com

Email: thefocusnews@yahoo.com

Editor/Publisher: Tamara See

Deadline: Wednesdays by noon

Published: Thursday for Friday distribution

About: A local paper serving St. Charles, Warren, Lincoln, Montgomery, Gasconade, and Audrain Counties

Gateway Journalism Review*

1100 Lincoln Drive
Communications Building
Carbondale, IL 62901
314-991-1699 / FAX: 314-997-1898

Website: www.gatewayjr.org

Email: sjreview@sbcglobal.net

Editor: William A. Babcock

Published: 4 times a year

Deadline: 10th of month preceding publication

Circulation: 5,500

Distribution: Metropolitan St. Louis area/nationally.

About: Primarily covers print and broadcast journalism

*Formally known as St. Louis Journalism Review

Healthy Planet, The

20 North Gore Avenue, Suite 200
St. Louis, MO 63119
314-962-7748 / FAX: 314-962-0728

Website: www.TheHealthyPlanet.com

Publisher: J.B. Lester, JBL44@aol.com

Lifestyle Editor: Leah O'Donnell,
lodonnellthp@aol.com

Published: Monthly

Deadline: 15th of month prior

Calendar: Send calendar submissions to: JBL44@aol.com

About: St. Louis' only environmental, health, wellness & natural living publication with more than 90,000 eco-friendly and health-conscious readers

UNITED WAY 2012 AREA MEDIA GUIDE

IL Pensiero - The Thought

10001 Stonell Drive
St. Louis, MO 63123
314-638-3446 / FAX: 314-638-8222
Website: www.ilpensierostl.com
Email: ilpensiero@charter.net
Publisher: Antonio Lombardo
Managing Editor: Cav. A. Gandolfo
English Editor: Maria Antonia Peri Sack
Published: Bi-monthly
Circulation: 25,000 (U.S. and Italy)
Uses freelance material. Only Italian newspaper in Missouri

Independent News (The)

25 St. Anthony Lane
Florissant, MO 63031
314-831-4645 / FAX: 314-831-4566
Website: www.flovalleynews.com
Email: independentnws@aol.com
Preferred method of contact: Via Email
Publisher/Editor: Bob Lindsey
Published: Thursdays
Deadline: Mondays
Circulation: Print: 28,000 / Online: 50,000 views per month
Distribution: Florissant, Black Jack, Hazelwood, Spanish Lake and Barrington Downs

Java Journal – St. Louis

11116 South Towne Square, Suite 102
St. Louis, MO 63123
314-894-3655 / FAX: 314-894-3037
Website: www.javajournalstl.com
Email: info@javajournalnow.com
Will not open attachments
Distributed: Monthly
Deadline: 15th of month prior to published issue. To post events in our Arts & Entertainment section, send information in body of email in calendar format (event title, date, time, place, contact information). Will not open email attachments.
Circulation: 25,000
About: Positive news, personal growth, community awareness

Jefferson County Leader, The

PO Box 159
Festus, MO 63028
636-931-7560 / FAX: 636-931-2226
Website: myleaderpaper.com
Email: nvrweakly@aol.com
Publisher: Pam LaPlant
Editor: Peggy Bess
Managing Editor: Peggy Bess
Published: Thursdays
Deadline: Fridays prior to publication
Distribution: Barnhart, Herculaneum, Pevely, Crystal City, Festus, Hillsboro and DeSoto
About: Direct mail, free community newspaper

Labor Tribune

505 South Ewing Avenue
St. Louis, MO 63103
314-535-9660 / FAX: 314-531-6131
Website: www.labortribune.com
Email: publisher@labortribune.com
Publisher: Edward M. Finkelstein
Managing Editor: Dana L. Spitzer
Published: Thursday
Deadline: Fridays by 3 p.m.
Circulation: 70,000
About: Only official publication for AFL-CIO news in the St. Louis and Southern Illinois area

UNITED WAY 2012 AREA MEDIA GUIDE

Ladue News

8811 Ladue Road
St. Louis, MO 63124
314-863-3737 / FAX: 314-863-4445
Website: www.laduenews.com
Email: pressreleases@laduenews.com
Preferred method for receiving content: Via fax or U.S. mail. Due to high volume of email, unsolicited emailed PSAs, especially those with attachments, are not opened
Publisher: Justin Nangle
Editor in Chief: Trish Muyco-Tobin
Managing Editor: Diane Alt
Published: 50 times per year
Deadline: Four weeks before publication
Circulation: 45,000
Distribution: Clayton, Creve Coeur, Chesterfield, Central West End, Kirkwood, Ladue, Olivette, St. Louis, University City, Webster, Wildwood, Richmond Heights areas and St. Albans

Lafayette Square Marquis

625 N. Euclid Avenue, Ste. 200
PO Box 4538
St. Louis, MO 63108
314-367-6612 / FAX: 314-367-0727
Website: www.westendword.com
Publisher/Editor: Jeffrey Fister
jfister@westendword.com
Published: Monthly
Distribution: Lafayette Square neighborhood and surrounding areas
About: Community news in and around Lafayette Square

Limelight Newspaper

9648 Olive Street Blvd., Suite 109
St. Louis, MO 63132
314-991-1615 / FAX: 314-991-4496
Website: www.limelightnews.com
Email: limelight@sbcglobal.net
Publisher Emeritus: Dr. John Doggett, Ph.D.
President/Publisher: Stanley Newsome
General Manager: Gene Liss
Published: Last Thursday of every month except Thanksgiving and Christmas when editions are one week prior to the holiday
Deadline: Monday of week published
Circulation: 51,500
Distribution: Throughout St. Louis metro area
About: A pictorial publication by, for and about St. Louis' African-American community

Lincoln County Journal

20 Business Park Drive
Troy, MO 63379
636-528-9550 / FAX: 636-528-6694
Website: www.lincolncountyjournal.com
Email: lcjeditor@lcs.net
Owner: Lakeway Publishers of MO, Inc.
Publisher: Kathy Colbert
Managing Editor: Bob Simmons
Published: Tuesdays
Deadline: Thursdays by 11 a.m.
Circulation: 15,000
Distribution: Lincoln County and surrounding areas

UNITED WAY 2012 AREA MEDIA GUIDE

Lutheran Layman, The

660 Mason Ridge Center Drive
St. Louis, MO 63141
1-800-876-9880 / FAX: 314-317-4299
(On fax, mention 'Layman' paper.)
Website: www.lhm.org
Email: lh_min@lhm.org
Publisher: International Lutheran Laymen's League
Editor: Gerald Perschbacher
Published: Bi-monthly
Deadline: One month before publication
Circulation: 160,000
About: A newspaper of International Lutheran Laymen's League activities, serving an international readership

Mid Rivers Newsmagazine

74 Spirit 40 Park Drive
Chesterfield, MO 63005
636-591-1000 / FAX: 636-778-9785
Website:
www.newsmagazinenetwork.com
Email:
editormiddrivers@newsmagazinenetwork.com
Publisher: Douglas Huber
General Manager: Tim Weber
Editor: Terry Dean
Published: 2 – 3 times per month
Distribution: Direct-mailed to 62,000+ homes in O'Fallon, St. Peters, Lake St. Louis, Dardenne Prairie, Weldon Springs and Cottleville

Missouri Sports Magazine*

*Currently online only – may see print editions later 2012 (see Online Only listing for information)

Missouri State Post

P.O. Box 414662
Kansas City, MO 64141
816-561-7500 / FAX: 913-287-4506
Email: mspost@sbcglobal.net
Publisher: MO Minority Press Service
Managing Editor: Samuel Jordon II
Published: Thursdays
Deadline: Tuesdays by 5 p.m.
Circulation: 30,600
Distribution: Mostly Kansas City area
About: African-American paper that covers the entire state with positive news

Missouri Teamster

161 Weldon Parkway
Maryland Heights, MO 63043
314-869-0300 / FAX: 314-869-0071
Email: jc-13@teamsters.org
Publisher: Teamsters Joint Council 13
Editor: Kate McKay
Published: Bimonthly, second Friday
Deadline: Fridays, two weeks before publication
Circulation: 38,000
Distribution: Union members (with Teamsters, labor news and activities in eastern Missouri)
About: Will accept outside news only if about Teamsters doing good things

UNITED WAY 2012 AREA MEDIA GUIDE

MO Lawyers Media

St. Charles County Business Record

St. Louis Daily Record

**The Countian—Jefferson, Franklin
and St. Louis County**

Missouri Lawyer Weekly

319 North 4th Street 5th Floor

St. Louis, MO 63102

314-421-1880 / FAX: 314-621-1913

Website: molawyersmedia.com/

Publisher & President:

S. Richard Gard, Jr.

News Editor: Richard Jackoway

rick.jackoway@molawyersmedia.com

Managing Editor: Jill Miller

Online Editor: Scott Lamar

Circulation: 3,500

Distribution: St. Charles County

About: Papers of record for the local courts, the legal and business communities and local citizens. The St. Charles County Bus. Record is published daily

Newstime

11102 Veterans Memorial Parkway

Lake Saint Louis, MO 63367

636-625-3081 / FAX: 636-625-8895

Email: newstime@centurytel.net

Online: hometown-online.net

Owner/GM: Doug Clark

Owner/Publisher: Carol Clark

Editor: Tim Hager

Published: Fridays

Deadline: Tuesdays by 5 p.m.

Distribution: Local news/events for Lake St. Louis, Wentzville, Forsitell and Flint Hill and surrounding St. Charles County

North Sider

4202 Natural Bridge Road

St. Louis, MO 63115

314-769-9000 / FAX: 314-769-9200

Website: www.thenorthsider.com

Email: news@thenorthsider.com

Publisher: ACTS Partnership

President: Rev. Brenda Hayes

Published: Monthly

Distribution: Penrose, O'Fallon, The Greater Ville, Mark Twain, Kingsway East

O'Fallon Community News

2139 Bryan Valley Commercial Drive

O'Fallon, MO 63366

636-379-1775 / FAX: 636-379-1632

Website: www.mycnews.com

Email: info@mycnews.com

Publisher: Robert J. Huneke, Jr.

Editor: Donna Huneke

Published: Weekly

Deadline: Wednesdays before publication

Circulation: 28,000

Distribution: O'Fallon Area homes and businesses

Prime Life Circuit

11431 Gravois Road, Suite 11

St. Louis, MO 63126

314-842-6002 / FAX: 314-842-6008

Website: www.primelifecircuit.com

Email: dawns@primelifecircuit.com

Publisher: Carol Trauth

Editor: Dawn Smith

Published: Monthly

Deadline: 15th of month prior

Circulation: 39,000

Distribution: St. Louis metropolitan area

About: Promoting a healthy and active lifestyle for St. Louis Senior Citizens

UNITED WAY 2012 AREA MEDIA GUIDE

Pulse, The

9019 Manchester Road
St. Louis, MO 63144
314-962-6563

Email: pulse@genedel.com

Publisher: Gene and Dee Dodel

Editor: Joyce Dodel Locke

Published: Monthly (second Monday)

Deadline: 1st Monday of the month

Circulation: 6,500

About & Distribution: Good news for Brentwood, Maplewood, Richmond Heights, Webster, Rock Hill and Crestwood

Red Latina Communications, Inc.

P.O. Box 4743
St. Louis, MO 63108
314-772-6362 / FAX: 314-772-8099

Website: www.redlatinastl.com

Email: contact@redlatinastl.com

Publisher: Cecilia Velazquez

COO: Ivonne Jones

Editorial Director: Gonzalo Aguirre

Published: Fridays

Deadline: Thursdays by noon

Circulation: 15,000

Distribution: Places where the community goes: churches, factories, restaurants, groceries, etc.

About: Since 2000 The Largest Hispanic newspaper serving metropolitan St. Louis, Jefferson City and Columbia, Missouri

Riverfront Times

6358 Delmar Blvd., Ste. 200
St. Louis, MO 63130-4719
314-754-5966 / FAX: 314-754-5955

Website: www.riverfronttimes.com

Publisher: Jeff Keller

Managing Editor: Chad Garrison

Editor: Tom Finkel

News Blog: Paul Friswold

DailyRFT.com

Published: Thursdays

Deadline: 17 days before publication

Calendar Editor: Chrissy Wilmes

Email: calendar@riverfronttimes.com at least 17 days prior to publication with calendar items.

Circulation: 104,000

Distribution: St. Louis Metropolitan area

About: Weekly entertainment

Sauce Magazine

1820 Chouteau Avenue
St. Louis, MO 63103
314-772-8004 / FAX: 314-241-8004

Website: www.saucemagazine.com

Email: pr@saucemagazine.com

Publisher/Founder: Allyson Mace

Editor: Stacy Schultz

Events Calendar: Sharon Arnot

Published: Monthly

Circulation: 70,000-plus

Deadline: 3 months prior to publishing date

Distribution: 900+ venues with a 50+ mile reach of St. Louis

About: All things food related

Scoop, The

P.O. Box 824
O'Fallon, MO 63366
636-978-6333

Website: www.thescoopnewspaper.com

Executive Director/Editor:

Jayne Voss-Robinson

Published: Twice monthly

About: News pertinent to St. Charles County, specifically O'Fallon, MO

UNITED WAY 2012 AREA MEDIA GUIDE

Soulard Renaissance

625 N. Euclid, Ste. 200
PO Box 4538
St. Louis, MO 63108
314-367-6612 / FAX: 314-367-0727
Website: www.westendword.com
Email: editor@westendword.com
Publisher/Editor: Jeffrey Fister
jfister@westendword.com
Published: Monthly
Distribution: Lafayette Square
neighborhood and surrounding areas
About: Community news in and around
Soulard

South County Times

122 W. Lockwood, 2nd Floor
St. Louis, MO 63119
314-968-2699 / FAX: 314-968-2961
Website: www.southcountytimes.com
Email:
newsroom@timesnewspapers.com
Times newspapers will not publish
unsolicited press releases.
Publisher: Dwight Bitikofer
Editor in Chief: Don Corrigan
Managing Editor: Kevin Murphy
Associate Editor: Marty Harris
Online Editor: Fran Mannio
Published: Fridays
Deadline: Fridays before publication
Circulation: 35,000
Distribution: South St. Louis County

St. Charles County Post-Dispatch

190 Spring Dr.
St. Charles, MO 63303
636-255-7201 / FAX: 636-946-8071
Website: www.stltoday.com
Email: stcharles@post-dispatch.com
Publisher: Lee Enterprises
Bureau Chief: Fred Ehrlich
636-225-7202
St. Charles County Columnist: Susan
Weich
Distribution: St. Charles, Lincoln and
Warren counties

St. Louis American, The

4242 Lindell Blvd.
St. Louis, MO 63108
314-533-8000 / FAX: 314-533-0038
Website: www.stlamerican.com
Email: news@stlamerican.com
Publisher: Donald Suggs
COO: Kevin Jones
Editorial Director: Chris King
Published: Thursdays
Deadline: Tuesdays by noon
Circulation: 70,000
About: Largest weekly newspaper
serving the metropolitan Black
community

St. Louis at Home*

1600 South Brentwood, Ste. 550
St. Louis, MO 63144
314-918-3000 / FAX: 314-918-3099
Distribution: 6 times/year
About: Resource for St. Louis
homeowners
*see **St. Louis Magazine** listing for
details

St. Louis Argus

4595 Dr. Martin Luther King Dr.
St. Louis, MO 63113
314-531-1323 / FAX: 314-531-1324
Website: argusstl.com
Email: media@argusstl.com
Assoc. Editor: Gentry Trotter
Published: Thursdays
Deadline: Tuesdays at 3 p.m.
Distribution: St. Louis City, Fairview
Heights, North and South County and
East St. Louis
About: To inform the community

UNITED WAY 2012 AREA MEDIA GUIDE

St. Louis Business Journal

815 Olive Street, Suite 100
St. Louis, MO 63101
314-421-6200 / FAX: 314-621-5031
Website: www.bizjournals.com/stlouis/
Email: stlouis@bizjournals.com
Publisher: Ellen Sherberg
Editor: Patricia Miller
Managing Editor: Joe Dwyer
Web Editor: Greta Weiderman
Published: Fridays
Deadline: See web page for print-edition editorial calendar. Web edition is updated throughout the business day.
Circulation: 22,000
People in the News: List board member updates, new hires, awardees etc. to:
www.bizjournals.com/stlouis/potm/form
About: Comprehensive coverage of business news

St. Louis Chinese American News

1766 Burns Avenue, Ste. 201
St. Louis, MO 63132
314-432-3858 / FAX: 314-432-1217
Website: www.scanews.com
Email: editor@scanews.com
Publisher: Sandy Tsai
Editor: Tracy Wang
Published: Thursdays
Deadline: Tuesday evenings
Circulation: 8,000
Distribution: Greater St. Louis area (From Springfield, IL to Columbia, MO and Kansas City area).
About: Promote Chinese culture and create a bridge between the Chinese community and larger society (printed in Chinese and English)

St. Louis Chinese Journal

8517 Olive Blvd.
St. Louis, MO 63132
314-991-3747
Website: stlouischinesejournal.com
Publisher: Wen Hwang
Published: Weekly
Press releases: Ta-Chung Hsia;
slcj@sprintmail.com
About: Printed in Chinese

St. Louis Commerce Magazine

One Metropolitan Square, Suite 1300
St. Louis, MO 63102
314-444-1104 / FAX: 314-206-3222
Website:
www.stlcommercemagazine.com
Email: commerce@sggdesign.com
Publisher: St. Louis Regional Chamber and Growth Association
C.E.O. and President: Richard Fleming
Managing Editor: Shera Dalin
314-223-8743
VP Communications: Gary Broome
Published: Six times per year
Deadline: 12 weeks prior
Circulation: 10,000

St. Louis Construction News & Real Estate

P.O. Box 24027
Ballwin, MO 63024
314-517-2466 / FAX: 314-241-0350
Website: www.stlouiscnr.com
Email: peter@stlouiscnr.com
Publisher: PTR Limited LLC,
Thomas J. Finan
Editor: Peter Downs
peter@stlouiscnr.com
Published: Bi-monthly
Deadline: 1st of every even-numbered month
Circulation: 8,800
Distribution: St. Louis and Metro East.
About: A bi-monthly publication dealing with the region's construction industry

UNITED WAY 2012 AREA MEDIA GUIDE

St. Louis Family* - began April 2012
1600 South Brentwood Blvd., Ste. 550
St. Louis, MO 63144
314-918-3000 / FAX: 314-918-3099
Website: www.stlmag.com/St-Louis-Magazine/StL-Family

About: Provide St. Louis parents with more information about how to enjoy a healthy, happy family
***see St. Louis Magazine** listing for details

St. Louis Homes and Lifestyles
255 Lamp & Lantern Village
Town and Country, MO 63017
636-230-9700 / FAX: 636-230-9689
Website: www.stlouisshomesmag.com
Email: marketing@stlouisshomesmag.com

Publisher: Wiesner Publishing
Publisher: Suzie Osterloh
Assistant Editor: Liz Miller
Published: 9 times per year
Deadline: Call (work 3 months in advance)
Circulation: 23,000
Distribution: Newsstands and subscription

St. Louis Jewish Light
6 Millstone Campus Drive, Suite 3010
St. Louis, MO 63146
314-743-3600 / FAX: 314-743-3690
Website: www.stljewishlight.com
Email: efutterman@thejewishlight.com
CEO/Publisher: Larry Levin
Editor: Ellen Futterman
Managing Editor: Mike Sherwin
Published: Wednesdays
Deadline: Thursdays preceding
Circulation: 14,500
About: Weekly newspaper for the Jewish community.

St. Louis Journalism Review
See Gateway Journalism Review

St. Louis Kids – see Online Only

St. Louis Magazine
1600 South Brentwood Blvd., Ste. 550
St. Louis, MO 63144
314-918-3000 / FAX: 314-918-3099
Website: www.stlmag.com

Publisher: St. Louis Magazine, LLC/
Leslie Tunney
Preferred method for receiving content: Email
Editor-In-Chief: Jarrett Medlin,
jmedlin@stlmag.com
Managing Editor: Margaret Schneider
Web Editor: Nancy McMullen
Deadline: Three months prior
Circulation: 50,000
Distribution: St. Louis area by subscription
Published: Monthly
Calendar: Online submissions
About: Smart, sophisticated guide to St. Louis

St. Louis Metro Sentinel
2900 N. Market Street
St. Louis, MO 63106
314-531-2101 / FAX: 314-531-4442
Email: metro sentinel@sbcglobal.net
President/Publisher: Michael C. Williams
Published: Thursdays
Deadline: Wednesdays
About: The weekly Black political voice of St. Louis.
About: The weekly black political voice of St. Louis

UNITED WAY 2012 AREA MEDIA GUIDE

St. Louis Metro Voice

P.O. Box 1533

St. Peters, MO 63376

636-936-8119

Website: www.metrovoice.net

Email: stlmv@sbcglobal.net

Publisher: Jim Day

Editor: David Vaughn

Published: Monthly

Deadline: Check Website

Circulation: 20,000

Distribution: Throughout the entire St. Louis Metro Area, St. Charles, St. Charles County, Lincoln County and Jefferson County

About: Issues that affect the Christian and local community

St. Louis Review

20 Archbishop May Drive

St. Louis, MO 63119-5738

314-792-7500 / FAX: 314-792-7534

Website: stlouisreview.com

Email: publications@archstl.org

Publisher: Archbishop Raymond L. Burke

Dir. of Publications: Teak Phillips

Published: Fridays

News Deadline: Tuesdays by 10 a.m.

Ad Deadline: 10 days prior to publication

Circulation: 70,000

Distribution: Online and weekly print publication

About: The official publication of the Archdiocese of St. Louis

St. Louis Post-Dispatch

900 North Tucker Blvd.

St. Louis, MO 63101

314-340-8000

314-340-8222 (metro desk)

FAX: 314-340-3050 (news)

Website: www.stltoday.com

Email (usually):

firstinitiallastname@post-dispatch.com

Owned by: Lee Enterprises

Publisher: Kevin Mowbray

Published: Daily

Editor-In-Chief: Gilbert Bailon

Deputy Managing Editor: Steve Parker

Assistant Mg. Metro Editor/Business

Editor: Adam Goodman

Deputy Metro Editor: Alan Achkar

Diversity: Doug Moore

Asst. Editor-Business: Greg Cancelada

Deputy Mg Editor-Features: Jody Mitori

Editorial Editor: OPEN (May 2012)

Education: Matthew Frank

Non-profit: Jesse Bogan

Night News Editor: Lisa Eisenhauer

St. Charles County Bureau Chief:

Fred Ehrlich

Jefferson County Reporter: Bob Kelly

Daily Heads Up Column:

headsup@post-dispatch.com

Event Calendar for Go: strictly online submission now:

events.stltoday.com/listings

Distribution: St. Louis metropolitan area

St. Louis Small Business Monthly

2451 Executive Drive, Ste. 109

St. Charles, MO 63303

314-569-0076 / FAX: 314-432-7016

Website: www.sbmon.com

Email: info@sbmon.com

President: Ron Ameln

CEO: Jeremy Nulik, Jeremy@sbmon.com

Published: Monthly

Deadline: 20th of previous month

Circulation: 24,000

Distribution: St. Louis metropolitan area

About: A monthly publication for business owners

St. Louis Sports Magazine

8045 Big Bend Boulevard, Suite 200

St. Louis, MO 63119

314-962-0590 / FAX: 314-962-7576

Publisher: Grand Slam Sports, LLC

Executive Manager: David Greene

Associate Editor: Audrey Hanes

Published: Monthly

Distribution: St. Louis metropolitan area

UNITED WAY 2012 AREA MEDIA GUIDE

St. Louis Times

PO Box 456
St. Louis, MO 63088
636-225-2442 / FAX: 636-225-2662

Website: www.stlouistimes.com

Email: info@stlouistimes.com

Editorial: editorial@stlouistimes.com

Preferred method for receiving content: Email

Published by: The Jarad Corporation

Publisher/Editor: John Rothbarth

Published: Monthly

Deadline: 15th of month prior

Circulation: 50,000

Distribution: 800 Locations throughout the St. Louis metro area

About: For baby boomers and the 50+ set

StreetScape Magazine

223 Historic North Main Street
St. Charles, MO, 63301
636-448-2074

Website:

www.streetscapemagazine.com

Email: tom@streetscapemag.com

Publisher: Thomas P. Hannegan

Director of Sales: Judy Peters,
judy@streetscapemag.com

Published: Quarterly, free to the community

Circulation: 20,000+ and online

Distribution: 500+ establishments throughout St. Charles County

About: The premier lifestyle magazine in St. Charles County. StreetScape Exchange networking luncheons: 1st Wed. every other month

Suburban Journals of Greater St. Louis, Headquarters

14522 South Outer 40 Drive, 3rd Floor
Town & Country, MO 63017

314-821-1110 / FAX: 314-821-0745

Website:

suburbanjournals.stltoday.com/

General Manager: Jen Wood

Jefferson, South and West Counties

Managing Editor: Shawn Clubb

News email: stlouis@yourjournal.com

Published: Wednesdays

Deadline: Mondays by noon

Jefferson County Distribution:

Arnold, Imperial, Barnhart, Cedar Hill, High Ridge, Fenton, House Springs, Festus, Crystal City, Pevely, Herculaneum, Hillsboro and DeSoto

South County Journal

Distribution: South St. Louis County, Southwest St. Louis County, South St. Louis City and Southwest St. Louis City

West County Journals

Distribution: Brentwood, Maplewood, Richmond Heights, Rock Hill, Kirkwood, Des Peres, Webster Groves, Maryland Heights, Creve Coeur, Olivette, Ballwin, Chesterfield, Grover, Eureka, Valley Park and Glen Coe

Suburban Journals, St. Charles

14522 South Outer 40 Drive, 3rd Floor
Town & Country, MO 63017

314-821-1110 / FAX: 314-821-0745

Editor: Shawn Clubb

Assistant Editor: Dennis Miller

St. Charles/St. Peter's County Journal

Published: Wednesdays

Deadline: Mondays by noon

Distribution: St. Charles, O'Fallon and St. Peters

O'Fallon/Wentzville Journal

Published: Wednesdays

Deadline: Mondays by noon

Distribution: O'Fallon and Wentzville

UNITED WAY 2012 AREA MEDIA GUIDE

TOWN & style Saint Louis

121 Hunter Avenue, Ste. 201
St. Louis, MO 63124
314-657-2100 / FAX: 314-657-2150

Website: www.townandstyle.com/

Publisher: Lauren Rechan;

lrechan@townandstyle.com

Editor-In-Chief: Dorothy Weiner;

dweiner@townandstyle.com

Senior Editor: Toni Di Martino

Press Releases:

pressreleases@townandstyle.com

Deadline: Two weeks prior to publication

Published: Twice per month

Circulation: 37,500

About: Covering town news, parties, charitable events and more. Focusing on movers and shakers, school news and community interests

Troy Free Press

20 Business Park Drive
Troy, MO 63379
636-528-9550 / FAX: 636-528-6694

Website: www.troyfreepress.com

Email: lcjeditor@lcs.net

Publisher: Pat Whiteside

Managing Editor: Bob Simmons

Published: Wednesdays

Deadline: Tuesdays by 10 a.m.

Circulation: 1,000 - subscription only

Distribution: Lincoln County and surrounding areas

Vital Voice, The

4579 Laclede Avenue, #268
St. Louis, MO 63108
314-256-1196 / FAX: 314-361-5515

Website: www.thevitalvoice.com

Email: dsly@thevitalvoice.com

Publisher/Owner: Darin Slyman

Dir. of Business Affairs: Kristen Goodman

Published: Monthly

Deadline: 15th of month prior to publication

Calendar Submissions:

vy@thevitalvoice.com

About: Providing an independent, progressive voice for the LGBT St. Louis community

Warren County Record

103 East Booneslick
Warrenton, MO 63383
636-456-6397 or 866-433-6397
FAX: 636-456-6150

Website:

www.emissourian.com/news/warren_county_record/

Email: erecord@centurytel.net or

recnews@centurytel.net

Publisher: Bill Miller, Jr.

Editor: Charlie Denn

Published: Weekly

Deadline: Mondays by noon

Distribution: Warren County and surrounding county edges, St. Charles, Franklin, Montgomery, Hermann, Lincoln, and Hawk Point areas

UNITED WAY 2012 AREA MEDIA GUIDE

Washington Missourian

14 West Main Street
P.O. Box 336
Washington, MO 63090
636-239-7701 / FAX: 636-239-0915

Website: www.emissourian.com

Email: washnews@emissourian.com

Publisher/Editor: Bill Miller

Published: Wednesdays and Weekends

Deadline: Tuesdays by noon and
Fridays by 10 a.m.

Circulation: 25,783 Wednesday/
15,908 weekend

Distribution: Franklin, Warren,
Gasconade, and SW part of St. Charles
County

St. Clair Missourian

Published: Wednesdays and
Weekends

Editor: Kevin Jenkins

Deadline: Tuesdays by noon and
Fridays by 10 a.m.

Distribution: Franklin, Warren,
Gasconade, and SW part of St. Charles
County

Union Missourian

Published: Wednesdays and
Weekends

Editor: Chris Waltz

Deadline: Tuesdays by noon and
Fridays by 10 a.m.

Distribution: Franklin, Warren,
Gasconade, and SW part of St. Charles
County

Webster-Kirkwood Times

122 W. Lockwood Avenue, 2nd Floor
St. Louis, MO 63119
314-968-2699 / FAX: 314-968-2961

Website: www.timesnewspapers.com

Email: info@timesnewspapers.com

Times newspapers will not publish
unsolicited press releases.

Publisher: Dwight Bitikofer

Editor in Chief: Don Corrigan

Managing Editor: Kevin Murphy

Online Editor: Fran Mannio

Published: Fridays

Circulation: 40,000

Distribution: Glendale, Kirkwood,
Oakland, Warson Woods, Webster,
Shrewsbury, Rock Hill, and Des Peres

West Newsmagazine

754 Spirit 40 Park Drive
Chesterfield, MO 63005
636-591-1000 / FAX: 636-778-9785

Website:

www.newsmagazinenetwork.com

Email:

editorwest@newsmagazinenetwork.com

Owner/Publisher: Doug Huber

General Manager: Tim Weber

Managing Editor: Kate Uptergrove

Published: 38/year on Wednesdays

Deadline: One week before publication

Circulation: 69,000

Distribution: Free to the public of West
County area

West End Word

122 W. Lockwood Avenue, 2nd Floor
St. Louis, MO 63119
314-968-2699 / FAX: 314-968-2961

Website: www.timesnewspapers.com

Email: editor@westendword.com

Times newspapers will not publish
unsolicited press releases

Owned by: Times Newspapers

Publisher: Dwight Bitikofer

Managing Editor: Fran Mannio

Published: Every other Wednesday

Deadline: Nine days before publication

Circulation: 20,000

Distribution: Central West End,
Clayton, University City, Richmond
Heights, Maplewood, downtown and
midtown St. Louis City

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Where Magazine

1006 Olive Street, Suite 202
St. Louis, MO 63101
314-588-8313 / FAX: 314-588-0920

Website: www.wheretraveler.com

Email:

ethan.woods@wheremagazine.com

Publisher: Morris Visitor Pub./Ethan Woods

Editor: David Lancaster

Published: Monthly

Deadline: Six weeks before publication

Circulation: 37,000+

Distribution: Hotels, visitor's centers and corporations in St. Louis, St. Charles and Southern IL areas

Women's Journals

St. Louis and St. Charles

101 West Argonne, Ste. 252
St. Louis, MO 63122
314-803-6777 / FAX: 314-315-4664

Websites: www.stlwomensjournal.com

www.stccwj.com

Email: info@womens-journals.com

Published: Every other month

Deadline: One month prior to publication

Distribution: More than 1,000 locations throughout metro St. Louis and St. Charles

About: The mission of the Women's Journals is to be the objective, informative, and educational resource for the women of the St. Louis and St. Charles county regions. Focus on providing high-quality articles that are of interest to women of all ages, backgrounds, and ethnicities

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MEDIA TIPS

PUBLIC SERVICE ANNOUNCEMENTS (PSAs): Most radio and TV stations accept PSAs from non-profits. The trick is to know how each radio station and TV channel prefer to receive the information. Only non-profit, civic and voluntary organizations are eligible to use PSAs.

About once a year, survey the radio or TV stations you plan to use. Find out answers to:

- Has the PSA Director changed? The News Director?
- For radio, ask if they use taped (recorded) PSAs or if the on-air talent reads the announcements live. For TV, a final piece made (most likely on your end) will need to be submitted. Find out length and what format.
- Ask how far in advance PSAs should be submitted and what lengths are accepted.
- For radio, scripts should be concise, double spaced and typed with a larger font. Give them options of a :10-, :20-, or :30-second length. Let them know the start and end dates of your PSA.

STORY PITCH: If you think you have a good story, contact the media. Decide if it is suited for TV (is there a good visual/moving component?), radio, print or all three.

Contact a person you know in the media and ask their opinion. If they agree it's a good story, contact the reporter you want to work on the story. Be brief. Have something short in the who, what, when, where and why format written out that you can send to them.

Provide other information such as people they can interview/photograph, etc.

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NEWS RELEASES: News releases come in many different formats, but a few standards do exist: it must be newsworthy, it must have certain information included, and it must get to the right person at the right time.

If you have not established a relationship with the media you are sending your release to, do not assume how they like to receive the release. Call and find out if they prefer to receive the release by email, fax or mail and best person to send it to.

If sending by email, it's best to include the text in the body of the email, not as an attachment.

Some tips for news releases that still ring true:

- What it is: News Release
- Heading: Name and address of organization as well as a contact name and number(s)/email if the reporter needs more information.
- When it is available for release. Most releases say "For Immediate Release." This is best. Some news, however, may be embargoed and should state this at the top: "Embargoed until: date and/or time" or "For Release: date and/or time." Embargoed releases are being used less and less and some outlets will no longer honor the embargo request.
- Date and location should be at the beginning of the release.
- Since the inception of email, rules are bending, but, generally speaking releases should be typed double-spaced.
- Include ###, -30-, or -end- at the end of your release so the editor/reporter knows it is the end.
- Even though you're most likely emailing your release, as a rule of thumb, still try to keep your release to one printed page using 1.5 or double spacing. Less is more.
- The who, what, when, where and why of the release should be concise and in the first paragraph. The remaining paragraph(s) should then expand on the initial information.
- The information you provide generally should be straightforward. Let the media come up with the adjectives and adverbs. You can, however, come up with a catchy headline to grab hold of the media's eye.
- Boilerplate: a standardized short, one-paragraph description of your organization that provides organization information (including website and phone number) and may be used at the end of each release (before the ###).
- As you're most likely emailing your release, possibly posting on your website, be sure and use hyperlinks that link to your website or to the information you're sending in your release.

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WORKING WITH THE MEDIA: You should work on having a positive relationship with reporters and editors. While no hard-and-fast rules apply, below are suggestions to help:

- Be available. It is your responsibility to be available 24 hours a day. Key contacts should have your work, home, cell and email information.
- Be truthful. Give as much accurate and true information as you can.
- Provide information requested. If a reporter asks you for information, and you don't have it, find it and get back to him/her with it in a timely manner.
- Be accurate. The facts and figures you supply must be clear and dependable.
- Answer questions. Only answer three ways:
 - "Here it is."
 - "I don't know, but let me find out and get back with you."
 - "Right now I'm not able to share that with you because ..."
 - "No comment" is never acceptable as an answer
- Off the record. Do not go off the record when speaking to the media. Off the record does not exist.
- Protect exclusives.
- Protect sources. Just as a reporter protects their sources, protect yours.
- Give all the news. Be transparent. Give the good with the bad.
- Help photographers. Let the photographers know if you think there's a good photo-op.
- Balance your treatment of the media. Remember competing media deserve equal opportunity to receive information.
- Explain. Have background briefings or materials for reporters to help them understand what your organization does.
- Correct errors politely. Minor errors such as misspellings or inaccurate age can be ignored. Major factual errors that skew the accuracy of the entire story should be corrected. Politely let the reporter know and ask for a correction. If that does not work, contact his or her editor.
- Remember deadlines. Find out from a reporter their deadlines. Get them the information they need in time for them to write the story.
- Say thank you. Praise good work. Thank yous go a long way in maintaining a good relationship.

IS PR CHANGING? The landscape of media is changing, and has been for several years now with instant news, blogs, social media, online access and more. For example, many online articles say the press/news release is dead and that social media news releases are the replacement. Social media news releases do provide benefits for some organizations, but not for all.

Has a PR person's role changed? Yes and no. Fundamentally PR is the same. PR people still need to get information to the public about their organization. Doing so through traditional media relations is now just one avenue. New tools exist (such as the social media news release) – and they are just that – tools. You need to decide which of these tools are best for your organization.

Remember, PR does not stand for press release – it stands for public relations, with the emphasis on "public" or people more than ever.

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ONLINE NEWSROOM

Most journalists are looking for online newsrooms on your website. Below are some links to what journalists say they're now looking for. Don't have time to create a newsroom? Google has one for free: <http://www.google.com/options/>. Click on the "sites" option.

Some tips about online newsrooms can be found here:

eworldwire.com/index.php?page=n_online-newsroom
advertising.about.com/od/mediarelations/a/guestonlinenews_3.htm
www.sideroad.com/Public_Relations/media-friendly-website.html

PRESS RELEASES

pressrelease.grader.com/
www.pitchengine.com/
www.massmediadistribution.com/

OTHER PR/SOCIAL MEDIA ONLINE RESOURCES:

www.nonprofitmarketingguide.com/resources/index.php
www.socialmediatoday.com/SMC/
nonprofit.about.com/od/blogs/Blogs_We_Recommend.htm
www.bethkanter.org/
www.pr101.biz/
www.davidwmullen.com/2010/02/03/five-tips-for-media-relations-success/
publicrelationsblogger.com/
mashable.com/
www.csprc.org
www.iabc.com
www.prsa.org

MEDIA TRAINING

www.mediamasterstraining.com/home.html

CRISIS COMMUNICATION

Here are a couple of guidelines on how to create a crisis communication plan for your organization:

www.who.int/csr/resources/publications/WHO%20MEDIA%20HANDBOOK.pdf
nonprofit.about.com/od/nonprofitpromotion/tp/crisistips.htm

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If Your Organization is a United Way Partner Agency

Please co-brand by using any of the logos below on your letterhead, posters, brochures, print ads, newsletters, website and flyers. These can also be downloaded at www.stl.unitedway.org/agencyresources/logos.aspx.

Proud member of

**United Way
of Greater St. Louis**



Proud member of



**United Way
of Greater St. Louis**

The United Way logo and trademark is recognized throughout the community as a symbol of credibility and accountability for your agency. Your use of the United Way logo will identify your agency as an agency that demonstrates high quality standards and results in this community.

If you have any questions, contact the Communications Department of United Way of Greater St. Louis at 314-539-4073.

Some how-tos on co-branding

- Add United Way's boiler plate to your news release:
[About United Way of Greater St. Louis](#)
United Way funds more than 170 health and human service agencies located throughout a 16-county area in Missouri and Illinois. One in three (that's more than one million) people in our community receive services that strengthen families, help the elderly, keep children healthy and safe, and build stronger neighborhoods. For more information, contact 314-421-0700 or visit www.stl.unitedway.org. (Or add the phrase "proud member of United Way" to your boiler plate.)
- If writing a news release or letter to the editor, add that you're a proud United Way agency in it somewhere.
- Ensure the United Way logo is on your newsletter, website, letterhead and other items.
- When speaking with a reporter for a story, mention you're a United Way agency and what that means for your organization.
- More co-branding tips for agencies are here:
www.stl.unitedway.org/cobranding.aspx

United Way key messages when co-branding with United Way:

Building a healthy community – a healthy community means healthy business

Uncommon efficiency – more than 90 cents of every dollar United Way raises goes directly to provide services

Impact – one in three people are helped each year by more than 170 United Way partner agencies

Local – the money United Way raises here stays here, serving 16 Missouri and Illinois counties throughout the St. Louis metro area

Distributed carefully – hundreds of experienced community volunteers carefully distribute donations to charities that demonstrate high quality standards and results