

Pitching Profiles
& Editorial
Opportunities
for Legal Media
Contacts



A Cision Executive Briefing Book

Magazine**ALM Media Properties, LLC****The American Lawyer****Mr. David Hechler, Corporate Law, Senior Reporter**

Shipping Address: 120 Broadway

Fl 5/6

New York, NY 10271

United States of America

Phone: +1 (212) 457-9620 (p)

Fax: +1 (646) 822-5120 (p)

Email: dheckler@alm.com (p)

Home Page: www.americanlawyer.com

DMA: New York, NY (1)

MSA: New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

Circulation: 16,445

Mailing Address: 120 Broadway

Fl 5/6

New York, NY 10271

United States of America

Beat/Title (Additional): Lawyers

Pitching Tips: Preferred Order: E-Mail

Profile: Hechler is a Senior Reporter and covers In-House Lawyers with Large Companies and Corporate Counsel. He is also a freelance writer and a senior reporter for Corporate Counsel magazine. He is interested in alternative dispute resolution and any big cases or legal trends that have national implications. Send all tips and pitches via e-mail.

Twitter Handle: <http://twitter.com/hechler>

Hechler has been a senior reporter for this publication and Corporate Counsel since 2005. He was previously a staff writer and associate editor at the National Law Journal. He is the author of *The Battle and the Backlash: The Child Sexual Abuse War* (Lexington Books, 1988). He is a member of the American Society of Journalists and Authors.

Lead Times: Features - 60 days prior, News - 60 days prior, Advertising - 42 days prior.

Outlet Profile: Written for lawyers in law firms, corporate legal departments, law schools and government officials. The editorial mission of the magazine is to cover the issues confronting law and the legal profession. Covers management, technology, news and lifestyle issues. Sections include Arguments and Dicta, which features essays and commentary; Bar Talk, which covers the latest news, issues and legal developments; The Lawyers Life, which highlights activities after business hours like food, travel and leisure; Big Deals, Big Suits, and Technology, which covers office technology.

Ad Rate: \$10,560.00 USD

Color Ad Rate: \$13,525.00 USD

Subscription Rate: \$199.00 USD

Page Width: 9

Page Length: 11

Columns per Page: 4

Circulation: 16,445

Code Frequency: Monthly

Topic: Government, Law

Publicity Materials Used: Trade Literature, Industry News, Personnel Announcements, Staff-Written Articles, Letters to the Editor, Book Reviews

Audit Bureau: BPA Worldwide

Profile: Trade

Language: English

Magazine

American Medical Association

American Medical News

Mr. Damon Adams, Law, Professional Issues Editor

Shipping Address: 515 N State St
Chicago, IL 60610
United States of America

Phone: +1 (312) 464-5411 (p)

Fax: +1 (312) 464-4445 (m)

Email: damon.adams@ama-assn.org (p)

Home Page: www.amednews.com

DMA: Chicago, IL (3)

MSA: Chicago--Naperville--Joliet, IL--IN--WI MSA (3)

Circulation: 244,554

Mailing Address: 515 N State St
Chicago, IL 60610
United States of America

Beat/Title (Additional): Medical Ethics

Pitching Tips: Preferred Order: E-Mail

Profile: Adams is a Professional Issues Editor. He manages reporters who cover medical ethics and legal issues. He encourages PR professionals to follow up. Adams states, "Follow ups are great. I try to reply back to as many follow up e-mails that I can. With my schedule being hectic, it's impossible to contact everyone back." He states, "I like to tell PR companies to just send the information. But don't expect me to cover the information. There are no guarantees." Any info you send him should relate to trends or issues that would affect primary-care physicians. Book reviews are generally non-fiction titles that would interest physicians. They are not tied down to any one topic. Many are authored by doctors, but he usually avoids consumer-health books. Query by e-mail to gauge his interest in the title rather than sending an unsolicited copy. Contact him four to six weeks in advance. Be judicious with phone calls.

Twitter Handle: <http://twitter.com/damonwriter>

Adams became the professional issues section editor in August 2008. He joined the publication in 2001. He graduated from the University of Kentucky in 1985.

Lead Times: Features - 7 days prior, News - 7 days prior, Advertising - 30 days prior.

Outlet Profile: Established in 1958 and serves as an impartial source of information affecting physicians and their practices, including general practice and family practice physicians, internal medicine, specialists, medical students, residents and hospitals.

Coverage includes managed care, drugs, legislation, medical marketplace, HMOs, appointments, AIDS, Medicare, the Internet, mergers, legal issues, partnerships, funds, health, standards, education, American Medical Association members, regulation, society, television, medicine, ethics, research, disease and networking. Offers medical practice news, business and company news, features and departments. Regular departments are: Contract Language, Practice Pointers, Practice Management, 15 Minutes, Ethics Forum and In Brief.

The outlet offers RSS (Really Simple Syndication).

Twitter Handle: <http://twitter.com/amednews>

Ad Rate: \$4,800.00 USD

Color Ad Rate: \$6,655.00 USD

Subscription Rate: \$160.00 USD

Page Width: 10

Page Length: 14

Columns per Page: 4

Circulation: 244,554

Code Frequency: Semi-Monthly, Mon

Topic: Health Administration, Healthcare, Healthcare Regulation & Policy, Medicine

Publicity Materials Used: Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Does Not Use Publicity Photos

Audit Bureau: BPA Worldwide
Profile: Trade
Daily Newspaper
Gannett Co., Inc.
The Arizona Republic
Ms. Alia Rau, State Government, Senior Legislative Reporter

Shipping Address: 200 E Van Buren St
Phoenix, AZ 85004
United States of America

Phone: +1 (602) 444-4947 (p)

Email: alia.rau@arizonarepublic.com (p)

Home Page: www.azcentral.com

DMA: Phoenix, AZ (12)

MSA: Phoenix–Mesa–Scottsdale, AZ MSA (12)

Circulation: 308,973

Mailing Address: PO Box 1950

Phoenix, AZ 85001

United States of America

Beat/Title (Additional): Laws,Immigration

Pitching Tips: Preferred Order: E-Mail

Profile: Rau is a Senior Legislative Reporter covering the State Legislature and Elections, with a focus on Proposed Laws, Clean Elections and Medical Marijuana. She is open to receiving any newsworthy information. She is NOT interested in information on new products or advertising events. She says, “my advice would be to keep the e-mail short and to the point while including all relevant information. The location of the news plays a large role in who and how we cover things, so please include information on exactly which city is involved or include sources from particular cities. Please include the key details about what you’re pitching in the subject and the body of the e-mail and do not just send a blank e-mail with everything in attachments.”

Twitter Handle: <http://twitter.com/aliarau>

Rau previously covered the Gilbert, AZ town hall. Prior to that she was the Tempe and Ahwatukee, AZ editor and the Pinal County, AZ editor and reporter. She began at the paper as a reporter covering Tempe, AZ. From 2000 to 2002, Rau was a reporter for the East Valley Tribune in Mesa, AZ. Prior to that, she served as a reporter at the Arizona Daily Sun in Flagstaff. She got her start in journalism at the Americus (GA) Times-Recorder in 1998. She holds bachelor’s degrees in journalism and psychology from the University of Missouri-Columbia.

Lead Times: Features - 7 days prior, Advertising - 7 days prior.

Outlet Profile: The Arizona Republic is the state’s largest newspaper. It offers readers a strong focus on local news, along with national and international news. There is also sports, business, features and lifestyle coverage. It debuted on May 19, 1890.

The outlet offers RSS (Really Simple Syndication).

Twitter Handle: <http://twitter.com/arizonarepublic>

Twitter Handle: <http://twitter.com/azcfood>

City: Phoenix

Ad Rate: \$495.00 USD

Color Ad Rate: \$3,415.00 USD

Subscription Rate: \$200.20 USD

Coverage: Arizona

Circulation: 308,973

Morning Circulation: 308,973

Saturday Circulation: 339,982

Sunday Circulation: 457,059

Code Frequency: Daily

Topic: Local News,National News

Format: Uses ROP Color

News Service: Associated Press, New York Times, MCTN

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

News Service/Syndicate Bureau
Associated Press
Mr. Curt Anderson, Federal Courts, Reporter

Shipping Address: 9100 NW 36th St
Ste 111

Doral, FL 33178-2432

United States of America

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Email: canderson@ap.org (p)

Home Page: www.ap.org/florida

DMA: Miami - Fort Lauderdale, FL (16)

MSA: Miami--Fort Lauderdale--Miami Beach, FL MSA (7)

Mailing Address: 9100 NW 36th St

Ste 111

Doral, FL 33178-2432

United States of America

Beat/Title (Additional): Law

Pitching Tips: Preferred Order: E-Mail

Profile: Anderson is a Legal Reporter covering Federal Courts. He prefers to be contacted by e-mail. Attachments are okay. When the story would require him to come to specific location he would like to receive a press release at least a day or two in advance. Follow ups are okay by phone, but he would prefer to conduct all conversations by e-mail, because it's the best way to ensure he'll get a message. If you are going to follow up by phone he prefers to be contacted in the morning.

Twitter Handle: <http://twitter.com/Miamicurt>

He previously was a Congress reporter working from the bureau in Washington, D.C.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.

Topic: News

Language: English

News Web Sites**BioCentury Publications Inc.****BioCentury, The Bernstein Report on BioBusiness****Mr. Steve Usdin, Washington (US), Senior Washington Editor**

Shipping Address: 1000 Bridge Parkway
Suite 210
Redwood City, CA 94065
United States of America

Phone: +1 (202) 462-9582 (p)

Fax: +1 (202) 667-2922 (p)

Email: susdin@biocentury.com (p)

Home Page: www.biocentury.com

Profile: Usdin is the Senior Washington Editor and covers Policy issues affecting the Life Sciences sector and Social issues involving Biotechnology. Send press releases to the news editors via the main e-mail address and longer story pitches to the managing editor.

Outlet Profile: Provides analysis, interpretation and commentary on biotechnology industry development, corporate performance and shareholder value to top managers and the institutional investment community. Includes reviews of business models and technology, analysis of clinical and product development, extensive reporting on the financial markets, and commentary on public policy and regulatory issues. Sent to readers as a PDF.

Subscription Rate: \$2,595.00 USD

Visitors Per Month: 1,686

Code Frequency: Weekly, Sun

Topic: Biotechnology

Publicity Materials Used: Industry News, By-Lined Articles, Staff-Written Articles

Audit Bureau: Compete.com

Profile: Trade

Website Properties: Links to Other Web Sites, Visitor Feedback, Abstracts of Articles, Full Text of All Articles

Language: English

DMA: San Francisco, CA (6)

MSA: San Francisco--Oakland--Fremont, CA MSA (13)

Mailing Address: PO Box 1246

San Carlos, CA 94070

United States of America

Beat/Title (Additional): Social Issues,Regulatory Issues,Life Sciences,Biotechnology

Pitching Tips: Preferred Order: E-Mail

Magazine**Racher Press, Inc.****Chain Drug Review****Mr. Richard Monks, Senior Editor**

Shipping Address: 220 5th Ave
New York, NY 10001
United States of America

Phone: +1 (212) 699-2357 (p)

Fax: +1 (212) 725-3961 (m)

Email: rmonks@racherpress.com (p)

Home Page: www.chaindrugreview.com

DMA: New York, NY (1)

MSA: New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

Circulation: 40,200

Mailing Address: 220 5th Ave
New York, NY 10001
United States of America

Beat/Title (Additional): Alternative Medicine,Pharmaceuticals,Law,Retail Technology,Pharmacies

Pitching Tips: Preferred Order: E-Mail

Profile: Monks is a Senior Editor and covers Retail Technology as it relates to Drug Stores and Legislative Matters affecting Drug Stores and Pharmacies. He also covers areas that pertain to the retail side of vitamins, nutritional supplements, homeopathy and herbal remedies. He says, "Public relations people can be helpful by alerting me to important events and information and by setting up interviews with their companies. Read the magazine and understand what we write about." Pitches should be concise, one or two paragraphs. One follow-up call is fine, but do NOT repeatedly call after sending a pitch. If he likes an idea, he will contact the writer. It is also important to remember that the editorial calendar is somewhat rigid; he will often sit on ideas until they match an issue's content. He is most interested in products that will "take an industry forward or in a new direction." He also keeps his eye out for studies with nutritional supplements. He prefers to receive story pitches by e-mail. Send press releases by fax.

Lead Times: Features - 28 days prior, News - 28 days prior, Advertising - 21 days prior.

Outlet Profile: Established in 1978 and designed for management of chain drug stores, food-drug combination stores, major wholesalers and manufacturers. Provides timely industry news and in-depth product category analysis. Also publishes in-depth features on health and beauty care categories, general merchandise categories, consumables and retail technology. Regular topics include skin care, first aid, hair care, sun care, foot care, beauty products, diabetes, healthcare appliances, smoking cessation and sports medicine. Includes annual supplements, such as the Teen Supplement, which discusses topics affecting teenagers today and the Skin Care supplement, which covers new trends in skin care products. The Annual RX report, The Top 100 Chain Drug Markets listing, the Annual Wholesale Drug Study, the Small Chain Report and the Annual Sales Survey are also included.

Frequency Exception: Monthly in May, Jul & Dec

Ad Rate: \$11,296.00 USD

Color Ad Rate: \$14,492.00 USD

Subscription Rate: \$185.00 USD

Page Width: 10

Page Length: 13

Columns per Page: 5

Circulation: 40,200

Code Frequency: Bi-Weekly

Topic: Beauty & Grooming,Beauty Supplies,Diabetes,Hair,Human Development,Pharmaceuticals,Pharmacies,Retail Management,Skin Care,Sun Safety

Publicity Materials Used: New Products, Industry News, Personnel Announcements, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Uses Color Publicity Photos

Audit Bureau: BPA Worldwide

Profile: Trade

Language: English

Television Station
Shaw Communications
CHAN-TV

Mr. Keith Baldrey, Law, Legislative Bureau Chief, Victoria

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Burnaby, BC V5A 1V7
Canada

Phone: +1 (604) 422-6494 (n)

Fax: +1 (604) 422-6466 (n)

Email: Keith.Baldrey@globalnews.ca (p)

Home Page: www.globaltvbc.com

Mailing Address: 7850 Enterprise St
Burnaby, BC V5A 1V7
Canada

Pitching Tips: Preferred Order: E-Mail

Profile: Baldrey is Global BC's Legislative Bureau Chief based in Victoria. He regularly reports live on the Noon News Hour and files stories daily for the newscast at 6pm PT. He also makes regular appearances on CHAN-TV news at 5pm PT. In addition, he is a weekly radio commentator on the Bill Good Show on CKNW-AM and CBC Radio's Daybreak morning show.

Twitter Handle: <http://twitter.com/keithbaldrey>

Baldrey joined CHAN-TV and Global Television Network in 1995. Before that, he served as a reporter and legislative bureau chief for the Vancouver Sun newspaper from 1984 to 1995.

Outlet Profile: CHAN-TV, "Global BC," is the Global Television affiliate for Burnaby, British Columbia. The station is owned by Shaw Communications. CHAN-TV broadcasts locally on channel 8. International, national, regional, and local news packages are produced at Global British Columbia. CHAN-TV was incorporated in September 2001. On June 6, 2000, the CRTC approved CanWest Global's bid to acquire the station along with seven others owned by WIC Western International Communications Ltd. Send news tips and story ideas to the assignment desk and be sure to include a phone number.

Twitter Handle: <http://twitter.com/GlobalBC>

Facebook Page: <http://www.facebook.com/GlobalBC>

Channel: 8

City: Burnaby

Topic: Entertainment, News

Classification: Commercial

Network: Global Television Network

Language: English

Magazine
Deal, LLC(The)
Corporate Control Alert
Mr. Robert Teitelman, Editor

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New York, NY 10016
United States of America

Phone: +1 (212) 313-9362 (p)

Fax: +1 (212) 313-9293 (m)

Email: rteit@thedeal.com (p)

Home Page: www.thedeal.com

DMA: New York, NY (1)

MSA: New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

Circulation: 3,000

Mailing Address: 105 Madison Ave
New York, NY 10016
United States of America

Beat/Title (Additional): Law, Mergers & Acquisitions, Bank
Mergers & Acquisitions

Pitching Tips: Preferred Order: E-Mail

Profile: Teitelman is the Editor and oversees the business and content of the publication and its website. He is also Editor In Chief of The Deal and The Daily Deal. He is also Editor In Chief of The Deal and The Daily Deal. He covers Mergers and Acquisitions as they relate to Corporate Control. Know what the publication is about before pitching an idea. Tell them about the details of a Breaking News story immediately; they respect embargoes. Although they cover Companies of all sizes, they are most interested in Large Deals. For smaller companies, deals must be above \$1 million. They want to know everything about a deal, including the details. They also want to be able to speak to C-level Executives who have the inside scoop. Include the amount of money involved, the names of the companies and the identity of the investors. They don't do strategic alliances or licensing deals, instead there needs to be some exchange of equity. The same people work on all of The Deal's publications, so there is no need to send pitches to each publication separately. Contact the Editors; Reporters are too busy to answer general inquiries. Keep in mind that they work on East Coast time in terms of deadlines. The best way to contact members of the editorial staff is by e-mail. Do NOT contact Teitelman. Send story pitches and press releases to the appropriate Editor.

Teitelman joined The Deal in December 1998 from Institutional Investor, where he had worked since 1989, ending his tenure there as the magazine's editor. In 2003, Min Magazine chose him as one of the "21 Most Intriguing People" in media and in 2008 B2B Magazine selected him as for a "Media Business Innovator Award." Teitelman also worked as a writer and editor for Forbes and Financial World. In addition, he is the author of two books, Profits of Science: The American Marriage of Business and Technology and Gene Dreams: Wall Street, Academia and the Rise of Biotechnology, both published by Basic Books. He is a graduate of the College of William & Mary, with master's degrees in international affairs and journalism from Columbia University.

Outlet Profile: Geared toward CEOs, CFOs and general counsel at major corporations and their advisers. Covers large deals that result in a change of control. Features up-to-date articles on the latest strategies based in cash mergers, stock swaps, buyouts of bankrupt companies and other transactions. Provides in-depth analysis on every type of M&A deal and features legal and regulatory developments affecting the mergers and acquisitions landscape.

Frequency Exception: 10 Times/Year

Ad Rate: \$5,100.00 USD

Color Ad Rate: \$5,350.00 USD

Subscription Rate: \$1,795.00 USD

Page Width: 8

Page Length: 11

Columns per Page: 3

Circulation: 3,000

Topic: Bank Mergers & Acquisitions, Banking, Finance, Law, Mergers & Acquisitions

Format: Newsletter Format

Publicity Materials Used: Trade Literature, Industry News, Staff-Written Articles, Does Not Use Publicity Photos

Audit Bureau: Publisher's Statement

Profile: Trade

Language: English

Blogs

CBS Corporation

Crime Notes

Ms. Caroline Lowe, Blogger

Email: cplove@wcco.cbs.com (p)

Beat/Title (Additional): Crime, Law

Home Page: minnesota.cbslocal.com/tag/crime-notes

Pitching Tips: Preferred Order: E-Mail

Profile: Lowe serves as a blogger and also is a Crime Reporter, covering criminal wrongdoing and police crackdowns. She is a licensed police officer. She will be exiting the station on May 4, 2011 and joining KSBY-TV at the end of the month. Contact her via e-mail.

Lowe was named head of KSBY-TV's Santa Barbara County bureau in April 2011. She will join the station at the end of May 2011. Lowe has been a reporter with WCCO-TV since 1977. She has received numerous awards for her reporting, including: The Alfred I. DuPont Columbia Award, two Regional Emmy Awards, and the Sweepstakes Award from the Society of Professional Journalists, all in 1994; an Associated Press award; and a UPI award. In 1986, Lowe was awarded the Minnesota Association of Crime Victims Media Attention Service Award, the first time that award was given to a member of the media. She worked with the Minneapolis Police Sex Crimes unit to develop private waiting rooms for children who are victims of abuse. Lowe returned to school late in her career to back up her credentials as a crime reporter. She earned a bachelor's degree in law enforcement from Metropolitan State University, then completed her master's degree in police leadership from the University of St. Thomas in December 2004.

Outlet Profile: This blog is hosted by cbs.com. The blog focuses on crime and law related topics. Contact this blog via the blogger e-mail.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

This outlet offers RSS (Really Simple Syndication).

Code Frequency: 2 Times/Week

Topic: Crime, Law Enforcement

Profile: Consumer

Language: English

Daily Newspaper
Tribune Company
Daily Press
Mr. Peter Dujardin, City/County Courts, Reporter

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Newport News, VA 23607
United States of America

Phone: +1 (757) 247-4749 (p)

Fax: +1 (757) 245-8618 (m)

Email: pdujardin@dailypress.com (p)

Home Page: www.dailypress.com

DMA: Norfolk, VA (43)

MSA: Virginia Beach--Norfolk--Newport News, VA--NC MSA (35)

Circulation: 63,366

Mailing Address: PO Box 746

Newport News, VA 23607

United States of America

Beat/Title (Additional): Law

Pitching Tips: Preferred Order: E-Mail

Profile: Dujardin is a Reporter covering Courts and Legal Affairs. He frequently covers trade issues, especially container shipping, and writes extensively about the effect on the economy and jobs. He also says, "I'm interested in [national] studies, statistics and reports." Sources include local business owners, union heads and government officials. Most press releases should appear as a news brief but major contracts or appointments can become larger stories. Press releases should be sent by e-mail unless it is breaking local news, in which case, a phone call is permissible.

Dujardin previously covered local and national ports, shipbuilding, the defense industry and homeland security. He holds a master of science degree in journalism from Northwestern University and a bachelor of arts degree in political science from Providence College.

Lead Times: Advertising - 5 days prior.

Outlet Profile: Daily Press is written for the residents of Newport, Hampton, York, Williamsburg, Gloucester, Matthews, Middlesex, Isle of Wight and Surrey, VA. The newspaper covers local, national and international news, along with sports, arts & entertainment and features.

Twitter Handle: http://twitter.com/Daily_Press

Twitter Handle: <http://twitter.com/DPWilliamsburg>

Twitter Handle: <http://twitter.com/DPIsleofWight>

Twitter Handle: <http://twitter.com/HRVarsity>

Twitter Handle: http://twitter.com/DP_Ticket

Twitter Handle: http://twitter.com/DP_Sports

Twitter Handle: <http://twitter.com/DailyPressPhoto>

City: Newport News

Ad Rate: \$79.55 USD

Color Ad Rate: \$255.00 USD

Subscription Rate: \$172.80 USD

Coverage: Southeastern Virginia

Circulation: 63,366

Morning Circulation: 63,366

Saturday Circulation: 73,932

Sunday Circulation: 90,023

Code Frequency: Daily

Topic: News

Format: Uses ROP Color

News Service: Associated Press, Scripps Howard, MCTN, Tribune Media

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Daily Newspaper
A.H. Belo Corp.
The Dallas Morning News
Mr. Selwyn Crawford, Metro Team Leader

Shipping Address: 508 Young St
Dallas, TX 75202
United States of America

Phone: +1 (214) 977-8604 (p)

Fax: +1 (214) 977-7999 (n)

Email: scrawford@dallasnews.com (p)

Home Page: www.dallasnews.com

DMA: Dallas - Fort Worth, TX (5)

Profile: Crawford is a Metro Team Leader overseeing Public Safety and Criminal Justice. When dealing with PR professionals he says, "I am very straightforward. No means no. If I say I am thinking about it, I really am thinking about it. If I say, we can run that story in six months, don't call me a month later and try to persuade me. I shoot straight with people. I don't waste your time, so please don't waste mine." He prefers to be contacted by e-mail. Follow up phone calls are not preferred. The best time to reach him is from 10 am until noon or 2 pm until 4 pm.

Crawford previously was an assistant metro editor. Prior to that, he covered criminal courts in Tarrant County, TX and general assignments in Dallas. He has been with the publication since 1988. Prior to that he was with the Orlando (FL) Sentinel.

Lead Times: Features - 7 days prior, Advertising - 8 days prior.

Outlet Profile: The Dallas Morning News is a daily newspaper covering regional, national and international news. Local and national technology coverage runs daily in the business section. Business and technology-related editorial consists mostly of news and trend articles analyzing the impact of technology on the economy and industry. Consumer-related topics include health and fitness, food, arts & entertainment, and book, movie and theater reviews. Deadlines for business news are daily at 530pm CT. The lead times for daily news are two hours and one to two weeks for features. Editors honor non-disclosure agreements on a case-by-case basis. The outlet offers RSS (Really Simple Syndication).

Ad Rate: \$750.00 USD

Color Ad Rate: \$5,440.00 USD

Subscription Rate: \$138.00 USD

Coverage: Texas

Circulation: 264,459

Morning Circulation: 264,459

Saturday Circulation: 250,979

Sunday Circulation: 373,815

Code Frequency: Daily

Topic: Local News, National News

Format: Uses ROP Color

News Service: Associated Press, New York Times, MCTN

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

MSA: Dallas--Fort Worth--Arlington, TX MSA (4)

Circulation: 264,459

Mailing Address: PO Box 655237

Dallas, TX 75265

United States of America

Beat/Title (Additional): Public Health & Safety, Criminal Law

Pitching Tips: Preferred Order: E-Mail

Twitter Handle: http://twitter.com/dallas_news

Twitter Handle: <http://twitter.com/dallascrimeblog>

Twitter Handle: <http://www.twitter.com/DallasPolitics>

Twitter Handle: http://www.twitter.com/dmn_stars

Twitter Handle: http://twitter.com/dmn_colleges

Twitter Handle: http://twitter.com/dmn_cowboys

Twitter Handle: http://www.twitter.com/dmn_mavericks

Twitter Handle: http://twitter.com/dmn_rangers

Twitter Handle: http://twitter.com/dmn_sportsmedia

Twitter Handle: <http://twitter.com/neighborsgo>

Twitter Handle: http://twitter.com/dallas_sales

Twitter Handle: http://twitter.com/dallasnews_top

Twitter Handle: <http://www.twitter.com/hsgametime>

Twitter Handle: http://www.twitter.com/dmn_recruiting

Twitter Handle: <http://www.twitter.com/DallasNewsDigs>

Twitter Handle: <http://www.twitter.com/guidelivemusic>

Twitter Handle: http://twitter.com/dallasnews_com

Regional Television Network Show
New Jersey Public Broadcasting Authority
Due Process
Ms. Henrietta Parker, Coordinating Producer

Shipping Address: 50 Park Pl
Newark, NJ 07102-4308
United States of America

Phone: +1 (973) 648-2559 (p)

Fax: +1 (973) 648-7848 (p)

Email: hparker@njn.org (p)

Home Page: njn.net/television/njseries/dueprocess

DMA: New York, NY (1)

MSA: New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

Mailing Address: PO Box 777
Trenton, NJ 08625-0777

United States of America

Beat/Title (Additional): Law

Pitching Tips: Preferred Order: Fax

Profile: Parker oversees the content and structure of the show as Coordinating Producer. She is a primary PR contact for the program. She is interested in public affairs, law and justice story ideas. She can be contacted by phone, fax, and mail. Send press submissions by fax or mail. Parker is best contacted weekdays between 10am and 5pm.

Parker has served as a producer of other NJN projects including, The Chase Lincoln Douglas Debates, The Empowerment Summit III – Diversity, and The Cholesterol Challenge: Can You Cut It? Her other television projects include Ron Hazelton's House Calls, Lou Rawls Parade Of Stars - New Jersey segments - and The Truth About Aids for Newark/South Orange Cablevision. In 1985, she co-founded Hudson West Productions, a documentary film company. She produced the company's first project for PBS, the award winning documentary, Cissy Houston: Sweet Inspiration, and was the production coordinator for its second PBS film, Dancin' With The Peg – The Story Of Clayton "Peg Leg" Bates.

Outlet Profile: Due Process is a weekly, half-hour legal affairs show airing on WNJN-TV in Trenton, NJ. It focuses on current legal issues, and features discussions with attorneys and experts. Funding for the show is provided by the New Jersey State Bar Foundation. According to the station's Web site, the mission is "to provide legal education to the public."

The show has received many awards, including Mid-Atlantic Emmys for Outstanding Talk/Program Series and Outstanding Public Affairs Series. Past discussion topics have included stopping domestic violence, bounty hunters, cell phone safety, gangs in schools, parental notification, and tattoos. The show's target audience is New Jersey viewers interested in legal issues. The show rebroadcasts on NJN Radio Network on Mondays from 10:30pm to 11pm.

On Air Time: Sun, 9:30 - 10:00 AM; Tue, 11:30 - 12:00 PM

Topic: Law

Format: Talk, Interviews

Classification: Taped, Guests, Press Releases

Network: NJN/The New Jersey Network

Target Audience: 35 thru 64

Interview: Taped

Can Use: Guests, Press Releases

Contact Via: Phone, Fax, Mail, E-Mail

Language: English

Magazine
Federal Bar Association
The Federal Lawyer
Ms. Stacy King, Managing Editor

Shipping Address: 1220 N Fillmore St
Ste 444
Arlington, VA 22201
United States of America
Phone: +1 (571) 481-9103 (p)
Fax: +1 (571) 481-9090 (m)
Email: sking@fedbar.org (p)
Home Page: www.fedbar.org
DMA: Washington, DC (9)

MSA: Washington--Arlington--Alexandria, DC--MD--VA--MD MSA
(9)
Circulation: 16,491
Mailing Address: 1220 N Fillmore St
Ste 444
Arlington, VA 22201
United States of America
Beat/Title (Additional): Law
Pitching Tips: Preferred Order: E-Mail

Profile: King is the Managing Editor. The publication is interested in a wide variety of feature articles, including How To's, Interviews, Edited Speeches or Roundtable Transcripts, Opinion Pieces, Legal Analyses and First-Person Accounts. Submissions should have a journalistic style that is easy to read; avoid using "legalese" and writing formats generally reserved for legal briefs and law review articles. Average length should be 750 to 900 words. There should be no more than 20 endnotes in a feature article, and no more than five in a column or commentary. Authors should provide a one or two sentence biographical statement that may point to their qualifications to write the article, and they should also supply any relevant art work that might help better explain their article to the readers. Authors should send all submissions via computer disk or e-mail. King prefers to be contacted via e-mail.

King joined the Federal Bar Association in 1998, and has served as managing editor of the publication since 2004. From 2000 to 2004, she served as the manager of creative services for the organization. From 1998 to 2000, she was the assistant director of publications. King graduated with a bachelor's degree in magazine journalism from the University of Texas at Austin in 1998.

Lead Times: Features - 90 days prior, News - 90 days prior, Advertising - 28 days prior.

Outlet Profile: Official publication of the Federal Bar Association. Chronicles the news of the Association and its members as well as providing practical coverage of issues affecting federal attorneys.

Frequency Exception: Comb. Mar/Apr & Nov/Dec

Ad Rate: \$2,600.00 USD

Color Ad Rate: \$3,000.00 USD

Subscription Rate: \$35.00 USD

Page Width: 8

Page Length: 10

Columns per Page: 3

Circulation: 16,491

Code Frequency: Monthly

Topic: Federal Government, Law

Publicity Materials Used: New Products, Industry News, Personnel Announcements, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews

Audit Bureau: Publisher's Statement

Profile: Trade

Language: English

Blogs

Law Blog

Mr. Steven Meyerowitz, Blogger

Email: smeyerow@optonline.net (p)

Beat/Title (Additional): Finance, Law, Regulatory Issues

Home Page: www.financialfraudlaw.com

Pitching Tips: Preferred Order: E-Mail

Profile: Meyerowitz is a Blogger and covers Financial Fraud. He is also the editor in chief of Banking Law Journal, Employee Benefit Plan Review, Pratt's Journal of Bankruptcy Law, Privacy and Data Security Law Journal, Privacy and Data Security Review and Real Estate Finance Journal. He is the editor for the Financial Fraud Law website. For follow-ups, "I prefer e-mail," he says. "Follow-up e-mail is great." Sending images isn't necessary, he says, but "e-mail in the text, no attachments." When sending press materials, do NOT attach items. The lead time "depends on the publication but anywhere from two weeks to six weeks." The only advice Meyerowitz has is to only send him e-mail; NO phone calls. "E-mail is great. I love e-mail."

Twitter Handle: <http://twitter.com/financialfraud>

Meyerowitz was an attorney for a prominent Wall Street law firm for nearly five years before founding Meyerowitz Communications Inc., a law firm marketing communications consulting company that works with some of the largest and most successful law firms in the country. Meyerowitz specializes in helping lawyers write, produce and place their bylined articles, newsletters, brochures and other marketing materials and in integrating publications into a firm's overall marketing program. In addition, he is the author of a book on marketing, sales and advertising law. He is a member of the American Bar Association and the New York State Bar Association, a Trustee of the Harvard Law School Club of Long Island and a member of the Board of Trustees for the Northport-East Northport School District. Meyerowitz is a graduate of Harvard Law School.

Outlet Profile: Aims to provide a one-stop resource for the legal issues involving financial fraud with sound legal analysis and commentary. The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

This outlet offers RSS (Really Simple Syndication).

Code Frequency: Continuous

Topic: Finance, Law, Regulatory Issues

Profile: Trade

Language: English

Magazine**PennWell****Fire Engineering****Ms. Mary Jane Dittmar, Senior Associate Editor**

Shipping Address: 21-00 State Rt 208 South
Fair Lawn, NJ 07410-2602
United States of America

Phone: +1 (973) 251-5052 (p)

Fax: +1 (973) 251-5065 (m)

Email: maryjd@pennwell.com (p)

Home Page: www.fireengineering.com

DMA: New York, NY (1)

MSA: New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

Circulation: 52,457

Mailing Address: 21-00 State Rt 208 South
Fair Lawn, NJ 07410-2602
United States of America

Beat/Title (Additional): News, Regulatory Issues, Fitness & Exercise, Fire Protection, Fire Departments

Pitching Tips: Preferred Order: E-Mail

Profile: Dittmar is a Senior Associate Editor and covers the latest News, Regulatory Issues, Health and Fitness and Fire Emergency Services. She also writes the Health Beat column for the Web Site. She reports on fire prevention news, code updates, technology, policies and legislation. She also writes a monthly Web site column called Health Beat. The column covers all firefighter health and safety issues including potential diseases, chemical exposure, proper hydration, cardiac health and basic fitness and exercise. Dittmar receives most of her leads and industry updates from highly detailed newsletters. She is already well-informed and has little need for press releases and article idea pitches. She states, "I haven't got time for looking at small, little press releases unless it's ground-breaking." She can be contacted by e-mail.

Dittmar joined the publication as an assistant editor in 1991. Prior to that, she served as editor of Health Foods Business, a trade magazine in the health/nutrition market and held various positions in the educational and medical advertising fields. She had also held editorial positions at other fire prevention magazines such as Industrial Fire Service and Fire/EMS. Dittmar holds a bachelor's degree in English/journalism and a master's degree in communication arts.

Lead Times: Features - 90 days prior, News - 60 days prior, Advertising - 30 days prior.

Outlet Profile: Designed as the forum for news of fire fighting and fire prevention techniques and systems. Editorial purpose is to make emergency response safer, more efficient and highly effective. Geared to fire chiefs, training officers and other key department personnel interested in updating their training knowledge and overall fire service skills. Highlights include new equipment information and reviews of current technology.

Issue Day: 3rd Week

Ad Rate: \$7,795.00 USD

Color Ad Rate: \$7,795.00 USD

Subscription Rate: \$28.50 USD

Page Width: 8

Page Length: 10

Columns per Page: 3

Circulation: 52,457

Code Frequency: Monthly

Topic: EMS/Emergency Medical Services, Fire Departments, Fire Protection

Publicity Materials Used: New Products, Trade Literature, Industry News, Personnel Announcements, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Trade

Language: English

Daily Newspaper
Gannett Co., Inc.
The Greenville News
Mr. E. Richard Walton, Criminal Law, Criminal Justice Reporter

Shipping Address: 305 S Main St
Greenville, SC 29601
United States of America

Phone: +1 (864) 298-4317 (p)

Fax: +1 (864) 298-4395 (m)

Email: erwalton@greenvillenews.com (p)

Home Page: www.greenvilleonline.com

DMA: Greenville, SC Asheville, NC (36)

MSA: Greenville, SC MSA (82)

Circulation: 57,721

Mailing Address: PO Box 1688
Greenville, SC 29602
United States of America

Beat/Title (Additional): Crime, Law Enforcement

Pitching Tips: Preferred Order: E-Mail

Profile: Walton is a Criminal Justice Staff Writer. He appreciates PR professionals who are timely, accurate and civil. He welcomes relevant white papers and information as soon as they are available. In regards to tips for PR professionals he says, "no disrespect, but I like to get as close to the source who is giving and making the news." He explains that he talks to PR professionals as a backup option. He works at a fast pace and needs information as soon as it is available. He also prefers being off the record as little as possible. Contact him by e-mail.

Walton previously covered police.

Lead Times: Advertising - 4 days prior.

Outlet Profile: The Greenville News aims to provide Greenville, SC, and its surrounding communities, which include Pickens, Anderson and Spartanburg counties, with local, regional and national news. The paper became a part of Gannett when the company bought Multimedia in December 1995.

Twitter Handle: <http://twitter.com/GreenvilleNews>

Ad Rate: \$160.25 USD

Color Ad Rate: \$540.00 USD

Subscription Rate: \$203.84 USD

Coverage: South Carolina

Circulation: 57,721

Morning Circulation: 57,721

Saturday Circulation: 60,055

Sunday Circulation: 99,620

Code Frequency: Daily

Topic: News

News Service: Associated Press, New York Times, MCTN

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Radio Network Show

Handel on the Law

Mr. Bill Handel, Host

Shipping Address: 15260 Ventura Blvd
Ste 400
Sherman Oaks, CA 91403
United States of America

Phone: +1 (818) 566-6420 (p)

Fax: +1 (818) 377-5333 (m)

Email: bill@kfi640.com (p)

Home Page: www.handelonthelaw.com

DMA: Los Angeles, CA (2)

MSA: Los Angeles--Long Beach--Santa Ana, CA MSA (2)

Mailing Address: 15260 Ventura Blvd
Ste 400

Sherman Oaks, CA 91403

United States of America

Beat/Title (Additional): Law, Laws, Politics

Pitching Tips: Preferred Order: Fax

Profile: Handel leads the on-air content and structure of the show as Host. He is also a morning show host on KFI-AM. He covers Law, Legal Matters, News, Current Events, Politics and Consumer Trends. He mainly fields questions from the audience concerning legal matters. There are no guest opportunities for the show. Send press releases and information to him via fax or mail. He can be contacted via phone, fax or e-mail.

Handel ended his KFI-AM program, Bill Handel Show, in February 2010. Prior to KFI-AM, he hosted a nationally syndicated talk show, Judge for Yourself, before becoming the host of Handel on the Law and the Bill Handel Show. Judge for Yourself celebrated one season of success. He is a renowned expert on the legal aspects of reproductive technology and has provided legal counsel for several hundred cases of third party reproduction. He serves as director of the Center for Surrogate Parenting, Inc. & Egg Donation, Inc. in Encino, CA and Annapolis, MD, which has been helping couples become families for nearly twenty-five years. He has been an adjunct professor of law at Whittier College School of Law where he taught legal aspects of reproduction technology. Handel has lectured at universities and medical conferences on several continents and has written articles for numerous medical and legal journals. His expertise on this topic has been featured in articles for the New York Times, Washington Post, Wall Street Journal and other publications and he has appeared on hundreds of television shows including 60 minutes, Nightline, 48 Hours, Today, Frontline, Crossfire, as well as BBC Television and CNN. Handel was named by Radio and Records News/Talk Personality of the Year. Handel received his bachelor's degree at California State University Northridge and his Juris Doctor degree at Whittier College of Law.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.

Outlet Profile: Handel on the Law, hosted by Bill Handel, is a national radio program focused on law and legal advice. The show is syndicated by Premiere Radio Network and airs out of flagship station KFI-AM. The show is strictly caller-driven and features no guest interviews. Handel on the Law appeals to adults interested in law and legal advice. There are no specific deadlines for the show.

Twitter handle: <http://twitter.com/billhandelshow>

On Air Time: Sat, 6:00 - 11:00 AM

Topic: Advice, Government, Law, Laws

Format: Talk, Listener Phone-In, Commentary, Syndicated

Network: Associated Press Broadcast, Premiere Radio Network, FOX Radio Network

Target Audience: 35 thru 64

Contact Via: Phone, Fax, Mail, E-Mail

Language: English

Magazine
Health Forum
Hospitals & Health Networks
Mr. Bill Santamour, Managing Editor

Shipping Address: 155 N Wacker Dr Ste 400
Chicago, IL 60606-1719
United States of America

Phone: +1 (312) 893-6834 (p)

Fax: +1 (312) 422-4500 (m)

Email: bsantamour@healthforum.com (p)

Home Page: www.hhnmag.com

DMA: Chicago, IL (3)

MSA: Chicago--Naperville--Joliet, IL--IN--WI MSA (3)

Circulation: 70,000

Mailing Address: 155 N Wacker Dr Ste 400
Chicago, IL 60606-1719
United States of America

Beat/Title (Additional): Healthcare Industry, Regulatory Issues,
Hospitals, Legal Affairs

Pitching Tips: Preferred Order: E-Mail

Profile: Santamour is the Managing Editor and covers Regulatory issues and Legislation. He also has an interest in Staffing, Quality of Care and Information Technology. Do not call to pitch a story or follow up on sent information.

Lead Times: Features - 56 days prior, News - 14 days prior, Advertising - 30 days prior.

Outlet Profile: Launched in the fall of 1998 and provides analysis and insight to healthcare executives and leaders who want a clear view of trends and developments in the field. Reports on and analyzes the social, political and economic forces that shape healthcare delivery, emphasizing their impact on people. Also examines trends in services and professional practices in the form of features, technology reports, news, profiles, design and construction, outsourcing, telecommunications, diagnostic imaging and finance.

Issue Day: 5th

Ad Rate: \$11,730.00 USD

Color Ad Rate: \$13,280.00 USD

Subscription Rate: \$89.00 USD

Page Width: 8

Page Length: 10

Columns per Page: 3

Circulation: 70,000

Code Frequency: Monthly

Topic: Health Administration, Hospitals

Publicity Materials Used: Trade Literature, Industry News, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Does Not Use Publicity Photos

Audit Bureau: BPA Worldwide

Profile: Trade

Language: English

Cable Network Show In Session Ms. Jean Casarez, Law, Trials Correspondent

Shipping Address: 1 CNN Center
Atlanta, GA 30303-2762
United States of America

Phone: +1 (212) 973-2800 (p)

Fax: +1 (404) 827-1758 (m)

Email: jean.casarez@turner.com (p)

Home Page: insession.blogs.cnn.com

DMA: Atlanta, GA (8)

MSA: Atlanta--Sandy Springs--Marietta, GA MSA (8)

Mailing Address: 1 CNN Center
Atlanta, GA 30303-2762

United States of America

Pitching Tips: Preferred Order: Fax

Profile: Casarez is a Correspondent for truTV's live daytime trial coverage, reporting on Courtroom Trials around the country. She is also a member of the Nevada and Texas bars and is a licensed attorney in the Southern District of Texas Federal Court. Contact her by fax or mail.

Casarez joined the Tru TV in January 2003. She has been a guest and legal expert on national cable and network news shows, including HLN's Nancy Grace, CNN's Larry King Live and Anderson Cooper 360, NBC's The Today Show and CBS's The Early Show. Casarez has covered a number of big trials for truTV. She reported from Colorado during the Kobe Bryant case, and from Redwood City, CA during the Scott Peterson sentencing verdict which garnered worldwide attention. Before that, she served as a weekend anchor and legal reporter for KOLO-TV in Reno, NV. Prior to that, she produced the news magazine show First Edition and served as the city hall reporter and fill-in anchor at KENS-TV in San Antonio, TX. Casarez graduated from the University of Southern California and received her Juris Doctor degree from Southwestern University School of Law in Los Angeles. In addition to her legal background and journalism career, Casarez has recorded six albums in Spanish for the international divisions of CBS and Capitol EMI Records. She toured extensively throughout the U.S. and Mexico and was nominated for multiple awards.

Outlet Profile: In Session is a programming block of various court proceedings, legal news and live coverage of trials. The block includes analysis from anchors and guests to help viewers understand legal proceedings. In Session is produced out of CNN headquarters in Atlanta since November 16, 2009. Prior to that, it was based in New York.

Twitter Handle: <http://twitter.com/insession>

Facebook Page: <http://www.facebook.com/InSession>

On Air Time: Mon-Fri, 9:00 AM - 3:00 PM

Topic: Law, Legal Industry, News

Format: Talk, Interviews, Commentary

Classification: Live, Taped, Guests, Press Releases

Target Audience: All

Interview: Live, Taped

Can Use: Guests, Press Releases

Contact Via: E-Mail

Language: English

Daily Newspaper
Lee Enterprises, Inc.
Lincoln Journal Star
Ms. Nancy Hicks, Law, City Hall Reporter

Shipping Address: 926 P St
Lincoln, NE 68508
United States of America

Phone: +1 (402) 473-7250 (p)

Fax: +1 (402) 473-7291 (m)

Email: nhicks@journalstar.com (p)

Home Page: www.journalstar.com

DMA: Lincoln, NE (106)

Profile: Hicks is the City Hall Reporter covering Legal/Legislation issues and Politics. She prefers to be contacted by e-mail. She says, "I look at e-mails if they appear to have some relevance to a bill going through the Nebraska legislature," or if they have "a direct relationship to Nebraska. That must be clear in the subject line or the first few lines of the e-mail. Otherwise I hit delete."

Twitter Handle: <http://twitter.com/Nebrose>

Hicks has been with the paper since 1974 and has covered statehouse, education, higher education and county government. She has also been the features editor and the editorial page editor. She previously worked for the Omaha (NE) World-Herald for three years.

Lead Times: Features - 7 days prior, Advertising - 3 days prior.

Outlet Profile: Lincoln Journal Star is a daily newspaper written for residents in the Lincoln, NE area. The paper was formerly known as The Lincoln Journal and The Lincoln Star. The paper is a 50+ page newspaper, and its editorial mission is to "provide news, analysis and an open forum for the exchange of ideas and opinions." The paper covers local, regional, state, national and international news, as well as business, entertainment, sports and special reports. It was founded in 1873.

The outlet offers RSS (Really Simple Syndication).

The outlet offers a digital Podcast.

Twitter Handle: <http://twitter.com/JournalStarNews>

Twitter Handle: <http://twitter.com/LJSNebraskaNews>

Twitter Handle: <http://twitter.com/LincolnBizBuzz>

Facebook Page: <http://www.facebook.com/LincolnJournalStar>

Ad Rate: \$79.05 USD

Color Ad Rate: \$263.00 USD

Subscription Rate: \$161.20 USD

Coverage: Southeastern Nebraska

Circulation: 67,137

Morning Circulation: 67,137

Saturday Circulation: 61,504

Sunday Circulation: 72,939

Code Frequency: Daily

Topic: News

Format: Uses ROP Color

News Service: Associated Press, MCTN

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

MSA: Lincoln, NE MSA (156)

Circulation: 67,137

Mailing Address: PO Box 81689

Lincoln, NE 68501

United States of America

Beat/Title (Additional): Politics, City Hall

Pitching Tips: Preferred Order: E-Mail

Daily Newspaper
Tribune Company
Los Angeles Times
Ms. Carol Williams, Law, California Staff Writer

Shipping Address: 202 W 1st St
Los Angeles, CA 90012
United States of America

Phone: +1 (305) 766-9317 (p)

Fax: +1 (213) 237-4712 (n)

Email: carol.williams@latimes.com (p)

Home Page: www.latimes.com

DMA: Los Angeles, CA (2)

MSA: Los Angeles--Long Beach--Santa Ana, CA MSA (2)

Circulation: 600,449

Mailing Address: 202 W 1st St
Los Angeles, CA 90012
United States of America

Beat/Title (Additional): Metro

Pitching Tips: Preferred Order: E-Mail

Profile: Williams is a California Staff Writer covering Legal Affairs and the 9th Circuit. She covers national issues and is interested in experts who can discuss the news from a legal perspective. Her stories try to examine how these issues affect people's lives. Pitch experts immediately upon breaking news. She will occasionally look at studies, and is always interested in receiving graphics or other visual items. Don't send unsolicited attachments, however. She prefers to receive press releases by e-mail.

Williams moved to the main office in August 2008. She previously served as a foreign correspondent for the paper since March 1990. Prior to that, she was a foreign correspondent for the Associated Press since 1980. She received a bachelor's degree from the University of Washington, where she studied journalism, psychology and Russian.

Lead Times: Features - 7 days prior, News - 7 days prior, Advertising - 2 days prior.

Outlet Profile: Los Angeles Times is a general interest daily newspaper that covers regional, national and international news. The paper uses wire services and reports for certain content area. In August 2009, Tribune Company formed a national sports content-sharing alliance between its properties, most notably between the Chicago Tribune and the Los Angeles Times. The staff honors news embargoes on a case-by-case basis. For FedEx mailing use: 130 S Broadway, Los Angeles, CA 90012.

The outlet offers RSS (Really Simple Syndication).

Ad Rate: \$972.00 USD

Color Ad Rate: \$3,447.00 USD

Subscription Rate: \$201.50 USD

Coverage: Southern California

Circulation: 600,449

Morning Circulation: 600,449

Saturday Circulation: 695,717

Sunday Circulation: 901,119

Code Frequency: Daily

Topic: News

News Service: Associated Press, Reuters, Tribune Media

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

**Daily Newspaper
Tribune Company
Los Angeles Times
Ms. Carol Williams, Law, California Staff Writer
(continued)**

Twitter Handle: <http://twitter.com/LATimes>
Twitter Handle: <http://twitter.com/LATimesgoodnews>
Twitter Handle: <http://twitter.com/losangelestimes>
Twitter Handle: <http://twitter.com/latimesnews>
Twitter Handle: <http://twitter.com/latreadersrep>
Twitter Handle: <http://twitter.com/latrealestate>
Twitter Handle: <http://twitter.com/latshowtracker>
Twitter Handle: <http://twitter.com/latSportsblog>
Twitter Handle: <http://twitter.com/LATimesLakers>
Twitter Handle: <http://twitter.com/latimestweets>
Twitter Handle: <http://twitter.com/topofthelatimes>
Twitter Handle: <http://twitter.com/LATenvironment>
Twitter Handle: <http://twitter.com/latimesweather>
Twitter Handle: <http://twitter.com/LATimesMoms>
Twitter Handle: <http://twitter.com/latimesfob>
Twitter Handle: <http://twitter.com/LATHotProperty>
Twitter Handle: <http://twitter.com/LATmappingLA>
Twitter Handle: <http://twitter.com/LATimescomments>
Twitter Handle: <http://twitter.com/LATimesquakes>
Twitter Handle: <http://twitter.com/latimesundance>
Twitter Handle: <http://twitter.com/lanow>
Twitter Handle: <http://twitter.com/LATimeslive>
Twitter Handle: <http://twitter.com/mexicodrugwar>
Twitter Handle: <http://twitter.com/LATunleashed>
Twitter Handle: <http://twitter.com/LATgoldderby>
Twitter Handle: <http://twitter.com/LATimesshopping>
Twitter Handle: <http://twitter.com/latimesobits>
Twitter Handle: <http://twitter.com/latimesopinion>
Twitter Handle: <http://twitter.com/latimesphotos>
Twitter Handle: <http://twitter.com/latimescience>
Twitter Handle: <http://twitter.com/latimesports>

Twitter Handle: <http://twitter.com/latimestech>
Twitter Handle: <http://twitter.com/latimestravel>
Twitter Handle: <http://twitter.com/latimesvideo>
Twitter Handle: <http://twitter.com/latimesworld>
Twitter Handle: <http://twitter.com/culturemonster>
Twitter Handle: <http://twitter.com/latimesfirehose>
Twitter Handle: <http://twitter.com/latimesfires>
Twitter Handle: <http://twitter.com/latimesmost>
Twitter Handle: <http://twitter.com/latimesmovies>
Twitter Handle: <http://twitter.com/latimesnational>
Twitter Handle: <http://twitter.com/latimesfood>
Twitter Handle: <http://twitter.com/latimesgreen>
Twitter Handle: <http://twitter.com/latimesimage>
Twitter Handle: <http://twitter.com/latimesguide>
Twitter Handle: <http://twitter.com/latimeshealth>
Twitter Handle: <http://twitter.com/latimeshome>
Twitter Handle: <http://twitter.com/lateducation>
Twitter Handle: <http://twitter.com/latimesent>
Twitter Handle: <http://twitter.com/latimesautos>
Twitter Handle: <http://twitter.com/latimesbiz>
Twitter Handle: <http://twitter.com/latimeslocal>
Twitter Handle: <http://twitter.com/latimesdatadesk>
Twitter Handle: <http://twitter.com/latimesbooks>
Twitter Handle: <http://twitter.com/LATimestot>

Magazine

ALM Media Properties, LLC

The National Law Journal

Mr. David Brown, Editor in Chief

Shipping Address: 120 Broadway

Fl 5/6

New York, NY 10271

United States of America

Phone: +1 (212) 457-9400 (p)

Fax: +1 (646) 822-5099 (m)

Email: dbrown@alm.com (p)

Home Page: www.nlj.com

DMA: New York, NY (1)

MSA: New York--Northern NJ--Long Island, NY--NJ--PA MSA (1)

Circulation: 15,227

Mailing Address: 120 Broadway

Fl 5/6

New York, NY 10271

United States of America

Beat/Title (Additional): Law

Pitching Tips: Preferred Order: E-Mail

Profile: Brown is the Editor in Chief. He is also the editor in chief for Law.com and a contributing writer for BLT: The Blog of Legal Times. He says, "I'm the kind of person who used to make newspapers for my dad when I was a kid and sell them to him for a nickel." He feels that legal issues "are an area where you get to cover just about every subject you can imagine. It's niche coverage but you get to be a generalist. Because lawyers are attached, for good or ill, to just about every issue imaginable you can sort of run the gamut of major issues." Brown prefers all PR professionals to know the publication before pitching. He does not want to be pitched something that is off-mission. "(We) are right at the nexus of law and politics. Those are two things I'm very interested in. Also, getting the chance to manage a publication with a really great tradition is a dream job for me." "We need to be more active on the Web. That's our biggest challenge and something I'm hoping to really tackle. I want us to be the authoritative voice for legal affairs news coming out of Washington. There's a lot of competition there but I think we have an opportunity to distinguish ourselves. I'm hoping our journalism allows us to do that." Contact him by e-mail.

Twitter handle: <http://twitter.com/davidlbrownjr>

Brown formerly served as the publisher and editor in chief of Legal Times before National Law Journal and Legal Times merged. He rejoined the staff in October 2007 as the editor in chief. He previously worked as a managing editor. His most recently served as the executive editor for The American Lawyer. Before that, he served as the managing editor of Legal Times from 2004 until 2005. He also previously worked as the assistant managing editor at The Recorder.

Lead Times: Features - 21 days prior, News - 21 days prior, Advertising - 7 days prior.

Outlet Profile: Designed for both defendant and plaintiff attorneys to evaluate, prepare and try cases faster and easier. Provides news, analysis and special services on legislative and regulatory developments. Focuses on case digests, updates and summaries of verdicts and settlements in key trials throughout the country, new filings, upcoming trials, developments in class actions and complex litigations, courtroom techniques and legislative and regulatory news.

The outlet offers RSS (Really Simple Syndication).

Ad Rate: \$10,295.00 USD

Color Ad Rate: \$12,345.00 USD

Page Width: 10

Page Length: 14

Columns per Page: 4

Circulation: 15,227

Code Frequency: Weekly, Mon

Topic: Corporate Law, Federal Government, Government, Law, Laws, Lawyers, Legal Services, Litigation, State Government

Publicity Materials Used: Trade Literature, Industry News, Personnel Announcements, Calendar of Events, By-Lined Articles, Staff-Written Articles, Letters to the Editor, Book Reviews

Audit Bureau: BPA Worldwide

Profile: Trade

Language: English

Daily Newspaper
Landmark Media Enterprises, LLC
News & Record
Mr. Richard Barron, Business Reporter

Shipping Address: 200 E Market St
 Greensboro, NC 27401
 United States of America

Phone: +1 (336) 373-7371 (p)

Fax: +1 (336) 373-7382 (m)

Email: richard.barron@news-record.com (p)

Home Page: www.news-record.com

DMA: Greensboro - Winston Salem, NC (47)

MSA: Greensboro–High Point, NC MSA (72)

Circulation: 62,074

Mailing Address: PO Box 20848
 Greensboro, NC 27420
 United States of America

Beat/Title (Additional): Urban Planning & Development,
 Economic Development, Regulatory Issues, Airports

Pitching Tips: Preferred Order: E-Mail

Profile: "Dick" Barron is a Business Reporter covering the Piedmont Triad International Airport and Urban Planning & Development including Local Economic Development within North Carolina and Government Regulation of Business. He is interested in receiving press material "with any research attached to it." He asks that PR professionals know "what the newspaper wants" and to know the market he covers. "A lot of people call assuming I cover Raleigh or Charlotte," he says. He also asks that professionals "not be too narrow about national products." He says that more than likely "if it isn't unique to the area, we're not going to do it." He prefers to be contacted by e-mail and then by phone, noting that work gets busier in the afternoon.

Barron became a business reporter in 2005. He joined the paper in 1999 and has held various positions in the business department, including business editor. He has also served in the business departments of the Winston-Salem (NC) Journal and the now-defunct Triad Business News.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 4 days prior.

Outlet Profile: News & Record is a daily newspaper published for the residents of Greensboro, NC. It began as two smaller papers, The Daily Record and The Greensboro Daily News. The Daily Record was founded in 1890, The Greensboro Daily News in 1909. In 1982, the two papers merged and became a strictly morning paper and established its current name. It serves to inform Greensboro, Guilford, Randolph, Rockingham, Alamance, and Davidson, NC counties, the so-called Triad area, about current events, local and national news, culture, sports and world affairs. It is published in four different editions, which are all geared toward their respective area of distribution. Deadlines are 24 hours prior to issue date.

The outlet offers RSS (Really Simple Syndication).

Twitter Handle: <http://twitter.com/newsandrecord>

Twitter Handle: <http://twitter.com/genlgreensboro>

Twitter Handle: <http://twitter.com/nandrpoltics>

Twitter Handle: http://twitter.com/go_triad

Twitter Handle: <http://twitter.com/goGreenTriad>

Twitter Handle: <http://twitter.com/NRInsideScoop>

Facebook Page: <http://www.facebook.com/newsandrecord>

Ad Rate: \$102.56 USD

Color Ad Rate: \$342.00 USD

Subscription Rate: \$136.76 USD

Coverage: North Carolina

Circulation: 62,074

Morning Circulation: 62,074

Saturday Circulation: 63,196

Sunday Circulation: 86,087

Code Frequency: Daily

Topic: City Affairs, News

Format: Uses ROP Color

News Service: Associated Press, New York Times

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Radio Network

National Public Radio

NPR/National Public Radio

Ms. Nina Totenberg, Law, Legal Affairs Correspondent

Shipping Address: 635 Massachusetts Ave NW
Washington, DC 20001
United States of America

Phone: +1 (202) 513-2247 (p)

Fax: +1 (202) 513-3329 (m)

Email: ntotenberg@npr.org (p)

Home Page: www.npr.org

DMA: Washington, DC (9)

MSA: Washington--Arlington--Alexandria, DC--MD--VA--MD MSA (9)

Mailing Address: 635 Massachusetts Ave NW
Washington, DC 20001

United States of America

Pitching Tips: Preferred Order: E-Mail

Profile: Totenberg is a Legal Affairs Correspondent, specializing in coverage of the Supreme Court. Her reports air regularly on NPR's All Things Considered, Morning Edition and Weekend Edition. She is also a regular panelist on Inside Washington, a weekly syndicated public affairs television program produced in the nation's capital, as well as a frequent contributor to various newspapers and periodicals. She can be contacted by e-mail.

Twitter Handle: <http://twitter.com/ninatotenberg>

Totenberg joined NPR in 1975. Before that, she served as Washington, D.C. editor of New Times Magazine, and was the legal affairs correspondent for the National Observer. She has won numerous awards including: the Long Island University George Polk Award for excellence in journalism; the Sigma Delta Chi Award from the Society of Professional Journalists for investigative reporting; the Carr Van Anda Award from the Scripps School of Journalism; and the prestigious Joan S. Barone Award for excellence in Washington-based national affairs/public policy reporting, which also acknowledged her coverage of Justice Thurgood Marshall's retirement. Totenberg attended Boston University.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.

Outlet Profile: National Public Radio is an internationally acclaimed producer and distributor of non-commercial news, talk and entertainment programming. A privately supported, not-for-profit membership organization, NPR serves a growing audience of more than 27.2 million Americans each week in partnership with more than 910 independently operated, non-commercial public radio stations. NPR also produces content worldwide for satellite radio, the Internet and podcasting. Do not engage in blanket pitching to multiple editors; a targeted, forceful pitch to the appropriate beat editor will be more successful. Ordinary news and events should always be pitched to a beat reporter or editor first.

The outlet offers RSS (Really Simple Syndication) and a digital Podcast.

Twitter Handle: <http://twitter.com/nprnews>

Twitter Handle: <http://twitter.com/nprpolitics>

Twitter Handle: <http://twitter.com/NPR>

Twitter Handle: <http://twitter.com/nprworldwide>

Twitter Handle: <http://twitter.com/NPRHealth>

Twitter Handle: <http://twitter.com/nprmusic>

Facebook Page: <http://www.facebook.com/NPR>

Sports Play by Play: 0

Scripts: 0

Topic: Music, News

Network: NPR/National Public Radio

Language: English

Magazine**Lippincott Williams & Wilkins****Nursing2011****Ms. Katherine Carey, Executive Editor**Shipping Address: 323 Norristown Rd
Ste 200

Ambler, PA 19002

United States of America

Phone: +1 (215) 628-6524 (p)

Fax: +1 (215) 367-2155 (m)

Email: kathy.carey@wolterskluwer.com (p)Home Page: journals.lww.com/nursing/pages/default.aspx

DMA: Philadelphia, PA (4)

Profile: "Kathy" Carey is the Executive Editor and is interested in Medical, Surgical and Critical Care Nursing, Legal and Ethical Issues. Contact her via e-mail, do not call.

Lead Times: Features - 60 days prior, News - 60 days prior, Advertising - 30 days prior.

Outlet Profile: Written by and for practicing nurses with a focus on the practical aspects of clinical, legal, ethical and professional issues. Content is directed to nurses giving patient care with special sections addressing the concerns of hospital, critical care and home health nurses. Twitter Handle: <http://twitter.com/NsgJournal>

Issue Day: 1st Week

Ad Rate: \$15,280.00 USD

Color Ad Rate: \$18,850.00 USD

Subscription Rate: \$34.90 USD

Page Width: 7

Page Length: 10

Columns per Page: 3

Circulation: 232,023

Code Frequency: Monthly

Topic: Nursing/Nurses

Publicity Materials Used: By-Lined Articles, Staff-Written Articles, Letters to the Editor

Audit Bureau: ABC-Audit Bureau of Circulations

Profile: Trade

Language: English

MSA: Philadelphia--Camden--Wilmington, PA--NJ--DE MSA (5)

Circulation: 232,023

Mailing Address: 323 Norristown Rd
Ste 200

Ambler, PA 19002

United States of America

Beat/Title (Additional): Nursing/Nurses, Law, Ethics/Ethical
Issues

Pitching Tips: Preferred Order: E-Mail

Daily Newspaper**Newhouse Newspapers****The Oregonian****Ms. Kathleen Glanville, Breaking News, Assistant Team Leader**

Shipping Address: 1320 SW Broadway
Portland, OR 97201
United States of America

Phone: +1 (503) 221-8134 (p)

Fax: +1 (503) 294-5023 (d)

Email: kglanville@oregonian.com (p)

Home Page: www.oregonian.com

DMA: Portland, OR (22)

MSA: Portland--Vancouver--Beaverton, OR--WA MSA (23)

Circulation: 239,071

Mailing Address: 1320 SW Broadway
Portland, OR 97201
United States of America

Beat/Title (Additional): Crime, Public Health & Safety, Law, City/
County Courts

Pitching Tips: Preferred Order: E-Mail

Profile: Glanville is the Assistant Team Leader for Breaking News, Crime, Public Safety and Justice. Her reporters cover everything falling under those areas, including breaking news, trends, appeals courts, city courts and federal courts. They do a combination of hard breaking news stories, enterprise stories and in-depth projects. They also do profiles on people living in the Portland area working public safety or law enforcement. She is open to receiving relevant case studies, white papers, press releases and trend information, but make sure there is a local angle or that it can be localized. She prefers to be contacted by e-mail. Do NOT contact her in the afternoon. She does not want to receive follow-up calls.

Glanville joined the paper in 1987.

Lead Times: Features - 7 days prior, Advertising - 7 days prior.

Outlet Profile: The Oregonian is a newspaper written for the general public in the Portland, OR area. It offers regional and national news and provides its readers with information on business, real estate, arts, entertainment, and sports. The business section offers breaking news, investigative reports, news and news analysis, features, columns and profiles on business in Oregon. The editorial staff only wants to receive information that pertains to Oregon businesses. The staff won a 2007 Pulitzer Prize for Breaking News.

Twitter Handle: <http://twitter.com/oregonian>

Twitter Handle: <http://twitter.com/oregonianbiz>

Twitter Handle: <http://twitter.com/oregonianpol>

Twitter Handle: <http://twitter.com/oregoniansports>

Twitter Handle: <http://twitter.com/pdxcommute>

Twitter Handle: <http://twitter.com/newsresearch>

Twitter Handle: <http://twitter.com/oregonianent>

Ad Rate: \$263.70 USD

Color Ad Rate: \$913.00 USD

Subscription Rate: \$234.00 USD

Coverage: Oregon & Southwestern Washington

Circulation: 239,071

Morning Circulation: 239,071

Saturday Circulation: 247,857

Sunday Circulation: 292,800

Code Frequency: Daily

Topic: Local News, News

Format: Uses ROP Color

News Service: Associated Press, New York Times, MCTN

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Blogs

Patently-O: Patent Law Blog

Mr. Dennis Crouch, Law, Blogger

Email: dcrouch@patentlyo.com (p)

Home Page: www.patentlyo.com

Beat/Title (Additional): Patents, Trademarks & Copyrights, Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Crouch is a Blogger who covers Patent Law, including important cases. He follows intellectual property, products, drugs and technology among others. He is an Associate Professor of Law at University of Missouri. Contact him via e-mail.

Twitter Handle: <http://twitter.com/patentlyo>

Crouch is an associate professor of Law at University of Missouri. Previously, he has taught at the Franklin Pierce Law Center at University of New Hampshire and the Boston University Law School. From 2001-2007, he was a patent attorney at the law firm of McDonnell Boehnen Hulbert & Berghoff LLP in Chicago. He also served as a Law Council Member at Gerson Lehrman Group from 2005-2007. He has worked with various technologies, including computer memory and hardware, circuit design, software, networking, mobile and IP telephony, automotive technologies, lens manufacture, bearings, farming equipment, HVAC systems and business methods. He also has written extensively on issues involving patent and intellectual property law. He is often quoted in stories, appearing in the Chicago Tribune, Modern Practice Magazine and Canada's Globe and Mail. He received his bachelor's of science for engineering from the department of mechanical and aerospace engineering cum laude at Princeton University. He then earned his law degree cum laude from the University of Chicago Law School. While at the University of Chicago, he was a Microsoft, Merck and Pfizer scholar.

Outlet Profile: This blog discusses legal issues with a focus on patents, trademarks and copyrights. Topics covered include relevant cases, conferences, political news and book reviews.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 9,041

Code Frequency: Daily

Topic: Law, Patents, Trademarks & Copyrights

Format: Available by E-mail

Subscription Exception: Free

Audit Bureau: Compete.com

Language: English

Blogs

Ross Ipsa Loquiter

Mr. Ross Kodner, Law, Blogger

Shipping Address: 2320 W Camden Rd
Milwaukee, WI 53209
United States of America

Phone: +1 (414) 540-9433 (m)

Fax: +1 (414) 540-9548 (m)

Email: rkodner@microlaw.com (p)

Home Page: www.rossipsa.com

DMA: Milwaukee, WI (35)

MSA: Milwaukee--Waukesha--West Allis, WI MSA (39)

Mailing Address: 2320 W Camden Rd
Milwaukee, WI 53209

United States of America

Beat/Title (Additional): Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Kodner is a Blogger and covers Law Practice Management and Legal Technology. He is also the president and founder of MicroLaw, Inc., a legal technology consultancy and turnkey legal automation system provider. Contact him via e-mail.

Twitter Handle: <http://twitter.com/rkodner>

Kodner is a frequent author on legal technology subjects appearing in Law Office Computing (was a long-time columnist for The Circuit Court), The Lawyer's PC, Law Practice magazine (an ABA LPM Section publication), GP/Solo (a publication of the ABA General Practice/Solo and Small Firm Section), Law Technology News, Wisconsin Lawyer, The National Law Journal, Iowa Lawyer, The New York State Bar Journal General Practice Newsletter, Pennsylvania Lawyer, Legal Tech (member of the Board of Editors), The New Mexico Bar Bulletin, The New York Bar Journal and many others. He has also been sought out as a legal markets consultant by many leading legal hardware and software product vendors, helping them with vertical marketing, positioning and branding and product development strategy. These include Thomson-West, Gateway, Hewlett-Packard, Visioneer, LawCommerce.com, Corel, and Software Technology, Inc. Kodner is a very active member of the ABA and its Law Practice Management Section, having served an unprecedented four terms as chair of its computer and technology division. He is also an active member of the ABA's General Practice/Solo & Small Firm Section serving as a technology board member as well as an editorial board member of the Technology & Practice Guide magazine. Kodner also co-chairs the CLE planning at all U.S. LegalTech conferences. Kodner is a member of the State Bar of Wisconsin. Periodically he teaches courses as a visiting professor on law practice automation to third-year law students at both Marquette University Law School and the University of Wisconsin Law School. Kodner is a 1986 graduate of Marquette University Law School where he was a member of the Law Review and both a St. Thomas More Scholar and Milwaukee Lawyer Scholar. He also received an American Jurisprudence Award in unfair trade practices.

Outlet Profile: This blog offers thoughts on law practice management and technology issues, product reviews and the latest articles and CLE materials. Topics covered include corporate legal department technology, mobile lawyering and smartphones, Paper LESS Office(tm) developments, case/practice management system comments/tips/ideas, document management and legal billing.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 489

Code Frequency: Weekly

Topic: Law, Technology

Subscription Exception: Free

Audit Bureau: Compete.com

Language: English

Blogs

SEC Actions

Mr. Thomas Gorman, Litigation, Blogger

Phone: +1 (202) 442-3000 (p)

Email: gorman.tom@dorsey.com (p)

Home Page: www.secactions.com

Beat/Title (Additional): Law, Corporate Finance, Corporate Law, Securities & Exchange Commission (SEC), Stock Market, Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Gorman is a Blogger and covers the Broad Stock Market, the Securities and Exchange Commission, Corporate Law and Finance and Litigation. He is chair of the Securities Litigation practice group at Porter Wright Morris & Arthur LLP and a co-chair of the American Bar Association's White Collar Crime Securities Section. He says, "Generally, I write about trend and/or current events in securities litigation, either criminal or civil; this includes SEC investigations and enforcement actions, DOJ securities investigations and cases and class and derivative suits." He adds that he frequently does "occasional type series" on various hot topics in securities litigation. Contact him via e-mail.

Gorman is a partner at Dorsey & Whitney LLP, where he handles cases dealing with SEC and DOJ securities investigations. Prior to that, he was the Co-Chair of the WCC Securities Fraud Subcommittee for the American Bar Association. Before that, he was a member of the staff of the Securities and Exchange Commission where he was special trial counsel, Office of the General Counsel. He is a frequent speaker on, and author of, articles regarding securities litigation topics. He earned a master of laws degree from Georgetown University Law Center, a Juris Doctorate from Cleveland-Marshall College of Law and bachelor's degree in literature from John Carroll University.

Outlet Profile: Covers the Securities and Exchange Commission. Analyzes effect of recent court cases and SEC filings on corporate law.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 1/1/2006

Visitors Per Month: 1,204

Code Frequency: Daily

Topic: Corporate Finance, Corporate Law, Law, Litigation, Securities & Exchange Commission (SEC), Stock Market

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Trade

Language: English

Blogs

TaxProf Blog

Mr. Paul Caron, Publisher & Editor

Email: paul.caron@uc.edu (p)

Beat/Title (Additional): Editor, Taxes, Law

Home Page: taxprof.typepad.com

Pitching Tips: Preferred Order: E-Mail

Profile: Caron is the Publisher and Editor and covers Tax Law. He is also associate dean of faculty and Charles Hartsock professor of law at the University of Cincinnati College of Law. Contact him via e-mail.

Caron joined the University of Cincinnati staff in 1992. He has written numerous books and law review articles. He serves as series editor for Foundation Press in developing a law stories series of books patterned after his Tax Stories book. He also serves as series editor for LexisNexis Group in developing a graduate tax series of books. He has received the Harold C. Schott Publication Prize for outstanding scholarship. He has a bachelor's degree from Georgetown University, a law degree from Cornell University and a master of tax law degree from Boston University.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.

Outlet Profile: This blog looks at news and issues surrounding tax law. Topics covered include book reviews, colloquia, conferences, congressional news, government reports, IRS news, case studies and think tank reports.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Date Established: 1/1/1900

Visitors Per Month: 54,205

Code Frequency: Daily

Topic: Law, Tax Preparation, Taxes

Audit Bureau: Compete.com

Profile: Trade

Language: English

News Web Sites**Tech Law Journal****Mr. David Carney, Law, Publisher & Editor**

Phone: +1 (202) 364-8882 (m)

Email: carney@techlawjournal.com (p)

Home Page: www.techlawjournal.com

DMA: Washington, DC (9)

MSA: Washington–Arlington–Alexandria, DC–MD–VA–MD MSA (9)

Mailing Address: PO Box 4851

Washington, DC 20008-0051

United States of America

Beat/Title (Additional): Litigation, Federal Legislation, Internet, Editor, Publisher

Pitching Tips: Preferred Order: E-Mail

Profile: Carney covers government regulation and legislation of the computer and Internet industry. He is interested in news on lobbying, litigation, and legislation. "Most of the press releases I'm receiving are from the press offices of the government and law firms," he says. "There are some items that I write about that PR firms will contact me. I receive these press releases usually from companies that are currently lobbying or involved with legislation. It's not frequent though." He prefers to be contacted by e-mail. "The site is very document oriented," he adds. Send press releases by e-mail.

Carney holds a bachelor of arts degree in political science from the University of Rochester and a law degree from Southern Methodist University Dedman School of Law.

Subscription Rate: \$250.00 USD

Date Established: 3/1/1998

Visitors Per Month: 8,044

Code Frequency: Daily

Topic: Federal Legislation, Internet, Law, Litigation

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Trade

Language: English

Blogs

Technology & Marketing Law Blog

Mr. Eric Goldman, Law, Blogger

Phone: +1 (408) 554-4369 (p)

Email: egoldman@gmail.com (p)

Home Page: blog.ericgoldman.org

Profile: Goldman is a Blogger and covers how the worlds of Law, Technology and Marketing intersect and interact. He focuses on the latest news, major lawsuits, court cases, legislation and new technology issues. Goldman's research involves Internet law, intellectual property, marketing, and the legal and social implications of new communication technologies. He is also an associate professor of law at Santa Clara University School of Law and directs the school's High Tech Law Institute. Additionally, Goldman authors the Goldman's Observations blog.

Twitter Handle: <http://twitter.com/ericgoldman>

Goldman is an associate professor & director, High Tech Law Institute at Santa Clara University School of Law since July, 2006. Most recently he was an assistant professor at Marquette University Law School from 2002-2006. Before that, he was general counsel of Epinions.com from 2000-2002 and an Internet and technology transactions attorney at Cooley Godward, LLP, in the Silicon Valley, CA from 1994-2000. He received his law degree from UCLA in 1994.

Outlet Profile: This blog is hosted on hollywoodreporter.com. Covers entertainment and media law. Discusses the latest litigation involving celebrities, entertainment companies and media empires, and provides insight on the legal process. The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 9,973

Code Frequency: 3 Times/Week

Topic: Law, Marketing, Technology

Subscription Exception: Free

Audit Bureau: Compete.com

Language: English

Beat/Title (Additional): Technology, Marketing, Blogger

Pitching Tips: Preferred Order: E-Mail

Blogs

Prometheus Global Media THR Esq.

Mr. Eriq Gardner, Entertainment Industry, Blogger

Shipping Address: 5055 Wilshire Blvd.
6th Floor
Los Angeles, CA 90036
United States of America

Email: eriqgardner@yahoo.com (p)

Home Page: www.hollywoodreporter.com/blogs/thr-esq

DMA: Los Angeles, CA (2)

MSA: Los Angeles–Long Beach–Santa Ana, CA MSA (2)

Mailing Address: 5055 Wilshire Blvd.
6th Floor
Los Angeles, CA 90036
United States of America

Beat/Title (Additional): Media Industry, Law, Blogger

Pitching Tips: Preferred Order: E-Mail

Profile: Gardner is a Blogger and covers Entertainment and Media Law. He is also a freelance writer. He would like to receive, “Story ideas. Press Releases are a dime a dozen.” Gardner explains, “Case studies and white papers can be interesting, but also can be quite dry. Product announcements can be hard to read. Simply, tell me your story idea in 25 words or less. Trust me, brevity is king.” Gardner’s advice for PR professionals who would like to work with him is, “Think big picture. You’ll hardly ever sell me on how your client is changing this or that. Instead, if you sell me on a big idea (that your client can act as a resource of information), I’m much more receptive. Remember that I have to pitch this story myself to an editor. Remember that it’s something that others will want to read. Tease me instead of overwhelm me. And finally, I appreciate when PR professionals seem as though they’ve taken the time and care to send me something unique—feed my ego!—and usually try to respond to individually-crafted pitches.” Gardner explains that he does not want to receive multiple inquiries from PR professionals and is annoyed by “over-aggressiveness.” He does not want to hear about executive appointments, website launches or anything “run of the mill.” He adds, “I read everything that’s sent to me so relax. I also prefer to work on stories that haven’t also been pitched to dozens of my colleagues in the media.” He prefers to be reached via e-mail.

Twitter Handle: <http://twitter.com/eriqgardner>

Gardner previously served as a legal reporter for The Hollywood Reporter. He joined the staff in May 2006 and also previously served as a reporter for the American Lawyer Magazine covering intellectual property and technology. Prior to that, he was an associate editor for Upside. While there, he covered mid-Atlantic, New York and Northeast companies. He is a graduate of Northwestern University.

Outlet Profile: This blog is hosted on reporter.com. Covers entertainment and media law. Discusses the latest litigation involving celebrities, entertainment companies and media empires, and provides insight on the legal process.

The fundamentals of working with bloggers are the same as with traditional journalists at traditional media outlets: respect their schedules; take time to read their material to learn their interests; and only contact them if/when they want to be contacted. You will also find that if a blogger is a journalist for another outlet(s), Cision tracks their contact preferences there as well.

The outlet offers RSS (Really Simple Syndication).

Visitors Per Month: 5,970

Code Frequency: Mon thru Fri

Topic: Entertainment Industry, Law, Media Industry

Subscription Exception: Free

Audit Bureau: Compete.com

Profile: Consumer

Language: English

Daily Newspaper Bureau
USA Today
Ms. Donna Leinwand, Immigration, Reporter

Shipping Address: 1100 New York Ave NW
Ste 200E
Washington, DC 20005-6116
United States of America

Phone: +1 (202) 906-8153 (p)

Fax: +1 (202) 906-8220 (m)

Email: dleinwand@usatoday.com (p)

DMA: Washington, DC (9)

Profile: Leinwand is a Crime, Legal, Immigration Enforcement and Defense & National Security Reporter. She covers national crime, international crime, organized crime, law enforcement issues, illicit drugs, club drugs, raves, smuggling, the DEA, U.S. Customs, intelligence, youth, war and natural disasters. She prefers to be contacted by e-mail, and do NOT call her after 4pm. She needs significant lead time, especially for statistics. She advises researching reporters do not ever call the day before an event that's been planned for months in advance. The earlier you let her know, the more likely it is that she will attend.

Twitter Handle: <http://www.twitter.com/DonnaLeinwand>

Leinwand joined the paper in 2000. She worked for Gannett News Service from May 1999 to December 2000 and worked in the Knight Ridder Washington bureau from September 1997 to May 1999. She worked for the Miami Herald from May 1989 to September 1997. She was also vice chairman of the Board of Governors National Press Club and is president of the National Press Club.

Topic: News

Language: English

MSA: Washington--Arlington--Alexandria, DC--MD--VA--MD MSA (9)

Mailing Address: 1100 New York Ave NW
Ste 200E

Washington, DC 20005-6116
United States of America

Beat/Title (Additional): Defense & National Security, Law, Crime

Pitching Tips: Preferred Order: E-Mail

Daily Newspaper
Postmedia Network Inc.
The Vancouver Sun
Mr. Ian Mulgrew, Legal Affairs Columnist

Shipping Address: 1 - 200, Granville St
 Vancouver, BC V6C 3N3
 Canada

Phone: +1 (604) 605-2195 (p)

Fax: +1 (604) 605-2323 (n)

Email: imulgrew@vancouversun.com (p)

Home Page: www.vancouversun.com

Circulation: 165,630

Mailing Address: 1 - 200, Granville St
 Vancouver, BC V6C 3N3
 Canada

Pitching Tips: Preferred Order: E-Mail

Profile: Mulgrew is a Legal Affairs Columnist. He would like information that is pertinent to the local community. Regarding PR people, he says, "I dislike amateurs who don't know who I am, the newspaper I work for and the needs of each." He prefers to be contacted in the morning by e-mail.

Twitter Handle: <http://twitter.com/ianmulgrew>

Mulgrew joined the paper in 1997 as a senior reporter. In 1999, he was co-producer and host of a 60-minute program on national unity, Western Voices. In 1996, he was the producer and host of Beyond the News, a series of two-hour, current-affairs programs. He was the executive producer on Hooked on the Blues, a one-hour CBC television music special. In 1994, he produced and hosted an independently financed, hour-long documentary on world Sikhism called Frontiers of Faith. He started his career in Ontario during the 1970s, working for newspapers as a reporter and city editor before joining The Globe and Mail as west coast bureau chief. He wrote three books titled, Unholy Terror: The Sikhs and International Terrorism; Final Payoff: The True Cost of Convicting Clifford Robert Olson; and Who Killed Cindy James? Mulgrew studied English and philosophy at Simon Fraser University and at York University.

Lead Times: Features - 7 days prior, News - 0 days prior, Advertising - 3 days prior.

Outlet Profile: The Vancouver Sun, established in 1886, is a broadsheet newspaper containing news, business, arts & entertainment, dining, events and sports. It shares offices with The Province but maintains a separate newsroom.

The outlet offers RSS (Really Simple Syndication). This outlet offers a digital iPad application with features including popular local stories, an integrated video player and a photo gallery.

Facebook Page: <http://www.facebook.com/VancouverSun>

Ad Rate: \$78.82 USD (\$75.32 CAD)

Color Ad Rate: \$421.34 USD (\$402.00 CAD)

Subscription Rate: \$301.38 USD (\$288.00 CAD)

Coverage: Southwestern British Columbia

Circulation: 165,630

Morning Circulation: 165,630

Saturday Circulation: 196,824

Code Frequency: Sat, Mon thru Fri

Topic: Arts & Entertainment,Business,Features,International News, National News,News,Sports

Format: Uses ROP Color

News Service: Reuters, New York Times,

CanWest News Service, Canadian Press

Audit Bureau: ABC-Audit Bureau of Circulations

Language: English

Twitter Handle: <http://twitter.com/vancouversun>

Twitter Handle: <http://twitter.com/vansun>

Twitter Handle: <http://twitter.com/VanSunNews>

Twitter Handle: <http://twitter.com/VanSunLife>

Twitter Handle: <http://twitter.com/VanSunBusiness>

Twitter Handle: <http://twitter.com/BCElection>

Twitter Handle: <http://twitter.com/SunBreakingNews>

Twitter Handle: <http://twitter.com/YvrRealEstate>

Twitter Handle: <http://twitter.com/SunNuckWorld>

Twitter Handle: <http://twitter.com/VanSunGoodNews>

Twitter Handle: http://twitter.com/VancouverNews_

Twitter Handle: <http://twitter.com/VanSunCelebrity>

Twitter Handle: <http://twitter.com/SunFanAttic>

Daily Newspaper Bureau
The Wall Street Journal
Mr. John Emshwiller, Crime, Senior National Correspondent

Shipping Address: 6500 Wilshire Blvd
Ste 1500
Los Angeles, CA 90048-4931
United States of America

Phone: +1 (323) 658-3822 (p)

Fax: +1 (323) 658-3828 (m)

Email: john.emshwiller@wsj.com (p)

DMA: Los Angeles, CA (2)

MSA: Los Angeles--Long Beach--Santa Ana, CA MSA (2)

Mailing Address: 6500 Wilshire Blvd
Ste 1500

Los Angeles, CA 90048-4931

United States of America

Beat/Title (Additional): E-Commerce, Law

Pitching Tips: Preferred Order: E-Mail

Profile: Emshwiller is a Senior National Correspondent covering White Collar Crime, E-Commerce and Legal Issues. He says, "I cover specific white-collar crimes, and investigate where they fit into broader trends in the criminal justice system." Send him any information about how the justice system functions, from "state prosecutors, the prison system, the SEC, and the courts." He particularly wants PR material from law firms that can offer experts and studies that relate to his field. He prefers to be contacted by e-mail.

Emshwiller played a major role in breaking the Enron story. He is the recipient of a 2002 Best in Business Enterprise Spot award given by the Society of American Business Editors and Writers, for a story that also won the Gerald Loeb Award for Deadline or Beat Reporting in 2002 and the Deadline Club Award for Business Investigations. He was named senior national correspondent in 1986. He moved to the Los Angeles bureau in 1985 to serve as bureau chief. In 1983, he was named assistant bureau chief in New York and supervised the oil, energy and nuclear coverage. He also served as an editor overseeing commodities markets coverage. He began covering nuclear energy in the New York bureau in 1979. In 1974, he moved to the Detroit bureau to cover the auto industry and organized labor. He joined the paper's San Francisco bureau in 1972. He is the author of Scam Dogs and Mo-Mo Mamas: Inside the Wild and Woolly World of Internet Stock Trading and a co-author of 24 Days. He has a bachelor's degree in social sciences from the University of California at Berkeley.

Topic: News

Language: English

Daily Newspaper Bureau
The Wall Street Journal
Mr. Joseph White, Transportation, Senior Editor

Shipping Address: 1025 Connecticut Ave NW
Ste 800
Washington, DC 20036-5477
United States of America

Phone: +1 (202) 862-9276 (p)

Email: joseph.white@wsj.com (p)

DMA: Washington, DC (9)

MSA: Washington--Arlington--Alexandria, DC--MD--VA--MD MSA

(9)

Mailing Address: 1025 Connecticut Ave NW
Ste 800
Washington, DC 20036-5477
United States of America

Beat/Title (Additional): Environment,Energy,Green
Technology,Regulatory Issues

Pitching Tips: Preferred Order: E-Mail

Profile: White is a Senior Editor for Regulatory coverage, including Energy, Environment and Transportation. He is also an automotive columnist for the Web site. He is mainly based from this office, but can occasionally be reached in the Southfield, MI office. He is interested in information about federal regulatory issues including the FDA, CPSC, energy, environmental policy and D.C. lobbying; particularly those that are about to move to the front burner, but haven't yet. He remains interested in the automotive industry, especially with issues that have to do with safety, automotive regulation, fuel efficiency and alternative or green technology. He is willing to meet with senior executives of companies or NGOs with a specific interest in regulatory issues, especially in the areas of energy and the environment. Pitch him with concise, well-thought out e-mails. He does NOT want to receive phone calls from PR professionals for story pitches. "It's easier for me to relate to something if it's in writing," he says. However, he says PR professionals can contact him by phone when a situation warrants."

Twitter handle: <http://twitter.com/wsjeyesonroad>

Before moving to the D.C. office on December 10, 2007, White was the bureau chief of the Southfield, MI office. He served as a news editor for management issues from 1996 to 1998 and as the news editor for Wall Street Journal Europe from 1994 to 1996. He has been with the paper since 1987. He also worked for the St. Petersburg (FL) Times, the Connecticut Law Tribune and the Vineyard Gazette in Edgartown, MA. He also contributes car reviews to Smart Money magazine. He co-authored Comeback: The Fall and Rise of the American Automobile Industry. He won a 1993 Gerald Loeb Award for deadline or beat reporting.

Topic: Business,Politics

Language: English

Television Station

Fox Broadcasting Company WFLD-TV

Mr. Larry Yellen, Investigative News Reporter

Shipping Address: 205 N Michigan Ave
Ground Floor
Chicago, IL 60601
United States of America

Phone: +1 (312) 565-5476 (p)

Fax: +1 (312) 819-1332 (m)

Email: larry.yellen@foxchicago.com (p)

Home Page: www.myfoxchicago.com

DMA: Chicago, IL (3)

MSA: Chicago--Naperville--Joliet, IL--IN--WI MSA (3)

Mailing Address: PO Box 900
Beverly Hills, CA 90213
United States of America

Beat/Title (Additional): Law

Pitching Tips: Preferred Order: Fax

Profile: Yellen is an Investigative Reporter for WFLD-TV. He also covers legal issues for the station as a legal analyst. He can be seen investigating dangerous consumer products and local corruption, while covering major trials in Chicago and legal stories nationwide. He also serves as an anchor for FOX Chicago News at Nine Weekend. He can be contacted by phone, fax, or mail.

Twitter Handle: <http://twitter.com/LarryYellen>

Yellen joined WFLD-TV in 1993 as an investigative reporter and also became the station's legal analyst during the infamous O.J. Simpson trial. His investigations have covered topics ranging from child labor abuses in Central America to defective designs of popular minivans. Before joining WFLD-TV, Yellen was an investigative producer at WLS-TV in Chicago. He also worked for the Better Government Association and the Muskegon Chronicle newspaper. Yellen attended the University of Michigan and also received his law degree from Northwestern Law School, where he served as executive editor of the Journal of Criminal Law and Criminology.

Lead Times: Advertising - 21 days prior.

Outlet Profile: WFLD-TV is the FOX affiliate for the Chicago market. The station is owned by the Fox Broadcasting Company. WFLD-TV broadcasts locally on channel 32. The station airs local news during the mornings, noon and evenings.

PR professionals should send story ideas and breaking news information by fax or e-mail. The station accepts 10, 15, and 20-second PSAs in Beta format that do not include any "for profit" logos or messages. The assignment desk may be contacted by phone, fax or e-mail. WFLD-TV was founded by Field Communications Corporation, marking the birth of Chicago's second UHF television station on January 4, 1966. After its debut, the station hired a chief engineer to build the most modern and efficient electronic communications center in the country. As a result, the facility was so ahead of its time that the Chicago Sun-Times called it "the station of tomorrow." To add to its cutting edge facility, WFLD-TV's president at the time began introducing the concept of "alternative" programming, a style that still remains at the station. While other stations targeted programs to children, WFLD-TV offered adult drama, entertainment, and documentary features. In order to counter situation comedies, the stations offered westerns and escape dramas. WFLD-TV provided live prime-time local sports telecasts of college basketball. In addition, it utilized an innovative and credible approach to deliver news by calling upon writers and reporters from the Chicago Sun-Times and Chicago Daily News (newspapers also owned by Field Communications) to analyze ongoing news stories. In 1972, it partnered with Kaiser Broadcasting Corp. (KBC) in the ownership of five UHF stations. In July 1982, Field announced the sale of WFLD-TV and its other broadcast interests to Metromedia. On March 3, 1986, FOX Television Stations, Inc., a division of FOX, Inc., headed by Rupert Murdoch, purchased WFLD-TV, among other stations from Metromedia.

On May 11, 2009, WMAQ-TV, WFLD-TV, WBBM-TV and WGN-TV formed an independently run local news service (LNS) sharing newsgathering resources to provide pool coverage of non-exclusive events. The local news service is run by an independent managing editor who will determine the stories to be covered each day by the news service.

Twitter Handle: <http://twitter.com/foxchicago>

Facebook Page: <http://www.facebook.com/myfoxchicago>

Channel: 32

Topic: Entertainment,News

Classification: Commercial, Owned & Operated

Network: FOX Broadcasting Company

News Service: Associated Press, Fox NewsEdge

Language: English

Television Station
Sunbeam Broadcasting Corp.
WSVN-TV Mr. Patrick Fraser, Reporter

Shipping Address: 1401 79th Street Cswy
North Bay Village, FL 33141
United States of America

Phone: +1 (305) 795-2671 (p)

Fax: +1 (305) 795-2746 (n)

Email: pfraser@wsvn.com (p)

Home Page: www1.wsvn.com

Profile: Fraser is a Reporter and Producer who covers Legal News and Court Stories, and produces the Help Me Howard legal segment. He can be contacted by e-mail, however, his e-mail is protected by a spam block program.

Twitter Handle: <http://twitter.com/pfraser7>

Fraser joined WSVN-TV as a reporter in 1986. In addition to his duties as a reporter, he covered stories for the nationally syndicated Inside Report which was produced by WSVN-TV. He previously worked at WSPA-TV in Spartanburg, FL and at WCJB-TV in Gainesville, FL. Fraser has been honored with Emmys and was also recognized by the Associated Press and the United Press International. He is a member of the National Academy of Television, Arts & Sciences. Fraser graduated with a bachelor's degree in journalism from the University of Florida in 1980.

Outlet Profile: WSVN-TV is the local FOX affiliate for the greater Miami area. The station is owned by Sunbeam Broadcasting Corp. WSVN-TV broadcasts locally on channel 7. PR professionals can contact the assignment desk by phone, fax, or mail. Submissions should be sent by fax, but e-mail is also accepted. PR professionals are urged to contact the station an hour before or after news broadcasts. Public service announcements are to be faxed four weeks in advance. The station does not subscribe to Nielsen's rating service.

Twitter Handle: <http://twitter.com/wsvn>

Channel: 7

Topic: Entertainment,News

Classification: Commercial

Network: FOX Broadcasting Company

News Service: CNN Newsource, Fox NewsEdge

Language: English

DMA: Miami - Fort Lauderdale, FL (16)

MSA: Miami--Fort Lauderdale--Miami Beach, FL MSA (7)

Mailing Address: PO Box 900

Beverly Hills, CA 90213

United States of America

Beat/Title (Additional): Law

Pitching Tips: Preferred Order: Fax

Television Station**Gannett Co., Inc. WXIA-TV****Mr. William Liss, Consumer Interest, Consumer & Legal Affairs Reporter**

Shipping Address: 1 Monroe PI NE
Atlanta, GA 30324-4836
United States of America

Phone: +1 (404) 873-9114 (p)

Fax: +1 (404) 881-0675 (n)

Email: wlist@wxia.gannett.com (p)

Home Page: www.11alive.com

DMA: Atlanta, GA (8)

MSA: Atlanta--Sandy Springs--Marietta, GA MSA (8)

Mailing Address: 1 Monroe PI NE
Atlanta, GA 30324-4836

United States of America

Beat/Title (Additional): Law,Business

Pitching Tips: Preferred Order: E-Mail

Profile: Liss is a Business, Consumer and Legal Affairs Reporter. He delivers specialized business, legal and consumer reports during the weekday morning newscasts. His Help Desk series of reports is devoted to finding assistance for individuals and groups where none seems possible. Liss can be contacted by e-mail.

Twitter Handle: <http://twitter.com/wjliss>

Liss joined WXIA-TV in 1989. He was previously senior vice president, public affairs at RJR Nabisco Inc. Throughout his career, Liss has held executive positions in public affairs or public relations with Ohlmeyer Communications Companies, Cap Cities/ABC and Trans World Airlines. He also was associated with the United Press International Audio News Service as an editor and broadcaster, and with the office of the Chief Justice of the State of New York, he initiated the state's first judicial public affairs program. Liss has earned Emmy Awards for his Olympics-related marketing and financial reporting, and for his reporting of devastating tornadoes that hit Metro Atlanta in 1998. In addition, he has been singled out for the Silver Circle Award, given by the National Association of Television, Arts & Sciences for 25 years of excellence in media. Liss also received an award from the Associated Press for both his specialized business reporting and his in-depth reporting of the May 1996 ValuJet crash in the Everglades. Liss also holds the Gavel Award for legal reporting from the Atlanta Bar Association; the Media Award from Inroads Atlanta; a Special Service Project Award from Gannett Broadcasting and an award for his Call For Action reporting from the American Association of Black Journalists. Liss is a graduate of Rutgers University, and has served for many years on its boards of trustees and overseers. He holds a juris doctorate degree from Seton Hall University.

Lead Times: Features - 0 days prior, News - 0 days prior, Advertising - 0 days prior.

Outlet Profile: WXIA-TV is the NBC affiliate for the Atlanta market. The station is owned by Gannett Co., Inc. WXIA-TV broadcasts locally on channel 11. The station covers local news, national news, technology, health, and consumer information. The station accepts video clips on Beta SP. Deadlines for submitting press releases are on-going. PR professionals can send press releases and story ideas to the assignment desk by fax or mail.

In May 2009, WXIA-TV formed an agreement with WAGA-TV to pool video sharing resources. The local news service is run by an independent managing editor who will determine the stories to be covered each day by the news service.

The station debuted in 1951, and has had many call letters, including WLWA, WQXI, and WXII. As WXII-TV, the station was the first to bring a female weather forecaster (Eleanor Knight) to television screens.

The outlet offers RSS (Really Simple Syndication).

Twitter Handle: <http://twitter.com/11Alive>

Channel: 11

Topic: Entertainment,News

Classification: Commercial

Network: NBC Television Network

News Service: Associated Press

Language: English

Editorial
Opportunities
for Legal Media
Contacts



Outlet: Long Island Business News

Opportunity Topic: Commercial Real Estate, Corporate Law
Opportunity Description: Who's who in corporate law and commercial real estate.

Issue Date: 6/17/2011

Features Deadline: 6/10/2011

Contact Name: Jones Andrea

Phone Number: +1 (631) 913-4257

Email: andrea.jones@libn.com

Mailing Address Line 1: 2150 Smithtown Ave

Mailing Address Line 2: Ste 7

Mailing City: Ronkonkoma

Mailing State: New York

Mailing Postal Code: 11779

Mailing Country: United States of America

Outlet: Bar Briefs

Opportunity Topic: Family Law

Opportunity Description: Family law.

Issue Date: 7/1/2011

Features Deadline: 6/1/2011

Contact Name: Valdez Steven

Phone Number: +1 (502) 583-5314

Email: svaldez@loubar.org

Mailing Address Line 1: 600 W Main St

Mailing Address Line 2: Ste 110

Mailing City: Louisville

Mailing State: Kentucky

Mailing Postal Code: 40202

Mailing Country: United States of America

Outlet: BtoB

Opportunity Topic: Marketing, Lawyers

Opportunity Description: Vertical insight: marketing to lawyers.

Issue Date: 7/11/2011

Features Deadline: 6/11/2011

Contact Name: Obrecht John

Phone Number: +1 (312) 649-5326

Email: jobrecht@crain.com

Mailing Address Line 1: 360 N Michigan Ave

Mailing City: Chicago

Mailing State: Illinois

Mailing Postal Code: 60601

Mailing Country: United States of America

Outlet: New Jersey Law Journal

Opportunity Topic: Environmental Industry, Law

Opportunity Description: Environmental law.

Issue Date: 7/18/2011

Features Deadline: 7/11/2011

Contact Name: Brownstein Pamela

Phone Number: +1 (973) 854-2902

Email: pbrownstein@alm.com

Mailing Address Line 1: 238 Mulberry St

Mailing City: Newark

Mailing State: New Jersey

Mailing Postal Code: 07102

Mailing Country: United States of America

Outlet: Crain's Cleveland Business

Opportunity Topic: Law Firms

Opportunity Description: Law firms.

Issue Date: 8/1/2011

Features Deadline: 7/18/2011

Contact Name: Suttell Scott

Phone Number: +1 (216) 771-5227

Email: ssuttell@crain.com

Mailing Address Line 1: 700 W Saint Clair Ave

Mailing Address Line 2: Ste 310

Mailing City: Cleveland

Mailing State: Ohio

Mailing Postal Code: 44113

Mailing Country: United States of America

Outlet: California Lawyer

Opportunity Topic: Technology, Litigation

Opportunity Description: Litigation and technology.

Issue Date: 8/1/2011

Features Deadline: 6/20/2011

Contact Name: Lasden Martin

Phone Number: +1 (415) 296-2458

Email: martin_lasden@dailyjournal.com

Mailing Address Line 1: 44 Montgomery St

Mailing Address Line 2: Ste 250

Mailing City: San Francisco

Mailing State: California

Mailing Postal Code: 94104-4630

Mailing Country: United States of America

Outlet: Ob. Gyn. News

Opportunity Topic: Healthcare Regulation & Policy, Lawyers, Medical Meetings/Conventions

Opportunity Description: American Health Lawyers Association.

Issue Date: 8/1/2011

Features Deadline: 7/11/2011

Contact Name: Dales Mary Jo

Phone Number: +1 (240) 221-2470

Email: m.dales@elsevier.com

Mailing Address Line 1: 5635 Fishers Ln

Mailing Address Line 2: Ste 6000

Mailing City: Rockville

Mailing State: Maryland

Mailing Postal Code: 20852

Mailing Country: United States of America

Outlet: The Indiana Lawyer

Opportunity Topic: Law, Workers' Compensation

Opportunity Description: Workers compensation law.

Issue Date: 8/3/2011

Features Deadline: 7/4/2011

Contact Name: Collier Rebecca

Phone Number: +1 (317) 472-5232

Email: rcollier@ibj.com

Mailing Address Line 1: 41 E Washington St

Mailing Address Line 2: Ste 200

Mailing City: Indianapolis

Mailing State: Indiana

Mailing Postal Code: 46204

Mailing Country: United States of America

Outlet: Modern Healthcare

Opportunity Topic: Healthcare Industry, Law Firms

Opportunity Description: Largest healthcare law firms.

Issue Date: 8/8/2011

Features Deadline: 6/9/2011

Contact Name: McLaughlin Neil

Phone Number: +1 (312) 649-5343

Email: nmclaughlin@modernhealthcare.com

Mailing Address Line 1: 360 N Michigan Ave

Mailing Address Line 2: Fl 5

Mailing City: Chicago

Mailing State: Illinois

Mailing Postal Code: 60601

Mailing Country: United States of America

Outlet: Philadelphia Business Journal

Opportunity Topic: Law Firms

Opportunity Description: South Jersey law firms.

Issue Date: 8/12/2011

Features Deadline: 7/1/2011

Contact Name: Oliver Sharon

Phone Number: +1 (215) 238-5146

Email: soliver@bizjournals.com

Mailing Address Line 1: 400 Market St

Mailing Address Line 2: Ste 1200

Mailing City: Philadelphia

Mailing State: Pennsylvania

Mailing Postal Code: 19106

Mailing Country: United States of America

Outlet: Food In Canada

Opportunity Topic: Food Industry, Law

Opportunity Description: Food law.

Issue Date: 9/1/2011

Features Deadline: 8/2/2011

Contact Name: Cooper Carolyn

Phone Number: +1 (416) 764-1502

Email: carolyn.cooper@food.rogers.com

Mailing Address Line 1: One Mount Pleasant Rd

Mailing Address Line 2: 7th Fl

Mailing City: Toronto

Mailing State: Ontario

Mailing Postal Code: M4Y 2Y5

Mailing Country: Canada

Outlet: American Agent & Broker

Opportunity Topic: Lawyers, Liabilities

Opportunity Description: Lawyers professional liability.

Issue Date: 9/1/2011

Features Deadline: 7/13/2011

Contact Name: Toops Laura

Phone Number: +1 (312) 651-0372

Email: ltoops@sbmedia.com

Mailing Address Line 1: 222 S Riverside Plz Ste 620

Mailing Address Line 2:

Mailing City: Chicago

Mailing State: Illinois

Mailing Postal Code: 60606-6173

Mailing Country: United States of America

Outlet: Trial

Opportunity Topic: Workplace Safety, Litigation
Opportunity Description: Mine accident litigation.
Issue Date: 9/1/2011
Features Deadline: 6/3/2011
Contact Name: Hellwege Jean
Phone Number: +1 (202) 965-3500 Ext. 260
Email: jean.hellwege@justice.org
Mailing Address Line 1: 777 6th St NW
Mailing Address Line 2: Ste 200
Mailing City: Washington
Mailing State: District Of Columbia
Mailing Postal Code: 20001
Mailing Country: United States of America

Outlet: Maryland Bar Journal

Opportunity Topic: Immigration, Law
Opportunity Description: Immigration law.
Issue Date: 9/1/2011
Features Deadline: 7/3/2011
Contact Name: Stidman Eveleth Janet
Phone Number: +1 (410) 685-7878 Ext. 3025
Email: jeveleth@msba.org
Mailing Address Line 1: 520 W Fayette St
Mailing City: Baltimore
Mailing State: Maryland
Mailing Postal Code: 21201
Mailing Country: United States of America

Outlet: Biz941

Opportunity Topic: Advice, Lawyers
Opportunity Description: Ask the lawyer.
Issue Date: 9/1/2011
Features Deadline: 7/3/2011
Contact Name: Burns Susan
Phone Number: +1 (941) 487-1100
Email: susanb@biz941.com
Mailing Address Line 1: 330 S Pineapple Ave
Mailing Address Line 2: Ste 205
Mailing City: Sarasota
Mailing State: Florida
Mailing Postal Code: 34236-7032
Mailing Country: United States of America

Outlet: Canadian Lawyer INHOUSE

Opportunity Topic: Real Estate Law
Opportunity Description: Real estate law.
Issue Date: 9/1/2011
Features Deadline: 8/2/2011
Contact Name: Harris Kelly
Phone Number: +1 (905) 841-6480
Email: kharris@clbmedia.ca
Mailing Address Line 1: 240 Eduard St
Mailing City: Aurora
Mailing State: Ontario
Mailing Postal Code: L4G 3S9
Mailing Country: Canada

Outlet: The Lawyers Weekly

Opportunity Topic: Biotechnology, Law
Opportunity Description: Biotechnology law.
Issue Date: 9/2/2011
Features Deadline: 8/12/2011
Contact Name: Wilbur Tim
Phone Number: +1 (905) 415-5828
Email: tim.wilbur@lexisnexis.ca
Mailing Address Line 1: 123 Commerce Valley Drive East
Mailing Address Line 2: Ste 700
Mailing City: Markham
Mailing State: Ontario
Mailing Postal Code: L3T 7W8
Mailing Country: Canada

Outlet: Law Times

Opportunity Topic: Law, Human Rights
Opportunity Description: Human rights law.
Issue Date: 9/12/2011
Features Deadline: 8/13/2011
Contact Name: Cohen Gail
Phone Number: +1 (905) 713-4385
Email: gail.cohen@thomsonreuters.com
Mailing Address Line 1: 240 Edward St
Mailing City: Aurora
Mailing State: Ontario
Mailing Postal Code: L4G 3S9
Mailing Country: Canada

Outlet: Sacramento Business Journal

Opportunity Topic: Accounting, Law
Opportunity Description: Law and accounting.
Issue Date: 9/16/2011
Features Deadline: 8/19/2011
Contact Name: Robinson Jack
Phone Number: +1 (916) 558-7862
Email: jrobinson@bizjournals.com
Mailing Address Line 1: 1400 X St
Mailing City: Sacramento
Mailing State: California
Mailing Postal Code: 95818
Mailing Country: United States of America

Outlet: Crain's Chicago Business

Opportunity Topic: Law
Opportunity Description: Law.
Issue Date: 9/19/2011
Features Deadline: 7/21/2011
Contact Name: Linden Tom
Phone Number: +1 (312) 649-5363
Email: tlinden@crain.com
Mailing Address Line 1: 360 N Michigan Ave
Mailing City: Chicago
Mailing State: Illinois
Mailing Postal Code: 60601
Mailing Country: United States of America

Outlet: Lawyers USA

Opportunity Topic: Marketing, Law Firms
Opportunity Description: Marketing your practice.
Issue Date: 9/19/2011
Features Deadline: 7/25/2011
Contact Name: Murphy Patrick
Phone Number: +1 (617) 451-7300
Email: patrick.murphy@lawyersusaonline.com
Mailing Address Line 1: 10 Milk St
Mailing Address Line 2: 10th Fl
Mailing City: Boston
Mailing State: Massachusetts
Mailing Postal Code: 02108-4600
Mailing Country: United States of America

Outlet: The American Lawyer

Opportunity Topic: Business, Litigation
Opportunity Description: Business litigation.
Issue Date: 10/1/2011
Features Deadline: 8/2/2011
Contact Name: Saltser Maryann
Phone Number: +1 (212) 457-9631
Email: msaltser@alm.com
Mailing Address Line 1: 120 Broadway
Mailing Address Line 2: Fl 5/6
Mailing City: New York
Mailing State: New York
Mailing Postal Code: 10271
Mailing Country: United States of America

Outlet: California Lawyer

Opportunity Topic: Intellectual Property, Intellectual Property Law
Opportunity Description: Intellectual property.
Issue Date: 10/1/2011
Features Deadline: 8/20/2011
Contact Name: Lasden Martin
Phone Number: +1 (415) 296-2458
Email: martin_lasden@dailyjournal.com
Mailing Address Line 1: 44 Montgomery St
Mailing Address Line 2: Ste 250
Mailing City: San Francisco
Mailing State: California
Mailing Postal Code: 94104-4630
Mailing Country: United States of America

Outlet: Arizona Attorney

Opportunity Topic: Law, Diversity
Opportunity Description: Diversity in law.
Issue Date: 10/1/2011
Features Deadline: 6/3/2011
Contact Name: Eigo Tim
Phone Number: +1 (602) 340-7310
Email: tim.eigo@staff.azbar.org
Mailing Address Line 1: 4201 N 24th St
Mailing Address Line 2: Ste 200
Mailing City: Phoenix
Mailing State: Arizona
Mailing Postal Code: 85016
Mailing Country: United States of America

Outlet: D Magazine

Opportunity Topic: Family Law
Opportunity Description: Family law.
Issue Date: 10/1/2011
Features Deadline: 8/2/2011
Contact Name: Rogers Tim
Phone Number: +1 (214) 939-3636 Ext. 148
Email: timr@dmagazine.com
Mailing Address Line 1: 750 N Saint Paul St
Mailing Address Line 2: Ste 2100
Mailing City: Dallas
Mailing State: Texas
Mailing Postal Code: 75201-3214
Mailing Country: United States of America

Outlet: HR Magazine

Opportunity Topic: Law, Employment
Opportunity Description: Employment law.
Issue Date: 11/1/2011
Features Deadline: 7/4/2011
Contact Name: Rubis Leon
Phone Number: +1 (703) 535-6157
Email: lrubis@shrm.org
Mailing Address Line 1: 1800 Duke St
Mailing City: Alexandria
Mailing State: Virginia
Mailing Postal Code: 22314
Mailing Country: United States of America

Outlet: Coping With Cancer

Opportunity Topic: Cancer, Legal Affairs
Opportunity Description: Cancer-related legal issues.
Issue Date: 11/1/2011
Features Deadline: 7/4/2011
Contact Name: Shipp Laura
Phone Number: +1 (615) 790-2400 Ext. 24
Email: editor@copingmag.com
Mailing Address Line 1: 1107 Lakeview Dr
Mailing Address Line 2: Ste C-2
Mailing City: Franklin
Mailing State: Tennessee
Mailing Postal Code: 37067
Mailing Country: United States of America

Outlet: Twin Cities Business

Opportunity Topic: Corporate Law
Opportunity Description: Corporate law.
Issue Date: 11/1/2011
Features Deadline: 7/4/2011
Contact Name: Logeland Denise
Phone Number: +1 (612) 313-1773
Email: dlogeland@tcbmag.com
Mailing Address Line 1: 220 S 6th St
Mailing Address Line 2: Ste 500
Mailing City: Minneapolis
Mailing State: Minnesota
Mailing Postal Code: 55402-4501
Mailing Country: United States of America

Outlet: Fort Worth, Texas: The City's Magazine

Opportunity Topic: Lawyers
Opportunity Description: Top attorney list.
Issue Date: 11/1/2011
Features Deadline: 8/3/2011
Contact Name: Brown Hal
Phone Number: +1 (817) 560-6115
Email: hbrown@fwtxas.com
Mailing Address Line 1: 6777 Camp Bowie Blvd
Mailing Address Line 2: Ste 130
Mailing City: Fort Worth
Mailing State: Texas
Mailing Postal Code: 76116
Mailing Country: United States of America

Outlet: Pizza Marketing Quarterly

Opportunity Topic: Restaurant Industry, Laws, Children's Issues & Rights
Opportunity Description: Laws surrounding children working in the pizzeria.
Issue Date: 11/1/2011
Features Deadline: 8/3/2011
Contact Name: Morin Tracy
Phone Number: +1 (662) 234-5481 Ext. 140
Email: tracy@pmq.com
Mailing Address Line 1: 605 Edison St
Mailing City: Oxford
Mailing State: Mississippi
Mailing Postal Code: 38655
Mailing Country: United States of America