

**United Way
of Broome County**



Broome County Media Directory

2008

Updated February 22, 2008

Published by United Way of Broome County, Inc.

Mail: PO Box 550, Binghamton, NY 13902-0550

Location: 101 S. Jensen Road at Vestal Parkway East, Vestal, NY 13850

Phone: (607) 729-2592

Fax: (607) 729-2597

E-mail: info@uwbroome.org

Web: www.unitedwaybroome.org

WHAT IS INCLUDED

This directory has been revised yearly since 1990. It began as an internal document for use in the public relations activities of United Way of Broome County. Soon it also was distributed to United Way’s local member agencies. Other not-for-profit organizations, which were not affiliated with United Way, learned of the directory and requested copies. In recent years the directory has been posted on the United Way website (www.unitedwaybroome.org) and can be downloaded by anyone.

The purpose of this directory continues to be support of public relations activities. All media listed in the first three sections generally accept local information from the public without charge. Some may have very specific requirements (not listed here) for determining what information they will use. The newspapers and other periodicals listed in Section 3 include both those that are distributed for free and those available for sale, either as single copies or by subscription. Some of the media listed are not based in Broome County, but all are available in at least part of the county.

Each media outlet listed is contacted at least yearly for an update of the information included. If there is no response, the previous listing is reprinted, unless we know the media has closed. Please let us know if we have overlooked some media that should be included in this directory. United Way of Broome County can not guarantee the accuracy of any information in this directory.

CONTENTS

SECTION 1: TELEVISION.....	3
SECTION 2: RADIO.....	6
SECTION 3: NEWSPAPERS AND OTHER PERIODICALS.....	10
SECTION 4: EMPLOYEE/MEMBER PUBLICATIONS.....	15
SECTION 5: UNITED WAY MEMBER AGENCY PUBLICATIONS.....	18
SECTION 6: SCHOOL DISTRICT NEWSLETTERS.....	20
SECTION 7: UNITED WAY MEMBER AGENCY PUBLIC RELATIONS CONTACTS.....	21
SECTION 8: NEWS RELEASE FORMAT.....	22
UPDATES.....	22

SECTION 1: TELEVISION

WBNG-TV 12 (CBS); WBXI-TV (CW)

WBNG is cable channel 2 on Time Warner Cable; WBXI is cable channel 11.

Location: 560 Columbia Drive #1
Johnson City, NY 13790

Phone: 729-8812 or 729-8965
729-9575 (news line)
1-800-727-WBNG (“Breaking News” hotline)

Mail: same

Fax: 797-6211 (general)
729-4022 (news)

E-mail: wbngtv@wbng.com

Internet: www.wbng.com

Owner: SP Granite Broadcasting
Station Manager: Robert Krummenacker (584-7202), krummenacker@wbngtv.com
Programming Coordinator: Kate Garger (584-7262), garger@wbngtv.com
News Director: Greg Catlin (584-7270), catlin@wbngtv.com
Assignment Editor: Scott Gallagher (584-7272)
Public Service Announcements: Ann Marie Ripic
Public Affairs Program: “Around the Tiers”
Air Time: Live during noon news and 5 p.m. news
Contact: Noon — Kerri O’Hara (584-7252)
5 p.m. — Darren Dodge (584-7273)
Advance Notice: One week
Focus: non-profits, schools, community events
Community Calendar: “Community Calendar”
Contact: Ann Marie Ripic
Advance Notice: Two weeks prior to event

News release preference: [by e-mail to gallagher@wbng.com](mailto:gallagher@wbng.com)

WICZ-TV 40 (FOX); WBPN-TV 10 (My Network)

WICZ is cable channel 3 on Time Warner Cable; WBPN-TV 10 is cable channel 8; WICZ digital TV is cable channel 702.

Location: 4600 Vestal Parkway East
Vestal, NY 13850

Phone: 770-4040
798-0070 (news direct line)

Mail: same

Fax: 798-7950 (general)
770-7550 (news)

News e-mail: fox40news@wicz.com

Internet: www.wicz.com

Owner: Northwest Broadcasting Co.
General Manager: John Leet
Program Director: Vernon Rowlands
News Director: Suh Neubauer
Managing Editor: Larry Sparano
Assignment Editor: Kristina MacIsaac
Public Service Announcements: Vernon Rowlands
Community Calendar: “Community Connection”
Contact: Vernon Rowlands
Advance Notice: Three weeks prior to event
General Sales Manager: Wayne Gordon

News release preference: [by fax to 770-7550](tel:770-7550)

SECTION 1: TELEVISION (continued)

WIVT-TV 34 (ABC) / WBGH-TV 20 (NBC)

WIVT is cable channel 6 on Time Warner Cable; WBGH is cable channel 5. WIVT digital TV is cable channel 703; WBGH digital TV is cable channel 700.

Location:	203 Ingraham Hill Road Binghamton, NY 13903	Phone:	771-3434; 771-NEWS
Mail:	same	Fax:	723-6403 (news) 723-1034 (general)
		E-mail:	newschannel34@newschannel34.com
		Internet:	www.newschannel34.com

Owner:	Clear Channel Communications
Station Manager:	John Birchall
Operations Manager:	Jim LaVassar
News Director:	Jim Ehmke
Assignment Editor:	Dave Pertianno
Community Calendar:	“Community Calendar”
Contact:	Jim LaVasser
Advance Notice:	Two weeks prior to event

News release preference: by e-mail to news@newschannel34.com

WSKG -TV 46 (PBS)

WSKG is cable channel 7 on Time Warner Cable; WSKG digital TV is cable channel 704.

Location:	601 Gates Road Vestal, NY 13850	Phone:	729-0100
Mail:	P.O. Box 3000 Binghamton, NY 13902-3000	Fax:	729-7328
		E-mail:	wskg_mail@wskg.pbs.org
		Internet:	www.wskg.org

Owner:	WSKG Public Telecommunications Council
President, Chief Executive Officer:	Brian Sickora
Director of TV Programming & Production:	Brian Frey
Public Service Announcements:	Crystal Sarakas

News 10 Now (24-hour regional cable news channel)

News 10 Now is cable channel 16 on Time Warner Cable; headquartered in Syracuse, it also has a local office

Local Location:	120 Plaza Drive Vestal, NY 13850	Phone:	240-6631 (local) 1-866-4NEWS10 (News Tips Line.)
Syracuse Location:	815 Erie Blvd. East Syracuse, NY 13210	Fax:	352-1669 (local) (315) 634-4270 (Syracuse)
Mail:	same	E-mail:	newstips@news10now.com.
		Internet:	www.news10now.com

Owner:	Time Warner Cable
General Manager:	Ron Lombard
Sales Manager:	Cindy Griffo

SECTION 1: TELEVISION (continued)

Time Warner Cable

Serves central, western, and northern Broome County.

Location:	120 Plaza Drive Vestal, NY 13850	Phone:	798-8001(customer service) 644-0025 (administrative)
Mail:	P.O. Box 2086 Binghamton, NY 13902-2086	Fax:	770-0025 (customer service) 644-1293 (administrative)
		Internet:	www.stny.com www.News10News.com (for contact info)
Owner:		AOL Time Warner	
Director of Governmental Affairs & Public Relations:		David Whalen	
Community Calendar:		“Community Calendar”	
Contact:		Mia Giovinazzo	
Advance Notice:		Three-four weeks before event	

Time Warner Cable Advertising Sales

Location:	120 Plaza Drive, Suite D Vestal, NY 13850	Phone:	798-1200
Mail:	P.O. Box 2143 Binghamton, NY 13902-2143	Fax:	798-0980
Production Manager:		Bob Reilly	
National Account Executive:		JoAnn Perrin	
General Manager:		Bobbie Grover	

Adams Cable Television

Serves Deposit, Harpursville, Port Crane, Sanitaria Springs, and Windsor.

Location:	19 North Main St. Carbondale, PA 18407	Phone:	1-888-222-0077
		Fax:	1-570-282-3787
		Internet:	www.adamscable.com

SECTION 2: RADIO

Citadel Communications

WAAL-FM 99.1 / WHWK-FM 98.1 / WYOS-AM 1360 / WNBF-AM 1290 /

("99.1 the Whale")

("98.1 the Hawk")

("ESPN Radio 1360")

("News Radio 1290")

WWYL-FM 104.1

("Wild 104")

Location: 59 Court St.
Binghamton, NY
Mail: P.O. Box 414
Binghamton, NY 13902-0414

Phone: 772-8400
Fax: 772-9806 (general)
722-3438 (news)
e-mail: news.bing@citcomm.com (news only)
Internet: www.991thewhale.com (WAAL)
www.981thehawk.com (WHWK)
www.wnbf.com (WNBF)
www.wild104fm.com (WWYL)
Contest lines: WAAL: 723-9996
WHWK: 720-9801
WNBF: 772-1290
WWYL: 720-1041
Other: WHWK Weather Line: 724-9898

Owner:
General Manager:
General Sales Manager/Director of Sales:
Program Directors:

Citadel Communications
Mary Beth Walsh

WAAL: Don Morgan
WHWK: Don Brake
WNBF: Roger Neel
WWYL: Matt Johnson
WYOS: Roger Neel
Bernie Fionte
WNBF: Bernie Fionte

News Director:
Public Affairs Director:
Public Affairs Programs:

"Talk With Tony", WNBF-AM
Tony Russell
9:10-11:35 a.m., Monday-Friday
Public affairs

Host:
Air Time:
Focus:

"Contact", WNBF-AM
Bernie Fionte
6:05 p.m., Sundays
Public affairs

Host:
Air Time:
Focus:

"Close-up"
6 a.m., Sundays, WAAL-FM, WYOS-AM, WWYL-FM
Kathy Whyte
Community activities

Air Time:
Host:
Focus:

Public Service Announcements:
Promotions Director:

Chris Coyne (chris.coyne@citcomm.com)
Tim Skinner

News release preference:

by fax to 722-3438 or e-mail to news.bing@citcomm.com

SECTION 2: RADIO (continued)

Clear Channel Communications

WBBI-FM 107.5 / WENE-AM 1430 / WINR-AM 680 / WKGB-FM 92.5 /
("The Bear") ("The Team") ("Music of Your Life") ("KGB")

WMRV-FM 105.7 / WMXW-FM 103.3
("Star 105") ("Mix 103")

Location: 320 North Jensen Road
Vestal, NY 13850
Mail: same

Phone: 584-5800
WMRV: 785-1057 (request line)
WKGB: 786-7625 (listener line)
584-5984 (24 hour hotline/emergency)
584-5985 (24 hour hotline/emergency)
584-5900
Fax:
E-mail: contact through websites listed below
Internet:

www.clearchannelbinghamton.com
www.1075thebear.com (WBBI)
www.1430theteam.com (WENE)
www.680winr.com (WINR)
www.925kgb.com (WKGB)
www.star1057fm.com (WMRV)
www.mix1033fm.com (WMXW)

Owner:
General Manager:
Operations Manager:
Sales Manager:
Program Directors
WBBI-FM:
WENE-AM:
WINR-AM:
WKGB-FM:
WMRV-FM:
WMXW-FM:

Clear Channel Communications
Joanne Aloï
Jim Free
Michele Page

Doug Mosher
Jon Scaptura
Doug Mosher
Jim Free
Bob Taylor
Bob Taylor

News Director:
Public Affairs Director:
Public Affairs Programs:
Air Time:

Dave Lozzi
Doug Mosher
"Community Focus"
7 a.m., Saturdays, WENE-AM
7 a.m., Sundays, WBBI-FM, WINR-AM, WKGB-FM
7:20 a.m., Sundays, WMXW-FM
7:30 a.m., Sundays, WMRV-FM

Focus:
Host:

Local events and topics
Doug Mosher

Air Time:
Focus:

"Community Spotlight"
10 a.m.-noon, Saturdays (live), WINR-AM
Local business and organizations

Public Service Announcements:
Community Calendar:
Advance Notice:
How to Submit:

Doug Mosher
"Around Binghamton"
at least one week before event
enter information in "Around Binghamton" section on any
of websites for Clear Channel radio stations (listed above)

SECTION 2: RADIO (continued)

WCDW-FM 100.5 / WRRQ-FM 106.7

("Cool 100")

("Q 107")

WCDW also broadcasts on 102.9, 104.5, and 107.1. WRRQ also broadcasts on 104.5.

Location: 495 Court St., Second Floor
Binghamton, NY 13904
Mail: same

Phone: 772-1005
Fax: 772-2945
Contest Line: 427-1100
E-mail: info@cool100oldies.com
Internet: www.cool100oldies.com

Owner:
General Manager:
Operatons Manager:
Station Manager:
Promotions/Public Service Announcements:
Community Calendar:
Advance Notice:

Equinox Broadcasting Corp.
George Harris
Steven Shimer
Tom Shiptenko
Justin Case
"Community Calendar"
two weeks before event

WLTB-FM 101.7

Also broadcasts on 102.5. ("Magic 101.7")

Location: 1808 Vestal Parkway East
Vestal, NY 13850
Mail: PO Box 7
Vestal, NY 13851-0007

Phone: 748-9131
748-0187 (24 hour hotline)
Fax: 748-0061
Contest line: 748-0101
E-mail: info@magic1017fm.com
Internet: www.magic1017fm.com

Owner:
General Manager:
Asst. General Manager:
Operations Manager:
News Director:
Public Affairs Director:
Community Calendar:
Advance Notice:
Public Service Announcements:

G M Broadcasting, Inc.
Steven J. Gilinsky
Randy Varney
Dana Potter
Carl Wall
Dana Potter
"Community Calendar"
two weeks notice
John and Chris

WEBO-AM 1330

Location: 212 Main Street
Owego, NY 13827
Mail: PO Box 604
Owego, NY 13827

Phone: 687-4184
Fax: 687-4184
Email: webo@stny.rr.com

Owner:
General Manager:

Tioga Media
Terry Coleman

SECTION 2: RADIO (continued)

WHRW-FM 90.5

Binghamton University student station.

Location: University Union
Binghamton University
Vestal Parkway East
Vestal, NY
Mail: P.O. Box 6000
Binghamton, NY 13902-6000

Phone: 777-2139
777-2137 (request line)
Fax: 777-6501
Internet: www.whrwfm.org

General Manager/ Program Director:

May change each semester.

WPEL-FM 96.5 / WPEL-AM 1250

Also broadcasts on 93.3 and 106.5.

Location: 9 Locust St.
Montrose, PA 18801
Mail: P.O. Box 248
Montrose, PA 18801

Phone: 773-0056 (Broome County number)
(570) 278-2811 (Montrose number)
E-mail: mail@wpel.org
Internet: www.wpel.org

Owner:
Contact:

Montrose Broadcasting Corp.
Larry Souder

WSKG-FM 89.3 / WSQX-FM 91.5

Location: 601 Gates Road
Vestal, NY 13850
Mail: P.O. Box 3000
Binghamton, NY 13902-3000

Phone: 729-0100
Fax: 729-7328
E-mail: wskg_mail@wskg.pbs.org
Internet: www.wskg.org

President:
Radio Manager:
Community Calendar:
For more information:
Contact Person:

Brian Sickora
Ken Campbell
“Arts Calendar”
www.wskg.org (click on “Arts Calendar”)
Crystal Sarakas

SECTION 3: NEWSPAPERS AND OTHER PERIODICALS

Dailies

The Press & Sun Bulletin

Also publishes *Beautiful Brides*, *Big Auto Book*, *Buzz*, *CNY Outdoors*, *Goodlife*, *Greater Binghamton Health and Wellness*, *News and Shopper*, *Southern Tier Business News*, *365 Your Life*. Further information about some of these will be found under the section Frequency Less Than Daily

Location: 4421 Vestal Parkway East
Vestal, NY
Mail: P.O. Box 1270
Binghamton, NY 13902-1270

Phone: 798-1234 (general information)
798-1151 or 1-877-348-7811 (news)
Fax: 352-2645 (newsroom)
Internet: www.pressconnects.com
(e-mail addresses listed below)

Owner: Gannett Co., Inc.
President and Publisher: Sherman M. Bodner (798-1112) sbodner@pressconnects.com
Executive Editor: Calvin J. Stovall (798-1186) cstovall@pressconnects.com
Online Director: Cindy Jarvis (798-1205) cjarvis@binghamt.gannett.com
Assistant Managing Editor: Al Vieira (798-1374) avieira@pressconnects.com
Associate Editor: David Rossie (798-1149) drossie@binghamt.gannett.com
Metro Editor: Frank Roessner (798-1151) froessner@pressconnects.com
Public Service Editor: Doug Schneider (798-1244) dschneider@pressconnects.com
Help Desk: Michelle Terry (798-1317) helpdesk@pressconnects.com
National News Editor: Eric Coker (798-1185) ecoker@pressconnects.com
Digital Desk Editor: Jeff Platsky (798-1178) jplatsky@pressconnects.com
Business Editor: My-ly Nguyen (798-1345) mnguyen@pressconnects.com
Lifestyle Editor: Hannah Maria Hayes (798-1171) hhayes@pressconnects.com
Custom Publishing Manager: Diana Bean (798-1171) dbean@pressconnects.com
Community Conversation Editor: Mary Pat Hyland (798-1274) mhyland@pressconnects.com
Executive Sports Editor: Charlie Jaworski (798-1191) cjaworski@pressconnects.com
Director of Photography: Wayne Hansen (798-1318) whansen@pressconnects.com
Advertising Director: Jodie Riesbeck (798-1132) jriesbec@binghamt.gannett.com
Circulation Director: Anthony Rapczynski (798-1365) arapczyn@pressconnects.com
Marketing Director: Jay Peak (798-1266) jpeak@pressconnects.com
Good Times Editor: Barb Van Atta (798-1171) bvanatta@pressconnects.com
TV Week Editor: Mary Ann Rogan (798-1189) mrogan@pressconnects.com
Community Calendars: "Good Times"
Send notice: Two weeks in advance
Contact: Lori Tripp (798-1110) calendar@pressconnects.com

News release preference:

by fax to 352-2645, by email to Jmicale@pressconnects.com

SECTION 3: NEWSPAPERS AND OTHER PERIODICALS (continued)

Frequency Less Than Daily

BC Pennysaver

Weekly shopper

Location: 1035 Conklin Road
Conklin, NY 1378-1102
Phone: 775-0472
Mail: PO Box 208
Conklin, NY 13748-0208
Fax: 775-5863
Owner: Newspaper Publishers LLC

Buzz

Every other week entertainment tabloid, distributed free

Location: 123 W. State Street
Ithaca, NY 14850
Phone: (607) 256-BUZZ (2800)
Mail: same
Fax: (607) 272-4248
Internet: www.freebuzzonline.com
E-mail: editor@freebuzzonline.com
Owner: Targeted Publishing Group
Editor: Mary Ciaramello
Dateline: Every other Wednesday
Deadline: Previous Wednesday, 5:30 p.m.

The Chenango American / The Oxford Review-Times / Whitney Point Reporter

Weekly community newspapers, inside pages the same for all three newspapers

Location: 3 Foundry St. Suite 1
Greene, NY 13778
Phone: 656-4511
Mail: P.O. Box 566
Greene, NY 13778-0566
Fax: 656-8544
Owner: Paden Publishing, LLC
Publisher: Ken Paden
President: Ken Paden
Editor: Pete Mansheffer
Dateline: Thursday
Deadline: Monday, 5 p.m.
News Releases: hometownnews@frontier.net

Deposit Courier

Weekly community newspaper

Location: 24 Laurel Bank Ave.
Deposit, NY 13754
Phone: 467-3600
Mail:
Fax: 467-5330
E-mail: couriernews@tds.net
Owner: Evans Communications Inc.
Publisher/Editor: Hilton Evans
Reporter: Deborah Stever
Dateline: Wednesday
Deadline: proof copy-Friday

SECTION 3: NEWSPAPERS AND OTHER PERIODICALS (continued)

Greater Binghamton Business Journal

Weekly business newspaper

Location: 84 Court Street, Suite 411
Binghamton, NY 13901

Phone: 772-0211
Fax: 772-0229
Internet: www.tgbbj.com

Owner: CNY Business Review, Inc.
Editor-in-Chief: Adam Rombel, arombel@tgbbj.com
Assistant Editor: Maria J. Carbonaro, mcarbonaro@tgbbj.com

Greater Binghamton Health and Wellness

Monthly magazine, distributed free

Location: 4421 Vestal Parkway East
Vestal, NY 13850

Mail: P.O. Box 1270
Binghamton, NY 13902-1270

Phone: 798-1171 (news)
Fax: 798-1113 (news)
Internet: www.gbhealthandwellness.com
E-mail: dbean@pressconnects.com

Owner: Targeted Publishing Group
Editor: Diana Bean

News and Shopper

Weekly tabloid newspaper and shopper, distributed free

Two editions: **Broome East** covers area served by Binghamton, Chenango Forks, Chenango Valley, Johnson City and Susquehanna Valley school districts; **Broome West** covers area served by Appalachian, Maine-Endwell, Union-Endicott, and Vestal school districts

Location: 4421 Vestal Parkway East
Vestal, NY

Mail: P.O. Box 1270
Binghamton, NY 13902-1270

Phone: 798-1245 or 1-866-351-8339 (news)
Fax: 798-1113 (news)
Internet: www.newsandshopper.com
E-mail: news@newsandshopper.com

Owner: Targeted Publishing Group
Editor: Jennifer Zwick
Dateline: Friday
Deadline: Previous Friday, 3 p.m.

The NorthEastern Holistic Resource

Monthly newsprint magazine, distributed free; subscriptions available for a fee

Mail: P.O. Box 355 WVS
Binghamton, NY 13905

Phone: 772-3809
Internet: holistic-resource.com
E-mail: info@holistic-resource.com

Owner: NorthEastern Holistic
Publisher: Cheryl L. Caister

SECTION 3: NEWSPAPERS AND OTHER PERIODICALS (continued)

Parent -Toddler and Young Children

Monthly tabloid listing activities, events, services, and educational opportunities for young children and parents-to-be; distributed free; subscriptions available for a fee

Mail:	P.O. Box 427 SVS Binghamton, NY 13903	Phone:	343-3737
Owner:	Newborn to Five, Inc.	Fax:	(612) 435-4353
President / CEO:	Christine Conlon	Internet:	www.goodlifeweb.com
		E-mail:	events@parent-toddler.com admin@parent-toddler.com (general)

The Reporter

Weekly tabloid newspaper

Location:	500 Clubhouse Road Vestal, NY 13850-3734	Phone:	724-2360 or 1-800-779-7896
		Fax:	724-2311
		E-mail:	TReporter@aol.com
Owner:	Jewish Federation of Broome County		
Executive Editor:	Rebecca Goldstein-Kahn		
Dateline:	Friday		
Deadline:	Wednesday, week before, noon		

Southern Tier Business News

Monthly tabloid newspaper, distributed free

Location:	4421 Vestal Parkway East Vestal, NY 13850	Phone:	798-1352 (news)
Mail:	P.O. Box 1270 Binghamton, NY 13902-1270	Fax:	798-1113 (news)
		Internet:	www.stbusinessnews.com
		E-mail:	gspohr@pressconnects.com
Owner:	Targeted Publishing Group		
Editor:	George Spohr		

The Towne Crier

Weekly shopper, distributed free

Location:	2 Oak Street Deposit, NY 13754-1126	Phone:	467-3811
		E-mail:	townecrier13754@yahoo.com
Publisher/Editor:	Diane Davie		
Dateline:	Saturday		
Deadline:	Wednesday, 4 p.m.		

The Vestal Town Crier / The Country Courier / The Windsor Standard

Weekly newspapers

Location:	1035 Conklin Road #317 Conklin, NY 13748	Phone:	775-0472
Mail:	PO Box 208 Conklin, NY 13748-0208	Fax:	775-5863
Owner:	Newspaper Publishers LLC		
Publisher:	Donald Einstein		
Managing Editor:	Elizabeth Einstein		
Dateline:	Wednesday		
Deadline:	Previous Friday		

SECTION 3: NEWSPAPERS AND OTHER PERIODICALS (continued)

Student Newspapers

Binghamton University

Pipe Dream

Location: 168 University Union
BU Campus
Vestal, NY
Mail: P.O. Box 6002
Binghamton, NY 13902-6002

Phone: 777-2515
Fax: 777-2600
Internet: www.bupipedream.com
E-mail: editor@bupipedream.com

Editor: may change each semester
Frequency: twice weekly (Tuesday and Friday)
Datelines: Tuesday and Friday
Deadlines: Previous Friday for Tuesday;
Tuesday for Friday

Broome Community College

The Hornet

Location: BCC Campus, Upper Front Street
Binghamton, NY
Mail: P.O. Box 1017
Binghamton, NY 13902-1017

Phone: 778-5110
Internet: www.sunybroome.edu/BCCHornet
E-mail: thehornet@sunybroome.edu

Editor: changes each semester
Frequency: Four times a semester.
Contact: Jesse Wells (advisor)

SECTION 4: EMPLOYEE/MEMBER PUBLICATIONS

BAE Systems Controls

E&IS NOW

600 Main St.
Johnson City, NY 13790
Phone: 770-3944
Fax: 770-3524
Editor: Marlene Turock
Frequency: bi-monthly

Binghamton University

Inside

P.O. Box 6000
Binghamton, NY 13902-6000
Phone: 777-2174
Fax: 777-4984
E-mail: inside@binghamton.edu
Internet: http://inside.binghamton.edu
Editor: Rachel Coker
Frequency: weekly during school year;
monthly June—August
Deadline: Friday noon

BOCES

New Directions

435 Glenwood Road
Binghamton, NY 13905
Phone: 763-3300 (main)
Fax: 763-3422
Editor: Don Sbarra
Frequency: quarterly

Broome Community College

BCC News

Upper Front Street
P.O. Box 1017
Binghamton, NY 13902-1017
Phone: 778-5000
Internet: www.sunybroome.edu
Editors: Richard David/Jesse Wells
Frequency: quarterly

Broome County Office for Aging

Senior News

P.O. Box 1766
Binghamton, NY 13902-1766
Phone: 778-2411
Fax: 778-2316
Co-Editors: Kathleen Morrow
Frequency: monthly

Columbian Financial Group

Company Corner

P.O. Box 1381
4704 Vestal Parkway East, Binghamton, NY 13902
Phone: 724-2472
Fax: 724-2351
E-mail: kimberly.wilcox@cfglife.com
Editor: Kimberly Wilcox
Frequency: quarterly

Frito-Lay

Kirkwood Highlights

10 Spud Lane
Binghamton, NY 13904
Phone: 775-4330
Fax: 775-3567
Editor: Kevin Winters
Frequency: monthly

Greater Binghamton Chamber of Commerce

The Chamber Report

Second floor, Metrocenter
P.O. Box 995
Binghamton, NY 13902-0995
Phone: 772-8860
Fax: 722-4513
E-mail: ashaw@binghamtonchamber.com
Editor: Amy Shaw
Frequency: monthly

HealthNow Upstate Medicare Division

NewsNow

P.O. Box 5206
Binghamton, NY 13905-5206
Phone: 766-6000
Fax: 766-6497
Editor: Teresa Kemek
Frequency: bi-weekly

Johnson Outdoors

Business of Our Business

P.O. Box 966
Binghamton, NY 13902-0966
Phone: 779-2200, ext. 373
Fax: 779-2293
E-mail: selewis@johnsonoutdoors.com
Editor: Suzanne Lewis
Frequency: monthly

SECTION 4: EMPLOYEE/MEMBER PUBLICATIONS (continued)

Lourdes Hospital

Inside

(employee bulletin)

169 Riverside Drive

Binghamton, NY 13905

Phone: 772-1274

Fax: 772-1642

E-mail: lhoke@lourdes.com

Editor: Linda Hoke

Frequency: monthly

Maines Paper & Food

The Mainstream

P.O. Box 450

101 Broome Corporate Pkwy

Conklin, NY 13748

Phone: 772-1936

Fax: 772-1260/251-7850

Editor: Karen Cher

Frequency: semi-quarterly

New York State Electric & Gas

Newsire

(employees, retirees)

Corporate Drive, Kirkwood Industrial Park

P.O. Box 5224

Binghamton, NY 13902

Phone: 762-7200

Fax: 762-8595

Editor: David Yetter

Frequency: every other month,
special editions as needed

New York State Electric & Gas

TieLines

P.O. Box 5224

Corporate Drive, Kirkwood Industrial Park

Binghamton, NY 13902

Phone: 762-7200

Fax: 762-8589

Editor: David Yetter

Frequency: every other month

NYSUT (New York United Teachers)

Southern Tier Briefs

305 Vestal Parkway West

Vestal, NY 13850

Phone: 786-5742

Fax: 786-5749

E-mail: cklein@nysutmail.org

Editor: Catherine Klein

Frequency: bimonthly (no summer issues)

Opportunities for Broome

Labor Community Reporter

(geared to labor and community organizations)

56 Whitney Ave.

Binghamton, NY 13901

Phone: 723-6493

Fax: 723-6497

E-mail: tduff1000@stny.rr.com

Editor: Bonnie Baker-Duff

Frequency: monthly

Plumbers and Pipefitters Local 112

Plumbers and Pipefitters

P.O. Box 670

Binghamton, NY 13902-0670

Phone: 723-9593

Fax: 723-9467

Editor: James Rounds

Frequency: monthly

**Security Mutual Life Insurance
Company of New York**

SML News

P.O. Box 1625

Binghamton, NY 13902-1625

Phone: 723-3551

Fax: 723-0619

Editor: Colleen Kenny-Kuk

Frequency: quarterly

United Health Services

Together at UHS

(hospital employees)

10-42 Mitchell Ave.

Binghamton, NY 13903

Phone: 762-2336

Fax: 762-2631

Editor: William Michael

Frequency: weekly

Visions Federal Credit Union

Financial Security

24 McKinley Ave.

Endicott, NY 13760

Phone: 754-7900

Fax: 754-9772

Internet: www.visionsfcu.org

Editor: John Wilbur

Frequency: bi-monthly

SECTION 4: EMPLOYEE/MEMBER PUBLICATIONS (continued)

Willow Run Foods

Newsletter (no title)

P.O. Box 1350

Binghamton, NY 13902-1350

Phone: 338-5221

Fax: 338-52830

Editor: Laurie Crocker

Frequency: monthly

SECTION 5: UNITED WAY MEMBER AGENCY PUBLICATIONS

Action For Older Persons

Mature Messenger

30 West State St.
Binghamton, NY 13901-2393
Phone: 722-1251
Fax: 722-1293
E-mail: rsmolinsky@stny.rr.com
Editor: Robbie Smolinsky
Frequency: quarterly

American Civic Association

ACA News

131 Front St.
Binghamton, NY 13905-3193
Phone: 723-9419
Fax: 723-0023
E-mail: americancivic@stny.rr.com
Editor: Frederick Trzcinski
Frequency: quarterly

American Red Cross, Southern Tier Chapter

Cross the Tier

620 E. Main St.
Endicott, NY 13760
Phone: 785-7207
Fax: 785-7216
E-mail: snowreb@usa.redcross.org
Editor: Rebecca Snow
Frequency: quarterly

Boy Scouts of America, Baden-Powell Council

The Voice Of Baden-Powell

(online publication)
P.O. Box 66
Binghamton, NY 13903-0066
Phone: 648-7888
Fax: 648-7895
E-mail: bpvounvil@bsamail.org
Internet: www.badenpowellcouncil.org
Editor: Stephen Hoitt
Frequency: yearly

Boys and Girls Club of Western Broome—Family Center

Program Guide

1 Clubhouse Road
Endicott, NY 13760
Phone: 785-3328
Fax: 754-2801
E-mail: bgclubwb@stny.rr.com
Editor: Jeffrey Tanner
Frequency: three times a year

Crime Victims Assistance Center

Advocacy News

377 Robinson St.
P.O. Box 836
Binghamton, NY 13902-0836
Phone: 723-3200
Fax: 773-8370
Editor: Raini Baudendistel
Frequency: quarterly

Family and Children's Society of Broome County

News and Notes

257 Main St.
Binghamton, NY 13905
Phone: 729-6206
Fax: 729-1858
E-mail: info@familysc.org
Editor: Diane Kubik
Frequency: quarterly

Girl Scouts, Indian Hills Council

GS 164

32 West State St.
P.O. Box 2145
Binghamton, NY 13902-2145
Phone: 724-6572
Fax: 724-6575
E-mail: eshultis@gsihc.org
Editor: Eileen Shultis
Frequency: monthly

Johnson City Senior Citizens Center

JC Senior Connection

30 Brocton St.
Johnson City, NY 13790-2252
Phone: 797-3145
Fax: 729-8437
Editor: Kathy Greenblott
Frequency: monthly

Literacy Volunteers of Broome/Tioga

Light on Literacy

130 West Main St.
Endicott, NY 13760
Phone: 748-5478
Fax: 757-2561
E-mail: literacy@aol.com
Editor: Jim Harris
Frequency: twice a year

SECTION 5: UNITED WAY MEMBER AGENCY PUBLICATIONS (continued)

Mental Health Association of the Southern Tier

The Bell Ringer

153 Court St.
Binghamton, NY 13901
Phone: 771-8888
Fax: 771-8892
E-mail: amyhumphrey@yourmha.com
Editor: Amy Humphrey
Frequency: quarterly

Planned Parenthood of Southern New York

The Advocate

168 Water St.
Binghamton, NY 13901
Phone: 723-8306
Fax: 723-4087
Editor: Ingrid Husisian
Frequency: twice a year

RSVP (Retired and Senior Volunteer Program)

Broome Gazette

230 Main St.
Binghamton, NY 13905
Phone: 798-9396
Fax: 797-6188
E-mail: thodges@ccbc.net
Editor: Tammy Hodges
Frequency: quarterly

SOS Shelter

SOS Shelter News

P.O. Box 393
Endicott, NY 13760
Phone: 748-7453 (office) / 1-877-754-4340
Fax: 748-5166
E-mail: sosshelter@stny.rr.com
Editor: Pearl Reed-Klein
Frequency: five times a year

United Way of Broome County

Connections

P.O. Box 550
Binghamton, NY 13902-0550
Phone: 729-2592
Fax: 729-2597
E-mail: bdudley@uwbroome.org
Editor: Bruce Dudley
Frequency: quarterly

YMCA of Broome County

YMCA Newsletter

(covers West Family YMCA, Johnson City, and Binghamton YMCA)
740 Main St.
Johnson City, NY 13790
Phone: 770-9622
Fax: 729-4977
Editor: Yvonne Nowakowski
Frequency: quarterly

YWCA of Binghamton and Broome County

Our Voice

80 Hawley St.
Binghamton, NY 13901
Phone: 772-0340
Fax: 723-9610
E-mail: robvandine@hotmail.com
Editor: Rob VanDine
Frequency: quarterly

SECTION 6: SCHOOL DISTRICT NEWSLETTERS

Binghamton City School District

The Heritage

Binghamton City Schools
164 Hawley St.
Binghamton, NY 13901

Phone: 762-8100, Ext. 303
Editor: Linda Snyder
Frequency: six times a year

Chenango Forks Central School District

Chenango Forks Newsletter

1 Gordon Drive
Binghamton, NY 13901

Phone: 648-7539
Fax: 648-7560
Editor: Katlin Newton
Frequency: monthly

Chenango Valley Central School District

Newscaster

1160 Chenango St.
Binghamton, NY 13901-1653

Phone: 779-4735
Fax: 779-8610
Editor: Katlin Newton
Frequency: five times a year plus budget issue

Harpursville Central School District

Harpursville Central School Newsletter

P.O. Box 147
54 Main St.
Harpursville, NY 13787

Phone: 693-8115
Fax: 693-1480
Editor: To Be Determined
Frequency: bi-monthly

Johnson City School District

Wildcat News

601 Columbia Drive
Johnson City, NY 13790

Phone: 763-1243
Fax: 763-1280
Editor: Tracy D'Arpino
Frequency: four times a year

Maine-Endwell Central School District

The Maine-Endwell Reporter

712 Farm-To-Market Road
Endwell, NY 13760

Phone: 754-1400, Ext. 2335
Fax: 754-1650
Editor: Brenda Potsko
Frequency: four times a year

Susquehanna Valley Central School District

Saber Views

Box 200
Conklin, NY 13748

Phone: 775-0170
Fax: 775-4575
Editor: Jim Hull (jhull@svsabers.org)
Frequency: monthly

Union-Endicott Central School District

The Trend

1100 E. Main St.
Endicott, NY 13760

Phone: 757-2160
Fax: 658-7156
Editor: Marilyn Blake
Frequency: five times a year

Vestal Central School District

Look At Us!

201 Main St.
Vestal, NY 13850

Phone: 757-2241
Fax: 757-2227
Editor: Regina Felice
Frequency: quarterly

Whitney Point Central Schools

Whitney Point Central School

PO Box 249
Whitney Point, NY 13862

Phone: 692-8202
Fax: 692-4434
Editor: Jill Beebe
Frequency: monthly

Windsor Central School District

Windsor Central School District Newsletter

1191 Route 79
Windsor, NY 13865

Phone: 655-8216
Fax: 655-3553
Editor: Jason Andrews (Superintendent)
Frequency: Bi-monthly

SECTION 7: UNITED WAY MEMBER AGENCY PUBLIC RELATIONS CONTACTS

<u>AGENCY</u>	<u>CONTACT</u>	<u>PHONE</u>
ACCORD, A Center for Dispute Resolution	*Richard E. Squire	724-5153
Action for Older Persons	*Shelli Cordisco	722-1251
American Civic Association	*Fred Trzeinski	723-9419
American Red Cross, Southern Tier Chapter	*Cindy Gordineer/Jennifer Zarrelli	785-7207
Boy Scouts of America, Baden-Powell Council	*Stephen T. Hoitt	648-7888
Boys and Girls Club of Binghamton	*Marybeth Smith/Brian Smith	723-7404
Boys and Girls Club of Western Broome—Family Center	*	754-0225
Broome County Catholic Youth Organization	*Kevin McGoff	584-7801
Broome County Urban League	*Valerie Hampton	723-7303
Broome County YMCA (Downtown and West Family)	*Rick J. Peterson/Yvonne Nowakowski	772-0560
Catholic Social Services of Broome County	*Daniel L. Yeager	729-9166
Crime Victims Assistance Center	*Raini Baudendistel	723-3200
Day Nursery Association	*Debra Miller	722-4529
Deposit Foundation and Rural Housing Services	*Lynn Hartz	467-4000
Family and Children's Society	*Cathy Williams/Diane Kubik	729-6206
First Call for Help	*Candace Gregory	729-9100
Girl Scouts- Indian Hills Council	Eileen Shultis	724-6572
Handicapped Children's Association of Southern New York	*Stephen Sano/Liz Anderson	798-7117
Jewish Community Center of Binghamton	*Sheryl Brumer/Marcia Brownlow	724-2417
Johnson City Senior Citizens Center	*Kathy Greenblott	797-3145
Legal Aid Society of Mid-New York (Binghamton)	*Suzanne Reine/Linda Giese	723-7966
Literacy Volunteers of Broome/Tioga	*Jim Harris	748-5478
Mental Health Association of the Southern Tier	*Keith Leahey	771-8888
National Multiple Sclerosis Society, Upstate New York Chapter	*James Ahearn/Wendy Sullivan	1-877-869-6677
Planned Parenthood of South Central New York	*Debra Marcus/Rana Huber	723-9449
Retired and Senior Volunteer Program (RSVP)	*Tammy Hodges	798-9396
The Salvation Army	*Maj. Ronald Lee/DiAnn Small	722-2987
SOS Shelter	*Patricia Ericksen	748-7453
Voluntary Action Center	Candace Gregory	729-9100
Wilson Children's Center		467-5437
YWCA of Binghamton/Broome County	*Carole Coppens/Crystal Reed	772-0340

*Executive Director (or equivalent)

SECTION 8: NEWS RELEASE FORMAT

For more information:
Name of contact person
Title
Business phone
Home phone

Today's date

For release upon receipt
or
For release on (specific date)

Suggested Headline

(Binghamton, NY)--The lead paragraph should focus on the most important point of your press release. Keep it short and simple.

The press release should be double-spaced on letterhead stationery and usually should be no longer than two pages. Keep in mind the five "W's" — Who, What, Where, When and Why.

The format should be in the "inverted pyramid" style with most important items first and least important items last to facilitate editing.

If appropriate, end with a phrase like — For more information, contact (name) at (phone number).

MORE (use at bottom of first page if there are two pages)

(use at end of press release, underneath last paragraph)

UPDATES

If you have corrections or updates to the information in this publication, please send them to:

Bruce Dudley, Communications Director
United Way of Broome County
Mail: PO Box 550
Binghamton, NY 13902-0550
Phone: (607) 729-2592
Fax: (607) 729-2597
E-mail: bdudley@uwbroome.org