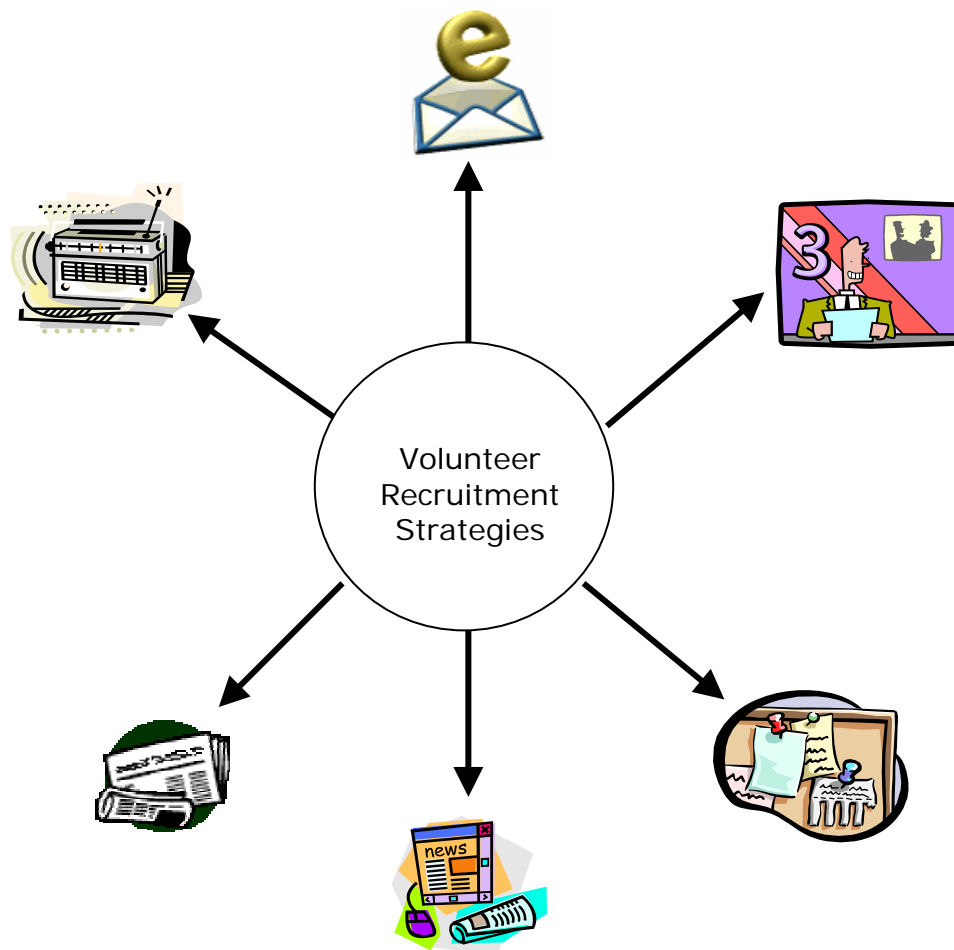


Volunteer Recruitment Promotion & Media Guide

*“Connecting Non- Profits to Places in the
Media”*



Information and Volunteer Centre For Strathcona County

Volunteer Recruitment Promotion & Media Guide

This guide is intended to assist non-profits in the area of their volunteer recruitment promotions. We have given you the most current (from when we last updated) contact information for many manners of media. Newspapers, television, radio, websites and bulletin boards. We have covered Strathcona County and many of Edmonton resources. We have tried to include what type of information you need to include and whether the service is free and if it isn't, what the fee may be!

We do not guarantee that this covers all media...just the ones we could think of!

You can use this information in many ways. Some of these might include:

- ◆ You could develop a relationship with the necessary people at the station.
- ◆ You may be able to advertise for a volunteer position.
- ◆ You might want to advertise a special event at your agency.
- ◆ You may be hosting a workshop or seminar and need to let community members know about it.
- ◆ You might want to send a press release.

If you ever want an updated copy please give our office a call or check out our website at www.ivcstrathcona.org.

We welcome any additions or suggestions.

Information and Volunteer Centre For Strathcona County

Media and Promotion Guide

Television

Station		CFRN-TV (CTV Edmonton)
Address		18520 Stony Plain Road, Edmonton AB, T5S 1A8
Switchboard		780-483-3311
Newsroom		780-484-3375
PSA	Fax:	780-486-3959
	Phone:	780-486-9262
	Email:	Intouch@ctv.ca
	Info:	Label PSAs for community calendar (In Touch). Send 3 weeks in advance.
Website		www.ctvedmonton.ca
News director		Sylvia Osadchuck

Station		CBC-TV
Address		Suite 123, Edmonton City Centre, Edmonton AB, T5J 2Y8
Switchboard		780-468-7500
Newsroom		780-468-7555
News room fax		708-468-7510
PSA	Fax:	780-468-7421
	Phone:	780-468-7402
	Email:	cbx_edmonton@cbc.ca
	Info:	Attn: Adrienne Lamb
Website		www.cbc.ca/edmonton
Assignment editor		Corinne Saad and Shauna Young

Station		Global TV
Address		5325 Allard Way, Edmonton AB, T6H 5B8
Switchboard		780-436-1250
Newsroom		780-989-4684
PSA	Fax:	780-989-4686
	Email:	Globalnews.ed@globaltv.com
	Info:	Attn: Out There. Send 3 weeks in advance; will edit for time slot. Will run for 3 times for 1 day only
Website		www.canada.com/globaltv/edmonton
News director		Tim Spelliscy

Station		CITY TV
Address		10212 Jasper Avenue, Edmonton AB, T5J 5A3
Switchboard		780-424-2222
Newsroom		780-412-2783
Newsroom fax		780-412-2799
PSA	Fax:	780-412-2777
	Info:	Community Events. Send 2 weeks in advance; will edit for time slot. For Website, Go to Community Calendar page and click "submit an event"
Website		www.citytv.com/edmonton
News director		Chris Duncan

Information and Volunteer Centre For Strathcona County

Television

Station

	CBXFT (French TV)
Address	Suite 123, 10062-105 Ave, Edmonton AB, T5J 2Y8
Switchboard	780-468-7500
Newsroom	780-468-7777
Newsroom fax	780-468-7779
PSA	Fax: 780-468-7868
	Info: Attn: Lisette Vienne
Website	http://radio-canada.ca

Station

	SHAW Cable TV
Address	7633 - 50 Street, Edmonton AB, T6B 2W9
Switchboard	780-490-3500
Newsroom	780-490-3504
PSA	Fax: 780-490-3510
	Info: Attn: Master Control
News director	Ken Sellar – 780-490-3512

Information and Volunteer Centre For Strathcona County

Radio

Station		CBC Radio One CBX 740AM; CBC Radio Two CBX 90.9 FM
Address		Suite 123, 10062 - 102 Ave, Edmonton AB, T5J 2Y8
Switchboard		780-468-7500
Newsroom		780-468-7401
PSA	Fax:	780-468-7419
	Phone:	780-468-7401
	Email:	Community-circuit@edmonton.cbc.ca
	Info:	Attn: PSAs/Community Events
Website		www.cbc.ca/edmonton
News director		Lisette Vienne

Station		CHFA Radio Canada 680 AM (French Radio)
Address		7909 – 51 Ave, Edmonton AB, T63 5L9
Switchboard		780-468-7848
PSA	Fax:	780-468-7849
Program director		Francois Pageau

Station		New Cap Radio
		CFCW 790 AM; CKRA 96.3 FM (Big Earl) & CIRK 97.3 FM (K-Rock)
Address		#2394 West Edmonton Mall, 8882 – 170 St, Edmonton AB, T5T 4M2 (Entrance 65)
Switchboard		780-468-3939
Newsroom fax		780-438-6397
PSA	Fax:	780-435-0844
	Info:	Attn: Matt Mayer. Send promo 2 weeks in advance. Will edit.
Website		www.cfcw.com www.k-rock973.com www.963capitalfm.com
News director		Dean Thorpe

Station		CJCA 930 AM (The Light), 105.9 shine fm
Address		5316 Calgary Trail NW Edmonton AB T6H 4J8
Switchboard		780-466-4930
PSA	Fax:	780-469-5335
	Email:	am930@cjca.ca
	Info:	Attn: Len Dehek. Send Promo and program manager will edit.
Website		www.cjca.ca/cms
News director		Gord Craig
Program director		Malcolm Hunt

Information and Volunteer Centre For Strathcona County

Radio

Station

CORUS Radio Group

CISN 103.9 FM, CHQT 880 AM (Cool 880), CHED 630 AM,
CKNG 92.5 FM (Joe FM)
Send one release for all three stations
5204 – 84 St, Edmonton AB, T6E 5N8
780-440-6300
780-466-6397
780-468-6739
780-469-5937
Fax: 780-469-5937
Info: Attn: Public Service Announcements. Send promo, will edit;
send 2 weeks in advance; will be placed in Community Events
Calendar.
Go to CISN website, go to info page and click email.
Go to Cool 880 website, click contact page.
Go to 630 CHED website and click contact page.
Joe Community Cruiser: swoodward@joefm.ca
Cool 880 Community Cruiser: mmcguire@cool880.com
www.cisnfm.com
www.cool880.com
www.630ched.com
www.joefm.ca
News director Bob Layton

Station

Astral Radio

CFRN 1260 AM (The Team Sports Radio) & CFBR 100.3 FM
(The Bear) & CFMG 104.9 FM (EZ Rock)
#100, 18520 Stony Plain Road, Edmonton AB, T5S 2E2
780-486-2800
780-436-7755
780-489-6927
Fax: 780-489-6927
Contact Cheryl Brooks
Info: Send 2 weeks prior to event; no guarantees.
www.cfrn.com
www.thebearrocks.com
www.ezrock1049.com
News directors Jake Daniels – The Team
Robin Allen
Jillian Foote

Station

CHBN 91.7 The Bounce

10212 Jasper Avenue, Edmonton AB T5J 5A3
780-424-2222
780-428-2171
Fax: 780-428-2171
Email: newsdesk@chumtv.com
www.thebounce.ca
Program director James Stuart

Information and Volunteer Centre For Strathcona County

Radio

Station		CJSR 88.5 FM (U of A Campus Radio)
Address		Room 0-09 Students' Union Building, U of A, Edmonton AB, T6G 2J7
Switchboard		780-492-2577
PSA	Fax:	780-492-3121
	Email:	psa@cgsr.com
Website		www.cjsr.ualberta.ca
News director		Samantha Power - 492-2577 ext. 4

Station		CFWE 96.7 The Native Perspective
Address		13245 146 Street, Edmonton AB T5L 4S8
Switchboard		780-447-2393
Fax		780-454-2820
PSA	Info:	Send promo by e-mail to Roy Anderson.
	Email:	cfewsales@ammsa.com
Website		www.ammsa.com/cfwe
News director		Al Standerwick

Station		102.9 Sonic FM
Address		
Switchboard		780-423-2005
Newsroom		
Fax		780-437-5129
PSA	Fax:	
	Info:	Contact Brent Shelton at brent@radiosonic.fm
Website		www.radiosonic.fm
News director		Kory Read

Station		CHMC 99.3 Magic 99
Address		Century 104 Suite 700, 5241 Calgary Trail, Edmonton AB, T6H 5G8
Switchboard		780-433-7877
Fax		780-438-8484
PSA	Info:	Call station about promo.
Website		www.magic99.ca
News director		Kurt Levins

Information and Volunteer Centre For Strathcona County

Print Media

Paper

	Edmonton Sun
Address	#250, 4990 – 92 Ave, Edmonton AB, T6B 3A1
Switchboard	780-468-0100
Newsroom	780-468-0281 or 780-468-0282
Newsroom fax	780-468-0139
PSA	Fax: 780-468-0360
	Email: eventsedm@sun.edmsun.com
	Info: Attn: Community Connection. In paper Sun. & Wed; send/drop off two days in advance.
Website	www.edmontonsun.com
City editor	Nicole Bergot 780-468-0281

Paper

	Edmonton Journal
Address	10006 – 101 St, Edmonton AB, T5J 2S6
Switchboard	780-429-5100
Newsroom	780-429-5200
PSA	Fax: 780-429-5500
(What's On)	Email: lmah@thejournal.canwest.com
	Info: Attn: Linda Mah. Submit by noon Friday, the week before publication. Listed in "What's On" section in Friday paper.
(Good Works)	Email: goodworks@thejournal.canwest.com
	Info: Good Works is a list of fundraising events The Journal publishes weekly. Include the name of the event, date, time, type of activity, and telephone number for public contact. Info must be received by Tuesday prior to the publication date. Can be publicized for two weeks.
(Community Bulletin)	Phone: 780-428-1234
Engage Page	The Edmonton Journal Engage page is dedicated to the contributions, impact and issues facing Alberta's Voluntary and Not-For-Profit Sectors. This page appears every second Sunday in the newspaper. If you wish to list your volunteer opportunities on this page (15-20 words) please contact Shari at engage@thejournal.canwest.com .
	Fax: 429-5308
	Info: Appears in Thursday's Community Bulletin section. Advertise events, classes, fundraisers, recreation, volunteers, etc. Deadline Wednesday 12pm.
Website	www.canada.com/ edmontonjournal
City editor	Theresa kehler 780-429-5399
Life editor	Chris Standring 780-429-5112

Paper

	Sherwood Park Strathcona County News
Address	168 Kaska Road, Sherwood Park AB, T8A 4G7
Switchboard	780-464-0033
PSA	Fax: 780-464-8512
	Email: parknews@telusplanet.net
	Info: Attn: Community Service Events Calendar. 25 words or less; deadline Thursday at 4pm to appear the following Tues, Tues at 4pm to appear the following Friday; edited for space
Website	www.sherwoodparknews.com
Editor	Dave Clark

Information and Volunteer Centre For Strathcona County

Print Media

Paper

Real Estate Weekly
Address 14220 – 112 Ave, Edmonton AB, T5M 2T8
Switchboard 780-451-6666
PSA Fax: 780-454-7492
Email: sales@rewedmonton.ca
Info: Attn: Jim Hunter. Concise and point form. Deadline Thursday at 11am to appear following Wednesday. Inserted into the Edmonton Sun for distribution on Thursday.
Website www.rewedmonton.ca

Paper

Edmonton Examiner
Address #250, 4990 – 92 Ave, Edmonton AB, T6B 3A1
Switchboard 780-453-9000
PSA Fax: 780-454-4825
Email: classified@edmontonexaminer.com
Info: Community Calendar: \$7.50 for 6 lines (additional lines \$1.50 each) for non-profit groups/events.
Website www.edmontonexaminer.com
Editor Barry Hanson 780-468-0326

Paper

SEE Magazine
Address #200, 10275 Jasper Ave, Edmonton AB, T5J 1X8
Switchboard 780-430-9003
PSA Fax: 780-432-1102
Email: info@see.greatwest.ca
Info: Go to website and click "Complete See Listings". Scroll to the bottom and fill out form to submit an event.
Website www.seemagazine.com
Editor Kevin Wilson

Paper

Vue Weekly
Address 10303 – 108 St, Edmonton AB, T5J 1L7
Switchboard 780-426-1996
PSA Fax: 780-426-2889
Info: Free for non-profits. Place up to 20 words free. Free ads for 4 weeks depending on space available. Deadline is noon Tuesday.
Email: listings@vueweekly.com
Website www.vueweekly.com
Editor Ron Garth

Paper

Country Asides
Address 168 Kaska Road, Sherwood Park AB, T8A 4G7
Switchboard 780-429-5214
PSA Fax: 780-498-5605
Email: sarndt@thejournal.southam.ca
Info: "Out & About". A calendar of upcoming events, is a free announcement service for rural communities (a product of the Edmonton Journal). Send 3 weeks in advance. This is printed 12 days before distribution.

Information and Volunteer Centre For Strathcona County

Print Media

Paper

Address
Switchboard
PSA

Email:
Info:

Coffee News

3103 – 130 Ave, Edmonton AB, T5A 3A9
780-998-7752

kelly@yourcoffeenews.com

“What’s Happening” section to publicize events. No charge.
Email details of event to Kelly.

Website

www.yourcoffeenews.com

Paper

Address
PSA

Fax:
Email:
Info:

DOSE (printed and online)

1450 Don Mills Road, Toronto ON, M3B 2X7

780-416-2158

Info@dose.ca

To submit a community event, go to “Get Out” on the website.
Click events and add your event.

Website

www.dose.ca/edmonton

Information and Volunteer Centre For Strathcona County

Websites

Website

Address
Switchboard
PSA

Info:

Govolunteer

IVC – Strathcona County / The Support Network – Edmonton
780-464-4242 / 211

Add new volunteer positions online. Members' only section of govolunteer, a self-managed volunteer tool for not-for-profit organizations. Freedom to post, edit, and delete volunteer positions in addition to keeping your membership profile information current. Any changes you make are immediately reflected on the website, ensuring accurate and timely advertising for your organization and its volunteer program.

Website

www.govolunteer.ca

Website

Address
Switchboard
PSA

Info:

Strathcona County Community Calendar – County Office

2001 Sherwood Drive
780-464-8111

Access Community Calendar at website. Add a new event online. Limited lines in description.

Website

www.strathcona.ab.ca

Website

Address
Switchboard
Fax
Email
PSA

Info:

University of Alberta Volunteer Site

Suite 0-26, Students' Union Building, 8900 – 114 St,
Edmonton AB, T6G 2J7

780-492-4212

780-492-7267

infoserv@su.ualberta.ca

This is a site that will advertise your organization and your volunteer request. Click the Edmonton link at the bottom of page

Website

www.su.ualberta.ca/volunteer

Website

Switchboard
PSA

Email:

A Local Choice.com

780-974-3368

Upcomingevents@alocalchoice.com

Info:

This is a community calendar site that will post special events.

Website

www.alocalchoice.com

Website

PSA

Info:

Edmonton.ca

Go to the visitor tab and then go to the event calendar. This is the City of Edmonton site.

Website

www.edmonton.ca

Information and Volunteer Centre For Strathcona County

Websites

Website

Youthone.com
Address Suite 301, 11456 Jasper Ave., Edmonton AB T5K 0M1
Switchboard 780-732-6652
Fax 780-488-1495
E-mail info@youthone.com
PSA Info: YouthVOLUNTEER! Is Edmonton's online volunteer hub designed by youth for youth (13-24). Allows youth and young adults to search through a database of dynamic opportunities to get connected to the community. Post your volunteer positions for youth ages 13 to 24.
Website www.youthone.com

Website

Charity Village
PSA Info: Canada's supersite for the nonprofit sector --- 3,000 pages of news, jobs, information and resources for executives, staffers, donors, and volunteers. If philanthropy and volunteerism are part of world, this is your place.
Go to Volunteer section to place a volunteer advertisement.
Website www.charityvillage.com

Website

NAIT
Info: Register your volunteer opportunities with the Northern Alberta Institute of Technology (NAIT) Student's Association Volunteer Centre
Website www.naitsa.ca

Website

Craigslist
Info: Local classifieds and forums for 450 cities worldwide - community moderated, and largely free. There is a section for volunteer postings in the community section; a discussion for npo's in the discussion forums and a section for posting jobs.
Website <http://edmonton.craigslist.org/>

Website

Edmonton Kijiji.ca
Info: Kijiji offers Edmonton classifieds in buy and sell, jobs, housing, pets, personals and other categories. There are sections in community for posting volunteer opportunities and also for posting jobs etc.
Website <http://edmonton.kijiji.ca/>

Information and Volunteer Centre For Strathcona County

Miscellaneous Promotion and Media

Event brochure

Address
Switchboard
PSA

Fax: 780-449-1354
Email: ask.ivc@shaw.ca
Info:

Information and Volunteer Centre for Strathcona County

100 Ordze Avenue, Sherwood Park AB, T8B 1M6

780-464-4242

780-449-1354

ask.ivc@shaw.ca

Phone, fax or email your community information to Suzanne. Information must be in the 5th of the month previous to when you would like the information to be out.

Website

www.ivcstrathcona.org

Information signs

Address
Switchboard
PSA

Fax: 780-449-1906
Email: wilsons@strathcona.ab.ca
Info:

Strathcona County Community Information Signs – Recreation Parks and Culture

2025 Oak Street, Sherwood Park, AB, T8A 0W9

780-464-8171

780-449-1906

wilsons@strathcona.ab.ca

For information call Suzanne Wilson. 5 locations for signs. Obtain request form via phone or email. 14 characters max per line, max 5 lines per sign. Posted for a maximum of 2 weeks on 1 site. Signs changed every 2nd Monday. Fee is \$30.

Information signs

Switchboard
PSA

Fax: 780-440-1946
Info: IE> Baseline Dairy Queen. \$100/month.

John Yohemas

780-467-9856

780-440-1946

IE> Baseline Dairy Queen. \$100/month.

Information signs

Address
Switchboard
PSA

Fax: 780-449-3581
Email: admin@sherwoodparkchamber.com
Info:

Chamber of Commerce

100 Ordze Ave, Sherwood Park AB, T8B 1M6

780-464-0801

780-449-3581

admin@sherwoodparkchamber.com

Obtain an application form from Chamber (drop-in or fax) Price: \$10/week+GST for member non-profit organizations and \$15/week for non-member non-profit organizations. Submit at least 1 day in advance. Payment must accompany request. 2 lines per frame, max. 10 letters/line. Message may be edited.

Information signs- Bulletin Boards

Locations: Sobey's – 2 locations
London Drugs
Safeway Stores
Strathcona County Library
Family and Community Services
Canadian Tire
Health Unit

Community Bulletin Boards

IVC ● 100 Ordze Avenue ● Sherwood Park Alberta ● T8B 1M6
780-464-4242 ● (Fax) 780-449-1354 ● www.ivcstrathcona.org
● info@ivcstrathcona.org

May-08

Information and Volunteer Centre For Strathcona County

Volunteer Centres in Capital Region

Information and Volunteer Centre for Strathcona County

100 Ordze Avenue
Sherwood Park , AB T8B 1M6
Telephone: 780-464-4242
Fax: 780-449-1354
Web: www.ivcstrathcona.org
Email: ivc@shaw.ca

IVC is Strathcona County's leader in community information and volunteerism.

Host for govolunteer, the online searchable database, for Strathcona County organizations.

Volunteer Edmonton

Volunteer Edmonton
400, 10025-106 St
Edmonton AB, T5J 1G4
Telephone: 780-732-6649
Web: www.volunteeredmonton.com
Email: voled@volunteeredmonton.com

Volunteer Edmonton's mission is "building healthy communities through volunteerism...one volunteer at a time".

Volunteer Edmonton's goals include:

- elevating the awareness of the value of volunteerism to the community at large
- advocating good standards of practice for volunteer involvement
- facilitating collective action among organizations that support volunteerism

Their role is to promote and raise awareness of the value of volunteerism, to advocate best practices and to act as a mobilizing agent in support of volunteerism.

Stony Plain Family & Community Support Services & Volunteer Centre

4905 51 Avenue
Stony Plain, AB
T7Z 1Y1
Telephone: 780-963-8583 or 780-963-8603
Fax: 780-963-1951
Web: www.stonyplain.com
E-mail: info@stonyplain.com or pfcss@stonyplain.com

The Volunteer Centre can help connect you with the volunteers you are looking for.

IVC ● 100 Ordze Avenue ● Sherwood Park Alberta ● T8B 1M6
780-464-4242 ● (Fax) 780-449-1354 ● www.ivcstrathcona.org
● info@ivcstrathcona.org

May-08

Information and Volunteer Centre For Strathcona County

Volunteer Centres in Capital Region

The Support Network (govolunteer.ca)

400, 10025-106 St
Edmonton AB, T5J 1G4
Telephone: 780-482-0198
Fax: 780-488-1495
Web: www.thesupportnetwork.com
Email: publications@thesupportnetwork.com

The Support Network offers a Volunteer Information and Referral Service via govolunteer to meet the immediate community need for volunteer referral.

Host for govolunteer, the online searchable database, for Edmonton organizations.

St. Albert Community Information & Volunteer Centre

10-215 Carnegie Dr.
St. Albert, AB
T8N 5B1
Telephone: 780-459-6666
Fax: 780-460-1365
Web: www.st-albert.info
Email: answers@st-alberta.info

CIVC serves many functions not only for our community but the surrounding communities as well. These include: Volunteer Services.

Host for govolunteer, the online searchable database, for St. Albert organizations.

Volunteer Centre of Fort Saskatchewan

10213 100 Avenue
Fort Saskatchewan, AB
T8L 1Y7
Telephone: 780-992-6281
Fax: 780-992-0192
Web: www.fortsask.ca

The Volunteer Centre provides opportunities for individuals and agencies who are looking for positive volunteer opportunities.
