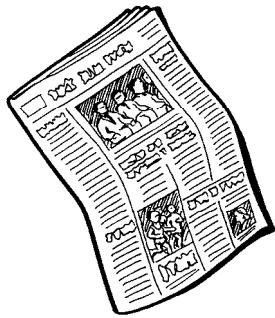
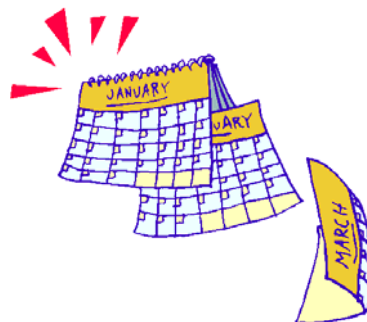


Volunteer Recruitment Promotion & Media Guide

"Connecting Non-Profits to Places in the Media"



Volunteer
Recruitment &
Special Event
Promotion



**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
	Info: Use "Community Events" link on website and "Submit Your Event"
Website	www.ctvedmonton.ca
News director	Glenn Kubish

Station

CBC-TV	
Address	Suite 123, 10062- 102 Avenue, Edmonton AB, T5J 2Y8
Switchboard	780-468-7500
Newsroom	780-468-7555
News room fax	780-468-7510
PSA	Phone 780-468-7401
	Email: cbx.edmonton@cbc.ca
	Info Contact Senior Communications Officer Melanie Houley at 780-468-2325
Website	www.cbc.ca/edmonton
News Director	Gary Cunliffe

Station

Global TV	
Address	5325 Allard Way, Edmonton AB, T6H 5B8
Switchboard	780-436-1250
Newsroom	780-989-4683
PSA	
	Email: edmontonoutthere@globaltv.com
	Info: Attn: Out There. Out There broadcasts 7 days a week in Global News programs for a minimum of 30 occasions per week. Posting also appears on website.
	Events can also be added via Community Events calendar on website.
Website	www.globaltvedmonton.com
News director	Michael Fulmes

Station

CITY TV	
Address	10212 Jasper Avenue, Edmonton AB, T5J 5A3
Switchboard	780-424-2222
Newsroom	780-412-2783
PSA	Fax: 780-412-2777
	Info: Community Events. Send 2 weeks in advance; will edit for time slot. For Website, go to "Stuff You Should Do" and submit your event.
Website	www.citytv.com/edmonton
News director	

Information and Volunteer Centre For Strathcona County

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
	Community Announcements on Channel 10 Crawl and online are available at www.start.shaw.ca . Announcements must be kept to a maximum of 255 characters.
Website:	www.shaw.ca
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: 780-468-7407
Email: Cbx.edmonton.
Info: Attn: PSAs/Community Events
Website www.cbc.ca/edmonton
News director Judy Piercey – 780-468-7526

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 Pangeau

Station

New Cap Radio
Address CFCW 790 AM; Capital 96.3 FM & CIRK 97.3 FM (K-Rock)
#2394 West Edmonton Mall, 8882 – 170 St, Edmonton AB,
T5T 4M2 (Entrance 65)
Switchboard 780-490-2490
PSA Info: Attn: Marissa Joudin. Send promo 2 weeks in advance. Will
edit. mjoudin@newcap.ca
Website www.cfcw.com
www.k97.fm
www.963capitalfm.com
Program 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 Email: 105.9@shinefm.com
930@am930thelight.com
Info: Submissions for Community Events, etc. are online only. Visit
the websites to submit your events.
Website 930 - www.cjca.ca or www.am930thelight.com
105.9 - www.cjry.ca/

Station

102.3 Fm NOW Radio, Rawlco Radio
Address Suite 102, 9894 42 Ave NW, Edmonton, Alberta, T6E 5V5
Switchboard 780-433-7877
PSA Email: abailer@rawlco.com
Website <http://www.1023nowradio.com/>

Information and Volunteer Centre For Strathcona County

Radio Station

CORUS Radio Group

CISN 103.9 FM, CHQT 880 AM (iNews 880), CHED 630 AM,
CKNG 92.5 FM (Joe FM)
Send one release for all three stations
Address 5204 – 84 St, Edmonton AB, T6E 5N8
Switchboard 780-440-6300
Newsroom 780-466-6397
Newsroom fax 780-468-6739
PSA 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. Send to Mandy Hemmerling at
Mhemmerling@630ched.com
Website Community Events can be posted on individual websites.
www.cisnfm.com
www.inews880.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)
Address #100, 18520 Stony Plain Road, Edmonton AB, T5S 2E2
Switchboard 780-486-2800
Newsroom 780-435-7755
PSA Fax: 780-489-6927
Email: jillfoot@radio.astral.com
Info: or click on "Contact Us" on the websites.
Send 2 weeks prior to event; no guarantees.
Website www.theteam1260.com
www.thebearrocks.com
www.ezrock1049.com
News directors Seanna Collins – The Team
Seanna Collins – EZ Rock
Jillian Foote – The Bear

Station

CHBN 91.7 The Bounce

Address 10212 Jasper Avenue, Edmonton AB T5J 5A3
Switchboard 780-424-2222
PSA Fax: 780-401-1600
Email: newsdesk@chumtv.com
Website www.thebounce.ca
Program director Andy Winford

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@cjsr.com or ads@cjsr.com
Info: Air an event twice daily for the 2 weeks up to an event. No charge for the airtime, just a \$50 production fee.
Website www.cjsr.ualberta.ca
Advertising Coordinator Mike Brennan (780) 492-2577 ext. 8

Station

CKER 101.9 FM (World FM)
Address 5915 Gateway Blvd, Edmonton AB, T6H 2H3
Switchboard 780-702-1188
PSA Info: Send promo 1 week in advance. Go to website and click events calendar. Then choose add an event.
Website www.worldfm.ca
Program director Roman Brytan at Roman.Brytan@rci.rogers.com

Station

CFWE (satellite and online) The Native Perspective
Address 13245 146 Street, Edmonton AB T5L 4S8
Switchboard 780-447-2393
Fax 780-454-2820
PSA Info/Email: Send promo by e-mail to event@cfweradio.ca
Website www.cfweradio.ca
News director Alan Standerwick

Station

102.9 Sonic FM (CHDI)
Address 5915 Gateway Blvd. Edmonton, AB T6H 2H3
Switchboard 780-423-2005
Fax 780-437-5129
PSA Info: Contact Brent Shelton at brent.shelton@rci.rogers.com
Website www.sonic1029.com
Program Director Bryce Kelley

Station

CHMC 99.3 Magic 99
Address Suite 102, 9894 42nd Avenue, Edmonton AB, T6E 5V5
Switchboard 780-433-7877
Fax 780-438-8484
PSA Info: Call Alison Bailer at station about promos at Abailer@rawlco.ca
Website www.magic99.ca
News director Kurt Leavins

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
Email: Maria.ladoucer@sunmedia.ca
Info: Email PSA to Maria Ladoucer.
Website www.edmontonsun.com
Acting editor Kristy Brownlee- kristy.brownlee@sunmedia.ca

Paper

Edmonton Journal
Address 10006 – 101 St, Edmonton AB, T5J 0S1
Switchboard 780-429-5100
Newsroom 780-429-5200
PSA Fax: 780-429-5500
(What's On) Info: Submit events online under "Entertainment"-> "Events Calendar"
(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 Monday prior to the publication date. Can be publicized for two weeks.
Events can be mailed to Good Works at:
Good Works
The Edmonton Journal
Box 2421, Edmonton AB, T5J 2S6
(Community Bulletin) Phone: 780-428-1234
Website www.edmontonjournal.com
Breaking News Editor Therese Kehler 780-429-5326

Paper

Sherwood Park News
Address 168 Kaska Road, Sherwood Park AB, T8A 4G7
Switchboard 780-464-0033
PSA Fax: 780-464-8512
Email: news@sherwoodparknews.com
Info: Attn: Community Service Events Calendar. 25 words or less; deadline Tuesday at 4pm to appear the following Wed and Fri; edited for space
Website www.sherwoodparknews.com
Editor Michael DiMassa

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 780-453-9001
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.

Or Submit your event online under the "U R Edmonton Events Calendar" on the website.
Website www.edmontonexaminer.com
Editor John Kapputo 780-453-9001

Paper

SEE Magazine
Address #200, 11230 119th Street, Edmonton AB, T5G 2X3
Switchboard 780-430-9003
PSA Fax: 780-432-1102
Email: kvargar@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/ Publisher Jeff Holubitsky
Web Editor Andrew Paul

Paper

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

Events listings can also be posted online.
Website www.vueweekly.com
Editor/ Publisher Ron Garth

Information and Volunteer Centre For Strathcona County

Print Media

Paper

Address
Switchboard
PSA

Email:
Info:

Country Asides

10006 101 Street, Edmonton AB, T5J 0S1
780-429-5319

countryasides@thejournal.canwest.com

"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.

Paper

Address
Switchboard
PSA

Info:

Coffee News

331 9768 170 Street, Edmonton AB, T5T 5L4
780-220-6397

"What's Happening" section to publicize events. No charge. Use the online form.

www.coffeenewsedmonton.ca

Paper

Address
PSA

Email:
Info:

DOSE (printed and online)

1450 Don Mills Road, Toronto ON, M3B 2X7

Info@dose.ca

Send PSA via email.

www.dose.ca/edmonton

Jennifer McDonnell

jenm@dose.ca or (416) 442-2215

Paper

Address
PSA

Email:
Info:

24 Hours (Printed Daily)

#250, 4990 92nd Ave, Edmonton AB, T6B 3A1

www.24hrs.ca

Paper

Address
Switchboard:
PSA

Email:
Info:

Metro

2070 10123- 99 Street NW, Edmonton AB, T5J 3H1
(780)702-0592

www.metronews.ca

Information and Volunteer Centre For Strathcona County

Websites

Website

Address
Switchboard
Email:
PSA

Govolunteer

IVC – Strathcona County / The Support Network – Edmonton
780-464-4242 / 211
info@govolunteer.ca
Info: 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 reflected on the website, ensuring accurate and timely advertising for your organization and its volunteer program.
Website: www.govolunteer.ca

Website

Address
Switchboard
PSA

Strathcona County Community Calendar – County Office

2001 Sherwood Drive, Sherwood Park AB, T8A 3W7
780-464-8111
Info: Access Community Calendar at website. Add a new event online. Limited lines in description (Category/ Month/ Location).
Website: www.strathcona.ca

Website

Address
Switchboard
Fax
Email
PSA

University of Alberta Volunteer Site

Suite 0- 26, Students' Union Building, 8900 – 114 St,
Edmonton AB, T6G 2J7
780-492-4236
780-492-7267
info@link@su.ualberta.ca
Info: This is a site that will advertise your organization and your volunteer request.
Calendar of events on the website.
Website: www.su.ualberta.ca/volunteer

Website

PSA
Website

Edmonton Found Locally .com

Info: Go to the Events tab on the website.
www.foundlocally.com/edmonton/

Website

PSA
Website

Edmonton.ca

Info: Go to the Attractions and Recreation tab into Attractions and then into the Festivals and Attractions tab to find a "submit and event" form for the Events Calendar.
www.edmonton.ca

Information and Volunteer Centre For Strathcona County

Website

Address **Alberta's Youth Volunteer! Society**
#217 Birks Building 10113- 104 Street,
Edmonton AB, T5J 1A1

Switchboard 780-429-2987 or toll-free 1-877-669-6884

Fax 780-429-2984

E-mail info@youthvolunteer.ca

PSA Info: YouthVOLUNTEER! is a youth driven organization committed to encouraging, enhancing and supporting youth volunteerism across Alberta for ages 14- 24.

Website www.youthvolunteer.ca/

Website

Email: westernhelp@charityvillage.com

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

Info: **NAIT**
Register your volunteer opportunities with the Northern Alberta Institute of Technology (NAIT) Student's Association Volunteer Centre under "Jobs/ Opportunities"

Website www.naitsa.ca

Website

Info: **Craigslist**
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 www.edmonton.craigslist.ca

Website

Info: **Edmonton Kijiji.ca**
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 www.edmonton.kijiji.ca

Website

Info: **Idealist**
Idealist is a project of Action Without Borders, a non-profit organization. This interactive site allows people and organizations to locate opportunities and supporters.

Website Contact can be made via the website under "Contact Us" or by calling 646-786-6886 (New York based).
www.idealist.org

Information and Volunteer Centre For Strathcona County

Website

	Linking Boomers
Email:	support@linkingboomers.com
Info:	A website for anyone 50+ interested in staying connected to their community through events, work, and volunteering. Events and volunteer opportunities can be posted and searched.
Website	www.edmonton.linkingboomers.com

Information and Volunteer Centre For Strathcona County

Miscellaneous Promotion and Media

Event brochure

Address
Switchboard
PSA

Fax:
Email:
Info:

Information and Volunteer Centre for Strathcona County

100 Ordze Avenue, Sherwood Park AB, T8B 1M6
780-464-4242
780-449-1354

info@ivcstrathcona.org

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:
Email:
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
\$32.

Information signs

Switchboard
PSA

Fax:
Info:

John Yohemas

780-467-9856

780-440-1946

IE> Baseline Dairy Queen. \$90- 100/month.

Information signs

Address
Switchboard
PSA

Fax:
Email:
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:

Community Bulletin Boards

Sobey's – 2 locations

London Drugs

Safeway Stores

Strathcona County Library

Family and Community Services

Canadian Tire

Health Unit

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: info@ivcstrathcona.org

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

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

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
-
-

Stony Plain Family & Community Support Services & Volunteer Centre

4905 51 Avenue
Stony Plain, AB
T7Z 1Y1
Telephone: 780-963-2151
Fax: 780-963-6548
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.

Information and Volunteer Centre For Strathcona County

Volunteer Centres in Capital Region

The Support Network

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

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.stalbertcivc.com
Email: answers@stalbertcivc.com

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

Jubilee Recreation Centre
10013 96 Ave
Fort Saskatchewan, AB
T8L 1P9
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.
