

BLUE ISLAND BRAND STANDARDS



Preferred Logo Usage: Two-Color

Two-color application of the logo using PMS 285 C and PMS 368 C is preferred.

The lower case “b”, the dot above the “b”, “Blue”, the second wavy line, and “est. 1835” print 100% PMS 285 C. The bottom portion of the leaf, “island” and the first wavy line print 100% PMS 368 C.

Use of “est.1835” is optional.



One Color Logo Usage

The preferred one-color logo usage is to print in grayscale.

The lower case “b”, the dot above the “b”, “Blue” and the second wavy line print 100% black. The bottom portion of the leaf, “island”, the first wavy line and “est. 1835” print 50% black.



Reverse Logo Usage

When reversing the logo out of a solid color, the type and mark reverse to solid white with the exception of the second wavy line, which prints 50% black.



Minimum Size Logo Usage

The minimum size application for the logo is 1” height from the baseline of “est. 1835” to top of logo. If “est. 1835” is not used, logo is 1” height from baseline of the blue wavy line to top of logo.

Preferred Logo Usage

Alternate Logo Usage



Logo Presentation

The preferred use of the logo is as a full signature with the type and mark remaining a unit.

However, the logo can be broken up into its separate components when needed. Using the logotype without the symbol is acceptable. “Blue island” and the wavy lines must always be present in this usage. “est. 1835” is optional. If used, “est. 1835” should be displayed reversed out of a field of PMS 368 C.

One color and reverse usage of the logotype should follow the guidelines outlined above.

Primary Colors

 PMS 285 C 90C, 48M, 0Y, 0K 0R, 125G, 195B #007DC3	 PMS 368 C 63C, 0M, 97Y, 0K 123R, 193G, 67B #7BC143
 PMS 431 C 11C, 1M, 0Y, 64K 106R, 115G, 123B #6A737B	

Secondary Colors

 PMS 131 C 0C, 32M, 100Y, 9K 231R, 166G, 20B #E7A614	 PMS 2593 C 61C, 89M, 0Y, 0K 124R, 65G, 153B #7C4199
 PMS 175 C 0C, 65M, 100Y, 60K 124R, 58G, 0B #7C3A00	 PMS 484 C 0C, 95M, 100Y, 29K 179R, 35G, 23B #B32317

Color Palette



The colors shown on this page are not intended to match the PANTONE® Color Standards. For the PANTONE® Color Standards, refer to the current edition of the PANTONE® Color Publications. PANTONE® is a registered trademark of Pantone, Inc.

BLUE ISLAND BRAND STANDARDS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Preferred Color Usage

Think Outside The Loop

Optional Color Usage

Think Outside The Loop
Think Outside The Loop
Think Outside The Loop
Think Outside The Loop
Think Outside The Loop
Think Outside The Loop

Font Usage

Myriad Pro (or Myriad) is the font for all Blue Island materials, including websites and body copy for documents. For headlines, Myriad Pro Bold should be used.

Headlines should be set 4 pts. larger than the body copy. (i.e. if body copy is set at 10 pts. headlines are 14 pts. in size.)

Tagline Usage

The tagline should appear in Myriad Pro (or Myraid) Italic. Preferred color usage is PMS 431 C; however, it is acceptable for the tagline to appear in any color of the Blue Island Color Palette when needed, including 100% Black.



Think Outside The Loop

Tagline Usage with Logo

If the Blue Island Tagline is used with the logo, the tagline should appear beneath the double wavy lines of the logo.

The tagline color should be the same as “island” in the logo - PMS 368 C, 50 % Black or White depending on color usage (pg.1) of the logo.

Mary Poulsen

Marketing Director

p (708) 396 7035
f (708) 597 1221
www.blueisland.org

12 pts

10 pts

E-signature

The e-signature mimics the Blue Island business cards. The font is Myriad Pro (or Myriad).

Employee Name is set at 12pts using RGB values of **PMS 285 C**

Employee Title is set at 10 pts using RGB values of **PMS 368 C**

“p” & “f” are set at 10 pts using RGB values of **PMS 368 C**

Contact Info is set at 10 pts using RGB values of **PMS 285 C**



www.blueisland.org

13051 S. Greenwood Avenue
Blue Island, IL 60406
www.blueisland.org

p (708) 396 7035
f (708) 597 1221
www.blueisland.org

URL Usage

The Blue Island URL should be grouped with other contact information.

If the URL is used with the logo, the URL should appear beneath the double wavy lines of the logo.

If the URL appears with the logo, the URL color should be the same color as the “b” symbol of the logo (PMS 285 C, Black or White depending on color usage (pg.1) of the logo).

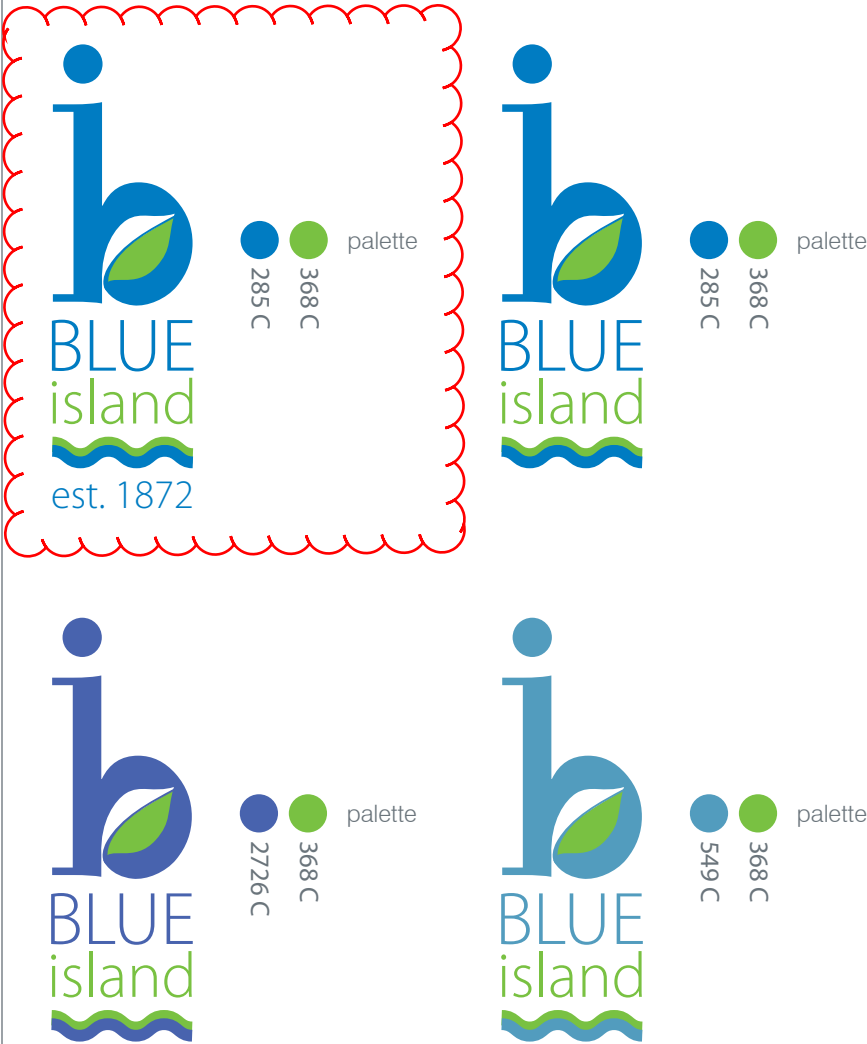
VER. 2 LOGO DETAILS

This typographic logo plays off a nature theme. The negative space of the “b” is in the shape of a leaf which represents Blue Island’s tree lined streets and park system. The stem of the “b” also forms the “i” of “island”.

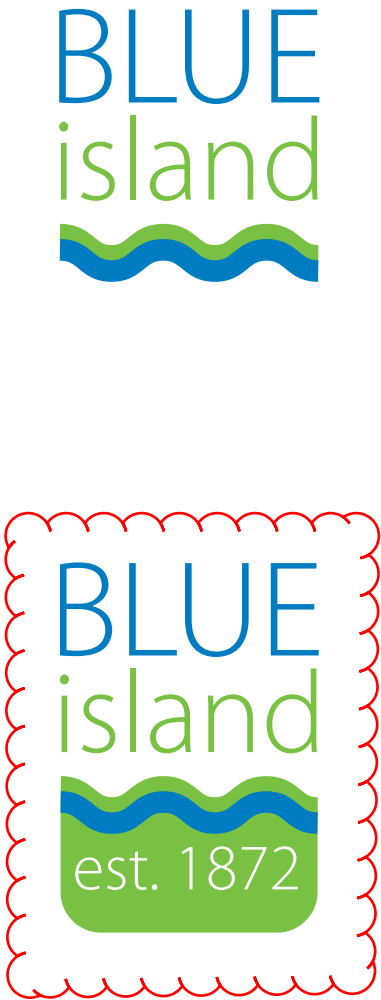
The logo also explores Blue Island’s connection with both land and water with a wavy line representing the canal that runs through Blue Island. The green line represents Blue Island’s “city on the hill” topography.



Ver. 2 options



Logotype



Project:	Blue Island	Project No.	09175.GPH
Title:	Logo Study	By	AD
Phase	☐ Programming ☐ Schematic Design ☒ Design Development ☐ Final Art		
Issue	For Review	Date	08.25.09
		Scale	NA

BRAND TAGLINE DETAILS

The brand taglines, to be used in copy, advertising, promotions, etc, were developed using the information gleaned from the Blue Island surveys.

The taglines run the gamut of the Blue Island experience. From diversity & urban experience, to the small town feel, from town pride to Blue Island's convenient location, all are represented in these potential taglines.

"Everyone Welcome"

"Connected to Life"

"Life on a Human Scale"

"Connected To Your World"

"Central To Your World"

"Your World Within Reach"

"Think Outside the Loop"

"Urban Oasis"

"City of Connections"

"Your Stop To Everything"

"Independent. Diverse. Proud."



Project: Blue Island

Title: Brand Taglines

Phase ☐ Programming ☐ Schematic Design ☒ Design Development ☐ Final Art

Issue For Review

Project No. 09175.GPH

By AD

Date 08.18.09

Scale NA

Sketch/Page No.

G4



**City of Blue Island
Preserve America Initiative
Cultural Heritage Tourism Project Blueprint
(Marketing Plan)**

Submitted by James Street Associates, Ltd.
~~February 4, 2011~~
Revised March 2, 2011



GRANT OVERVIEW

In March of 2008, The City of Blue Island (COBI) was awarded a grant by the Preserve America¹ Historic Preservation Fund, and became a *Preserve America Community*. The COBI grant falls under the Preserve America marketing category.

The guidelines of the grant are:

Marketing projects must promote and enhance the visitor experience to [Blue Island], making accessible the interpretation and documentation that [Blue Island] has carefully researched. Projects might involve the partnering of communities or state and regional entities to cross promote and encourage regional heritage tourism.

[This project will] include development of marketing tools, like brochures and signage; promotion of heritage festivals; implementation of advertising campaigns; website development; and travel itineraries.

Marketing projects [will] stem from existing tourism development, interpretation, or marketing plans.

COBI is fulfilling its charter, as defined by the Preserve America grant, in two stages.

Phase 1 Branding² | New logo and graphic system COMPLETE

Phase 2 Blueprint | Attracting regional visitors and tourists THIS DOCUMENT

¹ **Preserve America is a national initiative** in cooperation with the Advisory Council on Historic Preservation; the U.S. Departments of Defense, Interior, Agriculture, Commerce, Housing and Urban Development, Transportation, and Education; the National Endowment for the Humanities; the President's Committee on the Arts and Humanities; and the President's Council on Environmental Quality.

² **City of Blue Island Cultural Heritage Tourism Marketing Program, Phase I**
In the first phase of the marketing program, the City leveraged its previous marketing efforts to develop a logo, a tag line and usage guidelines, which are aligned with marketing goals to promote the City as a vibrant place to live, work and visit, rich in cultural and historical heritage.



STRATEGIC GOALS | LONG TERM

The Preserve America Historic Preservation Fund supports the initiatives of historically-significant small cities and towns to preserve and share their heritage. To engender the prosperity that is required to maintain and promote a well-preserved historical framework, this fund seeds marketing efforts that will allow ongoing preservation programs to become self-sustaining.

BEST PRACTICE

Marketing communications for The City of Blue Island (COBI) should always meet these criteria:

CRITERION 1: FINANCIALLY STABILITY | ABILITY TO FUND NEW INITIATIVES

Strengthen the COBI tax base by:

- Attracting tourism dollars
- Attracting a prosperous commercial base
- Raising property values

CRITERION 2: STRONG BASE OF STAKEHOLDERS | POISED FOR SUPPORT

Engender participation of community leaders to:

- Position COBI as a retail, cultural and recreational destination for visitors
- Build awareness of COBI resources, structure and heritage

CRITERION 3: POSITIVE AWARENESS | LOCAL, REGIONAL AND BEYOND

Maintain a continuing flow of new dollars by:

- Setting positive expectations of Blue Island
- Building a new and deserved reputation for Blue Island as safe, prosperous and supportive
- Promote COBI resources and attractions



STRATEGIC TOOLS | A FRAMEWORK FOR MOVING FORWARD

Currently, and for the foreseeable future, marketing efforts in Blue Island are executed ad hoc, facilitated by staff members in economic development, a special events coordinator and by employees in public works. This marketing plan, or Blueprint, is intended to provide guidance for this hard-working group until long-term funding for a dedicated in-house marketing department or a supervised outsourced agency is in place.

To address the realities of Blue Island's budget and resources, we recommend a flexible 5-year marketing plan, as outlined on page 7.

STRATEGIC TOOLS | MARKETING ASSETS IN PLACE

PEOPLE

Of all Blue Island's marketing tools, the aforementioned small but energetic core of employees, who understand the importance of attracting visitors and tourists, is the most powerful. These people have developed valuable connections to community organizations, tourism councils and funding sources.

SUPPORT

In support of the core team is a circle of citizens, business owners and governing officials who understand the valuable role that marketing plays in sustaining the City tax base, infrastructure and jobs. Prosperity grows from a steady influx of new dollars from many sources. Every potential source of city income is affected by public perception of that city, which is created by marketing—or the lack of it.

BRAND

The new logo and developing brand style are critical to the marketing effort. It is the City's herald and will work as hard as it is allowed to. Ideally, **no material should leave a city office without a properly-applied logo**. Applications include this abbreviated list:

Stationery system	Flyers, pamphlets	Library promotions
Website	Uniforms	Give-aways
Advertising	Proposals and RFPs	TGIF picnics
Signage	Street banners	...and more

BEST PRACTICE

Marketing—or promotion—is much more than advertisements and events. It encompasses how a city employee answers the phone, the attitude of city workers who administer services, the welcoming signage at major ingresses, the experience one has at city facilities such as the library, how often the name "Blue Island" is seen or heard, as well as the impression one gets from our infrastructure (streets, bridges, signs, lights, parking, etc.).



STRATEGIC GOALS | TARGET AUDIENCE

The following is a list of The City of Blue Island (COBI) audience groups that, over time, will be targeted for:

- General awareness of Blue Island
- Broad-scope attraction for tourism
- Specific event participation
- Highly-focused programs for enthusiast groups¹
- Positioning for various stakeholder categories of investment²

BEST PRACTICE

Reach first for “the lowest hanging fruit.” Depending on the resources available, some campaigns targeting these groups will be appropriate for a modest first-year marketing plan (see page 7). Others may require a few years to cultivate.

AUDIENCE GROUP: WITHIN BLUE ISLAND

- Residents
- Businesses owners and their employees
 - includes major groups such as MSMC
- COBI governing members and employees
- On-site users of city-wide organizations, including:
 - City of Blue Island Library
 - Blue Island Chamber of Commerce
 - Blue Island Park District
 - Blue Island Schools (public, private, all age groups)
 - Churches (includes the Salvation Army community center)
 - Organizations (Historical Society, clubs and fraternal organizations)

AUDIENCE GROUP: REGULARLY PASSING THROUGH BLUE ISLAND

- Residents' guests
- Non-resident managers and employees (including relevant city employees)
- Non-residents who have at one time used city-wide organizations (see above)
- Commuters (public transit and auto)

AUDIENCE GROUP: GENERAL REGION AND BEYOND

- Neighboring city residents and groups (clubs, organizations)
- Neighboring city chambers; visitors and tourism bureaus
- Northern Indiana visitors and tourism bureaus
- ¹Enthusiasts of specialty categories that may include:
 - Architecture (home, garden, municipal, industrial)
 - Earth Sciences (geology, waterways, ecology)
 - Ethnic (restaurants, grocery, culture)
- Green Communities (public transit, bike-able, walk-able)
 - History (antiques, vintage cars, railroad buffs)
 - Recreation (parks, events, crew)
 - Organized groups such as Friends of the Chicago River and Friends of the Calumet-Sag Trail
 - Cyberhunt and flash-mob participants

continued...



STRATEGIC GOALS | TARGET AUDIENCE, continued

² AUDIENCE GROUP: STAKEHOLDERS

Members of this group are potential resources for connections, promotion, labor, services and funding. Correct positioning of COBI to this group is particularly critical. Here are a few examples of stakeholder resources:

Neighboring Communities, such as...

- [Beverly Area Planning Association](#)
- [Calumet Heritage Partnership \(CHP\)](#)
- [Historic Pullman Foundation](#)
- [Hyde Park-Kenwood Community Conference \(HPKCC\)](#)
- [Northern Indiana Tourism Development Commission \(NITDC\)](#)

Planning, connections, funding resources, such as...

- [Center for Neighborhood Technology \(CNT\)](#)
- [Chicago Southland Mayors and Managers](#)
- [Chicago Metropolitan Agency for Planning \(CMAP\)](#)
- [Chicago Southland Chamber of Commerce](#)
- [Chicago Southland Convention & Visitors Bureau \(CSCVB\)](#)
- [Chicago Southland Economic Development \(CSED\)](#)
- [State Historic Preservation Office \(SHPO\)](#)

Organizations with special regional interest, such as...

- [Friends of the Chicago River](#)
- [Friends of the Calumet-Sag Trail](#)
- [I&M Canal National Heritage Corridor \(IMCNHC\)](#)
- Local retail and industry (potential link: Blue Island Biz)

Governmental and infrastructure-related, such as...

- Federal, state and county legislators and representatives
- Media, local and regional (see list, submitted by James Street Assoc.)
- [METRA](#), [Pace](#)
- Federal and Illinois Department of Transportation ([DOT](#) and [IDOT](#))

NOTE:

Team meeting discussions have included making Blue Island accessible to Filmmakers. Attracting Filmmaking is in a category by itself and may be considered a development function, requiring contracts that cover municipal requirements, contingencies and fees.

As Blue Island grows in reputation for its filmmaking conduciveness, a formal marketing sub-plan will likely be necessary to maximize the opportunity for promoting the city to its broader audience.



STRATEGIC TOOLS | A FLEXIBLE FIVE-YEAR MARKETING PLAN OUTLINE

YEAR ONE | Ad hoc “Guerilla Marketing”

GOALS:

- Mayor’s approval/authority for city-wide compliance with the adoption of the new graphic system
- City-wide application of the new logo and graphic system on stationery, business cards, forms, signs, uniforms and flyers
- Identify a determined number of COBI-hosted events to be held throughout the year (see sample annual calendar on page 9)
- Implement the events (see sample step-by step task list on page 12)
- Determine next year’s budget based on Year One activities
- Secure funding for Year Two

YEAR TWO | Schedule-Based Marketing

GOALS:

- Mayor’s approval/authority to implement year-two initiatives
- Continue city-wide application of the new logo and graphic system
- Hire a dedicated marketing manager to oversee:
 - Activities of the special events coordinator
 - Modest freelancer support
 - Development of a stakeholder list/schedule
- Identify a determined number of COBI-hosted events to be held throughout the year (see sample annual calendar on page 9)
- Implement the events (see sample step-by step task list on page 12)
- Determine next year’s budget based on Year Two activities
- Secure funding for Year Three

YEAR THREE | Modest Goal-Based Marketing

GOALS:

- Mayor’s approval/authority to implement year-three initiatives
- Maintain city-wide application of the graphic system
- Dedicated Marketing Manager oversees:
 - Newly-hired marketing assistant
 - Activities of the special events coordinator
 - Modest freelancer support
 - An active and ongoing relationship with stakeholders
- Focused awareness campaign through channels that may include paid advertising, media coverage, listings, and public speaking
- Identify a determined number of COBI-hosted events to be held throughout the year (see sample annual calendar on page 9)
- Implement the events (see sample step-by step task list on page 12)
- Determine next year’s budget based on Year Three activities
- Secure funding for Year Four

continued...



STRATEGIC TOOLS | FIVE-YEAR PLAN OUTLINE continued

YEAR FOUR | Goal-Based Marketing

GOALS:

- Mayor's approval/authority to implement year-four initiatives
- Maintain city-wide application of the graphic system
- Dedicated Marketing Manager oversees:
 - Activities of marketing assistant
 - Hiring/activities of an outsourced agency
 - Dedicated freelancer support
 - An active and ongoing relationship with stakeholders
- Continue focused awareness campaign through channels that may include paid advertising, media coverage, listings, and public speaking
- Identify a determined number of COBI-hosted events to be held throughout the year, including a major event involving outside entertainment, arrangements for lodging, etc.
- Identify a determined number of regional events with which COBI can be involved (sponsorship, participation, incentives, for instance)
- Implement the events
- Determine next year's budget based on Year Four activities
- Secure funding for Year Five

YEAR FIVE | Aggressive Goal-Based Marketing

GOALS:

- Mayor's approval/authority to implement year-five initiatives
- Dedicated Marketing Manager oversees:
 - Full in-house marketing department
 - or
 - Outsourced agency
 - An active and ongoing relationship with stakeholders
- Continue focused awareness campaign through channels that may include paid advertising, media coverage, listings, and public speaking
- Identify a determined number of COBI-hosted events to be held throughout the year, including a major event involving outside entertainment, arrangements for lodging, etc.
- Identify a determined number of regional events with which COBI can be involved (sponsorship, participation, incentives, for instance)
- Implement the events
- Write new five-year plan
- Determine next year's budget based on Year Four activities
- Secure funding for next year (year #1 of new plan)



EVENTS | ANNUAL SCHEDULE EXAMPLE

In addition to City-hosted events, it is recommended that the City of Blue Island sponsors community events, as a way to further target audience awareness. A modest event program may include several of the following month/holiday-based events:

- JAN.....a. New Year's Eve ball-drop (need more than just the count-down)
Name:
- b. New Year's Day family activity—bowling at Eagles?
Name: New Blue Island
- FEB.....c. Day at the Oscars. City tour of movie sites with pictures. Voting for nominations, then later watch the awards show on large-screen TV—all at the library (?)
- MAR.....d. Spring equinox celebration/earth seasons lesson and art projects
Name: Blue Planet
- APR.....e. Earth Day (Friday, 4/22) Green Fair
Name: Green Blue Island
- MAY.....f. Railroad days (weekend)
Name: Blue Island Express
- JUN.....g. Leverage: Historic Walking Tour (BIHS)
Name: Historic Blue Island
- JUL.....h. Fireworks
Name: True Blue Island
- AUG.....i. Light up the River
Name:
- j. Leverage: Garden Walk (BIHS)
Name: Bloom Island
- SEP.....k. Cavalcade, Leverage BIHS House Walk
Name: Sweet Home Blue Island
- OCT.....l. Regatta
Name: Blue Island Regatta
Halloween; fall festival
Name: Boooo Island!
- NOV.....m. T-dinner for folks without families?
- DEC.....n. Holiday Light Parade
Name:



EVENTS | ENTHUSIAST GROUP EXAMPLES

BEST PRACTICE

Brand control will be an essential component of each event Blue Island hosts, sponsors or to which it contributes.

Example A

Target	Non-resident employees of COBI businesses
Scope	Special TGIF picnic at the water reclamation park
Preparation	Arrangements for park use, cooperation with Public Works
Support	- Secure financial sponsorships from participating employers - Engender participation from local food vendors and retailers to sell from reserve-able tables (small fee)
Promotion	- Emails and mailed letters to and some in-person meetings with local employers. - Social media announcement & buzz - Flyers for lunchrooms, etc. - Possibly a contest or like-incentive for attendance.
Benefits	- Increased future business from an audience group that does not interact with the PLACE of its employ - Additions to COBI marketing database - Opportunity for COBI to strengthen relationships with local retailers

Example B

Target	Railroad enthusiasts
Scope	One-day tour? Fair with Blue Island & regional vendors?
Preparation	Metra-sanctioned viewing stand of track area Construction, insurance, arrangements for park use
Support	- Secure financial sponsorships - Engender participation from local retail, restaurants, library regional vendors, depending on scope
Promotion	- Social media announcement & buzz (may be enough) - Emails to regional rail enthusiast organizations - Ads in relevant websites - Flyers at regional events such as swap meets.
Benefits	- Blue Island exposure - Additions to COBI marketing database - Revenue for local restaurants - Strengthening relationship with Metra

Continued...



EVENTS | ENTHUSIAST GROUP EXAMPLES continued

Example C

Target	Architecture enthusiasts
Scope	Free ½ day tour of homes and retail buildings
Preparation	Engage the cooperation of the Chicago Architecture Foundation to plan, jointly promote and conduct the tour
Support	- Might there be a grant or sponsorship to fund promotion? - Engender participation from the Blue Island Historical Society and local retailers and restaurants
Promotion	- Social media announcement & buzz - Emails to regional architecturally-relevant groups, such as colleges, organizations, publications) - Flyers for lunchrooms, etc. - Possibly a contest or like-incentive for attendance.
Benefits	- Blue Island exposure - Additions to COBI marketing database - Revenue for local restaurants and retailers, opportunity to strengthen vendor relationships - Start relationships with new audience

EXAMPLE EVENT IMPLEMENTATION | 12-WEEK SCHEDULE

(Maintain REASONABLE expectations; choose the steps you can manage)

Week 1: Map out event (allow 2 weeks to plan, research)

- Purpose, scope, venue, activities, marketing, results
- Who should be included in planning from the start?
- Determine a date by which the brainstorming flow STOPS

Week 3: Secure Participation (allow 4 weeks)

- Sponsorships (get them to commit by a certain date!)
Possible sources: local retailers, industry, service organizations, BI Chamber, admission fees, individuals, regional organizations, grants
- Volunteers (get them to commit by a certain date!)
Possible sources: BI Chamber, local business employees, schools and scouts (community service badge or school credit), Sal Army, seniors club, churches

Week 5: Create Publicity Schedule (allow 2 weeks to plan, research)

- Which sponsorships can pay for ads?
- Schedule online ads (deadlines?) and buzz
- Schedule community calendars and PSAs* (deadlines?)
- Schedule press release for 10 days before event
- Schedule E-blast to Development list
- Schedule in town storefront posters and retail counter cards
- City Council proclamation

Week 7: Event Details (allow 2 week)

- Prep for insurance, props, food, setup, clean up, etc.
- Prep for photography and documentation of attendees (get emails?)
- Assign a chaperone for the press during the event

Week 9: Place Publicity -- LOTS OF FOLLOW UP with media outlets

- Submit online ads before deadlines
- Start buzz: Social Media, word-of-mouth
- Submit community calendars and PSAs before deadlines

Week 10: Place Publicity -- LOTS OF FOLLOW UP with media outlets

- Distribute press release (10 days before event)
- Follow up to editors (see James Street for media list)
- Distribute E-blast to Development list
- Distribute in town storefront posters and retail counter cards
- Continue buzz: Social Media, word-of-mouth
- City Council proclamation

Week 12: Event!

Week 13: Follow up

- Post-event media release and media follow-up
- Thank-yous to sponsors, volunteers
- Report to city council
- Add documentation of event to the Marketing Kit

* See Appendix for a list of PSA resources

APPENDIX | PSA RESOURCES (as of October 2010)

WHPK 88.5 fm Chicago (University of Chicago and South Side)

WHPK a non-profit community radio station of the University of Chicago, broadcasting to Hyde Park and the South Side of Chicago for over 50 years.

Web: <http://www.whpk.org/about/>

CONTACTS:

- Address:

WHPK, Reynolds Club 5706 S. University Ave.
Chicago, IL 60637

- General: contact@whpk.org

- Studio: 773-702-8424

- Office: 773-702-8289

- Fax: 773-702-7718

- Promotions Director: Cristi Frazier, promo@whpk.org

To promote local concerts, arts events, ticket giveaways, etc.

- PSA Director: Karla Fernande, psa@whpk.org

For public service announcements to be read on WHPK

- Publicity Director: Janice Lee, publicity@whpk.org

To publicize WHPK and WHPK events with flyers and notices.

Newsradio 780 AM

Web: <http://wbbm.cbslocal.com/>

CONTACTS:

- Address:

WBBM Newsradio 780
Two Prudential Plaza, Suite 1100
Chicago, Illinois 60601

- Note, we are eager to hear your thoughts and opinions, both on our site and on our broadcast air product.

- Email: newsradio780@wbbm-am.com

- Fax: 1-312-297-7822.

WVON 1690 AM

Web: <http://wvon.com/index.html>

CONTACTS:

- Address:

Midway Broadcasting
1000 East 87th Street
Chicago, IL 60619-6397

- Main: 247-6200

- Email: info@wvon.com

- Public Service Announcements (PSAs):

PSAs is a free service that WVON provides and it's NOT guaranteed to be announced. PSAs must be submitted 2 weeks prior to the event, 1 typed page with this information; Who, What, When, Where, Why, How Much and a contact persons name and phone # that you want mention on the air if announced. If we need more information, a WVON employee will contact the person listed on the contact sheet before we go to air.

- Email announcements to Pam Murphy, Public Service Director, pam@wvon.com. No phone calls.

APPENDIX | PSA RESOURCES continued

WGN Radio 720 AM

Community Calendar submissions accepted:

<http://www.wgnradio.com/about/contactus/email/calendar/>

WLTH 1370 Community Radio (Northwest IN)

Web:

CONTACTS:

- Phone: 219-794-1370
- Fax: 219-794-1377
- Email: info@wlth1370.com

WIMS 1420 AM (The talk of the South Shore)

Web:

CONTACTS:

- Address:
- Sales Office: 720 Franklin St.
- Michigan City, IN 46360
- Phone: (219) 879-9810
- 24/7 newsroom: (219) 861-1631
- Fax: (219) 879-9813

Individual emails:

- Ric Federighi, General Manager
ric@wimsradio.com
- Johnny Rush, Program Director rush@wimsradio.com • John Records Landecker, On-Air Personality john@wimsradio.com • Paula Griffin, On-Air Personality paula@wimsradio.com • Craig & Ryan Koepke On-Air Personalities intotheoutdoors@wimsradio.com • Kevin Walsh, Marketing Consultant kevin@wimsradio.com

WDCB 90.9 fm Public Radio

Web: www.wdcb.org

CONTACTS:

Address:

WDCB Public Radio

College of DuPage

425 Fawell Blvd.

Glen Ellyn, IL 60137

Office: 630-942-4200

News Phone: 630-942-3700

Fax: 630-942-2788

General email: info@wdcb.org

News Dept email: news@wdcb.org

Programming Dept email: programming@wdcb.org

Public Service Department for PSAs (for non-profit organizations):

PSA@wdcb.org

APPENDIX | PSA RESOURCES continued

WJJG-AM 1530 (Chicago's Hometown Station)

Web:

CONTACTS:

Address:

WJJG Radio

5629 St. Charles Rd, #208

Berkeley, IL 60163

Phone: 708-493-1530

Individual Contacts:

- James Detolve, Studio Producer
- Nick Stanczyk, Studio Producer
- Eric Selin, staff, eric@wjigam1530.com

WBEE 1570 AM (Harvey, IL)

Web: <http://www.realjazzmusic.com>

CONTACTS:

- Email: sherrell@anet.com
- Phone: (708) 331-7840