

Life After 50 [Toms River, NJ]

1830 U.S. Hwy. 9
Toms River, NJ 08755-1210

Phone: 732-505-9700 Fax: 732-240-0002
E-mail: pjasin@comcast.net

Frequency: Weekly – Sunday afternoon

Circulation: 100,000

Audience: Active seniors 65+ and older seniors in Southern and Northern Monmouth County.

Profile: Discussion on any hot topic related to seniors and boomers.

Key Personnel: Patricia Jasin, producer

Format: 60 minute radio talk show

Advertising: call for rates

Life in Prime Time News Reports

9723 Pavarotti Terrace #203
Boynton Beach, FL 33437

Phone: 561-641-0566 Fax: 561-740-2113
E-mail: scingari@aol.com

Web: www.starquestproductions.net

Frequency: Twice weekly

Audience: Senior listeners 50+

Profile: News features geared to 50+ with a variety of topics such as consumer travel, health insurance and much more.

Key Personnel: Susan Cingari, producer; Tom Dunn, host

Format: Split track audio

Notes: No freelance submissions accepted

LifeQuest

c/o WQED – TV – Channel 13 (PBS)
4802 Fifth Avenue
Pittsburgh, PA 15213-2957

Phone: 412-622-1386 Station: 412-622-1300

Fax: 412-622-1331 Station: 412-622-6413

E-mail: rcolborn@wqed.org

Web: www.wqed.org

Frequency: Weekly, Saturday 5:30 pm. Repeated Sunday at 1:00 pm

Audience: Adults 50+

Profile: Talk, interviews

Key Personnel: Renee Colborn, producer, Eleanor Schano, host

Format: Public affairs program that covers health, entertainment and political issues.

Advertising: Underwriting only

Notes: Station owned by WQED Multi-Media

Living Well

121 S. Meramac Ave., 3rd Floor
Clayton, MO 63105-1725

Phone: 314-615-4426 Fax: 314-615-7619

E-mail: rlee@stlouisco.com

Frequency: Monthly

Circulation: 400,000

Audience: St. Louis-area residents 50+

Profile: Magazine format, including guest interviews. General interest for seniors. Send news releases to Rick Lee. No freelance submissions.

Key Personnel: Rick Lee

Deadlines: Six weeks before air time

Notes: Carried on HEC (Higher Education Cable) network throughout St. Louis area.

Mohawk Valley Seniors

WUTR-TV – Channel 20 (ABC)

PO Box 20

Utica, NY 13503-0020

Phone: 315-797-5220 Fax: 315-797-5409

Web: www.utica.tv.com

Frequency: Weekly, Sunday 10:00 am

Audience: Seniors in Utica area, central, southern, northern New York state and Canada

Profile: General interest topics for seniors covering aging, medicine, political-aging, interviews. Send news releases to Chris Thornton, producer.

Key Personnel: Allen Williams, promo. Mgr.

Format: Interview format

Deadlines: Six weeks before airing

Notes: Station owned by Mission Broadcasting