The Center for Biomedical Informatics (CBMI) at UTHSC has developed Research Enterprise Data Warehouse (rEDW) - a standardized aggregated healthcare data warehouse from Methodist Le Bonheur Health System. Our mission is to develop a single, comprehensive and integrated warehouse of all pediatric and adult clinical data sources on the campus to facilitate healthcare research, healthcare operations and medical education.

The rEDW is an informatics tool available to researchers at UTHSC and Methodist Health System to assist with generating strong, data-driven hypotheses. Via controlled searches of the rEDW, UTHSC researchers will have the ability to run cohort queries, perform aggregated analyses and develop evidenced preparatory to research study plans.

ResearchMatch.org

The ResearchMatch website is a web-based tool that was established as a unique collaborative effort with participating sites in the NIH Clinical and Translational Science Awards Consortium and is hosted by Vanderbilt University. UTHSC is a participating ResearchMatch (RM) is a registry allowing anyone residing in the United States to self-register as a potential research participant.

Researchers can register their studies on ResearchMatch after IRB approval is granted. The ResearchMatch system employs a ‘matching’ model – Volunteers self-register and Researchers search for Volunteers for their studies.

Social Media

Facebook — Form and info to advertise on Facebook
Instagram — Form and info to advertise on Instagram
Twitter — Advertising on Twitter
LinkedIn — Advertising on Linkedin
Google Ads — Get started with Google Ads
Craigslist

Radio

Owned by iHeartMedia | memphisradioadvertising.com/radio | 844.289.7234

<table>
<thead>
<tr>
<th>Dial</th>
<th>Genre</th>
<th>Target ethnicity</th>
<th>Gender/Age</th>
</tr>
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<tbody>
<tr>
<td>KLMS 101.1</td>
<td>Urban/Adult Contemporary</td>
<td>African-American</td>
<td>All 25-54</td>
</tr>
<tr>
<td>WHRK 97.1</td>
<td>Urban Contemporary</td>
<td>African-American</td>
<td>All 18-34</td>
</tr>
<tr>
<td>WHAL 95.7</td>
<td>Inspirational</td>
<td>Not specified</td>
<td>All 25-54</td>
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<tr>
<td>WDIA 1070</td>
<td>Adult Contemporary/Urban Oldies/ Blues</td>
<td>African-American</td>
<td>All 35-64</td>
</tr>
<tr>
<td>WEGR 102.7</td>
<td>Classic Rock</td>
<td>Caucasian</td>
<td>Men 25-54</td>
</tr>
<tr>
<td>WREC 92.1/AM 600</td>
<td>News/Talk</td>
<td>Not specified</td>
<td>Adults 35-64</td>
</tr>
<tr>
<td>KWNW 101.9</td>
<td>Pop/Top 40</td>
<td>Not specified</td>
<td>Adults 18-34</td>
</tr>
<tr>
<td>WGKX 105.9</td>
<td>Country</td>
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### Independent/Local

<table>
<thead>
<tr>
<th>Dial</th>
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<tbody>
<tr>
<td>WEVL 89.9</td>
<td>Eclectic</td>
<td><a href="wevl.org/home/about">wevl.org/home/about</a></td>
<td>901.528.0560</td>
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### Owned by Radio.com

<table>
<thead>
<tr>
<th>Dial</th>
<th>Genre</th>
<th>Target ethnicity</th>
<th>Website</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMC (AM) 790</td>
<td>Sports Radio</td>
<td>Not specified</td>
<td><a href="929espn.radio.com/shows/espn-790-am">929espn.radio.com/shows/espn-790-am</a></td>
<td>901.384.5900</td>
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<tr>
<td>WMC-FM 99.7</td>
<td>Hot AC</td>
<td>Caucasian</td>
<td><a href="fm100memphis.radio.com">fm100memphis.radio.com</a></td>
<td>901.384.5900</td>
</tr>
<tr>
<td>WRVR 104.5</td>
<td>Adult Contemporary/ Soft Rock</td>
<td>Caucasian</td>
<td><a href="1045theriver.radio.com">1045theriver.radio.com</a></td>
<td>901.384.5900</td>
</tr>
<tr>
<td>WLFP 94.1</td>
<td>Country</td>
<td>Caucasian</td>
<td><a href="1045theriver.radio.com">1045theriver.radio.com</a></td>
<td>901.384.5900</td>
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### University of Memphis Radio

<table>
<thead>
<tr>
<th>Dial</th>
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<tbody>
<tr>
<td>WUMR U92FM</td>
<td>Jazz</td>
<td>901.678.2560</td>
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### Memphis Public Libraries Radio and TV

<table>
<thead>
<tr>
<th>Dial</th>
<th>Genre</th>
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<tbody>
<tr>
<td>WYPL FM 89.3 &amp; TV 18</td>
<td>N/A</td>
<td>Tommy Warren</td>
</tr>
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<table>
<thead>
<tr>
<th>Tommy Warren</th>
<th>901.415.2752</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:tommywarren@memphistn.gov">tommywarren@memphistn.gov</a></td>
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### Owned by Flinn Broadcasting Radio and TV

<table>
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<tr>
<th>Dial</th>
<th>Genre</th>
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</thead>
<tbody>
<tr>
<td>WHBQ-FM 107.5</td>
<td>Adult Contemporary/ Top 40</td>
<td>Terry Wood</td>
</tr>
<tr>
<td>WHBQ-AM 5600</td>
<td>Sports</td>
<td>Mike Brewer</td>
</tr>
<tr>
<td>WOWW-AM1430/ FM 97.7</td>
<td>Country</td>
<td>901.375.9324</td>
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<tr>
<td>KXHT 107.1</td>
<td>Hip-Hop</td>
<td>Duane Hargrove</td>
</tr>
<tr>
<td>WGSF-AM 1030</td>
<td>Spanish</td>
<td>Carmen Reyes</td>
</tr>
<tr>
<td>WMSO 104.1</td>
<td>Soul</td>
<td>Terry Wood</td>
</tr>
<tr>
<td>WMPS-AM 1210</td>
<td>Adult Classics</td>
<td>Lonnie Treadaway</td>
</tr>
<tr>
<td>WIVG 100.3</td>
<td>Alternative</td>
<td>901.375.9324</td>
</tr>
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## TV

<table>
<thead>
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<th>Channel</th>
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<th>Contact</th>
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<tbody>
<tr>
<td>WWTW TV 34</td>
<td>ACME Classics</td>
<td>Shelley Mackey</td>
</tr>
<tr>
<td>WPGF TV 17.1</td>
<td>Estrella TV</td>
<td>901.375.9324</td>
</tr>
<tr>
<td>WTWV TV 23</td>
<td>Christian</td>
<td>901.375.9324</td>
</tr>
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</table>

### Television

<table>
<thead>
<tr>
<th>Channel</th>
<th>Website</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>WREG-TV News 3</td>
<td><a href="http://wreg.com/advertising-contact">wreg.com/advertising-contact</a></td>
<td>Jeff Klayman</td>
</tr>
<tr>
<td>WATN-TV Local 24, Fox 16 and CW 30</td>
<td><a href="http://localmemphis.com/advertise-with-us">localmemphis.com/advertise-with-us</a></td>
<td>Scott Speropoulos</td>
</tr>
</tbody>
</table>

## Print

**Memphis Flyer**
[memphisflyer.com](http://memphisflyer.com)
Carrie O’Guin | oguin@memphisflyer.com | 901.521.9000

Median age: 46 | Readership demo %: Black 41.3/White 48.8 | College degree %: 30.1 | Median income: 57.9 K

Every week more than 147,496 readers pick up The Memphis Flyer from 660+ locations all over the Memphis metro area. We reach 175,000+ monthly uniques on memphisflyer.com. They have an audience of 45,000+ social followers, and they have an opt-in email audience of 28,000+ readers. They produce or sponsor 40+ public and private events each year.

**Memphis Magazine**
[memphismagazine.com](http://memphismagazine.com)
Maggie Neal | neal@memphismagazine.com | 901.521.9000

Approx. 60K readers monthly

**Commercial Appeal**
[commercialappeal.com](http://commercialappeal.com)
Advertising: 901.529.2700
Median age: 51 | Readership demo %: Black 43.6/White 47.7 | College degree %: 19.9 | Median income: 49.7 K

**The Best Times**
[admin@thebesttimes.com](mailto:admin@thebesttimes.com) | 901.458.2911
Median age: 50+

**MLG&W Bill Inserts**
John Heckmann | 901.502.3081

Reaches approx. 375,000 households. UTHSC gets a special rate.
Lamar Advertising Memphis
avoss@lamar.com | 901.405.6826
Standard billboards, Digital billboards, and bus shelters.

AllMyNeighbors.net
Local website offers free advertising
allmyneighbors.net/classifiedads2.html

You can post items just like you would with your local newspaper’s classified ad section only difference is these are free’ if you do not see your category we will add it when you submit your ad.

Restroom and other small, focused advertising for Memphis
indooradvantages.com
Memphis Office: 901.609.5655 | Contact@IndoorADvantages.com

Malco
screenvisionmedia.com
Pete Snyder | 904.281.9902 | psnyder@screenvisionmedia.com

Grizzlies
fedexforum.com/business-opportunities/sponsorships
Anthony Marci | 901.205.1288 | amacri@grizzlies.com

AutoZone Park/ Memphis Redbirds
901.722.0200

Memphis International Raceway (formerly Memphi Motorsports Park)
Dianne Dawson | 901.969.0777 | racemir.com/marketingsponsorship/sponsorshipopportunities

MIR is home of the Super Chevy Show, NMCA Drag Racing Series, Discover Channel’s Hit Show: Street Outlaws No Prep Kings, Rockin’ Radial Series, NASCAR K&N Series, IHRA World Finals, and the IHRA Division 2 Team Finals

Other local options

U of M  Marketing and Communications
logo@memphis.edu

Veterans Affairs
Communications Office: 901.577.7224
Public Relations: 901.577.5453 or wilie.logan@VA.gov

Southwest Tennessee Community College
Communications, Marketing, and Community Relations Department
Executive Director: Daphne J. Thomas. Phone: 901.333.4024/4116 | djthomas@southwest.tn.edu

LeMoyne Owen College
Public Relations and Publications: 901.435.1539

Annual Health Fairs, expos, etc.

Eventbrite provides listings by month, event type, etc.
eventbrite.com/d/tn--memphis/events/

Shelby County Health Department Calendar offers information for local events supporting health initiatives
shelbytnhealth.com/Calendar.aspx