

RESEARCH STUDY RECRUITMENT RESOURCES

The TN-CTSI aims to connect the research workforce with tools and resources that increase research efficiency and quality. Below are resources that can help support study recruitment through our Recruitment Innovation Center (RIC). Please remember that IRB approval is necessary for all recruitment methods.

UTHSC Electronic Data Warehouse

901.287.5834 | ubynum@uthsc.edu | [EDW Request form](#)

The Center for Biomedical Informatics (CBMI) at UTHSC has developed a Research Enterprise Data Warehouse (EDW) - a standardized aggregated healthcare data warehouse from Methodist Le Bonheur Health System. The mission of TN-CTSI 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 EDW 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 EDW, UTHSC researchers will have the ability to run cohort queries, perform aggregated analyses and develop evidence preparatory to research study plans.

ResearchMatch.org

The ResearchMatch website 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) 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 - Through the matching model, researchers are able to search and locate self-registered 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 - [Create a posting](#)

Radio

Owned by iHeartMedia | <https://memphis.iheartadvertising.com/> | 844.289.7234

Dial	Genre	Target Ethnicity	Gender/Age
KLMS 101.1	Urban/Adult Contemporary	African American	All 25-54
WHRK 97.1	Urban Contemporary	African American	All 18-34
WHAL 95.7	Inspirational	Not Specified	All 25-54
WDIA 107.0	Adult Contemporary/Urban Oldies/Blues	African American	All 35-64
WEGR 102.7	Classic Rock	White American	Men 25-54
WREC 92.1/AM 600	News Talk	Not Specified	Adults 35-64
KWNW 101.9	Pop/Top 40	Not Specified	Adults 18-34
WGKX 105.9	Country	White American	Not Specified

Independent/Local

Dial	Genre	Website	Contact
WEVL 89.9	Eclectic	https://wevl.org/	901.528.0560

Owned by Radio.com

Dial	Genre	Target Ethnicity	Website	Contact
WMFS-FM 92.9	Sports Radio	Not Specified	https://www.radio.com/929espn	901.384.5900
WMC-FM 99.7	Hot AC	White American	fm100memphis.radio.com	901.384.5900
WRVR 104.5	Adult Contemporary/ Soft Rock	White American	104theriver.radio.com	901.384.5900
WLFP-FM 94.1	Country	White American	radio.com/941thewolf	901.384.5900

University of Memphis Radio

Dial	Genre	Contact
WUMR U92FM	Jazz	901.678.2560

Memphis Public Libraries Radio and TV

Dial	Genre	Contact
WYPL-FM 89.3 and TV 18	N/A	Tommy Warren 901.415.2752 tommy.warren@memphistn.gov

Owned by Flinn Broadcasting Radio and TV

Dial	Genre	Contact
WHBQ-FM 107.5	Adult Contemporary/Top 40	Terry Wood 901.375.9324
WHBQ-AM 5600	Sports	Mike Brewer 901.375.9324
WOWW-AM 1430/FM 97.7	Country	901.375.9324
KXHT 107.1	Hip-Hop	Duane Hargrove 901.375.9324
WGSF-AM 1030	Spanish	Carmen Reyes 901.454.9948
WMSO 104.1	Soul	Terry Wood 901.375.9324
WMPS-AM 1210	Adult Classics	Lonnie Treadaway 901.375.9324
WIVG 100.3	Alternative	901.375.9324

TV

Channel	Genre	Contact
WWTW TV 34	ACME Classics	Shelley Mackey 901.377.9087
WPGF TV 17.1	Estrella TV	901.375.9324
WTWV TV 23	Christian	901.385.9324

TV

Channel	Website	Contact
WMC-TV Action News 5	wmcactionnews5.com/2018/10/22/advertise-with-wmc/	Chris Palmer 901.729.3268 cpalmer@wmctv.com
WREG-TV News 3	wreg.com/advertising-contact	
WHBQ FOX 13 Memphis	www.fox13memphis.com/about-us/advertisewithfox13/	Jeff Klayman 901.320.1222 Jeff.Klayman@coxinc.com
WATN-TV Local 24, Fox 16 and CW 30	localmemphis.com/advertise	Scott Speropoulos 901.321.7691 ssperopoulos@localmemphis.com

Print

Memphis Flyer

memphisflyer.com

Carrie O'Guin | oguinn@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. They reach 175,000+ monthly uniques on memphisflyer.com; 45,000+ social media followers; and 28,000+ readers in their opt-in email audience. They produce or sponsor 40+ public and private events each year.

Memphis Magazine

memphismagazine.com

Maggie Neal | neal@memphismagazine.com | 901.521.9000

Approx. 60K readers monthly

Commercial Appeal

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 | 901.458.2911

Median age: 50+

MLGW Bill Inserts

John Heckmann | 901.502.3081

Reaches approx. 375,000 households. UTHSC gets a special rate.

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

Visual

Lamar Advertising Memphis

avoss@lamar.com | 901.405.6826

Standard billboards, digital billboards, and bus shelters.

AllMyNeighbors.net

allmyneighbors.net/classifiedads2.html

Local website offering free advertising. Post items just like you would with your local newspaper's classified ad section.

If you do not see your category AllMyNeighbors.net will add it when you submit your ad.

Visual (continued)

Restroom and other small, focused advertising for Memphis

<http://www.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 Memphis Motorsports Park)

<http://www.racemir.com/marketing/sponsorship/sponsorshipopportunities>

Dianne Dawson | 901.969.0777

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.

Mass Mailing

directFX

directfxsolutions.com

Chris Warner | 901.344.8169 | cwarner@directfxsolutions.com

directFX is a local company that can provide addresses and mailing for recruitment.

Example: Requested list for study subjects needed : Males, 30-55 yo, African-American with a diagnosis of T2D in the greater Memphis area.

Quantity Available: 4,161 potential participants

Cost of list - \$395

+ Cost to produce 9 x 6 digital printed postcard- 100 lb. Gloss Cover with 2 colors - \$650

+ Cost to mail - \$250

= Total cost : \$1,295

Other Local Options

University of Memphis 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: 901.333.4024/4116

djthomas@southwest.tn.edu

LeMoyne-Owen College

Public Relations and Publications: 901.435.1539

Please contact us if you need further assistance developing a recruitment plan.

TN-CTSI office | 66 N. Pauline Suite 232 | 901.448.CTSI (2874) | tnctsi@uthsc.edu

TN-CTSI recruitment page | tnctsi.uthsc.edu/consultation-and-services/recruitment

TN-CTSI Blackboard page | [CTS2019: TN-CTSI Educational Resources](#)