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Jones McAden & Associates is an association management and public relations firm offering responsible management for associations and a solid resource for their members and leaders. Founded in 1975, Jones, McAden & Associates (JMA) has managed operations and/or provided public relations for local, state, and national organizations for more than 30 years. Clients have included corporate, technical, professional, health, political, educational, energy and non profit groups.

Jones McAden & Associates other services consist of : Publications, Special Events, Political Activities, & many others. Find us on the web at: www.jma-associations.com .

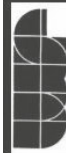
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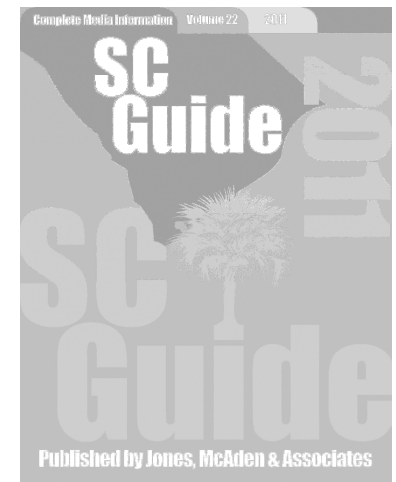
**ASSOCIATION MANAGEMENT
PUBLIC RELATIONS**

S.C. GUIDE TO COMPLETE MEDIA
INFORMATION
Jones, McAden & Associates
P. O. Box 11937
Columbia, SC 29211

Jones, McAden & Associates



S.C. GUIDE Complete Media Information



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SC GUIDE Complete Media Information

The 2011 Edition is comprised of more than 600 listings. Updated entries this year include:

- More accurate and consolidated information... We give you only the listings you need!
- More Email addresses than ever before
- Radio station entries listed individually and consolidated by ownership for user ease
- Websites for more than 90% the listings
- An alphabetical index of all entries and an index by county
- A Hispanic & Minority Sections
- **NEW TO THE 2011 GUIDE A SC BLOG SECTION!**

Who should have the S.C. Guide?

Professional Associations, advertising firms, public relations staff of state agencies and private sector business, libraries, and schools benefit from this complete resource in placing news releases and advertisements.

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2011 SC Guide Complete Media Information

This Unique resource provides key data on South Carolina media and metropolitan media in bordering states. For easy access, most entries are organized by county, except for Specialty Publications which are listed by classification. Email listings grow every year. The **SC Guide** includes the Following Sections:

- **Daily Newspapers...** Provides complete contact information including names of key editors, circulation, subscription rates, geographic areas served and special sections.
- **Non-Daily Newspapers...** includes contact information, key personnel, circulation, day(s) of publication, subscription rates, and submission deadlines.
- **Television Stations...** provides network affiliation/cable, broadcast hours, locally produced shows, personnel, and accepted formats for PSA's.
- **Radio Stations...** includes information on frequency, format, broadcast hours, locally produced shows, personnel, and accepted formats for PSA's.
- **Specialty Publications...** include web pages, magazines, tabloids and newsletters produced by associations, non-profits, businesses, colleges and universities. Health, regional and religious publications also appear in this section. In addition to contact information, this section lists circulation, format, subscription rate and purpose.
- **Outdoor Advertising...** companies include counties served, sizes, types, personnel, and total number of billboards available through each company.
- **Minority Owned...** Minority owned section provides a one-stop summary of all minority owned listings included in other sections.
- **Hispanic Media...** Media directed to the State's growing Hispanic community.
- **SC Blog Listings...** A listing of South Carolina Blogs. Specified by SC Blog and SC Political Blog.

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