

http://www.stjewishlight.com/news/local/jewish-light-moves-to-free-subscription-model/article_f3085b42-9659-11e8-b890-93a67efa4b07.html

TOP STORY

Jewish Light moves to free subscription model

In addition, Light unveils revamped website

By Scott Berzon, Jewish Light Executive Director Aug 2, 2018 Updated Aug 4, 2018



Starting today, the *St. Louis Jewish Light* is now available to readers free of charge, including those people who want home or office delivery.

The major reason for making the change to free distribution from a subscription model is to get the paper into the hands of more readers, furthering our mission to inform, connect and inspire. The *Light*, a 501c3 nonprofit organization, offers news, features and commentary about the local Jewish community, as well as Jewish news from around the nation, in Israel and elsewhere around the globe.

We strive each week to be our community's primary source of local Jewish news by covering the people, places and organizations that make the St. Louis Jewish community unique. Our goal is to speak to the widest range of readers possible.

We are especially grateful for the early financial support of the Staenberg Family Foundation, an anonymous family and Jewish Federation of St. Louis in helping to jump-start this free model. These organizations and individuals deeply value the *Light* as an independent newspaper and community connector. However, in order to sustain this model for future generations, we hope that readers like you will consider making an annual donation to the *Light* (see page 4 for details).

“The idea for free distribution has been in the works for more than a year and I thank the *Jewish Light* staff and my fellow board members who helped think through many of the intricacies of the new model,” said Steve Gallant, *Jewish Light* board president. “I also want to thank Michael Staenberg of the Staenberg Family Foundation and the anonymous family who helped us, as well as Federation CEO and President, Andrew Rehfeld and Federation Board Chair, Gerry Greiman. All of these leaders played crucial and collaborative roles in the strategic planning for this exciting juncture. ”

In addition, the *Jewish Light* will unveil its redesigned website today, online at stljewishlight.com, which features a cleaner look, easier navigation and Facebook commenting on stories, among other updates.

We realize that you probably have some questions as to how this all will work. We tried to anticipate many of them here, in order to make navigating the free model as easy as possible.

So what is changing?

Starting today, the *Light* is offering any person or business that would like to receive a free, delivered subscription to their home or office, to have one.

How can I request a free subscription?

Either visit getthelight.org and fill out a subscription request or call the *Jewish Light* at 314-743-3600. You may also send in the remittance form on page 13 of this week's paper.

I live out of town. Can I still have a free subscription?

Yes, as long as you live within the continental United States.

How can I make a donation to the Light, to keep the free paper sustainable?

You can do so at www.stljewishlight.com/give or call 314-743-3600.

I already receive the Light in the mail. Do I need to do anything?

Yes. Please visit getthelight.org to request your free subscription or call the *Light* at 314-743-3600.

I give to Jewish Federation of St. Louis. Will I automatically receive a subscription?

Anyone who wishes to receive a subscription—including JFED donors—can get one, but because of postal requirements beyond our control, you need to contact the *Light* directly.

What if I read the Light online?

The *Light* will continue to be free online and you will now see a redesigned website with additional enhancements including expanded video, photo galleries and reader polls.

What about the copies I pick up around town?

The *Light* will continue to be free at news racks around the St. Louis area. In fact, there will be a significant increase to the number of rack locations in the months ahead.

Can I call in a subscription for a friend or loved one?

Due to postal permits, subscribers must request their own subscription of the *Light*, even though it is free.

How to subscribe:

Visit getthelight.org or call 314-743-3660.

Tags

Jewish Light

Free Subscriptions

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Jewish Federation

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Michael Staenberg