

MEDIA INNO

Media Innovation & Transformation Strategy

Ideas to Grow Audience & Revenue NYPA Spring Conference

Saratoga Springs, NY
April 24, 2026

Tom Sly
Managing Partner



MEDIA INNO

Getting To Know Me

- Managing Partner of Media Inno – a local media transformation & innovation consultancy
- 13 Years overseeing digital revenue & enterprise strategy for E.W. Scripps
- Experienced executive in multi-platform monetization
- I write a column on multiplatform innovation and transformation for TVNewscheck
- Board Member of Local Media Association, & founding board member of Local Media Consortium
- Consults for Sinclair Broadcasting, CTV1, Vistar Media, Adapt MX, Google/ LMA Transformation Lab, Tap.co
- Chairman of the Universal Addressable Alliance – organization of local TV broadcast companies working on linear addressability
- COO Local digital coupon startup
- VP Revenue – Vehix.com – a digital automotive solution for media companies – Comcast acquired
- COO Marathon Media - 45 station radio group focused on spectrum engineering
- President & co-founder of a marathon running startup
- Managing partner Legacy Automotive Group – 13 dealership auto group
- Lives today between Park City, Utah and Todos Santos, BCS with wife and black lab Lettie



What Are We Talking About Today?

I consult on media innovation and transformation, helping organizations rethink their business models to unlock new revenue opportunities. Today I will share examples of solutions and executions that can grow audiences and drive meaningful revenue growth to extend the impact of local journalism.

Two Long Famous Quotes Still Apply Today



“Innovate or Die” - Peter Drucker

“Change Before You Have To” – Jack Welch

The questions I ask are:

1. Are you happy with where your business is trending?
2. Are you scheduling time to prioritize innovation?
3. Is innovation and transformation a part of your culture today?
4. Does your company culture allow your team to test & learn?
5. Do you reward thoughtful risk taking?
6. Or are you simply consumed with the day-to-day?

MEDIA INNO



These Ideas should Act As thought starters

Do not just look at them as they are

Think of them as a spark that can ignite new ideas



Growing Programmatic Yield with ActiveFill

SCHNEPS MEDIA · CASE STUDY

November 2025 – March 2026

+10%

Fill Rate Lift

+34%

Revenue Lift

\$1.6K

Incremental Rev.

The Challenge & Solution

THE CHALLENGE

- Significant inventory going unfilled — millions of daily ad requests generating \$0 revenue
- ADX alone could not achieve 100% fill across all placements
- Each unfilled impression represented direct lost revenue with no safety net
- Limited visibility into which inventory gaps were largest

THE SOLUTION

- YieldLift ActiveFill deployed January 27, 2026 as a programmatic backfill layer
- Delivers 100% fill on inventory not monetized by ADX, capturing previously lost impressions
- Acts as both a revenue driver and diagnostic tool — surfacing gaps in the programmatic stack
- Seamlessly integrates alongside Google Ad Manager with no disruption to ADX demand

NOV 2025

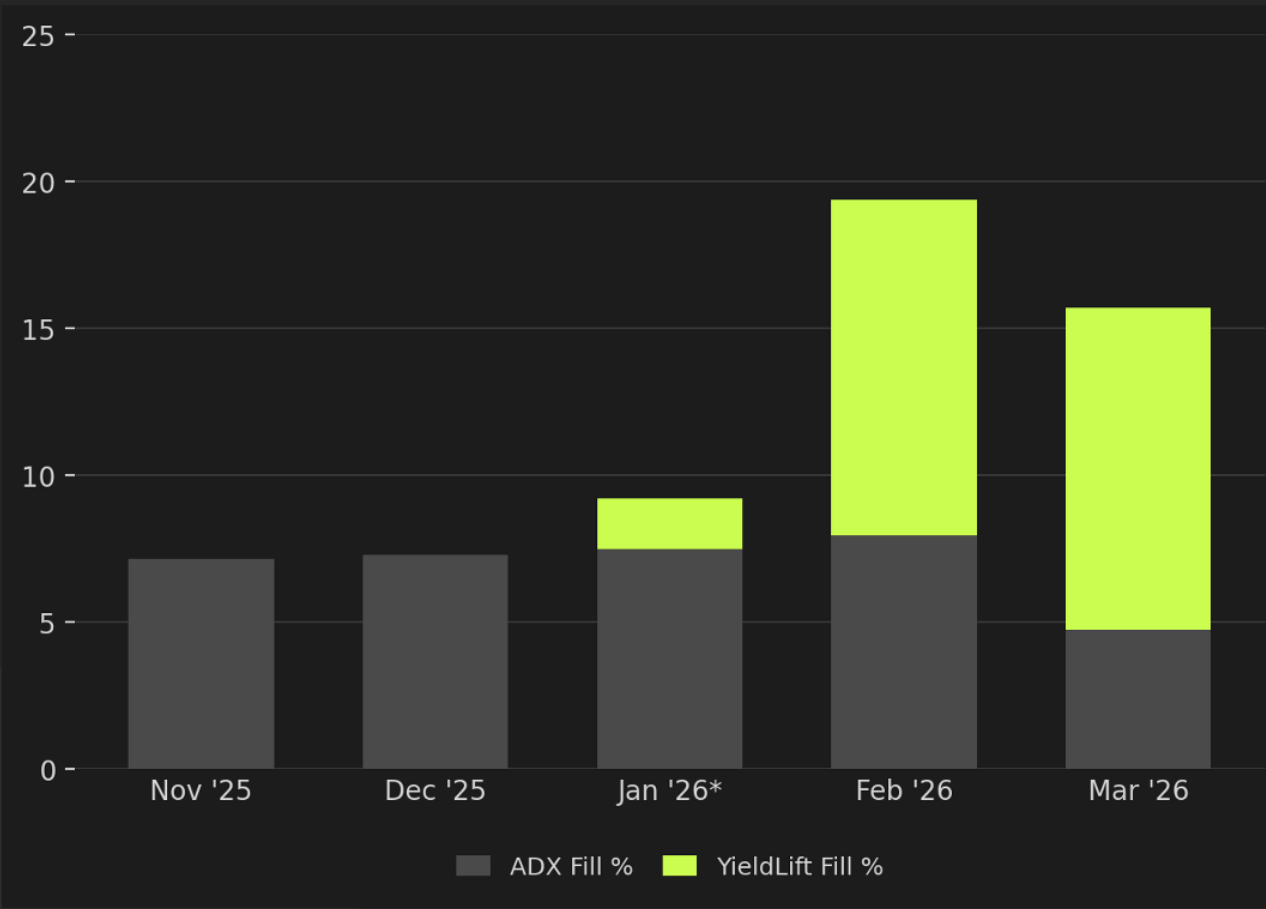
▶ ADX-only baseline collected

JAN 27, 2026

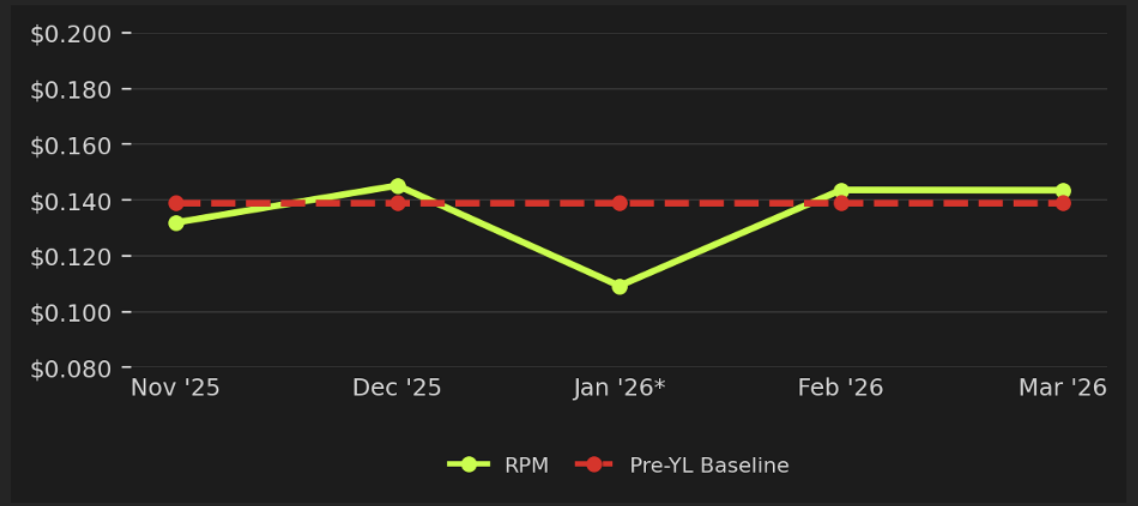
▶ YieldLift ActiveFill goes live

Paid Fill Rate, Yield & eCPM

Paid Fill Rate (% of Total Ad Exchange Requests)



Revenue per Mille Requests (RPM) — true inventory yield



Understanding eCPM

ADX eCPM (impressions basis) remains strong at \$1.85–\$2.62. Combined eCPM reflects YieldLift filling previously \$0 remnant inventory at lower CPMs — net new revenue from impressions that would otherwise generate nothing.

* Jan '26 reflects partial month launch (Jan 27)

Results That Speak for Themselves



+10%

Fill Rate Lift

Combined fill rate grew from ~7% to ~17%



+34%

Daily Revenue Lift

Post-launch vs. pre-launch daily average



\$1,623

Incremental Revenue

Generated by YieldLift in first 64 days



100%

Fill Coverage

Backfill on all inventory not filled by ADX



What This Means for Schneps Media

YieldLift ActiveFill transformed Schneps Media's unfilled inventory into a consistent new revenue stream. Paid fill rate nearly doubled — from ~7% to ~17% of total ad requests — as YieldLift captured impressions ADX left on the table. The result: \$1,623 in incremental revenue in just 64 days, with RPM holding steady at the pre-launch baseline as overall revenue grew.

YieldLift

POWERED BY



GET IN TOUCH

James Byrd

james@yieldlift.com

yieldlift.com

LocalMedia
association

***LMA Lab for
Journalism Funding***



Lab for Journalism Funding

6 month cohort training program

214 newsrooms trained since 2020

\$38M+ raised for local journalism

Support from: GNI, Knight Foundation

What We've Learned
7 Lessons

1. It's Not About You!

*Funders care about supporting informed communities,
not 'saving' one news outlet*



***Focus on community needs vs newsroom needs to
find "Unity of Purpose"***

2. Begin with Listening

Community Listening is the foundation of any journalism project funded through philanthropy

Community LISTENING Tour

Sample Questions

What issue(s) concern you most?

Where does the community need more help/information?

What's not being covered enough? Who's not being served?

What could we do better?

What's an outcome that would really matter for the community?

Who else should we be talking to?

3. Grow Your Network

Mapping, and then growing, your network is the key to finding champions, project partners, and ultimately funders

LocalMedia association



Map and grow your NETWORK of community connections

4. Your Brand Counts

“Legacy” isn’t a dirty word. Your legacy of community service, and your trusted brand and audience reach are key assets that position you uniquely to create community impact!

Case Study Investigative



NOLA.com/The Advocate

Times Picayune/NOLA.com raised \$1M to expand their local award-winning investigative team from New Orleans to cover the entire state of LA

5. Power in Partnerships

Local media used to focus on competition with peers. Funders today reward and support collaboration. Who are the media outlets, and other community stakeholders, who share your goals... and could be partners?

The AFRO
"Be More ME"

The AFRO and Baltimore City Public Schools Partnership



BALTIMORE CITY
PUBLIC SCHOOLS

The AFRO American in Baltimore formed a partnership with the Baltimore School District to drive better educational outcomes for Black youth in local public schools.

The Record-Journal Latino Communities Reporting Lab

Reportajes de la Comunidad Latina

LATINO
COMMUNITIES
Reporting Lab

POWERED BY
Record-Journal

IN PARTNERSHIP WITH

 MERIDEN-
WALLINGFORD
COMMUNITY
FOUNDATION, INC.



April 20, 2021

The Record-Journal partnered with the Community Foundation of Wallingford and jointly raised \$1M in philanthropic support and traditional revenue to hire bilingual reporters and launch Spanish language reporting for their increasingly diverse audience.

6. Many Paths to Funding

“Philanthropy” is not one monolithic source. There are multiple types of support, starting with a foundation of individual small donors, building to higher net work individuals, community/local foundations and then national funders

LocalMedia

association

- 
- Foundations & Grants
 - Community Foundations
 - Single Large Donors
 - Small-Donation Campaigns

One size does not fit all

**The Sacramento
Observer**

Tripled Newsroom

**The
Observer**

The Observer in Sacramento grew its editorial team from two to six through a combination of small donations, community foundation grants, a partnership with Capital Radio (PBS) and national grants.

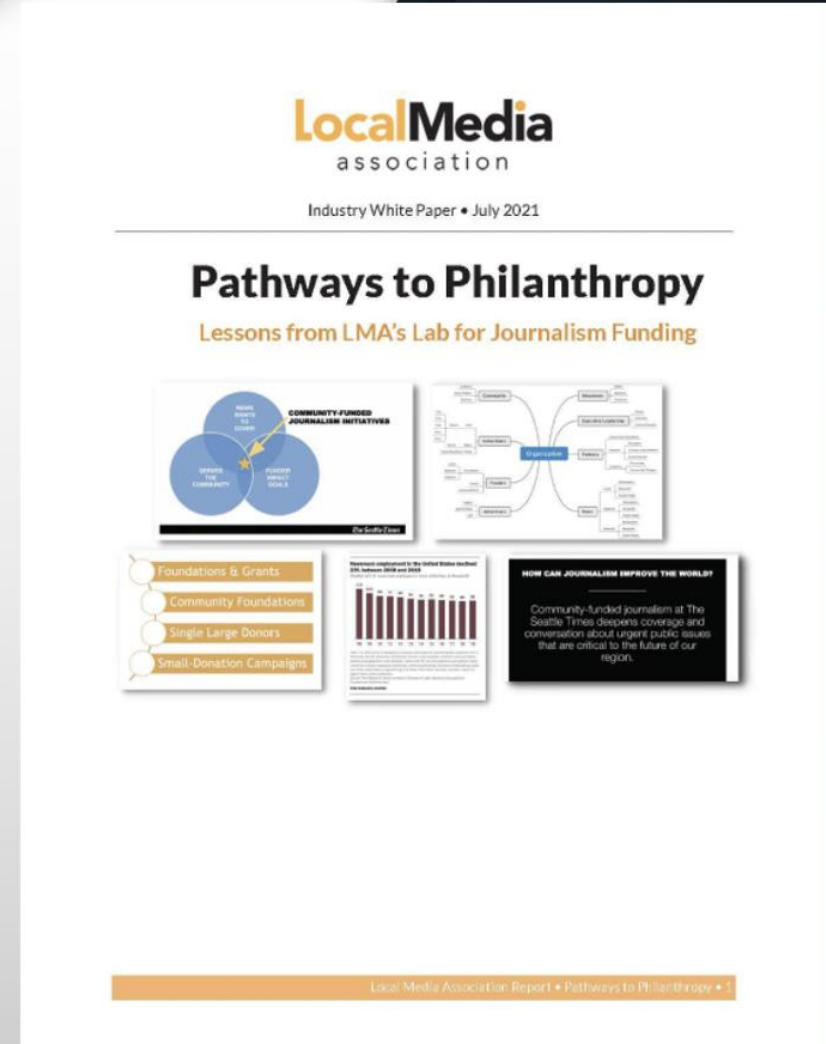
7. Focus on Impact

Impact is the “secret sauce” of local journalism. It’s our superpower. Focus on how your journalism drives positive change in the community, and tell your story of impact.

Download the **Pathways to Philanthropy Report** for free



<https://go.localmedia.org/PathwaysToPhilanthropy>





Driving client success and revenue with digital out-of-home

Gregg Frischling
Vice President – General Manager



STEEL CITY MEDIA



The business challenge

- Renowned as experts in radio, Steel City Media excels in building successful strategies that drive tangible results for its clients
- We sought a marketing solution to drive results for our advertisers and made sense for our business
- Our local clients were being flooded with digital products that didn't always deliver their expected outcomes
- Not all of the digital solutions in market made financial sense for our business



The solution: Digital out-of-home

With radio performing so highly at the top of the marketing funnel, we identified an ideal synergy with out-of-home (OOH) media to offer clients a diverse media mix and extend promotional strategies further down the funnel:

- High impact advertising solution that pairs well with radio
- Attractive 50%+ margins for SCM
- Programmatic buying allows for audience targeting and efficient ad spend
- Real time reporting and measurement capabilities unlock the ability to plan, improve on past campaigns and show success metric to our clients

Follow the consumer journey

Tailor campaign parameters to each advertiser's unique goals. **With** out-of-home, buyers can also **leverage** the contextual relevance of venue types – such as gyms, malls, office buildings or doctors' offices – to reach their intended audience in **the right locations**.



Time of day or day of week



Geography
(zip codes; DMAs)



Point radius
(distance around POIs)



Weather triggers
(local conditions)



Dynamic
(real-time creative)

Digital out-of-home: More than just billboards



Large format



Premium street
level



Fitness centers



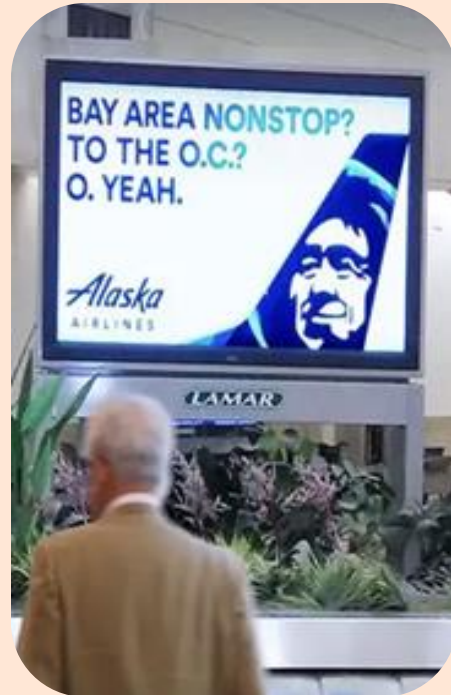
Malls

- Airports
- Bars
- Billboards
- Casual Dining
- Convenience Stores
- Colleges & Universities
- Dispensaries
- DMVs
- Doctor's Offices
- Gas Stations
- Gyms
- Hotels
- Liquor Stores
- Malls
- Movie Theaters
- Office Buildings
- Pharmacies
- QSR
- Recreational Locations
- Retail
- Salons
- Schools
- Sports Entertainment
- Street Furniture
- Taxis & Rideshares
- Transit Stations
- Urban Panels
- Veterinary Offices

Digital out-of-home: More than just billboards



Urban panels



Airports



Gas station TV



In-store retail
media

- Airports
- Bars
- Billboards
- Casual Dining
- Convenience Stores
- Colleges & Universities
- Dispensaries
- DMVs
- Doctor's Offices
- Gas Stations
- Gyms
- Hotels
- Liquor Stores
- Malls
- Movie Theaters
- Office Buildings
- Pharmacies
- QSR
- Recreational Locations
- Retail
- Salons
- Schools
- Sports Entertainment
- Street Furniture
- Taxis & Rideshares
- Transit Stations
- Urban Panels
- Veterinary Offices

The results:

In the first six months

400 Net-new opportunities

50 Campaigns

23 Unique advertisers

OOH has empowered Steel City Media to expand hyper-local, small-budget campaigns into regional and statewide efforts, securing larger budgets and providing clients with a deeper partnership to support all brand efforts.



Contact

Dave Rivera

Dave@vistarmedia.com



stringr.

GROW YOUR AUDIENCE & REVENUE WITH VIDGEN

A practical guide to offsetting costs and creating new revenue streams through **weather content, video production, and podcasts** — built for local publishers ready to connect with their communities daily.



VidGen

Generate a video.



PodGen

Generate a podcast.



WeatherGen

Generate automated voiced hourly and daily weather forecasts in over 5,000 locations.



TrafficGen

Automate traffic reporting with real-time traffic, incidents and commute times.

THREE POWERFUL CONTENT OPPORTUNITIES

Stringr enables local publishers to expand beyond print with high-impact content formats designed to grow audiences and attract advertisers.



LOCALIZED WEATHER

Daily hyper-local weather content tailored to your specific communities — creating consistent engagement and sponsorship opportunities.



VIDEO PRODUCTION

Turn written stories into professionally produced video segments that can be sponsored or ad-supported, creating a new incremental revenue stream.



PODCAST CREATION

Transform reporting into short audio segments that engages younger audiences and extends your brand beyond the newsroom.

HYPER-LOCAL WEATHER: YOUR DAILY CONNECTION



Weather matters every single day — and local nuance matters too. **Cornwall, NY** may see different conditions than **Poughkeepsie, NY** or **Warwick, NY**. Stringr makes it easy to create and distribute localized weather content, giving your audience a reason to engage with you *daily* — not just once a week.

📄 Turn occasional readers into a daily audience through consistent local weather updates.

THE WEATHER REVENUE MODEL

One sponsor per day, seven days a week — a simple model that can generate meaningful monthly revenue.

7

DAYS PER WEEK

One sponsor per day, every day of the week.

\$150

PER ADVERTISER/MONTH

Affordable entry point for local sponsors.

\$1,050

MONTHLY REVENUE

Covers the full Stringr cost — and then some.

This model alone can generate enough revenue to fund your weather product — before adding any video or podcast sponsorships.

VIDEO NEWS: TURN STORIES INTO SPONSORED CONTENT

WHAT'S POSSIBLE

- Turn written stories into short video news updates using VidGen
- Publish video on your website, social platforms, and streaming channels
- Sell sponsorships or pre-roll ads against video content
- Create inventory for advertisers without adding newsroom workload

THE OPPORTUNITY

Local video commands strong engagement and premium ad rates. Publishers can now quickly transform existing reporting into professional video segments, making it possible to launch a video product without a production team, and creating new sponsorship opportunities while extending the reach of stories already being reported.



VIDGEN: TRANSFORMING DATA TO VIDEO

VidGen turns any article URL into a professional video in seconds — no production team required. Here's how it works:

01

ADD ARTICLE URL

Paste a story link or connect directly to your CMS.

02

PREVIEW SCRIPT

AI-generated voiceover from article data.

03

VISUAL CONTENT LIBRARIES

Access Getty Images and AP content libraries.

04

PUBLISH EVERYWHERE

Social, owned properties, or integrate with existing tech stack.

21 LANGUAGES

Global reach, instant localization

ALL ASPECT RATIOS

Optimized for every platform

INSTANT PRODUCTION

Text to video in seconds

PODCASTS: REACH COMMUTERS & YOUNGER AUDIENCES

Podcasts extend your newspaper's voice into moments print can't reach — the morning commute, the gym, the evening walk. Short local segments can turn your stories into a regular audio experience for audiences in younger demographics and on-the-go readers who prefer listening.

SPONSOR AUDIO SEGMENTS

Host-read ads and sponsor mentions drive authentic engagement and premium CPMs.

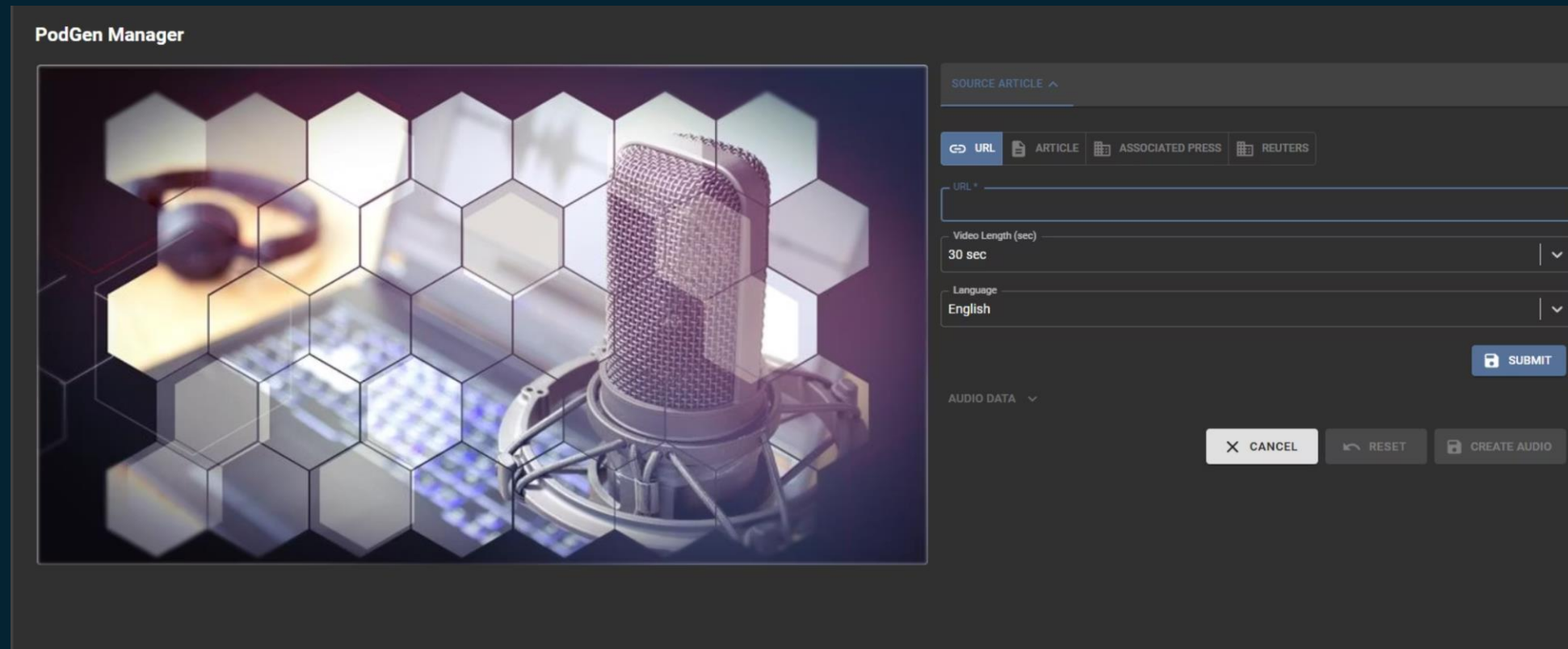
COMMUNITY STORYTELLING

Local voices, local issues — daily or weekly stories that resonates deeply with your trusted audience.

NEW AUDIENCE GROWTH

Podcast directories like Spotify and Apple expand your reach beyond your current subscriber base.

Tools like PodGen make it possible to generate audio programming from written stories quickly and consistently.



PodGen Manager

SOURCE ARTICLE ^

URL | ARTICLE | ASSOCIATED PRESS | REUTERS

URL *

Video Length (sec)
30 sec

Language
English

SUBMIT

AUDIO DATA v

X CANCEL | RESET | CREATE AUDIO

WHY THIS WORKS FOR LOCAL PUBLISHERS

DAILY AUDIENCE TOUCHPOINTS

Weather updates, short videos, and audio briefings create daily engagement, helping weekly publications stay connected with readers throughout the week.

SIMPLE SPONSORSHIP MODEL

Affordable local sponsorships provide accessible advertising options for local businesses while generating reliable revenue.

DIGITAL AUDIENCE EXPANSION

Video and podcasts attract younger, digital-first readers who consume news differently than traditional print readers.

BUILT FOR SMALL NEWSROOMS

Stringr's tools make it possible to create professional video content quickly without large production teams or specialized technical skills.

LET'S CONNECT!

Learn how Genna and VidGen can help you grow audience and revenue with video, weather, and audio content.



LINDSAY STEWART

Co-Founder & CEO, Genna

lindsay@stringr.com



BRIAN MCNEILL

Co-Founder, Genna

brian@stringr.com

CHECK OUT OUR WEBSITES

www.stringr.com

www.genna.com

Building a Niche, Digital-First Business



The Strategy


St. Louis Magazine's strategy emphasizes revenue and audience diversification, fueled by a **niche-driven, digital-first approach.**

Newsletters


Our newsletters connect you with your city, tell its stories, take you behind the scenes.

Fill out the form below and check at least one newsletter you'd like to sign up for.


Email*




Wellness (coming soon)
Every other Monday afternoon
How to stay well mentally, physically, socially, and emotionally.




Dining
Friday mornings
Dining editor George Mahe dishes on the latest across the restaurant scene.
[See past newsletter](#)




Design
Wednesday afternoons
Receive the best home, design, and style content in your inbox each week.
[See past newsletter](#)




Culture
Every other Tuesday afternoon
News, updates, and recommendations from the arts scene; delivered every other Tuesday.
[See past newsletter](#)




Whiskey
Monthly
A guide to all things whiskey including education, releases, and exclusive info.
[See past newsletter](#)




The Big Think
Every other Wednesday afternoon
Read about the people and policies transforming St. Louis.
[See past newsletter](#)



FAMILY



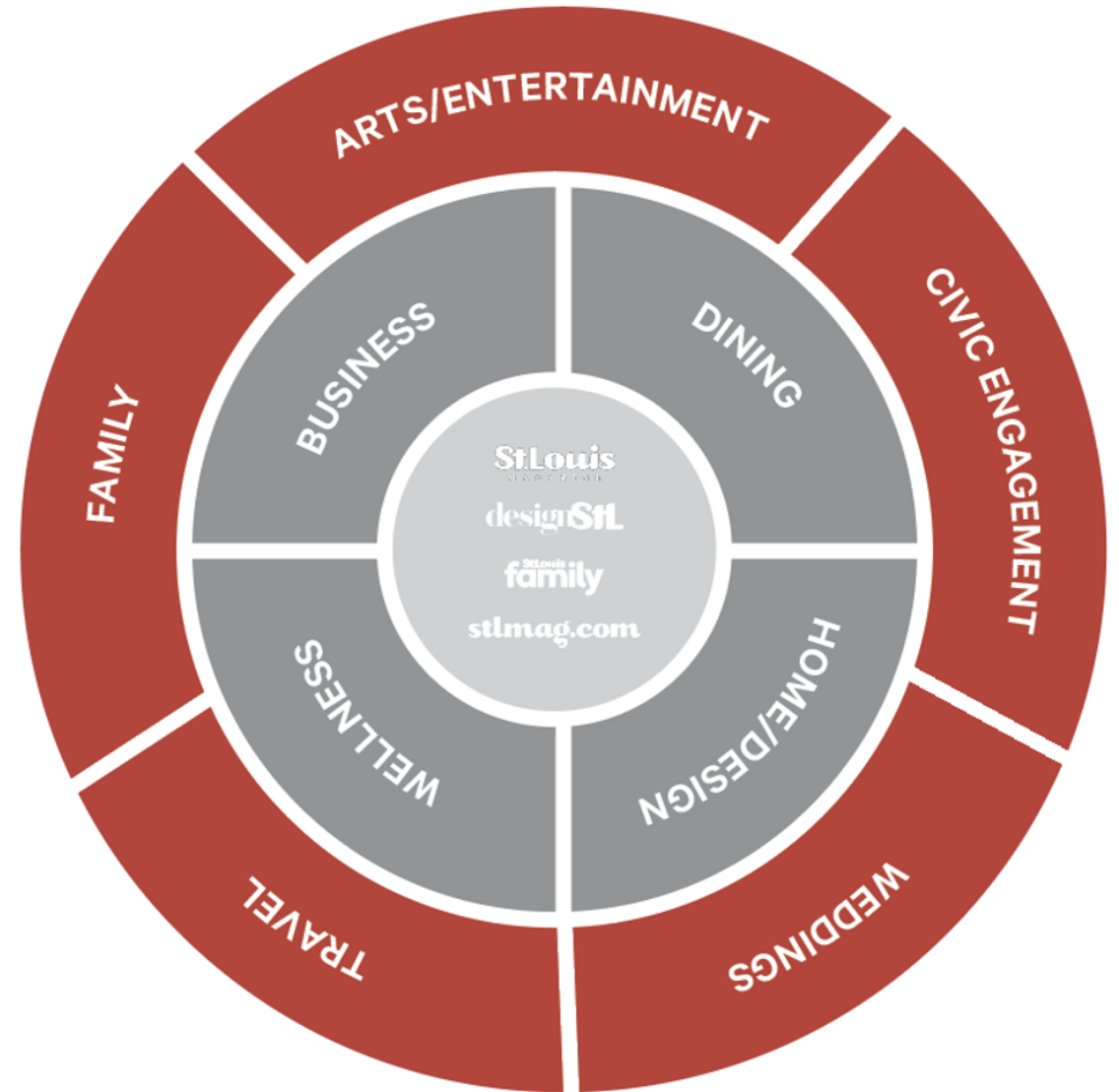
WEEKEND



TRAVEL

A Portfolio of Niche Audiences

A niche approach allows you to **better serve readers** and unlock more revenue growth and opportunity.



St.Louis

These opted-in audiences are passionate about a range of interests



FOOD & DRINK

Foodies, frequent dining patrons, culinarian, and lovers of fine spirits



ARTS & CULTURE

Patrons of the arts, who have an appreciation for fine art, music, performing arts, and literature



HEALTH & WELLNESS

Readers aspiring to live an active, balanced lifestyle and lead happier, healthier lives



BUSINESS

Professionals seeking insights into the top stories and trends in the local business community.



TRAVEL

Experience seekers looking to make the most of their free time



HOME, DESIGN, & RETAIL

Design enthusiasts and shoppers with an eye for detail



FAMILY

Parents, grandparents, and caregivers looking to make memories and find expert advice



NEWS & CIVICS

Civically engaged St. Louisans invested in the region



SPORTS

Spirited fans of St. Louis CITY SC and the local sports scene



EVENTS/THINGS TO DO

Readers looking for top events around town

St.Louis

A suite of niche newsletters reach engaged target audiences

SUBSCRIBE



ARTS + CULTURE

Every Tuesday. News, updates, and recommendations from the arts scene



BUSINESS

Every weekday. A smart, succinct look at the businesses shaping St. Louis, with fresh insights and analysis



CANNABIS

Monthly. The latest local cannabis news, including events, trends, new offerings, and more.



CITY SCENE

Every other Wednesday. A fan's guide to pro soccer in St. Louis.



CRAFT BEER

Monthly. An insider's guide to St. Louis' robust brewery scene.



DESIGN+HOME

Every Wednesday. Home, design, style, and retail news and inspiration.



DINING IN

Every other Tuesday. Learn what's cookin' in the culinary world from Cheryl Baehr.



DINING OUT

Every Friday. Dining editor George Mahe dishes on the local restaurant scene



FAMILY

Every Monday. News, advice, and fun things to do for local families.



MUSIC

Every other Thursday. An expert guide to navigating the metro area's music scene.



OUTDOORS

Every other Thursday. Get smarter about hiking, biking, paddling, climbing, and camping in St. Louis and beyond.



RECAP

Every Saturday. An overview of the week's top stories.



SOLUTIONS

Monthly. Examining civic issues and exploring possible fixes.



SPIRITS

Monthly. Expert tips on cocktails, whiskey, and other drinks.



ST. LOUIS DAILY

Every weekday. Start your mornings with a fresh take on the day's top local news from Sarah Fenske and Ryan Krull.



TRAVEL

Every other Thursday. Where to eat, play, and stay at travel spots near and far.



WEEKEND

Every Thursday. Plan your calendar with this guide to top events and activities.



WELLNESS

Every other Monday. A St. Louisan's guide to physical and emotional health.

NEW Local newsletters connect
St. Louisans with their neighborhoods

These local newsletters provide targeted, neighborhood-specific storytelling that keeps residents informed and gives brands a trusted way to reach geographically-defined audiences.



CLAYTON
Every Thursday



CHESTERFIELD
Every Wednesday



ST. CHARLES
Every Friday

Each month, *SLM*
reaches **350,000+**
active and engaged
readers—
and growing.

432,000

Total newsletter subscriptions

200,000

Total newsletter subscribers

267,000

Social media reach

31,300

Print distribution per issue

148,675 total monthly readership

(4.75 pass-along rate)

SLM's newsletters have a net promoter score of 70.

This means that 76% of subscribers said they were **extremely likely** to recommend newsletters to their friends or colleagues.

Learn more about Net Promoter Scores [here](#).

Source: Net Promoter Score survey; Consumer Gauge 2023 & 2024 & 2025 Net Promoter Benchmarks report;

WE'RE IN GOOD COMPANY

NPS scores of notable companies



St.Louis

St.Louis WHAT READERS ARE SAYING ABOUT OUR NEWSLETTERS

“I appreciate this newsletter. It keeps me up-to-date and informs me of events that I may not have heard of otherwise.”

“Great ideas on what to do, where to eat, and the happenings around St. Louis. I feel informed about our city and the culture.”

“Fun, emotive, factual, and upbeat.”

“Love it! I don’t really have time to read newspapers, so The Daily makes me feel I know what is going on in the St. Louis area. Very well put together.”

“Great newsletter. We need this kind of thoughtful journalism in St. Louis!”

“IT’S GREAT WHETHER YOU’VE BEEN IN ST. LOUIS FOR 30 YEARS OR JUST MOVED HERE. IT’S FANTASTIC. KEEP IT UP!!”

St. Louis FAMILY

1.6.25

This newsletter is presented by



A MESSAGE FROM DEPUTY EDITOR EMILY ADAMS

We're only six days in, and 2025 is already special. It's the year that my baby will celebrate his first birthday. It's the year that we'll have our first vacation as a family of three (reply to this email to tell me where we should go!). It's also the year that childhood will be getting so much more fun for St. Louis kids. Here's why:

🌟 **New places to play.** TotSpot Social opened the day after Christmas in Clayton, and more options are coming soon. Keep scrolling to learn more.

🔍 **New exhibits to explore.** Among them, the Saint Louis Science Center just unveiled its largest display of collection objects in the past 30 years. See details below.

📖 **New ways to learn.** The Old Courthouse will open to much fanfare this spring, and the recent introductions of *Story Time Magic* at The Magic House, as well as the Clark Family Branch of the St. Louis County Library, offer opportunities to inspire a love of reading for all ages.

Check out other must-do activities for St. Louis families in 2025 below. Wishing you and yours a very happy start to the year!

KNOW SOMEONE WHO'D ENJOY THIS EMAIL? DIRECT THEM HERE TO SIGN UP.

Things to Do

For even more great ideas, [subscribe to our Weekend newsletter](#), delivered every Thursday. And if you're looking for classic seasonal activities, check out our below guides.

🎨 Art in the Park: Canvas & Cocoa

January 11 | 10 a.m.–1 p.m. | Tower Grove Park, 3616 Southeast | Free 🌟

👑 Princess Tea Party

January 11 & 18 | 11 a.m.–12:30 p.m. | Eckert's Country Store, 951 S. Green Mount, Belleville, Illinois | \$25

❄️ Snowflake Ball: Father & Daughter Dance

January 11 | 6–9 p.m. | Brookdale Farms, 7916 Twin River Park, Eureka | \$40

🎲 Board Game Night

January 11 | 4–9 p.m. | Lodge at Quail Ridge Park, 560 Interstate | Free 🌟

👨‍👩‍👧‍👦 Family Sunday

January 12 | 8 a.m. | Saint Louis Art Museum, 1 Fine Arts | Free 🌟

🦅 Bald Eagle Festival

January 12 | 11 a.m.–3 p.m. | Pere Marquette Lodge, 13653 Lodge, Grafton, Illinois | Ages 3–5 \$5; 6 & up \$10

St. Louis

SEASONAL ACTIVITIES

Indoor play areas
that will keep
kids occupied >

The best sledding
hills around St.
Louis >

Where to go ice-
skating in St.
Louis >

Where to grab the
perfect cup of hot
chocolate >



A MESSAGE FROM MISSOURI HISTORY MUSEUM

MLK Community Celebration at the Missouri History Museum

Celebrate the life and legacy of Dr. Martin Luther King Jr. on January 17, 18, and 20 with free family activities including youth activism workshops, movement classes, storytelling, and crafts.

[Plan Your Visit >](#)

DO THIS



10 things St. Louis families should do in 2025

As you're breaking out your shiny new calendar, mark down some of these sure-fire memory-makers to have the best year yet:

- **Innovative nature playscapes** in Faust Park, Chain of Rocks Park, Laclede's Landing, and Lake St. Louis' new city park complex
- **Exciting entertainment options that tweens and teens will love**, such as Brentwood's Activate St. Louis
- **Fresh ways to get your kiddo moving**, thanks to the likes of TOCA Soccer and Arch Pickleball & Badminton

[Read More >](#)

PLAY HERE



New indoor playspace TotSpot Social now open in DeMun neighborhood

Know Before You Go:

- TotSpot offers two-hour play sessions, from newborns to 6-year-olds, for \$15-45.
- The dozen play stations include an indoor climbing gym, a pretend play area, a baby area, arts and crafts, and activity tables.
- The venue also features a nursing room, changing tables, toddler potties, and refrigeration and hot water for bottles.
- The business is partnering with party vendors, including The Cup, The Cakery, Party Hop Shop, Clementine's Creamery, and Krafted Banner Co.

When & Where:

TotSpot Social is located at 6451 Clayton and now open for [play time](#).

[Read More >](#)

EXPLORE THIS



"Inside the Vault" refresh offers new treasures to explore at the Saint Louis Science Center

Know Before You Go:

- The gallery update marks the largest display of collection objects at the Science Center in the past 30 years.
- The six themes include a paleoanthropology collection, exotic and rare birds, an international shoe collection, space artifacts, medical quackery devices and machines, and items that were discovered beneath the streets of St. Louis in Cherokee Cave.
- There are "special treats" in each section that include a collection of fake health remedies and medical devices and artifacts that explore the connection between space and pop culture.

When & Where:

Guests can find the *Inside the Vault* gallery in the tunnel that connects the main Oakland Avenue campus with the James S. McDonnell Planetarium. The gallery is open now for visitors.



NEWSLETTERS

Subscribe to *SLM's Wellness newsletter*

Discover how to enjoy a healthier lifestyle in St. Louis, including tips, news, and inspiration for your wellness journey. [Subscribe today.](#)



PODCASTS

'Arch Eats' Podcast: A-List Deep Cuts

Arch Eats podcast hosts George Mahe and Cheryl Baehr discuss their favorite restaurants from this year's A-List Awards, highlighting under-the-radar picks. [Listen now.](#)



What are you most excited to do with your family in 2025?

Weigh in by clicking one of the options below and we'll share the results in the next newsletter!

🏠 VISIT A NEW INDOOR PLAY SPACE LIKE TOTSPOT SOCIAL

🏛️ EXPLORE A CULTURAL EXHIBIT OR MUSEUM LIKE THE SCIENCE CENTER

🌳 TRY A NEW PARK OR PLAYGROUND LIKE WHIMSICAL WOODS

🎨 CREATE TOGETHER AT A STUDIO LIKE I WONDER

⚽ SIGN THEM UP FOR A CLASS OR TEAM LIKE TOCA SOCCER

🗨️ OTHER—WRITE IN AND LET US KNOW

[EMAIL US](#)

[SIGN UP FOR MORE NEWSLETTERS](#)

SLM Media Group, PO Box 191606, St. Louis, MO 63119 United States

[Update your email preferences](#) | [Subscribe to more newsletters](#)
Follow *St. Louis Magazine* on [Facebook](#), [Instagram](#), and [X](#).
[Listen to St. Louis Magazine's podcasts](#)

Interested in sponsoring this newsletter or advertising with us? Contact Lauren Leppert at lleppe@slmag.com.

StLouis DINING OUT

THE LATEST ACROSS THE ST. LOUIS RESTAURANT SCENE

This newsletter is presented by



A MESSAGE FROM DINING EDITOR GEORGE MAHE

Readers of this column know that we track the locally owned metro area restaurant openings, closings, and coming soon on a monthly basis. So at the end of the year, we're able to reflect on the trends of 2024—a year marked by both challenges and bright spots. The year ended with a rash of restaurant closures—45 in the last three months compared to eight in the same period last year. The good news: The number of new restaurant openings remained steady year over year, with approximately 200 in both 2023 and 2024 (which, on average, translates to more than two openings for every closing), and more than 40 new restaurants are already on track to open in 2025. Click [here](#) for the latest detailed update.

Know someone who'd enjoy this email? Direct them [here](#) to sign up.



ARCH EATS PODCAST

What's the best new restaurant in STL?

Tune in as hosts George Mahe and Cheryl Baehr reveal their favorite recently-opened restaurants. Add to your queue on [Apple Podcasts](#) and [Spotify](#) »

Bite-Sized Bits

Hot Spot 🍷

Pizza Passport: One of the year's most popular restaurant coupon deals, St. Louis Pizza Passport, has returned for 2025. For \$35, purchasers can enjoy one pizza (any size with any number and combination of toppings) at a 50 percent discount at more than 40 participating restaurants, including Anthonino's, Hot Pizza Cold Beer, Liliana's, Monte Bello, Peel Wood Fired Pizza, Peno Soul Food, and That's a Nicea Pizza, among others. For each passport sold, a donation will be made to [Home Sweet Home](#), the region's first and largest furniture bank, providing essential household items and furnishings to families in need. For a complete list of pizza participants and to purchase a passport, click [here](#).

Insider Tip 🍷

Two Mike Randolph Dinners: Many (if not most) local diners are familiar with Mike Randolph's former restaurants (The Good Pie, Little Country Gentleman, Medianoche, Randolph's Italian Kitchen, Público, Privado, and Original J's Tex-Mex & Barbecue). In the past, the prolific chef has hosted a limited series of multi-course, Italian-themed dinners at Half & Half (*8135 Maryland*), and he's doing so again on two evenings this month. The cost is \$200 per person, inclusive of food and gratuity, and guests are welcome to bring their own alcoholic beverages. Tickets to the January 11 event (classic Italian) can be purchased [here](#); tickets to the January 24 event (Italian soul food) can be purchased [here](#).

Microrant 🍷

Chicago Dogs That Aren't: Like the iconic Caesar Salad and Steak Oscar, the recipe for the Windy City classic is specific: all-beef hot dog; steamed poppy seed bun; and (in this order) yellow mustard, neon-green sweet pickle relish, chopped onion, tomato wedges, dill pickle spear, two sport peppers, and celery salt. The tomatoes are placed on one side of the bun; the pickle on the other. The Chicago Dog is iconic for a reason and should be built as specified, similar to how you'll find it at [Woofie's](#). That said, we grant the local institution a pass for a recent menu addition: a vegan Chicago dog, courtesy of its creator, [Vegan Deli & Butcher's](#) Chris Bertke. If doing so introduces vegans to the wonders of Woofie's, we say, "Hell, yeah," just as Bertke would.

Openings, closings, and coming soon 🍷

Taqueria Morita (*4239 Duncan*): In a New Year's Day post to social media, the owners announced that the upscale taqueria would be closing permanently after service on January 4. The post read, in part, "Come eat all our tacos and drink all the tequila. Savor our fish tacos one last time. We'll miss you and would love your help in giving Morita a proper send off."

Euphoria Kitchen & Cocktails (*5916 Delmar*): Missouri's first full-course cannabis dining social club is slated to open on Valentine's Day. For a membership fee of \$25 per person (or \$125 per year), guests ages 21 and over can enjoy THC-infused dishes and "mocktails." No alcohol will be served. Reservations are required and available on [Euphoria's website](#).

The Garden (*100 N. Florissant*) A new cooperative kitchen, art gallery, and collaborative café with some interesting social programs is slated to open mid-month in the former Corner Coffee House in Ferguson. The Garden will be the 29th location for the [Currency of Caring](#) program, through which patrons purchase tokens that help provide underserved communities with hot, high-quality meals from participating restaurants.

[See list of over 60 openings, closings, and coming soon »](#)



STLCoffeeFest, St. Louis' first-ever coffee festival, coming this February

Immerse yourself in the metro area's thriving coffee culture with specialty roasters, curated exhibitions, and delicious brews at the inaugural festival on February 22 at City Foundry STL.

[Read More »](#)

StLouis
Top Real Estate
Producers Directory

FIND AN AGENT



12 St. Louis dining trends to watch in 2025

The dining scene should take a cue from these St. Louis restaurants that are doing it right—and avoid some fads that are getting it wrong.

[Read More »](#)

Ask Geo: Please explain why some restaurants refuse to seat incomplete parties.

It's a rule that makes sense in many cases.

[Read George's response »](#)

🗉 Write to George or simply reply to this email to let us know. And check your inbox every other Tuesday for the Dining In newsletter to get even more guides to local food shopping.

In Case You Missed It

- [KMOV: SLM's favorite new restaurants from 2024](#)
- [Box Hill Grocer opens in Clayton](#)
- [Iraqi deli Milano Kabob now open on the Delmar Loop](#)



You've made it to the end—now share it with a friend!

Know someone who would enjoy this email? Direct them to [this page](#) to sign up. Did someone forward this to you? Sign up using the button below.

SUBSCRIBE

SLM Media Group, PO Box 191606, St. Louis, MO 63119 United States

[Update your email preferences](#) | [Subscribe to more newsletters](#)
Follow *St. Louis Magazine* on [Facebook](#), [Instagram](#), and [X](#).
[Listen to St. Louis Magazine's podcasts](#)

Interested in sponsoring this newsletter or advertising with us? Contact Lauren Leppert at lleppert@stlmag.com

St. Louis DAILY

1.7.25

This newsletter is presented by

OPERA THEATRE **OT&L** of SAINT LOUIS



A MESSAGE FROM EXECUTIVE EDITOR SARAH FENSKE

Today is the third consecutive day that St. Louis is socked in by snow—and as a parent eager to send her noisy youngsters back to school, it's irritating that just six inches of snow, all of them on the ground by daybreak Monday, are enough to keep them home again on Tuesday. But so it goes in St. Louis, which has long lacked the ruthless efficiency that keeps northern cities humming during winter weather. This, I suppose, is the price we pay for our relatively mild winters: We've never been inclined to clear streets, much less sidewalks, when the sun will do the job if we just wait for it.

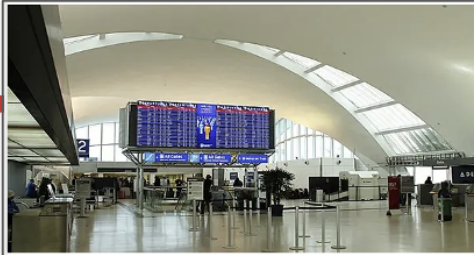
That policy may prove tricky this week as freezing temps linger through Friday (more on that [here](#)), and Ryan Krull checked in yesterday with two wildly different populations forced to contend with the not-so-great outdoors: Homeless outreach workers and insouciant city dwellers. We also have news on big plans for consolidating St. Louis' two airport terminals—and the scoop on the latest monkey business in Jefferson County. *Chimp Crazy's* Tonia Haddix, I'm pleased to report, is not involved.

Follow me on [Bluesky](#) to keep up with the latest. Have a story idea? Reply to this email, or send a message to sfenske@stlmag.com.

KNOW SOMEONE WHO'D ENJOY THIS EMAIL? DIRECT THEM [HERE](#) TO SIGN UP.

5 Things to Do

- [G-Love & Special Sauce](#) at Duck Room
- [Blues watch party](#) at Beffa's
- [Comedy & Karaoke](#) at Treasures Nightlife
- [Music Bingo](#) at Frankie Martin's Garden
- [All We Imagine as Light](#) at Hi-Pointe Theatre



St. Louis Lambert International Airport helped launch HOK. Now the firm is tasked with consolidating its two terminals into one.

Photography by [formulanone](#) via [Wikicommons](#)

DEEP DIVE

For HOK, Lambert terminal consolidation job is back to the future

The task of redesigning and reimagining St. Louis Lambert International Airport isn't merely an opportunity for St. Louis-based design firm HOK to shape the future of the region. It's also an opening for the internationally acclaimed company to reconnect with its past.

In 1951, an earlier incarnation of HOK recruited a promising young architect named Gyo Obata to assist renowned principal Minoru Yamasaki with his designs for St. Louis' new airport terminal. The project, which featured aerodynamic designs meant to celebrate the miracle of human aviation, earned both men widespread acclaim and helped build the firm we know today.

"HOK was essentially founded off the back of the first Lambert project," says Eli Hoisington, the firm's co-CEO. "You look at the work that came out of that, and it really helped launch our company over 70 years ago. Emotionally, there's a respect for that that's really important."

Last week, airport director Rhonda Hamm-Niebruegge announced that a team led by HOK had been chosen to design the renovated airport. The Lambert project is unique in that the vision calls for the consolidation of the two existing terminals. Hoisington says there have been only a handful of similar terminal consolidation projects completed in the United States during the past decade. "And HOK has done two of them," he says.

The firm's work on those two projects, at New York's LaGuardia Airport and Salt Lake City International Airport in Utah, provide clues for what St. Louisans can expect from the new airport, both in its completed state and in the years leading up to the grand reopening, slated for 2032.

Why it matters: For many travelers, the airport serves as their first impression of St. Louis. Given HOK's history in the region—and at Lambert—the firm seems as invested as anyone in making sure future first impressions are positive. To bring the ambitious project to the finish line, HOK will be leading a team composed of local experts such as [EXP](#), [David Mason + Associates](#), [Arcturis](#), [Trivers](#), and [The](#)



Charlie Webber played the horn on yesterday's snowy trip to and from the corner market. Photography by [Ryan Krull](#)

Around Town

CITY LIVING

Eggs, bread, and milk—the provisions that St. Louisans stock up on prior to big snowstorms—are so set in stone, they've become a meme. But while pre-winter storm runs are always a bit anxiety-ridden, customers during yesterday's snow day seemed to enjoy letting the unstructured vibe filter into their grocery purchases. "Some guy stopped in to buy four boxes of Kleenex and a four-pack of Narrow Gauge, which is really good beer," Kurt Cummiskey, owner of the Gustine Market in Tower Grove South, explained from behind the counter yesterday. His business was open all day. "He's sick in some way, but not sick enough that he didn't get a four-pack of IPA." As Cummiskey chuckled recounting that story, another customer bought a Diet Pepsi and a frozen chicken tikka masala dinner. Cummiskey remarked: "He just bought something for lunch. Seems strange to me, like he's just gonna go get something for dinner too, I guess." Other shoppers in the store during our short visit included a woman buying one bag of flavored pretzels, a man scooping up a half-loaf of bread and a Larabar, and a couple buying a frozen pizza, whole milk, and a soda. That couple included Charlie Weber, who brought his horn along on his pizza run, playing it on the sidewalk to and fro. Why? "Just to bring some fun to the neighborhood," he said. As the snowstorm brought the city to a near-standstill, Gustine's overall business, while more idiosyncratic, was not that different than an average Monday, Cummiskey says. The day before the storm, on Saturday, though, was the store's "busiest day ever." Busy, but all too predictable. —R.K.

MONKEYING AROUND

When the Jefferson County Sheriff's Department got a report of a monkey on the loose Friday, spokesman Grant Bissell says they immediately flashed back to previous [events](#) later made famous by HBO's *Chimp Crazy*, which involved chimpanzees living at the Missouri Primate Foundation's now-notorious compound in Festus. This incident, fortunately, involved a much smaller simian: The escapee spotted near Highways 21 and M was a spider monkey, which deputies quickly connected with a 911 call made by her caretaker. "It was very obvious when she arrived that the monkey knew her," Bissell reports of the caretaker. "She ran up to her and gave her big hugs." The only mystery was the monkey's attire: She was inexplicably

Today's Top Stories

- **Webster Groves neighbors push back on plans for pediatric mental health hospital** ([STLPR](#)): St. Louis Children's Hospital and mental health provider KVC want to build a 77-bed in-patient hospital, a significant expansion of KVC's current facility.
- **New St. Louis County prosecutor has big plans** ([stltoday](#)): Melissa Price Smith says crime is "astronomical," but reducing the jail population will be key. She also says she's ready and eager to work with County Executive Sam Page.
- **Body cam footage shows St. Louis police officers walk away from dying gunshot victim** ([KMOV](#)): The 2023 footage shows two officers finding a dying man in Forest Park, only to leave him to be found by others. The man later died; the officers are no longer employed by the department.

Quick Hits

- Snow nice:** Israeli siblings see snow for the first time in STL
- Passion for fashion:** St. Louis Fashion Fund has a new director
- Ask George:** Why restaurants won't seat your half-there party
- Humming along:** STL startup is preventing train derailments
- Blues bar for sale:** BB's owners are asking \$699K

Last Call

The St. Louis winter [equivalent](#) of twerking on your car as it speeds down the highway.

Matt Coen
Matt@142steps.com

A CLONEFORCE BRIEFING

AI-Driven Sales Innovation for Newspapers

How CloneForce Agentic Teammates help publishers find, retain, and outperform a traditional outbound SDR team.

Prepared for Tom & the NY Daily Titan team

Presented by Natalie / CloneForce

April 2026

01 / THE CHALLENGE

The talent crunch is real.

It is increasingly difficult for newspapers to find, hire, and retain top sales and business development talent.

73%

of B2B sales orgs report SDR turnover above industry norms.

\$115K

fully-loaded annual cost of a single inside seller in the Northeast.

14 mo

average SDR tenure before churn or promotion out of role.

Smaller teams are stretched thin, and legacy outreach processes struggle to keep up with modern advertiser and subscriber expectations.



THE CLONEFORCE VALUE

Deploy a tireless AI sales workforce in days, covering the work of an entire SDR team at a fraction of the cost, with no turnover and no ramp time.



Cloneforce

cloneforce.com

AI DIGITAL TEAMMATES

Add Agentic Teammates to your sales team.

CloneForce Clones deploy immediately and carry the load of a full outbound SDR, without scaling headcount or increasing burnout.

01

Outbound advertiser lead generation

Continuously sources and qualifies in-market local businesses.

02

Re-engage lapsed advertisers

Personalized win-back outreach to anyone silent for 6 to 12 months.

03

Respond to inbound ad inquiries

Replies in under an hour, 24/7, with media kit and pricing.

04

Launch subscriber email campaigns

Designs, sends, and iterates on multi-touch nurture series.

05

Collect overdue receivables

Polite, persistent, on-brand collections workflows.

The early signal: Revenue Per Employee.

Higher RPE, faster revenue velocity, and teams operating beyond their headcount. These are the proof points that an agentic workforce is working.

THE CLONEFORCE THESIS

A Digital Workforce that compounds your team.

Clones don't just assist. They perform entire job functions, collaborate with humans and other Clones, and adapt to your business. The result is a "Superforce" that lifts output without lifting headcount.

50x

task speed vs. manual workflows

24/7

continuous coverage, never sleeps

AGENTIC AI PRODUCTIVITY RANGE

Studies of early adopters

26–75%

productivity gains across knowledge work

~67%

reduction in operational costs reported

+58%

profit lift from automated customer interactions

Sources: Brynjolfsson, Li & Raymond (Stanford / NBER, 2023); Dell'Acqua et al. (BCG / Harvard, 2023); McKinsey Global Institute (2023).

PUBLIC BENCHMARK

Klarna × OpenAI

One AI assistant handled the workload of **700 full-time agents** in its first month, resolving inquiries in under 2 minutes, with customer satisfaction on par with human reps.

\$40M

est. profit improvement Klarna attributed to AI in 2024.

For a publisher: every reactivated advertiser, every inbound reply answered in under an hour, every additional subscriber email is RPE compounding, without expanding the SDR seat count. [Read more → cloneforce.com/blog](https://cloneforce.com/blog)

What an average outbound SDR engagement looks like.

Anonymized averages drawn from CloneForce customers running an outbound SDR Digital Teammate. Replace with your verified figures before final.

PIPELINE COVERAGE

3.2x

lift in qualified pipeline within 90 days vs. baseline outbound effort.

OUTREACH VOLUME

1,250

personalized touches per Clone, per month, across email and inbound reply.

REPLY RATE

8.4%

positive reply rate on lapsed-advertiser reactivation sequences.

COST VS. HUMAN SDR

~70%

lower fully-loaded cost than a single in-region inside-sales hire.

Clones build your target list automatically.

Sourced from public business data, your CRM, and historical advertiser archives, refreshed weekly.

TOTAL PROSPECTS. **247**

A-TIER ACCOUNTS. **89**

EST. PIPELINE / MO. **\$412K**

REFRESH CADENCE. **Weekly**

FILTERS

Sample of 5 from 247 sourced this week

COMPANY	CITY / REGION	CATEGORY	LAST RAN	EST. MONTHLY BUDGET	SCORE
Hudson Valley Auto Group	Newburgh	Auto	Oct 2024	\$2,500	<div style="width: 100%;"></div>
Catskill Home & Garden	Kingston	Home Services	Aug 2024	\$1,200	<div style="width: 100%;"></div>
North Shore Legal	Huntington	Professional Svcs	Sep 2024	\$1,800	<div style="width: 100%;"></div>
Adirondack Outfitters	Lake Placid	Retail / Outdoor	Jul 2024	\$950	<div style="width: 100%;"></div>
Tarrytown Dental Partners	Tarrytown	Healthcare	Nov 2024	\$1,450	<div style="width: 100%;"></div>

Sample total: \$7,900 / mo · 4 of 5 are A-tier Refreshed by your Clone every Monday at 6am ET

On-brand emails, written in your voice.

Each Clone is trained on your media kit, rate card, and writing samples.

EMAIL 01 · REACTIVATIONLapsed advertiser

Subject

Spring campaign idea for Hudson Valley Auto

Hi **{{FirstName}}**,

Noticed Hudson Valley Auto hasn't run with The NY Daily Titan since October. We've put together a 2-week digital + print bundle starting at **\$1,250** aimed at in-market spring shoppers in Newburgh and Beacon.

Would you like two package options to review this week?

Tom, NY Daily Titan

EMAIL 02 · SUBSCRIBER GROWTHCold local resident

Subject

Local news in 5 minutes each morning

Hi **{{FirstName}}**,

Get the local headlines that matter in your town (schools, town hall, public safety, and high-school sports) in one quick read before your first coffee.

Free morning email, opt out anytime: **{{Link}}**

The NY Daily Titan team

One Platform. Infinite Possibility.

A teammate, not just a tool, built to work alongside your sales team from day one.

CloneForce builds role-based AI Digital Teammates that live inside email, Slack, and your CRM, not another dashboard your team has to log into.



Built for your voice

Trained on your media kit, brand guidelines, and writing samples so every message reads like it came from your team.



Lives in your stack

Native integrations with Gmail, Outlook, Salesforce, HubSpot, Slack, and Microsoft Teams. No new portal to learn.



Live in weeks, not quarters

Clone Studio onboarding, supervised launch, then a fully autonomous SDR workflow with weekly performance reviews.



Phase 01

Discovery & voice training



Phase 02

Lead sourcing & sequence build



Phase 03

Supervised live outreach



Phase 04

Autonomous + weekly review

LET'S BUILD YOUR FIRST CLONE

Ready to put your Digital Teammate to work?

We'll scope a 90-day pilot for your sales team, source the lead universe, and launch your first SDR Clone on your stack, in your voice.

PROJECT LEAD

Natalie Anderson

nanderson@clone.me

SALES ENABLEMENT

Stephanie Quinn, CMO

squinn@clone.me

BOOK A DEMO OR WORKING SESSION

Steve Kost, CRO

skost@clone.me

AEO – Answer Engine Optimization



Essentially, this is SEO for AI. Helping local businesses show up in AI search results

It's a bit technical, though not expensive to do an analysis & get a strategy

You need a technical member of your team to implement

A screenshot of a web application interface for "AEO Insights Generator". The interface shows a user's input text, an AI-generated response, and a list of optimization workflows. The user's input is: "I own anyhour services in salt lake city. We provide Electrical, plumbing, and HVAC services 24 hours a day 7 days a week. Our website is here: <https://anyhourservices.com>. How can we improve our AI search results and seo search results/". The AI response is: "Hello! I'm your **AEO Insights Generator**. I specialize in helping businesses like **Any Hour Services** transition from traditional SEO to the new world of **Answer Engine Optimization (AEO)**. For a 24/7 home services provider in Salt Lake City, your goal isn't just to rank on page one—it's to be the **specific answer** provided by AI systems like ChatGPT, Perplexity, and Google's AI Overviews when someone asks, "Who is the best emergency plumber in Salt Lake City right now?" or "How much does a water heater installation cost in Utah?" Before we dive into your content, I need you to choose a workflow so I can provide the right level of depth for your needs: **Choose Your Optimization Workflow:** 1. **Full AEO Audit & Rewrite** • Best for a main service page (like your plumbing or HVAC landing pages).". The interface includes a search bar, a "Log in" button, and a "Sign up" button.

High Level Recommendation



Choose Your Optimization Workflow:

1. Full AEO Audit & Rewrite

- Best for a main service page (like your Plumbing or HVAC landing pages).
- I will provide a complete strategic breakdown, a fully rewritten article optimized for AI "snippability," JSON-LD schema code, and a topical authority map.

2. Quick AEO Boost

- Best for existing blog posts or pages you don't want to rewrite completely.
- I will provide tactical additions: optimized tables, FAQ sections, and "Answer-First" summaries to help AI engines extract your data faster.

3. Voice Assistant Optimization

- Specifically designed for Alexa, Siri, and Google Assistant.
- I will focus on conversational phrasing and "speakable" content so you are the top choice for hands-free queries (e.g., "Siri, find an electrician near me").



It provides an explanation of why this is important to a local business



Why this matters for Any Hour Services:

- **AEO (Answer Engine Optimization):** This is the practice of structuring your content so AI systems can easily extract and cite your information as the "definitive" answer.
- **JSON-LD (Structured Data):** This is a specific code format we will generate that acts like a "nutrition label" for your website, telling AI exactly what services you offer, your 24/7 availability, and your service area.
- **BLUF (Bottom Line Up Front):** AI engines prioritize the "Answer-First" approach. We will ensure your most important info (24/7 service, SLC location, expert licensing) is at the very top.

Which workflow would you like to start with? (Please also provide a specific page URL or text from your site that you'd like me to analyze first).

AEO Strategic Audit & Rewrite: Any Hour Services

This audit focuses on restructuring your core service information to ensure AI systems like ChatGPT, Gemini, and Google AI Overviews can easily extract and cite Any Hour Services as the definitive home service provider in Utah.

Part 1: Strategic AEO Breakdown

Overall AEO Score: 3/10

Pillar Analysis & Education:

- **Answer-First (BLUF):** Currently, your "24/7" and "SLC" location signals are present but not structured as a direct answer. AI engines need a **BLUF (Bottom Line Up Front)** –a 1-2 sentence summary–at the very top to "win" the snippet.
- **Question-Based Headings:** Your current headings (e.g., "The Any Hour 5-Star Experience") are great for humans but vague for AI. We will convert these into **Natural Language Queries** (e.g., "What is included in the Any Hour 5-star service experience?").
- **Structural Snippability:** Your service list is currently a series of links. We will move these into **HTML Tables**, which are mathematically easier for AI to parse and display in search results.



Part 2: The Optimized Content (Copy-Paste Ready)



Emergency Home Services in Salt Lake City: Any Hour Services

Quick Answer: Any Hour Services provides 24/7 emergency electrical, plumbing, heating, and air conditioning (HVAC) services across Utah, from Cache Valley to St. George. They offer upfront pricing, licensed technicians, and same-day appointments for repairs and installations.

What services does Any Hour Services provide in Utah?

Any Hour Services is a full-service residential contractor specializing in three main areas of home maintenance. Every service includes a safety inspection and upfront pricing before work begins.

1. 24/7 Plumbing and Drain Services

Our licensed plumbers handle everything from minor leaks to major excavations.

- **Slab Leak Detection:** We use non-invasive technology to find leaks under your

✓ Schema Markup Code (JSON-LD)

Copy and paste this into the `<head>` section of your homepage or service page.



```
1  {
2    "@context": "https://schema.org",
3    "@type": "FAQPage",
4    "mainEntity": [
5      {
6        "@type": "Question",
7        "name": "Does Any Hour Services offer emergency repairs",
8        "acceptedAnswer": {
9          "@type": "Answer",
10         "text": "Yes. Any Hour Services provides 24/7 emergenc
11       }
12     },
13     {
14       "@type": "Question",
15       "name": "How does Any Hour Services calculate pricing?",
16       "acceptedAnswer": {
17         "@type": "Answer",
18         "text": "Any Hour Services uses upfront pricing rather
19       }
20     }
  }
```

Pricing



Balance & Upgrade Options

Monthly

One Time

Subscription

Monthly subscription.

\$7 /monthly

USES

506/monthly

Get

Enterprise

Unlimited access. Unlimited credits. Go wild.

\$2,000 /monthly

USES

Unlimited

Get

Contact



Web Analysis Tool

`<ordo-favicon.png>`

Ordo Digital

studio.ordodigital.com

Jon Accarrino

jon@ordodigital.com

Half Baked Ideas

- Substack Publishing
- Deal of the Week
- Business of the Week
- Real Estate – Featured Home of the Week
- Make it Free Partners

MEDIA INNO

Thank you!

tom@mediainno.com