

# St. Louis Beacon - Media Giraffe Profile

## **St. Louis Beacon**

Margaret Freivogel - Editor



"We care a great deal about what goes on here and the quality of information that's available to people and then you have at the same time this tremendous opportunity with the creation of the internet and the beginning of an online news medium where the constructure is entirely different so the economics are very different to begin with and then more than that you've got the opportunity to work in a medium that is fundamentally interactive with the people who use it. It is a very different kind of medium, very exciting medium that has tremendous potential as a news source."

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## About

Missouri native Margaret Freivogel is a veteran journalist who graduated from Stanford University and is currently married to her husband William H. Freivogel. Between the two, they have four children.

Freivogel began her journey in the world of journalism by becoming deeply rooted in the St-Louis Post Dispatch where she served as a reporter for 34 years. Following this, she was a Washington correspondent and editor. In her time at the Post Dispatch she showed great interest in areas such as, features, sports, as well as, national and world coverage.

Freivogel was also elected president of the Journalism and Women's Symposium, a national organization. Freivogel has been intensely devoted to journalism; she said her philosophy is to present news that matters. She strongly believes in informing the community of Missouri through in-depth, continuous coverage of news that is essential to everyday lives.

Freivogel's deep roots in her community and promise of providing quality information to the people have been recognized by many. She received an award for her renowned reporting in women in politics; something she was deeply passionate about. Furthermore, for Freivogel's great contribution to the field, she was honored with the National Press Club Washington Correspondent's Award. Her drive and undeniable fervor for writing has been acknowledged and much appreciated by many.

Currently, Margaret Freivogel is the founder and editor of the St. Louis Beacon, formerly the St. Louis Platform. Freivogel described the commencement of the site as being composed of a multitude of long-time dedicated journalists who were extremely interested in informing the media of vital news.

"We realized that the economics to support traditional media were falling apart" said Freivogel regarding the path of media today. Freivogel mentioned that she hadn't realized we were actually in the position to do something about it."

These journalists recognized the transition of the media into an age of web media. They demonstrated enthusiasm for creating an instantaneous and continuous flow of news through their web site.

"We saw the opportunity to be both instantaneous in the way you present news and also at the same time to have the content and continuity that is very hard to achieve in either print or broadcast," said Freivogel. She realized that they had the experience and deep roots, and that the timing was right to start their own web page which they would revolve around "news that matters."

The site's mission is to allow for a common place for the community to be able to analyze and discuss relevant news. Although, many are not aware of the web page just yet, they are just starting out and are eager to inform the community that the establishers are so deeply rooted in.

The upkeep of the site relies upon a group of journalists as well as a general manager and a presentation editor who also greatly contribute to the web site. The site was established with support from a good range of pledges and donations. Freivogel explained that she feels "tremendous responsibility to use the money wisely." The St. Louis Beacon's two biggest contributors are a challenge grant from Emily Pulitzer as well as a donation over two years from William Danforth. These two are just a few of many who are involved with supporting the web page.

Overall, Freivogel has many plans to expand the web site and is anticipating the St. Louis Beacon to enable her community to discuss and analyze relevant news.

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