

# Eleven wants to be the big music mag off campus

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St. Louis Post-Dispatch  
December 3, 2009



Eleven magazine, which started as a Washington University publication that exposed students to new music, is growing up.

After three years of serving the campus, Eleven is aiming for St. Louis music lovers. "During freshman year, I got together with friends to make a music magazine for campus, because we didn't think the school paper covered music much," editor Jonathan Fritz says.

"We weren't journalism majors. We just all loved music and loved to write. Most of St. Louis didn't even know we existed."

Eleven's first citywide issue hit newsstands in September, and it was distributed to more than 200 bars, nightclubs and restaurants.

Fritz says making the transition from student publication to city publication involved lots of extra work.

"When we were in school, we focused on the content and production aspect of what we were

doing," he says. "The school helped us with financing. Raising money is new to us, but it's something we have to do."

The magazine's mission has changed, Fritz says, with writers focusing on music throughout the area, not just in the Delmar Loop.

"We want to get people out to see concerts, new bands and new genres, and raise the awareness of local and national talent," he says. "This is a real music hub here."

The San Diego native says, "There's an awesome number of great bands and great music going on. But you just have to do a little work to find where they're playing."

Eleven focuses on indie rock, rock, hip-hop, soul and funk, but his staff is open to covering nearly anything, Fritz says. A country music fan messaged him on Twitter and asked if the magazine does country.

"My response was: We won't win an award on CMT anytime soon, but we'll listen to just about anything and everything," he says. "We'll give everything a chance, but we try to focus on finding the stuff that gets us excited."

Eleven also caters to its online audience with a website that includes audio, shorter articles and day-after concert photos. The print version is still the flagship because "you can take it with you and read it on your way to work or school," says Fritz, who likes the feeling of having his magazine distributed throughout St. Louis.

"You go to a coffee shop, and there's Eleven," he says. "There's something special about having that relationship. It's different from going to a music blog."

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