

# ‘Little’ firm, big vision

E’Little Media Group headed by former broadcast journalism producer

American staff

E’Little Media Group is full-service advertising, public relations and marketing agency located in the Central West End.

“We make a science out of understanding a client’s unique brand,” said Johnny Little Jr., president.

“By coupling grassroots, in-the-trenches, hard work with today’s latest global marketing tools, E’Little launches ideas, build awareness and creates brand names.”

■ “We make a science out of understanding a client’s unique brand.”

– Johnny Little Jr.

E’Little Media Group’s staff includes, former KSDK, channel 5 news anchor Jeff Small and former Ladue School District director of communications Kathy Reznikov.

“We work hard to deliver the best plan for your businesses, even if it means becoming a morning person, drinking entirely too much coffee, and eating meals in cars,” Little said.

“We do this because we believe in the work that we do for others. And we know that the greatest reward for our work is a job well done.”

Prior to starting E’Little Media Group, Little served as director of communications for St. Louis Public Schools district.

He has two local firsts in broadcast journalism. He served as the first African-American executive news producer for KMOV, Channel 4, from 2002 in 2005. From 1996 until 2002.



Prior to starting E’Little Media Group, Little served as director of communications for St. Louis Public Schools district.

Little also served as the first African-American news producer at KTVI-Fox 2.

Little said of his firm, “We specialize in cutting-edge strategic creative solutions for the communication needs

of evolving businesses.”  
For more information, visit <http://www.elittlemedia.com/>.

## Local leaders sound off on diversity

Workforce diversity doesn’t just happen. It takes a commitment and persistence. And, the commitment starts at the top of the organization. Here’s what local leaders have said regarding diversity and inclusion and their importance for the benefit of the entire region:



“Diversity starts at the top. It used to be that we would look at diversity as something separate. Now it is integrated into every decision we make at the firm. Every time we talk about a topic, it includes diversity in that lens.”

**Danny Ludeman**  
President and CEO  
Wells Fargo Advisors



“If you have people from different backgrounds and different cultural experiences and they are organized around a common objective, they are far more likely to create breakthrough innovation than a homogenous group. At the board level, the same is true. That same diversity of thinking is a powerful advantage.”

**Arnold Donald**  
CEO  
Carnival Corporation



“You really need to dig in the data and make sure you’re diverse on a macro level and reflective of the community. When the board hired me, they made sure I understood diversity was a priority at Laclede Gas. We had many conversations about how to put inclusion at the forefront.”

**Suzanne Sitherwood**  
President and CEO  
The Laclede Group




“We operate in a talent-driven economy. To the extent that we are able to welcome and include people from all over the world and every neighborhood in our region – if we do that, we will be a success. If we don’t, we are chasing off the resources that are the keys to our economic success.”

**Joe Reagan**  
President and CEO  
St. Louis Regional Chamber




“Inclusion is necessary for the social and economic health of any community. Inclusion results from Effective and Diverse Leadership. However true Diversity is meaningless without Inclusion; and Inclusion only has meaning when it is part of the natural course of business. Inclusion can’t be an afterthought, otherwise it is just a PR stunt.”


**Nicole Adewale**  
Principal and President  
ABNA Engineering




Allspice




Mixed peppercorns




White peppercorns




Black peppercorns




Pink peppers




Cumin seeds




Green peppercorns




Bay leaves




Cinnamon & star anise




Nutmegs




Cloves




Brown mustard seeds




Dried ginger



Green cardamom pods




Coriander fruits



Red chili peppers

# Diversity Adds Flavor.

Diversity adds flavor from our top-quality selections to our teammates. We know it gives us a fresh perspective that makes us stronger throughout our stores and corporate office. We count on that strength to help us serve you and the community. Whether you work with us, or shop with us, you’ll find diversity is the key ingredient at Schnucks!



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