The LaFayette Rotary Club met on Tuesday, October 15, 2024, for its weekly meeting. Rotarian Diane Sherriff was responsible for the program. She invited as her speaker Kelly Caldwell, editor and co-owner at WEDO Media, Inc. Kelly grew up in neighboring Randolph County. and earned a degree in journalism and public relations from Troy University in 2000. She used her degree, working as a sports editor in two states for daily newspapers, before taking a break from reporting in 2005.

She joined her mother, Leisel Caldwell, in real estate in 2006. Almost immediately, Leisel had the idea for a print publication promoting Lake Wedowee, but it took a little time to convince her daughter. Leisel knew, in order for her real estate business to thrive, the Lake Wedowee area and life needed to be promoted, so the idea for Lake Wedowee Life magazine was born. The magazine is published six times a year. Two years later in 2010, the Caldwells launched Southern Holiday Life in hopes of expanding the WEDO Media footprint. Southern Holiday Life has become the premiere Christmas magazine in Alabama and continues to grow each and every year, thanks in part to the Alabama Christmas Road Trip.

In 2022, WEDO Media expanded once again with Alabama Small Towns and Downtowns. This magazine takes what the Caldwells have done with the Lake Wedowee area to the next level, promoting small towns and downtowns across the state. The magazine launched featuring the five towns of Gadsden, Northport, Wetumpka, Eufaula and Wedowee. Now, two short years later, more than 20 towns are promoted twice a year in the pages of Alabama Small Towns and Downtowns.

WEDO Media is growing again in 2025 with the creation of Alabama Foodie… a food fan’s guide to Alabama Small Towns. It will be an annual publication highlighting the hidden gems of small town eats across the state.

All of the magazines are free and are distributed in the featured towns, 21 state parks and Alabama Welcome Centers. To learn more about WEDO Media, visit lakewedoweelife.com or alabamasmalltowns.com or you can email Kelly at info@wedomedia.us

Diane Sherriff