MEDIA HANDBOOK

A directory and guide to working with the media

Palm Beach County
Board of County Commissioners
Public Affairs Department
IN THREE, TWO, ONE...

The world of communications keeps expanding at a seemingly exponential rate. Whenever something important happens, in a matter of seconds articles, comments, clips and tweets appear on news channels, social media, websites and blog pages. Millions of people now get their news via the internet, a medium that barely existed 25 years ago.

Back in the 1970s, the idea of a national TV network carrying only news, weather or sports 24 hours a day was unthinkable. Nowadays, we have specialized cable, satellite, TV and radio subcarriers, and web-based stations with niche programming for just about any topic and interest imaginable.

FREEDOM OF THE PRESS

Just as the U.S. Constitution serves as the basis for our individual rights as citizens, the First Amendment guarantees freedom of speech, religion, peaceable assembly, the right to petition the government, and freedom of the press.

As county government employees, we operate under the provisions of Florida’s Government in the Sunshine Law, the Public Records Act, and the Palm Beach County Code of Ethics. We are accountable to the citizens we serve and, by extension, also to the news media.

SO, WHAT IS NEWS?

“Beauty is in the eye of the beholder” and very often so is news. Whatever people are talking about is news and vice versa. To determine whether a particular item may be newsworthy, apply the NIDI test. Is this information new, important, different or interesting? Any of these qualifiers may be enough to warrant a news story.

Publishers and broadcasters are selling a product -- news -- to their readers or viewers, and the quality of their product largely depends on the reliability and accuracy of the information they present. That’s why reputable news organizations always want to get the story right. Sure, it’s great to be first to break a big story but not at the expense of accuracy.

ROLE & RESPONSIBILITIES OF MEDIA RELATIONS

The news media help us inform citizens about county government’s plans, goals and achievements, as well as our stewardship of public funds. One of the main responsibilities of the Public Affairs Department is to help reporters gather information, locate documents and get in contact with those who are in the best position to answer their questions.
The purpose of media relations is to:
1) ensure accuracy of information;
2) assure that no preferential treatment is given;
3) avoid dissemination of conflicting information;
4) minimize the spread of rumors.
The responsibilities of media relations can be expressed in TACT:
Truthfully dealing with the media is central to establishing and maintaining our credibility.

Accuracy means checking our information before giving it to a reporter. Facts that were accurate last week may have changed.
Consistency means not having one county official say one thing and having it contradicted by another.
Timeliness is important because all news agencies work under intense deadlines. When a reporter needs a response for a story, we should always try to comply. If the information is not readily available, advise the reporter when it could possibly be provided.

WHY COOPERATE WITH THE NEWS MEDIA?
It is in our best interest to answer reporters’ questions promptly and provide the information they request. Refusing to respond or saying “no comment” can result in a one-sided story and/or give the impression that we have something to hide. For our position to be fairly represented, it is important to cooperate when reporters call seeking comment.
Not only that, we are required to by law. All governments in Florida operate under the Government in the Sunshine Law and public records laws, which were enacted to make government in Florida open and accessible to the public. This includes providing members of the news media access to information and making government documents and data available for public review.

WHO CAN SPEAK TO THE MEDIA?
According to PPM CW-0-011 on press releases and media contact, “any employee may respond to press inquiries, if the queries concern information of a general nature involving well-known, documented facts.” For example, a reporter may only be calling to get a phone number or to confirm the date and time of an upcoming event.
However, if there are questions that require interpretive answers or opinions, it’s probably best to defer to your department director, the county administrator, or to a commissioner if the issue involves a specific district. The PPM can be found on the intranet under “publications.” For more information, please contact Public Affairs at (561) 355-2754.
NEWS ETIQUETTE

Media calls should always be returned promptly. There may be times when a manager needs to be pulled out of a routine meeting to answer media inquiries. If the reporter is not available when calling back, ask to speak to the editor or producer.

Be fair with all reporters, not just those who are assigned to cover BCC meetings or who write stories about your particular department or project.

Do not share with a reporter something you have discussed with another reporter or news agency. If a reporter happens to ask, it is okay to confirm that you have spoken with another reporter about a particular issue (if, in fact, you have), but under no circumstances should you disclose details of that discussion.

Do not ask to review or approve a story before it is published or aired. This is viewed as censorship. You can ask when the story will run, but the reporter may not know. That decision is usually up to editors and producers.

GENERATING POSITIVE PRESS COVERAGE

Government reporters are looking for stories that affect large numbers of people, involve new policies and programs, represent a cost savings to taxpayers, and/or deal with proposals being considered by the Board of County Commissioners. Sometimes new information or a different angle will trigger a news piece, even if the issue itself has already been reported.

Routine items, such as an employee of the month or a club announcement, do not appeal to reporters and editors. These items are more appropriate for a company newsletter. Mainstream news needs to appeal to a broader audience.

Some stories lend themselves better to print than TV and radio and vice versa. A print reporter, for example, might not need a photo for a story that contains a lot of facts and quotes. TV news, on the other hand, is video driven, and stations may pass on an otherwise good story due to lack of supporting video. Radio reporters want short, taped sound bites to supplement their pieces.

PITCHING A NEWS STORY

News tips are ideas for stories you can pass along to an editor or reporter. The reporter develops the story; we just plant the seed. If you
think of a news tip, check with the Public Affairs staff for advice on which news agencies might be interested.

Remember, TV news needs visuals, so think in terms of video when you want TV coverage. Assignment editors also appreciate “self-contained” stories -- a convenient single location where interviews can be conducted and supporting photos or video shot. Here are some hypothetical examples of news tips:

Success stories: A 75-year-old woman has been riding Palm Tran since the service started. She averages five bus rides per week and has accumulated more than 50,000 miles. A story like this could be shot on a bus, at a bus stop, or at the Palm Tran compound; the supporting video and sound bites are readily available.

Innovative techniques: County employees devised an electronic system to help pedestrians cross the street, but not everyone knows how to use it. A news feature story will help educate the public.

Trends: Many county employees have worked in the same department 30 years or longer. Some of them may have helped initiate a county program that’s approaching a milestone or seeing a resurgence. Perhaps the original program director is available and can explain how things used to be back in the “dark ages” before computers and cell phones.

ISSUING A RELEASE

One way to get your message out to the public is by issuing a news release. This can be about a new county program, a major award, key personnel appointments, or to explain or expand on a subject that has already been reported.

News operations receive hundreds of news releases each week. So keep yours brief, to the point, and be sure it contains all the information reporters need to develop a story. The fewer calls they have to make, the more likely your release will be used for a story. Small newspapers will often “pick up” a particularly interesting or timely release and run it as is.

At minimum, the news release should cover the 5 Ws -- who, what, where, when and why -- along with a contact name and phone number.

Keep it to one page; assignment editors are looking for a few key facts, not a long, complicated report.

Mid-morning is usually a good time to send out a news release because it allows time to obtain supporting quotes and photos or video.

You should issue a media advisory when you want to invite reporters and photographers to cover something, such as a news conference or special event. An advisory is usually sent out a day or two prior. If it is an emergency item, try to give the media at least an hour lead time.
The most important facts in a media advisory are the date, time and place, and a contact name and number.

Distributing your release: County departments may send out their own news releases and media advisories or you can have Public Affairs do it for you. Just prepare a draft release and forward it to PressRelease@pbcgov.org. The Public Affairs distribution chain includes e-mailing approximately 60 local news agencies, posting to the county’s home page, tweeting the headline, and circulating internally to commissioners and administrators. Public Affairs also keeps a copy on file for public records purposes.

**CALLING A NEWS CONFERENCE**

When you want to make a major announcement about county government, or if several reporters are calling for comment about the same issue or topic, it may be best to schedule a news conference. That way, all questions can be addressed and any other appropriate information dispensed at the same time.

Any county department, division or office may call a news conference, but the county administrator and the Public Affairs director should be notified. Public Affairs can provide guidance on when and where to hold your news conference, who should be present, what communication equipment may be needed, and whether there are any visuals that might be helpful. Be sure to issue a media advisory a day or two before the news conference is scheduled.

**WHEN A REPORTER CALLS**

**Being interviewed by phone**

Newspaper and radio reporters gather most of their information by phone. If you are contacted for a phone interview, try to learn as much as you can on the subject. If you know someone who is more knowledgeable, see if they would prefer to do the interview.

During your conversation with the reporter, refrain from using “bureaucratese,” inside jargon, and acronyms. These terms may be familiar to you, but not to the general public.

A radio reporter will usually want to record the conversation, possibly for broadcast later. It could also be a live, on-the-air conversation. Either way, this should be cleared beforehand.

A print reporter may also ask to record the conversation. This saves time and helps ensure accuracy of quotes.

Note: You do not have to agree to be recorded, but if you do, by law, the interviewer must have your permission before proceeding.
Once the reporter has finished asking questions, volunteer any pertinent information you feel should be included. (Again, do not bring up anything you have discussed with another reporter.) Get the reporter’s name and phone number in case you need to research a particular question or think of something else later that might be helpful to them.

**Being interviewed on camera**

When you are doing a TV interview:

1) Avoid wearing loud or contrasting clothing colors and bulky, shiny or noisy jewelry.
2) Combed your hair and check your appearance.
3) Ask the interviewer approximately how long the interview will run and what questions or topics will be covered.
4) Look at the interviewer, not the camera.
5) Do not feel pressured to respond. If you don’t know an answer, it’s okay to say, “I’m not sure, I’ll check on that for you.”
6) Listen carefully to the interviewer’s comments, not just the questions. Politely correct any misinformation or errors that may arise.

**DO’S AND DON’TS OF GIVING INTERVIEWS**

Regardless of the medium, the following guidelines will help you be more confident when answering press questions.

**Do’s**

1) Prepare thoroughly. Have your responses ready, but do not memorize or read them.
2) Present your points first. Even if the exact question isn’t asked, state your most important information near the beginning.
3) Speak simply and concisely. Try to answer in 10 to 20-second segments that can stand alone as sound bites.
4) Provide additional sources, and keep a list of names and numbers of other people who may be more familiar with certain facts and details.

**Don’ts**

1) Don’t lose your temper. Keep your cool at all times, regardless of provocation. A reporter can always edit out a hostile question, but you can’t edit out your angry response.
2) Don’t speak off the record. Regardless of your relationship with the media, any information you give “off the record” may still be used.
3) Don’t respond with “no comment.” This implies guilt, ignorance or that you have something to hide. It is better to say, “We’re looking into that,” or “Let me get back to you with an answer.”
4) Don’t guess or make up an answer. If you aren’t sure of the facts, ask to call the reporter back with the correct information.

CORRECTING AN ERROR

Everyone makes mistakes, and reporters are no exception. They may create the wrong impression, misspell a person’s name, or state an incorrect fact, figure or date. By keeping track of news stories, we will be more aware of when an error has occurred and, depending upon the severity, what to do about it. To help you stay apprised of news pertaining to county government, Public Affairs posts newspaper clippings on the intranet each day.

Before taking any action, make sure everything was done on our end to provide accurate information in a timely manner. If you are annoyed by a quote or headline, but the overall story is accurate, you should probably let it go.

Note: Newspaper reporters should not necessarily be held responsible for the headline accompanying a story; headlines are often written or changed by copy editors after the story has been filed.

Don’t be offended if someone else who disagrees with you is quoted in the same story. Part of a journalist’s job is to verify facts through independent sources; sometimes this information will be contrary to the county’s position. Presenting contrasting viewpoints doesn’t mean the reporter did not believe you, only that someone else sees the situation differently.

After considering all this, if you still believe a news error needs to be addressed, call the Public Affairs Department at 355-2754. As liaison to reporters, Public Affairs may recommend one of the following:

• Call or e-mail the reporter

A friendly conversation should get the point clarified, and it is to the reporter’s advantage to have the correct facts, in case there is a follow-up story. If the same incorrect information is reported again, ask to speak to the managing editor (print media) or the news director (TV and radio).

• Ask for a correction, not a retraction

Demanding a retraction is for only the most egregious offenses, such as a reporter knowingly presenting false information intended to harm someone. Rarely is this the case, and it is very difficult to prove.

Asking for a correction will usually repair what was likely an honest mistake without pointing an accusing finger.

Newspapers often print their corrections on page two or on the editorial page. Seldom do they appear on the front page, even if the original error was in a front page story.
• **Write a letter to the editor**
  This is a formal response for publication. It should be written in a clear, concise and diplomatic manner, pointing out the error, clarifying an issue, or adding information to a previous story.
  Letters also may be used to counter an editorial.
  Do not write a letter to the editor to complain about incorrect information reported by another news agency.
  All letters written to the news media by staff as an official statement or position of county government must be sent to Public Affairs in advance for review.

• **Write a rebuttal or guest column**
  Many newspapers allow counterpoint columns. These are opinion pieces taking a viewpoint opposite to that of a story or editorial previously published or aired. Before submitting a rebuttal, coordinate your material with Public Affairs to ensure accuracy and completeness, and to avoid duplication of efforts.

**AND THAT’S A WRAP**

In conclusion, members of the news media are always on the lookout for interesting stories. County employees can help by keeping their eyes and ears open and suggesting news and feature ideas.

The press is not “the enemy.” The vast majority of journalists are hard working professionals whose main interests are to inform and educate and, above all, to get the story right.

When we cooperate with the news media, our message has a much better chance of reaching our residents, so always return reporters’ phone calls and e-mails promptly.

The Public Affairs Department can assist with formulating and disseminating your message about the accomplishments and activities of your department, division or office.
LOCAL MEDIA CONTACTS

DAILY NEWSPAPERS

ASSOCIATED PRESS (SUBSCRIPTION WIRE SERVICE)
2751 S. Dixie Highway  Main: (561) 832-3466
West Palm Beach, FL 33405  No fax
miami@ap.org, tspencer@ap.org  Miami: (305) 594-5825

PALM BEACH DAILY BUSINESS REVIEW
105 S. Narcissus Ave., Suite 308  Main: (561) 820-2060
West Palm Beach, FL 33401  Fax: (561) 820-2077
www.dailybusinessreview.com
Deadlines: news and ads 1 p.m. two days prior; calendar & PSAs seven days prior

PALM BEACH DAILY NEWS (SHINY SHEET)
400 Royal Palm Way, Suite 100  Main: (561) 820-3800
Palm Beach, FL 33480  No fax
www.palmbeachdailynews.com
Printed daily September through May; Thursday and Sunday only in June, July and August
Deadlines: news noon; ads Monday and Wednesday noon

PALM BEACH POST
2751 S. Dixie Highway  Main: (561) 820-4100
West Palm Beach, FL 33405  News: (561) 820-4401
breakingnews@pbpost.com  No fax
legal@pbpost.com (legal ads)  Legal ads: (561) 820-3106
Deadlines: news 5 p.m.; ads 3 p.m. two days prior; legal ads 3 p.m. three days prior;
calendar and PSAs two weeks prior

SUN-SENTINEL
Coverage Area: southern Palm Beach County and Broward County
Broward/Palm Beach County Main Office
333 Southwest 12th Avenue  Main: (561) 243-6615
Deerfield Beach, FL 33442  No fax
newsfeeds@sunsentinel.com
Deadlines: news 5 p.m.; ads 3 p.m. two days prior
NON-DAILY NEWSPAPERS

COASTAL STAR (MONTHLY)
Coverage Area: Briny Breezes, Gulf Stream, Manalapan, Highland Beach, Lantana/Hypoluxo Island, Ocean Ridge, S. Palm Beach, County Pocket, coastal Delray Beach and Boca Raton
5114 N. Ocean Blvd. Run date: first Saturday of month
Ocean Ridge, FL 33435 Main: (561) 337-1553
editor@thecoastalstar.com Fax: (561) 337-1553
Deadlines: news and ads two weeks prior (camera-ready ads one week prior)

CONDO NEWS, INC. (BIWEEKLY)
P.O. Box 109, WPB, FL 33402-0109 Run date: every other Wednesday
info@condonewsonline.com Main: (561) 471-0329
Deadlines: news and ads Friday noon No fax

EL FARO (SPANISH BIWEEKLY)
925 S. Military Trail, Suite D6 Run date: every other Thursday
West Palm Beach, FL 33415 Main: (561) 323-7949
info@elfaroweb.com No fax
Deadlines: Monday 5 p.m.

EL LATINO SEMANAL (SPANISH WEEKLY)
4404 Georgia Avenue Run date: Friday
West Palm Beach, FL 33405 Main: (561) 835-4913
ellatinodigital.com, uzal@msn.com News: (561) 310-5333
Deadlines: Tuesday 5 p.m. Fax: (561) 832-2550

EL SENTINEL (SPANISH WEEKLY)
Coverage Area: southern Palm Beach and Broward counties
Delivered with Thursday Sun-Sentinel Run date: Thursday
333 SW 12th Avenue Editorial Dir.: (954) 356-4085
Deerfield Beach, FL 33442 Ads: (954) 356-4110
yvaldez@sunsentinel.com No fax
Deadlines: news and ads Monday 5 p.m.

FLORIDA JEWISH JOURNAL (WEEKLY)
Delivered with Wednesday Sun-Sentinel Run date: Wednesday
333 SW 12th Ave. News: (954) 596-5648
Deerfield Beach, FL 33442 Ads: (954) 572-2050
jzizzo@sun-sentinel.com No fax
Deadlines: news Thursday 5 p.m.; calendar and PSAs two weeks prior

FLORIDA TREND (MONTHLY BUSINESS MAGAZINE)
490 First Avenue South, 8th Floor Run date: 25th of prior month
St. Petersburg, FL 33701 Main: (727) 821-5800
pressrelease@floridatrend.com Fax: (727) 822-5083
Deadline: five weeks prior
JUPITER COURIER NEWSWEEKLY TREASURE COAST NEWSPAPERS
Coverage Area: northern Palm Beach and southern Martin counties
Mailed free on Thursdays in northern Palm Beach County and delivered free with Stuart News in southern Martin County
P.O. Box 9009                  Run date: Thursday
Stuart, FL 34995-9009          News: (561) 745-3311
brightman.brock@tcpalm.com     No fax
Deadlines: news Tuesday noon; ads Monday and Wednesday

LA GUIA NEWS (SPANISH WEEKLY)
4201 Westgate Ave., Suite A7  Run date: Wednesday
West Palm Beach, FL 33409     Main: (561) 328-8450
info@laguianews.com           Fax: (561) 328-8451
Deadline: prior Friday

LAKE OKEECHOBEE NEWS (WEEKLY) (formerly THE SUN)
Coverage Area: Belle Glade, South Bay, Pahokee, and Canal Point
107 SW 17th St., Suite D      Run date: Wednesday
Okeechobee, FL 34974          News: (863) 763-3134
okeenews@newszap.com          Fax: (863) 763-5901
Deadline: Monday noon

LAKE WORTH HERALD & COASTAL/GREENACRES OBSERVER (WEEKLY)
Coverage Area: Lake Worth, Lantana, Manalapan, Hypoluxo, Lake Clarke Shores, Greenacres, Palm Springs, and South Palm Beach
1313 Central Terrace          Run date: Thursday
Lake Worth, FL 33460          Main: (561) 585-9387
director@lwherald            Fax: (561) 585-5434
Deadline: news and ads Tuesday noon

NEIGHBORHOOD POST (WEEKLY)
2751 S. Dixie Highway        News: (561) 820-4401
West Palm Beach, FL 33405    Fax: (561) 820-4407
neighborhood@pbpost.com
Delivered with Thursday Palm Beach Post
Deadlines: news and events two weeks prior, undated items one month prior

PALMS WEST MONTHLY
Coverage Area: WPB, Wellington, Royal Palm Beach, The Acreage, Loxahatchee
125 S. State Road 7, Suite 104-364 Run date: last Monday of month
Wellington, FL 33414          News: (561) 329-5593
newsdesk@palmswestmonthly.com No fax
Deadline: two weeks prior

SEMANARIO ACCION (SPANISH WEEKLY)
mailed free to Hispanic PBC residents weekly Run date: Friday
P.O. Box 6726                  Main: (561) 586-8699
WPB, FL 33405                  Fax: (561) 586-2838
Deadlines: news Tues. 5 p.m.; ads Wed. noon semanario@hotmail.com
SOUTH FLORIDA BUSINESS JOURNAL (WEEKLY)
80 SW 8th Street, Suite 2710 Run date: Friday
Miami, FL 33130 Main: (786) 533-8200
southflorida@bizjournals.com Fax: (786) 533-8250
Deadline: eight days prior

SOUTH FLORIDA COMMUNITY NEWS (WEEKLY)
BOCA TIMES, WEST BOCA TIMES, DELRAY SUN and GATEWAY GAZETTE
Coverage Area: southern Palm Beach County
Delivered with Wednesday Sun-Sentinel Run date: Wednesday
333 SW 12th Ave. Main: (561) 228-5560
Deerfield Beach, FL 33442 No fax
Deadlines: news prior Wed.; PSAs 2 weeks kabarnett@sun-sentinel.com

SOUTH FLORIDA WEEKENDER (ENTERTAINMENT WEEKLY)
Coverage Area: northern Palm Beach County
11420 U.S. Hwy. 1, Box 130 Run date: Friday
Palm Beach Gardens, FL, 33408 Main: (561) 667-0887
sfweekender@gmail.com No fax
Deadline: 2 p.m. Saturday

SUBURBAN LAKE WORTH LIFE (MONTHLY)
Coverage Area: Lake Worth area (33463)
2581 NW 36th Street Run date: second week of month
Boca Raton, FL 33434 Main: (610) 731-2996
SuburbanLakeWorth@hibu.com No fax
Deadlines: news articles and ads three months lead time, first week of month

TOWN CRIER (WEEKLY)
Coverage Area: Royal Palm Beach, Wellington, The Acreage, Loxahatchee, Westlake
12794 W. Forest Hill Blvd., Suite 33 Run date: Friday
Wellington, FL 33414 News: (561) 793-7606
news@gotowncrier.com; towncrierads@aol.com No fax
Deadlines: news Tuesday noon; ads Monday 5 p.m.

WEST BOYNTON BEACH LIFE (MONTHLY)
Lake Worth area (33437) Run date: first week of month
2581 NW 36th Street Main: (610) 731-2996
Boca Raton, FL 33434 No fax
WestBoyntonBeach@hibu.com
Deadlines: news articles and ads three months lead time, first week of the month

WESTSIDE GAZETTE (WEEKLY)
Coverage Area: Palm Beach, Broward and Miami-Dade counties
545 N.W. 7th Terrace Run date: Thursday
Fort Lauderdale, FL 33311 Main: (954) 525-1489
westgazette@thewestsidegazette.com Fax: (954) 525-1861
Deadline: prior Friday
TV STATIONS

**PBC TV (Cable Channel 20)**
Palm Beach County Education and Government Television
301 N. Olive Avenue, Suite 1001                        Main:  (561) 355-4573
West Palm Beach, FL 33401                             Fax:  (561) 355-6685
channel20@pbgov.com

**WFLX FOX 29 (Fox)**
1100 Banyan Blvd.                              Main:  (561) 845-2929
West Palm Beach, FL 33401                        News:  (561) 653-5700
fox29news@wflx.com                               Fax:  (561) 671-3777

**WPBF 25 NEWS (ABC)**
3970 RCA Blvd., Suite 7007                Main:  (561) 694-2525
Palm Beach Gardens, FL 33410                     News:  (561) 624-6398
news@wpbf.com                                    Fax:  (561) 624-1089

**WPEC CBS 12 NEWS (CBS)**
1100 Fairfield Drive                          Main:  (561) 844-1212
West Palm Beach, FL 33407                    News:  (561) 881-0738
newstips@cbs12.com                           Fax:  (561) 842-5642

**WPTV NEWS CHANNEL 5 (NBC)**
1100 Banyan Blvd.                             Main:  (561) 655-5455
West Palm Beach, FL 33401                     News:  (561) 653-5700
newstips@wptv.com                            Fax:  (561) 653-5719

**WTVX 34 CW WEST PALM (CW)**
1100 Fairfield Drive                          Main:  (561) 881-0796
West Palm Beach, FL 33407                    News:  (561) 881-0796
newstips@cbs12.com                          Fax:  (561) 684-9193

**WWHB AZTECA 48 (Spanish)**
1100 Fairfield Drive                          Main:  (561) 881-0796
West Palm Beach, FL 33407                    News:  (561) 881-0796
newstips@cbs12.com                          Fax:  (561) 684-9193

RADIO STATIONS
I HEART MEDIA INC.
3071 Continental Drive,
West Palm Beach, FL 33407  Main: (561) 616-6600
www.iheartmedia.com

Local Stations
WBZT 1230 AM (NEWS/TALK)  Requests: (800) 889-0267
WJNO 1290 AM (NEWS/TALK)  Requests: (561) 844-9566
WKGR 98.7 FM Gater (CLASSIC ROCK)  Requests: (866) 880-9870
WLDI 95.5 FM Wild 95 (TOP 40)  Requests: (866) 550-9550
WRLX 92.1 FM Mia 92 (SPANISH POP)  Requests: (866) 972-9210
WOLL 105.5 FM Kool (ADULT CONTEMP)  Requests: (888) 415-1055
WZZR 94.3 FM Real Radio (TALK)  Requests: (877) 927-6969

ALPHA MEDIA
701 Northpoint Pkwy., Suite 500  Main: (561) 616-4777
West Palm Beach, FL 33407

Local Stations
WIRK 103.1 FM (COUNTRY)  Requests: (855) 400-9475
WEAT 107.9 FM Sunny (ADULT CONTEMP)  Requests: (800) 919-1079
WRMF 97.9 FM (ADULT CONTEMP)  Requests: (877) 979-9763
WMBX 102.3 FM X-102.3 (URBAN)  Requests: (800) 969-1023
WMEN 640 AM (FOX SPORTS)  Office Line: (561) 616-4777
WFTL 850 AM (NEWS/TALK)  Requests: (877) 850-8585

WSVU 95.9 FM, 106.9 FM and 960 AM
8895 N. Military Trail, Suite 206C  Office: (561) 627-9966
Palm Beach Gardens, FL 33410  Fax: (561) 627-9993
True Oldies Channel (50s, 60s and 70s)  Scott@TrueOldiesChannel.com
Talk of the Palm Beaches (LIFESTYLE/TALK)

WLML 100.3 FM LEGENDS Radio (ADULT STANDARDS)
760 U.S. 1, Suite 102,  Main: (561) 469-6700
North Palm Beach, FL 33408  Info@LegendsRadio.com

WPBR 1340 AM and 96.1 FM (HAITIAN FRENCH TALK)
2755 S. Federal Hwy., Suite 15  Listener Line: (561) 734-1340
Boynton Beach, FL 33435  Fax: (561) 533-0607

WUUB 106.3 FM ESPN (SPORTS TALK)  Main: (888) 760-3776

WEFL 760 AM ESPN Deportes (SPANISH SPORTS TALK)  Main: (561) 697-8353

WDJA 1420 AM Universo Radio (SPANISH CHRISTIAN)
<table>
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<th>Station Name</th>
<th>Frequency/Format</th>
<th>Location</th>
<th>Phone Numbers</th>
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<tr>
<td>WWRF 1380 AM Radio Fiesta</td>
<td>SPANISH POP</td>
<td>2710 W. Atlantic Ave., Delray Beach, FL 33445</td>
<td>Main: (561) 278-1420, Fax: (561) 278-7815</td>
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<tr>
<td>WPSP 1190 AM 11Q La Primera</td>
<td>SPANISH ADULT CONTEMPORARY</td>
<td>1939 7th Ave. N., Lake Worth, FL 33461</td>
<td>Main: (561) 585-5533, Fax: (561) 585-0131</td>
</tr>
<tr>
<td>WWRF 1380 AM</td>
<td>REGIONAL MEXICAN</td>
<td>1939 7th Ave. N., Lake Worth, FL 33461</td>
<td>Main: (561) 585-5533, Fax: (561) 585-0131</td>
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<tr>
<td>WAYF 88.1 FM The Way</td>
<td>CONTEMPORARY CHRISTIAN</td>
<td>2326 S. Congress Ave., West Palm Beach, FL 33406</td>
<td>Main: (561) 881-1929, On Air: (885) 339-2936</td>
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<tr>
<td>WRMB 89.3 FM Moody Radio</td>
<td>CONTEMPORARY CHRISTIAN</td>
<td>1511 W. Boynton Beach Blvd., Boynton Beach, FL 33436</td>
<td>Main: (561) 737-9762, Requests: (561) 737-9997</td>
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<tr>
<td>WSWN Sugar 900 AM and 107.1 FM</td>
<td>GOSPEL</td>
<td>2001 State Road 715, Belle Glade, FL 33430</td>
<td>Office: (561) 996-2063, Studio: (561) 996-9796, Fax: (561) 996-1852</td>
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<tr>
<td>WSBR 740 AM Moneytalk Radio</td>
<td>FINANCIAL</td>
<td>1650 S. Dixie Highway, 5th Floor, Boca Raton, FL 33432</td>
<td>Main: (561) 997-0074, Fax: (561) 997-0476, Call in: (561) 995-8255</td>
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<tr>
<td>WJBW 1000 AM</td>
<td>BUSINESS TALK</td>
<td>1489 N. Military Trail, Suite 219, West Palm Beach, FL 33409</td>
<td>Main: (772) 567-0937</td>
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Palm Beach County
Board of County Commissioners

In accordance with the provision of ADA, this document may be requested in an alternate format. Contact Public Affairs at 561-355-2754.

Revised October 2018