



# 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, live streaming video, tweets and text alerts appear on TV and radio news channels, social media, cell phones and internet websites. Millions of people now get their news on the web, a medium that barely existed 30 years ago.

In the 1970s, the idea of a national TV network carrying only news, weather or sports 24 hours a day was unthinkable. Nowadays, there are thousands of specialized cable and satellite channels, streaming content, websites, blogs and podcasts covering just about any topic 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?

As the saying goes, "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 piece of information **n**ew, **i**mportant, **d**ifferent or **i**nteresting? Any of these qualifiers may be enough to warrant a news story.

## ROLE & RESPONSIBILITIES OF MEDIA RELATIONS

The news media help us inform residents about county government programs and services, plans, and achievements, as well as our stewardship of public funds. One of the main responsibilities of Public Affairs is helping 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.

## TACT

The responsibilities of media relations can be expressed in the following acronym:

Truthfully disseminating information is central to our credibility.

Accuracy means checking our facts before sharing them with a reporter. Details that were accurate last week may have changed.

Consistency means not having one county official saying one thing and another county official contradicting it.

Timeliness is important because all news agencies work under deadlines. When a reporter needs a response for a story and the information is not readily available, advise 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 the county's position to be fairly represented, it is important to cooperate when reporters call seeking comment.

Not only that, 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 pertains to 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 a media inquiry. If the reporter is not available when you call back,

ask to speak to the editor or producer.

Be fair with all reporters, not just those who are assigned to cover Board of County Commissioners 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 volunteer this fact or disclose details of that discussion.

Do not ask to review or approve a story before it is published or aired. This is considered censorship. You can ask when a 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 are more appropriate for a company newsletter. Mainstream news needs to appeal to a broader audience.

Some stories lend themselves better to print media 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 is 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 NEWS 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, a 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 comments and photos or video.

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](mailto: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 send out 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 and text messaging. 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 and statements.

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, you may offer any pertinent information you think should be included but was not asked. (Again, do not mention anything you have discussed with another reporter.) Get the interviewer’s name and phone number in case you need to research a particular question or you 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) Comb 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 the answer to a particular question, it's okay to say, "I'm really 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" could still be used.
- 3) Don't respond with "no comment." This implies guilt, ignorance or that you are hiding something. 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 local 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 are not necessarily responsible for the headline accompanying a story. Headlines are often written or changed by copy editors after the reporter has filed the story.

Don't be offended if someone else who disagrees with your position is quoted in the same story. Part of a journalist's job is to verify facts through independent sources; sometimes it will be contrary to the county's official position. Presenting contrasting viewpoints does not 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 the reporter wants 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 news agency 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 tone, 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.” Most journalists are hard working professionals who want to get the story right.

When we cooperate with the news media, our message has a much better chance of reaching our residents, so be sure to 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  
West Palm Beach, FL 33405  
miami@ap.org, tspencer@ap.org

Main: (561) 832-3466  
No fax  
Miami: (305) 594-5825

### **PALM BEACH DAILY BUSINESS REVIEW**

105 S. Narcissus Ave., Suite 308  
West Palm Beach, FL 33401  
www.dailybusinessreview.com

Main: (561) 820-2060  
Fax: (561) 820-2077

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  
Palm Beach, FL 33480  
www.palmbeachdailynews.com

Main: (561) 820-3800  
No fax

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  
West Palm Beach, FL 33405  
breakingnews@pbpost.com  
legal@pbpost.com (legal ads)

Main: (561) 820-4663  
News: (561) 820-4401  
No fax  
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  
Deerfield Beach, FL 33442  
newsfeeds@sunsentinel.com

Main: (561) 243-6615  
No fax

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)

### **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

www.LaGuiaNews.com

Fax: (561) 328-8451

Deadline: prior Monday

## 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

editor@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 Thursday of month

Wellington, FL 33414

News: (561) 329-5593

newsdesk@palmswestmonthly.com

No fax

Deadline: 10th of each month

## 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  
Miami, FL 33130  
southflorida@bizjournals.com  
Deadline: eight days prior

Run date: Friday  
Main: (786) 533-8200  
Fax: (786) 533-8250

**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  
333 SW 12th Ave.  
Deerfield Beach, FL 33442  
Deadlines: news prior Wed.; PSAs 2 weeks

Run date: Wednesday  
Main: (561) 228-5560  
No fax  
kabarnett@sun-sentinel.com

**SOUTH FLORIDA WEEKENDER** (ENTERTAINMENT WEEKLY)

Coverage Area: northern Palm Beach County  
11420 U.S. Hwy. 1, Box 130  
Palm Beach Gardens, FL, 33408  
sfweekender@gmail.com  
Deadline: 2 p.m. Saturday

Run date: Friday  
Main: (561) 667-0887  
No fax

**TOWN CRIER** (WEEKLY)

Coverage Area: Royal Palm Beach, Wellington, The Acreage, Loxahatchee, Westlake  
12794 W. Forest Hill Blvd., Suite 33  
Wellington, FL 33414  
news@gotowncrier.com  
towncrierads@aol.com  
Deadlines: news Tuesday noon; ads Monday 5 p.m.

Run date: Friday  
News: (561) 793-7606  
No fax

**VILLAGER** (WEEKLY)

Coverage Area: Wellington, Royal Palm Beach, The Acreage, Westlake, Greenacres, Loxahatchee Groves, western Lake Worth, Boca Raton, Delray Beach, Boynton Beach  
Delivered with Sunday Sun-Sentinel for subscribers  
333 SW 12th Ave.  
Deerfield Beach, FL 33442  
kabarnett@sun-sentinel.com  
Deadlines: news prior Wednesday noon; PSAs 2 weeks prior

Run date: Wednesday  
Main: (561) 228-5560  
Ads: (954) 572-2050  
No fax

**WESTSIDE GAZETTE** (WEEKLY)

Coverage Area: Palm Beach, Broward and Miami-Dade counties  
545 N.W. 7th Terrace  
Fort Lauderdale, FL 33311  
wgazette@thewestsidegazette.com  
Deadline: prior Friday

Run date: Thursday  
Main: (954) 525-1489  
Fax: (954) 525-1861

## TV STATIONS

### **PBC TV (CABLE CHANNEL 20)**

Palm Beach County Education and Government Television

301 N. Olive Avenue, Suite 1001

West Palm Beach, FL 33401

channel20@pbcgov.com

Main: (561) 355-4573

Fax: (561) 355-6685

### **WFLX FOX 29 (Fox)**

1100 Banyan Blvd.

West Palm Beach, FL 33401

fox29news@wflx.com

Main: (561) 845-2929

News: (561) 653-5700

Fax: (561) 671-3777

### **WPBF 25 NEWS (ABC)**

3970 RCA Blvd., Suite 7007

Palm Beach Gardens, FL 33410

news@wpbf.com

Main: (561) 694-2525

News: (561) 624-6398

Fax: (561) 624-1089

### **WPEC CBS 12 NEWS (CBS)**

1100 Fairfield Drive

West Palm Beach, FL 33407

newstips@cbs12.com

Main: (561) 844-1212

News: (561) 881-0738

Fax: (561) 842-5642

### **WPTV NEWS CHANNEL 5 (NBC)**

1100 Banyan Blvd.

West Palm Beach, FL 33401

newstips@wptv.com

Main: (561) 655-5455

News: (561) 653-5700

Fax: (561) 653-5719

### **WTVX 34 CW WEST PALM (CW)**

1100 Fairfield Drive

West Palm Beach, FL 33407

newstips@cbs12.com

Main: (561) 881-0796

News: (561) 881-0796

Fax: (561) 684-9193

### **WWHB AZTECA 48 (SPANISH)**

1100 Fairfield Drive

West Palm Beach, FL 33407

newstips@cbs12.com

Main: (561) 881-0796

News: (561) 881-0796

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  
West Palm Beach, FL 33407

Main: (561) 616-4777  
www.alphamediausa.com

#### 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  
Palm Beach Gardens, FL 33410

Office: (561) 627-9966  
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,  
North Palm Beach, FL 33408

Main: (561) 469-6700  
Info@LegendsRadio.com

### WPBR 1340 AM and 96.1 FM (HAITIAN FRENCH TALK)

2755 S. Federal Hwy., Suite 15  
Boynton Beach, FL 33435

Listener Line: (561) 734-1340  
Fax: (561) 533-0607

### WDJA 1420 AM Universo Radio (SPANISH CHRISTIAN)

2710 W. Atlantic Ave.,  
Delray Beach, FL 33445  
www.universo1420.com

Main: (561) 278-1420  
Fax: (561) 278-7815

### WWRF 1380 AM Radio Fiesta (SPANISH POP)

1939 7th Ave. N., Lake Worth, FL 33461  
www.radiofiesta.com

Main: (561) 585-5533  
Fax: (561) 585-0131

**WPSW 1190 AM 11Q La Primera (SPANISH ADULT CONTEMPORARY)**

5730 Corporate Way  
West Palm Beach, FL 33407

On Air: (561) 667-7719  
1190am@gmail.com

**WLLY 99.5 FM & WWRF 1380 AM La Ley (REGIONAL MEXICAN)**

2326 S. Congress Ave.  
West Palm Beach, FL 33406

Main: (561) 296-9950  
Business: (561) 721-9950

**WAYF 88.1 FM The Way (CONTEMPORARY CHRISTIAN)**

800 Northpoint Parkway, Suite 881  
West Palm Beach, FL 33407  
www.wayfm.com

Main: (561) 881-1929  
On Air: (885) 339-2936

**WRMB 89.3 FM Moody Radio South Florida (CHRISTIAN TALK)**

1511 W. Boynton Beach Blvd.  
Boynton Beach, FL 33436  
wrmb@moody.edu

Office Line: (561) 737-9762  
Requests: (561) 737-9997  
Fax: (561) 737-9899  
Contest Line: (561) 737-6035

**WSWN Sugar 900 AM and 107.1 FM (GOSPEL)**

2001 State Road 715  
Belle Glade, FL 33430

Office: (561) 996-2063  
Studio: (561) 996-9796  
Fax: (561) 996-1852

**WSBR 740 AM Moneytalk Radio (FINANCIAL NEWS)**

1650 S. Dixie Highway, 5th Floor  
Boca Raton, FL 33432

Main: (561) 997-0074  
Fax: (561) 997-0476  
Call in: (561) 995-8255

**WJBW 1000 AM (BUSINESS TALK)**

1489 N. Military Trail, Suite 219  
West Palm Beach, FL 33409

Main: (772) 567-0937  
Fax: 772-562-4747

-- NOTES --



## **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.

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