

Revised: Feb. 2014

DIGITAL

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 are posted on social media, news channels, Web sites and blog pages. Millions of people now watch or read the news via the Internet, a medium that barely existed 20 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 get round-the-clock, live reporting and commentary from CNN, MSNBC, CNBC, Fox News, ESPN, the Weather Channel, Twitter and Facebook, and many other information outlets.

There are specialized cable, satellite and Web-based stations with niche programming for just about any topic and genre imaginable, including music and art, talk, news/politics, economics, entertainment/gossip and sports.

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 and the right to petition the government. It also guarantees freedom of the press. In America, a free and unfettered news media was of such paramount importance to our founding fathers that they listed it first in the Bill of Rights.

As Palm Beach County government employees, we operate under the provisions of Florida's Government in the Sunshine Law, the Public Records Act and the state code of ethics. We are accountable to the citizens we serve. By extension, we also have a responsibility to the media.

SO, WHAT IS NEWS?

Just as "beauty is in the eye of the beholder," very often so is news. Whatever people are talking about is news, and vice versa. As a test of whether a particular item may be newsworthy, editors sometimes apply the acronym **NIDI**. Is this **n**ew, **i**mportant, **d**ifferent or **i**nteresting? Any of these qualifiers could be enough to warrant a story.

Publishers and broadcasters are in the business of 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. Of course, they want to beat the competition with a big story or an exclusive interview, but not at the expense of accuracy.

ROLE AND 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. The Public Affairs Department helps 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 the acronym **TACT**: **t**ruth, **a**ccuracy, **c**onsistency and **t**imeliness.

Truthfully dealing with the media is central to establishing and maintaining our credibility.

Accuracy means checking our information *before* giving it to a reporter. What was 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 can result in one-sided stories and may give the impression that we have something to hide. For the county's position to be fairly represented, we must cooperate when reporters call asking for comment.

Not only that, it's the 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 the news media access to information and making government documents and data available for public review.

WHO CAN SPEAK TO THE MEDIA?

According to the PPM on news releases and media contact ([CW-0-011](#)), "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 the reporter is asking questions that require *interpretive* answers or opinions, it is probably best to defer to a 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.” It is provided to enhance communications between county staff and journalists and to assist in working effectively with the media. For more information, contact Public Affairs at (561) 355-2754.

NEWS ETIQUETTE

Media calls should always be returned promptly. Clerical support staff should be aware of this and consider pulling managers out of routine meetings to answer media inquiries. 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 your beat or are more familiar with your department or project.

Be careful not to share with one reporter something another reporter is working on. If a reporter happens to ask, it is okay to confirm that you have been contacted by another about a particular issue (if, in fact, you have), but under no circumstances should you disclose details of that discussion.

Do not ask to see 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 do not appeal to reporters and editors. For instance, you probably wouldn't care about the employee of the month at a local business or an announcement for a civic club. These items are more appropriate for a company newsletter. Main-

stream 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. But TV news usually wants visuals for each story aired. In fact, a station may not cover an otherwise good story simply because there isn't enough video to support it. Radio reporters want short, taped soundbites 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 pitching a TV story. 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 20 years or longer. Some of them may have helped initiate a county program that's approaching a milestone or experiencing a resurgence. Perhaps the original program director is available and can explain how things used to be back in the "dark ages."

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 releases each week, so it is important that yours is brief and 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.

All news releases should include the who, what, where, when, why and how, along with a contact name and phone number. Try to keep the release 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 issue a news release because it allows time to obtain supporting quotes and photos or video.

Send out a **media advisory** when you want to invite the press to cover something, such as a news conference or special event. An advisory is usually issued a day or two before the event. 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 - Any county department, division or office may generate a news release or media advisory, but it should be sent to Public Affairs for copy checking and distribution. Public Affairs will fax and e-mail it to local news agencies, post it to the county’s Web site, and circulate it to county administrators and the Board of County Commissioners. 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 many 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 department or division 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.

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 the conversation with the reporter, refrain from using “bureaucratese,” 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 mentioned to another reporter.) Get the reporter’s name and phone number in case you think of something else later.

Being interviewed on camera

When 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 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 avoid pitfalls and be more confident when answering press questions.

The Do's

Prepare thoroughly - Have your responses ready, but do not memorize or read them.

Present your points first - Even if the precise question isn't asked, state your most important information near the beginning.

Speak simply and concisely - Try to answer in 10 to 20-second segments that can stand alone as sound bites.

Provide additional sources - Prepare a list of names and numbers of others who may be more familiar with certain facts and details.

The Don'ts

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.

Don't speak off the record - Regardless of your relationship with the media, any information you give "off the record" may still be used.

Don't respond with "no comment" - This implies guilt, ignorance or that you have something to hide. It's better to say: "We're looking into that," or "We'll get back to you with an answer."

Don't make up an answer - If you aren't sure of the facts, ask to call the reporter back with the correct information.

FIXING 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 a story's headline. Headlines are often written or changed by copy editors after the story is filed.

You should not be offended if someone else who disagrees with you is quoted in the 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, if there is a follow-up story. If the same incorrect information continues to be reported, 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.

Many newspapers 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, and they can't be everywhere at once. 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. You should always return reporters' calls 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

(INFORMATION SUBJECT TO CHANGE WITHOUT NOTICE)

DAILY NEWSPAPERS

ASSOCIATED PRESS (SUBSCRIPTION WIRE SERVICE)

2751 S. Dixie Highway
West Palm Beach, FL 33405
miami@ap.org
(SUBSCRIPTION WIRE SERVICE)

Main: (561) 832-3466
Fax: (561) 832-9739
Miami: (305) 594-5825

PALM BEACH DAILY NEWS (THE SHINY SHEET)

Circulation: 7,400
400 Royal Palm Way, Suite 100
Palm Beach, FL 33480
www.palmbeachdailynews.com
Printed daily Sept. thru May, Thursday and Sunday only in June, July and August
Deadlines: news noon; ads Monday and Wednesday noon

Main: (561) 820-3800
Fax: (561) 655-4594
News: (561) 820-3865

PALM BEACH POST

Circulation: 168,000 daily; 200,000 Sunday
Palm Beach County Main Office
2751 S. Dixie Highway
West Palm Beach, FL 33405
P.O. Box 24700, WPB, FL 33416-4700
Deadlines: news 5 p.m.; ads two days prior; calendar & PSAs two weeks prior

Main: (561) 820-4100
News: (561) 820-4401
Fax: (561) 655-4594

PALM BEACH DAILY BUSINESS REVIEW

Circulation: 10,000
324 Datura Street, Suite 140
West Palm Beach, FL 33401
www.dailybusinessreview.com; dlyons@alm.com
Deadlines: news and ads 1 p.m. two days prior; calendar & PSAs seven days prior

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

SUN-SENTINEL

Coverage Area: southern Palm Beach County and Broward County
Circulation: 78,000 (PBC)
Palm Beach County Main Office
333 Southwest 12th Avenue
Deerfield Beach, FL 33442
pbnewsroom@sunsentinel.com
Deadlines: news 5 p.m.; ads 3 p.m. two days prior

Main: (561) 243-6600
News: (561) 243-665
Fax: (561) 272-3189

NON-DAILY NEWSPAPERS

COASTAL STAR (MONTHLY)

Coverage Area: Briny Breezes, coastal Delray Beach and Boca Raton, Gulf Stream, Manalapan, Highland Beach, Lantana/Hypoluxo Island, Ocean Ridge, South Palm Beach, and County Pocket

Circulation: 17,000

Run date: first Saturday of month

5011 N. Ocean Blvd.

Main: (561) 337-1553

Ocean Ridge, FL 33435

Fax: (561) 337-1553

editor@thecoastalstar.com

Deadlines: news and ads two weeks prior (camera-ready ads one week prior)

CONDO NEWS, INC.

Coverage Area: Delray Beach to North Palm Beach

Circulation: 13,000

Run date: Wednesday, biweekly

2827 Exchange Court, Suite C

Main: (561) 471-0329

West Palm Beach, FL 33409

No fax

Mailing Address: P.O. Box 109, WPB, FL 33402-0109

info@condonewsonline.com

Deadlines: news and ads Friday noon

EL HISPANO (SPANISH)

Circulation: 40,000

Run date: Thursday

102 N.W. Airoso Blvd.

Main: (772) 878-6488

Port St. Lucie, FL 34983

Fax: (772) 878-7457

info@elhispanoparatodos.com

Deadline: Monday 5 p.m.

EL LATINO SEMANAL (SPANISH)

Circulation: 39,000

Run date: Friday

4404 Georgia Avenue

Main: (561) 835-4913

West Palm Beach, FL 33405

News: (561) 310-5333

ellatinomedia@msn.com

Fax: (561) 655-5059

Deadlines: news Monday 5 p.m.; ads Tuesday noon

FORUM PUBLISHING GROUP

THE FORUM EDITIONS FOR BOCA RATON, WEST BOCA, DELRAY BEACH, BOYNTON BEACH, LAKE WORTH, WELLINGTON AND ROYAL PALM BEACH

Coverage Area: south and central PBC; delivered with Wednesday *Sun-Sentinel*

Circulation: 600,000

Run date: Wednesday

1701 Green Road, Suite B

Main: (954) 574-5300

Deerfield Beach, FL 33064

Fax: (954) 429-1207

bocaratonforum@tribune.com (Boca Raton and West Boca editions)

delrayforum@tribune.com

boyntonforum@tribune.com

lakeworthforum@tribune.com

wellingtonforum@tribune.com

royalpalmforum@tribune.com

Deadlines: news Thursday 5 p.m.; PSAs two weeks prior

FLORIDATREND (MONTHLY MAGAZINE)

Circulation: 54,000

Run date: 25th of prior month

490 First Avenue South, 8th Floor

Main: (727) 821-5800

St. Petersburg, FL 33701

Fax: (727) 822-5083

www.floridatrend.com

Deadline: five weeks prior

JEWISH JOURNAL FORUM PUBLISHING GROUP

Coverage Area: Zone 1 Boca and Delray; Zone 2 Boynton to Jupiter

Palm Beach County Circulation: 58,000 Run date: Tuesday

1701 Green Road, Suite B

Main: (954) 574-5300

Deerfield Beach, FL 33064

Fax: (954) 429-1207

jewishjournal@tribune.com

Deadlines: news Thursday 5 p.m.; calendar and PSAs two weeks prior

JUPITER COURIER SCRIPPS TREASURE COAST NEWSPAPERS

Coverage Area: North Palm Beach to Hobe Sound

Circulation: 24,000

Run dates: Wednesday and Sunday

P.O. Box 9009

News: (561) 745-3311

Stuart, FL 34995-9009

(561) 745-3314

TCNyournews@scripps.com

No fax

Deadlines: news Tuesday and Friday noon; ads Monday and Wednesday

JUPITER LIFE (MONTHLY)

Coverage Area: Jupiter/Tequesta

Circulation: 5,000 in 33458 ZIP code

Run date: first week of month

2581 NW 36th Street

Main: (610) 731-2996

Boca Raton, FL 33434

(954) 218-3543

Jupiter@hibu.com

No fax

Deadlines: news articles and ads three months lead time, first week of month

LA GUIA GRATUITA (SPANISH)

Circulation: 35,000

Run date: Wednesday

2500 Quantum Lakes Drive, Suite 203

Main: (561) 853-2128

Boynton Beach, FL 33426

Fax: (561) 853-2258

mluaces@laguiagrattuita.com

Deadline: prior Friday

LAKE WORTH HERALD and COASTAL/GREENACRES OBSERVER

Coverage Area: Lake Worth, Lantana, Manalapan, Hypoluxo, Lake Clarke Shores, Greenacres, Palm Springs, and South Palm Beach

Circulation: 38,000

Run date: Thursday

130 South H Street

Main: (561) 585-9387

Lake Worth, FL 33460

Fax: (561) 585-5434

lwherald@bellsouth.net

Deadline: Tuesday noon

NEIGHBORHOOD POST

Circulation: 168,000

Run date: Thursday

P.O. Box 24700

Main: (561) 820-4763

WPB, FL 33416

Fax: (561) 837-8320

neighborhood@pbpost.com

Delivered with Thursday *Palm Beach Post*

Deadlines: news one week prior, undated items up to one month prior

PALMSWEST MONTHLY (MONTHLY)

Coverage Area: WPB, Wellington, Royal Palm Beach, The Acreage, Loxahatchee

Circulation: 22,000

Run date: last Saturday of month

1125 S. State Road 7, Suite 104-364

News: (561) 793-6397

Wellington, FL 33414

Fax: (561) 793-9017

newsdesk@palmswestmonthly.com

Deadline: two weeks prior

SEMANARIO ACCION (SPANISH)

Circulation: 54,000; mailed free to Hispanic PBC residents weekly

P.O. Box 6726

Run date: Friday

WPB, FL 33405

Main: (561) 586-8699

semanario@hotmail.com

Fax: (561) 586-2838

Deadlines: news Tuesday 5 p.m.; ads Wednesday noon

SOUTH FLORIDA BUSINESS JOURNAL

Circulation: 10,000

6400 N. Andrews Avenue, Suite 200

Fort Lauderdale, FL 33309

kgale@bizjournals.com

Deadline: eight days prior

Run date: Friday

Main: (954)-949-7600

Fax: (954)-949-7595

SOUTH FLORIDA WEEKENDER

Coverage Area: Riviera Beach, North Palm Beach, Lake Park, Palm Beach Gardens, Palm Beach Shores, Juno Beach, Jupiter, and select areas of West Palm Beach

Circulation: 10,000

962 Northlake Blvd.

Box 111, Lake Park, FL 33403

sfweekender@gmail.com

Deadline: news Tuesday 5 p.m.; ads prior Friday

Run date: Thursday

Main: (561) 667-0887

No fax

SUBURBAN LAKE WORTH LIFE (MONTHLY)

Coverage Area: Lake Worth area

Circulation: 5,000 in 33463 ZIP code

2581 NW 36th Street

Boca Raton, FL 33434

SuburbanLakeWorth@hibu.com

Deadlines: news articles and ads three months lead time, first week of month

Run date: second week of month

Main: (610) 731-2996

(954) 218-3543

No fax

SUN

Coverage Area: Belle Glade, Pahokee, South Bay, Canal Point

Circulation: 2,500

P.O. Box 1236

Clewiston, FL 33440

sunnews@newszap.com

Deadline: Monday noon

Run date: Thursday

News: (863) 983-9148

Fax: (863) 983-7537

TOWN CRIER

Coverage Area: Royal Palm Beach, Wellington, The Acreage, Loxahatchee

Circulation: 30,000

12794 W. Forest Hill Blvd., Suite 31

Wellington, FL 33414

news@gotowncrier.com

Deadlines: news Monday noon; ads Monday 5 p.m.

Run date: Friday

News: (561) 793-7606

Fax: (561) 793-6090

WEST BOYNTON BEACH LIFE (MONTHLY)

Coverage Area: Lake Worth area

Circulation: 5,000 in 33437 ZIP code

2581 NW 36th Street

Boca Raton, FL 33434

WestBoyntonBeach@hibu.com

Deadlines: news articles and ads three months lead time, first week of the month

Run date: first week of month

Main: (610) 731-2996

(954) 218-3543

No fax

WESTSIDE GAZETTE

Coverage Area: Palm Beach, Broward and Miami-Dade counties

Circulation: 50,000

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

300 N. Dixie Highway

Main: (561) 355-4573

West Palm Beach, FL 33401

Fax: (561) 355-6685

channel20@pbcgov.com

WFLX FOX 29 (Fox)

1100 Banyan Blvd.

Main: (561) 655-5455

West Palm Beach, FL 33401

News: (561) 653-5700

newstips@wptv.com

Fax: (561) 653-5719

WPBF 25 NEWS (ABC)

3970 RCA Blvd., Suite 7007

Main: (561) 694-2525

Palm Beach Gardens, FL 33410

News: (561) 624-6398

wpbnews@hearst.com

Fax: (561) 624-1089

WPEC CBS 12 (CBS)

1100 Fairfield Drive

Main: (561) 844-1212

West Palm Beach, FL 33407

News: (561) 881-0796

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 CHANNEL 34 (CW WEST PALM)

(NO NEWS)

1700 Palm Beach Lakes Blvd., Suite 150

Main: (561) 681-3434

West Palm Beach, FL 33401

Fax: (561) 684-9193

WWHB 48 AZTECA AMERICA (SPANISH)

1700 Palm Beach Lakes Blvd., Suite 150

Main: (561) 681-3442

West Palm Beach, FL 33401

Fax: (561) 684-9193

info@wwhb.com

HOLA VISION 12.2 DIGITAL CABLE (SPANISH)

1100 Fairfield Drive, Suite A

Main: (561) 686-5151

West Palm Beach, FL 33407

Fax: (561) 844-4454

noticiero@holavision.tv

RADIO STATIONS

CLEAR CHANNEL COMMUNICATIONS

3071 Continental Drive
WPB, FL 33407
www.clearchannel.com

Main: (561) 616-6600
News: (561) 616-6760
Fax: (561) 881-8553

STATIONS

WAVW 92.7 FM The Wave (Country)

WBZT 1230 AM (News/FinancialTalk)

WJNO 1290 AM (News/Talk)

WLDI 95.5 FM Wild 95 (Top 40)

WKGR 98.7 FM THE GATER (Classic Rock)

WOLL 105.5 FM Kool 105 (Classic Hits)

WRLX 92.1 FM Mia 92.1 (Latin Adult Contemporary)

WZZR 94.3 FM Real Radio (Talk)

PALM BEACH BROADCASTING

701 Northpoint Parkway, Suite 500
West Palm Beach, FL 33407

Main: (561) 616-4600
Fax: (561) 689-4291

STATIONS

WEAT 107.9 FM SUNNY (ADULT CONTEMP) Listener Line: (800) 919-1079

Fax: (561) 868-1111

WIRK 103.1 FM (COUNTRY)

Main: (561) 616-4777

Listener Line: 1-855-400-9475

WRMF 97.9 FM (ADULT CONTEMPORARY)

Main: (561) 868-1100

www.wrmf.com

Fax: (561) 868-1111

Listener Line: 1-877-979-9763

WMBX 102.3 FM X-102.3 (URBAN CONTEMPORARY)

WPBR 1340 AM (CREOLE)

1776 Lake Worth Road
Lake Worth, FL 33460

Main: (954) 444-4032

WWRF 1380 AM RADIO FIESTA (SPANISH)

1939 7th Avenue North
Lake Worth, FL 33461
www.radiofiesta.com

Main: (561) 585-5533

Fax: (561) 585-0131

WPSP 1190 AM IIQ LA PRIMERA (SPANISH ADULT CONTEMPORARY)

5730 Corporate Way, Suite 210
West Palm Beach, FL 33407
1190am@gmail.com

Main: (561) 681-9777
Fax: (561) 687-3398

WFTL 850 AM BIG TALK 850 (NEWS/TALK)

2100 Park Central Blvd. North, Suite 100
Pompano Beach, FL 33064
www.bigtalk850.com

Main: (877) 850-8585
News: (954) 315-1515
Fax: (954) 315-1555

WAY-FM 88.1 FM (ADULT CONTEMPORARY CHRISTIAN)

800 Northpoint Parkway, Suite 881
West Palm Beach, FL 33407
http://wayf.wayfm.com

Main: (561) 881-1929
Listener Line: (888) 448-7234

WCNO 89.9 FM (ADULT CONTEMPORARY CHRISTIAN)

2960 S.W. Mapp Road
Palm City, FL 34990
wcno@wcno.com

Main: (772) 221-1100
(888)-221-8990
Fax: (772) 221-8716

WRMB 89.3 FM MOODY RADIO (CHRISTIAN TALK)

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

Main: (561) 737-9762
Fax: (561) 737-9899

WSBR 740 AM MONEYTALK RADIO (FINANCIAL)

WNN 1470 AM (HEALTH)
1650 S. Dixie Highway, 5th Floor
Boca Raton, FL 33432

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

WSWN 900 AM SUGAR 900 (GOSPEL)

P.O. Box 1505
Belle Glade, FL 33430

Request Line: (561) 996-9796
Fax: (561) 996-1852
(Fax emergency info only)

WBGF 93.5 FM RADIO LOBO (REGIONAL MEXICAN)

P.O. Box 1505
Belle Glade, FL 33430
www.loboradio.com

Request Line: (561) 439-0711
Fax: (561) 996-1852



Palm Beach County Board of County Commissioners

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