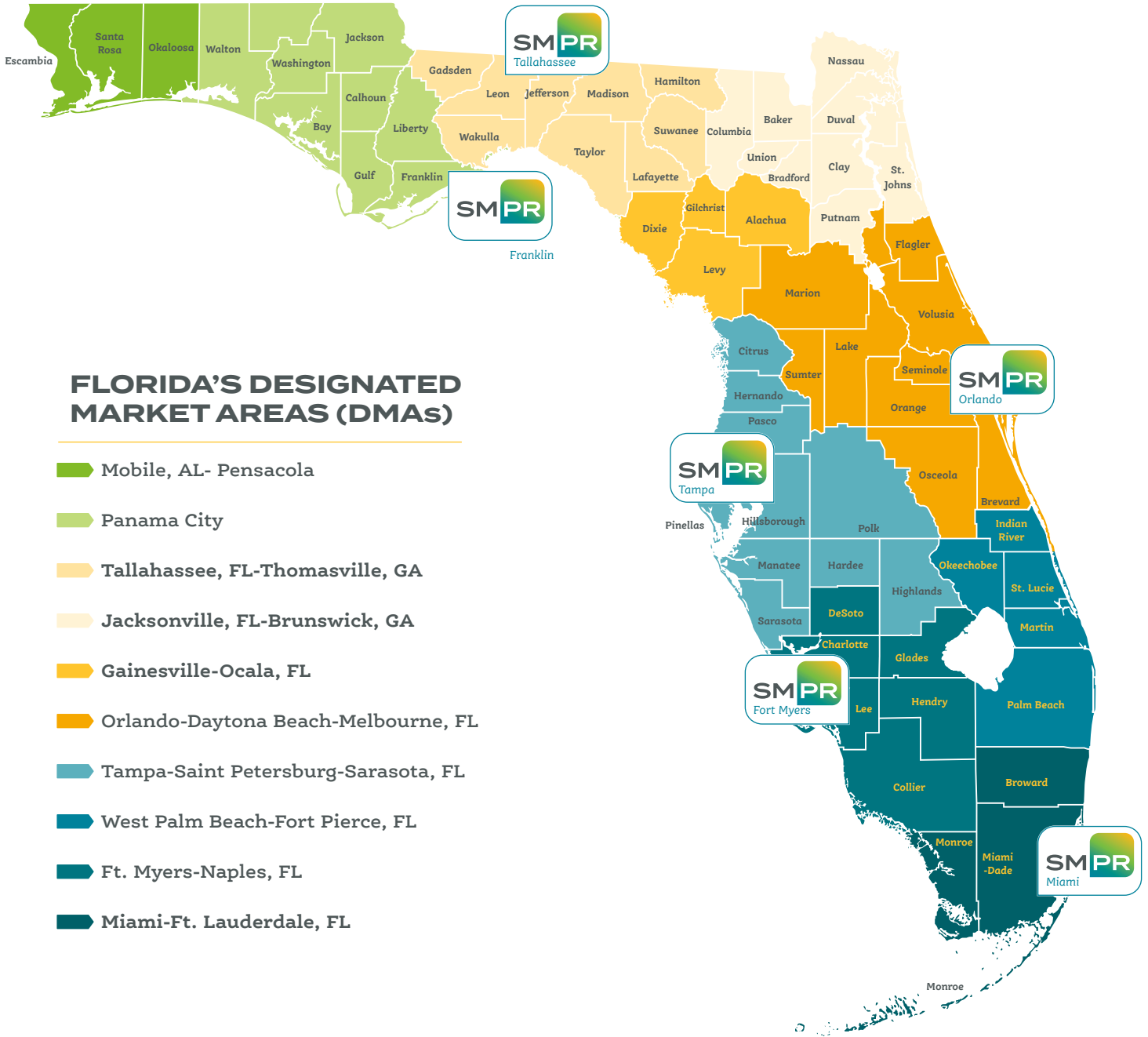


Public relations is vital to increasing visibility, mitigating a crisis, and achieving third party validation to boost your business. Getting media coverage on your own is possible, however, it takes time and effort to build relationships with journalists.

**We want to help you get started.**






**FLORIDA'S DESIGNATED MARKET AREAS (DMAS)**




- Mobile, AL- Pensacola
- Panama City
- Tallahassee, FL-Thomasville, GA
- Jacksonville, FL-Brunswick, GA
- Gainesville-Ocala, FL
- Orlando-Daytona Beach-Melbourne, FL
- Tampa-Saint Petersburg-Sarasota, FL
- West Palm Beach-Fort Pierce, FL
- Ft. Myers-Naples, FL
- Miami-Ft. Lauderdale, FL

# MEDIA CONTACTS FOR EACH DMA




## Mobile, AL- Pensacola

 WNPR- AM | (850) 262-6000 | news@newsradio1620.com  
 WEAR-TV | (850) 455-4599 | news@weartv.com  
 Pensacola News Journal | (850) 435-8600 | news@pnj.com




## Panama City

 WLTV-AM | (850) 784-9873 | wltg@bellsouth.net  
 WJGH-TV | (850) 234-7777 | news@wjhg.com  
 The News Herald | (850) 747-5070 | news@pcnh.com




## Tallahassee, FL-Thomasville, GA

 Florida Public Radio | (850) 487-3194 | newsroom@wfsu.org  
 WCTV-TV | (850) 907-2126 | news@wctv6.com  
 Tallahassee Democrat | (850) 599-2100 | letters@tallahassee.com




## Jacksonville, FL-Brunswick, GA

 First Coast News (WJCT-FM) | (904) 353-7770 | news@wjct.org  
 WJAX-TV | (904) 564-1599 | news@actionnewsjax.com  
 The Florida Times-Union | (904) 359-4111 | newstips@jacksonville.com




## Gainesville-Ocala, FL

 WSKY-FM | (877) 975-9825 | nallen@entercom.com  
 WCJB-TV | (352) 377-2020 | tv20news@wcjb.com  
 The Gainesville Sun | (352) 374-5000 | news@gainesville.com



## Orlando-Daytona Beach-Melbourne, FL

 WMFE-FM | (407) 273-2300 | wmfenews@wmfe.org  
 WFTV | (407) 822-8380 | news@wftv.com  
 Orlando Sentinel | (407) 420-5411 | citydesk@orlandosentinel.com




## Tampa-Saint Petersburg-Sarasota, FL

 WUSF-FM | (813) 974-8700 | news@wusf.org  
 WFLA-TV | (813) 221-5788 | news@wfla.com  
 Tampa Bay Times | (727) 893-8111 | local@tampabay.com




## West Palm Beach-Fort Pierce, FL

 WFTL-AM | (561) 616-4777 | brucelogan@hubbardradio.com  
 WPTV | (561) 653-5700 | newstips@wptv.com  
 The Palm Beach Post | (561) 820-4400 | breakingnews@pbpost.com

## Ft. Myers-Naples, FL

 WGCU-FM | (239) 590-2300 | gulfcoastlive@wgcu.org  
 WBBH-TV | (239) 939-2020 | newstips@nbc-2.com  
 The News-Press | (239) 335-0350 | breaking@news-press.com

## Miami-Ft. Lauderdale, FL

 WLRN-FM | (305) 995-1717 | news@wlrnnews.org  
 WSVN 7 News | (305) 795-2777 | newsdesk@wsvn.com  
 The Miami Herald | (305) 350-2111 | dadenews@miamiherald.com

## INSIGHTS ABOUT FLORIDA



Florida is diverse, with Native American, European, African-American, Hispanic and a host of other cultural flavors reflected in our cuisine, architecture and attitudes.



It's warm year-round. The climate varies from subtropical in the north to tropical in the south. The average temperature in Florida ranges from 65 to 70 degrees in the north, and from 74 to 77 degrees in the south.



Florida has the longest coastline (1,197 statute miles) in the contiguous United States, with 825 miles of accessible beaches to enjoy.



Florida has more than 9,200 miles of hiking, bicycling, equestrian and shared-use trails and over 4,000 miles of paddling trails.



Florida is the boating and fishing capital of the world.