

Apples to Apples



**RADIO & ONLINE
OTHER PRINT & ONLINE**



TELEVISION & ONLINE



LEXINGTON kentucky.com
HERALD-LEADER

The best performing radio station reaches 1.6% of adults. The best performing other local print product reaches 3.8%. Best performing TV station reaches 20.0%. The Lexington Herald-Leader reaches 30.2% of adults in the Lexington market area.

How do you like them apples?

COMMERCE LEXINGTON INC.



SPONSORED BY THE LEXINGTON HERALD-LEADER/KENTUCKY.COM

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LEXINGTON kentucky.com
HERALD-LEADER

GUIDE TO GAINING MEDIA ATTENTION

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AREA MEDIA OUTLETS LIST

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LEXINGTON kentucky.com
HERALD-LEADER

PUBLICATION CREDITS...

**THIS GUIDE PUBLISHED BY
COMMERCE LEXINGTON INC.**

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ROBERT L. QUICK, CCE

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MARK E. TURNER

HOW THIS GUIDE CAN HELP YOU

This ***Guide to Gaining Media Attention*** was created with the members of the Commerce Lexington in mind. The guide intends to assist business owners in promoting their companies by illustrating the ways in which the media can be an excellent medium for success. We hope that this publication will provide you with information that will enable you to feel comfortable in working with the media so that your company may continue to grow and reap the benefits of the Bluegrass area.

The ***Guide to Gaining Media Attention*** provides general information concerning the local media. Our staff has included some wide-ranging tips on building relationships, as well as what reporters/editors look for when considering what is news to their readers. Directions and examples on writing press releases, targeting your messages, and talking with reporters are just a few of the items this guide addresses. Tips from the experts themselves - local media representatives - will give you some inside information. Additionally, there is contact information for local media outlets, as well as important news copy deadlines so that you can ensure that your news at least gets a look.

From television to newspaper, the media is a great way to get your company's name out to the community. We hope that you may use this guidebook as a reference for your media interactions, as well as a contact source. Remember, Commerce Lexington is always here to help you!



330 EAST MAIN STREET, SUITE 100

LEXINGTON, KY 40507

PHONE: (859) 254-4447

FAX: (859) 233-3304

WEB: www.CommerceLexington.com



News is informative and relevant to the general public. It has three main purposes: **to inform, entertain, and persuade.**

It may appear before an event to inform the public or after an event to record it. Think about your target customer in order to uncover the newsworthiness in your business. Think about how your business provides some type of service, product or information that excites, intrigues or provokes.

It is important to know what is newsworthy and what is not. Sending out press releases for every minor happening will destroy your credibil-

ity with the media and reduce the probability of having your real news published or broadcast. Reserve news releases for the truly newsworthy events.

Journalists consider what has news value when deciding what to publish or broadcast. These traditional values include impact, timeliness, prominence, proximity, conflict, the bizarre or unusual, and currency. Consider these values in working with the media so that the most important and interesting information about your business gets to the reader in the most efficient manner.

BUILDING RELATIONSHIPS WITH MEDIA

It is important for your business to build and maintain a solid foundation with the media. There are a few underlying principles to remember when working with the media:

- Be honest. You should always tell the truth or explain the reasons why you cannot discuss that subject when speaking with reporters. Remember that with Internet resources, written information on your company is easily accessible, so watch your words closely.

- Be current and remember that timing is everything. Because time and space is often limited in news outlets, look for slow news days or seasons to get the maximum coverage for your business. Remember to be respectful of deadlines - they are not flexible.

- Take the time to get to know the journalists as individuals; learn their styles and background. This is key to winning their trust and keeping your issues at the forefront.

DIFFERENT TYPES OF MEDIA

PRINT MEDIA

Newspapers allow you to reach a large number of people within a specified area. Some advantages for small businesses in choosing to advertise in newspapers are that there is more flexibility in terms of ad size and placement and exposure to the ad is not limited. However, there is a declining readership, ad space can be expensive, and newspapers are typically read once and then tossed out. Magazines enable you to reach highly targeted audiences, have a relatively long ad life and are typically re-read several times before being discarded. However, magazines ads are limited in terms of ad placement and format and are potentially expensive.

TELEVISION MEDIA

Television allows you to reach a large amount of people in a small amount of time. Small businesses typically use either spot television or cable television. A spot television ad is placed on one station in one market. The number of people who see your ad strictly depends on who is tuned to that station at that particular time. Cable advertising is placed either on a local cable television channel or on a cable network. The number of people reached by this form depends upon the cable market. Using tel-

evision as a medium to promote your business allows you to convey your message with sight, sound and motion. However, this form of advertising is relatively expensive due to airtime and production. Television ads may require multiple exposures to really get your message out there.

When writing for broadcast journalism, remember the four C's - correctness, clarity, conciseness, and color. The selection of news often depends on its timeliness, its audio or visual impact, and that it offers information rather than an explanation to the audience.

RADIO MEDIA

Radio also has the ability to quickly reach a large number of consumers. Radio advertising is able to efficiently target your audience. The vast array of radio program formats allows you to gear your message to almost any target audience. Radio is commonly used by small businesses because it is somewhat inexpensive and because deadlines for placing radio advertisements are reasonably short. The disadvantages of radio are that there is no visual product for customers to identify with and the messages are often very short. Additionally, like television, multiple exposures may be required.

HOW TO WRITE & STRUCTURE A PRESS RELEASE



A press release is one of the primary ways for your company to communicate news and information to the media. Because the media receives such a tremendous amount of releases daily, your first step is making sure that the journalist reads your release. Find out if they prefer to receive email, fax, or hardcopy. Make sure to have a creative headline that is short, edgy and descriptive.

A press release should tell readers who, what, when, where, why, and how. Put the most important information in the front, provide necessary details in the middle, and make sure to include contact information at the end.

Use simple, declarative statements to make your point; avoid hype, over-inflated claims, and technical terms. Be active and to the point so that your reader gets excited about your news. Use quotes whenever possible to liven up the story and increase your impact. The media likes to use quotes because they bring the audience closer to the subject of the story. Placing your most important points in quotes increases the chance that they will be used in the final release.

Lastly, try to keep your release to two pages or less, double-spaced. It is a good idea that you and several others proofread the release before distribution. **SEE SAMPLE PRESS RELEASES ON PAGES 5-6.**

Send the release to several media outlets. It helps to know the deadlines and publishing or broadcasting schedules. In addition to the media, you might want to send your release to local associations, legislators, and other local business people.

WHAT IS AN "EMBARGOED" NEWS RELEASE?

An embargoed news release is simply a time when the release may be used. News releases should always include a release time that allows editors to know when the information may be released. Embargoed releases are distributed prior to when they should be used in order to cooperate with deadlines of editors. An embargo release may include the following:

For release after 10 a.m. OR Embargoed until Monday, March 15

Generally, editors will abide by embargo times; however, there is nothing you can do if the information is published prior. Hence, you should be very careful in releasing an embargoed news release and only do so when you know the editor can be trusted.

HINT

Make sure your news release is addressed to or sent to a specific reporter or editor. General releases may not reach the person responsible for that topic.

SAMPLE PRESS RELEASES



June 14, 2012

To: Local Media Outlets

From: Mark Turner

Commerce Lexington Inc.
330 East Main Street, Suite 100
Lexington, KY 40507
mturner@CommerceLexington.com

Panel of Newcomers to Give Impressions of Lexington, Opportunities for Their Organizations & the Region at Good Morning Bluegrass

[Lexington, Ky.] - In the last year or so, there's been a substantial transition in key leadership positions across our community. Many of these people have relocated here from outside the state of Kentucky, bringing with them an infusion of new ideas and perspectives.

During the next Good Morning Bluegrass event on **Friday, June 29**, presented by Fifth Third Bank, we'll hear from three leaders who are not only relatively new to the area, but also represent companies and organizations that have wide-ranging impacts on the fabric of the Bluegrass Region.

These panelists will give their impressions of Lexington, any misconceptions they may have had, why they made the decision to relocate here, as well as how they see the vision of their organizations shaping our community in the future.

Panelists include: **Dr. Mark Evers**, who is the Director of the Markey Cancer Center and Professor and Vice Chair for Research for the University of Kentucky Department of Surgery; **Bill Farmer**, President of the United Way of the Bluegrass; and **Rufus Friday**, President and Publisher of the Lexington Herald-Leader.

TO REGISTER: This special Good Morning Bluegrass event will be held on Friday, June 29, from 8:00 - 9:30 a.m., at the Hyatt Regency Lexington (401 West High Street, Regency Ballroom). The cost to attend is \$25 per person for Commerce Lexington Inc. members or \$35 per person for potential members. To register, e-mail to rsvp@CommerceLexington.com or register on-line at www.CommerceLexington.com.

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Vital info: Who, What, Where, When

Monday, September 23, 2012

Media Opportunity

PRESS CONFERENCE:
Thursday, September 26, 11:00 a.m.
ABC Accounting Service LLC
919 Winchester Road
CONTACT: (859) 226-1625

Use catchy headline for community-oriented news story

Local Partnership aimed at giving people second chances

One of the goals of Commerce Lexington Inc.'s Minority Business Development program is to foster strategic partnerships among its minority members. One such partnership involves one of Lexington's newest arrivals, ABC Accounting Service, owned by Mr. and Mrs. Payroll.

It's no secret that the husband and wife duo are strong believers in helping people in any way they can. Combine their strong faith with the workforce training and improvement efforts of Employment Solutions, and you've got a unique partnership aimed at giving displaced workers second chances that will have quite an impact on the local workforce.

Here is how it works - ABC Accounting Service has been looking for people to hire for its new business at 919 Winchester Road. Commerce Lexington's 2010 Minority Business of the Year will utilize testing resources to identify workers' skills. Meanwhile, Employment Solutions has a brand new accounting program where prospective employees can work and train until hired.

Tyrone Tyra, Vice President of Commerce Lexington's Minority Business Development program, said, "This will be a great feeder system of employees for ABC Accounting Service. Because of this partnership, these workers will now have great opportunities for second chances, and the Lexington workforce will benefit tremendously."

A press conference will be held outside of ABC Accounting Service this Thursday, Sept. 26, beginning at 11:00 a.m. On hand for the event will be Lexington Mayor Pam Miller, Commerce Lexington Inc. President Bob Quick, representatives of Employment Solutions, as well as ABC Accounting Service.

PRESS CONFERENCE AGENDA ENCLOSED

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Note if more info enclosed or available



TARGETING YOUR MESSAGE

You should determine your target audience in order to direct your message. Find out which local media outlets reach that audience and would be the most receptive to and interested in your story. Target audience refers to the intended audience, and is usually defined in terms of specific demographics such as age, men and/or women, as well as income, product purchase behavior, product usage or media usage. There are many different mediums for getting your targeted message to your target audience. Consider some of the following:

Signs

Signs are everywhere around us. From billboards to storefront, signs are excellent vehicles for delivering your message.

Advertising - Magazine/Newspaper

Whether you use a full-page ad, a smaller ad, or the classifieds, ads are a great way of reaching a targeted audience. Make sure to choose the specific sections that target your prospects.

Web-Site

The Internet is a great place to reach a large amount of people. The time is vastly approaching when all businesses should have a website in order to prosper.

Social Media

The use of social media can be effective not only because of the people that you or your business are connected to, but also because of the reach that your connections may have. Social media allows you to target your ads toward very specific segmented groups, and all of it is trackable for ROI.

Video

The use of video has become an important tool both to promote something that is coming up and as a way to push out post-event news. Video is great, but be sure to keep it brief.

FOLLOW-UP TO PRESS RELEASE

It is a good idea to leave some information out of your original release. This will allow you to contact the reporter with additional vital information to your news, such as the time of a specific event. Or, this will oblige the reporter to contact you if he or she believes the release is newsworthy. Sending out just one release may or may not get published. Sending a follow-up press release on the same news but with a different angle and attaching the original press release can increase the probability of getting published or broadcast.

Post Event / Press Conference Releases

It is a good idea to send out a press release before the press conference or event that details what will take place. Distribute a copy of this release to the journalists present. After the event or conference, write a second release that details the happenings.

PROMOTING YOUR BUSINESS THROUGH COMMERCE LEX.

RIBBON CUTTINGS & GRAND OPENINGS

As a benefit to members, Commerce Lexington Inc. can assist you with a ribbon cutting ceremony at your grand opening event, and help promote it through a variety of communications available at Commerce Lexington. To get started selecting a date and time and learn more about the CLX ribbon cutting policies and procedures, contact Liz Bennett on our staff at (859) 226-1615 or lbennett@CommerceLexington.com. ----->

No Cost PROMOTION OPTIONS AVAILABLE TO COMMERCE LEXINGTON INC. MEMBERS

As an active member of Commerce Lexington Inc., there are plenty of ways for you to get the word out on events through our communications avenues. Here are some options listed below that are available at no cost to members:

ON-LINE MEMBER NEWS PAGE:

Press releases can be posted to our on-line Member News page on the CommerceLexington.com web site. Submit your company's press releases to mturner@CommerceLexington.com or lbennett@CommerceLexington.com.

POST EVENTS IN THE ON-LINE CALENDAR:

Commerce Lexington Inc. has one the most comprehensive on-line calendars in the area located on its web site at www.CommerceLexington.com, with hundreds of events posted to its Community Calendar. CLX members can use their MEMBERS LOG-IN information to submit events to the on-line calendar. To receive your company's log-in information, call (859) 254-4447. The Community Calendar also ties directly into our **CLX2Go mobile app**, which has over 800 downloads.



PERSONNEL ANNOUNCEMENTS:

Commerce Lexington Inc. publishes company personnel and award/recognition announcements inside its monthly *Business Focus* magazine. You can submit personnel announcements to mturner@CommerceLexington.com. While our magazine format does not have enough space for photos of individuals, be sure to include photos when you send your announcements to other media outlets in the area.

SOCIAL MEDIA:

Commerce Lexington Inc. has two social media groups where **only members can post information** about upcoming events, programs, news, products, and services. Our Facebook group at www.facebook.com/groups/CommerceLexington has nearly 2,200 members, while our LinkedIn group at www.linkedin.com/groups/Commerce-Lexington-Inc-3937103 has over 900 members.

25 Tips for Gaining Media Attention

Courtesy of Nancy Wisner - Wisner Strategies

1. Do something.
2. Make it fun & entertaining.
3. Do it on a slow news day.
4. Invite someone important to have a role.
5. Involve a lot of people.
6. Use animals and/or children.
7. Provide lots of action.
8. Localize the story.
9. Show how you are different.
10. Personalize it to each outlet's format.
11. Show the emotion.
12. Capitalize on conflict.
13. Time it with deadlines and newscasts.
14. Tie it in with current news.
15. Notify the media in advance.
16. Remind them.
17. Remind them again.
18. Follow up afterwards if they don't show.
19. Pitch it to multiple reporters/editors.
20. Offer facts, particularly statistics.
21. Keep information brief.
22. Contact media regularly.
23. Use a colorful spokesperson.
24. Build on holidays, seasons or months.
25. Do something "wrong."



MAKE IT EASY TO COVER YOUR EVENT/STORY

Once you have established your target audience, covering your event or story will be much easier. Knowing your target audience helps decide such factors as what publications you should advertise in, where you should put up fliers, and what radio stations would be best to use.

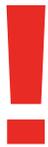
Sending out your own press releases can be very time consuming. Consider using a press release distributor service. Some companies to check out include: Business Wire, Internet Wire, eReleases.com, Web Wire, and US News Wire. If you are sending the releases yourself, find out the name of the reporter that covers the section where you want your news to appear. Sending the release to "Editor" without a name lessens your chances of your news being published. Be sure to spell their name correctly!

THINGS TO KNOW WHEN TALKING WITH REPORTERS

Before your interview, take the time to think of the key messages you wish to convey, anticipate questions both good and bad, and consider other related issues. Here are a few guidelines to keep in mind when talking with reporters:

- Do discuss only those activities within your area of expertise and/or responsibility. Do not let the interviewer draw you into other areas.
- Do take advantage of every opportunity to voice your key messages.
- Do illustrate your answers with analogies and examples.
- Do answer a question with a "headline" first, then use facts and examples to back it up whenever possible.
- Do use simple, direct sentences.
- Don't ramble - once you have answered the question, stop talking.
- Don't say "no comment." It is considered rude and people will think that you have something to hide.
- Don't use jargon. Remember that even though you are answering the reporter's questions, you are ultimately talking to the public.
- Don't be afraid to pause to think before answering questions. It may prevent you from saying something you might regret.

Also, keep in mind that body language can say a lot. Be sure not to fidget, use big gestures or cross your arms. You should always focus on the reporter and not allow your eyes to wander.



KNOW DEADLINES FOR MEDIA OUTLETS

Deadlines are extremely important to meet for the news media. Publication and broadcasting cannot be delayed and preparing news for release often takes time. You should be aware of the deadlines for media outlets to ensure your news gets released at the proper time.

For radio stations and the television media you should try to get your news releases in the mail at least four days before your event.

For weekly newspapers, get your publicity to them at least three working days before their publication date.

For a daily newspaper, news releases should be submitted about a week in advance. The absolute latest you should submit to daily newspapers is noon two days before you would want it to appear. Deadlines for special editions of the paper and Sunday issues may vary depending on the newspaper. Check deadlines carefully.

LOCAL MEDIA OUTLETS

This section is meant to be a starting point to getting your news to the right outlet. Please check contact information to ensure that it is still correct.

The following media outlets are Commerce Lexington Inc. Members



TELEVISION MEDIA OUTLETS

WLEX-TV (Ch. 18.1) NBC

1065A Russell Cave Road
Lexington, KY 40505
Phone: (859) 381-1801
Fax/Newsroom: (859) 254-2217
www.LEX18.com

WKYT-TV (Ch. 27.1/27.2) CBS/The CW

2851 Winchester Road
Lexington, KY 40509
Phone: (859) 299-2727
Fax/Newsroom: (859) 293-1578
www.wkyt.com

WTVQ-TV (Ch. 36.1/36.2/36.3) ABC

6940 Man O' War Blvd.
Lexington, KY 40509
Phone: (859) 294-6028
Fax/Newsroom: (859) 294-6123
www.wtvq.com

WDKY-TV (Ch. 56) FOX

836 Euclid Avenue, Suite 201
Lexington, KY 40502
Newsroom: (859) 268-1234
Newsroom Fax: (859) 293-1578
www.foxlexington.com

KET (Ch. 46)

600 Cooper Dr., Lexington, KY 40502
Phone: (859) 258-7000
Fax: (859) 258-7399
www.ket.org

Time Warner Cable CN|2

10170 Linn Station Road, Suite 590
Louisville, KY 40223
Phone: (502) 792-1100
Fax: (859) 263-1857
http://mycn2.com/

MAGAZINES/PUBLICATIONS

Ace Weekly

P.O. Box 654, Lexington, KY 40588
Phone: (859) 225-4889
www.aceweekly.com

Attorney at Law Magazine

1004 Vanbrugh Court
Lexington, KY 40509
Phone: (859) 368-0778
www.attorneyatlawmagazine.com/
kentucky

The Best of Lexington

P.O. Box 21824, Lexington, KY 40522
Phone: (859) 533-1261
www.bestoflexingtonky.com

Blood-Horse Publications

P.O. Box 919003, Lexington, KY 40591
Phone: (859) 276-6748
www.bloodhorse.com

Business Lexington

434 Old Vine St., Lexington, KY 40507
Phone: (859) 266-6537
www.bizlex.com

Chevy Chaser Magazine

434 Old Vine St., Lexington, KY 40507
Phone: (859) 266-6537
www.chevychaser.com

The Group Travel Leader

301 E. High St., Lexington, KY 40507
Phone: (859) 253-0455
www.grouptravelleader.com

Hamburg Journal

2216 Young Drive, Suite 6,
Lexington, KY 40505
Phone: (859) 268-0945
www.hamburgjournal.com

The Lane Report

201 E. Main Street, 14th Floor
Lexington, KY 40507
Phone: (859) 244-3500
www.lanereport.com

Lexington Apartment Guide

P.O. Box 910235, Lexington, KY 40591
Phone: (859) 223-4085
www.lexingtonapartmentguide.com

N2 Publications Lexington

428 Lakeshore Drive
Lexington, KY 40502
Phone: (859) 339-7176
www.n2pub.com

Southsider Magazine

434 Old Vine St., Lexington, KY 40507
Phone: (859) 266-6537
www.southsidermagazine.com

STORY

945 National Avenue
Lexington, KY 40502
Phone: (859) 317-8169
www.storythemagazine.com

Top Marketing Group

2891 Richmond Road, Suite 208
Lexington, KY 40509
Phone: (859) 543-8677
www.topsinlex.com

TravelHost of the Bluegrass

3600 Flower Mound Court
Lexington, KY 40509
Phone: (859) 543-1014
www.travelhostbluegrass.com

MORE LOCAL MEDIA OUTLETS

NOTE: This list represents members of Commerce Lexington Inc. as of March 24, 2015. There are other media outlets available both locally and regionally that are searchable on the web. A full list of media outlets in Kentucky is available for purchase at www.KentuckyMediaDirectory.com. If your news/event has a regional reach, keep in mind that most counties in Kentucky have their own newspaper - generally a weekly paper, but several are published more times per week.

INTERNET MEDIA

Kentucky Forward

Phone: (859) 554-5257
www.kyforward.com

Lexington Herald-Leader/ Kentucky.com

Phone: (859) 231-3164
www.kentucky.com

TopsInLex.com

Phone: (859) 543-8677
www.topsinlex.com

NEWSPAPERS

Advocate Communications, Inc./ The Jessamine Journal

Weekly: Thursday
507 North Main
Nicholasville, KY 40356
Phone: (859) 885-5381
Fax: (859) 887-2966
www.jessaminejournal.com

Lexington Herald-Leader/ Kentucky.com

100 Midland Avenue
Lexington, KY 40508
Phone: (859) 231-3164
Fax: (859) 231-1659
www.kentucky.com

Kentucky Kernel

University of Kentucky
026 Grehan Journalism Building
Lexington, KY 40506
Newsroom: (859) 257-1915
Fax: (859) 323-1906
www.kykernel.com

RADIO

Clear Channel Radio Lexington

2601 Nicholasville Road
Lexington, KY 40503
Switchboard: (859) 422-1000
Stations: WMXL-FM (Mix 94.5) adult contempo.; WLAP-AM (630) news/talk, Fax/Newsroom: (859) 299-WLAP, www.wlap.com; WBUL-FM (98.1) country, Phone: (859) 422-1000, Fax: (859) 422-1038; WLKT-FM (104.5) top 40; WKQQ-FM (100.1) rock; WMKJ (105.5) oldies; WGVN-AM (1580) FoxSports.

Cumulus Broadcasting

300 West Vine Street, Suite 3
Lexington, KY 40507
Fax/News Only: (859) 253-5943
Stations: WLXX-FM (92.9) country; WVVK-AM (590) news talk (101.5 FM), www.wvfkam.com; WLRO-FM (101.5) talk/sports/ entertainment; WXZZ-FM (103.3) rock; WLTO-FM (102.5) contemporary hits.

L.M. Communications Broadcast Media Group

401 W. Main Street, Suite 301
Lexington, KY 40507
Phone: (859) 233-1515
Fax/Newsroom: (859) 233-1517
Stations: WGKS-FM (96.9) soft rock/talk; WLXG-AM (1300) all sports; WBTF-FM (107.9) R&B; WLXO-FM (96.1) talk; WBVX-FM (92.1) classic hits; WCDA-FM (CD 106.3) top 40.
www.lmcomm.com

University of Kentucky (NPR)

WUKY 91.3 FM
340 McVey Hall, University of Kentucky
Lexington, KY 40506
Fax: (859) 257-6291
www.wuky.org

WRFL-FM (88.1)

UK Student Run Radio
Box 777, University Station,
Lexington, KY 40506
Phone: (859) 257-4636
Fax: (859) 323-1039
www.wrfl.fm

Eastern Kentucky University WEKU-FM (88.9) classical/NPR

102 Perkins Building
521 Lancaster Avenue
Richmond, KY 40475-3102
Phone: (800) 621-8890
Fax: (859) 622-6276
www.weku.fm

Georgetown College

WRVG-FM (89.9) public radio
400 E. College Street
Georgetown, KY 40324
Phone: (502) 863-7988
www.GeorgetownCollege.edu/wrvg