

# DFW

MEDIA

GUIDE



# Table of Contents

<b>Introduction.....</b>	<b>2</b>	KHKS .....	14	KRVA .....	21
PR Tips and Tricks.....	2	KHYI .....	14	KSKY .....	22
<b>Resources .....</b>	<b>3</b>	KICI .....	14	KSTV.....	22
Templates .....	3	KJCR.....	14	KTBK .....	22
Public Service		KKDA.....	15	KTCK .....	22
Announcements.....	3	KKMR.....	15	KTNO .....	22
PSA Format .....	3	KLNO.....	15	KXEB .....	22
Tips for		KLTY .....	15	KZEE.....	22
Submitting PSAs.....	5	KLUV .....	15	KZMP .....	22
Press Releases .....	6	KMEO.....	15	WBAP.....	22
Considerations		KMQX.....	15		
to Keep in Mind .....	6	KNON.....	15	<b>Newspapers .....</b>	<b>23</b>
Background Work .....	6	KNTU.....	16	Allen American .....	23
Tips for Writing		KOAI.....	16	Alvarado Post .....	23
a Press Release .....	8	KPLX.....	16	Alvarado Star .....	23
Tips for Sending		KRBV.....	16	Azle News.....	23
a Press Release .....	8	KRNB.....	16	Benbrook Star .....	23
Helpful URLs .....	9	KRVA.....	16	Burleson Star .....	23
Texas Radio Stations		KRVF.....	16	Carrollton Leader.....	24
Listing.....	9	KSCS .....	16	Cedar Hill Today .....	24
Texas Association of		KSOC.....	17	Celina Record .....	24
Broadcasters .....	9	KSTV .....	17	Cleburne Times Review	24
Texas Newspapers .....	9	KTCU .....	17	Colony Courier-Leader .	24
Texas Press		KTCY.....	17	Commercial Recorder ..	24
Association .....	9	KTFW.....	17	Coppell Gazette .....	25
TVRadioWorld .....	9	KTPW.....	17	Crowley Star .....	25
Federal Communications		KVIL .....	17	Dallas Morning News ...	25
Commission .....	9	KVTT.....	17	Dallas Observer .....	25
<b>Television.....</b>	<b>10</b>	KWRD .....	17	DeSoto Today.....	25
Community Cable		KXEZ .....	18	Duncanville Today.....	25
Television .....	10	KYNG .....	18	Flower Mound Leader...	26
KDAF .....	10	KYQX .....	18	Focus Daily News.....	26
KDFI.....	10	KYXS .....	18	Fort Worth	
KDFW .....	10	KZMP .....	18	Star-Telegram .....	26
KERA .....	10	KZPS .....	18	Fort Worth Weekly .....	26
KMPX .....	10	WRR .....	18	Frisco Enterprise.....	26
KPPD .....	10			Hood County News.....	26
KTVT.....	10	<b>Radio, AM.....</b>	<b>19</b>	Joshua Star.....	26
KTXA .....	10	KAAM.....	19	Keene Star.....	27
KUVN.....	10	KAHZ.....	19	Lake Cities Sun.....	27
KXAS .....	11	KBEC.....	19	Lancaster Today .....	27
WFAA.....	11	KBIS .....	19	Lewisville Leader.....	27
<b>Radio, FM .....</b>	<b>12</b>	KCLE.....	19	Little Elm Journal .....	27
KBFB .....	12	KDFT .....	19	Mansfield News-Mirror .	27
KBOC.....	12	KDXX.....	19	McKinney Messenger ...	28
KCUB.....	12	KESS .....	19	Mesquite News .....	28
KCBI.....	12	KFJZ .....	20	NW Tarrant County	
KDBN.....	12	KFXR.....	20	Times-Record .....	28
KDGE.....	12	KGGR.....	20	Oak Cliff Tribune.....	28
KDKR.....	13	KHBR.....	20	Park Cities News .....	28
KDMX .....	13	KHVN.....	20	Park Cities People .....	28
KDOS.....	13	KINF .....	20	Plano Star Courier.....	28
KDTK .....	13	KJSA.....	20	Rowlett Lakeshore Times	
KDXT .....	13	KKDA.....	20	.....	28
KDXX.....	13	KKLF .....	20	South Tarrant Star .....	28
KEGL .....	13	KLIF.....	21	Southlake Times .....	29
KEOM.....	13	KMKI.....	21	Suburbia News .....	29
KERA .....	14	KPIR .....	21	Texas Jewish Post .....	29
KESN .....	14	KPNI .....	21	Weatherford	
KHCK.....	14	KPYK.....	21	Democrat .....	29
		KRLD .....	21	White Rocker.....	29

# Introduction

Included in this *Media Guide* are the names and contact information for TV, radio, and newspapers in the Dallas / Fort Worth metroplex. It remains only as accurate as you are willing to ensure. Call your press contacts from time to time to make certain of contact names and titles. Use the guidelines listed — they have been tried and tested by public relations professionals. Use the templates until you get a feel for the task at hand. Always follow recommended press formatting guidelines, though.

As the Public Relations officer, your goal should be to inform the public about your club and its events. Make sure that stories you bring to the media are relevant to the larger community, not just club members, though.

What types of stories are newsworthy?

- Outstanding Volunteers
- Contests
- Anniversaries
- Parties
- Club-building Special Events

Regardless of whether or not your club engages in public events, it is still your job to publicize the club. Doing so helps build membership and provides your club with the attention it so richly deserves.

## PR Tips and Tricks

- Keep up-to-date media lists. Personalize your materials as much as possible.
- Contact the media only with newsworthy story ideas.
- Contact media in advance of events. (Two weeks is the standard target date.)
- Call reporters during times other than deadline. Mornings are usually best.
- When speaking to reporters, be brief and stick to the point.
- Know your story and anticipate questions.
- Avoid asking reporters if they received your release or if they intend to use it.
- Send background materials immediately following contact.
- Be available. Make sure you are available to take journalists' calls if they need more information or want to check a fact for accuracy.
- Always work within a reporter's deadlines.
- When you send out information to the press, make sure your club members are informed.
- Take "no" for an answer. Arguing with reporters only alienates them.

# Resources

## Templates

Regardless of whether you are circulating a press release or a public service announcement (PSA), it's a good idea to utilize templates so you only have to be concerned with content, rather than format. Feel free to use the templates shown here and modify as you learn.

## Public Service Announcements

Public service announcements (PSAs) are short film, video-recording, audio productions or text which attempt to persuade the audience to take some specific action or adopt a favorable view towards some service, institution, issue, or cause and are submitted by a nonprofit organization to specific broadcast media (radio or television, for example).

Similar to advertising, PSAs run as a community service at no charge by the media. In the United States, radio and television stations allot a limited amount of air time to PSAs and other service oriented programming. PSAs are used mainly by non-profit organizations to announce special events or air messages in the public interest.

In other countries, there may be opportunities for non-profit organizations to purchase media time and space at a reduced cost. Local cable television stations are another broadcast outlet that may offer reasonable rates.

Search for local radio and TV stations—don't forget community cable channels. All broadcast media must include some public service time. Most fulfill this obligation by using PSAs; however, many other nonprofit organizations know this as well, so airtime may be scarce.

Keep in mind that television stations require broadcast-quality footage to air a PSA. Radio stations may help you produce a local PSA if you provide a 30- or 60-second script. If your club is sponsoring an event or activity that involves the public, consider sending a suggested PSA to your local radio station in text format. Outline the who, what, where, when, and why of the event.

Newspapers and magazines often have unsold advertising space. This remnant space is often then designated for PSAs for non-profit organizations. Contact editors for specific information. Following is a template for a textual PSA. Keep in mind that some stations prefer you to send PSAs in varying formats. While some ask that you fax or email it in; others prefer you to pre-record it and submit it in a sound file (WAV or MP3, for example) or on a CD or video.

## PSA Format

Contact info goes at the top of the PSA on club letterhead. Include the time in 15-second intervals; however, 30 seconds is the preferred length. Avoid one minute PSAs, unless the topic is particularly germane. The body of the PSA should be typed in ALL CAPS and double-spaced.

## **Public Service Announcement from [club name] Toastmasters**

Contact:     name, VP PR  
              address  
              Telephone number  
              email address

Start Date: January 1                      End Date: January 15

Time: 30 seconds

AFTER DEATH AND TAXES, THE FEAR OF PUBLIC SPEAKING IS THE NUMBER ONE FEAR OF 94% OF AMERICAN ADULTS. ONE WAY TO OVERCOME THIS FEAR IS TO JOIN A TOASTMASTERS CLUB AND PRACTICE SPEAKING IN A POSITIVE, CARING, NON-JUDGEMENTAL ATMOSPHERE. TO FIND A TOASTMASTERS CLUB NEAR YOU, VISIT [WWW.TOASTMASTERS.ORG](http://WWW.TOASTMASTERS.ORG) AND CLICK ON THE FIND A CLUB LINK.

## **Tips for Submitting PSAs**

- Contact the Public Service Director at each station to ascertain their specifications regarding PSAs.
- Submit announcements to the Public Service Director as far in advance as possible, but no less than 10 days in advance.
- Include all facts — the who, what, when, where, and why of your event. Be sure to give specific starting and ending dates.
- Use organization letterhead and put a contact name, address, and telephone number on each release.
- Stick to the facts. Avoid superlatives, over-enthusiasm, and acronyms or nicknames the general public may not be familiar with.
- Include a telephone number where people can get more information about your event. Because this number will be used on the air, indicate any time restrictions.

## **Press Releases**

A press release is a brief document — generally one to three double-spaced, type written pages — announcing news about your public event to media professionals. Keep in mind that various media groups receive upwards of 25 press releases a day — be concise and stick to the facts.

Include some background information about your organization. Include web addresses for additional information.

There are traditional formatting considerations that you must always utilize. For instance, the headline needs to be centered with about two inches of space below it for the headline writer / editor to create a headline. The page margins need to be about 1.5 to 2 inches to leave room for the copy editor's comments and adjustments. If you use these formats, the press may be more likely to utilize your press releases.

## **Considerations to Keep in Mind**

You are not targeting potential members, but rather, you are targeting journalists. The journalist is not seeking membership. Instead, the journalist seeks to fill a news need. The content must appeal to news writers who will incorporate the release into an article.

Keep in mind the journalistic approach of the *Five Ws and H* — *who, what, where, when, why, and how*. Make sure your release answers those questions. Write a press release as you would an article. Continually ask yourself what readers would want to know.

Rather than proclaim the benefits of Toastmasters, the headline needs to capture reader interest and hook them into wanting to read more, as any headline in any newspaper attempts to do.

Don't try to tell the whole story, however. A press release is meant to pique interest. A publication might use a release in its entirety to fill a small space, but the idea is to create a feature story idea that the publication would want to follow up and report on. That's why it's important to include the correct contact information. A reporter may call and ask for an interview.

Try not to go over 500 words. Again, you are not writing the story; you are simply hoping that the press is interested enough to follow up and include it in their publications.

## **Background Work**

Don't send out a blanket press release to any and all newspapers, magazines, and newsletters. Do some research first and discover what interests specific publications serve. Doing the background work might make you approach the press release differently for various types of publications.

Find out who the appropriate contact is within a publication's organization to receive press releases. The more you make an effort to meet press needs, the more likely it is that they will use your release. Releases sent to the wrong person might get thrown away. Another way to make sure your release is not read is by calling to ask whether the release was received, read, or used. Just send it in and trust that if there is space and an interest, it will be used.

## **[club name] Toastmasters Press Release**

Contact:       Name, Title  
                  address  
                  phone number  
                  email address

For Release: Immediately / [or specific date]

[date the press release was created]

Release Number: xxx-xxxx [first group of digits is the incremental number of the press release—the second group of digits is the year]

### **After 52 Years, Members Come Home**

The [club name] Toastmasters club is hosting a Coming Home anniversary party on Thursday, January 1<sup>st</sup> at the Oasis Restaurant, Lake Joe Pool, Grand Prairie, Texas. Dinner will commence at 7:00 PM. The [name] club was founded on January 1, 1952 and was one of the first clubs in the metropolitan area.

Members have included such names as former NBA Hall of Famer Joe Cool, Minneapolis Mayor, Susan Queue, and noted author Kelly Noonan. All members, both former and current, and guests are invited to the Coming Home party.

Attending the Coming Home party will be US Senator Carol Moseley-Braun, in whose district the [name] club lies. Senator Moseley-Braun will provide a brief address to the group focusing on the importance of communication in community building and achieving goals.

Other invited guests include Bob Helmsley, Mayor of Fort Worth. Leona Smith, Mayor of Dallas, Jennie McGuire, Area 11 Governor, Tommy Lively, Division A Governor, and Linda Richardson, District 25 Governor.

[Club name] has been a Toastmaster's club for over 50 years, and has helped people overcome the fear of public speaking, polish presentation skills, tap into leadership talents, enjoy personal confidence, and create lifelong friendships. Toastmasters International is a non-profit organization founded on October 22, 1924, in Santa Ana, California, by Dr. Ralph C. Smedley, who conceived and developed the idea of helping others to speak more effectively. Toastmasters is active in over 70 countries worldwide. For more information, visit [www.toastmasters.org](http://www.toastmasters.org).

## **Tips for Writing a Press Release**

- Don't try to sell, advertise, or promote unless you want the release to be thrown away.
- Focus on the target audiences needs. Pinpoint what that need or problem is and write the press release from the perspective of the readers' benefits.
- Ensure headlines are newsworthy and explains why this news is important. Avoid promotional sounding words. What you say here determines whether the reader will read the rest of the release.
- Answer who, what, where, when, why, and how in the lead (first paragraph). Write this paragraph as an abstract or summary for the press release.
- Provide details of the news so the editor understands why it's important to his / her readers. Include information, quotes of note, etc., which illustrate the importance of this news.
- Short club summary. Mention your location, meeting time, etc.
- Keep it short. Maximum length should be one to two pages and no more than 500 words (some experts say no more than 300 words for a press release).

## **Tips for Sending a Press Release**

- Target your audience. Only contact editors whose audience would have an interest. Think locally rather than globally.
- Contact each potential publication and ask how they want to receive press releases — snail mail, email, or fax? Make sure you know the correct contact name and title.
- Don't follow up. You will annoy most editors by making a second contact to ask if he / she got your press release.
- Know the editor's deadlines. Don't expect an editor to cover your event scheduled for next week. Find out when you should send your press release for the best timing. Most publications want the release at least two weeks prior to the event.
- Update your web site with the news before sending your release. If it's not important enough to be added to your own site, why should anyone write about it?

## **Helpful URLs**

In creating this guide book, various sources contained information gleaned for the D/FW press area. You may also want to consider other resources, such as city chambers of commerce, phone books, and the local library.

### **Texas Radio Stations Listing**

The official Texas State government site includes a listing of all the state's radio stations.

[www.governor.state.tx.us/divisions/music/directory/radio/radio.htm/view](http://www.governor.state.tx.us/divisions/music/directory/radio/radio.htm/view)

### **Texas Association of Broadcasters**

The Texas Association of Broadcasters is the largest state broadcast association in the nation, representing 1,100+ radio and television stations.

<http://www.tab.org/>

### **Texas Newspapers**

This is a fairly extensive listing of newspapers in the state. Each URL links directly to the sports page, however, so you will need to rebuild the address or navigate back to the front page.

[www.texasateam.com/links/papers.htm](http://www.texasateam.com/links/papers.htm)

### **Texas Press Association**

The TPA is the trade organization for newspapers in the state. Currently, 531 paid-circulation newspapers are published in Texas – 91 dailies and 440 weeklies and semiweeklies. TPA plays an advocate role for the public's right to know in the passage of open government legislation.

[www.texaspress.com/](http://www.texaspress.com/)

### **TVRadioWorld**

Internet broadcast directory of radio and TV listings.

[www.tvradioworld.com](http://www.tvradioworld.com)

### **Federal Communications Commission**

The FCC is the federal regulatory agency of broadcast media and contains listings of radio and TV stations by region.

[www.fcc.gov](http://www.fcc.gov)

# Television

## Community Cable Television

Channels 7, 31  
401 West Second  
Fort Worth, Texas 76102  
Phone: (817) 871-6014  
Fax: (817) 871-6190

email [cct@fortworthgov.org](mailto:cct@fortworthgov.org)  
URL [www.cctfortworth.com/](http://www.cctfortworth.com/)

### PSA Criteria

Fax PSAs to Jack McGee, Production Supervisor.

## KDAF

WB 33  
8001 John Carpenter Freeway  
Dallas, TX 75247  
Newsroom Phone: (214)252-3333  
Newsroom Fax: (214)252-3379  
email [wb33news@tribune.com](mailto:wb33news@tribune.com)  
URL [www.wb33.com/](http://www.wb33.com/)

## KDFI

Channel 27  
400 N Griffin St.  
Dallas, TX 75202  
Phone: (214) 637-2727

## KDFW

FOX 4  
400 N. Griffin St.  
Dallas, TX 75202  
URL [www.kdfwfox4.com/](http://www.kdfwfox4.com/)

## KERA

Channels 2 (KDTN), 13 (14 digital)  
3000 Harry Hines Boulevard  
Dallas, Texas 75201  
Phone: 214-871-1390  
Metro: 972-263-3151  
Fax: 214-754-0635  
URL [www.kera.org](http://www.kera.org)

## KMPX

Channel 29  
4201 Pool Rd.  
Grapevine, TX 76051  
Phone: (817) 571-1229  
**Note:** Will not accept PSAs.

## KPXD

Channel 42  
3811 Turtle Creek Suite 590  
Dallas, TX 75219  
Phone: (214) 219-3822  
Fax: (214) 219-3836

## KTVT

CBS 11  
10111 North Central Expressway  
Dallas, TX 75231  
email [ktvt@ktvt.com](mailto:ktvt@ktvt.com) or [news@ktvt.com](mailto:news@ktvt.com)  
URL [www.cbs11tv.com/](http://www.cbs11tv.com/)

### PSA Criteria

Fax PSAs to Todd Talbott, Community Relations Director.

## KTXA

UPN 21  
5233 Bridge Street  
Fort Worth, TX 76103  
Phone: (817) 451-1111  
URL [www.upn21.com/](http://www.upn21.com/)  
email [chadr@ktvt.com](mailto:chadr@ktvt.com)

### PSA Criteria

Fax PSAs to Todd Talbott, Community Relations Director.

## KUVN

Channel 23  
3710 Marquis Dr.  
Garland, TX 75042  
Phone: (972) 485-2323

## **KXAS**

NBC 5

3900 Barnett St.

Fort Worth, TX 76103

Phone: (817) 654-6300

URL [www.kxas.com/](http://www.kxas.com/)

email [community@nbc5i.com](mailto:community@nbc5i.com)

### **PSA Criteria**

Fax PSAs to Nada Ruddock, Community  
Affairs.

## **WFAA**

ABC 8

606 Young St.

Dallas, TX 75202

Phone: (214) 748-9631

Fax: (214) 977-6268

Email: [news8@wfaa.com](mailto:news8@wfaa.com)

URL [www.wfaa.com/](http://www.wfaa.com/)

# Radio, FM

## **KBFB**

FM 97.9  
Format: Adult Contemporary, Rap, R&B  
Radio One, Inc.  
13331 Preston Road, Suite 1180  
Dallas, TX 75240-5207  
Phone: (214) 521-4661  
Fax: (214) 521-5744  
email [georgelaughlin@979thebeat.net](mailto:georgelaughlin@979thebeat.net)  
URL [www.979thebeat.net/](http://www.979thebeat.net/)

### **PSA Criteria**

Email PSAs for inclusion in online / radio format to [thebeatpsa@hotmail.com](mailto:thebeatpsa@hotmail.com).

## **KBOC**

FM 98.3  
Format: Bluegrass, Country, Gospel/Christian  
North Texas Radio Group, LP  
PO Box 156  
Bridgeport, TX 76426-0156  
Phone: (940) 683-5486  
Fax: (940) 683-3797  
email [kboc@ntws.net](mailto:kboc@ntws.net)  
URL [www.kboc983.com/](http://www.kboc983.com/)

## **KCUB**

FM 98.3  
Format: Classic Rock, Modern Rock, Texas Music  
Reese Broadcasting, LLC  
471 Harbin Drive, Suite 102  
Stephenville, TX 76401  
Phone: (254) 968-7459  
Fax: (254) 968-6258  
email [kcub@kcubonline.com](mailto:kcub@kcubonline.com)  
URL [www.kcubonline.com/](http://www.kcubonline.com/)

## **KCBI**

FM 90.9  
Format: Gospel/Christian  
Criswell Communications  
PO Box 619000  
Dallas, TX 75261-9000  
Phone: (817) 792-3800  
Fax: (817) 277-9929  
email [kcbi@kcbi.org](mailto:kcbi@kcbi.org)  
URL [www.kcbi.org/](http://www.kcbi.org/)

### **PSA Criteria**

Fax PSAs, ATTN: Terri / PSA.

## **KDBN**

FM 93.3  
Format: Classic Rock  
Susquehanna Radio  
3500 Maple Avenue, Suite 1300  
Dallas, TX 75214-3906  
Phone: (214) 526-7400  
Fax: (214) 525-2525  
email [sstrong@dfwradio.com](mailto:sstrong@dfwradio.com)  
URL [www.933thebone.com/](http://www.933thebone.com/)

## **KDGE**

FM 102.1  
Format: Modern Rock, Texas Music  
Clear Channel Communications  
15851 Dallas Parkway, Suite 1200  
Addison, TX 75001  
Phone: (972) 770-7700  
Fax: (972) 385-1211  
email [webguy@kdge.com](mailto:webguy@kdge.com)  
URL [www.kdge.com/](http://www.kdge.com/)

## **KDKR**

FM 91.3 & 90.5  
Format: Gospel/Christian  
CSN International  
5617 Diamond Oaks Drive South  
Fort Worth, TX 76117  
Phone: (817) 831-9130  
Fax: (817) 759-9130  
email [kdkr@calvarychapel.com](mailto:kdkr@calvarychapel.com)

### **PSA Criteria**

Send PSAs by fax, attention Brandon Smith  
General Manager.

## **KDMX**

FM 102.9  
Format: Adult Contemporary  
Clear Channel Communications  
14001 North Dallas Parkway, Suite 1210  
Dallas, TX 75240  
Phone: (972) 991-1029  
Fax: (214) 787-1649  
URL [www.mix1029.com/](http://www.mix1029.com/)

## **KDOS**

FM 107.9  
Format: Adult Contemporary, Tejano  
7700 John Carpenter Freeway  
Dallas, TX 75247  
Phone: (214) 525-0400  
Fax: (214) 631-1196  
email [hortuno@hispanicbroadcasting.com](mailto:hortuno@hispanicbroadcasting.com)  
URL [www.amordallas.com/](http://www.amordallas.com/)

## **KDTK**

FM 104.1  
Format: News/Talk  
Susquehanna Broadcasting  
3500 Maple Avenue, Suite 1310  
Dallas, TX 75219  
Phone: (214) 526-7400  
Fax: (214) 525-2525  
email [dbennett@dfwradio.com](mailto:dbennett@dfwradio.com)  
URL [www.theticket.com/](http://www.theticket.com/)

## **KDXT**

FM 106.7  
Format: Adult Contemporary, Tejano  
Hispanic Broadcasting Corporation  
7700 Carpenter Freeway  
Dallas, TX 75247  
Phone: (214) 525-0400  
Fax: (214) 631-1196  
URL [www.amordallas.com/](http://www.amordallas.com/)

## **KDXX**

FM 107.9  
Format: Adult Contemporary, Tejano  
Hispanic Broadcasting Corporation  
7700 Carpenter Freeway  
Dallas, TX 75247  
Phone: (214) 525-0400  
Fax: (214) 631-1196  
URL [www.netmio.com/radio/kdxx/](http://www.netmio.com/radio/kdxx/)

## **KEGL**

FM 97.1  
Format: Mainstream Rock, Texas Music  
Clear Channel Communications  
14001 North Dallas Parkway, Suite 1210  
Dallas, TX 75240-4344  
Phone: (972) 991-1029  
Fax: (972) 263-9710  
email [webguy@kegl.com](mailto:webguy@kegl.com)  
URL [www.kegl.com](http://www.kegl.com)

## **KEOM**

FM 88.5  
Format: Classic Rock, Oldies, Public Radio  
Mesquite Independent School District  
2600 Motley Drive, Suite 300  
Mesquite, TX 75150  
Phone: (972) 882-7560  
Fax: (972) 882-7569  
email [JGriffin@mesquiteisd.org](mailto:JGriffin@mesquiteisd.org)  
URL [www.keom.fm/](http://www.keom.fm/)

### **PSA Criteria**

Email or fax PSAs to James Griffin, two  
weeks or more before the event.

## **KERA**

FM 90.1

Format: AAA, News/Talk, Public Radio

North Texas Public Broadcasting  
3000 Harry Hines Blvd.  
Dallas, TX 75201

Phone: (214) 871-1390

Fax: (214) 740-9369

email [agoldstein@kera.org](mailto:agoldstein@kera.org)

URL [www.kera.org/](http://www.kera.org/)

### **PSA Criteria**

Will not accept PSAs; however, will accept Press Releases. Email Kim Rice , Community Relations, to find out about station sponsorship of events at [krice@kera.org](mailto:krice@kera.org). Send press releases for possible news coverage to Marla Crockett, Assistant News Director, at [mcrockett@kera.org](mailto:mcrockett@kera.org).

## **KESN**

FM 103.3

Format: News/Talk

ABC, Inc.  
2211 East Lamar Blvd., Suite 300  
Arlington, TX 76006

Phone: (817) 640-3776

Fax: (817) 695-0814

URL [www.espn1033.com/](http://www.espn1033.com/)

### **PSA Criteria**

Fax PSAs to Beth Cherry at 817.649.1821.

## **KHCK**

FM 99.1

Format: Tejano

Hispanic Broadcasting Corporation  
7700 Carpenter Freeway  
Dallas, TX 75247

Phone: (214) 525-0400

Fax: (214) 631-1196

email [kickfm@aol.com](mailto:kickfm@aol.com)

URL [www.kick991.com/](http://www.kick991.com/)

## **KHKS**

FM 106.1

Format: CHR/Top 40

Clear Channel Communications  
8235 Douglas Avenue, Suite 300  
Dallas, TX 75225

Phone: (214) 891-3400

Fax: (214) 787-1010

URL [www.1061kissfm.com/](http://www.1061kissfm.com/)

## **KHYI**

FM 95.3

Format: Americana, Country, Texas Music

Metro Broadcasters  
PO Box 940670  
Plano, TX 75094-0670

Phone: (972) 633-0958

Fax: (972) 633-0957

email [requests@khyi.com](mailto:requests@khyi.com)

URL [www.khyi.com/](http://www.khyi.com/)

## **KICI**

FM 107.9

Format: Tejano

Heftel Broadcasting  
7700 John Carpenter Freeway  
Dallas, TX 75247

Phone: (214) 630-8532

Fax: (214) 920-2507

URL [www.netmio.com/radio/kdxx/](http://www.netmio.com/radio/kdxx/)

## **KJCR**

Fm 88.3

Format: Gospel/Christian

Southwestern Adventist University  
304 North College Drive  
Keene, TX 76059

Phone: (817) 556-4788

Fax: (817) 556-4790

email [kjcr@swau.edu](mailto:kjcr@swau.edu)

URL <http://kjcr.swau.edu/>

### **PSA Criteria**

Send PSAs by fax or email, addressed to Community Calendar two weeks or more before the event.

## **KKDA**

FM 104.5  
Format: Rap, R&B/Hip Hop  
Service Broadcasting Corp.  
PO Box 530860  
Grand Prairie, TX 75050  
Phone: (972) 263-9911  
Fax: (972) 558-0010  
URL [www.k104fm.com/](http://www.k104fm.com/)

## **KKMR**

FM 93.3  
Format: Classic Rock  
Susquehanna Broadcasting  
3500 Maple Avenue, Suite 1310  
Dallas, TX 75219-3906  
Phone: (214) 526-7400  
Fax: (214) 520-4315  
email [sstrong@dfwradio.com](mailto:sstrong@dfwradio.com)  
URL [www.933thebone.com/](http://www.933thebone.com/)

## **KLNO**

FM 94.1  
Format: Adult Contemporary, Tejano  
Hispanic Broadcasting Corporation  
7700 John Carpenter Freeway  
Dallas, TX 75247  
Phone: (214) 525-0400  
Fax: (214) 631-1196  
email [hortuno@hispanicbroadcasting.com](mailto:hortuno@hispanicbroadcasting.com)  
URL [www.netmio.com/radio/klno/](http://www.netmio.com/radio/klno/)

## **KLTY**

FM 94.9  
Format: Adult Contemporary, Gospel  
Salem Communications  
6400 North Belt Line Road, Suite 120  
Irving, TX 75063-6037  
Phone: (972) 870-9949  
Fax: (972) 490-8361  
email [chuck.finnery@klty.com](mailto:chuck.finnery@klty.com)  
URL [www.klty.com/](http://www.klty.com/)

## **KLUV**

FM 98.7  
Format: Oldies  
CBS Radio / Infinity Broadcasting Corp.  
4131 North Central Expressway, Suite 700  
Dallas, TX 75204-2118  
Phone: (214) 526-9870  
Fax: (214) 522-5588  
URL [www.kluv.com/](http://www.kluv.com/)

## **KMEO**

FM 96.7  
Format: Adult Contemporary, Oldies  
ABC, Inc.  
2221 East Lamar Blvd., Suite 300  
Arlington, TX 76006  
Phone: (817) 695-350  
Fax: (817) 695-3516  
URL [www.memories967.com/](http://www.memories967.com/)

### **PSA Criteria**

Fax PSAs to Gary Reynolds at  
817.695.3541.

## **KMQX**

FM 89.1  
Format: Gospel/Christian, Modern Rock  
Research Educational Foundation  
11061 Shady Trail  
Dallas, TX 75229  
Phone: (214) 787-1911  
Fax: (214) 351-6809  
email [chris@897powerfm.com](mailto:chris@897powerfm.com)  
URL [www.897powerfm.com/](http://www.897powerfm.com/)

## **KNON**

FM 89.3  
Format: Mixture  
Agape Broadcasting  
PO Box 710909  
Dallas, TX 75371  
Phone: (214) 828-9500 ext. 138  
Fax: (214) 787-1893  
email [dc893@cs.com](mailto:dc893@cs.com)  
URL [www.knon.org/](http://www.knon.org/)

## **KNTU**

FM 88.1  
Format: College Radio  
University of North Texas  
PO Box 310881  
Denton, TX 76203  
Phone: (940) 565-2435  
Fax: (940) 565-2518  
email [kntu@unt.edu](mailto:kntu@unt.edu)  
URL [www.kntu.fm/](http://www.kntu.fm/)

### **PSA Criteria**

Fax PSA material to KNTU, attn: Jayda Seibert at least two weeks prior to the event.

## **KOAI**

FM 107.5  
Format: Adult Contemporary, Jazz  
CBS Radio / Infinity Broadcasting Corp. /  
Viacom  
7901 Carpenter Freeway  
Dallas, TX 75247  
Phone: (214) 630-3011  
Fax: (214) 688-7760  
email [mrtodd@cbs.com](mailto:mrtodd@cbs.com)  
URL [www.smoothjazz1075.com/](http://www.smoothjazz1075.com/)

## **KPLX**

FM 99.5  
Format: Country  
Susquehanna Broadcasting  
3500 Maple Avenue, Suite 1600  
Dallas, TX 75219-3906  
Phone: (214) 526-2400  
Fax: (214) 520-4343  
email [srivers@dfwradio.com](mailto:srivers@dfwradio.com)  
URL [www.995thewolf.com/](http://www.995thewolf.com/)

### **PSA Criteria**

Email written copy for PSAs to Smoky Rivers, Assistant Programming Director, at the email address listed.

## **KRBV**

FM 100.3  
Format: Top 40, Dance  
CBS Radio / Infinity Broadcasting Corp.  
7901 Carpenter Freeway  
Dallas, TX 75247-4832  
Phone: (214) 630-3011  
Fax: (214) 905-5052  
URL [www.wild100.com/](http://www.wild100.com/)

## **KRNB**

FM 105.7  
Format: Adult Contemporary, R&B  
Service Broadcasting Corp.  
PO Box 530860  
Grand Prairie, TX 75050  
Phone: (972) 263-9911  
Fax: (972) 558-0010  
URL [www.krnb.com/](http://www.krnb.com/)

## **KRVA**

FM 106.9  
Format: Modern Rock, News/Talk, Tejano  
Z Spanish Radio Network  
5307 Mockingbird Lane, Suite 500  
Dallas, TX 75206-5118  
Phone: (214) 887-9107  
Fax: (214) 841-4215  
email [zspanish@calweb.com](mailto:zspanish@calweb.com)  
URL [www.zspanish.com/](http://www.zspanish.com/)

## **KRVF**

FM 107.1  
Format: Modern Rock, News/Talk, Tejano  
Intravision  
5307 Mockingbird Lane, Suite 500  
Dallas, TX 75206-5118  
Phone: (214) 887-9107  
Fax: (214) 841-4215

## **KSCS**

FM 96.3  
Format: Country, Texas Music  
ABC, Inc.  
2221 East Lamar Blvd., Suite 400  
Arlington, TX 76006  
Phone: (817) 640-1963  
Fax: (817) 429-5727  
email [dean.james@abc.com](mailto:dean.james@abc.com)  
URL [www.kscs.com/](http://www.kscs.com/)

### **PSA Criteria**

Fax PSAs to Mel Dickerson at 817.429.5727.

## **KSOC**

FM 94.5  
Format: Adult Contemporary, R&B/Hip Hop  
Radio One, Inc.  
13331 Preston Road, Suite 1180  
Dallas, TX 75240-5207  
Phone: (972) 331-540  
Fax: (972) 661-5719  
email [georgelaughlin@979thebeat.net](mailto:georgelaughlin@979thebeat.net)  
URL [www.945ksoul.com/](http://www.945ksoul.com/)

## **KSTV**

FM 93.1  
Format: Country, Texas Music  
377 Broadcasting, Inc.  
PO Box 289  
Stephenville, TX 76401  
Phone: (254) 968-2141  
Fax: (254) 968-6221  
email [kstv@htcomp.net](mailto:kstv@htcomp.net)  
URL [www.kstvf.com/](http://www.kstvf.com/)

## **KTCU**

FM 88.7  
Format: College Radio  
Box 298040  
Fort Worth, TX 76129  
Phone: (817) 257-7631  
Fax: (817) 257-7637  
email: [ktcu@tcu.edu](mailto:ktcu@tcu.edu)  
URL [www.ktcu.tcu.edu/](http://www.ktcu.tcu.edu/)

## **KTCY**

FM 104.9  
Format: Tejano  
SBS  
1010 West Mockingbird Lane, Suite 150  
Dallas, TX 75247-5106  
Phone: (214) 630-9400  
Fax: (214) 630 0081

## **KTFW**

FM 92.1  
Format: Country, Texas Music  
M&M Broadcasting  
2511-A Rodeo Plaza  
Fort Worth, TX 76106  
Phone: (817) 740-8216  
Fax: (817) 740-8678  
email [info@countrygoldradio.com](mailto:info@countrygoldradio.com)  
URL [www.countrygoldradio.com/](http://www.countrygoldradio.com/)

## **KTPW**

FM 89.7  
Format: Gospel/Christian, Modern Rock  
Research Educational Foundation  
11061 Shady Trail  
Dallas, TX 75229  
Phone: (214) 353-8970  
Fax: (214) 351-6809  
email [chris@897powerfm.com](mailto:chris@897powerfm.com)  
URL [www.897powerfm.com/](http://www.897powerfm.com/)

### **PSA Criteria**

Send PSAs on CD to Chris Goodwin,  
Program Director at the above address.

## **KVIL**

FM 103.7  
Format: Adult Contemporary  
CBS Radio / Infinity Broadcasting Corp.  
9400 North Central Expressway, Ste. 1600  
Dallas, TX 75231-5045  
Phone: (214) 691-1037  
Fax: (214) 891-7975  
URL [www.kvil.com/](http://www.kvil.com/)

## **KVTT**

FM 91.7  
Format: Gospel/Christian, News/Talk  
Elkins Institute  
11061 Shady Trail  
Dallas, TX 75229  
Phone: (214) 351-6655  
Fax: (214) 351-6809  
email [kvtt@ktvt.org](mailto:kvtt@ktvt.org)  
URL [www.kvtt.org/](http://www.kvtt.org/)

## **KWRD**

FM 100.7  
Format: Gospel/Christian, News/Talk  
Salem Communications  
6400 North Beltline Road, Suite 110  
Irving, TX 75063  
Phone: (214) 561-9673  
Fax: (214) 561-9662  
URL [www.thewordfm.com/](http://www.thewordfm.com/)

## **KXEZ**

FM 92.1  
Format: Big Band  
Metro Broadcasters  
PO Box 940670  
Plano, TX 75094  
Phone: (972) 396-1640  
Fax: (972) 396-1643  
URL [www.kxez.com/](http://www.kxez.com/)

## **KYNG**

FM 105.3  
Format: Modern Rock, News/Talk  
CBS Radio / Infinity Broadcasting Corp. /  
Viacom  
12201 Merit Drive, Suite 930  
Dallas, TX 75251  
Phone: (972) 716-7800  
Fax: (972) 716-7835  
email [stevensr@kyng.com](mailto:stevensr@kyng.com)  
URL [www.thetalkthatrocks.com/](http://www.thetalkthatrocks.com/)

## **KYQX**

FM 89.5  
Format: Big Band  
Charles Beard  
905 Palo Pinto Street  
Weatherford, TX 76086  
Phone: (817) 594-1220  
Fax: (817) 594-9818  
email [kzee1220@aol.com](mailto:kzee1220@aol.com)  
URL [www.kzee.com/KYQX895F.htm](http://www.kzee.com/KYQX895F.htm)

## **KYXS**

FM 95.9  
Format: Country, Texas Music  
151 Fox Road  
Weatherford, TX 76088  
Phone: (817) 594-9509  
Fax: (817) 594-9591  
email [mail@theradioranch.com](mailto:mail@theradioranch.com)  
URL [www.theradioranch.com/kyxs.htm](http://www.theradioranch.com/kyxs.htm)

## **KZMP**

FM 101.7  
Format: Regional Mexican, Tejano  
Z Spanish Radio Network  
5307 East Mockingbird Lane, Suite 500  
Dallas, TX 75206-5118  
Phone: (214) 887-9107  
Fax: (214) 841-4215

## **KZPS**

FM 92.5  
Format: Classic Rock  
Clear Channel Communications  
15851 North Dallas Parkway, Suite 1200  
Addison, TX 75001  
Phone: (972) 770-7700  
Fax: (972) 385-1211  
email [webguy@kzps.com](mailto:webguy@kzps.com)  
URL [www.kzps.com/](http://www.kzps.com/)

## **WRR**

FM 101.1  
Format: Classical, Public Radio  
City of Dallas  
PO Box 159001  
Dallas, TX 75315-9001  
Phone: (214) 670-8888  
Fax: (214) 670-8552  
email [gdavis@wrr101.com](mailto:gdavis@wrr101.com)  
URL [www.wrr101.com/](http://www.wrr101.com/)

# Radio, AM

## **KAAM**

AM 770  
Format: Big Band  
Crawford  
PO Box 561307  
Dallas, TX 75356  
3201 Royalty Row  
Irving, TX 75062  
Phone: (972) 445-1700  
Fax: (972) 438-6574  
email [cbcstand@aol.com](mailto:cbcstand@aol.com)

### **PSA Criteria**

Send PSAs on audio CD or scripted copy to Jack Bishop at the street address listed.

## **KAHZ**

AM 1360  
Format: News/Talk, Tejano  
Radio Unica Corporation  
2501 Oak Lawn Avenue  
Dallas, TX 75219  
Phone: (214) 599-9788  
Fax: (214) 599-9787  
email [lavendano@radiounica.com](mailto:lavendano@radiounica.com)  
URL [www.radiounica.com/](http://www.radiounica.com/)

## **KBEC**

AM 1390  
Format: Americana, Country, Polka, Texas Music  
711 Ferris Avenue  
Waxahachie, TX 75165  
Phone: (972) 923-1390  
Fax (972) 935-0871  
URL [www.kbec.com/](http://www.kbec.com/)

## **KBIS**

AM 1150  
Format: Asian  
Metroplex Broadcasting  
8828 N. Stemmons Freeway, Suite 106  
Dallas, TX 75247  
Phone: (214) 634-7780  
Fax: (214) 634-7523

## **KCLE**

AM 1140  
Format: Country  
Gary Moss  
PO Box 1629  
Cleburne, TX 76033  
Phone: (817) 645-6643  
Fax: (817) 645-6644  
email [info@countrygoldradio.com](mailto:info@countrygoldradio.com)  
URL [www.countrygoldradio.com/](http://www.countrygoldradio.com/)

### **PSA Criteria**

Mail PSAs, Attn Jim Aiken.

## **KDFT**

AM 540  
7469 South Westmoreland  
Dallas, TX 75237  
Phone: (972) 572-1540  
Fax (972) 572-1263

## **KDXX**

AM 1480  
Format: Adult Contemporary, Tejano  
Hispanic Broadcasting Corporation  
7700 Carpenter Freeway  
Dallas, TX 75247  
Phone: (214) 525-0400  
Fax: (214) 631-1196  
email [hortuno@hispanicbroadcasting.com](mailto:hortuno@hispanicbroadcasting.com)  
URL [www.netmio.com/radio/kdxx/](http://www.netmio.com/radio/kdxx/)

## **KESS**

AM 1270  
Format: News/Talk, Tejano, Texas Music  
Hispanic Broadcasting Corporation  
7700 Carpenter Freeway  
Dallas, TX 75247  
Phone: (214) 525-0400  
Fax: (214) 631-1196  
URL [www.netmio.com/radio/kess/](http://www.netmio.com/radio/kess/)

**KFJZ**

AM 870

Format: Tejano

Garden City Broadcasting  
521 East Bolt Street  
Fort Worth, TX 76110-6310

Phone:(817) 923-8707

Fax: (817) 924-2844

**KFXR**

AM 1190

Format: News/Talk

Clear Channel Communications  
15851 North Dallas Parkway 1200  
Addison, TX 75001

Phone: (972) 770-7700

URL [www.foxsports1190.com/](http://www.foxsports1190.com/)

**KGGR**

AM 1040

Format: Gospel/Christian

Mortenson Broadcasting Company  
PO Box 765248  
Dallas, TX 75376-5248

Phone: (972) 572-5447

Fax: (972) 572-2688

**KHBR**

AM 1560

Format: Country, Gospel/Christian, Polka

KHBR Radio, Inc.

PO Box 569  
Hillsboro, TX 76645

Phone: (254) 582-3431

Fax: (254) 582-3800

email [khbr@hillsboro.net](mailto:khbr@hillsboro.net)

**KHVN**

AM 970

Format: Gospel/Christian, Texas Music

CBS Radio / Infinity Broadcasting Corp. /  
Viacom

7901 Carpenter Freeway  
Dallas, TX 75247

Phone: (214) 630-3011

Fax: (972) 445-5897

**KINF**

AM 1440

Format: News/Talk, Tejano

Heftel Broadcasting  
7700 John Carpenter Freeway  
Dallas, TX 75247

Phone: (214) 787-1440

Fax: (214) 920-2507

**KJSA**

AM 1120

Format: Mixture

Jerry Snyder  
151 Fox Road  
Weatherford, TX 76088

Phone: (817) 594-9509

Fax: (817) 594-9591

email [mail@theradioranch.com](mailto:mail@theradioranch.com)

URL [www.theradioranch.com/kjsa.htm](http://www.theradioranch.com/kjsa.htm)

**KKDA**

AM 730

Format: Rap, R&B/Hip Hop

Service Broadcasting Corp.  
PO Box 530860  
Grand Prairie, TX 75050

Phone:(972) 263-9911

Fax: (972) 558-0010

URL [www.soul73kkda.com/](http://www.soul73kkda.com/)

**KKLF**

AM 950

Format: News/Talk

Susquehanna Radio Corp.  
3500 Maple, Floor 16  
Dallas, TX 75219

Phone: (214) 526-2400

URL [www.dfwradio.com/](http://www.dfwradio.com/)

## **KLIF**

AM 570

Format: News/Talk

Susquehanna Broadcasting  
3500 Maple Avenue, Suite 1600  
Dallas, TX 75219-3906

Phone: (214) 526-2400

Fax: (214) 520-4343

email [jhillery@klif.com](mailto:jhillery@klif.com)

URL [www.570klif.com/](http://www.570klif.com/)

### **PSA Criteria**

Send PSAs (just copy) via email Ann Marie Petitto, Assistant Program Director at [apetitto@klif.com](mailto:apetitto@klif.com), or send recorded PSAs on CD two weeks in advance of the event, either 10, 15, or 30 seconds long.

## **KMKI**

AM 620

Format: CHR/Top 40, Children's

ABC, Inc.  
2221 East Lamar Blvd., Suite 400  
Arlington, TX 76006-7419

Phone:(817) 695-0287

Fax: (817) 695-0295

URL [www.radiodisney.com/](http://www.radiodisney.com/)

### **PSA Criteria**

Fax PSAs to Jamie Ramsey at  
817.695.0805.

## **KPIR**

AM 1420

Format: Americana, Country

Pirate Broadcasting  
PO Box 1558

Granbury, TX 76048

Phone: (817) 579-7850

Fax: (817) 579-0192

email [shollinger@kpir.com](mailto:shollinger@kpir.com)

URL [www.kpir.com/](http://www.kpir.com/)

## **KPNI**

AM 640

Format: Mixture

Student Media Company  
3140 Dyer Street, Suite 314  
Dallas, TX 75275

Phone:(214) 768-5769

Fax: (214) 768-4573

email [kpni@hotmail.com](mailto:kpni@hotmail.com)

URL

[web2.htrigg.smu.edu/~dcwww2/HTMLPages/KPNI/kpni.html](http://web2.htrigg.smu.edu/~dcwww2/HTMLPages/KPNI/kpni.html)

## **KPYK**

AM 1570

Format: Big Band, Easy Listening

Mohnkern Electronics Inc.  
PO Box 157  
Terrell, TX 75160

Phone: (972) 524-5795

Fax: (972) 524-5795

email [psa@kpyk.com](mailto:psa@kpyk.com)

URL [www.kpyk.com](http://www.kpyk.com)

### **PSA Criteria**

Fax or email PSAs in any format. Send produced PSAs on CD, mini-disc, mp3, or tape via email or regular mail at least two weeks before the event.

## **KRLD**

AM 1080

Format: News/Talk

Texas Infinity Broadcasting, L.P.  
1080 Ballpark Way  
Arlington, TX 76011

Phone: (817) 543-5400

Fax: (817) 543-5572

email [mspears@cbs.com](mailto:mspears@cbs.com)

URL [www.krld.com/](http://www.krld.com/)

### **PSA Criteria**

Mail PSAs to the address above, ATTN: PSA at least two weeks in advance of the event.

## **KRVA**

AM 1600

Format: Adult Contemporary, Tejano  
Intravision

5307 East Mockingbird Lane, Suite 500  
Dallas, TX 75206-5118

Phone: (214) 887-9107

Fax: (214) 841-4215

## **KSKY**

AM 660  
Format: Gospel/Christian  
Salem Communications  
6400 North Beltline Road, Suite 110  
Irving, TX 75063  
Phone:(214) 561-9673  
Fax (972) 561-9662  
email [pdir@ksky.com](mailto:pdir@ksky.com)  
URL [www.ksky.com/](http://www.ksky.com/)

## **KSTV**

AM 1510  
Format: Regional Mexican, Tejano  
377 Broadcasting, Inc.  
PO Box 289  
Stephenville, TX 76401  
Phone: (254) 968-2141  
Fax: (254) 968-6221  
email [kstv@htoomp.net](mailto:kstv@htoomp.net)  
URL [www.kstvf.com/](http://www.kstvf.com/)

## **KTBK**

AM 1700  
Format: News/Talk  
Susquehanna Broadcasting  
3500 Maple Avenue, Suite 1310  
Dallas, TX 75219-3900  
Phone: (214) 526-7400  
Fax: (214) 525-2525  
email [dbennett@dfwradio.com](mailto:dbennett@dfwradio.com)  
URL [www.theticket.com/](http://www.theticket.com/)

## **KTCK**

AM 1310  
Format: News/Talk  
Susquehanna Broadcasting  
3500 Maple Avenue, Suite 1310  
Dallas, TX 75219-3900  
Phone: (214) 526-7400  
Fax: (214) 525-2525  
email [dbennett@dfwradio.com](mailto:dbennett@dfwradio.com)  
URL [www.theticket.com/](http://www.theticket.com/)

## **KTNO**

AM 1440  
Format: Gospel/Christian, Tejano  
M.B.C., Inc.  
3105 West Arkansas Lane, Suite A2  
Arlington, TX 76016  
Phone: (817) 469-1540  
Fax: (817) 261-2137  
URL [www.ktnoam.com/](http://www.ktnoam.com/)

## **KXEB**

AM 910  
Format: Folk/Acoustic  
Rodriguez Communications  
8828 North Simmons Freeway, Suite 106  
Dallas, TX 75247  
Phone: (214) 634-7780  
Fax: (214) 634-7523

## **KZEE**

AM 1220  
Format: Big Band, News/Talk, Oldies  
905 Palo Pinto Street  
Weatherford, TX 76086-4135  
Phone: (817) 594-1220  
Fax (817) 594-9818  
URL [www.kzee.com/](http://www.kzee.com/)

## **KZMP**

AM 1540  
Format: Regional Mexican, Tejano  
Intravision  
5307 East Mockingbird Lane, Suite 500  
Dallas, TX 75206-5118  
Phone: (214) 887-9107  
Fax: (214) 841-4215

## **WBAP**

AM 820  
Format: News/Talk  
ABC, Inc.  
2221 East Lamar Blvd., Suite 400  
Arlington, TX 76006-7414  
Phone:(817) 695-1820  
Fax: (817) 695-0862  
email [prog@wbap.com](mailto:prog@wbap.com)  
URL [www.wbap.com/](http://www.wbap.com/)

## **PSA Criteria**

Fax PSAs to Jeff Williams at 817.654.9227.

# Newspapers

## Allen American

705 N. Greenville Ave., Suite 100  
PO Box 27 Allen, TX 75013

Phone: 972.727.3352

Fax: 972. 727.8215

Publisher, DFW Community Newspapers

Rodger Cramer, Executive Editor

[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Jason Heid, Community Editor

[heidj@dfwcn.com](mailto:heidj@dfwcn.com)

### Publishing Frequency

Thursday, Sunday

### Press Release Criteria

Email press releases to the Community Editor. Press releases must have a direct local connection.

## Alvarado Post

110 S. Spears

Alvarado, TX 76009

Phone: 817-790-8717

Fax: 817-783-7606

email [bigAnews@yahoo.com](mailto:bigAnews@yahoo.com)

Wade Parker, Publisher

Beverly Short, Editor

### Publishing Frequency

Thursday

### Press Release Criteria

Fax press releases, ATTN: PSA.

## Alvarado Star

319 N. Burleson Blvd.

Burleson, TX 76028

Phone: 817-295-0486

Fax: 817-295-5278

email [alvaradostar@thestargroup.com](mailto:alvaradostar@thestargroup.com)

URL [www.thestargroup.com](http://www.thestargroup.com)

James Moody, Publisher

Lisa Urban, Editor

### Publishing Frequency

Thursday

### Press Release Criteria

Mail or fax to Larissa Preuss by 3 PM on Mondays.

## Azle News

321 West Main Street

Azle, Texas 76020

Phone: 817) 270-3340

Fax: (817) 270-5300

URL [www.azlenews.net](http://www.azlenews.net)

Bob Buckel, Publisher

Edwin Newton, Editor

[bobbuckel@azlenews.net](mailto:bobbuckel@azlenews.net)

### Publishing Frequency

Thursday

## Benbrook Star

119 Goliad, Ste. 205

Benbrook, TX 76126

Phone: 817-249-7900

Fax: 817-249-7908

email [benbrookstar@thestargroup.com](mailto:benbrookstar@thestargroup.com)

URL [www.thestargroup.com](http://www.thestargroup.com)

James Moody, Publisher

LynDee Walker, Editor

### Publishing Frequency

Wednesday

## Burleson Star

319 N. Burleson Blvd.

Burleson, TX 76028

Phone: 817-295-0486

Fax: 817-295-5278

email [news@thestargroup.com](mailto:news@thestargroup.com)

URL [www.thestargroup.com](http://www.thestargroup.com)

James Moody, Publisher

Sally Ellertson, Editor

### Publishing Frequency

Sunday, Wednesday

## **Carrolton Leader**

1165 S. Stemmons Freeway  
Lewisville, TX 75067-0539

Phone: 972.436.3566  
Fax: 972.219.0719

Publisher, DFW Community Newspapers  
Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Leah Shafer, Editor  
[shaferl@dfwcn.com](mailto:shaferl@dfwcn.com)

**Publishing Frequency**  
Wednesday

**Press Release Criteria**  
Email press releases to Allen Houston,  
Community Editor, at  
[houstona@dfwcn.com](mailto:houstona@dfwcn.com). Deadline is Monday  
at noon.

## **Cedar Hill Today**

1701 N. Hampton, #A  
DeSoto, TX 75115

Phone: 972-298-4211  
Fax: 972-298-6369

email [cedarhill@todaynewspapers.net](mailto:cedarhill@todaynewspapers.net)  
URL [www.todaynewspapers.net](http://www.todaynewspapers.net)

Richard Collins, Publisher  
Kirk Dickey, Editor

**Publishing Frequency**  
Thursday

## **Celina Record**

Box 308  
Celina, Texas 75009

Phone 972.382.2341

Publisher, DFW Community Newspapers  
Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Rick Mann  
[mannr@dfwcn.com](mailto:mannr@dfwcn.com)

**Publishing Frequency**  
Thursday

## **Cleburne Times Review**

108 S. Anglin Street  
Cleburne, TX 76031

Phone: 817.645.2441  
Fax 817.645.4020

Publisher, Bill Atkinson  
[publisher@trcle.com](mailto:publisher@trcle.com)

Dale Gosser, Editor  
[editor@trcle.com](mailto:editor@trcle.com)

URL <http://cleburnetimesreview.com/ap/>

### **Press Release Criteria**

Email or fax press releases to the Times-  
Review, attention Dale Gosser, Editor. No  
deadline.

## **Colony Courier-Leader**

6700 Main Street, Suite 128  
The Colony, TX 75056

Phone: 972-625-9698  
Fax: 972-370-1195

Publisher, DFW Community Newspapers  
Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Leah Shafer  
[shaferl@dfwcn.com](mailto:shaferl@dfwcn.com)

**Publishing Frequency**  
Wednesday

**Press Release Criteria**  
Email press releases to Leah Shafer,  
Community Editor, at [shaferl@dfwcn.com](mailto:shaferl@dfwcn.com).  
Deadline is Monday at noon.

## **Commercial Recorder**

3032 S. Jones  
Fort Worth, TX 76104-6747

Phone: 817-926-5351  
Fax: 817-926-5377

Genevieve Ratcliff. Editor / Publisher  
email [recorder@flash.net](mailto:recorder@flash.net)  
URL [www.commercialrecorder.com](http://www.commercialrecorder.com)

### **Publishing Frequency**

Daily (ex. Saturday and Sunday)

### **Press Release Criteria**

Email press releases to the address above,  
Attn: Genevieve.

## **Coppell Gazette**

1165 S. Stemmons Freeway  
Lewisville, TX 75067-0539

Phone: 972.436.3566  
Fax - News: 972.219.0719

Publisher, DFW Community Newspapers  
Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Leah Shafer  
[shaferl@dfwcn.com](mailto:shaferl@dfwcn.com)

### **Publishing Frequency**

Wednesday

### **Press Release Criteria**

Email press releases to Cliff Despres,  
Community Editor, at  
[despresc@dfwcn.com](mailto:despresc@dfwcn.com). Deadline is Monday  
at noon.

## **Crowley Star**

319 N. Burleson Blvd.  
Burleson, TX 76028

Phone: 817-295-0486  
Fax: 817-295-5278

email [crowleystar@thestargroup.com](mailto:crowleystar@thestargroup.com)  
URL [www.thestargroup.com](http://www.thestargroup.com)

James Moody, Publisher  
Joy Cressler, Editor

### **Publishing Frequency**

Thursday

## **Dallas Morning News**

508 Young St.  
Dallas, TX 75202-4808

PO Box 655237  
Dallas, TX 75265-5237

Phone: 214.977.8222

Gilbert Bailon, VP/Executive Editor  
[gbailon@dallasnews.com](mailto:gbailon@dallasnews.com)

Kerry Gunnels, Editor (Arlington Bureau)  
[kgunnels@dallasnews.com](mailto:kgunnels@dallasnews.com)

### **Publishing Frequency**

Daily

## **Dallas Observer**

2130 Commerce Street  
Dallas, TX 75219-0289

P.O. Box 190289  
Dallas, TX 75201

Phone: (214) 757-9000  
Fax: (214) 757-8590

URL [www.dallasobserver.com](http://www.dallasobserver.com)

Julie Lyons, Editor  
[julie.lyons@dallasobserver.com](mailto:julie.lyons@dallasobserver.com)

### **Publishing Frequency**

Weekly

## **DeSoto Today**

1701 N. Hampton Ste. A  
DeSoto, TX 75115

Phone: 972-298-4211  
Fax: 972-298-6369

email [desoto@todaynewspapers.net](mailto:desoto@todaynewspapers.net)  
URL [www.todaynewspapers.net](http://www.todaynewspapers.net)

Kathy Ramsey, Publisher  
Daphne Brown, Editor

### **Publishing Frequency**

Thursday

## **Duncanville Today**

1701 N. Hampton Ste. A  
Desoto, TX 75115

Phone: 972-298-4211  
Fax: 972-298-6369

email [duncanville@todaynewspapers.net](mailto:duncanville@todaynewspapers.net)  
URL [www.todaynewspapers.net](http://www.todaynewspapers.net)

Richard Collins, Publisher  
Kristi Crooks, Editor

### **Publishing Frequency**

Thursday

## Flower Mound Leader

1165 S. Stemmons Freeway  
Lewisville, TX 75067-0539

Phone: 972- 436-3566  
Fax - News: 972-219-0719

Publisher, DFW Community Newspapers

Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Dave Sorter, Editor  
[sorterd@dfwcn.com](mailto:sorterd@dfwcn.com)

### Publishing Frequency

Wednesday, Saturday

### Press Release Criteria

Email press releases to the editor. No flowery wording, fluffy adjectives, or promotional language — just the facts. Press releases must have a direct local connection.

## Focus Daily News

1337 Marilyn Avenue  
DeSoto, TX 75115

Phone: 972-223-9175  
Fax: 972-223-9202

email [focusnews@wans.net](mailto:focusnews@wans.net)  
URL [www.focus-news.com](http://www.focus-news.com)

Marlon Hanson, Publisher  
Elizabeth Taylor, Editor

### Publishing Frequency

Daily (exc. Monday, Saturday)

## Fort Worth Star-Telegram

400 W. 7<sup>th</sup> Street  
Fort Worth, TX 76102

Phone 817.390.7400  
Fax: 817.390.7774

Wes Turner, Publisher  
Jim Witt, Editor

Features  
[features@star-telegram.com](mailto:features@star-telegram.com)

Newsroom / Editorial  
[newsroom@star-telegram.com](mailto:newsroom@star-telegram.com)

### Publishing Frequency

Daily

### Press Release Criteria

Email press releases to the news room, attention Jean Marie Brown.

## Fort Worth Weekly

1204-B W 7<sup>th</sup> St, Ste 201  
Fort Worth, Texas 76102

Phone: (817) 321-9700  
Fax: (817) 335-9575

URL [www.fweekly.com](http://www.fweekly.com)

Gayle Reaves, Editor  
[gayle.reaves@fweekly.com](mailto:gayle.reaves@fweekly.com)

### Publishing Frequency

Thursday

### Press Release Criteria

Fax Kristian Lin at 817.321.9733.

## Frisco Enterprise

8820 W. Main St.  
Frisco, 75034

Phone: 469-633-7777  
Fax: 469-633-7779

Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Rick Mann  
[mannr@dfwcn.com](mailto:mannr@dfwcn.com)

### Publishing Frequency

Thursday, Sunday

## Hood County News

PO Box 879  
1501 S. Morgan St.  
Granbury, TX 76048

Phone: (817) 573-7066  
Fax: (817) 279-8371

Jerry Tidwell, Publisher  
[jtidwell@hcnews.com](mailto:jtidwell@hcnews.com)

Roger Enlow, Editor  
[editor@hcnews.com](mailto:editor@hcnews.com)

Lifestyles, [lifestyles@hcnews.com](mailto:lifestyles@hcnews.com)

## Joshua Star

319 N. Burleson Blvd.  
Burleson, TX 76028

Fax 817.295.5278

email [joshuastar@thestargroup.com](mailto:joshuastar@thestargroup.com)

Leslie Stewart, Managing Editor

### Press Release Criteria

Email or fax press releases by 5 pm on Mondays. Press Releases published based on space availability and content relativity to Johnson County and Joshua.

## **Keene Star**

319 N. Burleson Blvd.  
Burleson, TX 76028

Phone: 817-295-0486

Fax: 817-295-5278

email [keenestar@thestargroup.com](mailto:keenestar@thestargroup.com)

URL [www.thestargroup.com](http://www.thestargroup.com)

James Moody, Publisher  
Paul Gnad, Editor

### **Publishing Frequency**

Thursday

## **Lake Cities Sun**

275 Market  
Lake Dallas, TX 75065

Phone: 940-497-4141

Fax: 940-497-2273

email [editor@sunnewspapers.com](mailto:editor@sunnewspapers.com)

URL [www.sunnewspapers.com](http://www.sunnewspapers.com)

Mark Henry & Sean French, Editor /  
Publisher

### **Publishing Frequency**

Thursday

## **Lancaster Today**

1701 N. Hampton #A  
Desoto, TX 75115

Phone: 972-298-4211

Fax: 972-298-6369

email [lancaster@todaynewspapers.net](mailto:lancaster@todaynewspapers.net)

URL [www.todaynewspapers.net](http://www.todaynewspapers.net)

Richard Collins, Publisher  
Steve Snyder, Editor

### **Publishing Frequency**

Thursday

## **Lewisville Leader**

1165 S. Stemmons Freeway  
Lewisville, TX 75067-0539

Phone: 972-436-3566

Fax - News: 972-219-0719

Rodger Cramer, Executive Editor

[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Dave Sorter, Editor

[sorterd@dfwcn.com](mailto:sorterd@dfwcn.com)

### **Publishing Frequency**

Wednesday, Saturday

### **Press Release Criteria**

Email press releases to the editor. No flowery wording, fluffy adjectives, or promotional language — just the facts. Press releases must have a direct local connection.

## **Little Elm Journal**

420 FM Road 720 W  
Little Elm, TX 75068

Phone 972-292-1704

Fax 972-292-2617

Rodger Cramer, Executive Editor

[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

### **Publishing Frequency**

Thursday

## **Mansfield News-Mirror**

119 N. Main St.  
Mansfield, TX 76063-1723

Phone: 817-473-4451

Fax: 817-473-0730

email [lwinter@star-telegram.com](mailto:lwinter@star-telegram.com)

URL [www.mansfieldnewsmirror.com](http://www.mansfieldnewsmirror.com)

Lance Winter, Publisher

Brigitte Cummings, Editor

[bcummings@star-telegram.com](mailto:bcummings@star-telegram.com)

### **Publishing Frequency**

Monday, Thursday

### **Press Release Criteria**

Email to Brigitte Cummings by noon on Tuesdays for the Thursday edition or by noon on Fridays for the Monday edition.

## **McKinney Messenger**

115 E. Virginia St., Suite 203  
McKinney, Texas 75069

Phone: Metro 972-569-9966  
Fax: 972-542-0130

Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Shelby Clark, Community Editor  
[clarks@dfwcn.com](mailto:clarks@dfwcn.com)

**Publishing Frequency**  
Thursday

## **Mesquite News**

303 N. Galloway Ave.  
Mesquite, TX 75149-4325

Phone: 972-285-6301  
Fax: 972-288-9383

Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

**Publishing Frequency**  
Thursday

## **NW Tarrant County Times-Record**

3900 Merrett, Ste 202  
Fort Worth, TX 76135

Phone: 817-237-9172  
Fax: 817-237-9174

Art Jones, Publisher  
Kris Sears, Editor

**Publishing Frequency**  
Thursday

**Press Release Criteria**  
Email [joantimesrecord@aol.com](mailto:joantimesrecord@aol.com) by  
Mondays at noon.

## **Oak Cliff Tribune**

1005 W. Jefferson Blvd., Ste. 103  
Dallas, TX 75208

Phone: 214-943-7755  
Fax: 214-943-7775

email [octrib@sbcglobal.net](mailto:octrib@sbcglobal.net)

Mark Housewright, Publisher  
Kathie Magers, Editor

**Publishing Frequency**  
Thursday

## **Park Cities News**

8115 Preston Ste. 120 LB 10  
Dallas, TX 75225-6307

Phone: 214-369-7570  
Fax: 214-369-7736

email [pcn@parkcitiesnews.com](mailto:pcn@parkcitiesnews.com)

Marjorie B. Waters, Publisher  
Pete H. Waters, Editor

**Publishing Frequency**  
Thursday

## **Park Cities People**

6116 N. Central Expy. Ste. 230  
Dallas, TX 75206-5100

Phone: 214-739-2244  
Fax: 214-363-6948

email [people@peoplenewspapers.com](mailto:people@peoplenewspapers.com)  
URL [www.peoplenewspapers.com](http://www.peoplenewspapers.com)

Patricia Martin, Publisher  
Tom Boone, Editor

**Publishing Frequency**  
Thursday

## **Plano Star Courier**

801 E. Plano Parkway, Ste. 100  
Plano, TX 75074

Phone: 972-424-6565  
Fax: 972-424-4388

Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Mike Norris  
[norrism@dfwcn.com](mailto:norrism@dfwcn.com)

**Publishing Frequency**  
Monday, Tuesday

## **Rowlett Lakeshore Times**

303 N. Galloway Ave.  
Mesquite, TX 75149-4325

Phone: 972-285-6301  
Fax: 972-288-9383

Rodger Cramer, Executive Editor  
[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

**Publishing Frequency**  
Thursday

## **South Tarrant Star**

[starrantstar@thestargroup.com](mailto:starrantstar@thestargroup.com)

## **Southlake Times**

1165 S. Stemmons Freeway  
Lewisville, TX 75067-0539

Phone: 972-436-3566

Fax - News: 972-219-0719

Rodger Cramer, Executive Editor

[cramerr@dfwcn.com](mailto:cramerr@dfwcn.com)

Dave Sorter, Editor

[sorterd@dfwcn.com](mailto:sorterd@dfwcn.com)

### **Press Release Criteria**

Email press releases to the editor. No flowery wording or promotional language — just the facts. Press releases must have a direct local connection.

## **Suburbia News**

115 A Hall St.

Seagoville, TX 75159-2915

Phone: 972-287-3277

Fax: 972-287-3278

email [seagonews@prodigy.net](mailto:seagonews@prodigy.net)

Neal Wooley, Editor / Publisher

### **Publishing Frequency**

Thursday

## **Texas Jewish Post**

3120 S. Freeway

Fort Worth, TX 76110

Phone: 817-927-2831

Fax: 817-429-0840

email [news@texasjewishpost.com](mailto:news@texasjewishpost.com)

Rene Wisch, Editor / Publisher

### **Publishing Frequency**

Tuesday

### **Press Release Criteria**

Email at the address above one week prior to desired publication.

## **Weatherford Democrat**

512 Palo Pinto

Weatherford, TX 76086

Fax 817.594.9734

Jim Wilson, Publisher

Darren Victory, Managing Editor

email [wdeditor@weatherforddemocrat.com](mailto:wdeditor@weatherforddemocrat.com)

URL [www.weatherforddemocrat.com/](http://www.weatherforddemocrat.com/)

### **Publishing Frequency**

Daily (exc. Saturday)

## **White Rocker**

10809 Garland Rd.

Dallas, TX 75218-2610

Phone: 214-327-9335

Fax: 214-327-9374

Retta Hanie, Editor / Publisher

### **Publishing Frequency**

Thursday