

PUBLIC RELATIONS MANUAL

This manual is issued to you as a guide and tool in planning and executing effective public relations with the media and the community. It will also serve as an information device to build a positive relationship between your lodge and the media (press) in your area.

Lodge size or economic condition should not prevent you from sending out regular chapter newsletters or notices of activities. Lodges cannot afford not to communicate. Remember, the task is not only to inform those who participate on a regular basis but also to reach out to those who due to distance, illness or any other reason are not regular attendees of lodge meetings and Masonic activities. If you don't have a lodge newsletter or trestleboard which is published on a regular basis, perhaps the time is now to invest some of your resources to implement this communication tool to enhance the channel of communication with your members. Of course, there are times when you have a story or activity that you want to see published in the local newspaper or featured on your local radio station.

Your important task will be to select (if you have not already done so) a member of your lodge interested in serving as Publicity Chairman. No special experience or background is required, interest and enthusiasm would be helpful and a genuine desire to get the "positive word" about the Masonic fraternity circulated in the public eye. The Worshipful Master is also highly encouraged to appoint a committee of three members to organize, set goals and to take the initiative in enhancing your public relations effort.

The Grand Lodge Officers hope that this information will be helpful to you in developing your lodge's on-going public relations program and that it will be a resource tool to your publicity chairman and committee.

INTRODUCTION

Please note and keep the following in mind as you read the rest of the manual. It will make your job easier.

As Publicity Chairman, you are the representative, spokesperson, and point of information for your lodge in your local area regarding Masonic activities and events. The key words to remember are activities and events.

As such, you should thoroughly acquaint yourself with the Masonic activities and events that you are publicizing for your lodge.

Whenever the press media asks questions over the phone or in meetings, you should provide the answers.

When you do not know the answer, you should say, “I don’t know, but I will find out. By when do you need this information?” This response will immediately establish you as an experienced publicist.

If your response is followed with a question such as, “Tell me what you think?”, or “take a guess.” This sends the wrong message. Your answer must be, “I wouldn’t want to give you the wrong information. Let me check and get back to you.”

Your mission is to focus on promoting and answering questions in a positive and favorable manner about Masonic activities in your area.

SETTING OBJECTIVES AND GOALS

Before discussing objectives or goals, let’s first step back and agree on precisely – What is the purpose of Freemasonry?

Not what we do. Not our History. Not what we envision. But the actual basic purpose of our fraternal organization.

Agreement on this major point is all-important, because it will become one of the basic guidelines to judge the validity, acceptance or rejection of our objectives.

With this in mind, let’s agree the primary purpose of Freemasonry is:

To bring together men dedicated to the Brotherhood of Man under the Fatherhood of God with the opportunity to make new friends, do worthwhile things in their community and improve them in becoming better men in society. The door of opportunity is available for ethical, moral and spiritual growth.

Based upon the basic “purpose”, your communications objectives in your community are:

1. Increase awareness/understanding of the purpose of our Masonic fraternity.
2. Increase awareness of what the Masons in your lodge is doing, most particularly in your community.

GUIDELINES ... CONCENTRATE ON WHAT THE PRESS NEEDS

From this moment on, let’s think of placing news or information in the media as a highly competitive “sport”. There are winners, and there are losers. Winners *get their material used*. Losers do not.

A newspaper, magazine, radio station, television station, or any medium that publishes or broadcasts regularly, faces the problem of filling space or time with news, information, entertainment that they feel will appeal to their audience.

Their job is not easy. It requires continuous effort, plus a great deal of time, skill and investment to find the material they have decided their readers want or require on a regular basis.

Note these guidelines:

1. The media needs news, information, and fillers on a regular basis.
2. It must be the kind of material that “they” feel will be of interest to “their” readers or viewers.
3. You have “your” information that you want them to use.
4. You are competing with every other company, organization, group, charity for space or time.
5. The Media is not interested in *what you want*. They are only interested in what *they/their* readers or viewers want.
6. Therefore, your information must be aimed/adapted/presented in a way to meet their needs, their requirements, in their format. Let’s find out what they want – in the format they want – and give them what they want, in the format they require.

(Let’s don’t forget, *it’s their ball, their team, ground rules*. And there are lots of players who want to compete in the field.)

7. The easiest way (in fact, the only way) to find out what the ground rules are, is to ask. Ask the editor. Ask the Columnist. Ask the Newspaper in your area. Ask whoever makes the decision on what material is printed.

OUR NEEDS

Your first step in practicing Publicity by Objective – is to establish your objectives for the year, based on the Worshipful Master’s plan for the lodge.

Your objectives should be planned around the Worshipful Master’s plan and itinerary for the year. By checking the program for the lodge, you will have an outline of the lodge’s activities for the year and can plan a series of Press Releases geared to the events that you believe have the best possibilities for placement.

GETTING STARTED

Your first step in getting started is to look through this manual and get familiar with its contents.

Then review the objectives (refer to page 2).

Establish a one-year goal of placing one publicity release a month, or at least one for each meeting or event of your lodge.

Obtain a copy of your Worshipful Master's program for the year. If none exists, get together with the Worshipful Master, and Secretary, and make a workable program.

Plan your program using those events that provide the best opportunities for press releases.

The following segments of the manual will help you decide which events offer the best possibilities, and how to go about the job of getting your releases printed in the local newspaper(s).

During the year, you will receive notices of "news" and forthcoming events from the Grand Lodge that hopefully will be passed to you through the Secretary. Some will present opportunities for community adaptation and trigger new ideas as well.

Once you've selected the items and events that will work best in your community, and you've outlined your plans on paper, sit down with the Worshipful Master and Secretary.

It is important to discuss your program with them so that they have a clear understanding of your objectives and give you their full support.

Chances are they will also have suggestions, ideas and input that will help you fine-tune your program. As a good communicator, you will, of course, keep an open mind in evaluating and utilizing suggestions.

Why not write down in this manual, the phone numbers now that you will need to contact these important people.

W.M. _____ Phone: _____

SEC. _____ Phone: _____

Please see below a sample press release that can perhaps give some direction in composing a press release that you can adapt to suit your own means.

A Sample Press Release on a Lodge Giving Awards

The event: ABC Lodge Awards Night

- STEP 1. Gather information for your release by interviewing the key people at the lodge and those who received the awards.
- STEP 2. Select the elements that tell the story.
- STEP 3. Decide on the time frame for the releases.
For the sake of this exercise, you've decided to do two releases.
1. Announcing the selection for the award at a future date.
 2. Announcing the award has been presented.

Both releases will tend to be quite similar, unless there is something to add a new dimension to the award ceremony. The advantage of doing two releases is that your first release may not get used. The second release will double your chances of exposure to the newspaper.

- STEP 4. Write the headline and release.

Try writing the headlines and releases on your own – before you look at our suggested solutions.

Avoid Masonic “buzz words”, i.e.: brethren, temple, etc. Use Members, Masonic Hall, etc.

Mention location of residence where recipient is “local”.

Refer to local Lodge and/or events.

Suggested Solution to Event #1, ABC Lodge Awards

- STEP 1. The elements of the story

Event: Special award for distinguished Masonic Service. Fifty and twenty-five year service awards. Achievement of Lodge Awards

Recipients: John Doe, Harry Smith, Bill Thompson.

Presenter: Grand Master, District Deputy Grand Master or local Lodge Master with their name

Awards: highlight the name(s) of awards

Sponsor: ABC Lodge

- STEP 2. Timing your releases.

Release #1: Timed to go out before awards are made

Release #2: Timed to go out after awards are presented

STEP 3. Headlines and Releases

Release #1 John Doe to Receive Masonic Award

John Doe of name of local town/community has been selected to receive a special award for distinguished Masonic service by the members of ABC Lodge No. 1.

The presentation will be made November 08 at a special awards banquet set for the Lodge members, their spouses, families and guests. Harry Smith will receive his 50-year service award, and Bill Thompson will receive his 25-year service award. All presentations will be made by name of the Grand Master, Grand Lodge of Kentucky, Free and Accepted Masons who will attend as a special guest.

The award presented to Doe is one of the highest awards that can be presented to a member for exceptional Masonic service. Freemasonry is the oldest, largest and prestigious fraternity in the world that perform community and statewide projects, assist in charitable endeavors and is proud of its philosophy and practice of “making good men better”. Kentucky Masonic members and especially the local lodge continue to assist and work for the good of the Kentucky community.

Release #2 John Doe Receives Masonic Award

John Doe of name of local town/community was presented a special Distinguished Service Award at a special awards night banquet sponsored by ABC Lodge No. 1 on November 08. The presentation was made by name of the Grand Master of the Grand Lodge of Kentucky, along with the name of the Master of the local Lodge. The award recognizes outstanding members for distinguished Masonic service.

Other awards presented included a 50-year membership service award to Harry Smith, and a 25-year membership award to Bill Thompson. Several members were also recognized for their efforts of time and initiative toward the ongoing contributions to the local Masonic Lodge. Over 100 family members, Lodge members and friends attended the banquet and program.

Freemasonry is the oldest, largest and prestigious fraternity in the world that builds better men. There are over 55,000 members in Kentucky located in numerous communities of the Commonwealth. For additional information about Freemasonry, please contact _____ by calling _____.

MEDIA RELATIONS
SHAKE HANDS WITH YOUR TARGET

Most guidelines to effective communication overlook one of the most important steps the person-to-person contact. In your relations with the news media, continuous contact over a period of time combined with accurate information, plus speedy, credible response to questions, will eventually get positive results. As a communicator for our fraternal organization, you, more than anyone in your area, must know what the members are doing locally and elsewhere in the state. *Be informed so that you can inform.* This is the key.

At the communications media, the people are key. Remember that they are the professionals. If you follow the next two suggestions, you'll find your assignment much easier and build a working relationship with the press that much sooner.

1. Meet and get to know the press contacts in your area, especially the editor of your local newspaper. Find out the kind of news they are looking for in their newspaper.
2. Maintain personal communications by phone, in person, and by card or letter.

You've heard the adage, "Names Make News". It's true. The names of your local members, their activities in the community and to a lesser degree the local lodge, add interest to your releases. The local lodge's activity is of interest, only when its activity impacts on people or the community. It is wise to remember that newspaper editors serve newspaper readers. Readers want to hear about other people and interesting events.

The following are some things to remember about establishing a good relationship with media contacts:

1. Never send a story to the media unless you feel it is newsworthy to the community.
2. Of course, always use common sense and good taste in your news stories and relationships with news contacts.
3. Don't play favorites. If there is more than one contact in your area, give each an equal opportunity for coverage.
4. Never ask an editor to run a story as a favor.
5. If your story is used in part or in whole, remember to say Thank You.
6. If a news contact calls after receiving your release, answer any questions candidly, quickly and completely, so he can complete the story. If you don't know, say I don't know, but I'll find out the answer and get back to you by (date or approximate time). You must deliver. That's how you build credibility, confidence and a good relationship.
7. Don't be overly dismayed, or call to complain, if your story was not used or only used in part – sometimes space limitations or reshuffled feature schedules cause this to happen. Remember,

once the story is in your contact's hand, it is his to do with what he feels fit. It is a good idea to ask how you can improve your news release. Ask for thoughts and suggestions.

8. Always have a typewritten list of official titles in your Lodge and District that are likely to be used in your releases. Some editors find these helpful to check names and titles in any subsequent releases or telephoned stories. Important: you must keep that list up-to-date for the editor.

WHAT MAKES NEWS

Local Masons, Eastern Star, Rotary, Lions, Elks, Kiwanis, Knights of Columbus, etc. are having events and activities that can make the news. Every group in your area is competing for attention in the news media.

The limitations on space the news media can give to social, fraternal and religious news competes with everything else. Some of the media may have policies against running such routine articles as organizations' elections, appointments, or achievements. Your "edge" is to know what the editors are looking for, and give it to them in the time and format which meets their requirements.

Please see list of key areas to focus on in regards to what to publicize by your lodge to the community at large. This is a potential list of events for your consideration in your publishing efforts:

- Election and Installation of Officers (include picture)
- 25 and 50 Year Service Awards, etc.
- 50, 75 and 100 Year Anniversaries of Masonic lodges
- Grand Master's Visitations
- District Meetings
- Friendship or Special Family Nights (Visitations of other Masonic Lodges)
- Third Generation Memberships (include picture)
- Second Generation Worshipful Masters (include picture)
- Anniversary of Past Masters by 50 years
- Special Visitations as a Masonic Lodge
- Community Assistance and Involvement
- Recognition of outstanding citizen of your community
- Recognition of Scholarship to a deserving youth
- Recognition to our Masonic Youth Groups

You must learn to recognize and use publicity only for those things that generate a human-interest perspective in others.

You can be the originator of more interesting Masonic lodge and District programs if you issue a tactful challenge to the appointive officers. "Give me

something to publicize” is a request that sometimes works wonders. When members are made aware of the need to think “newsworthy”, they are more apt to develop ideas, programs and projects that have news value.

Be part of the planning. Know what is going on. Operate as though you were the media. It is very important to *insist on the lead-time that you need to do an effective job.*

At meeting and planning sessions, you must take accurate notes. These are mandatory in preparing your communications plan of action and the news releases. Get used to taking accurate notes because they can be the basis of news phoned to your media contact if news is breaking quickly.

The following are some ideas that usually warrant space in many of the news media throughout the state:

1. New or Unusual Approaches to publicize annual or routine items. This is where your imagination counts.
2. Human Interest Angles: Everyone appreciates stories about warmth, humor and unusual events of other people’s lives...especially if it involves youth, the elderly, the community or deserving people.
3. Look for “news hooks” in your stories: This might be a single facet that makes your news story different from all the others. Examples: include any firsts; a program designed to accomplish a unique purpose; unusual participation or involvement of people; a new twist to your story theme; one-time only events never before done; something that affects the majority of the people; topical events, information, solutions, etc.
4. Look for potential features in your story ... something which people would appreciate knowing about in greater depth. Past events, anniversaries, history and holidays lend themselves to this approach.
5. A flair for the dramatic: The story, unto itself, might be less than exciting, but its history, background, environment, concept, application, or potential may make news.
6. Think about the reader: Each newspaper has particular visual needs and interests. Think of the visual potential of your story as if you were an editor or news director – or someone other than a member ... does the idea still “grab you”? If so, GO!!
7. Initiating or providing support to: elements of prime importance to your community ... pollution control, youth activities, charities, crime prevention, health and educational activities, urban development, self-help or locally oriented programs for community betterment: all have news potential.

8. Special Awards received or presented by your organization, especially for other than Masonic Lodge activities.
9. Guest Speakers: speeches or interviews presented by well-known spokesmen or authorities, particularly those visitors with credentials.
10. Reaching milestones: as they affect local people and the community.
11. Open Installation of Lodge Officers ...be aware if there is any tie to the community.
12. Visitations by Grand Lodge Officers, or for that matter, any noteworthy guest or speaker. Again, the key word is *noteworthy to the community*.
13. The three phases of any project depending upon the event, provide at least three opportunities for publicity:
 - a. BEFORE the planning stage, announcement of plans.
 - b. DURING the announcement phase what's going to happen.
 - c. AFTER the event, the follow-up report of what happened.

More tips that usually get your story used. Make sure:

- ◆ That your story contains something of interest to the community served by a particular media.
- ◆ That there is enough factual information.
- ◆ That it is timely.
- ◆ That the media does not have a policy against publishing articles of this kind.
- ◆ That the facts are accurate and the statements quoted are correct. Double check your information pertaining to dates, times, names and titles.
- ◆ That you, or a responsible individual, are available to provide answers to questions after the article has been received. Both names and phone numbers of people to contact to answer questions, must appear in the letterhead of your release.
- ◆ That the story reaches the right person, particularly with a new publishing company (newspaper). Do not send your release to more than one department or contact. It's often a good idea to follow up with a phone call to make sure the information has been received by the right person.
- ◆ That there is no reference to "raffles" or anything similar to gambling, which by law, usually is restricted from use by newspapers.

DO & DON'TS ... PREPARING NEWS RELEASES

Writing the News Release:

- a. There are many methods of writing news releases, but consciously or otherwise, most writers follow the “inverted pyramid”. The diagram below will be helpful in utilizing this discipline of descending order of importance:

WHO, WHAT, WHEN

WHERE, WHY

and

Important Details

Other Information

Organization of your thoughts is the first step and most important part of the process. The key to this process is to make sure you answer the five critical W's of journalistic writing as highlighted above. When tight on space or time, editors cut copy to fit their format. So, facts presented in this order are more likely to be used because the story can be cut back to the first paragraph or leading few sentences, which should include the most important of the “Five W's.” Sometimes it may be best to start with what instead of whom with your news release. Few editors have the time to sift through copy in order to rewrite a story. If it can't be cut from the bottom, it could end up in the “round file” – under the desk. Remember: Be brief; the substance of the story should be told in the first two or three lines at most.

- b. Be sure that each story includes the most important factors of the “Five W's” as soon as possible – those factors that make the news. Certainly by the end of the second sentence you should have covered the most important points.
- c. Make headlines short and concise.
- d. The first paragraph is called the “lead” paragraph and should be designed to capture and hold the attention of the reader (editor). It should contain a summation of the major facts you want to present.
- e. Accuracy is all-important. Names, dates, places, time etc. must be specific and correct. Always verify names because a name may have a variety of different spellings. Always use the full name (first, middle initial, and last names) and proper title. Never submit copy using only the last name and initials. Be certain to indicate whether a woman is Miss, Mrs. or Ms. It is usually a good rule of thumb to use Ms. if you are in doubt.

- f. Always write as an organization, never as “we”. Avoid editorializing with colorful adjectives or adverbs that are news taboo, such as: “fantastic”, “great”, “colossal”, etc. Also, quantify amounts when possible. Rather than saying: “The Masonic Lodge had a fantastic turnout”, say, for example, “More than 200 attended the event, thereby setting a new record in attendance.” All claims, opinions, or predictions must be anchored, attributed to someone (said, “reported”, “stated Mr. Jones”)
- g. Write “tight”. Use short declarative present tense sentences (7 – 10 words at most). Verbs are better than adjectives. Use simple straight and direct words as much as possible. Keep paragraphs brief and maintain easy to follow through in them. Include pertinent facts and don’t “pad” basic information. If the media wants additional information, they will ask for it.

Writing Headlines: Follow The Three Golden Rules

- a. FOCUS: Go directly to the point, don’t dance around, stay on track.
- b. LANGUAGE: Precise-minimal number of words; no puffer; no hyperbole.
- c. CONTENT: Most interesting/important point to the reader, not you, not to the members, not to the presiding officer. *To the Reader.*

EXAMPLE: The Master of the local Masonic Lodge is presenting the Johnson Edwards Award to Sheriff John Smith.

Situation A: The Master, John Johnson is a great man, but unknown outside the Masonic Lodge.

Headline: Sheriff John Smith Receives the Johnson Edwards Award

Situation B: Master, John Johnson, who is also a city councilman, is presenting the Johnson Edwards Award to the Sheriff John Smith.

Headline: Councilman Johnson Presents Award to Sheriff John Smith

Analysis: The above headlines compact the news factors of the story to its irreducible minimum in terms of interest to the reader and interest to the community. The fact that it is a Masonic award is of interest to the membership, not the community. The key factors are the award and Sheriff John Smith. John Johnson takes on importance only because he is a City Councilman.

Submitting Your News Release

- a. News releases should, of course, always be clean and neat, and preferably typed (on one side of the paper only).
- b. Use 8-1/2 x 11 plain white paper that can be handled without tearing.
- c. Provide ample margins (1-1/2 inches) on each edge of the paper for the editor to mark instructions and make editing notes. Always double space sentences.
- d. Avoid lengthy sentences and lengthy paragraphs. Keep it simple and brief.
- e. In the upper left-hand corner, type your name, address and phone number. You should list a second name and phone number on the chance you may not be reached when the media calls with questions. If you do use a second name, be sure he is versed on the release and its background.
- f. Very Important: In the upper right hand corner, indicate "FOR RELEASE" the date, or whatever date meets the paper's closing date. Newspapers must get materials in advance of closing dates. Check your media for closing dates and observe deadlines.
- g. Send one copy. Save a copy for your files, just in case.

The Body of the Release

- a. Leave an inch of space after your headline before you start your lead paragraph. This gives the editor space to rewrite or write his own headline or instructions.
- b. Indent each paragraph five typewriter spaces.
- c. If at all possible, your story should not run more than one page. Always end each page, if there should be more than one page, with a complete sentence and paragraph. Write "more" if the story continues to page 2. Make sure that two pages is the limit.
- d. Figures and names:
Figures: One to ten is always *spelled out* except in time and dates. *Numerals are used* for 11 on up. Never begin a sentence with a numeral.
Names: First mention of a man's name should be John Smith. Thereafter, it is Mr. Smith.
Titles: Never use Worshipful or Right Worshipful in your copy unless you are preparing it for a Masonic Publication.
- e. Staple multiple pages of a release close to the upper left corner. Never use paper clips, particularly with photographs enclosed. Be sure the staple is close to the edge because the pages must be separated in the newsroom and might be torn if the staple is too low.

Photographs

Good photographs are a must, if included. Photos should be clear, in focus, and have good contrast. Regardless of the media, they all aim for professional results. You can help and should try to meet their photo standards. Some Masonic Lodges are fortunate enough to have volunteers who provide good quality photographs; others should budget a little money for photos.

Some Do's and Don'ts About Photography

- a. Ask each editor's needs. Follow any information you get from the media.
- b. Find out how far in advance the newspaper needs photos and observe those deadlines.
- c. Number of subjects, in most cases, should never be more than four. Two or three are the preferred limit unless for some special reason it calls for a "group" photo.
- d. Action (interest) is a must. Don't have the subjects just sit or stand there grinning at the camera. Show them shaking hands, looking at business papers or casually discussing something, doing anything with implied action. If for example, you are photographing a 50-year award presentation, snap the picture of the member as the pin is being placed on his lapel or as he is receiving the certificate. No beverage glasses if it is a banquet.

Captions For Photographs

- a. The bare facts *What, When, Where and Why* should be indicated. This should be followed by the *Who*, name and title, identified from left to right. A portrait photo carries the name, title and name of organization. Your source identified from left to right should appear above the caption as it does in a news release.
- b. Never paste the caption across the back of the print; the caption must be easily removable. It usually goes to the typesetter and the photo to the reproduction staff.
- c. Never use a paper clip to attach the caption. Never write on the back of the print. Either of these acts will damage the print.
- d. Captions should be typed on the lower half of an 8-1/2 x 11 sheet of paper and lay the print face up and centered above the caption so that you can see the picture and read the caption at the same time. Fold the caption up over the face of the print along the bottom edge of the print.

Media Outlets for Your News Releases

- a. Daily Newspapers: A lot of city daily newspapers publish once-a-week area sections or special announcement sections. These may be your best chance for local news. If there is a local correspondent (Stringer as they are known in the trade), find out who it is and how they like to receive news – through the mail, by phone, or by e-mail. Get to know them and deliver when you promise some information. Editorial sections that talk about local news are also a possibility. Last, but not least, is the Letters to the Editor section. If something good is done for the community, get someone to write a letter to the editor saying so. Please see listing of media contacts of local newspapers for your review at the end of the handbook.
- b. Weekly Newspapers: Here's where you stand the best chance of getting your news in print. Your local or neighborhood weekly is the best source of publicity. Weekly editors depend on hometown folks for nearly 75 percent of the news they publish. They are usually eager and anxious to get your news. Small staffs mean little time or patience with poorly prepared news releases. Remember relate to the community. Please see listing of media contacts of local newspapers for your review at the end of the handbook.
- c. Grand Lodge Publication: Forward Masonic Lodge news to the *Masonic Home Journal*. At least here, you will get first hand attention to everything you send. Get to know the deadline of the 10th of the month to submit your news articles and photos.

Local Radio

You have a local radio station or two. Treat them just like any other editor. They have departments and shows that use local news. They are particularly interested in upcoming events and are willing help with your publicity needs. Check for use of public service announcements. Mail your material to the News Editor's attention. It would be beneficial for you to call and ask about their deadlines and guidelines, too.

The format for radio news releases is basically the same for newspapers. However, these should be kept as brief as possible because of the limited air time available. Radio news coverage is briefer.

A list of radio contacts located at the end of the manual are provided for your review and to utilize in enhancing your publicity efforts.

Other forms of Media

Other possibilities also exist to enhance the image and public relations of your Masonic Lodge. Perhaps your subject material is visual and you could consider the option of the electronic media you wish to pursue.

Television is an option but it is more limited for time and coverage and is even tighter than radio. The format is similar as radio. It is urged that you counsel with the station personnel and see how we could fit with what they are looking for perhaps with a local talk or interview show.

Your local cable television station could be approached with your subject matter. Make sure that your subject matter is of public interest, timely and most of all, visual. Perhaps a talk show could be arranged for promotional purposes.

Placing programs on local cable access channels is fairly new in our expanding age of information and technology. These channels provide cost-effective opportunities for the Masonic fraternity to help establish a national cable television presence that will help to explain the family of Freemasonry to the public.

Web Site

Your Masonic Lodge could consider the possibility in developing its own web site. It is the communication means for the future. You may raise the question why? Here are some reasons that can be offered regarding the importance of building a lodge web site:

- Provide local and worldwide exposure for your Masonic Lodge
- Serve as a cost-effective means to communicate with members and others
- Allow ongoing contact with members no longer living in area and shut-ins
- Establish contacts and friendships with Masonic members around the world
- Create a source of pride for the Masonic Lodge

The cost is usually minimal to build and host a web site. There are usually members with your lodge that may be “computer savvy” and have the expertise and skill to offer their services to enhance this quality of communication. Through the web site, it offers endless possibilities for future growth and a positive means to build a successful image.

A simple business card with a Masonic Fraternity Description that can project a professional and positive image can be effective to distribute to the press media for contact purposes as well as to provide to potential members.

CONCLUSION

We hope that this manual will be helpful in getting you started. We don't expect that you are going to go right out and be a professional overnight. Over a period of time, if you try to adhere to the main principles here and learn through your own experience, you will succeed. Once you get a set procedure for the way you

approach and perform your publicity endeavors, the amount of time you put in on publicity projects will be greatly reduced.

You can usually expect that your release will be rewritten. Don't be disappointed. Each newspaper has limitations and its distinct style for news stories. REMEMBER: "Something good in print is better than nothing at all."

When your news release does not appear, don't be discouraged. Please try to consider the limitations and problems that can occur on their end. Keep in mind that newspapers want to help, but the volume of possible news stories can be restrictive.

Maintain copies of your clippings in a special notebook so that at the end of your year, you can show your results.

Plan ahead. Try to get news items appearing on a monthly basis. Tell your story. Brag about your local Masonic Lodge's accomplishments, and most important strive to enhance the image of the Masonic fraternity through your diligent work.

Keep your Masonic Lodge informed of articles as they appear in the local news publications. The members do not always see the newspapers. Best wishes for SUCCESS!!!

Attached is a list of possible projects your Masonic Lodge can consider. Almost all of these activities are very newsworthy.

PROJECT IDEAS

Open House

Local Masonic Lodges are encouraged to conduct open houses for the community. This could occur during the evening or on a Saturday/Sunday afternoon in conjunction with other Masonic affiliated organizations. The public is invited to tour the building after which light refreshments should follow, and a short presentation by key members of the Masonic Lodge and other groups highlighting the purposes, activities and charitable deeds of the organizations. At one side of the room should be a table with Masonic, Eastern Star and the Family of Freemasonry materials, especially our Masonic Youth Groups and brochures.

Recognition Programs

Appreciation Night: All Masonic Lodges that are active in doing community projects have people who, outside the lodge, have done a great deal over the years to support or donate materials and services that have made these projects

successful. It would be good to hold a banquet at the lodge in their honor. Also, this would be a good time to include city/county leaders as guests.

Outstanding Community Leader: An evening banquet conducted in the same way as above but to recognize an outstanding community leader or good citizen award.

Outstanding Family: To recognize a family, who in addition to careers and school obligations, has individually as well as a family unit, contributed extensively to the community.

Outstanding Educator: In addition to presenting your annual scholarship to a deserving high school student, you might want to recognize an outstanding educator from the local school system.

Honor Veterans

On Memorial Day or Veteran's Day, hold a ceremony at a local Veterans Memorial, not only to honor those whom served and died, but also to announce a roll call of members and the Freemasons from the local Masonic lodge.

Other Projects & Activities

Other projects for consideration in implementing to promote public awareness include:

- ◆ Open Masonic building for a Blood Drive
- ◆ Plan and carry out activities with those who are disabled or burdened with hardships
- ◆ Conduct a campaign to improve traffic safety
- ◆ Provide rest areas on holidays with free coffee
- ◆ Embark on a driver safety campaign
- ◆ Implement a program that will better the community and environment
- ◆ Award a scholarship to a high school senior – even a small one is of assistance and greatly appreciated
- ◆ Support a local charity
- ◆ Participate in the American Cancer Society's Relay for Life
- ◆ Provide resources and assistance to beautify a local park

Of course, while it would be nice to do all of the above, you have to decide if they are appropriate for your size community. The idea behind this project is that these projects reflect Freemasonry ideals and public recognition gives the Masonic members a chance to expound on those ideals. After reviewing Masonic ideals, you may have come up with better recognition projects than those listed above, or formulate your own guidelines for future activities. In short, any activity that will better mankind, when planned properly and carried out

thoroughly will bring favorable and positive public relations to your lodge and Freemasonry as a whole.

(SAMPLE PRESS RELEASE)

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Lodge Secretary and telephone number.)*

The *(Name)* Masonic Lodge (#) in *(City)* paid tribute to (#) of its longtime members at its annual awards night *(Mm/Day)* at the *(Place)*.

Those honored were *(Full Name(s))* for 60-years of membership; *(Full Name(s))* for 50-years of membership; and *(Full Name(s))* for 25-years of membership. Each man received a special service pin to mark the occasion.

Guests at the meeting were *(Names and titles.)*

(Fill in more detailed information about a particular award recipient if newsworthy.)

The Masonic fraternity is the oldest, largest and most widely prestigious fraternal organization in the world. Thirteen signers of the Constitution and fourteen Presidents of the United States, including George Washington, were Freemasons. Today, there are more than 2 million Freemasons in North America alone.

Millions of dollars are raised annually within its membership for numerous projects that benefit mankind. Many national and local charities are among the projects supported by its members. Through this fraternal service to humanity its members strive to build a better, more fulfilling way of life for all.

The *(City)* community is fortunate to have an active Masonic Lodge with over (#) members that work with the officers and members of the Masonic lodge in *(City)* to build a better and promising future for mankind.

General information is available at *(Grand Lodge Web Site or your Lodge Web Site)*. For local information, contact *(name of Lodge Secretary and telephone number)*.

**(SAMPLE PRESS RELEASE:
FRIENDSHIP/OPEN HOUSE NIGHT)**

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Lodge Secretary and telephone number.)*

A Friendship and an Open House Night is scheduled for *(Day of the Week)*, *(Mm/day)* at the *(Name)* Masonic Lodge (#) at *(time)* p.m. The featured speaker will be *(Name and title and pertinent information.)*

Friendship Night is for Masons and non-Masons, their wives and children, and for any invited guests who would like to know more about Freemasonry. Those interested in more information should call *(Name)* at *(telephone number)*, or ask any local Master Mason.

(Provide specific information about the event, such as: menu, entertainment, etc.)

General information is available at *(Grand Lodge Web Site or your Lodge Web Site)*. For local information, contact *(name of Lodge Secretary and telephone number)*.

(SAMPLE PRESS RELEASE: INSTALLATION OF OFFICERS)

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Lodge Secretary and telephone number.)*

(Full Name of new Master) of *(city of residence)* has been installed as Master of *(Name)* Masonic Lodge #.

(Last Name) was installed by *(Full Name of Installing Officer and any general information about the Installing Officer, such as “Past Master of the lodge.”)* This *(ex.150th)* annual installation of officers was held *(Month & day)* at *(Place of installation.)*

In his position as Master, *(Last Name)* is the presiding officer and head of the Masonic lodge. The title of “Master,” instead of “President,” reflects the Masonic tradition of using ceremonies and titles from the stonemasons of the Middle Ages. When the great cathedrals of Europe were being built, the Mason in charge of a building site was referred to as a “master of the work.”

Other officers installed during the ceremony were *(Full Name and position); (Full Name and position); etc.*

Freemasonry is the oldest, prestigious, largest and most widely recognized fraternal organization in the world. Today, there are more than 2 million Freemasons in North America alone.

Charity is an important tenet of the Masonic fraternity and Freemasons are contributing over 2.5 million dollars a day to benefit charitable deeds and worthy causes to assist the needs of people in our communities.

General information is available at *(Grand Lodge Web Site or your Lodge Web Site)*. For local information, contact *(name of Lodge Secretary and telephone number)*.

**(SAMPLE PRESS RELEASE:
(SCHOLARSHIP PRESENTATION)**

NEWS

(Mm/day/yr)

For further information, please contact: *(Name of Lodge Secretary and telephone number.)*

Susie Smith Receives Masonic Scholarship

Susan B. “Susie” Smith received a \$1,000 scholarship at a presentation Tuesday, May 18 at the *(Name)* Masonic Lodge #, our Town. The presentation was made by *(Name of Master)*, Master of Masonic Lodge.

Smith will be attending the *(Name of University/College)* this fall, majoring in *(field of study)*. Following graduation she is planning to pursue a career in *(designated profession)*.

“This will really be a big help, “stated Miss Smith, “it is unbelievable how much tuition and books cost.”

In making the presentation, *(Last Name of Master)* told the group that this is the 10th year in a row the local Masonic lodge has given scholarships to worthy students. Selection of the recipient is based on academic performance, need and field of study.

Miss Smith is the daughter of Joe and Judy Smith of our Town.

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General information is available at *(Grand Lodge Web Site or your Lodge Web Site)*. For local information, contact *(name of Lodge Secretary and telephone number)*.

MEDIA CONTACTS
(Daily Newspapers)

City	County	Publication	Address	Phone/Fax
Ashland	Boyd	The Independent	P.O. Box 311 226 17 th St. Ashland, KY 41101	(800) 955-5860 (606) 326-2600
Bowling Green	Warren	Daily News	813 College St. P.O. Box 90012 Bowling Green, KY 42102	(270) 781-1700 (270) 783-3237
Corbin	Knox/Whitley/ Laurel	Times-Tribune	201 N. Kentucky P.O. Box 516 Corbin, KY 40701	(606) 528-2464 (606) 528-9850
Covington	Kenton	The Kentucky Post	421 Madison Covington, KY 41011	(859) 292-2600 (859) 291-2525
Danville	Boyle	The Advocate Messenger	330 S. 4 th St. P.O. Box 149 Danville, KY 40423	(859) 236-9566
Elizabethtown	Hardin	The Courier- Journal (Bureau)	P.O. Box 929 Elizabethtown, KY 42702	(270) 765-5277 (270) 737-4879
Elizabethtown	Hardin	The News- Enterprise	408 W. Dixie Elizabethtown, KY 42701	(270) 769-1200 (270) 769-7318
Fort Mitchell	Kenton	The Kentucky Enquirer	226 Grandview Fort Mitchell, KY 41017	(859) 578-5500 (859) 578-5515
Frankfort	Franklin	The Courier- Journal (Bureau)	332 Capitol Ave. Frankfort, KY 40601	(502) 875-5136 (502) 227-7554
Frankfort	Franklin	The Kentucky Post Bureau	State Capitol Rm. 242 Frankfort, KY 40601	(502) 875-3339 (502) 875-7450
Frankfort	Franklin	Lexington Herald-Leader (Bureau)	612A Shelby St. Frankfort, KY 40601	(502) 227-4390 (502) 223-2744
Frankfort	Franklin	The State Journal	1216 Wilkinson Blvd. PO Box 368 Frankfort, KY 40602	(502) 227-4556 (502) 227-2831
Georgetown	Scott	Lexington Herald-Leader (Bureau)	110 E. Main St. Georgetown, KY 40324	(502) 867-1354 (502) 867-1355
Glasgow	Barren	Glasgow Daily	100 Commerce	(270) 678-5171

		Times	PO Box 1179 Glasgow, KY 42142	(270) 678-5052
Harlan	Harlan	Harlan Daily Enterprise	1548 S US Hwy. 421 PO Box 1155 Harlan, KY 40831	(606) 573-4510 (606) 573-0042
Hazard	Perry	The Courier- Journal (Bureau)	PO Box 1132 Hazard, KY 41702	(606) 436-6060 (606) 439-1991
Henderson	Henderson	The Gleaner	455 Klutey Park Piz, PO Box 4 Henderson, KY 42419	(270) 827-2000 (270) 827-2765
Hopkinsville	Christian	Kentucky New Era	1618 E 9 th St. PO Box 729 Hopkinsville, KY 42241	(270) 886-4444 (270) 887-3222
Lexington	Fayette	The Courier- Journal (Bureau)	400 Old Vine St. Ste 201 Lexington, KY 40507	(859) 254-7888 (859) 254-7028
Lexington	Fayette	The Lexington Herald-Leader	100 Midland Ave Lexington, KY 40508	(859) 231-3200 (859) 254-9738 (859) 231-3155
Louisville	Jefferson	The Courier- Journal	525 W Broadway PO Box 740031 Louisville, KY 40201	(800) 765-4011 (502) 585-7080
Madisonville	Hopkins	The Messenger	221 S Main St. PO Box 529 Madisonville, KY 42431	(270) 824-3300 (270) 821-6855
Mayfield	Graves	The Mayfield Messenger	201 N 8 th St. PO Box 709 Mayfield, KY 42066	(270) 247-1515 (270) 247-6336
Maysville	Mason	The Ledger- Independent	41-43 W 2 nd St. PO Box 518 Maysville, KY 41056	(606) 564-9091 (606) 564-6893
Middlesboro	Bell	The Daily News	120 N 11 th St. PO Box 579 Middlesboro, KY 40965	(606) 248-1010 (606) 248-7614
Murray	Calloway	Murray Ledger & Times	1001 Whitnell PO Box 1040 Murray, KY 42071	(270) 753-1916 (270) 753-1927
Nicholasville	Jessamine	Lexington	506 N Main St.	(859) 885-5775

		Herald-Leaders (Bureau)	Ste 3 Nicholasville, KY 40356	(859) 885-5816
Owensboror	Daviess	Messenger- Inquirer	1401 Frederica PO Box 1480 Owensboro, KY 42302	(270) 926-0123 (270) 686-7868
Paducah	McCracken	The Courier- Journal (Bureau)	1912 Jefferson Paducah, KY 42001	(270) 443-1802 (270) 575-3719
Paducah	McCracken	The Paducah Sun	408 Kentucky PO Box 2300 Paducah, KY 42002	(270) 575-8600 (270) 442-7859
Paintsville	Johnson	Lexington Herald-Leader (Bureau)	228 Main St. Ste 201 Paintsville, KY 41240	(606) 789-4800 (606) 789-9400
Richmond	Madison	Lexington Herald-Leader (Bureau)	334 Highland Park Dr. Richmond, KY 40475	(859) 626-5878 (859) 626-5873
Richmond	Madison	The Richmond Register	380 Big Hill Ave Richmond, KY 40475	(859) 623-1669 (859) 623-2337
Shelbyville	Shelby	Landmark Community Newspaper	601 Taylorsville Rd. PO Box 549 Shelbyville, KY 40066	(502) 633-4334 (502) 633-0852
Somerset	Pulaski	Commonwealth- Journal	110-112 E Mt. Vernon St. Somerset, KY 42501	(606) 678-8191 (606) 679-4866
Somerset	Pulaski	Lexington Herald-Leader (Bureau)	513 Ogden St. PO Box 500 Somerset, KY 42502	(606) 678-4655 (606) 677-2599
Winchester	Clark	The Winchester Sun	20 Wall St. PO Box 4300 Winchester, KY 40392	(859) 744-3123 (859) 745-0638

MEDIA CONTACTS
(Non-Daily Newspapers)

City	County	Publication	Address	Phone/Fax
Albany	Clinton	Clinton County News	116 Washington PO Box 360 Albany, KY 42602	(606) 387-5144 (606) 387-7949

Alexandria	Campbell	Campbell County Recorder	6948 Oakwood Florence, KY 41042	(859) 283-0404 (859) 283-7285
Barbourville	Knox	Barbourville Mountain Advocate	214 Knox St. PO Box 190 Barbourville, KY 40906	(606) 546-9225 (606) 546-3175
Bardstown	Nelson	The Kentucky Standard	110 W Stephen Foster Ave. PO Box 639 Bardstown, KY 40004	(502) 348-9003 (502) 348-1971
Bardwell	Carlisle	Carlisle County News	PO Box 309 Bardwell, KY 42023	(270) 628-5490 (270) 628-3167
Beattyville	Lee	The Beattyville Enterprise	149 E Main St. PO Box 126 Beattyville, KY 412311	(606) 464-2444 (606) 464-8858
Beattyville	Lee	Three Forks Tradition	87 Main St. PO Box 557 Beattyville, KY 41311	(606) 464-2888 (606) 464-2388
Beaver Dam	Ohio	Ohio County Messenger	501 N School St. PO Box 187 Beaver Dam, KY 42320	(270) 274-4949 (270) 274-4949
Bedford	Trimble	Trimble Banner	12216 US Hwy 42, PO Box 289 Bedford, KY 40006	(502) 255-3205 (502) 255-7797
Benton	Marshall	Tribune-Courier	100 W 11 th St. PO Box 410 Benton, KY 42025	(270) 527-3162 (270) 527-4562
Berea	Madison	The Berea Citizen	711 Chestnut St. PO Box 207 Berea, KY 40403	(859) 986-0959 (859) 986-0960
Booneville	Owsley	The Booneville Sentinel	Old Hwy 11#202 PO Box 129 Booneville, KY 41314	(606) 593-6627 (606) 593-6638
Brandenburg	Meade	Meade County Messenger	235 Main St. PO Box 678 Brandenburg, KY 40108	(270) 422-2155 (270) 422-2110
Brooksville	Bracken	Bracken County News	216 Frankfort St. PO Box 68 Brooksville, KY 41004	(606) 735-2198 (606) 735-2199

Brownsville	Edmonson	Edmonson News	101 S Main St. PO Box 69 Brownsville, KY 42210	(270) 597-3115 (270) 597-3115
Burkesville	Cumberland	Cumberland County News	412 Cthse Sq. PO Box 307 Burkesville, KY 42717	(270) 864-3891 (270) 864-3497
Cadiz	Trigg	The Cadiz Record	58 Nunn Blvd. PO Box 1670 Cadiz, KY 42211	(270) 522-6605 (270) 522-3001
Calhoun	McLean	McLean County News	165 E 2 nd St. PO Box 266 Calhoun, KY 42327	(270) 273-3287 (270) 273-3544
Calvert City	Marshall	The Lake News	205 5 th Ave. PO Box 498 Calvert City KY 42029	(270) 395-5858 (270) 395-5858
Campbellsville	Taylor	Central Kentucky News- Journal	428 Woodlawn PO Box 1138 Campbellsville, KY 42719	(270) 465-8111 (270) 465-2500
Campton	Wolfe	Wolfe County News	PO Box 129 Campton, KY 41301	(606) 668-3595 (606) 662-4010
Carlisle	Nicholas	The Nicholas Countian & Carlisle Mercury	218 N Locust Carlisle, KY 40311	(859) 289-6424 (800) 566-8068 (859) 289-6947
Carrollton	Carroll	Carrollton News- Democrat	422 Main St. PO Box 60 Carrollton, KY 41008	(502) 732-4261 (502) 732-0453
Cave City	Barren	The Progress	604 E Brodway PO Box 546 Cave City, KY 42127	(270) 786-2679 (270) 786-1679
Central City	Muhlenberg	Leader-News	1730 W Everly Brothers Blvd. PO Box 471 Central City, KY 42330	(270) 754-3000 (270) 754-9484
Central City	Muhlenberg	The Times- Argus	202 W Broad St. PO Box 31 Central City, KY 42330	(270) 754-2331 (270) 754-1805
Clinton	Hickman	Hickman County Gazette	308 Washington PO Box 200 Clinton, KY 42031	(270) 653-3381 (270) 653-3322

Columbia	Adair	Adair Progress	98 Grant Lane PO Box 595 Columbia, KY 42728	(270) 384-6471 (270) 384-6474
Columbia	Adair	Columbia News	98 Grant Lane PO Box 595 Columbia, KY 42728	(270) 384-6471 (270) 384-6474
Columbia	Adair	Farmer's Pride	PO Box 159 Columbia, KY 42728	(800) 489-9454 (270) 384-9343- 42728
Corbin	Knox/Whitley	News Journal	215 N Main St. PO Box 1524 Corbin, KY 40702	(606) 528-9767 (606) 528-9779
Cromona	Letcher	Letcher County Community News Press	PO Box 217 Cromona, KY 41810	(606) 855-4541 (606) 855-9290
Cumberland	Harlan	The Tri-City News	805 E Main St. Cumberland, KY 40823	(606) 589-2588 (606) 589-2589
Cynthiana	Harrison	Cynthiana Democrat	302 Webster PO Box 160 Cynthiana, KY 41031	(859) 234-1035 (859) 234-8096
Dawson Springs	Hopkins	Dawson Springs Progress	131 S Main St. PO Box 460 Dawson Springs, KY 42408	(270) 797-3271 (270) 797-3273
Eddyville	Lyon	Herald-Ledger	143 Main St. PO Box 747 Eddyville, KY 42038	(270) 388-2269 (270) 388-5540
Edmonton	Metcalfe	Herald News	116 S Main St. PO Box 87 Edmonton, KY 42129	(270) 432-3291 (270) 432-4414
Edmonton	Metcalfe	The Metcalfe County Light	113 E Stockton PO Box 58 Edmonton, KY 42129	(270) 432-5511 (270) 432-5511
Elizabethtown	Hardin	Hardin County Independent	318 N Mulberry Elizabethtown, KY 42701	(270) 737-5585 (270) 737-6634
Elkton	Todd	Todd County Standard	102 Public Sq. PO Box 308 Elkton, KY 42220	(270) 265-2439 (270) 265-2571
Erlanger	Kenton	Kenton Community	6948 Oakwood Florence, KY	(859) 283-0404 (859) 283-7285

		Recorder	41042	
Falmouth	Pendleton	The Falmouth Outlook	210 Main St. PO Box 111 Falmouth, KY 41040	(859) 654-3332 (859) 654-4365
Flemingsburg	Fleming	Flemingsburg Gazette	140 Electric St. PO Box 32 Flemingsburg, KY 41041	(606) 845-9211 (606) 845-3299
Florence	Boone	Boone County Recorder	6948 Oakwood Florence, KY 41042	(859) 283-0404 (859) 283-7285
Florence	Boone	Dixie News	6603 Dixie Hwy Florence, KY 41042	(859) 371-6177 (859) 371-6306
Frankfort	Franklin	The Kentucky Gazette	311 W Main St. PO Box 778 Frankfort, KY 40602	(800) 462-6204 (502) 875-8325 (502) 875-8330
Franklin	Simpson	Franklin Favorite	103 N High PO Box 309 Franklin, KY 42135	(270) 586-4481 (270) 586-6031
Frenchburg	Menifee	Foothills Courier	379 Walnut St. HCR 68 Box 100 Frenchburg, KY 40322	(606) 768-6134 (606) 768-6134
Fulton	Fulton	The Fulton Leader	304 E State Line PO Box 1200 Fulton, KY 42041	(270) 472-1121 (270) 472-1129
Georgetown	Scott	Georgetown News & Graphic	1481 Cherry Blossom Way Georgetown, KY 40324	(502) 863-1111 (502) 863-6296
Glasgow	Barren	Barren County Progress	PO Box 453 Glasgow, KY 42142	(270) 651-2274 (270) 651-2274
Grayson	Carter	Grayson Record-Herald	240 E Main St. Grayson, KY 41143	(606) 474-5101 (606) 474-0013
Greensburg	Green	Greensburg Record-Herald	102 W Court St. PO Box 130 Greensburg, KY 42743	(270) 932-4381 (270) 932-4441
Hardinsburg	Breckinridge	Breckinridge County Herald-News	120 Old Hwy 60 PO Box 6 Hardinsburg, KY 40143	(270) 756-2109 (270) 756-1003
Harrodsburg	Mercer	The Harrodsburg	101 W Broadway	(859) 734-2726

		Herald	PO Box 68 Harrodsburg, KY 40330	(859) 734-0737
Hartford	Ohio	The Ohio County Times News	314 Main St. PO Box 226 Hartford, KY 42347	(270) 298-7100 (270) 298-9572
Hawesville	Hancock	The Hancock Clarion	230 Main St. PO Box 39 Hawesville, KY 42348	(270) 927-6945 (270) 927-6947
Hazard	Perry	The Hazard Herald	548 Main St. PO Box 869 Hazard, KY 41702	(606) 436-5771 (606) 436-3140
Hazard	Perry	Hazard Perry News Journal	437 High St. Hazard, KY 41071	
Hickman	Fulton	Hickman Courier	1232 Moscow PO Box 70 Hickman, KY 42050	(270) 236-2726 (270) 236-2726
Hindman	Knott	The Troublesome Creek Times	27 E Main St. PO Box 1500 Hindman, KY 41822	(606) 785-5134 (606) 785-0105
Hodgenville	LaRue	Larue County Herald News	40 Shawnee Dr. Hodgenville, KY 42748	(270) 358-3118 (270) 358-4852
Horse Cave	Hart	Hart County News-Herald	570 S Dixie St. PO Box 340 Horse Cave, KY 42749	(270) 786-2676 (270) 786-2676
Hyden	Leslie	Leslie County News	2009 Main St. PO Box 967 Hyden, KY 41749	(606) 672-2841 (606) 672-7409
Hyden	Leslie	Thousandsticks News	2009 Main St. PO Box 917 Hyden, KY 41749	(606) 672-3399 (606) 672-7409
Inez	Martin	The Mountain Citizen	PO Box 1029 Inez, KY 41224	(606) 298-7570 (606) 298-3711
Irvine	Estill	Citizen Voice & Times	108 Court St. PO Box 660 Irvine, KY 40336	(606) 723-5161 (606) 723-5509
Irvine	Estill	Estill County Tribune	6135 Winchester Irvine, KY 40336	(606) 723-5012 (606) 723-5012

Jackson	Breathitt	The Jackson Times	1001 College PO Box 999 Jackson, KY 41339	(606) 666-2451 (606) 666-5757
Jamestown	Russell	The Russell Register	PO Box 5 Jamestown, KY 42629	(270) 343-6397 (270) 343-6363
LaGrange	Oldham	The Oldham Era	204 S 1 st St. PO Box 5 LaGrange, KY 40031	(502) 222-7183 (502) 222-7194
Lancaster	Garrard	The Central Record	106 Richmond PO Box 800 Lancaster, KY 40444	(859) 792-2831 (859) 792-3448
Lawrenceburg	Anderson	The Anderson News	133 S Main St. PO Box 410 Lawrenceburg, KY 40342	(502) 839-6906 (502) 839-3118
Lebanon	Marion	The Lebanon Enterprise	119 S Proctor Knott Ave. PO Box 679 Lebanon, KY 40033	(270) 692-6026 (270) 692-2118
Leitchfield	Grayson	Grayson County News-Gazette	307 W Market PO Box 305 Leitchfield, KY 42755	(270) 259-9622 (270) 259-5537
Leitchfield	Grayson	The Record	120 S Heyser Dr. Leitchfield, KY 42754	(270) 259-6061 (270) 230-8405
Lexington	Fayette	ACE Weekly	PO Box 654 Lexington, KY 40583	(859) 225-4889
Liberty	Casey	The Casey County News	720 Campbellsville PO Box 40 Liberty, KY 42539	(606) 787-7171 (606) 787-8306
London	Laurel	London-Laurel News Journal	115 CVB Ln, PO Box 2108 London, KY 40743	(606) 877-2595 (606) 877-9565
London	Laurel	The Sentinel Echo	123 W 5 th St. PO Box 830 London, KY 40743	(606) 878-7400 (606) 878-7404
Louisa	Lawrence	The Big Sandy News	115 Louisa Plz 4 PO Box 766 Louisa 41230	(606) 638-4581 (606) 638-9949

Louisville	Jefferson	Business First Louisville	501 S 4 th St. 130 PO Box 249 Louisville, KY 40201	(502) 583-1731 (502) 587-1703
Louisville	Jefferson	LEO-Louisville Eccentric Observer	640 S 4 th St. 100 Louisville, KY 40202	(502) 895-9770 (502) 895-9779
Louisville	Jefferson	Louisville Defender	1720 Dixie Hwy PO Box 2557 Louisville, KY 40201	(502) 772-2591 (502) 775-8655
Louisville	Jefferson	The Voice Tribune	3818 Shelbyville PO Box 7129 Louisville, KY 40257	(502) 897-8900 (502) 897-8915
Manchester	Clay	Manchester Enterprise	103 3 rd St. PO Box 449 Manchester, KY 40962	(606) 598-6174 (606) 598-2330
Marion	Crittenden	The Crittenden Press	125 E Bellville PO Box 191 Marion, KY 42064	(270) 965-3191 (270) 965-2516
McKee	Jackson	Jackson County Sun	101 Main St. PO Box 130 McKee, KY 40447	(606) 287-7197 (606) 287-7196
Monticello	Wayne	Wayne County Outlook	109 E Columbia PO Box 432 Monticello, KY 42633	(606) 348-3338 (606) 348-8848
Morehead	Rowan	Morehead News	722 W 1 st St. Morehead, KY 40351	(606) 784-4116 (606) 784-7337
Morganfield	Union	The Union County Advocate	214 W Main St. PO Box 370 Morganfield, KY 42437	(270) 389-1833 (270) 389-3926
Morgantown	Butler	Bulter County Banner/Green River Republican	120 E Ohio St. PO Box 219 Morgantown, KY 42261	(270) 526-4151 (270) 526-3111
Mount Sterling	Montgomery	Mt. Sterling Advocate	219 Midland Trl. PO Box 406 Mt. Sterling, KY 40353	(859) 498-2222 (859) 498-2228
Mount Vernon	Rockcastle	Mt Vernon Signal	10 E Main St. PO Box 185 Mt. Vernon, KY 40456	(606) 256-2244 (606) 256-9526

Munfordville	Hart	Hart County News-Herald	302 Main St. PO Box 67 Munfordville, KY 42765	(270) 524-2481 (270) 524-2482
New Castle	Henry	Henry County Local	1378 Eminence PO Box 209 New Castle, KY 40050	(502) 845-2858 (502) 845-2921
Nicholasville	Jessamine	The Jessamine Journal	507 N Main St. PO Box 8 Nicholasville, KY 40340	(859) 885-5381 (859) 887-2966
Owenton	Owen	The News Herald	152 W Bryan St. PO Box 219 Owenton, KY 40359	(502) 484-3431 (502) 484-3221
Owingsville	Bath	News Outlook	18 Water St. PO Box 577 Owingsville, KY 40360	(606) 674-2181 (606) 674-9994
Paducah	McCracken	West Kentucky News	PO Box 1135 Paducah, KY 42002	(270) 442-7389 (270) 442-5220
Paintsville	Johnson	The Paintsville Herald	209 Main St. PO Box 1547 Paintsville, KY 41240	(606) 789-5315 (606) 789-9717
Paris	Bourbon	Bourbon County Citizen	123 W 8 th St. PO Box 158 Paris, KY 40362	(859) 987-1870 (859) 987-3729
Pikeville	Pike	Appalachian News-Express	129 Caroline PO Box 802 Pikeville, KY 41502	(606) 437-4054 (606) 437-4246 (606) 432-2855
Pineville	Bell	Pineville Sun	210 Virginia Ave PO Box 250 Pineville, KY 40977	(606) 337-2333 (606) 337-2360
Prestonsburg	Floyd	Floyd County Times	263 S Central PO Box 390 Prestonsburg, KY 41653	(606) 886-8506 (606) 886-3603
Princeton	Caldwell	Times Leader	607 W Washington St. PO Box 439 Princeton, KY 42445	(270) 365-5588 (270) 365-7299
Providence	Webster	The Journal Enterprise	100 Walnut St. PO Box 190 Providence, KY	(270) 667-2068 (270) 667-9160

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Radcliff	Hardin	The Sentinel	1558 Hill St. Radcliff, KY 40160	(270) 351-4407 (270) 351-4407
Russell Springs	Russell	The Times Journal	120 Wilson St. PO Box 190 Russell Springs, KY 42642	(270) 866-3191 (270) 866-3198
Russellville	Logan	News Democrat & Leader	120 Public Sq. PO Box 270 Russellville, KY 42276	(270) 726-8394 (270) 726-8398
Salyersville	Magoffin	Salyersville Independent	E Maple St. PO Box 29 Salyersville, KY 41465	(606) 349-2915 (606) 349-8609
Sandy Hook	Elliott	Elliott County News	PO Box 222 Sandy Hook, KY 41171	(606) 743-3551 (606) 743-3565
Scottsville	Allen	The Citizen Times	611 E Main St. PO Box 310 Scottsville, KY 42164	(270) 237-3441 (270) 237-4943
Sebree	Webster	The Sebree Banner	7128 St. Rt. 56 E PO Box 36 Sebree, KY 42455	(270) 835-7521 (270) 835-9521
Shelbyville	Shelby	Sentinel-News	703 Taylorsville PO Box 399 Shelbyville, KY 40066	(502) 633-2526 (502) 633-2618
Shepherdsville	Bullitt	The Pioneer News	455 Buckman PO Box 98 Shepherdsville, KY 40165	(502) 955-6348 (502) 955-9704
Smithland	Livingston	Livingston Ledger	PO Box 129 Smithland, KY 42081	(270) 928-2128 (270) 928-2907
Somerset	Pulaski	Somerset Pulaski News Journal	675 Monticello PO Box 1565 Somerset, KY 42505	(606) 678-0161 (606) 678-9032
Springfield	Washington	The Springfield Sun	108 Progress PO Box 31 Springfield, KY 40069	(859) 336-3716 (859) 336-7718
Stanford	Lincoln	The Inferior Journal	111 E Main St. Stanford, KY 40484	(606) 365-2104 (606) 365-2105
Stanton	Powell	The Clay City	209 N Main St.	(606) 663-5540

		Times	PO Box 547 Stanton, KY 40380	(606) 663-6397
Sturgis	Union	The Sturgis News	617 N Adams St. PO Box 218 Sturgis, KY 42459	(270) 333-5545 (270) 333-9943
Taylorsville	Spencer	The Spencer Magnet	51 W Main St. PO Box 219 Taylorsville, KY 40071	(502) 477-2239 (502) 477-2110
Tompkinsville	Monroe	Monroe County Citizen	207 Main St. Tompkinsville, KY 42167	(270) 487-8666 (270) 487-8666
Tompkinsville	Monroe	Tompkinsville News	105 N Main St. Tompkinsville, KY 42167	(270) 487-5576 (270) 487-8839
Vanceburg	Lewis	Lewis County Herald	206 Main St. Vanceburg, KY 41179	(606) 796-2331 (606) 796-3110
Versailles	Woodford	Woodford Sun	184 S Main St. PO Box 29 Versailles, KY 40383	(859) 873-4131 (859) 873-0300
Warsaw	Gallatin	Gallatin County News	211 3 rd St. PO Box 435 Warsaw, KY 41095	(859) 567-5051 (859) 567-6397
West Liberty	Morgan	Licking Valley Courier	142 Prestonsburg, St. PO Box 187 West Liberty, KY 41472	(606) 743-3551 (606) 743-3565
Whitesburg	Letcher	The Mountain Eagle	41 N Webb Ave. PO Box 808 Whitesburg, KY 41858	(606) 633-2252 (606) 633-2843
Whitley City	McCreary	McCreary County Record	61 Geary Ave. PO Box 9 Whitley City, KY 42653	(606) 376-5356 (606) 376-9565
Williamsburg	Whitley	News Journal	105 S 2 nd St. PO Box 418 Williamsburg, KY 40769	(606) 549-0643 (606) 528-9779
Williamstown	Grant	Grant County News	151 N Main St. PO Box 247 Williamstown, KY 41097	(859) 824-3343 (859) 824-5888

KENTUCKY TELEVISION MEDIA CONTACTS

City	County	Station	Address	Phone/Fax
Bowling Green	Warren	WBKO/WBWG-TV	2727 Russellville PO Box 13000 Bowling Green, KY 42102	(270) 781-1313 (270) 781-1814
Bowling Green	Warne	WNKY-TV	810 Chestnut St. Bowling Green, KY 42101	(270) 781-2140 (270) 842-7140
Harold	Floyd	WPRG-TV	98 Church Rd. PO Box 159 Harold, KY 41635	(606) 478-4200 (606) 478-4202
Hazard	Perry	WYMT-TV	199 Black Gold PO Box 1299 Hazard, KY 41702	(606) 436-5757 (606) 439-3760
Henderson	Henderson	WEHT-TV	800 Marywood Henderson, KY 42420	(800) 879-8542 (270) 826-6823
Hopkinsville	Christian	WKAG-TV	1616 E 9 th St. PO Box 4300 Hopkinsville, KY 42241	(270) 885-4300 (270) 886-5882
Lexington	Fayette	KET, The Kentucky Network	600 Cooper Dr. Lexington, KY 40502	(859) 258-7000 (859) 258-7399
Lexington	Fayette	WDKY-TV	836 Euclid Ave. Ste. 201 Lexington, KY 40502	(859) 269-5656 (859) 269-3774
Lexington	Fayette	WKYT-TV	2851 Winchester PO Box 55037 Lexington, KY 40555	(859) 299-0411 (859) 293-1578
Lexington	Fayette	WLEX-TV	1065 Russell Cave Rd. PO Box 1457 Lexington, KY 40588	(859) 259-1818 (859) 254-2217
Lexington	Fayette	WTVQ-TV	6940 Man O' War Blvd. PO Box 55590 Lexington, KY 40555	(859) 294-3636 (859) 293-0539
Louisville	Jefferson	WAVE-TV	725 S Floyd Louisville, KY 40203	(502) 561-4150 (502) 561-4105
Louisville	Jefferson	WBKI-TV	1601 Alliant Ave	(502) 809-3400

			Louisville, KY 40299	(502) 266-6262
Louisville	Jefferson	WDRB-TV	624 W Muhammad Ali Louisville, KY 40203	(502) 584-6441 (502) 589-5559
Louisville	Jefferson	WHAS-TV	520 W Chestnut PO Box 1100 Louisville, KY 40201	(502) 582-7840 (502) 585-5992
Louisville	Jefferson	WLKY-TV	1918 Mellwood PO Box 6205 Louisville, KY 40206	(502) 893-3671 (502) 893-7725
Paducah	McCracken	WPSD-TV	100 Television PO Box 1197 Paducah, KY 42002	(270) 415-1900 (270) 415-1995

KENTUCKY RADIO MEDIA CONTACTS

City	County	Station	Address	Phone/Fax
Albany	Clinton	WANY 1390-AM/106.3 FM	Hwy 1590, Box 400 Albany, KY 42602	(606) 387-5186 (60) 387-6595
Ashland	Boyd	WLGC 1520-AM/105.7-FM	1401 Winchester Ashland, KY 41105	(606) 920-9565 (606) 920-9523
Bardstown	Nelson	WBRT 1320-AM	106 S 3 rd St. Bardstown, KY 40004	(502) 348-3943 (502) 348-4043
Benton	Marshall	WCBL 1290-AM/99.1-FM	1039 Egners Ferry Rd. PO Box 387 Benton, KY 42025	(270) 527-3102 (270) 527-5606
Bowling Green	Warren	WBGN 1340-AM/WUHU 107.1-FM	901 Lehman Ave Ste 1 PO Box 900 Bowling Green, KY 42102	(270) 843-0107 (270) 782-0767
Bowling Green	Warren	WGGC 95.1-FM	1727 US 31W Bypass PO Box 70163 Bowling Green, KY 42102	(800) 275-9442 (270) 783-9595 (270) 783-8665
Bowling Green	Warren	WKCT 930-AM/ WDNS 93.3-FM	804 College St. PO Box 930 Bowling Green,	(270) 781-2121 (270) 842-0232

			KY 42102	
Bowling Green	Warren	WKYU 88.9-FM WDCL 89.7-FM WKPB 89.5-FM WKUE 90.9-FM	WKU, 1 Big Red Way Bowling Green, KY 42101	(270) 745-5489 (270) 745-6272
Brandenburg	Meade	WMMG 1140-AM/93.5-FM	1715 Bypass Rd. PO Box 505 Brandenburg, KY 40108	(270) 422-4440 (270) 422-3464
Burkesville	Cumberland	WKYR 107.9-FM	HWY 90E PO Box 340 Burkesville, KY 42717	(270) 433-7191 (270) 433-7195
Cadiz	Trigg	WHVO 1480-AM	1487 Will Jackson Rd. PO Box 1900 Cadiz, KY 42211	(270) 886-1480 (270) 886-6286
Cadiz	Trigg	WKDZ 1110-AM/106.5-FM	1487 Will Jackson Rd. PO Box 1900 Cadiz, KY 42211	(270) 522-3232 (270) 522-1110
Campbellsville	Taylor	WTCO 1450-AM/WCKQ 104.1-FM	50 Friendship Pk PO Box 1053 Campbellsville, KY 42719	(270) 789-2401 (270) 789-1450
Catlettsburg	Boyd	WTCR 1420-AM/103.3-FM	9801 Radio Park Catlettsburg, KY 41129	(606) 739-8427 (606) 739-6009
Central City	Muhlenburg	WNES 1050-AM WQXQ 101.9-FM	Hwy 62 W. PO Box 471 Central City, KY 42330	(270) 754-3000 (270) 754-9484
Columbia	Adair	WAIN 1270-AM 93.5-FM	1521 Liberty Rd. PO Box 69 Columbia, KY 42728	(270) 384-2135 (270) 384-6722
Columbia	Adair	WHVE 92.7-FM	7935 Russell Springs Rd. PO Box 927 Columbia, KY 42728	(270) 384-7979 (270) 384-6244
Corbin	Knox/Whitley/ Laurel	WCTT 680-AM/ 107.3-FM	821 Adam Rd. Corbin, KY 40701	(606) 528-4717 (606) 528-4487
Corbin	Knox/Whitley/ Laurel	WKDP 1330-AM/99.5-FM	821 Adams Rd. PO Box 742 Corbin, KY 40702	(606) 528-6617 (606) 528-4487
Cynthiana	Harrison	WCYN 1400-AM	111 Court St. PO Box 398	(859) 234-1425

			Cynthiana, KY 41031	
Danville	Boyle	WHBN 1420-AM	2063 Shakertown Rd. Danville, KY 40422	(859) 236-2711 (859) 236-1461
Danville	Boyle	WHIR 1230-AM WHIR 107.1-FM	2063 Shakertown Danville, KY 40422	(859) 236-2711 (859) 236-1461
Edmonton	Metcalfe	WKNK 99.1-FM	603 S Main St. PO Box 377 Edmonton, KY 42129	(270) 432-7600 (270) 432-7601
Elizabethtown	Hardin	WASE 103.5-FM	519 N Miles Ave PO Box 2087 Elizabethtown, KY 42702	(270) 766-1035 (270) 769-1052
Elizabethtown	Hardin	WIEL 1400-AM WTHX 107.3-FM	406 S Mulberry PO Box 1206 Elizabethtown, KY 42702	(270) 763-0800 (270) 769-6349
Elizabethtown	Hardin	WQXE 98.3-FM	233 W Dixie PO Box 517 Elizabethtown, KY 42702	(270) 737-8000 (270) 737-7229
Elizabethtown	Hardin	WULF 94.3-FM	233 W Dixie Elizabethtown, KY 42701	(270) 765-0943 (270) 737-7229
Falmouth	Pendleton	WIOK 107.5-FM	PO Box 50 Falmouth, KY 41040	(859) 472-1075 (859) 472-2875
Frankfort	Franklin	Kentucky Public Radio	700 Capitol Ave. State Capitol Rm. 242D Frankfort, KY 40601	(502) 223-6924
Frankfort	Franklin	WFKY 1490-AM/WKED 103.7-FM/WKYW 104.9-FM	115 W Main St. Frankfort, KY 40601	(502) 875-1130 (502) 875-1225
Franklin	Simpson	WFKN 1220-AM	103 N High PO Box 309 Franklin, KY 42135	(270) 586-4481 (270) 586-6031
Georgetown	Scott	WRVG 89.9-FM	700 Lemons Mill Georgetown, KY 40324	(502) 868-6565 (502) 868-6566
Glasgow	Barren	WCDS 1440-AM/WOVO 105.3-FM	113 W Public Sq. Ste 400 PO Box 457	(270) 651-6050 (270) 651-7666

			Glasgow, KY 42142	
Glasgow	Barren	WCLU 1490-AM/WCLU 102.3-FM	229 W Main St. PO Box 1628 Glasgow, KY 42142	(270) 651-9149 (270) 651-9222
Glasgow	Barren	WKLX 100.7-FM/WPTQ 103.7-FM/WHHT 106.7-FM	113 W Public Sq. Ste 400 PO Box 457 Glasgow, KY 42142	(270) 651-6050 (270) 651-7666
Grayson	Carter	WGOH 1370-AM/WUGO 102.3-FM	150 Radio Tower PO Box 487 Grayson, KY 41143	(606) 474-5144 (606) 474-7777
Hardinsburg	Breckinridge	WXBC 104.3-FM	110 S Main St. PO Box 104 Hardinsburg, KY 40143	(270) 756-1043 (270) 756-1086
Harlan	Harlan	WFSR 970-AM WTUK 105.1-FM	125 S Main St. Ste 204 PO Box 818 Harlan, KY 40831	(606) 573-1470 (606) 573-1473
Harlan	Harlan	WHLN 1410-AM	100 Eversole St. PO Box 898 Harlan, KY 40831	(606) 573-2540 (606) 573-7557
Hartford	Ohio	WAIA 1600-AM WXMZ 106.3-FM	314 Main St. PO Box 106 Hartford, KY 42347	(270) 298-3268 (270) 298-9326
Hazard	Perry	WKIC 1390-AM WSGS 101.1-FM	516 Main St. PO Box 7428 Hazard, KY 41702	(606) 436-2121 (606) 436-4172
Henderson	Henderson	WSON 860-AM	230 2 nd St. PO Box 418 Henderson, KY 42419	(270) 826-3923 (270) 826-7572
Highland Heights	Campbell	WNKU 89.7-FM	301 Landrum Hall, PO Box 337 Highland Heights, KY 41076	(859) 572-6500 (859) 572-6604
Hindman	Knott	WKCB 1340-AM/107.1-FM	477 Main St. PO Box 864 Hindman, KY 41822	(606) 439-0156 (606) 785-0106
Hopkinsville	Christian	WHOP 1340-	220 Buttermilk	(270) 885-5331

		AM/WDGG 93.7-FM	PO Box 709 Hopkinsville, KY 42241	(270) 885-2688
Irvine	Estill	WIRV 1550-AM	1030 Winchester PO Box 281 Irvine, KY 40336	(606) 723-5138 (606) 723-5180
Jackson	Breathitt	WEKG 810- AM/WJSN 106.5-FM	1501 Hargis Ln Ste 2 Jackson, KY 41339	(606) 666-7531 (606) 666-4946
Lebanon	Marion	WLBN 1590- AM/WLSK 100.9-FM	480 Radio Station Rd. PO Box 680 Lebanon, KY 40033	(270) 692-3126 (270) 692-6003
Leitchfield	Grayson	WMTL 870-AM WKHG 104.9- FM	2160 Brandenburg Rd. Leitchfield, KY 42754	(270) 259-3165 (270) 259-5693
Lexington	Fayette	Radio Vida WYGH 1440- AM	101 Glass Ave. Lexington, KY 40505	(859) 420-5544 (859) 987-1440
Lexington	Fayette	WBTF 107.9-FM	401 W Main St. Ste 301 Lexington, KY 40507	(859) 233-1515 (859) 299-7070
Lexington	Fayette	WBUL 98.1-FM	2601 Nicholasville Rd. Lexington, KY 40503	(859) 422-1000 (859) 422-1038
Lexington	Fayette	WBVX 92.1-FM WLXO 96.1-FM	401 W Main St. Ste 301 Lexington, KY 40507	(859) 233-1515 (859) 233-4248
Lexington	Fayette	WKQQ 100.1- FM/WLKT 104.5-FM	2601 Nicholasville Rd. Lexington, KY 40503	(859) 422-1000 (859) 422-1038
Lexington	Fayette	WLAP 630-AM/ WXRA 1580- AM	2601 Nicholasville Rd. Lexington, KY 40503	(859) 422-1000 (859) 422-1038
Lexington	Fayette	WLRO 101.5- FM/WXZZ 103.3 FM/WLTO 102.5-FM	300 W Vine St. Ste 3 Lexington, KY 40507	(859) 253-5900 (859) 253-5940
Lexington	Fayette	WLXG 1300- AM/WGKS	401 W Main St. Ste 301	(859) 233-1515 (859) 233-4248

		96.9-FM/WCDA 106.3-FM	PO Box 11788 Lexington, KY 40507	
Lexington	Fayette	WMKJ 105.5- FM/WMXL 94.5-FM/WXRA 105.5-FM	2601 Nicholasville Rd. Lexington, KY 40503	(859) 422-1000 (859) 422-1038
Lexington	Fayette	WUKY 91.3-FM	Univ. of KY 340 McVey Hall Lexington, KY 40506	(859) 257-3221 (859) 257-6291
Lexington	Fayette	WVLK 590-AM/ WVLK 92.9-FM	300 W Vine St. Lexington, KY 40507	(859) 253-5900 (859) 253-5940
Liberty	Casey	WKDO 1560- AM/98.7-FM	Hwy 1649 PO Box 990 Liberty, KY 42539	(606) 787-7331 (606) 787-2166
London	Laurel	WFTG 1400-AM WWEL 103.9- FM	534 Tobacco Rd. PO Box 1988 London, KY 40741	(606) 864-2148 (606) 864-0645
Louisa	Lawrence	WZAQ 92.3-FM	112 Madison St. PO Box 176 Louisa, KY 41230	(606) 638-9203 (606) 638-9210
Louisville	Jefferson	Kentucky News Network	4000 Radio Dr. Ste 1 Louisville, KY 40218	(888) 566-0001 (502) 479-2200 (502) 479-2231
Louisville	Jefferson	WAMZ 97.5-FM	4000 Radio Dr. Ste. 1 Louisville, KY 40218	(502) 479-2222 (502) 479-2223
Louisville	Jefferson	WFPL 89.3-FM/ WFPK 91.9-FM/ WUOL 90.5-FM	619 S 4 th St. Louisville, KY 40202	(502) 814-6500 (502) 814-6599
Louisville	Jefferson	WGTK 970-AM/ WRVI 105.9-FM	9960 Corporate Campus Dr. #3600 Louisville, KY 40223	(502) 339-9470 (502) 423-3139
Louisville	Jefferson	WHAS 840-AM/ WKJK 1080-AM	4000 Radio Dr. Ste 1 Louisville, KY 40218	(502) 479-2222 (502) 479-2234
Louisville	Jefferson	WTMT 620-AM	300 Distillery Commons Ste 200	(502) 583-6200 (502) 589-2979

			Louisville, KY 40206	
Madisonville	Hopkins	WFMW 730-AM WKTG 93.9-FM	2380 N Main St. PO Box 338 Madisonville, KY 42431	(270) 821-4096 (270) 821-5954
Madisonville	Hopkins	WTTL 1310-AM WYMV 106.9- FM/WHRZ 97.7- FM	255 S Main St. PO Box 1310 Madisonville, KY 42431	(270) 821-1310 (270) 825-3260
Manchester	Clay	WTBK 105.7- FM	107 Dickinson Manchester, KY 40962	(606) 598-7588 (606) 598-7598
Marion	Crittenden	WMJL 1500- AM/102.7-FM	251 Club Dr. PO Box 68 Marion, KY 42064	(270) 965-2271
Mayfield	Graves	WYMC 1430- AM	197 WYMC Rd. PO Box V Mayfield, KY 42066	(270) 247-1430 (270) 247-1825
Mayking	Letcher	WTCW 920-AM WXKQ 103.9- FM	PO Box 288 Mayking, KY 41837	(606) 633-2711 (606) 633-4445
Maysville	Mason	WFTM 1240- AM/95.9-FM	626 Forest Ave. PO Box 100 Maysville, KY 41056	(606) 564-3361 (606) 564-4291
Middlesboro	Bell	WFXV 1490- AM/WXJB 96.5- FM/WANO 1230-AM	2118 Cumberland Ave PO Box 999 Middlesboro, KY 40967	(606) 248-1560 (606) 248-6397
Monticello	Wayne	WFLW 1360- AM/WKYM 101.7-FM	150 Worsham Ln PO Box 696 Monticello, KY 42633	(606) 348-7083 (606) 348-3867
Morehead	Rowan	WIVY 96.3-FM	123 E 1 st St. PO Box 963 Morehead, KY 40351	(606) 784-9966 (606) 784-6700
Morehead	Rowan	WMKY 90.3-FM	MSU, 132 Breckinridge Hall Morehead, KY 40351	(606) 783-2001 (606) 783-2325
Morganfield	Union	WMSK 1550- AM/95.3-FM	1339 Hwy 60 S PO Box 369 Morganfield, KY	(270) 389-1550 (270) 389-1553

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Morgantown	Butler	WL BQ 1570-AM	210 S Main St. PO Box 130 Morgantown, KY 42261	(270) 526-3321 (270) 526-5393
Mt. Sterling	Montgomery	WMST 1150-AM	22 W Main St. Mt. Sterling, KY 40353	(859) 498-1150 (859) 498-7930
Murray	Calloway	WKMS 91.3-FM	MSU, 2018 Univ. Sta, Murray, KY 42071	(800) 599-4737 (270) 762-4359 (270) 762-4667
Murray	Calloway	WNBS 1340-AM/WRKY 1130-AM/WFGE 103.7-FM	PO Box 1707 Murray, KY 42071	(270) 753-2400 (270) 753-9434
Owensboro	Daviess	WKCM 1160-AM/WBIO 94.7-FM	1115 Tamarack Road, Ste 500 Owensboro, KY 42301	(270) 927-8121 (270) 688-0108-
Owensboro	Daviess	WOMI 1490-AM/WBKR 92.5-FM	3301 Frederica Owensboro, KY 42302	(270) 683-1558 (270) 685-2500
Owensboro	Daviess	WVJS 1420-AM	1115 Tamarack Road, Ste 500 Owensboro, KY 42301	(270) 927-8121 (270) 688-0108
Paducah	McCracken/ Graves	WKYX 570-AM WKYQ 93-FM/ WDDJ 96.9-FM/ WPAD 1560-AM	6000 WKYX Rd. PO Box 2397 Paducah, KY 42002	(270) 534-9690 (270) 554-8255 (270) 554-5468 (270) 554-4613
Philpot	Daviess	WTCJ 105.7-FM WLME 102.9-FM/WXCM 97.1-FM	1115 Tamarack Road, Ste 500 Owensboro, KY 42301	(270) 927-8121 (270) 927-8122
Pikeville	Pike	WPKE 1240-AM WPKE 103.1-FM/WDHR 93.1-FM/WBPA 1460-AM	1240 Radio Dr. PO Box 2200 Pikeville, KY 41502	(606) 437-4051 (606) 432-2809
Pineville	Bell	WRIL 106.3-FM	Hwy 25E, PO Box 693 Pineville, KY 40977	(606) 337-5200 (606) 337-8020
Richmond	Madison	WEKU 88.9-FM WEKH 90.9-FM WEKF 88.5-FM	102 Perkins Bldg 521 Lancaster Richmond, KY 40475	(800) 621-8890 (859) 622-1680 (859) 622-6276
Richmond	Madison	WEKY 1340-	128 Big Hill Ave	(859) 623-1340

		AM/WCYO 100.7-FM WKXO 1500- AM/WLFX 106.7-FM/WIRV 1550-AM	Richmond, KY 40475	(859) 623-1341
Russell Springs	Russell	WJKY 1060-AM	S Hwy 127 PO Box 1327 Russell Springs, KY 42642	(270) 866-3487 (270) 866-2060
Russell Springs	Russell	WJRS 104.9-FM	PO Box 800 Jamestown, KY 42629	(270) 343-4444 (270) 866-2060
Russellville	Logan	WRUS 610-AM/ WBVR 96.7-FM	1601 Nashville PO Box 1740 Russellville, KY 42276	(270) 843-3333 (270) 726-3095
Salyersville	Magoffin	WRLV 1140- AM/WRLV 97.3-FM	225 Church St. PO Box 550 Salyersville, KY 41465	(606) 349-6125 (606) 349-6129
Scottsville	Allen	WLCK 1250- AM/WVLE 99.3-FM	104 ½ Public Sq. PO Box 158 Scottsville, KY 42164	(270) 237-3149 (270) 237-3533
Somerset	Pulaski	WKEQ 910-AM WLLK 93.9-FM WKII 102.3-FM	101 First Radio PO Box 740 Somerset, KY 42502	(606) 678-5151 (606) 678-2026
Somerset	Pulaski	WSFC 1240-AM WSEK 97.1-FM	101 First Radio PO Box 740 Somerset, KY 42502	(606) 678-5151 (606) 678-2026
Stanton	Powell	WSKV 104.9- FM	28 W Hall Rd. PO Box 610 Stanton, KY 40380	(606) 663-2811 (606) 663-2895
West Liberty	Morgan	WMOR 1330- AM/WQXX 106.1-FM	129 College St. PO Box 338 West Liberty, KY 41472	(606) 784-4141 (606) 784- 9557
Whitley City	McCreary	WHAY 98.3-FM	69 Corbett Ave. PO Box 69 Whitley City, KY 42653	(606) 376-2218 (606) 376-5146
Williamsburg	Whitley	WEZJ 1440-AM WEZJ 104.3-FM WEKX 102.7- FM	522 Main St. Williamsburg, KY 40769	(606) 549-2285 (606) 549-5565