Tips and tricks to working with Wake County’s media outlets and how to successfully engage them with your group.
Congratulations! You’ve made a great choice in choosing North Carolina’s Capital City as the host city for your upcoming meeting. This Media Tool Kit was created as a guide to assist you in promoting your meeting to local media in advance of and during your time here.

If you have a question or need additional assistance, please don’t hesitate to contact GRCVB’s Public Relations Department.

What we can do for you:

• Provide digital images
• Provide Raleigh, N.C. Press Kit
• Press release proofing
• Public relations brainstorming

Contact:

Jessica Holt  
Director of Public Relations and International Tourism  
919.645.2654  
jholt@visitRaleigh.com

Veronica Thring  
Public Relations and International Tourism manager  
919.645.2676  
vthring@visitRaleigh.com
Ever wonder how media chooses which story to cover or why one organization gets print placement and air time and others don’t? Read below to find a few valuable tips to help you gain exposure for your meetings and events.

What is Newsworthy?
You know your organization inside and out, but think outside-of-the-box and pitch stories that aren’t just a recap of what a journalist can find on your Web site. What is new and different? Are you unveiling a new program or discovery that has relevance to the general public? Is your organization working with a local charity while in the area? Do you have a speaker or presenter at your meeting that has mass appeal? Creative ideas get noticed!

Do your Homework
The Greater Raleigh CVB has developed a comprehensive media list that includes contact information and editorial/station profiles for Wake County print, television and online outlets. Do your research and find which media outlets and contacts best fit your needs. Journalists hate when they are blindly pitched, so don’t send a sports story to a publication that only covers women’s beauty issues—unless you can find an angle that ties in with that publication.

Trends are Attractive
Think about where your organization can fit in with a popular trend. Tie your news to current events or social issues if possible. Make sure that your story has a good news hook.

Cause Marketing
Is your meeting holding a ‘Party with a Purpose’ or are you volunteering with a local organization while in town? These types of events make great human interest stories. If you need a charity angle for your organization, the Greater Raleigh CVB works in partnership with The V Foundation for Cancer Research and can provide a variety of cause marketing tools to implement into your meeting.

Press Relations
If you foresee having media at your event or are planning to accommodate press for the duration of your meeting, consider having a dedicated press room. This room should serve as a quiet place for journalists to file stories, conduct interviews and gather the most recent information such as: press releases, media kits and images.

Interview tips
• Keep and hold eye contact with the person asking questions; DO NOT look into the camera.
• Dress appropriately for the message you are sending.
• A television sound-bite is typically less than 10 seconds; practice beforehand on making the most out of your time.
• Try not to use filler words such as: “like,” “um,” “you know.”
• Brainstorm likely questions and develop key messages—they may be asked, they may not, but you’ll be prepared.
• Good posture, no gum and no fidgeting.
• Be enthusiastic.
• Once the story airs, follow-up to see if you can use the link on your organization’s website or if you can buy the rights to the video.
Get Organized
Make sure you have comprehensive media kits available before your meeting. These kits should include: organization fact sheet, meeting agenda, speakers’ bios, media contacts and press releases. Make sure that key members of the organization are aware and prepared for the possibility of on-air interviews. See interview tips on page 2.

Outreach is Key
Once you have researched and developed your targeted media list, plan on sending a press release PRIOR to your event. Don’t just think local; consider sending your release to industry and trade publications—note that national publications plan stories months in advance, so the sooner you can get information to them, the better. If you are inviting local media to cover your event, send a media alert the week prior and again a day or two before the event. MAKE SURE that all contact information for media contact is included!

Embrace Social Media
Social media is an incredible way to build the buzz for your meeting and keep it going while you are here. Utilize Twitter and begin following local media contacts…many of them get their information and story ideas from Twitter. Develop a hash tag that can be used by attendees of your meeting that tweet and ask people to tweet during meetings.

Be Prepared for the Negative
While you want to paint a picture of your organization or meeting in a positive light, the media may bring up a controversial issue, member or event having to do with your organization or someone involved in it. Be prepared with a statement so that all key spokespeople are on the same page. Have facts and/or figures to back up your rebuttal; don’t just speak on emotion.
Writing and distributing a press release is one of the easiest and most effective ways to get your information to the media. Press releases are sent to journalists to pitch a story in hopes that they will cover the event. Be aware of who you are writing to (the journalists) and use language that is specific to them. A press release should provide all the information to the story in a timely, truthful, clear and precise manner.

- Make sure the release is on company letterhead.
- Journalists see multiple press releases a day—keep your headline short, catchy and descriptive.
- Consider creating a Twitter-friendly, 140-character headline.
- Include contact information—especially a number or email where you can be reached while on site for your meeting.
- Try to keep it to ONE-TWO PAGES. Clear, precise and to the point. Use only enough words to tell your story. Avoid flowery language.
- The first paragraph should be the most important information. Answer the questions who, what, when and where.
- Use active, not passive voice. Verbs in the active voice bring your press release to life.
- Include a quote from a company spokesman.
- End the release with three pound signs centered at the bottom of the release.
- Spell check and proofread before sending out.
- When sending electronically cut and paste the body of your release into the email and also attach the document. Many journalists will not open attachments or they become caught in spam filters.

Keep in mind
The official names of these Raleigh venues and attractions

- Greater Raleigh Convention and Visitors Bureau (Visit Raleigh)
- Raleigh Convention Center
- Memorial Auditorium at the Martin Marietta Center for the Performing Arts
- North Carolina Museum of Natural Sciences
- North Carolina Museum of Art
- North Carolina Museum of History
For Immediate Release:
August 18, 2022

2021 Wake County Visitation Figures Released
Wake County rebounds by welcoming nearly 16 million visitors who spent $2.3 billion and generated $243 million in state and local tax revenues in 2021

Raleigh, N.C. (August 18, 2022) – A report released today by the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh) revealed that Wake County welcomed 15.8 million visitors in 2021, a 23% increase over 2020. These nearly 16 million visitors who traveled to Wake County spent $2.3 billion in our community, a 40% increase over 2020. After numbers declined in 2020, both visitation and visitor spending recovered and grew steadily in 2021. Visit Raleigh independently contracted with industry-leading travel and tourism research firm Tourism Economics to estimate these and other key tourism figures.

Visitor Volume:
Data showed just how significantly Wake County visitor volume was impacted by COVID-19 restrictions and closures during 2020. However, in 2021, travel confidence began rebounding due to vaccines and easing restrictions. With an increase of nearly three million visitors over the previous year, total visitation grew 22.6% over its 2020 volume. Travel that took place in 2021 leaned heavily towards leisure travel, at nearly 93%.

Visitor Spending:
Food and beverage sales accounted for $689 million or 29% of the $2.3 billion in visitor spending in 2021, followed by retail at $488 million and lodging at $487 million.

Tax Revenue:
As a result of the overall $2.3 billion in visitor spending, $243 million in state and local tax revenues were generated by visitors in Wake County in 2021 as well. Tourism-generated tax receipts are used for education, school construction, water, sewer and other necessities as well as quality-of-life amenities for residents. In fact, the research showed each household in Wake County would pay an additional $592 in taxes without the funds provided to local and state governments through travel and tourism – showcasing just how valuable tourism remains to the local economy.

Two visitor-related taxes, the hotel occupancy and prepared food and beverage taxes both also saw increases in collections in 2021. Hotel occupancy tax collections totaled $22.67 million (up 58.6% over 2020) and prepared food and beverage tax collections totaled more than $34.15 million (up 36.2% over 2020).
A media alert, also called an advisory, is used to publicize events to TV and radio. It is different from a press release because it includes only basic information—pushing the reporter to attend the event. It is shorter than a press release and is more dry and precise. It gives who, what, when and where in a more direct format and is almost like an invitation.

- Make sure the release is on company letterhead.
- If there is a photo opportunity or a specific event (like ribbon cutting) state that at the beginning of the Media Alert.
- Include contact information—especially a number or email where you can be reached while on site for your meeting.
- Include basic who, what, when, where, why followed by basic company boilerplate (organization information).
- Include your organization’s boilerplate at the end of the release.

Looking for local contacts?

Reference the Raleigh and Wake County, N.C. Media List
https://www.visitraleigh.com/media/local-media-lists/
Annual Meeting Media Advisory

Who: 
Greater Raleigh Convention and Visitors Bureau (Visit Raleigh)

What: 
Annual Meeting, Strategy Session and Awards Luncheon (where two new initiatives will be unveiled)

Where: 
Raleigh Convention Center (500 S. Salisbury St., Raleigh, NC 27601)

When: 
Thursday, August 24, 2017
- Strategy Session: RCC Room 305, 10-11:15am
- Awards and Luncheon: RCC Ballroom, noon-1:20pm

Why:
Tourism is at an all-time high here in Wake County with recent figures released showing record breaking visitation, visitor spending, tax generation and employment across Wake County. As a result, GRCVB will be holding a series of brief presentations that cover tourism topics and trends, and we will be unveiling two new initiatives. One to address an immediate need and another to set the stage for tourism development across the county for years to come.

• Strategy Session topics and speakers
  - 10:05am: A primer on Wake’s interlocal tourism tax agreement: what is it and how is it valuable? – Denise Foreman, Assistant to the County Manager, Wake County
  - 10:20am: A Whole New World of Visitors – Heidi Walters, CHME, Director of Partner and Industry Relations at Economic Development Partnership of North Carolina (Visit North Carolina)
  - Legislative issues impacting tourism in Wake County – Lynn D. Minges, President and CEO of the North Carolina Restaurant and Lodging Association
  - Stellar content marketing tactics for visitors who are always online – Derek Allman, CHIA, GRCVB Senior Marketing Manager and Michael Robson, GRCVB Content Marketing Manager

• New Initiatives
  - We plan to discuss our new comprehensive Destination Strategic Plan, a 13-month project to set the stage for what tourism in Wake County will look like by 2028. This is a first-of-its-kind initiative and is being done with inclusion of Wake County, the City of Raleigh and the other 11 local municipalities that make up Wake County.
  - We will also discuss the Wake County Restaurant and Hotel Job Fair, a new workforce development initiative we’re undertaking with the Capital Area Workforce Development Board and North Carolina Restaurant and Lodging Association.

• Award recipients
GRCVB will be handing out the following awards:
- Thad Eure, Jr. Memorial Award
- Horizon Award
- Isaac Hunter Excellence in Service Award
*Note: Press release announcing award recipients will go out following the luncheon.

• Timeline of Days Events/Media Availability
- 10:05-11:15am: Strategy Sessions
- 11:15-11:45am: Media availability for interviews (name and topic below)
  - GRCVB President and CEO Dennis Edwards – Destination Strategic Plan and Wake County Restaurant and Hotel Job Fair
  - Jones Lang LaSalle Executive Vice President Daniel Fenton – Destination Strategic Plan
  - North Carolina Restaurant and Lodging Association President and CEO Lynn D. Minges – Wake County Restaurant and Hotel Job Fair
- Noon-1:20pm: Luncheon Program and Awards Presentations

Media Contacts:
Scott Peacock, Director of Public Relations • speacock@visitRaleigh.com • 614.551.7981 (call)
Jessica Holt, Public Relations Manager • jholt@visitRaleigh.com • 919.614.2895 (cell)
If you are considering holding a press conference during your meeting or event, ask yourself the following questions. Is my story newsworthy, timely and of interest to news organizations? Do I have a good visual to present? Do I have noteworthy speakers? Am I announcing a new program, initiative or results of a survey or study that has mass appeal? If not, think about what it is you are really trying to accomplish by holding a press conference.

Choosing a Date

• Try to obtain as much information as possible about internal deadlines of the media you are targeting, and schedule your press conference accordingly.

• In general, scheduling a press conference in the morning hours of a working day is preferable. Try to avoid Mondays and Fridays.

• Try to avoid a date parallel to other events that are likely to attract considerable public interest.

Picking a Location

• Make sure the location can be reached easily and with little effort for journalists.
• Locate your press conference at a meeting room of your organization, at a conference venue or in a hotel where you can talk without being disturbed by others.
• Make your organization visible (e.g., with a banner, roll-up, poster).
• The speakers of a press conference should sit around a table or use a lectern with a microphone.

The Press Conference

• Have a media sign-in sheet (good for follow-up after the press conference).
• Have a moderator/facilitator to host the press conference.
• Each speaker should prepare a short presentation or statement.
• Communicate clear messages.
• Align the whole program around one key message, e.g., think of the headline that you would like to see the next day in the newspaper.
• Keep input short and easy to understand.
• Do not assume that journalists necessarily understand technical terminology.
• Invite journalists to ask questions.
• Be prepared to answer critical questions regarding your topic or organization.
Wake County Area Media List

Daily newspaper

The News & Observer
421 Fayetteville St., Ste. 104
Raleigh, NC 27601
919.829.4500
www.newsobserver.com

Contacts
All emails are first initial last name @newsobserver.com (e.g. rtomlin@newsobserver.com)
Managing editor: Thad Ogburn
Raleigh/Wake County: Anna Johnson
Features editor: Jessica Banov
Eating/Dining reporter: Drew Jackson
Deputy regional sports editor: Justin Pelletier
Metro editor: Mark Schultz

Details
• Published daily
• Circ.: 77,000

The Carolinian
1504 New Bern Ave.
Raleigh, NC 27610
919.834.5558
www.caro.news

Contact
Publisher: Adria Jervay, info@caro.news

Details
• Published: Mon. and Thurs.
• Circ.: 14,000
• African-American business news

The Indy Week
Raleigh Founded
16 W. Martin St.
Raleigh, NC 27601
919.832.8774
www.indyweek.com

Contacts
Editor-in-chief:
Jane Porter, jporter@indyweek.com
Managing editor:
Geoff West
gwest@indyweek.com
Arts and culture editor:
Sarah Edwards
sedwards@indyweek.com

Details
• Published: Wed. news and arts
• Circ.: 25,000
• Deadline: Wed. before issue date

The Triangle Tribune
5007 Southpark Dr., Ste. 200G
Durham, NC 27713
919.688.9408
www.triangletribune.com

Contact
Managing editor:
Bonitta Best, bonitta.best@triangletribune.com

Details
• Published: Sun. weekly
• Circ.: 10,000

The Wake Weekly
229 E. Owen Ave.
Wake Forest, NC 27587
919.556.3182
www.restorationnewsmedia.com/wakeweekly

Contacts
Publisher: Keven Zepezauer
kzepezauer@restorationnewsmedia.com
Editor:
John Trump, editor@wakeweekly.com

Details
• Published: Thurs.
• Deadline: Mon., 5pm
• Circ.: 10,000

La Conexión
P.O. Box 228
Raleigh, NC 27602
919.832.1225
www.laconexionusa.com

Contact
Editor: press@laconexionusa.com

Details
• Published: Tues. weekly
• Circ.: 21,000
• Hispanic community news

Qué Pasa
4801 Glenwood Ave., Ste. 200
Raleigh, NC 27612
919.645.1680
www.quepasamedia.com

Contact
editor@quepasamedia.com

Details
• Published: Fri. weekly
• Circ.: 25,000
• Hispanic community news
Wire services

Associated Press
3600 Glenwood Ave., Ste. 205
Raleigh, NC 27612
919.510.8937
www.apnews.com/hub/raleigh

Contact
News editor: apraleigh@ap.org

Details
The News & Observer gets AP only

Magazines (weekly, monthly and quarterly)

919 Magazine
8311 Brier Creek Pkwy., Ste. 105-508
Raleigh, NC 27617
919.893.0060
www.919magazine.com

Contact
Publisher: SB Sarver, sbsarver@919magazine.com

Details
• Published: Six times per year
• Circ.: 150,000

27587 Magazine
P.O. Box 1074
Wake Forest, NC 27588
www.27587magazine.com

Contact
Editor: Philip Read,
pread@27587magazine.com

Details
Published: Quarterly
Circ.: 40,000

Business Mogul
P.O. Box 99822
Raleigh, NC 27624
919.605.2165
www.thebusinessmogul.com

Contact
Owner: Sheria Rowe, sheria@thebusinessmogul.com

Details
• Published: Nine times per year
• Circ.: 25,000

Circa Magazine
P.O. Box 1182
Wake Forest, NC 27588
919.453.2555
www.circamagazine.com

Contact
Publisher and editor:
Kent Lower, info@circamagazine.com

Details
• Published: Quarterly
• Circ.: 20,000

Carolina Parent
5716 Fayetteville Rd., Ste. 201
Durham, NC 27713
919.956.2430
www.carolinaparent.com

Contact
Executive editor:
Andy Smith, andy.smith@morris.com

Details
Published: Monthly
Circ.: 37,000

Carolina Woman
P.O. Box 8
Carrboro, NC 27510
919.960.5050
www.carolinawoman.com

Contact
Publisher:
Debra Simon
articles@carolinawoman.com

Details
• Published: Monthly
• Circ.: 25,000

Cary Magazine
301 Cascade Point Ln., Ste. 101
Cary, NC 27513
919.674.6020
www.carymagazine.com

Contact
Editor: Laura Earley
editor@carymagazine.com

Details
• Published: Nine times per year
• Circ.: 25,000

Circa Magazine
P.O. Box 1182
Wake Forest, NC 27588
919.453.2555
www.circamagazine.com

Contact
Publisher and editor:
Kent Lower, info@circamagazine.com

Details
• Published: Quarterly
• Circ.: 20,000

Midtown Magazine
4814 Six Forks Rd., Ste. 201
Raleigh, NC 27609
919.782.4710
www.midtownmag.com

Contact
Executive Editor: Beth Shugg
beth@midtownmag.com

Details
• Published: Six times per year
• Circ.: 140,000

Raleigh Magazine
6511 Creedmoor Rd., Ste. 207
Raleigh, NC 27613
919.307.3047
www.raleighmag.com

Contacts
Publisher: Gina Stephens
gina@raleighmag.com

Details
• Published: 10 times per year
• Circ.: 30,000 monthly; 350,000 annual

Triangle Downtowner Magazine
P.O. Box 27603
Raleigh, NC 27611
919.828.8000
www.triangledowntowner.com

Contact
Publisher: Crash S. Gregg
publisher@welovedowntown.com

Details
• Published: Monthly
• Circ.: 145,000 per month

Triangle Style Magazine
P.O. Box 19535
Raleigh, NC 27619
919.633.9176
www.trianglestyle.com

Contact
Publisher/managing editor:
Erica Parsons Butler,
erica@trianglestyle.com
Wake Living
9650 Strickland Rd., Ste. 103-244
Raleigh, NC 27615
919.818.8591
www.wakeliving.com

Details
• Published: Four times per year

Contact
Editor: Erica Hinton, erica@whmags.com

WALTER Magazine
421 Fayetteville St., Ste. 104
Raleigh, NC 27601
910.693.2462
www.waltermagazine.com

Details
• Published: Quarterly
• Circ.: 30,000

CTV Central NC
2505 Atlantic Ave., Ste. 102
Raleigh, NC 27604
919.882.4040
www.spectrumlocalnews.com/nc/triangle-sandhills

Details
• 24-hour local television news for Central N.C.
• 500,000 cable subscribers

WRAL-TV Channel 5
P.O. Box 12000
Raleigh, NC 27605
2619 Western Blvd.
Raleigh, NC 27606
919.821.8600
www.wral.com

Contact
assignmentdesk@wral.com

Details
• NBC

Univision 40 North Carolina
4505 Falls of Neuse Rd., Ste. 660
Raleigh, NC 27609
919.790.6144
www.univision.com/local/north-carolina-wuvc

Contact
Kevin Booker
univisionraleighdesk@univision.net

Details
Spanish-language newscast

PBS North Carolina
P.O. Box 14900
10 UNC-TV Dr.
Research Triangle Park, NC 27709
919.549.7000
wwwpbsnc.org

Contact
viewer@pbsnc.org

Details
• Public television

WLFL-TV Channel 22
WRDC-TV Channel 28
3012 Highwoods Blvd., Ste. 101
Raleigh, NC 27604
919.872.2854
www.raleighcw.com
www.myrdctv.com

Contact
Program director: John Low, jlow@st-aug.edu

Details
• Commercial station owned and operated by Saint Augustine’s University
• 385,000 cable subscribers

Radio: news/talk format

WPTF-680 AM/98.5 FM
3012 Highwoods Blvd., Ste. 201
Raleigh, NC 27604
919.878.1724
www.wptf.com

Contact
wptfnews@curtismedia.com

Details
News radio
WTKK-106.1 FM
3100 Smoketree Ct., Ste. 700
Raleigh, NC 27604
919.878.1500
1061fmtalk.iheart.com

Details
Talk radio

WUNC-91.5 FM
120 Friday Center Dr.
Goodman Building
Chapel Hill, NC 27517
919.445.9150
www.wunc.org

Contact
News director: Brent Wolfe
bwolfe@wunc.org
Newsroom: news@wunc.org

Details
National Public Radio

North Carolina News Network
3012 Highwoods Blvd., Ste. 201
Raleigh, NC 27604
919.878.1724
ncnn.com

Contact
General manager and sales:
Darren Smith, dsmith@curtismedia.com
Newsroom: newsroom@ncnn.com

Details
Statewide news

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Radio: music format

WBBB-96.1 FM
3012 Highwoods Blvd., Ste. 201
Raleigh, NC 27604
919.878.1724
961bbb.com

Contact
info@curtismedia.com

Details
Adult hits

WCLY-1550 AM and W239CK-95.7FM
3100 Highwoods Blvd., Ste. 140
Raleigh, NC 27604
919.850.4500
thatstation.net

Details

WCLY
Adult album alternative

WCPE-89.7 FM
P.O. Box 828
Wake Forest, NC 27588
919.556.5178
theclassicalstation.org

Contact
Arts announcements and social media:
Robert Kennedy
wcpe@theclassicalstation.org
webmaster@theclassicalstation.org

Details
Classical, no local news

WDCG-105.1 FM
3100 Smoketree Ct., Ste. 700
Raleigh, NC 27604
919.860.1051
g105.com

Contact
Around the Triangle: Local events,
community service initiatives and work
of local non-profits, aroundthetriangle@iheartmedia.com

Details
Popular adult contemporary

WETC-540 AM
343 E. Six Forks Rd., Ste. 160
Raleigh, NC 27609
919.300.5400
catholic540am.org

Details
Catholic/religious

WFXC-107.1 FM and WFXK-104.3 FM
8001 Creedmoor Rd., Ste. 101
Raleigh, NC 27613
919.848.9736
b939country.com

Details
Country

Contact
Program director: Len Shackelford
lshackelford@curtismedia.com

Details
Catholic/religious

WKIX-102.9 FM
3012 Highwoods Blvd., Ste. 201
Raleigh, NC 27604
919.878.1724
kix1029.com

Contact
Program director: Katt D.
ehill@radio-one.com

Details
Adult urban contemporary

WKNC-88.1 FM
Campus Box 8607 NCSU Mail Center
343 Witherspoon Student Center
Raleigh, NC 27695
919.515.2401
wknc.org

Contact
Station adviser: Jamie Lynn Gilbert
wknc-administrator@ncsu.edu

Details
Owned by North Carolina State
University; variety

WKRP-101.9 FM
4829 Alenja Ln.
Raleigh, NC 27616
984.664.4646
oakcitymedia.com

Details
Variety

WNCB-93.9 FM
3100 Smoketree Ct., Ste. 700
Raleigh, NC 27604
919.878.1500
b939country.com

Details
Country
WNNL-103.9 FM  
8001 Creedmoor Rd., Ste. 101  
Raleigh, NC 27613  
919.848.9736  
theelightnc.com  

Contact  
Program director: Katt D  
ehill@radio-one.com  

Details  
• Gospel  

WPJL-1240 AM  
P.O. Box 27946  
515 Bart St.  
Raleigh, NC 27611  
919.834.6401  
wpjlradio.com  

Contact  
wpjl@nc.rr.com  

Details  
• Christian  

WPLW-102.5 FM and WWPL-96.9 FM  
3012 Highwoods Blvd., Ste. 201  
Raleigh, NC 27604  
919.878.1724  
thenewpulsefm.com  

Details  
• Top 40  

WPTK-850 AM/104.7 FM  
3012 Highwoods Blvd., Ste. 201  
Raleigh, NC 27604  
919.878.1724  
justrigtheradio.com  

Details  
• Oldies  

WQDR-92.9 AM  
3012 Highwoods Blvd., Ste. 201  
Raleigh, NC 27604  
919.878.1724  
rock929triangle.com  

Details  
• Classic rock  

WQDR-94.7 FM  
3012 Highwoods Blvd., Ste. 201  
Raleigh, NC 27604  
919.878.1724  
947qdr.com  

Contact  
Program director: Mike Biddle  
mbiddle@curtismedia.com  

Details  
• Regional Mexican  

WRTP-91.1 FM  
7610 Falls of Neuse Rd., Ste. 155  
Raleigh, NC 27615  
919.256.9787  
hisradiowrtp.com  

Contact  
hot979nc@gmail.com  

Details  
• Christian contemporary  

W250AZ-97.9 FM  
1005 Bullard Ct., Ste. 101  
Raleigh, NC 27615  
hot979nc.com  

Details  
• Hip hop  

WRAL-101.5 FM  
3100 Highwoods Blvd., Ste. 140  
Raleigh, NC 27604  
919.890.6101  
wralfm.com  

Details  
• Adult contemporary  

WRDU-100.7 FM  
3100 Smoketree Ct., Ste. 700  
Raleigh, NC 27604  
919.878.1500  
wrdu.iheart.com  

Details  
• Classic rock  

WRLY-LP-93.5 FM  
Triangle Access Broadcasting, Inc.  
5205 Oak Park Rd., Ste. C  
Raleigh, NC 27612  
919.827.0820  
oak935.org  

Contact  
Steven White, voice@oak935.org  

Details  
• Community radio  

WRTG-1000 AM  
P.O. Box 15400  
Durham, NC 27704  
919.477.7222  
lagrandenc.com