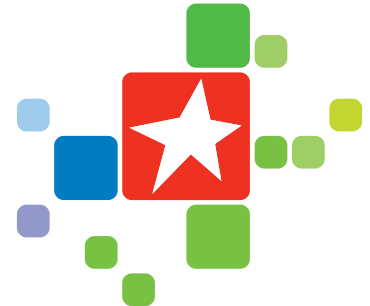


OFFICIAL MEDIA GUIDE TO RALEIGH, CARY AND WAKE COUNTY

provided by the Greater Raleigh Convention and Visitors Bureau

Raleigh, N.C.

Media Tool Kit



Tips and tricks to working with Wake County's media outlets and how to successfully engage them with your group.



visitRaleigh.com

Media Relations Tool Kit



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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

Media Relations 101

Become a PR Pro in No Time

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.

Media Relations 101

[continued]

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 a Press Release

The Power of the Pen

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

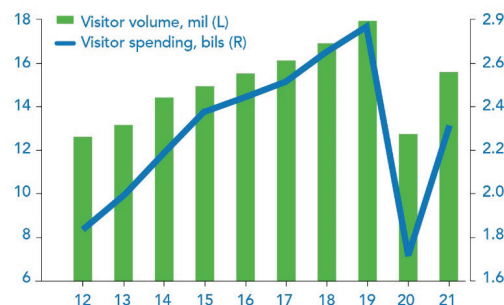
2021 Wake County Visitation Figures Released

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 and Spending

Wake County

**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).

Writing a Media Alert

Just the Facts



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/)
[https://www.visitraleigh.com/media/
local-media-lists/](https://www.visitraleigh.com/media/local-media-lists/)

Sample Media Advisory



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
 - John B. Ross, Jr. Leadership 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

Page 2

- Isaac Hunter Excellence in Service Award
- Horizon Award
- John B. Ross, Jr. Leadership Award
- Thad Eure, Jr. Memorial Award
- Wake County Restaurant and Hotel Job Fair
- Destination Strategic Plan

Media Contacts:

Scott Peacock, Director of Public Relations • speacock@visitRaleigh.com • 614.551.7981 (cell)
 Jessica Holt, Public Relations Manager • jholt@visitRaleigh.com • 919.614.2895 (cell)

Planning a Press Conference



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



Provided by the Greater Raleigh Convention and Visitors Bureau

Updated: Feb. 2023

Contact: Public Relations Department, 919.645.2676

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

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Newspapers (bi-weekly, weekly and monthly)

Triangle Business Journal

3515 Glenwood Ave., Ste. 220
Raleigh, NC 27612
919.327.1000
www.bizjournals.com/triangle

Contacts

Managing editor:
Dane Huffman
danehuffman@bizjournals.com

Editor: Sougata Mukherjee
sougata@bizjournals.com

Details

- Published: Fri.
- Circ.: 9,000
- Business weekly

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

Wake County Area Media List, continued

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

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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: Quarterly
- Circ.: 3,000

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. 204
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 County Area Media List, continued

Details

- Published: Four times per year

Wake Living

9650 Strickland Rd., Ste. 103-244
Raleigh, NC 27615
919.818.8591
www.wakeliving.com

Contact

Editor: Erica Hinton, erica@whmags.com

Details

- Published: Quarterly
- Circ.: 30,000

WALTER Magazine

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

Contact

Editor: Ayn-Monique Klahre
ayn-monique@waltermagazine.com

Details

- Published: 10 times per year
- Circ.: 27,000

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Television

Spectrum News Central NC

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

Contacts

Managing director: Bridget Foster,
bridget.foster@charter.com
News stories: centralncnews@charter.com

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

WTVD-TV Channel 11

411 Liberty St.
Durham, NC 27701
919.683.1111
www.abc11.com

Contact

newsdesk@abc11.com

Details

- ABC

CBS 17

1205 Front St.
Raleigh, NC 27609
919.836.1717
www.cbs17.com

Contacts

News director: Ed Trauschke
etrauschke@wncn.com
News stories: newstips@wncn.com

Details

- CBS

PBS North Carolina

P.O. Box 14900
10 UNC-TV Dr.
Research Triangle Park, NC 27709
919.549.7000
www.pbsnc.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

Contacts

General manager: John Hummel
gm@raleighcw.com
Community events:
community@raleighcw.com

Details

- CW affiliate; 10pm news

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

WAUG-LP DTV8/TWC Ch.168

1315 Oakwood Ave.
Saint Augustine's University
Raleigh, NC 27610
919.516.4750
www.st-aug.edu/waug

Contact

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

Details

- Commercial station owned and operated by Saint Augustine's University
- 385,000 cable subscribers

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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

Wake County Area Media List, continued

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.
Goodmon 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-95.7 FM

3100 Highwoods Blvd., Ste. 140
Raleigh, NC 27604
919.850.4500
thatstation.net

Details

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
foxync.com

Contact

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

Details

- Adult urban contemporary

WKIX-102.9 FM

3012 Highwoods Blvd., Ste. 201
Raleigh, NC 27604
919.878.1724
kix1029.com

Contact

Program director: Len Shackelford
lshackelford@curtismedia.com

Details

- Classic hits

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

Wake County Area Media List, continued

WNNL-103.9 FM

8001 Creedmoor Rd., Ste. 101
Raleigh, NC 27613
919.848.9736
thelightnc.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
justtrightradio.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

- Country

WQOK-97.5 FM

8001 Creedmoor Rd., Ste. 101
Raleigh, NC 27613
919.848.9736
hiphopnc.com

Contact

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

Details

- Urban contemporary

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

Details

- Regional Mexican

WRTP-91.1 FM

7610 Falls of Neuse Rd., Ste. 155
Raleigh, NC 27615
919.256.9787
hisradiowrtp.com

Details

- Christian contemporary

W250AZ-97.9 FM

1005 Bullard Ct., Ste. 101
Raleigh, NC 27615
hot979nc.com

Contact

hot979nc@gmail.com

Details

- Hip hop