



Media Guide – Television

Comcast



Format/Audience: Cable Operator

Address: 1717 Hermitage Blvd, Suite 100, Tallahassee FL 32308

Phone: (850) 574-5885

Website: <http://www.comcastspotlight.com/markets/tallahassee>

Accepts: Advertising

Send Information Via: Mail

Deadline Information: n/a

Other/Notes:

- The Tallahassee, Florida DMA consists of 5 advertising zones: Tallahassee Interconnect, Tallahassee, Valdosta, Thomasville and Lake Park. You can choose to run your commercial on one of these zones or all of these zones depending on where your customer lives.

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FAMU-TV 20



Format/Audience: Tallahassee Community

Address: 510 Orr Drive, Suite 3036, Tallahassee, FL 32307

Phone: (850) 412-5426

Fax: (850) 561-2829

Website: <http://www.famutvnews.com/>

Main Contact for Arts/Culture:

Ernest Jones, General Manager

(850) 412-5426

ernest.jones@famu.edu

Accepts: News Release

Send Information Via: E-mail, Fax, Mail

Deadline Information: Please send information at least one week before your event.

Special Issues/Shows: n/a

Other/Notes:

- Operates 24 hours a day
- Broadcasts many university events, including graduations, convocations, football and basketball games, concerts, seminars and lectures
- Students are able to use the facility as a working laboratory, producing newscasts, talk shows and entertainment programs
- We serve not just Florida A&M University but the greater Tallahassee area as well. As an access channel, we carry programming produced by University personnel, students, and individuals from the greater Tallahassee community who are looking for a voice or have a unique perspective on issues, culture, and/or life experience.

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Lamar Advertising



Format/Audience: Billboard Advertising

Address: 4706 Capital Circle SW, Tallahassee, FL 32305

Phone: 850-877-4184

Fax: 850-656-0345

Website: www.lamar.com/tallahassee

Email: hello@lamar.com

Main Contact for Arts/Culture:

Julia Causseaux, Sale Manager

jcausseaux@lamar.com

Accepts: Billboard and Geofencing campaigns that target the Greater Panhandle and South Georgia markets

Deadline Information: Please contact Julia Causseaux for information on billboard location availability and pricing.

Other/Notes:

- Products include: billboards, digital billboards, and mobile advertising with geotargeting

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WCOT (Cable Channel 13)



Format/Audience: City of Tallahassee's government station

Address: 300 S. Adams St., Tallahassee, FL 32301

Phone: (850) 891-8533

Fax: (850) 891-8777

Website: www.talgov.com/communications/communications-wcot.aspx

Main Contacts for Arts/Culture:

Tonya Herron, Assistant Station Manager

tonya.herron@talgov.com

Accepts: PSAs

Send Information Via: E-mail, Fax, Mail

Deadline Information: Please send information at least two to three weeks before your event

Special Issues/Shows: *Tallahassee Matters, On Location*

Other/Notes:

- Feature stories chosen are at the discretion of the Station Manager

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WCTV (Channel 6, Cable Channel 9)



Format/Audience: CBS Affiliate

Address: 1801 Halstead Blvd., Tallahassee, FL 32309

Phone: (850) 893-6666

Fax: (850) 668-3851

Website: www.wctv.tv

Main Contact for Arts/Culture:

Community events: news@wctv.tv

Other Contact for Arts/Culture:

David Doll, Program Manager

david.doll@wctv.com

(850)-907-2102

Accepts: News Release, PSAs, Written Pieces

Send Information Via: E-mail, Fax, Mail

Deadline Information: Please send information at least one week before your event.

Special Issues/Shows: *In the Spotlight*, *Take 6*, and *On the Town* are all pre-taped features about community events which air during *The Good Morning Show*

Other/Notes:

- Conducts on-air interviews
- Accepts images/video footage
- Items submitted are kept on file for one month

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WFSU/WFSG (Channel 11, Cable Channel 5)



Format/Audience: PBS affiliate (Public Television)

Address: 1600 Red Barber Plaza, Tallahassee, FL 32310

Phone: (850) 487-3170

Fax: (850) 487-3093

Website: www.wfsu.org/television/

Main Contact for Arts/Culture:

Suzanne Smith, Executive Producer

(850) 645-6025

smsmith2@fsu.edu

Other Contact for Arts/Culture:

Paul Dam, Programming/Operations

(850) 645-6024

pdam@fsu.edu

Accepts: News Release, PSAs

Send Information Via: E-mail, Fax

Deadline Information: Please send information at least two to three weeks before your event

Other/Notes:

- Includes the Florida Channel and 4FSU
- For underwriting opportunities, contact Crystal Cumbo at (850) 645-6047

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WTLH (Channel 49, Cable Channel 10)



Format/Audience: Fox Affiliate

Address: 950 Commerce Blvd., Midway, FL 32343

Phone: (850) 893-4140

Fax: (850) 576-0200

Websites: www.fox49.com

Email: feedback@fox49.com

Main Contact for Arts/Culture:

Chuck Lemon, Creative Services

(850) 893-4140

clemon@sbgvtv.com

Accepts: News Release, PSAs, Written Pieces

Send Information Via: E-mail, Fax, Mail

Deadline Information: Please send information at least one week before your event

Special Issues/Shows: n/a

Other/Notes:

- Local news is at 10 p.m. and is produced by WCTV
- For advertising opportunities, contact Haley Stinchfield, General Sales Manager, at hstinchfield@sbgvtv.com or at (850) 893-4140

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WTWC (Channel 40, Cable Channel 12)



Format/Audience: NBC Affiliate

Address: 8440 Deerlake South, Tallahassee, FL 32312

Phone: (850) 893-4140

Fax: (850) 893-6974

Website: www.wtwc40.com

Main Contact for Arts/Culture:

Chuck Lemon, Creative Services

(850) 893-4140

clemon@sbgstv.com

Accepts: News Release, PSAs, Written Pieces

Send Information Via: E-mail, Fax, Mail

Deadline Information: Please send information at least one week before your event

Special Issues/Shows: n/a

Other/Notes:

- No local newscasts are produced on this station
- Offers an online calendar: <http://www.wtwc40.com/station/calendar>
- Events posted to the online calendar will be used for on-air calendar.
- For advertising opportunities, contact Halley Stinchfield at (850) 893-4140

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WTXL (Channel 27, Cable Channel 7)



Format/Audience: ABC Affiliate

Address: 1620 Commerce Blvd., Tallahassee, FL 32343

Phone: (850) 893-3127

Website: www.wtxl.com

Email: abc27news@wtxl.tv

Main Contact for Arts/Culture:

M. David Lee III, WTXL News Director

(850) 580-9519

dlee@wtxl.tv

Booking:

Christen Hyde, Associate Producer/Web Producer

chyde@wtxl.tv

Casey Feindt, Assignment Editor

cfeindt@wtxl.tv

Advertising:

Michael German, General Manager

michaelgerman@wtxl.tv

Accepts: News Release, PSAs

Send Information Via: E-mail, Phone

Deadline Information: Please send information at least one week before your event

Special Options/Shows: Interviews will be featured on COCA Connection or in nightly shows

Other/Notes:

- Conducts on-air interviews during "Second Cup", our online show
- Books guests in all shows, Second Cup and Midday shows lead the way
- Accepts video footage, pictures, cell phone footage

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