



2013 FLORIDA CAPITOL

PRESS CORPS GUIDE

SACHSMEDIA
G R O U P

MEET REPORTERS' DEADLINES.

News is a daily business. Your comments won't be reflected in the story if you don't return press calls in time to meet reporters' deadlines.

ALWAYS TELL THE TRUTH.

You learned it in kindergarten. It still applies, especially when dealing with the media.

EXPECT TO BE TAKEN OUT OF CONTEXT.

Reporters take miniscule excerpts from lengthy interviews and include them in stories. They can't report everything you say.

ASSUME YOU ARE ON THE RECORD.

Don't say a bunch of things you don't want to see in the story and then tell the reporter after the fact that he or she can't use what you said. Unless you have an agreement to speak on background or off the record ahead of time, anything you say is fair game.

DON'T CALL WITH A NON-URGENT PITCH ON DEADLINE.

Whether they work for print, broadcast or online media outlets, reporters deal with a 24-hour news cycle, which means they are always on deadline. However, this is amplified after 3:00 p.m., when stories must be finalized for the evening news or the next day's papers. This is **not** the time to call to pitch an idea, unless you are weighing in on a breaking story or have a hot, timely news tip.

BE QUOTABLE.

If you want to be part of a story, have something to say. If you can turn a clever phrase or are prepared to express a strong opinion, there's a good chance you can earn a place in a story.

BE A SOURCE.

The best way to cultivate good, long-term relationships with reporters is to be a good source of information.

Their success depends on getting to the facts first. Call with good tips and you will become a trusted source.

KEEP YOUR PERSONAL SOCIAL MEDIA SITES PROFESSIONAL.

When you put something online, everyone can see it. Only put status updates, pictures or links that are useful to followers or friends and would represent you or your organization as a credible source.

USE SOCIAL MEDIA TO LISTEN AND SPEAK.

It's a two-way street. Social media provides the opportunity to transform your connections in cyber space into personal ones. Effectively build relationships with reporters or bloggers by listening to their needs so that when you speak it's effective.

WHEN IN DOUBT OR IN TROUBLE, CALL A PROFESSIONAL.

Sachs Media Group has been helping corporate, non-profit and government clients get their stories told for 17 years. We can help you break through the clutter and deliver your message, too.

STATE PUBLIC INFORMATION OFFICES

Governor's Press Office:	850.717.9282
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Senate President's Communications Office:	850.487.5632
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House Speaker's Communications Office:	850.488.1450
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Attorney General's Office:	850.245.0150
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Department of Financial Services:	850.413.2842
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Office of Insurance Regulation:	850.413.2515
--	--------------

Department of Agriculture and Consumer Services:	850.617.7737
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**BRENDAN FARRINGTON**

Correspondent

T: 850-224-1211 C: 850-591-5805

E: bfarrington@ap.org

@BsFarrington

**BRENT KALLESTAD**

Reporter

T: 850-224-1211 C: 850-591-5809

E: bkallestad@ap.org

@BrentKallestad

**GARY FINEOUT**

Reporter

T: 850-224-1211 C: 850-320-1162

E: gfineout@ap.org

@Fineout

BAY NEWS 9**baynews9.com****TROY KINSEY**

Reporter

T: 850-574-8881 C: 850-591-4220

E: troy.kinsey@baynews9.com

@TroyKinsey

**MICHAEL BENDER**

Reporter

T: 850-597-9681 C: 850-228-2048

E: mbender10@bloomberg.net
@MichaelCBender**CAPITOL NEWS SERVICE****flanews.com****MIKE VASILINDA**

Bureau Chief

T: 850-224-5546 C: 850-445-5111

E: mikev@flanews.com
@MikeVasilinda**WHITNEY RAY**

Director of News Operations

T: 850-224-5546 C: 850-445-5113

E: wray@flanews.com
@Gerald_Whitney**TOM URBAN**

Videographer

T: 850-224-5546

E: tomurban@mvptv.tv

FLORIDA CURRENT**thefloridacurrent.com****BILL PRESCOTT**

Editor, News Producer

T: 850-915-0100 ext. 108

C: 727-692-6439

E: bprescott@thefloridacurrent.com

**GRAY ROHRER**

Reporter

T: 850-915-0100 ext. 112

C: 321-759-3152

E: grohrer@thefloridacurrent.com

**BRUCE RITCHIE**

Reporter

T: 850-385-1774 C: 850-566-4518

E: britchie@thefloridacurrent.com

@BruceRitchie

**JAMES CALL**

Reporter

T: 850-915-0100 ext. 115

C: 850-508-8516

E: jcall@thefloridacurrent.com

**BILL COTTERELL**

Reporter

T: 850-915-0100 ext. 111

C: 850-566-4313

E: bcotterell@thefloridacurrent.com

FLORIDA PUBLIC RADIO

wfsu.org/fprn

NEWSROOM

T: 850-487-3194

E: fpr@wfsu.org

E: research@wfsu.org

**REGAN MCCARTHY**

Senior Producer/ Assignment Editor

T: 850-487-3194

C: 850-544-1227

E: rmccarthy@fsu.edu

@Regan_McCarthy

**JESSICA PALOMBO**

Reporter/ Producer

T: 850-487-3194

C: 904-910-7505

E: jpalombo@fsu.edu

**TOM FLANIGAN**

Community Relations Director

T: 850-487-3194

C: 850-544-0113

E: tflanigan@fsu.edu

@Flanigan_Tom

**LYNN HATTER**

Reporter

T: 850-487-3194 C: 850-544-0112

E: lhatter@fsu.edu

@HatterLynn

**RONALD J. EB BEN**

Reporter/ Producer

/ Morning Editor Host

T: 850-487-3194 C: 850-544-2887

E: rje6629@mailers.fsu.edu



SASCHA CORDNER

Reporter

/ All Things Considered Host

T: 850-487-3194

C: 850-544-0613

E: scordner@fsu.edu

@SaschaCordner

FLORIDA NEWS NETWORK

fnnonline.net



RICK FLAGG

Bureau Chief

T: 850-222-1827 C: 850-567-1640

E: rickflagg@clearchannel.com

@RadioRicko

FLORIDA TIMES-UNION

jacksonville.com



MATT DIXON

Reporter

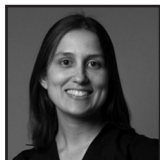
T: 352-233-0777

E: matt.dixon@jacksonville.com

@MDixon55

FLORIDA TREND

floridatrend.com



LILLY ROCKWELL

Associate Editor

C: 850-391-9272

E: lrockwell@floridatrend.com

@LillyRockwell

**JON MANSON-HING**

Photojournalist

T: 850-566-1248

E: floridavideonews@gmail.com
@FIVideoNews**FSVIEW & FLORIDA FLAMBEAU****fsunews.com****NEWSROOM**

T: 850-561-6653

E: news@fsview.com
@fsview**EMILY OSTERMEYER**

Editor-in-Chief

T: 850-561-1612

E: eostermeyer@fsview.com

KAYLA BECKER

News Editor

T: 850-561-1614

E: Kbecker2@fsview.com

GANNETT**wtsp.com****DAVE HELLER**

Reporter/ Videographer

T: 850-294-3104

E: dheller@wtsp.com



MARY ELLEN KLAS

Bureau Chief

T: 850-222-3095 C: 850-524-4488

E: meklas@miamiherald.com

@MaryEllenKlas



TOLUSE OLORUNNIPA

Reporter

/ Economic Development

T: 850-222-3095

E: tolorunnipa@miamiherald.com

@ToluseO

KATHLEEN MCGRORY

Reporter/ Education

T: 850-222-3095

E: kmcgrory@miamiherald.com



ROCHELLE KOFF

Reporter

/ Also reports for Tampa Bay Times

T: 850-224-7263 C: 954-240-7517

E: rkoff@miamiherald.com

E: rkoff@tampabay.com

@RKoff

NEWS SERVICE OF FLORIDA

newsserviceflorida.com



DAVE ROYSE

Editor

T: 850-656-6400 C: 850-728-5929

E: royse@newsserviceflorida.com

@DaveRoyse

**JIM SAUNDERS**

Associate Editor

T: 850-656-6400 C: 850-728-1705

E: j.saunders@newsserviceflorida.com

**BRANDON LARRABEE**

Reporter

T: 850-656-6400 C: 850-728-2179

E: b.larrabee@newsserviceflorida.com

@BylineBrandon

**MARGIE MENZEL**

Reporter

T: 850-656-6400 C: 850-656-3426

E: m.menzel@newsserviceflorida.com

@MargieMenzel

**JIM TURNER**

Reporter

T: 850-656-6400 C: 772-215-9889

E: j.turner@newsserviceflorida.com

HERALD-TRIBUNE (SARASOTA)

heraldtribune.com

LLOYD DUNKELBERGER

Bureau Chief

T: 850-224-8411 C: 850-556-3542

E: ldunk@earthlink.net

**AARON DESLATTE**

Reporter

T: 850-222-5564 C: 321-438-4612

E: adeslatte@orlandosentinel.com
@ADeslatte**PALM BEACH POST****palmbeachpost.com****DARA KAM**

Reporter

T: 850-224-1368 C: 850-570-1592

E: darakam@gmail.com
@dkpbpost**JOHN KENNEDY**

Reporter

T: 850-224-1368 C: 850-321-0572

E: jkennedy@pbpost.com
@JKennedyReport**SUN SENTINEL****sun-sentinel.com****KATHLEEN HAUGHNEY**

Reporter

T: 850-224-6214 C: 850-228-6426

E: khaughney@sun-sentinel.com
@KHaughney**SUNSHINE STATE NEWS****sunshinestatenews.com****NANCY SMITH**

Executive Editor

T: 850-727-0859

E: nsmith@sunshinestatenews.com



ERIC GIUNTA, ESQ.

Chief Legal Correspondent

T: 850-727-0859 C: 954-235-9116

E: eg Giunta@sunshinestatenews.com

TALLAHASSEE DEMOCRAT

tallahassee.com



PAUL FLEMMING

Government Editor

T: 850-671-6550 C: 850-508-1740

E: pflemming@tallahassee.com

@PaulFlemming

TAMPA BAY TIMES

tampabay.com



STEVE BOUSQUET

Bureau Chief

T: 850-224-7263

E: bousquet@tampabay.com

@stevebousquet



AARON SHAROCKMAN

Deputy Government

and Politics Editor

T: 850-224-7263 C: 727-410-3126

E: asharockman@tampabay.com

@ASharock



KATIE SANDERS

Reporter/ PolitiFact Florida

T: 850-224-7263 C: 850-673-1511

E: ksanders@tampabay.com

@KatieLSanders



TIA MITCHELL

Reporter

T: 850-224-7263 C: 850-933-1321

E: tmitchell@tampabay.com

@TBTia



MICHAEL VAN SICKLER

Reporter

T: 850-224-7263 C: 727-580-9650

E: mvansickler@tampabay.com

@MikeVanSickler

TAMPA TRIBUNE

tampatrib.com

WILLIAM MARCH

Political Blogger

T: 813-259-7761 C: 813-731-8146

E: wmarch@tampatrib.com

@WMarchTrib

WFSU-TV / THE FLORIDA CHANNEL

wfsu.org

NEWSROOM

T: 850-488-1281

E: newsroom@wfsu.org



BETH SWITZER

Executive Director

T: 850-488-1281

E: bswitzer@fsu.edu

**THERESA MARSENBURG**

Anchor/ News Manager/

Capitol Update

T: 850-488-1281

E: tmarsenb@mailers.fsu.edu

**KRYSTA BROWN**

News Manager/ TFC Programming

T: 850-488-1281

E: kjbrown@fsu.edu

**JACKSON PEEL**

Editing Supervisor

T: 850-488-1281

E: jpeel@mailers.fsu.edu

**THOMAS JONES**

Videography Supervisor

T: 850-488-1281

E: newsroom@wfsu.org

MELISSA KLINZING

Producer

T: 850-488-1281

E: newsroom@wfsu.org

**MIKE LICQUIA**

Reporter

T: 850-488-1281

E: newsroom@wfsu.org

@MLicquia

**GARY WILLIAMS**

Producer/ Reporter

T: 850-488-1281

E: newsroom@wfsu.org
[@gmwdawg](https://twitter.com/gmwdawg)

**REBECCA BAER**

Reporter

T: 850-488-1281

E: newsroom@wfsu.org

**SHERYL KAHN**

Reporter

T: 850-488-1281

E: newsroom@wfsu.org

WCTV**wctv.tv****NEWS ROOM**

T: 850-893-6666

E: news@wctv.tv

CHELSEA RAZAVI

Assignment Desk Editor

T: 850-893-6666 C: 850-933-5136

E: chelsea.razavi@wctv.tv
[@ChelseaRazavi](https://twitter.com/ChelseaRazavi)

ANGELA HOWARD

Anchor

/ Assignment Desk Manager

T: 850-893-6666

E: angela.howard@wctv.tv
[@AngelaHowardTV](https://twitter.com/AngelaHowardTV)

STANLEY SANDERS

News Director

T: 850-893-6666

E: stan.sanders@wctv.tv

@Stan_Media

WLRN-MIAMI HERALD NEWS (radio)

wrln.org



GINA JORDAN

Reporter/ Producer

T: 850-577-1260 C: 850-391-8249

E: gjordan@miamiherald.com

@HearYourThoughts

WTXL

wtxl.com

NEWSROOM

T: 850-894-6397

E: abc27news@wtxl.tv

@abc27

ABBIE MAURER

Anchor/ Reporter

T: 850-893-1313 ext. 157

C: 850-519-6169

E: aphilips@wtxl.tv

BRITTANY JONES

Reporter

T: 850-893-1313 C: 850-519-7864

E: bjones@wtxl.tv

@brittanyd_jones

TY WILSON

Reporter

T: 850-893-1313 C: 850-556-2632

E: twilson@wtxl.tv

JADE BULECZA

Reporter

T: 850-893-1313 C: 850-210-3463

E: jbulecza@wtxl.tv

@jadbulecza

RAHMAN JOHNSON

Anchor/ Reporter

T: 850-893-1313

ANTHONY MURDOCK

Reporter

T: 850-893-1313

E: amurdock@wtxl.tv



GREG ANGEL

Anchor/ Reporter

T: 850-580-9556 C: 850-868-1121

E: gangel@wtxl.tv

@gregangelwtxl

SAINTPETERSBLOG

saintpetersblog.com



PETER SCHORSCH

Executive Editor

T: 631-764-4471

E: Saintpeter4@gmail.com

@SaintPetersBlog

THE WORLD IS CHANGING. SO ARE WE.



Today, there are more ways than ever to get a message out - and more competition for your audience's attention. People are choosing the content **THEY** want, in a new reality that affects every organization. We can help you navigate this constantly shifting ground and succeed. Ron Sachs Communications now is Sachs Media Group. New strategies for a changing world.

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SACHSMEDIA
G R O U P

114 South Duval Street
Tallahassee, Florida 32301
T: 850.222.1996
sachsmedia.com
Twitter: @sachsmediagr

SACHSMEDIA
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