

How To Write A Press Release

From the Times-Standard (www.times-standard.com)

What is happening?

Name of your event, along with a short description.

Is there anything special about this event that our readers should know?

Who is featured?

If it is a lecture, name the speaker and the title of the speech with a short description of what he/she will be talking about. Include brief credentials of the speaker.

Where is it happening?

Location of the event. Include street address and town. Example: Eureka Woman's Club, 1531 J St., Eureka.

When is it happening?

Time and date of the event. The time should precede the date. Example: 7 p.m. Oct. 10.

Why is it happening?

Is there a specific reason you are holding the event?

If the event is a fundraiser, where do the proceeds go?

What is the cost?

Include applicable admission fees. If it's free, please say so. If reservations are needed, make that clear. If there is a registration deadline, please note it.

Event contacts

This is extremely important. Please list at least one contact person and include a telephone number (home/work/cell) and e-mail address that we can publish with the announcement. If they can be reached only at a certain time of day, please let us know.

Art

Include photos with your release if appropriate. For example, if you are having a lecture, send us a photo of the speaker. If you are putting on a play, send us a photo of some cast members practicing a particular scene. If you are holding a Christmas home tour, send a picture of one of the homes on the tour.

Make sure before you submit your photo that everyone is identified (first and last names, from left to right) and, if appropriate, describe what is happening in the photo. If the photo is a check donation, please include the check amount.

You may send the photos to us via regular mail or via e-mail (preferred). If you send them via e-mail, the photos should be JPEGs of at least 200 DPI. If you send photos by regular mail and want them returned, please include a return address.

Miscellaneous

To help us help you, make it easy for us. For example, if your organization is hosting a Christmas home tour, list all of the homes on the tour, their addresses, homeowners' names and a brief description of what the visitor will see in each home. In addition, include phone numbers for those homeowners who are willing to be interviewed and have a photographer take pictures of their homes. Another example: If your organization is hosting a stamp show at Humboldt State University, include the names of several local collectors who would be willing to be interviewed and have their picture taken. By including this information, you save us time because it eliminates a step. We don't have to call you for names and numbers. The time saved can be spent writing a better story.

Remember...

Understand that we cannot cover every event or write all of the stories we are asked to write, but we will be glad to publish information about your event in our newspaper. Don't be afraid to call if you have questions. We are always willing to help you in any way we can.

The more information we have about your event the better. It's better to have too much than not enough.

Don't wait until the last minute to send us your press release. The earlier the better.

There's nothing wrong with suggesting story angles. For example, maybe you are hosting a craft show and you know about a woman who makes teddy bears out of old fur coats. Tell us about her. Include her name and phone number. The more information we have, the better able we are to make coverage/story decisions.

Who to Contact at Local Papers:

Times-Standard:

Heather Shelton, Lifestyle Editor 441-0516 style@times-standard.com

Arcata Eye:

Jennifer Savage, Scene Editor 826-7000 fun@arcataeye.com

Eureka Reporter:

Melody Stone, Entertainment Editor 476-8000 mstone@eurekareporter.com

North Coast Journal:

Bob Doran, A&E Editor 826-2000 bobdoran@northcoastjournal.com

McKinleyville Press

Editor 839-0795 news@mckinleyvillepress.com
