

HOW TO GET YOUR NEWS INTO



Working with your newspaper – a Media Access Guide

for

The Post and Courier
134 Columbus St.
Charleston, SC 29403-4800
(843) 577-7111

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Table of Contents

	<u>Page</u>
Introduction	1
Working with your newspaper	2
Writing a press release <i>Sample Press Release and Fact Sheet</i>	3 - 6
Getting your news to The Post and Courier <i>Submission guidelines for each section</i>	7
∞ Your Lowcountry	8
∞ Sports	9
∞ Features	10 - 12
∞ Business News/Business Review	13
∞ Local News	14
∞ Editorial	14
Post and Courier contacts	15
Postandcourier.com	16
Submitting Photography	17

Introduction

This material is intended to help you disseminate information through the newspaper to our readers. Although we do not guarantee publication of any item, the suggestions and guidelines included here will help you get your information to the right department and person and will increase the likelihood of its publication.

We hope that you will find it useful. Please let us know your suggestions for improvement.

Charles R. Rowe
Editorial Page Editor
The Post and Courier

Bill Hawkins
Editor and Publisher
The Post and Courier

Working with your newspaper

The Post and Courier is a newspaper of record. The news deals with events of general interest, people or issues. The Post and Courier seeks to present the information as accurately, completely and fairly as possible.

Neither we, nor any other medium, can present everything that happens every day, but we strive to make our choices by weighing factors such as newsworthiness and how much space we have available.

News includes fires and accidents and local politics. And it includes reports of deaths and graduations; plans for an organization's annual holiday fair; announcements about new or expanded businesses; course offerings for adult education; and the time, place and special arrangements for holiday church services or charity events.

The news must be interesting to a reasonably large number of people. The opening of a new community building, for example, is interesting, as is the appearance of a speaker before a local club with a description of his or her topic.

News is public. An activity open to the public will generally qualify for coverage. News is people. Most readers find the activities of other people interesting.

You don't need to "know someone" to get your news printed. However, if you submit news to The Post and Courier on a more or less regular basis, you may find that establishing a relationship with someone on the news staff will help both you and the newspaper.

Your "contact person" most likely would be an editor or reporter. Included in this packet is detailed information on newsroom contacts.

Our goal is to be as fair as possible in dealing with the public. If you have questions about the news you want to submit, please call us. We will be happy to answer your questions and assist you.

The Media Access Guide is updated regularly. For additional information, call 937-4831.

Writing a press release

Because The Post and Courier receives hundreds of news releases daily, the release that is brief, clear and direct has the best chance of being read.

Here are some tips for writing a news release:

- ↓Type or print clearly on white paper. Double-space copy and use one side only. Limit to one or two pages. E-mail is preferred now, clearly typed and double-spaced.
- ↓Include the name and daytime phone number of a person who can be contacted for additional information.
- ↓Always include the “5 W’s” — who, what, when, where, why (and, where pertinent, how) — of the story in short sentences and simple, straightforward, natural language.
- ↓Begin your story with the most newsworthy information: the who and what. Then list the second most important fact and continue in descending order of importance. Have one major idea per sentence and stick to the facts.
- ↓Use complete or preferred names, including middle initials. Triple check for accuracy and spelling.
- ↓Use addresses and telephone numbers. Again, check for accuracy and spelling.
- ↓Double check the date, time, and place for accuracy.

A sample news release and fact sheet are included in this packet.

SAMPLE OF A GOOD NEWS RELEASE

For immediate release
January 11, 2009

Contact: **Jane Smith**
CBC Association PR Director
(843) 123-1234 (day)
(843) 321-4321 (evening)

CBC holds ‘Leadership 2009’ conference to address city problems

CHARLESTON — The Charleston Business Council will sponsor its fourth annual conference, “Leadership 2009,” devoted to solving problems faced by the city. The conference, which is open to the public, will be held from 8:30 a.m. to 4 p.m. on Friday, February 28, 2009, at Charleston Place hotel.

Conference Chairman John Meyers said the conference will bring together business and community leaders “to discuss challenges, exchange ideas and develop solutions to the issues facing our city.”

Keynote Speaker Melissa Hill, a national expert on urban issues and president of MBH Solutions, will discuss overcoming challenges in a session titled “Succeeding Against the Odds.” The CBC also will present one-hour workshops on goal setting, leadership skills, motivating people and time management.

Conference registration is \$10 for pre-registered participants and \$20 at the door. Lunch and childcare will be provided.

For information about “Leadership 2009,” or to pre-register, call Brenda Richardson at the CBC at (843) 333-4321.

The CBC, founded in 1986, is a nonprofit organization devoted to the betterment of business and industry in Charleston.

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This is a good news release for the following reasons:

1. The release includes a contact person's name, title, company and day and evening phone numbers (with area codes) at the top of the page.
2. A concise headline in bold type is used to catch the reporter's interest.
3. "For immediate release" and the date are noted at the top of the page. (The release is distributed about six weeks in advance so reporters can run stories in time for people to pre-register for the conference.)
4. There is a dateline (Charleston) in all capital letters prior to the first sentence indicating where the story is generated.
5. The release includes the "5 W's" in the first paragraph.
6. The first paragraph is short and to-the-point.
7. The release is limited to one page.
8. There are "# # #" marking the end of the release.
9. The release is drafted with short sentences and active verbs.
10. The release is double-spaced.
11. Proper attribution is given for the partial quote.
12. Enough details, but not too many, are provided (if reporters want more detail, they can call the contact person).
13. Information is presented in an "inverted pyramid" style where the most important facts are in the first paragraph and less important information is in subsequent paragraphs.

Sample Fact Sheet

Media Contact:

Nancy Pickle, ABC Center
(843) 123-1234 (day)
(843) 321-4321 (evening)

ABC Center Fact Sheet

Description: The ABC Center is a model preschool program for children from economically disadvantaged families. The program offers free comprehensive services that, in general, match developmental opportunities that the children's counterparts in more affluent families enjoy.

Objective: The program goal is to provide students with an educational foundation that will help them to complete high school and secure a job or obtain further education.

History: The ABC program was founded in 1990 by Child Care South Carolina, a not-for-profit childcare company based in Columbia, S.C. Two other ABC Center programs were started in Columbia in 1985, and all three Centers are operational today. The Charleston ABC program is the first Center to open outside the state capital.

Students: The ABC Center serves all 4-year-old children who live in the XYZ Elementary School attendance zone. Approximately 500 students have graduated from the ABC Center and 100 are currently enrolled in the program.

Demographics: Approximately 92 percent of families whose children are enrolled in the ABC earn less than \$8,000 a year; 93 percent of the households are headed by a single parent; 76 percent of the families have no employed adult in the household; 41 percent of the parents graduated from high school.

Education: The preschool uses a developmental and child-initiated teaching methodology in which the teachers implement a multisensory language program to strengthen the cognitive and communications development of the children.

Honors: In 1994, the ABC Center was honored as one of the "10 Best Child Care Centers in the U.S." by USA Child Care Corp. and the Center received the "Best of South Carolina Center" award presented by the Parents Fund for Children.

Director: Cristina Fouras, M.S., has been the director of the program since its inception.

Location: The ABC Center is located at 2222 Pickle Road in Charleston.

Phone: The ABC Center phone number is (843) 321-1234.

Getting your news to The Post and Courier

Plan ahead. That's the most important rule for getting your news published. Material should be sent at least a week to 10 days before an event takes place. If you're submitting undated news, keep in mind that the sooner you send your release, the sooner it may be used.

Please refer to the enclosed information for the specific details on how and when to contact specific editors, reporters and sections of The Post and Courier.

Where to send your information

Each department of The Post and Courier has its own focus. The newspaper's broad news categories are local, state, national, international, lifestyle, business, sports and opinion. But there are narrower categories within some of those broad divisions. The resource lists contained here will help you decide where to direct your information.

Your Lowcountry / Community News

Your Lowcountry editions publish on Thursdays. The James Island Journal publishes on Thursdays. Submissions will be included as space permits. Preferred method of submission for ALL items is by e-mail to yournews@postandcourier.com. If items are mailed in please send to: The Post and Courier, 134 Columbus St., Charleston, SC 29403, to the attention of Mike Mooneyham, 843-937-5517. James Island Journal items may be sent to Eddie Fennell at efennell@postandcourier.com, 843-937-5560. The deadline for publication in each Thursday's issue is the previous Thursday. Also, The Post and Courier accepts clear 35mm photos and digital photos. Please note that everyone in photo must be identified with a first and last name in the order that they appear in the photo, from left to right. Sorry, but photos cannot be returned.

<u>Name of feature</u>	<u>Brief description</u>	<u>Deadline for submission</u>	<u>Format</u>
What's Happening	Community events listing	10 days in advance of publication	Press release, e-mail preferred
Clubs	Club meetings and news column	10 days in advance of publication	Press release, e-mail preferred
Support Groups	Meetings/news of help groups	10 days in advance of publication	Press release, e-mail preferred
Church News	Events and other church news	10 days in advance of publication	Press release, e-mail preferred
Sports News/Rec News	Event scores, feature suggestions, promotions	10 days in advance of publication to Bill Henley	Press release, e-mail preferred <u>bhenley@postandcourier.com</u>
On Campus	College-related news items on students or faculty	10 days in advance of publication	Press release, e-mail preferred
Schools	School news and events	10 days in advance of publication	Press release, e-mail preferred
People	News items about people in your community (achievements, promotions, etc.)	10 days in advance of publication	Press release, e-mail preferred
Achievers	News of student, teacher or administrator achievements, grades K-12	Submit any time	Press release
Calendar	School-related events	10 days in advance of publication	Press release
Brites	Brief stories of interest or humor	Submit any time	Press release
Awards	Non-school related awards and honors.	Submit any time	E-mail to: yournews@postandcourier.com
Class Acts	Stories of children, teachers, administrators or volunteers who go beyond normal in their pursuit of excellence	Submit any time	E-mail to: yournews@postandcourier.com
Class Reunions		Submit any time	E-mail to: yournews@postandcourier.com
Military News		Submit any time	E-mail to: yournews@postandcourier.com

Sports section

<u>Name of feature</u>	<u>Brief description</u>	<u>Contact</u>	<u>Deadline for submission</u>	<u>Format</u>
Bulletin Board	Team tryouts, upcoming tournaments or other events, league announcements, camp registration, info, etc.	Lynn Tolly	Submit anytime Bulletin Board runs every Sunday	Press release. Mail to Lynn Tolly or Bulletin Board, Sports Department, 134 Columbus St., Charleston, SC 29403, fax to 843-937-5579, or e-mail to ltolly@postandcourier.com
Outdoors Calendar	Upcoming outdoor events: fishing tournaments clinics, etc.	Tommy Braswell	Submit anytime Outdoors page runs every Sunday	Press release. Mail to Tommy Braswell, Sports Department, 134 Columbus St., Charleston SC 29403, or fax to 843-937-5579.

Features sections/pages

Features Editor, Stephanie Harvin, sharvin@postandcourier.com, 937-5557

<u>Name of feature</u>	<u>Description</u>	<u>Deadline</u>	<u>Day of publication</u>	<u>Contact</u>	<u>Format</u>
Now We're Cooking	Readers request and/or share recipes	One week before publication	Sunday	Teresa Taylor	Letter or preferably e-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403. E-mail, food@postandcourier.com .
Religion Calendar	Notices of special church events, speakers, musical programs, etc.	Wednesday, 5 p.m. prior to publication	Sunday	Adam Parker	Fax summary to 937-5579 or mail to Religion Calendar, The Post and Courier, 134 Columbus St., Charleston SC 29403. E-mail, aparker@postandcourier.com .
Faith and Values	Focuses on religion, ethics and values	Wednesday, 5 p.m. prior to publication	Sunday	Stephanie Harvin	Fax summary to 937-5579 or mail to Faith and Values, The Post and Courier, 134 Columbus St., Charleston SC 29403. E-mail, faithandvalues@postandcourier.com .
Travel Log	Items such as travel seminars, special tours, new tourist attractions	Two weeks before publication	Sunday	Christine Randall	Press release. Mail to Christine Randall, Features Department, The Post and Courier, 134 Columbus St., Charleston, SC 29403. E-mail, crandall@postandcourier.com .

<u>Name of feature</u>	<u>Description</u>	<u>Deadline</u>	<u>Day of publication</u>	<u>Contact</u>	<u>Format</u>
Books	Book signings, announcement of publication of books with local connection	Two weeks before publication	Sunday	Bill Thompson	Press release by mail or e-mail to Bill Thompson, The Post and Courier, 134 Columbus St., Charleston, SC 29403. E-mail, bthompson@postandcourier.com .
Arts Around	Entertainment notes such as theater openings, art shows, poetry readings, concerts	Two weeks before publication	Sunday	Christine Randall	Press release. Mail or e-mail crandall@postandcourier.com , Features Department, The Post and Courier, 134 Columbus St., Charleston, SC 29403. E-mail, crandall@postandcourier.com .
Get Out!	Explores the best ways to get outside and enjoy activities in the Lowcountry.	Two weeks before publication	Thursday	Bryce Donovan	To make story suggestions, contact Bryce Donovan at 937-5938. E-mail, bdonovan@postandcourier.com .
Front Burner	Cooking and food-related happenings, special dinners, awards, cookbook publications	Noon Friday before publication	Wednesday	Teresa Taylor	Press release by mail, preferably E-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403. E-mail, food@postandcourier.com .
The Wine List	Wine tastings, dinners, etc.	Noon Friday before publication	Wednesday	Teresa Taylor	Press release by mail or preferably E-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403. E-mail, food@postandcourier.com .
Pets Plus	Stories and photos from readers about their pets and local pet-oriented events and festivals	Noon Monday before publication	Sunday	Brenda Rindge	Submit by e-mail to pets@postandcourier.com or mail to Pets, The Post and Courier, 134 Columbus St., Charleston SC 29403-4800.

<u>Name of feature</u>	<u>Description</u>	<u>Deadline</u>	<u>Day of publication</u>	<u>Contact</u>	<u>Format</u>
Cooking Classes	Listings of cooking classes for all ages		Noon Friday before publication		First Wednesday of month. Send to Teresa Taylor. Press release by mail or preferably E-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403. food@postandcourier.com .
On the Go	Family-oriented events	One week before publication	Thursday	Brenda Rindge	Send items to Brenda Rindge, The Post and Courier, 134 Columbus St., Charleston, SC 29403. brindge@postandcourier.com .
Preview Calendar	Listings of the week's theater, concerts, lectures, art exhibits, sports and other activities	Two weeks before publication	Thursday	Marcus Amaker	Send items by mail or preferably E-mail to The Post and Courier, entertainment 134 Columbus St., Charleston, SC calendar@postandcourier.com .
Local Clubs (Preview)	Listings of the week's concerts and club entertainment	One week before publication	Thursday	Marcus Amaker	Send to Marcus Amaker , The Post and Courier, 134 Columbus St., Charleston, SC 29403. mamaker@postandcourier.com .
Hot Tickets	Best bets in entertainment for the coming week	Two weeks before publication	Thursday	Marcus Amaker	Press release mailed to Marcus Amaker , Preview Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403. mamaker@postandcourier.com . For Hot Tickets listing, submit clean color slide or photo.
High Style	Coverage of parties and other social	After the event	Saturday	Bryce Donovan	Send photos to High Style, The Post and Courier, 134 Columbus St., Charleston, SC 29403. Phone 937-5938. party@postandcourier.com .
Home & Garden	Home building and home improvement trends, interior design, low-country gardening and local gardening events	Two weeks before event	Sunday	Stephanie Harvin	Press release by mail, preferably E-mail Mail Stephanie Harvin , The Post and Courier, Charleston, SC 29403. homes@postandcourier.com . Phone 937-5557; fax 937-5714.

Business news and Business Review

The business staff can be notified about breaking stories by contacting Business Editor **John McDermott** (937-5572) or by faxing a press release to 937-5579, attention Business News. The business news staff includes: **Katy Stech** (937-5549), real estate, **Allyson Bird** (937-5594), and **Warren Wise** (937-5524).

There are several opportunities to get your news in Business Links, a special feature of Monday's Business Review. Each press release should have a contact person listed — a name and telephone number in case there are questions. Photographs of individuals may be submitted and are published as space permits. The name of the person should be printed on the back of the photo. We do not return photographs, but they are kept in our library for one year after publication and may be picked up. Press releases and photos may be e-mailed to bizlinks@postandcourier.com. The photo must be in JPEG format and attached to an e-mail message. See photography page for size specifications.

The deadline is noon Wednesday to ensure publication the following Monday.

Submission format: Mail, drop off, e-mail or fax information. Please do not fax photographs; they should be mailed, e-mailed or dropped off at 134 Columbus St. If mailing, address to John McDermott, Business Editor, The Post and Courier, 134 Columbus St., Charleston SC 29403. Fax to 937-5579, attention John McDermott. E-mail to bizlinks@postandcourier.com.

<u>Name of feature</u>	<u>Brief description</u>	<u>Format</u>
Executive Items	News about promotions and new employees	Include the person's name, new position, name of the company, responsibilities, professional and educational background, and a brief description of what the company does. Photos must be in JPEG format and of at least 150K. Compressed files (archived or zipped) cannot be accepted.
Distinctions	Features companies' or individuals' honors or	Include person's name, company and a description of award, honor or achievement. We do not publish in-house awards, (sales rep of the month, or awards from customers).
Memos	Announcements about new businesses, business expansions and relocations and miscellaneous news	
This Week and Coming Up business	Lists upcoming meetings, seminars or other events for the week and coming weeks. Due to space constraints, events are limited to trade groups and other nonprofits.	Provide name of the group, date and time of event, location of the meeting, description of the program and speakers and any other important details.

Local News

Suggestions for local news stories are welcome any time. Contact **Steve Mullins**, managing editor, by phone at 937-5700; by e-mail at mullins@postandcourier.com; fax at 937-5579; or by mail to The Post and Courier, 134 Columbus St., Charleston, SC 29403.

Editorial page

<u>Name of feature</u>	<u>Brief description</u>	<u>Day of publication</u>	<u>Contact</u>	<u>Format</u>
Letters to the editor	Forum for readers of The Post and Courier to express their views on news, commentary and other current events issues.	As soon as possible, with priority given to timely viewpoints.	Charles R. Rowe (843-937-5528) or Peggy McIntyre (843-937-5527)	All letters must be signed and carry the writer's address and a daytime telephone number. All letters are subject to editing for length, clarity, brevity and libel. Pen names are not allowed and anonymous letters will not be published. Publication of letters is discretionary. Letters should be addressed to: The Editor, The Post and Courier, 134 Columbus St., Charleston SC 29403 or letters@postandcourier.com . The fax number is 843-937-5545.

The Post and Courier Contacts 2009

Bill Hawkins, publisher and executive editor, 937-5534, or bhawkins@postandcourier.com

Gayle Smith, director of advertising, 937-5405, or gsmith@postandcourier.com

Steve Wagenlander, director of audience development, 937-5746,
or swagenlander@postandcourier.com

Pam Gill, director of business, 937-5641, or pgill@postandcourier.com

Robie Scott, manager, community relations, 937-5766, or rscott@postandcourier.com

Gwen McCullough, director of human resources, 937-5936, or gmcullough@postandcourier.com

Mickey Bella, shared services director, 937-5665, or mbella@postandcourier.com

Zach Payer, director of postandcourier.com, 937-5326, or zpayer@postandcourier.com

Newsroom Contacts

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Bill Hawkins, executive editor, 937-5534, or bhawkins@postandcourier.com

Steve Mullins, managing editor, news, 937-5700, or mullins@postandcourier.com

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Malcolm DeWitt, assistant managing editor, sports, 937-5587, or mdewitt@postandcourier.com

Rick Nelson, local news editor, 937-5701, or rnelson@postandcourier.com

Stephanie Harvin, features editor, 937-5557, or sharvin@postandcourier.com

Jane Kleine, Community News / Your Lowcountry editor, 937-5489, or jkleine@postandcourier.com

Cleve O'Quinn, night metro editor, 937-5566, or coquinn@postandcourier.com

Shirley Greene, city editor, 937-5555 or sgreene@postandcourier.com

Andy Lyons, metropolitan editor, 937-4799 or alyons@postandcourier.com

POSTANDCOURIER.COM

Postandcourier.com is The Post and Courier newspaper online. You'll find all the stories written by our news, sports and features staffs, daily editorials and letters to the editor, the classifieds and much more.

The popular weekly entertainment guide, Preview, and Business Review are available online, as well as special interest sections.

Need to know the latest weather information or the e-mail address of one of our reporters? How about subscribing to the newspaper or submitting a classified ad online? It's all there.

There are also links to the world and national news through The Associated Press and a comprehensive set of links for information on and about Charleston and the state of South Carolina.

Postandcourier.com news content contact: **Alan Seim**, 937-5590, or **seima@postandcourier.com**

Postandcourier.com advertising contact: **Stacy Bruder**, 937-5520, or **sbruder@postandcourier.com**

Photography for Newspapers

A checklist for submitting photographs to a newspaper for publication

Know the deadlines. Even though The Post and Courier is a daily newspaper, many sections are planned in advance and preprinted. Last minute submissions may not make it into the paper. The deadlines for many of these sections are listed earlier in this Media Access Guide.

Provide full caption information. Remember: Who, What, When, Where and Why and identify the position of people (using first and last names) in the photo such as left to right. Always include the first and last name of the person who took the photograph so we can give proper credit.

Photos via e-mail – Photo files can be sent as an attachment to an E-mail. The contact addresses for different sections are also listed in this guide.

The photo must be in JPEG (jay-peg) or TIFF format and attached to the E-mail message. Note that .jpg is the Windows extension for JPEG files and .tif for TIFF files. Photos that are part of a MS Word document, PowerPoint presentation or some other word processing program generally have less resolution and may not be high enough quality to be printed.

The file size of the photo should be about 500 to 700 KB in its JPEG form.

Make sure full caption information is in the body of the message.

NOTE: All photos on websites are low-resolution 72 dpi images. An image that has been saved from the web is not going to be big enough to print in the paper. There are some programs that allow you “sample up” or enlarge the file size of an image. But this is not adequate for printed reproduction because it severely reduces the quality of the image.

Questions can be sent to photoed@postandcourier.com.

Contact: Tom Spain, Photo Director, 937-5685, or tspain@postandcourier.com