

How to get your news in The Post and Courier

*Working with Your Newspaper:
A Media Access Guide*

The Post and Courier

postandcourier.com

134 Columbus St.
Charleston, SC 29403-4800
(843) 577-7111

OCTOBER 2011

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 Ws" 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. 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. 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 the 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.

What's Happening (Community events listing)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred

Clubs (Club meetings and news column)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred

Support Groups (Meetings/news of help groups)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred

Church News (Events and other church news)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred

Sports News/Rec News (Event scores, feature suggestions, promotions)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred
Send to mooneyham@postandcourier.com

On Campus (College-related news items on students or faculty)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred

Schools (School news and events)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred

People (Items about people in your community – achievements, promotions, etc.)

Deadline: 10 days in advance of publication **Format:** Press release, e-mail preferred

Achievers (News of student, teacher or administrator achievements)

Deadline: Submit any time **Format:** Press release

Calendar (School-related events)

Deadline: 10 days in advance of publication **Format:** Press release

Brites (Brief stories of interest or humor)

Deadline: Submit any time **Format:** Press release

Awards (Non-school related awards and honors)

Deadline: Submit any time **Format:** E-mail preferred
Send to yournews@postandcourier.com

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Class Acts (Stories of children, teachers, administrators or volunteers who go beyond normal in their pursuit of excellence)

Deadline: Submit any time

Format: E-mail preferred

Send to yournews@postandcourier.com

Class Reunions

Deadline: Submit any time

Format: E-mail preferred

Send to yournews@postandcourier.com

Military News

Deadline: Submit any time

Format: E-mail preferred

Send to yournews@postandcourier.com

Sports

Bulletin Boards (Team tryouts, upcoming tournaments or other events, league announcements, camp registration, info, etc.)

Deadline: Submit anytime

Format: Press release. Mail to Bulletin Board, Sports Department, The Post and Courier, 134 Columbus St., Charleston, SC 29403, fax to 843-937-5579, or e-mail to bulletinboard@postandcourier.com

Outdoors Calendar (Upcoming outdoor events: fishing tournaments, clinics, etc.)

Deadline: Submit anytime, Outdoors page runs every Sunday

Contact: Tommy Braswell

Format: Press release. Mail to Tommy Braswell or Bulletin Board, The Post and Courier, Sports Department, 134 Columbus St., Charleston, SC 29403, fax to 843-937-5579, or e-mail to braswell@postandcourier.com

Features

Now We're Cooking (Reader requests and/or share recipes)

Deadline: One week before publication **Publishes:** Sunday

Contact: Teresa Taylor

Format: Letter or preferably e-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to food@postandcourier.com

Religion Calendar (Notices of special church events, speakers, musical programs, etc.)

Deadline: Wednesday, 5 p.m., prior to publication **Publishes:** Sunday

Contact: Adam Parker

Format: Fax summary to 937-5579 or mail to Religion Calendar, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to aparker@postandcourier.com

Faith and Values (Focuses on religion, ethics and values)

Deadline: Wednesday, 5 p.m., prior to publication **Publishes:** Sunday

Contact: Stephanie Harvin

Format: Fax summary to 937-5579 or mail to Faith and Values, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to faithandvalues@postandcourier.com

Travel Log (Travel seminars, special tours, new tourist attractions)

Deadline: Two weeks before publication **Publishes:** Sunday

Contact: Laura Gough

Format: Press release. Mail to Laura Gough, Features Department, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to lgough@postandcourier.com

Books (Book signings, announcement of publication of books with local connection)

Deadline: Two weeks before publication **Publishes:** Sunday

Contact: Bill Thompson

Format: Press release by mail or e-mail. Mail to Bill Thompson, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to bthompson@postandcourier.com

Arts Around (Entertainment notes such as theater openings, art shows, poetry readings, concerts)

Deadline: Two weeks before publication **Publishes:** Sunday

Contact: Stephanie Harvin

Format: Press release. Mail to Stephanie Harvin, Your Lowcountry, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to sharvin@postandcourier.com

Your Health (Explores what you need to know about health and fitness)

Deadline: Two weeks before publication **Publishes:** Tuesday

Contact: David Quick

Format: To make story suggestions, contact David Quick at 937-5516. E-mail dquick@postandcourier.com

Front Burner (Cooking and food-related happenings, special dinners, awards, cookbook publications)

Deadline: Noon Friday before publication **Publishes:** Wednesday

Contact: Teresa Taylor

Format: Press release by mail, preferably e-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to food@postandcourier.com

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The Wine List (Wine tastings, dinners, etc.)

Deadline: Noon Friday before publication **Publishes:** Wednesday

Contact: Teresa Taylor

Format: Press release by mail, preferably e-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to food@postandcourier.com

Cooking Classes (Listings of cooking classes for all ages)

Deadline: Noon Friday before publication **Publishes:** Wednesday

Contact: Teresa Taylor

Format: Press release by mail, preferably e-mail. Mail to Teresa Taylor, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to food@postandcourier.com

Pets Plus (Stories and photos from readers about their pets and local pet-oriented events and festivals)

Deadline: Noon Monday before publication **Publishes:** Sunday

Contact: Brenda Rindge

Format: Submit by e-mail to pets@postandcourier.com or mail to Pets, The Post and Courier, 134 Columbus St., Charleston, SC 29403.

On the Go (Family-oriented events)

Deadline: One week before publication **Publishes:** Monday

Contact: Shannon Brigham

Format: Send items to Shannon Brigham, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to sbrigham@postandcourier.com

Charleston Scene Calendar (Listing of the week's theater, concerts, lectures, art exhibits, sports and other activities)

Deadline: Two weeks before publication **Publishes:** Thursday

Contact: Allison Nugent

Format: Send items to Allison Nugent, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to anugent@postandcourier.com

Local Clubs – Charleston Scene (Listing of the week's concerts and club entertainment)

Deadline: One week before publication **Publishes:** Thursday

Contact: Allison Nugent

Format: Send items to Allison Nugent, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to anugent@postandcourier.com

Editor's Picks (Best bets in entertainment for the coming week)

Deadline: Two weeks before publication **Publishes:** Thursday

Contact: Allison Nugent

Format: Press release mailed to Allison Nugent, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to anugent@postandcourier.com

For Hot Ticket listing please submit clean color slide or photo.

High Style (Photos of parties and other social events)

Deadline: After the event **Publishes:** Saturday

Contact: Laura Gough

Format: Send photos to High Style, The Post and Courier, 134 Columbus St., Charleston, SC 29403, Phone: 937-5703, or e-mail to party@postandcourier.com

Home & Garden (Home improvement, interior design, Lowcountry gardening and events)

Deadline: Two weeks before event **Publishes:** Sunday

Contact: Laura Gough

Format: Press release by mail, preferably e-mail. Mail to Laura Gough, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to homes@postandcourier.com

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: **David Slade** (937-5552), **Warren Wise** (937-5524) and **Brendan Kearney** (937-5906).

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.

Executive Items (News about promotions and new employees)

Format: 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)

Format: 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)

Format: Include pertinent information about the business such as where it is, what it does, the owner/manager's name, what is new or different about the business.

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)

Format: 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 **Rick Nelson**, content editor, by phone at 937-5701; by e-mail at rnelson@postandcourier.com; fax at 937-5579; or by mail to The Post and Courier, 134 Columbus St., Charleston, SC 29403.

Editorial Page

Letters to the Editor (Forum for readers of The Post and Courier to express their views on news, commentary and other current events issues.)

Day of publication: As soon as possible with priority given to timely viewpoints

Contact: Charles R. Rowe, 843-937-5528, or Peggy McIntyre 843-937-5527

Format: All letters must be signed and carry the writer's address and a daytime telephone number. Letters are subject to editing for length, clarity, news, commentary and brevity and libel. Pen names are not allowed. 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.

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, Charleston Scene, 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 newstips@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 an 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

The Post and Courier Contacts

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

Gayle Smith, director of advertising
937-5405, or gjsmith@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

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

Newsroom Contacts

Charles R. Rowe, editorial page editor
937-5528, or crowe@postandcourier.com

Tom Clifford, executive news director
937-5515, or tcclifford@postandcourier.com

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

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

Laura Gough, features editor
937-5703, or lgough@postandcourier.com

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

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

Continued on next page...

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

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

Allison Nugent, Charleston Scene editor
937-5706 or anugent@postandcourier.com

Shannon Brigham, Lowcountry Parent editor
958-7393 or sbrigham@postandcourier.com

John McDermott, business editor
937-3372 or jmcdermott@postandcourier.com

Doug Pardue, Watchdog tips and special assignments editor
937-5538 or dpardue@postandcourier.com