



Lake Champlain Region Media Workshop March 18, 2009 Meeting Notes

From a recommendation presented at a recent Lakes to Locks Passage Marketing Meeting, Lakes to Locks Passage, Essex County Historical Society and Champlain Valley Heritage Network have worked to organize this workshop as part of the effort to build sustainable Heritage Centers and community non-profit organizations in the Lake Champlain region.

Media panelists included:

- Thom Hallock of MLPBS
- Sinan Sadar of WPTZ
- Caroline Kehne, editor for Studley Printing (Lake Champlain Weekly)
- Matt Bosley, editor of Valley News from Denton Publications
- Elizabeth Boileau, Canadian publicist for LP-ECVB

After introductions of the audience members, the panelists were asked to provide tips for communicating with the media:

- 1) Who to send press releases to?
- 2) What type of information best fits their media?
- 3) When do they need it?
- 4) How they prefer to receive it?

Thom Hallock of MLPBS:

- 1) He takes care of all incoming press releases. Send the information to him directly.
- 2) MLPBS has the Mountain Lake Journal where they publish events from the Lake Champlain Region. He suggested sending anything that is "captivating."
- 3) He needs event information 2-4 weeks in advance. If you would like someone to attend your event, he suggests following up with a phone call close to the event date.
- 4) Thom said that he prefers to receive emails, with photos attached in JPEG format. You can fax, but he doesn't recommend it. Faxes were later described as a "dinosaur."

Sinan Sadar of WPTZ:

- 1) Send press releases to newstips@wptz.com. This is a general inbox that about 10 people review.
- 2) WPTZ covers all kinds of news stories, but to make sure that is something that is interesting, and that people can relate to. Avoid self-promotional information, and make sure that it is objective not subjective.
- 3) Be "persistent." You should send a release at least a week or two before the event. Send it again the day before, and send it again the day of the event. If you can, call and see if someone can cover the story.

- 4) Email is the principal means of communication. Place the text in the body of the message and as an attachment in MS Word format. Make sure the pictures are as large as possible (300 DPI is best), no less than 72 DPI, which is the resolution of images on the web. Also, include your website URL. There is only one fax machine in his office, and faxes often get lost.

Caroline Kehne, editor for Studley Printing (Lake Champlain Weekly):

- 1) Caroline takes care of all incoming press releases, send information to her directly
- 2) Caroline identifies her publications as public interest stories, and she also has a calendar.
- 3) Her print deadline is Wednesday, unless there are real extenuating circumstances. She prefers if you send her event information 3-4 weeks before hand since her publication is a weekly. Follow up contact a couple of days before the event is helpful.
- 4) She prefers email communication, with the release attached to the email and in the body of the email. Attachments should be a MS Word document **NOT** as a PDF as they are very difficult to edit and use. The phone is a sure way to reach Caroline.

Matt Bosley, editor of Valley News from Denton Publications:

- 1) Matt recommended sending press releases to the editor of the Denton Publication serving the area of interest, and a sure way to make sure that your press release gets seen is to also send it to John Gereau, Denton Publication's Managing Editor.
- 2) Denton Publications has a similar audience and subject interest as the other panelists.
- 3) The deadline for print is Friday, so it is best to get press releases 2-3 weeks ahead of time. He recommends Wednesday as a good day to send him press releases.
- 4) Denton Publications has a summary of contact information and requirements (attached). You can always phone him.

Elizabeth Boileau serves the Lake Placid/Essex County Visitors Bureau by getting publicity in the Canadian press.

- 1) The tourism media in Montreal is saturated, and that the best way to get information about events relating to the Quad is through Jon Lundin (LP-ECVB), who will pass it on.
- 2) Information can be submitted in English, most French speaking Canadians also read English and the Quebec media will translate as needed.

Summary of Recommendations:

- They prefer email communication, with the information in the body of the email and attached to the email in MS Word.
- Prepare a large, medium and small format press release with the large being about 350 words. This presents options for the editor to decide how much information he thinks is necessary.
- Make sure to address -- Who, What, Where, When, Why, How; and include contact information. Add a cell phone number -- sometimes another story falls through, so they want to reach you at the last minute!
- Sell the story and make it easy to cover (location, date, time, contact information).
- NO BLANK EMAIL SUBJECT LINES. Think about the headline, and make sure the hook is at the top.

- Treat each event individually, and don't expect that a publication will keep track of multiple events from a list or will print your calendar of events.

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Addison Independent	Addison Independent	news submission	news@addisonindependent.com	P.O. Box 31	Middlebury	VT		5753	802-388-3100	
Adirondack Daily Enterprise	Adirondack Daily Enterprise	George Earl	gear@adirondackdailyenterprise.com	54 Broadway	Saranac Lake	NY		12983 (518) 891-2600	518) 891-2756	
Adirondack Daily Enterprise	Adirondack Daily Enterprise	Peter Crowley	adenevs@adirondackdailyenterprise.com	54 Broadway	Saranac Lake	NY		12983 518-891-2600		
Adirondack Daily Enterprise	Adirondack Daily Enterprise	Duane Gould	dgould@adirondackdailyenterprise.com	54 Broadway	Saranac Lake	NY		12983 518-891-2600		
Adirondack Daily Enterprise	Adirondack Explorer	Phi Brown	pbrown@adirondackdailyenterprise.com	36 Church St.	Saranac Lake	NY		12983 (518) 891-9352		
Bennington Banner	Bennington Banner		news@benningtonbanner.com	425 Main Street,	Bennington	VT		5201 (802) 447-2025		
Press-Republican	Business	Bruce Rowland	browland@pressrepublican.com	P.O. Box 459,	Plattsburgh	NY		12901		518-561-3362
Capital News 9	Capital News 9	news submission	news@capitalnews9.com	104 Watervliet Avenue Extension	Albany	NY		12206 518-459-9999		518-641-7023
Capital News 9	Capital News 9	Jessica Mokhiber	jessica.mokhiber@capitalnews9.com	104 Watervliet Avenue Extension	Albany	NY		12206 518-459-9999		518-641-7023
Capital Region Living Magazine	Capital Region Living Channel 8	Jessica Mokhiber	mokhiber@capitalregionliving.com	420 Kenwood Avenue	Delmar	NY		12054 518.475.9250		518.475.9251
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Daily Gazette	Daily Gazette		looleman@dailygazette.net							
Eagle News	Eagle Newspapaer	Elizabeth Lesuer	news@eagle-news.com	1 East Main Street	Cambridge	NY		12816 518-677-5158		
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Denton Publications, Inc.	Editor, News Enterprise	Jonathan Alexander	jonathan@denpubs.com	94 Montcalm Street	Ticonderoga	NY		12883 518-585-9173		518-585-9175
Denton Publications, Inc.	Editor, Times of Ti	Fred Herbst	fred@denpubs.com	94 Montcalm Street	Ticonderoga	NY		12883 518-585-9871		518-585-9175
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Fox	Fox 23	news submission	news@fox23news.com	28 Corporate Circle	Albany	NY		12203 518)862-2323		
Manchester Newspapers Inc.	Granville Sentinel/ Editor		thesentinel@manchesternewspapers.com	14 E. Main St.	Granville	NY		12832		
Manchester Newspapers	Granville Sentinel/ Arts Hill Country Observer		spicenevs@manchesternewspapers.com	14 E. Main St.	Granville	NY		12832		
Press-Republican	Home & Garden, Health, Over 50, Arts & Entertainment, Faith & Studley Printing	Suzanne Moore	features@pressrepublican.com	P.O. Box 459,	Plattsburgh	NY		12901		518-561-3362
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Lake Placid News	Lake Placid News		news@lakedailynews.com	PO Box 318	Lake Placid	NY		12946 518-523-4401		518) 523-1351
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Rutland Herald	Rutland Herald	news submission	pressreleases@rutlandherald.com	P.O. Box 606	Rutland	VT		05702-0661800-7765512		
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	The Mountain Times		visitors@aol.com		Killington	VT		5751 (802) 422-2399		(802) 422-2395
	The Saratogian		news@saratogian.com	20 Lake Avenue	Saratoga Springs	NY		12866 518-584-4242		
	The Saratogian		features@saratogian.com	20 Lake Ave	Saratoga Springs	NY		12866 518-584-4242		
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PUBLICITY TOOLKIT

2009

Town officials have a lot on their plates and may not always have the time to send out news about the meetings and events that are happening in their towns. Denton Publications has provided this “publicity toolkit” to make getting your Town’s events and initiatives in the news a little easier.

Publicity is an excellent way to promote your initiatives in exchange for a small investment of your time. The news business is suffering from many of the same problems other industries are facing - having to produce more work with less staff. By providing them with information, you help them fill their news hole or airtime with content for their newspaper or newscast.

Good publicity is like having money in the bank saved for a rainy day. By appearing regularly in the press with your meetings or events, people begin to know the issues and over time they will either develop or maintain confidence in their local government through their elected officials and staff. If your town should ever face some sort of negative incident, the goodwill you have created over time will help offset the negative publicity and put you back on the road to a positive impression much quicker.

Please use this toolkit as a guide to help you develop and maintain a positive image for your town.

The Basics - Media Advisories and Press Releases

Two common and easy ways to contact the media are media advisories and press releases. Press releases provide very concise information on a single topic of interest and are typically no more than 400 words. A media advisory is basically an invitation to the press to attend an event.

Media Advisory

What is a media advisory?

Media advisories are used when you would like to specifically invite the press to an event. They are very short and basic providing the “Who, What,

Where, When and Why” of your event. When writing an advisory you should think carefully about what you can describe that will make a good picture for newspapers and television and what will make a good sound bite on the radio.

What kinds of things make good events for the media?

Ribbon cuttings

Ground-breaking ceremonies

Visits by special groups that will do something interesting for or with your town residents such as student groups presenting a concert

Special activities that show the town residents enjoying themselves in an unexpected way such as Holiday Town celebrations; Parades etc.

Awards events for staff and volunteers

Town Residents involvement in community projects such as electronic recycling events

Ceremonies honoring residents who are veterans

When should I send out a media advisory?

Unless the announcement or event is something that is time sensitive or confidential information, media advisories should be sent out at least ten days in advance of the event to give the media enough time to decide whether it is something that they have the time or resources to cover.

It is also good to resend it the day before your event as a reminder.

Who do I send media advisories to?

A little simple research will help make sure your media advisory gets into the right hands.

The first step is to make a list of all the media outlets in your area. This includes local weekly community newspapers, television stations, radio stations that broadcast local news, daily newspapers and monthly magazines.

Once you have your list, contact each one to find out the best way to deliver your news to them and to whom you should deliver the news. The best time to make these types of calls is 9:30 a.m. - 11:00 a.m. or 1:00 p.m. - 3:00 p.m. A basic conversation should include the following:

Ask to be connected to the newsroom

Introduce yourself and your position with the Town

Tell the person you are interested in submitting news items from time to time and would like to know the name of the person to whom you should send information

Ask for the correct spelling of that person’s name

Ask if it is better to email or fax the information

Ask for the correct fax/email address

Thank the person for their time

Once you have all this information, make a file to which you can easily refer each time you have news to send out.

What to remember when sending advisories via email.

Make sure the subject line is short and includes the date of the event - i.e. "June 19 Ribbon Cutting at New Town Hall"

If you are able to send the advisory via e-mail then copy and paste your advisory, including all of your contact information, into the body of the e-mail. You may also include your advisory as an attachment if you like but only do so in addition to the e-mail because there is a chance that it could be blocked by a SPAM filter or it could be in a format that cannot be opened by the recipient. If you do include an attachment make sure it is in a simple word format and also include a second attachment in a pdf format.

What should I do after I send out my media advisory?

Once the release has gone out, follow-up with a phone call to the reporter or editor to see if they have any interest in covering your event and ask if they need any special accommodations or need additional information. The follow-up call should be made the day after you send out your advisory. If they have not received it, offer to resend it immediately.

As a reminder, send another copy of the advisory the day before your event, preferably in the morning.

Be sure that the phone number listed on the advisory will connect to a person not a voicemail if at all possible. If the media is calling you they may be on deadline and generally need an answer right away.

What makes a good media event?

Good timing - avoid scheduling your events around the time of a television newscast - Avoid Noon, 5 - 6 p.m. and 10 - 11 p.m.

ACTION! Nothing is as boring to a journalist as someone standing behind a podium talking. If there is any way you can make the event action-oriented, you should try to do so.

Positioning - Keep in mind that a picture is worth a thousand words but to take a good picture a photographer/reporter needs proper lighting in the correct position. Try to have your primary light source be behind or directly overhead the reporters seating area facing the picture subject.

Punctuality - If you say your event is going to start at 10:00, start no later than 10:10.

Short formal programs - If you are doing a formal program, such as a ribbon-cutting, make sure it is no longer than 15 minutes from start to finish.

Informal timing - If you are hosting an informal event, such as a concert, give the media a time window when they can attend. This way, if they are at another assignment and it runs over, they know they still have time to get to yours.

Quotable people - Make sure you have someone available who can speak positively on behalf of the Town or event and that they will take the time to speak with the media, even if it is in the middle of your event.

Recognizable people - If there is a local celebrity or public figure with a positive image that can attend your event then “sign them up”

Facts and Figures - The media love numbers and interesting facts that they can work into the story. They often don’t have time to do any research on your event, so do it for them.

Handouts - If at all possible provide relevant comments and key quotes in a handout. Correct spelling of participants names and their contact information is helpful and advised. This will assure that the items of most importance to you will be included in the story that appears in your media outlets. It is also highly advisable to include photos of key participants and activities.

Two samples of media advisories follow. One is generic that you can customize for your event and the other shows a real-life example of an advisory.

INSERT YOUR LOGO HERE

FOR IMMEDIATE RELEASE: INSERT DATE
Contact: INSERT CONTACT PERSON NAME
Phone: INSERT CONTACT PERSON PHONE NUMEBR (XXX) XXX-XXXX
Email: INSERT EMAIL ADDRESS OF CONTACT PERSON

MEDIA ADVISORY

HEADLINE GOES HERE

Who: Names and titles of people who will be at the event

When: Day of the week, Date
Time

Where: Name of facility
Address
Location within residence

What: Short description of event describing what will make good
visuals and sound.

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2009

FOR IMMEDIATE RELEASE: February 16,

Contact: Dan Holmes
Phone: (877) 275-2726
Email: dholmes@fcyny.org

MEDIA ADVISORY

**SUPERVISOR HOLMES TO HELP TOWN RESIDENTS
RECYCLE OLD COMPUTERS AND TELEVISIONS**

Who: Supervisor Dan Holmes

When: Sunday, February 15, 2000
9:00 a.m.

Where: Freepaper Town Hall
3 Community Paper Lane
Everytown, NY

What: Town residents have countless old computers and televisions that are just sitting in their basements and attics. Freepaper residents are knee deep in old electronics and need to dispose of them safely. Supervisor Holmes will be on hand at the Town Hall to work with volunteers and Town staff as they accept and properly dispose of unwanted electronics. Supervisor Holmes will proclaim Sunday February 15, 2009 as electronic recycling day as part of Everytown, NY's 2009 "Go Green" event.

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Press Release

What is a press release?

A press release is a short, factual commentary about a person or event. It is written to help journalists understand the details of a story they are working on. A press release can provide more detailed information on an event than a media advisory or it can stand on its own.

Press releases can announce a range of news items: scheduled events, resident milestones, community interest events, personnel promotions, awards, news products and services, staff accomplishments, etc. They can also be used in generating a feature story.

Typically press releases are approximately 400 words and are one page long. Press releases can be longer, but should never be more than 2 pages. If you have more information than can fit on two pages, there are other ways you can present it to the media including press kits and fact sheets. More on that later.

How do I write a press release?

Once you decide what your press release is going to be about, there are some basic style points to keep in mind. It is important to follow these style tips because editors and reporters are accustomed to receiving information this way. If you deviate too much from the standard format, it becomes a lot of work for them to find the information they are looking for.

Type the words "FOR IMMEDIATE RELEASE" in the top right-hand margin in all caps. Follow this line with relevant contact information: name, title, address, phone number, e-mail address. Make sure the contact phone number is one where you can be reached quickly and will not go straight to voicemail.

Create a headline and center it in bold type just above the first line of the body of the press release. Headlines typically highlight the most important, significant or shocking fact in the release. The simplest method to arrive at the press release headline is to extract main points and then the most important keywords from your press release. From these keywords, frame a logical and attractive statement. Write the headline after you write the release.

Create a dateline - the first line of the body of your press release - that includes the city where the release is generated and the date (i.e. ELIZABETHTOWN, NY - January 1, 2009).

Make certain the first paragraph includes all the vital information: the who, what, where, when and why.

The second paragraph can be additional information or a quote from someone central to the release. It could be the Supervisor of your Town, the Clerk or a resident. The press release body copy should be compact.

Additional paragraphs can include more detail or quotes from relevant people.

Wrap up the last paragraph with a "for additional information" line, and a place to find more details. Your website address is a great thing to include.

Press releases should be double spaced and text should be no smaller than 10 points.

Center these marks, " # # #" or "-30-", at the bottom of the page to indicate the end of your release.

Press Release Tips

Have an objective person read your press release and tell you whether he or she would be interested enough to read a newspaper story about it. If not, consider making changes.

Avoid using very long sentences and paragraphs. Avoid repetition and over use of grammar, long words and industry jargon. Include some interesting details or facts to spark curiosity in following paragraphs.

Do not waste time writing the headline until the release is done. While copy editors write the real headlines in newspapers and magazines, putting a catchy title or "headline" on the release can be helpful. When you have finished a draft of the release, then think about the headline.

Always remember that editors are overworked and understaffed. If you can make life easier for them, you're more likely to get coverage. If you write a press release that's close to the way the editor will actually publish it, (think of it like reading a newspaper article) you will have more control of the published work. If, however, you fill it full of fluffy advertising copy someone will have to edit your piece to use it. That means he or she may just move on to the next press release (there's plenty in the pile), or edit your release in ways you may not like.

Avoid the temptation to make the first words of your press release a glowing generalization about your town or municipality ("XYZ Town, New York's most popular place to live announces...") Many releases are written this way,

despite the fact that editors nearly always delete this kind of fluff. Don't waste either your time or the editor's time.

Just because you send in a press release, there is no guarantee that it will be used. If the story is intriguing and interesting, it is likely that the media outlet will use parts of your release or send a reporter to do something more in-depth. If at first you don't succeed, keep sending in new press releases - eventually one will stick. Don't hesitate to call the media outlet and ask why your submissions have not been used.

Press releases should be printed on town or city letterhead. If this is not feasible, adding the municipal seal or logo is essential.

Don't send every press release to every news outlet. Personnel announcements do not typically go to radio or television stations. Think about the type of media outlet you are sending information to and deliver only the type of news they generally report on.

What is the typical timing for press releases?

Weekly Community Newspapers

There are typically two types of weekly newspapers; community papers and business papers. News should be sent to them as soon as you have it, but be prepared to wait a few weeks to see it in the paper. Finding out which day of the week their deadline is will help.

The community papers are all local and would love to publish stories about events in your Town. They also like to hear about special awards and personnel announcements. Community papers especially appreciate it if you can send along a photograph (digital is best) to illustrate your press release.

Daily Newspapers

Business and general assignment reporters working for newspapers and online dailies usually turn around stories within 24 and 48 hours. However, feature writers are working on stories weeks in advance of publication date. Press Releases about special events or with holiday tie-ins should be sent a minimum of three weeks in advance so the reporter has ample time to research and write the story.

Business Newspapers

Business publications generally focus on business related issues, so if you have news about Town construction, for example, put the business paper on your distribution list.

Monthly Magazines

Monthly publications select and write their editorial content two months in advance of the issue date. It is not unusual for writers to be deciding on story content for a December issue in September. Stories with a holiday theme should be sent to allow the reporter ample time for research and coverage.

Television and Radio

Broadcast news operates in short news cycles, so they are most likely to cover events that are extremely timely.

What kinds of things make good press release topics?

More detailed versions of your media advisories

Announcements about new staff

Staff promotion announcement

Introduction of new board members

Retirements

New construction plans

Introduction of new initiatives

Sponsorship of a workshop

Staff, volunteer or resident awards

Events open to the public

Guest speakers at Town events

What else can I do with my press release?

Post it on your web site

Use it in a newsletter

Post it on bulletin boards

Include it in packages sent to residents

Two samples of press releases follow. One is generic that you can customize and the other shows a real-life example of a release.

INSERT YOUR LOGO HERE

FOR IMMEDIATE RELEASE: INSERT DATE
Contact: INSERT CONTACT PERSON NAME
Phone: INSERT CONTACT PERSON PHONE NUMEBR (XXX) XXX-XXXX
Email: INSERT EMAIL ADDRESS OF CONTACT PERSON

PRESS RELEASE

HEADLINE GOES HERE

City, State - First paragraph should contain who, what, where, when and why regarding your event.

XX
XX
XX
XX.

Second paragraph should be a quote from an administrator, owner or board member. "XXXXXXXXXXXXXXXXXXXX," said INSERT NAME, INSERT TITLE, INSERT ORGANIZATION. "XXXXXXXXXXXX."

Third paragraph should provide additional details about the event.

XX
XX
XX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX.

Fourth paragraph should provide a brief description of your organization.

XX
XX
XX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX.

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TOWN OF XYZ

ABC County - New York

FOR IMMEDIATE RELEASE

contact: Joe Helpful, 4xx-4955, ext. 1

OFFICE OF THE SUPERVISOR

123 Public Lane
Everytown, NEW YORK 12000
Ph:(518)
Fax: (518)
Email: xyz@townofxyz.org

TOWN OF ABC RELEASES REPORT OF COMPREHENSIVE PLAN OVERSIGHT COMMITTEE

EVERYTOWN, N.Y.-Town of Everytown Supervisor Joe Helpful announced today that the first report from the Comprehensive Plan Oversight Committee is now available for viewing on the Town of ABC website. “This report is an important milestone for the Town of ABC,” said Supervisor Helpful. “We continue to assess the implementation of the Comprehensive Plan to ensure growth is consistent with the interest of the community as a whole.”

In August 2005, ABC adopted its first-ever Comprehensive Plan (Comp Plan) as well as substantial amendments to its Zoning Law and Subdivision Regulations. Included as a recommendation of the Comp Plan was the establishment of a Comprehensive Plan Oversight Committee (CPOC), to “assist the Town Board and help guide the Plan implementation effort.” The Comprehensive Plan Oversight Committee (CPOC) was established by the Town Board in April 2007. CPOC was charged with preparing a status report on Comp Plan implementation progress and with developing recommendations for consideration by the Town Board. As part of its review of the Comp Plan implementation, CPOC analyzed building trends in Town and found that there are clearly positive trends regarding Town growth. There has been a significant downturn in residential building permits issued and a slight increase in commercial development activity. Despite these favorable trends, CPOC identified the need for the continued diligence of the Town in both managing and monitoring growth and development activity to ensure long-term consistency with the Comp Plan. In assessing the progress made to date, CPOC documents significant progress and its report points to the Citizen’s Advisory Committee on Conservation (CACC), the 9W Linkage Study, the Tech Campus, the Local Waterfront Revitalization Program (LWRP) and the New Hamlet Master Plan as prime examples of significant progress. CPOC also provides more than a dozen recommendations for further implementation of the Comp Plan. The following are some of the highlights of CPOC’s recommendations:

1. Continue to perform annual technical reviews of the Town's new land use regulations;
2. Take action to implement the recommendations of the LWRP, 9W Linkage Study, and New Hamlet Master Plan;
3. Participate in and support efforts to market the Tech Campus;
4. Continue to identify and encourage new investment and infill development where infrastructure capacity and development, including buildings, already exist;
5. Identify a hamlet district for a master planning effort during 2008;
6. Create a farm and open space protection program;
7. Continue to make pedestrian and bicycle improvements in strategically located areas;
8. Consider development of a town-wide pedestrian/bicycle/bridle path master plan;
9. Continue investigating and implementing productivity measures related to both Town and related municipal services including fire and emergency services; and,
10. Consider development of a town-wide recreation master plan.

It remains very important that residents and stakeholders of the Town remain engaged in planning for the future. To highlight the importance of the Comp Plan as a blueprint for future growth, CPOC has prepared a summary of its report for broad distribution to the public. The Town will be mailing a copy of the summary report to every household in mid-November and encourages continued public participation in the many initiatives that have emanated from the Comp Plan adoption. The full CPOC report is available for review at the Town's website [HYPERLINK "http://www.townofabc.org" www.townofabc.org](http://www.townofabc.org).

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DENPUBS/NEWMAR CIRCULATION

WINTER NUMBERS

DATE:3/18-3/21/09

ADIRONDACK JOURNAL

12808 ADIRONDACK	260
12810 ATHOL	306
12814 BOLTON LANDING	1240
12815 BRANT LAKE	639
12817 CHESTERTOWN	1155
12824 DIAMOND POINT	331
12845 LAKE GEORGE	2521
12860 POTTERSVILLE	355
12878 STONY CREEK	347
12885 WARRENSBURG	1963

TOTAL MAIL	9117
BULK DROPS	1300
MISC COPIES	132
SUBSCRIPTIONS	145
TOTAL AJ	10694

TIMES OF TI

12836 HAGUE	461
12841 HULETT'S LANDING	50
12858 PARADOX	30
12861 PUTNAM STATION	340
12872 SEVERENCE	104
12874 SILVER BAY	213
12883 TICONDEROGA	2170
12928 CROWN POINT	947
12956 MINEVILLE	1000
12960 MORIAH	213
12961 MORIAH CENTER	132
12974 PORT HENRY	782
12870 SCHROON LAKE	1020
12855 NORTH HUDSON	145

TOTAL MAIL	7607
BULK DROPS	925
MISC COPIES	132
SUBSCRIPTIONS	252
TOTAL TOT	8916

CLINTON COUNTY TODAY

12901 PLATTSBURGH	0
12903 PARC	0
12972 PERU	2643
12985 SCHUYLER FALLS	480
12962 MORRISONVILLE	2428
12918 CADYVILLE	997
12981 SARANAC	981
12929 DANNEMORA	631

TOTAL MAIL	8160
BULK DROPS	1840
MISC COPIES	152
SUBSCRIPTIONS	275
TOTAL CC	10427

NORTH COUNTRYMAN

12910 ALTONA	0
12919 CHAMPLAIN	1089
12921 CHAZY	1162
12958 MOOERS	1022
12959 MOOERS FORKS	599
12979 ROUSES POINT	1186
12992 WEST CHAZY	2053

TOTAL MAIL	7111
BULK DROPS	0
MISC COPIES	175
SUBSCRIPTIONS	28
TOTAL NC	7314

PENNSAVER-NEWS

12822 CORINTH	0
12833 GREENFIELD CTR	0
12835 HADLEY	0
12846 LAKE LUZERNE	0
12850 MIDDLE GROVE	0
12859 PORTER CORNER	0
12878 STONY CREEK	0

TOTAL MAIL	0
BULK DROPS	0
MISC COPIES	0
TOTAL P-N	0

VALLEY NEWS

12932 ELIZABETHTOWN	692
12950 LEWIS	365
12964 NEW RUSSIA	66
12993 WESTPORT	905
12996 WILLSBORO	960
12936 ESSEX	355
12912 AUSABLE	1024
12944 KEESEVILLE	1614
12975 PORT KENT	195
12941 JAY	632
12987 UPPER JAY	151
12997 WILMINGTON	585
12942 KEENE	337
12943 KEENE VALLEY	254

TOTAL MAIL	8135
BULK DROP	930
MISC COPIES	119
SUBSCRIPTIONS	192
TOTAL VN	9376

TRI-LAKES TODAY

12913 BLOOMINGDALE	527
12945 LAKE CLEAR	334
12946 LAKE PLACID	2134
12977 RAYBROOK	208
12983 SARANAC LAKE	2600
12989 VERMONTVILLE	430
12986 TUPPER LAKE	2793
12973 PIERCEFIELD	129
12970 PAUL SMITH	207
12976 RAINBOW LAKE	145
12939 GABRIELS	128

TOTAL MAIL	9635
BULK DROPS	415
MISC COPIES	109
SUBSCRIPTIONS	11
TOTAL TL	10170

SOLO DIRECT MAIL

12927 CRANBERRY LK	244
12922 CHILDWOLD	50
13666 NEWTON FALLS	136
13690 STAR LAKE	528
13695 WANEKENA	115

NORTH/TL	1073
12934 ELLENBURG CENTER	405
12935 ELLENBURG DEPOT	735
NORTH/NC	1140

NEWS-ENTERPRISE

12811 Bakers Mills	115
12812 Blue Mnt Lake	153
12842 Indian Lake	783
12843 Johnsburg	266
12847 Long Lake	582
12851 Minerva	188
12852 Newcomb	262
12853 North Creek	775
12856 North River	192
12857 Olmstedville	283
12862 Riparius	50
12864 Sabael	84
12886 Wevertown	125
13436 Raquette Lake	0

Total Mail	3858
BULK DROPS	820
MSC COPIES	132
SUBSCRIPTIONS	174
Total N-E	4,984

RUTLAND TRIBUNE

05701 RUTLAND	0
05733 BRANDON	0
05736 CENTER RUTLAND	0
05737 CHITTENDEN	0
05738 CUTTINGSVILLE	0
05744 PITTSFORD	0
05759 N.CLARENDON	0
05763 PITTSFORD	0
05765 PROCTOR	0
05773 WALLINGFORD	0
05777 WEST RUTLAND	0

TOTAL MAIL	0
BULK DROPS	6050
MISC COPIES	87
SUBSCRIPTIONS	49
TOTAL RT	6186

THE EAGLE

05443 BRISTOL	1722
05462 HUNTINGTON	789
05456 FERRISBURG	459
05469 MONKTON	111
05472 NEW HAVEN	667
05473 N.FERRISBURG	180
05487 STARKBORO	621
05491 VERGENNES	2300
05734 BRIDPORT	478
05753 MIDDLEBURY	3067
05461 HINESBURGH	1991
05445 CHARLOTTE	649
05477 RICHMOND	759
05495 WILLISTON	464

TOTAL MAIL	14257
BULK DROPS	1000
MISC COPIES	208 *****
SUBSCRIPTIONS	123
TOTAL EAGLE	15588

COMBINE MAIL	70093
COMBINED BULK DROPS	13280
COMBINED MISC COPIES	1319
COMBINED SUBS	1176
COMBINED TOTAL	85868

SALES STAFF ADD BELOW FOR CHANGES & SPOILAGE
 INCLUDE 5% OVERAGE IF LESS 5000
 INCLUDE 4% OVERAGE IF BETWEEN 5000&10000
 INCLUDE 3% OVERAGE ABOVE 10000
 INCLUDE 2% OVERAGE ABOVE 20000

HOW TO GET NEWS IN THE PRESS-REPUBLICAN WHAT WE CAN USE

We have only one requirement in printing information: The event must be open to the public. We can't run notices of events that are open to club members only.

TIPS ON WRITING NEWS RELEASES

Type or print clearly.

Make sure you have answered all these questions:

What is the event.

Who is holding the event.

When will it be held: date and time

Where will the event be held.

Why: If it's a benefit, say what the money will be used for.

Cost: If there is any charge for your event, be sure to include the amount.

Be sure all names are included in full and that they are spelled correctly.

Give the name and phone number for a contact person we can call if we have a question about the news release.

Be short and to the point. We get more than 100 releases each day and just don't have space for long news releases. Most releases are shortened or altered to fit our news style. Pertinent information will be kept in.

The release must reach the Press-Republican at least one week before your event is held. The earlier it is sent, the more times it will appear in the Community Calendar.

WHERE INFORMATION WILL APPEAR

Releases about events, meetings and meals in Clinton, Essex and Franklin counties should be sent to News Editor Lois Clermont for use in the Community Calendar, which appears in the paper on Fridays. The notices will repeat every Friday up until the date of the event, so send them early.

Releases about businesses should be sent to Business Coordinator Bruce Rowland. This includes news about expansions, promotions and employee training. They will appear in Business Spotlight in Sunday's newspaper.

Releases about arts-related events should be sent to Features Editor Suzanne Moore. They will appear one time in the Eight Days calendar in Out & About, which is published Thursdays. Send these by Friday of the week before they will appear.

Releases about health-related talks, meetings and events should be sent to

Features Editor Suzanne Moore. They will appear in Health Notes in Tuesday's newspaper.

Releases about church services, clergy changes and religion news should be sent to Features Editor Suzanne Moore. They will appear in Religion Briefs in Friday's Press-Republican.

Releases about student awards, military service or achievements by area residents are used in our Students, In the Service and Newsmakers columns, respectively. You can include a photograph if you wish, but we will use only the face of the person with the column. These columns appear periodically in the newspaper, as space allows.

Photos for the North Country Neighbors page can be mailed or e-mailed to Lois Clermont. They must be large-size digital photos, in good focus and include first and last names for everyone in the photo.

WHERE TO SEND RELEASES

The address for all news releases is: Press-Republican, P.O. Box 459, Plattsburgh, N.Y. 12901.

Releases can be faxed to us at 561-3362.

Send releases by e-mail to:

Lois Clermont (Local News, Community Calendar and Community Scrapbook) at news@pressrepublican.com

Suzanne Moore (Home & Garden, Health, Over 50, Arts & Entertainment, Faith & Spirituality and Family) at features@pressrepublican.com

Bruce Rowland (Business) at business@pressrepublican.com.