

# **How to get your news in The Post and Courier**

*Working with Your Newspaper:  
A Media Access Guide*

**The Post and Courier**

[postandcourier.com](http://postandcourier.com)

134 Columbus St.  
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# 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.

Pamela J. Browning  
Publisher  
The Post and Courier

Charles R. Rowe  
Editorial Page Editor  
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.



# Community Calendars

To submit an event to be included in any of our calendars, go to our online calendar application at [www.postandcourier.com/events](http://www.postandcourier.com/events). Click on “add an event” and follow the prompts to enter your event details. We use events posted on our website to publish our print calendars. The best way to help us with calendars is to make sure you tag your event with the proper category. Categories help us sort events both online and in print, so the more specific the category, the better.

In addition, please email your event information to the appropriate address:

**General events:** [calendar@postandcourier.com](mailto:calendar@postandcourier.com)

**Nightlife:** [clubs@postandcourier.com](mailto:clubs@postandcourier.com)

**Food:** [food@postandcourier.com](mailto:food@postandcourier.com)

**Pets:** [pets@postandcourier.com](mailto:pets@postandcourier.com)

**Faith & Values:** [faithandvalues@postandcourier.com](mailto:faithandvalues@postandcourier.com)

**Special:** [features@postandcourier.com](mailto:features@postandcourier.com)

**Business:** [bizlinks@postandcourier.com](mailto:bizlinks@postandcourier.com)

**Sports:** [sportsdesk@postandcourier.com](mailto:sportsdesk@postandcourier.com)

The deadline for event submission is seven to 10 days prior to the publication date ahead of the event. For more information, call 937-5581 or 937-5582.

Even if you have sent us a notification of your event, or if you have entered your event into the online calendar yourself, that does not guarantee that your event will appear in the print version of any of our calendars. Events are chosen at the editors’ discretion, and a range of factors can play into that decision-making.

## Sports

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

**Deadline:** Submit anytime

**Format:** Press release. Mail to Sports Department, The Post and Courier, 134 Columbus St., Charleston, SC 29403, fax to 843-937-5579, or e-mail to [sportsdesk@postandcourier.com](mailto:sportsdesk@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 [tbraswell@postandcourier.com](mailto:tbraswell@postandcourier.com)

# Features

## **Now We're Cooking (Featuring profiles of local cooks)**

**Deadline:** Suggestions accepted anytime **Publishes:** Sunday

**Contact:** Teresa Taylor

**Format:** Letter or preferably e-mail. Mail to Teresa Taylor, Features Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to [food@postandcourier.com](mailto:food@postandcourier.com)

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

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

**Contact:** Adam Parker

**Format:** Press release by mail or e-mail. Mail to Adam Parker, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to [aparker@postandcourier.com](mailto:aparker@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, Community News, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to [sharvin@postandcourier.com](mailto: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](mailto:dquick@postandcourier.com)

## **Raskin Around (Restaurant and food-related happenings, wine events, special dinners, awards, cookbook publications)**

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

**Contact:** Hanna Raskin

**Format:** Press release by mail, preferably e-mail. Mail to Hanna Raskin, Food Editor, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to [hraskin@postandcourier.com](mailto:hraskin@postandcourier.com)

## **Parties (Photos of parties and other social events)**

**Deadline:** After the event **Publishes:** Friday

**Contact:** Teresa Taylor

**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](mailto:party@postandcourier.com)

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

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

**Contact:** Teresa Taylor

**Format:** Press release by mail, preferably e-mail. Mail to Teresa Taylor, The Post and Courier, 134 Columbus St., Charleston, SC 29403, or e-mail to [homes@postandcourier.com](mailto:homes@postandcourier.com)

## **Pets (Listings of local pet-oriented events and festivals)**

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

**Contact:** Teresa Taylor

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

## **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 **Abigail Darlington** (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](mailto: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](mailto: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.

While The Post and Courier makes every effort to publish all submissions that meet the guidelines, it cannot guarantee publication.

## Local News

Suggestions for local news stories are welcome any time. Contact **Rick Nelson**, managing editor, by phone at 937-5701; by e-mail at [rnelson@postandcourier.com](mailto:rnelson@postandcourier.com); fax at 937-5579; or by mail to The Post and Courier, 134 Columbus St., Charleston, SC 29403. Press releases also may be sent to [newstips@postandcourier.com](mailto:newstips@postandcourier.com).

## 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](mailto: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:

**Laura Gough Gatton**, 937-5703, or [lgough@postandcourier.com](mailto:lgough@postandcourier.com)

Postandcourier.com advertising contact:

**Stacy Bruder**, 937-5520, or [sbruder@postandcourier.com](mailto: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](mailto:photoed@postandcourier.com).

**Contact: Photo Director, 937-5685, or [photoed@postandcourier.com](mailto:photoed@postandcourier.com).**

# The Post and Courier Contacts

**Pamela J. Browning**, Publisher  
937-5534, or [pbrowning@postandcourier.com](mailto:pbrowning@postandcourier.com)

**Becky Baulch**, Newsroom Administrator and Assistant to the Publisher  
937-5404 or [bbaulch@postandcourier.com](mailto:bbaulch@postandcourier.com)

**Alisha Owens**, Advertising Director  
937-5405, [aowens@postandcourier.com](mailto:aowens@postandcourier.com)

**Ben Morgan**, Director of Audience Development  
958-1340, or [swaglander@postandcourier.com](mailto:swaglander@postandcourier.com)

**Pam Gill**, Business Manager  
937-5641, or [pgill@postandcourier.com](mailto:pgill@postandcourier.com)

**Robie Scott**, Manager, Consumer Marketing and Communications  
937-5766, or [rscott@postandcourier.com](mailto:rscott@postandcourier.com)

**Ron Cartledge**, Shared Services Director  
937-5665, or [rcartledge@postandcourier.com](mailto:rcartledge@postandcourier.com)

## *Newsroom Contacts*

**Charles R. Rowe**, Editorial Page Editor  
937-5528, or [crowe@postandcourier.com](mailto:crowe@postandcourier.com)

**Mitch Pugh**, Executive Editor  
937-5515, or [mpugh@postandcourier.com](mailto:mpugh@postandcourier.com)

**Rick Nelson**, Managing Editor  
937-5701, or [rnelson@postandcourier.com](mailto:rnelson@postandcourier.com)

**Fred Rindge**, Night Editor  
937-5678, or [frindge@postandcourier.com](mailto:frindge@postandcourier.com)

**John McDermott**, Business Editor  
937-3372, or [jmcdermott@postandcourier.com](mailto:jmcdermott@postandcourier.com)

**Laura Gough**, Digital Editor  
937-5703 or [lgough@postandcourier.com](mailto:lgough@postandcourier.com)

*Continued on next page...*

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937-5587, or [mdewitt@postandcourier.com](mailto:mdewitt@postandcourier.com)

**Teresa Taylor**, Features Editor  
937-5703, or [ttaylor@postandcourier.com](mailto:ttaylor@postandcourier.com)

**Allison Nugent-Caruso**, Charleston Scene Editor  
937-5706 or [anugent@postandcourier.com](mailto:anugent@postandcourier.com)