A Guide to Requesting News Coverage and Writing Press Releases

The Providence Sunday Journal

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and it seemed her head nodded.

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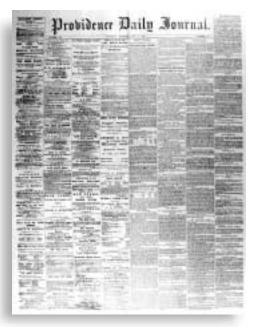
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INTRODUCTION

he Providence Journal Company's history chronicles nearly two centuries of news coverage, of leadership in the communications industry and an unwavering commitment to the betterment of the communities it serves.

LEADERSHIP IN NEWS COVERAGE

The Providence Journal is the oldest major daily newspaper of general circulation in continuous publication in the United States. Its history includes four Pulitzer Prizes, two George Polk Awards and hundreds of national and regional awards.



ITS GREATEST STRENGTH — REGIONAL AND LOCAL NEWS COVERAGE

The Providence Journal publishes seven local news sections — South County, West Bay, Northwest, Blackstone Valley, Metro, East Bay and Massachusetts. Each of these local sections is reported, photographed and edited by a local news team. And, each of the seven local news sections is like an independent newspaper tailored to the needs of its region, offering community listings, school news, municipal news and much more.

The Providence Journal newspaper plays a unique role in the daily lives of the people who live and work in southeastern New England. In fact, it was named New England Newspaper Association's New England Newspaper of the Year in 1999 and 2002.

ATTENTION TO DETAIL

SELECT YOUR TARGET AUDIENCE:

Take a few moments to review the following pages. By doing so, it will help you target your news to the appropriate section or pages — as a result getting your news item its full worth. We'll show you how to write a press release and what it should include.

TIMING IS EVERYTHING:

A general rule to remember: try to get your press release or your request for news and/or photo coverage to us at least two weeks before you want the information to appear. Certain sections, columns, or monthly publications of The Providence Journal require more lead time — we've identified these for you.

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NEWS:

The Providence Journal welcomes news tips from readers.

If you have suggestions for stories, call the City Desk. If you prefer to write us with an idea, please be sure to include your name and day time telephone number so we can call if we have questions.

Contact:

PAGE 2

News Department

The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7303 Fax: 401.277.7346 e-mail: pjnews@projo.com

A PROVIDENCE JOURNAL OFFICE IS IN YOUR NEIGHBORHOOD

Five days a week, The Providence Journal prints seven local sections:

Metro:

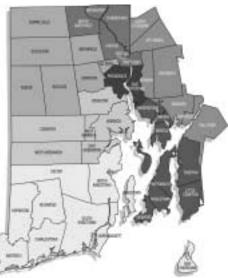
Providence and East Providence

East Bay:

Bristol, Warren, Barrington, Portsmouth, Middletown, Newport, Tiverton and Little Compton

Blackstone Valley:

Pawtucket, Central Falls, North Smithfield, Cumberland, Lincoln and Woonsocket



Massachusetts:

North Attleboro, Attleboro, Seekonk, Dighton, Rehoboth, Swansea, Somerset and Fall River

Northwest: Burrillville, Glocester, Foster, Scituate, Smithfield, Johnston and North Providence

West Bay: Cranston, Warwick, West Warwick, Coventry, East Greenwich and West Greenwich

South County: Exeter, North Kingstown, South Kingstown, Jamestown, Narragansett, Richmond, Hopkinton, Charlestown, Westerly and New Shoreham

Each of these sections is reported, photographed and edited by a local staff. Each section is like an independent newspaper, tailored to the needs of its region. Each offers listings of community activities, police news, school news, obituaries, municipal news and a help box with information on how to keep in touch with us.

OUR LOCAL EDITORS WANT TO HEAR FROM YOU

IF YOU WANT YOUR PRESS RELEASE OR NEWS TO REACH. . .

Our METRO OFFICE

(covering Providence and East Providence)

Contact: Jack Khorey, Metro Editor

Mailing Address: The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7303 Fax: 401.277.7346 e-mail: pjmetro@projo.com



Our EAST BAY OFFICE

(covering Bristol, Warren, Barrington, Portsmouth, Middletown, Newport, Tiverton and Little Compton)

Contact: Dave Reid, East Bay Editor

Mailing Address: The Providence Journal 14 Gooding Avenue Bristol, RI 02809 Telephone: 401.253.1200 Fax: 401.254.6999 e-mail: eastbay@projo.com



Our BLACKSTONE VALLEY OFFICE

(covering Pawtucket, Central Falls, North Smithfield, Cumberland, Lincoln and Woonsocket)

Contact: Karen Maguire, Blackstone Valley Editor

Mailing Address: The Providence Journal 650 Washington Highway Lincoln, RI 02865 Telephone: 401.334.5900 Fax: 401.334.5904 e-mail: bvnews@projo.com



Our MASSACHUSETTS OFFICE

(covering North Attleboro, Attleboro, Seekonk, Dighton, Rehoboth, Swansea, Somerset and Fall River)

Contact: Dave Reid, Massachusetts Editor

Mailing Address: The Providence Journal 1700 GAR Highway Somerset, MA 02726 Telephone: 508.674.8401 508.222.8902 — from Attleboro Fax: 508.676.6140 e-mail: massbureau@projo.com



Our NORTHWEST OFFICE

(covering Burrillville, Glocester, Foster, Scituate, Smithfield, Johnston and North Providence)

Contact: Gayle Gertler, Northwest Editor

Mailing Address: The Providence Journal 1395 Atwood Ave., Suite 206 Johnston, RI 02919 Telephone: 401.943.6400 Fax: 401.943.8192 e-mail: nwnews@projo.com



Our WEST BAY OFFICE

(covering Cranston, Warwick, West Warwick, Coventry, East Greenwich and West Greenwich)

Contact: Jeanne Edwards, West Bay Editor

Mailing Address: The Providence Journal 20 Altieri Way, Unit 4 Warwick, RI 02886 Telephone: 401.737.3070 Fax: 401.732.0794 e-mail: wbnews@projo.com



Our SOUTH COUNTY OFFICE

(covering Exeter, North Kingstown, South Kingstown, Jamestown, Narragansett, Richmond, Hopkinton, Charlestown, Westerly and New Shoreham)

Contact: Dave McCarthy, South County Editor

Mailing Address: The Providence Journal 32 Old Tower Hill Rd. Wakefield, RI 02879 Telephone: 401.783.3301 401.596.4911 — from Westerly Fax: 401.783.5970 e-mail: scounty@projo.com



Our RHODE ISLAND SECTION

(covering statewide news — news of general interest or news that affects the entire state)

Contact: Susan Areson, City Editor

Mailing Address: The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7303 Fax: 401.277.7346 e-mail: pjnews@projo.com



YOU CAN TARGET YOUR PRESS RELEASE TO A SPECIFIC SECTION:

Sometimes your press release or news item should reach a specific audience. For instance, news about an upcoming college theatre production should be directed to the LIVE This Weekend section or Sunday Arts.

BUSINESS

From small businesses to larger corporations, the Business section gives readers the inside track on the movers and the shakers, new products and market shares.

Business/More For Your Money/Money & Business Contact: John Kostrzewa, **Business Editor** The Providence Journal BUSINES In robust Fed expected to leave rates alone 75 Fountain St. program Providence, RI 02902 FREN GUE of money Telephone: 401.277.7330 e-mail: jkostrze@projo.com Fax: 401.277.8250 Can Spide MORE MONEY e-mail: pjbiz@projo.com Andersen Sovereign casts off checking fees to lure customers That 12m MoneyLine Texa Call: 401.277.7484 (an automated answering SHECKING IT TWICE machine) 1000 MONEY& BUSINESS Compress refects plea for fire aid That was easy?

JOBCENTER/EDUCATION & EMPLOYMENT

The Providence Sunday Journal's Jobcenter/Education & Employment section tells readers where to find jobs and how to keep them. The section features expert advice on job interviewing, workplace relations, career advancement and continuing education.

Contact: Mark Divver Section Editor

Mailing Address: The Providence Journal 75 Fountain Street Providence, RI 02902

Telephone: 401.277.7383 Fax: 401.277.7002 email: mdivver@projo.com



LIVE THIS WEEKEND

It's the best of our entertainment content. . .features like Dining Out, Recreation, Music, Kids Stuff, Arts & Theatre Reviews. . .rolled into one, compact, easy-to-use, pull-out section, called LIVE This Weekend. And, there's stuff

like what's happening Around Boston, In Connecticut and an expanded recreation listing. LIVE runs in The Providence Journal every Thursday — just in time for weekend planning. The Meeting Place personals and the full Classified listings also are in LIVE.

Contact: Alan Rosenberg, Assistant Features Editor

Mailing Address: The Providence Journal 75 Fountain St., Providence, RI 02902 Telephone: 401.277.7253 Fax: 401.277.8175 e-mail: arosenbe@projo.com



LIFEBEAT MOVIES

Southern New Englanders are serious movie buffs. And when it comes to Friday, they're ready to head to their local cinema or their neighhood video store for the latest releases. Lifebeat Movies features the reviews of the new releases on the silver screen and what's recently been released on video.

BODIe

Contact: Alexis Magner Miller, Lifebeat Editor

Mailing Address: The Providence Journal 75 Fountain St., Providence, RI 02902 Telephone: 401.277.7495 Fax: 401.277.8175 e-mail: pjfeat@projo.com

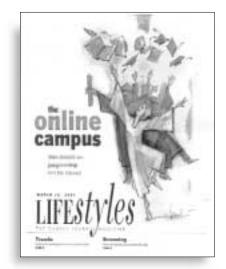
LIFESTYLES

On Sundays, there's a magazine called Lifestyles. It reflects how we live now and where we are going to be tomorrow. It offers a smart shopping tip or two and can help you browse for bargains in those quaint, little shops

around the corner. Lifestyles is really about southern New Englanders. . .family, friends and even co-workers.

Contact: Pam Thomas, Lifestyles Editor

Mailing Address: The Providence Journal 75 Fountain St., Providence, RI 02902 Telephone: 401.277.8162 Fax: 401.277.8175 e-mail: pthomas@projo.com



This time, X-tra zing

LIFEBEAT FOOD

Every Wednesday, the Lifebeat Food section features recipes and information on food events, cooking classes and local restaurants.

Contact: Gail Ciampa, Food Editor

The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7266 Fax: 401.277.8175 e-mail: gciampa@projo.com

FEATURES, WEDDINGS, ETC.:

Includes Lifebeat, Arts, What's Happening, Home, Weddings, Travel and more.

Mailing Address:

List the contact person, appropriate feature and mail to: The Providence Journal 75 Fountain St., Providence, RI 02902 Fax (for features listed) 401.277.8175

Lifebeat

Contact: Alexis Magner Miller Telephone: 401.277.7495 or Phil Kukielski Telephone: 401.277.7274

Arts

Contact: **Alan Rosenberg** Telephone: 401.277.7253



= Food

FEATURES, WEDDINGS, ETC.:

continued

Art Critic Contact: Bill Van Siclen Telephone: 401.277.7421 e-mail: bvansicl@projo.com

Classical Music Contact: Channing Gray Telephone: 401.277.7492 e-mail: cgray@projo.com

Pop Music Contact: Alan Rosenberg Telephone: 401.277.7253 e-mail: arosebe@projo.com

Listings/What's Happening

Contact: **Jan Flanagan** Telephone: 401.277.7264 e-mail: jflanaga@projo.com

Kidsbeat

Contact: **Alexis Magner Miller** Telephone: 401.277.7495 e-mail: amiller@projo.com

Movie Review

Contact: **Michael Janusonis** Telephone: 401.277.7276 e-mail: mjanuson@projo,com

Books Editor Contact: Doug Riggs Telephone: 401.277.7626 e-mail: driggs@projo.com

Home

Contact: **Paula Constantine** Telephone: 401.277.7627 e-mail: pconstan@projo.com Real Estate Contact: Paula Constantine Telephone: 401.277.7627

e-mail: pconstan@projo.com

Society

Contact: Faye Zuckerman Telephone: 401.277.7333 e-mail: fzuckerm@projo.com

Theatre Contact: Channing Gray Telephone: 401.277.7492 e-mail: cgray@projo.com

Travel Contact: Doug Riggs Telephone: 401.277.7626

e-mail: driggs@projo.com

TV & Radio Writer Contact: Andy Smith Telephone: 401.277.7262 e-mail: asmith@projo.com

TV Week (Sunday Magazine) Contact: Lynne Chaput Telephone: 401.277.7271

e-mail: lchaput@projo.com

Wheels Weekly & Classifieds Contact: Paula Constantine

Telephone: 401.277.7627 e-mail: pconstan@projo.com

WEDDINGS

The criteria for submitting information is as follows. . .

Information for wedding announcements must be submitted by Wednesday (11 days before the Sunday on which you want your announcement to be published). Information received two months after the wedding has taken place will not be accepted. Photos may be submitted.

How To Request A Wedding Form:

Forms are available at your local news office or you may request a form through the mail (include a stamped, self-addressed, business-size envelope) or, online at

www.projo.com/weddings

Contact: Janina Fera

The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7261 e-mail: jfera@projo.com

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SPORTS

From high school sports, to the amateurs, to the pros, the Sports section gives readers a sideline seat to the action seven days a week.

Contact: Art Martone, Sports Editor

The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7345 or 401.277.7340 Fax: 401.277.7444 e-mail: amartone@projo.com or e-mail: pjsports@projo.com



SPANISH PAGE (PÁGINA LATINA)

Every Tuesday, a Spanish Page or Página Latina, is published in the Blackstone Valley and Metro sections of The Providence Journal.

Contact: Gayle Gertler, Página Latina

The Providence Journal Northwest Office 1395 Atwood Ave., Suite 206 Johnston, RI 02919 Telephone: 401.943.6400 Fax: 401.943.8192 e-mail: nwnews@projo.com



WHEELS WEEKLY & CLASSIFIEDS

This automotive section runs every Wednesday in The Providence Journal. It features a

listing of new and used cars as well as stories on test drives and answers to reader's questions on car maintenance and repair. The section also includes Wednesday's Classified ads.

Contact: Paula Constantine, Wheels Weekly & Classifieds Editor

The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7627 Fax: 401.277.8175



HEALTH & FITNESS MONTHLY

Appearing the last Sunday of every month in The Providence Sunday Journal,

MIM

Health & Fitness Monthly is a section devoted to health issues that concern you. Health & Fitness Monthly covers a broad spectrum of health and wellness topics as well as today's latest tips on fitness. Hospital and health care news releases are welcomed.

Contact: Peter Phipps, Health & Fitness Section Editor

The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7443 Fax: 401.277.7346 e-mail: pphipps@projo.com

LETTERS TO THE EDITOR

The purpose of any newspapers' Commentary pages is to encourage readers to form their own opinions. Therefore, we invite readers to send us Letters to the Editor. Of the 4,000 letters we receive every year, a little less than one-third are printed. The decision to print a letter is determined by many factors, including space allotment and the content of the letter.

The Editorial Page Editor will discard letters that contain libelous statements and letters that attribute statements or quotes that are not factual. Open letters to public figures or letters printed elsewhere also will not be printed. Letters selected to be printed usually address topical issues of public interest.

How to Submit a Letter:

We prefer that letters be fewer than 250 words long, typed and double-spaced. Letters must carry the writer's name, signature, home address and daytime phone number.

Local Letters:

If your letter or commentary deals purely with a local issue, send your letter to your local office. (See the breakdown of local offices along with a contact person and mailing address on the preceding pages.) Each local section (whether it be West Bay, Blackstone Valley, Massachusetts, etc.) carries Letters to the Editor under the heading "Your Turn".

Regional/National/International

If your letter or commentary addresses an issue of general interest, an issue concerning the southern New England region, the Nation or countries abroad, send your letter to the address below. Our Rhode Island section carries the statewide, national, international and general interest Letters to the Editor, Opinions and other Commentary.

Contact: Letters to the Editor

The Providence Journal 75 Fountain Street Providence, RI 02902 Telephone: 401.277.7433 e-mail: letters@projo.com Faxed letters are not accepted.

DEATH NOTICES AND OBITUARIES

The Providence Journal publishes two kinds of announcements when people die. A death notice, for which there is a charge, is a classified ad; an obituary, which is free, is considered a news story.

Paid Death Notice:

A paid death notice is placed through The Providence Journal Classified Advertising Department and includes calling hours. Death notices are placed through funeral directors.

Contact:

401.277.7730 (8:00 a.m. – 4:30 p.m.) 401.277.7731 (after 4:30 p.m.) 401.277.7700 (Memorial Ad)

OBITUARY

This is a news story written about the death of a person and includes a list of survivors and the time and place of funeral service. Funeral directors usually provide this information to The Providence Journal.

Contact: Obituary writer on duty

The Providence Journal 75 Fountain St., Providence, RI 02902 Telephone: 401.277.7310 e-mail text: pjobits@projo.com e-mail photos: obitpix@projo.com obit fax: 401.277.7122

RELIGION

On Saturdays, The Providence Journal publishes its Religion pages.

Contact: Richard Dujardin, Religion Writer

The Providence Journal 75 Fountain St. Providence, RI 02902 Telephone: 401.277.7384



PHOTOS

Most local photos in The Providence Journal are taken by our staff, but we sometimes use photos provided to us. The pictures most likely to be used are those that accompany press releases about events or people in the news.

Color prints are preferred, but The Providence Journal can use black and white prints, slides or digital photos on disk. For pictures of events, we prefer active photos of a few people rather than static or large group photos.

Requesting Photo Coverage:

If you wish to get photo coverage of your event, you can submit a "Photo Opportunity Release" to the photo assignment desk.

Contact: Photo Assignment Editor

The Providence Journal 75 Fountain St., Providence, RI 02902 Telephone: 401.277.7372 Fax: 401.277.7808

Often, it is preferable to submit the request to a specific section, such as the West Bay or East Bay sections, Lifebeat, Business, etc. (See listings and addresses on previous pages.)

Photo Reprints:

All staff photos published in The Providence Journal are available for sale. Staff photos carry a credit line with the photographer's name preceeded by "Providence Journal Photo" and are typically available for two years after publication. We cannot sell wire service photos (AP, KRT, etc.) or unpublished staff photos. For more information on how to buy a photo for personal use, recorded information is available by calling 401.277.7007.

Journal Clips:

This is a reseach service for customers who need an article published in The Providence Journal from January 1, 1983 to the present. For more information, call 401.277.8111.

Back Issues:

You can purchase back issues of The Providence Journal (within 60 days of the current date of publication or while supplies last). Send a written request with a check or money order made payable to The Providence Journal, 75 Fountain Street, Providence, RI 02902, Attention: Back Issues. Be sure to specify the date(s), zone(s) and number of issues you are requesting. No phone orders will be accepted. Daily newspapers are \$2.50 per copy and Sunday newspapers are \$4.50 per copy. Prices include handling and postage.

THE PROVIDENCE JOURNAL ON MICROFILM

The Providence Journal's entire microfilm library (dating back to 1820) is available to the general public at major public libraries as well as at the libraries of some of the state's colleges and universities. (There is a three month delay between the time the newspaper is transferred to microfilm.)

THE PROVIDENCE JOURNAL ARCHIVES On projo.com, the Web site of The Providence Journal

This library contains articles published in The Providence Journal since 1983. When the search engine finds information that is relevant to your search entry, it displays a results list of articles. Each result that is displayed includes a brief abstract of the article. The abstract contains the headline, date, author and a few lines of the opening text. There is no charge to search the archive and no account needs to be established for you to perform a search. However, a user must establish an account to retrieve an article, since there is a fee for this service. Articles are accessible in the archive approximately 72 hours after publication. The archive does not include photos or graphics.

Contact: Cheryl McGurn

The Providence Journal 75 Fountain St., Providence, RI 02902 Telephone: 401.277.7692 Fax: 401.277.7795 e-mail: archives@projo.com or click on http://archives.projo.com

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All written material in The Providence Journal and its publications is protected by the United States Copyright Laws and should NOT be copied in any manner without advance written approval. Written requests for permission to reprint any news, feature or other editorial material should be sent to:

Patricia Welker, Managing Editor/Administration

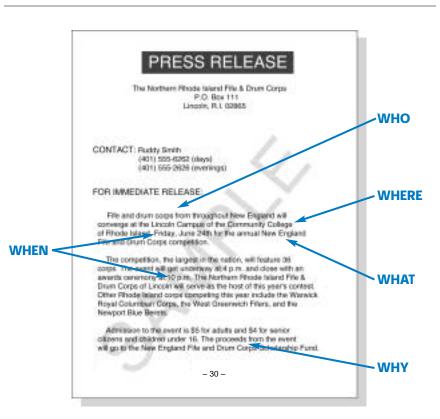
The Providence Journal, 75 Fountain St., Providence RI 02902 Telephone: 401.277.7326 Fax: 401.277.7002

For information about using a Providence Journal photo, graphic or illustration in another publication or for public display, call or write to:

Michael Delaney, Managing Editor/Visuals

The Providence Journal, 75 Fountain St., Providence RI 02902 Telephone: 401.277.7220 Fax: 401.277.7808

HOW TO WRITE A PRESS RELEASE

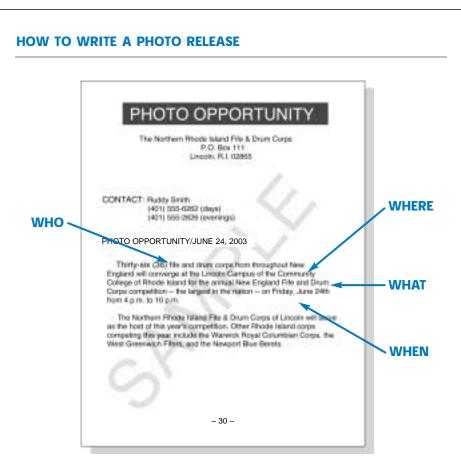


- **1** Use your company or organization's letterhead.
- 2 Include the name and phone number of a contact (or most informed) person.
- 3 When appropriate, indicate the timeliness of the release (i.e., For Immediate Release; or, For Release After March 1, 2003; or, For release Before June 24, 2003).
- **4** Include the basic information.

Who, What, Where, When, Why (and if necessary, How)

- 5 If a release is more than one page, indicate MORE at the bottom of Page 1; the second page should be identified in the top righthand corner with Page 2 of 2.
- **6** The end of your release is identified by 30 —.

Basic Tips. . Type and double space your copy; include all of the important information up front; use people's complete names (not nicknames) and addresses; use (cq) after an unusual spelling to indicate it is correct; use addresses only when significant to the event.



Basic Tips. . Use the same guidelines for a general press release except replace "For Immediate Release" or "For Relesae After. . ." with — Photo Opportunity/ (date of event). This release usually is brief — giving just the basic facts (who, what, where and when). It is in advance of the event. Please include information on the location of the event and directions. The request should be forwarded to the appropriate editor or to the photo assignment editor. (Names and addresses on previous pages.)

OTHER DEPARTMENTS

Providence Journal Switchboard

For individual departments or other non-news related inquiries, call: 401.277.7000

Subscriber Services/Home Delivery

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For dispatch of a missed delivery: Redelivery available in most areas Weekdays & Holidays 6 a.m. to 9 a.m. Saturdays & Sundays 8 a.m. to 11 a.m.

Mail Subscriptions

401.277.7600 Weekdays 6:00 a.m. to 5 p.m.

Vacation Donation

When making a vacation stop, consider donating your newspaper to a local school and/or hospital. Tell the Subscriber Services Representative that you want to donate your newspaper to Newspaper In Education or Papers for Patients program. Telephone: 401.277.7600 Online: www.projo.com/myprojo

Telephone Service for The deaf: 401.277.7696

Classified Advertising:

Telephone: 401.277.7700 Toll Free: 1.800.540.7730 Fax: 401.331.7361 Laurence R. Ricardo, Senior Sales Director — Classified: 401.277.7114 Susan Walsh, Sales Director — General Classified: 401.277.7727 Ronald M. Moreau, Sales Director — Real Estate/Employment: 401.277.7752

Display Advertising:

Fax: 401.277.7802 Maura P. Brodeur, Vice President — Advertising: 401.277.7761 Richard J. Murray, Senior Sales Director — Display: 401.277.7102 Michael J. Harwood, Sales Director — Local Advertising: 401.277.7522 Edward B. Cabral, Sales Director — Professional Services: 401.277.7186 Albert P. Strumolo, Sales Director — National Chain/Food & Drug: 401.277.7432 Charles S. Mathis, Sales Director — Automotive: 401.277.7039 Robert Costanzo, Sales Director — Travel/Entertainment: 401.277.7140

TO OBTAIN BACK ISSUES OF THE PROVIDENCE JOURNAL BY MAIL

Send a written request, along with a check or money order made payable to The Providence Journal, to: The Providence Journal, Back Issues, 75 Fountain Street, Providence, RI 02902. Daily newspapers are \$2.50 each (including handling/postage). Sunday newspapers are \$4.50 each (including handling/postage).

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