

The BEST-CASE SCENARIO Survival Handbook

Your guide to getting *your* news into *your* newspaper.

HOW TO:

- Get Some Good Publicity
- Make The News
- Express Your Opinion
- Release Your Inner Press Release

By the Athens Banner-Herald

How To Release Your Inner Press Release

So you want to let us know what's going on, but you don't know how to do it. No problem. Here are a few hints to help you fulfill the basics of telling us what your news is.

- 1** **Answer six questions. If your press release answers all of these, then you have done your job:**
 - **Who:** The host or sponsoring organization with full names, correctly spelled, and titles where appropriate. Please include a contact name and number in case we have questions for you.
 - **What:** The name of the event, activity, program, occurrence or accomplishment.
 - **When:** The day, date and time of the event.
 - **Where:** The location; be specific with the name of the site and its address, city included.
 - **Why:** The purpose of the event.
 - **How:** The manner in which the "why" is accomplished (A banquet? Speech? Parade? Fundraiser?)
- 2** **When enough is enough.** If you think there is other information, such as background, that should be included, please do so. We'd rather have too much information and distill it rather than not have enough. If you use quoted material, be sure that it is attributed to someone, by name and position.
- 3** **If I send it today, when will it run?** We cannot guarantee a publication date for your news. We will strive to publish it in a timely fashion and in a part of the paper that is most appropriate.
- 4** **I want it run word for word.** In those rare instances when you feel something must be published exactly as submitted without editing or alterations and absolutely must appear on a specific date, it would be best to consider a paid advertisement. An advertising representative will be happy to work with you. For more information, please call (706) 208-2281.

How To Get Some Good Publicity

Now that you have the press release down, let's use it. Everybody wants a little publicity, but maybe they don't know the easiest way to get it. Here are a few steps on how to make sure your publicity efforts are successful:

- 1** **Make a plan.** If you're responsible for publicity for an organization, plan the meetings and activities for the calendar year, if possible. Advise us of your main event as early as possible so that we may best plan its coverage. Committees may be helpful in planning publicity, but it is better to have one spokesman. The publicity release should include at most two names as contacts, with telephone numbers.
- 2** **Timing is everything.** Please give us as much lead time as possible, especially for photographs. If you call on the day of an event, our photographers often are on assignment and you'll likely be disappointed.
- 3** **Get it down. Get it right.** Gather all pertinent information, confirm the facts and double-check for accuracy. Submit your release in legible form and make a notation of odd spellings (names, etc.). Be very specific; leave no room for assumptions.
- 4** **Keep your eyes out.** Watch for your information to appear in the newspaper. We encourage you to save your news for its historical, as well as reference, purposes. To order back issues of the past year, please call us at (706) 208-2300 or e-mail your request to circulation@onlineathens.com.

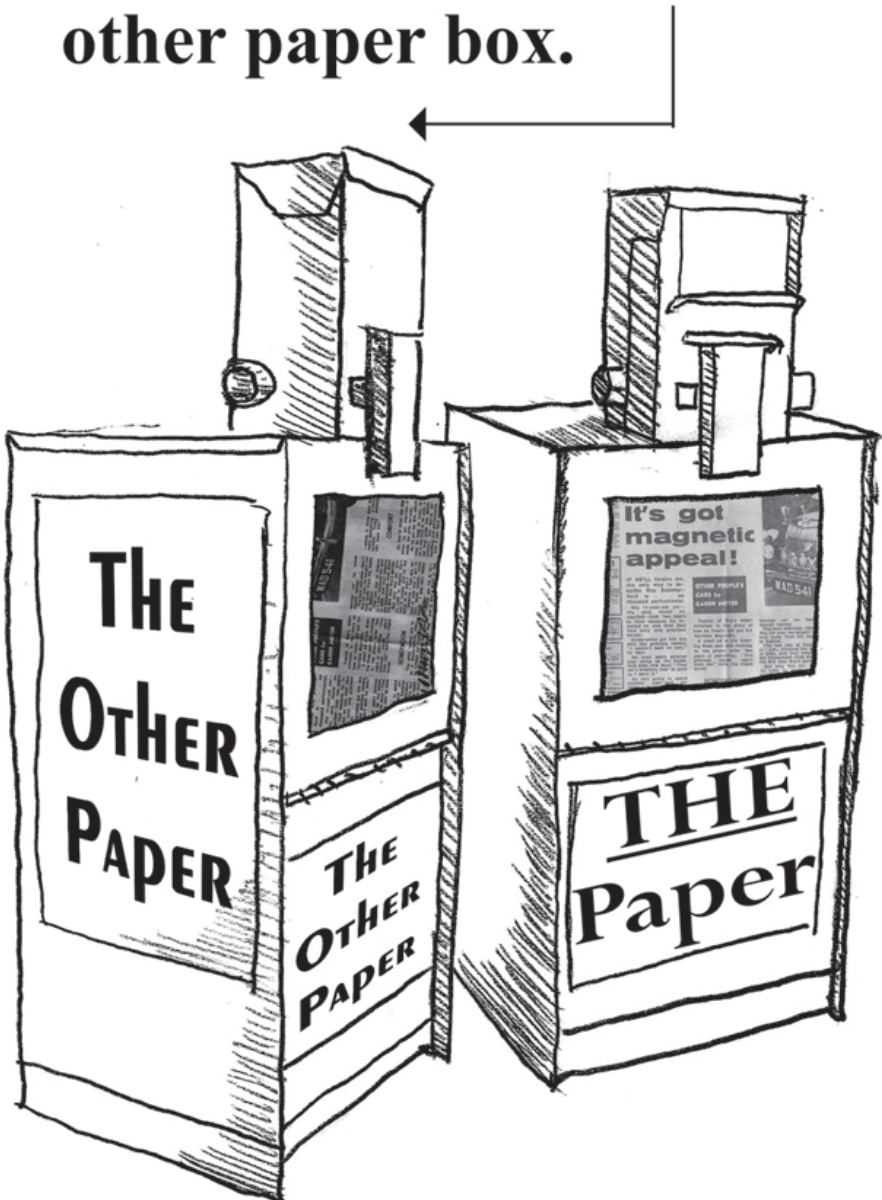
How to choose the correct newspaper

Proper paper picking procedures provide proven principles.

Always choose the right paper for painless perusal.

Fig 1A

Note the slant of the other paper box.



How To Pump Your Life Into Our Living

Published daily, our LIVING section looks to reflect the many lifestyles and interests in our community. But in order to do that, we need your help. Here are some tips to help you pump your life into our Living:

- 1** **I have a story idea.** That's great. Story ideas can be pitched to the Living editor at living@onlineathens.com or (706) 208-2215. Be sure to include your name and telephone number in case we need to contact you. Articles will be assigned based on the judgment of the editor.
- 2** **The editor isn't going to cover my story. Can I still get my news published?** You sure can. Submissions to our Community Window section are always welcome. Items can be e-mailed to community@onlineathens.com.
- 3** **Can I get religious events in the newspaper?** Yes. Religion news is published every Saturday. Included are any religious organization-sponsored programs, events or activities for public announcement (other than regular weekly services). Items can be e-mailed to religionnews@onlineathens.com. No announcements will be taken over the telephone. Announcements must include contact name, phone number and the address of the church or sponsoring organization or event location.

The deadline for receiving announcements is noon on the Wednesday preceding the Saturday of publication. Announcements are published on a space-available basis, so receipt of an announcement by the deadline is not necessarily a guarantee of publication.

- 4** **How can I publish my engagement/wedding/anniversary announcements?** Wedding, engagement and anniversary announcements are published each Sunday in Classic Living. Announcement forms may be picked up at the News Building, One Press Place, and are available online at www.onlineathens.com/celebrations. Announcements and photos may be sent via email to celebrations@onlineathens.com, via regular mail to P.O. Box 912, Athens, GA 30603-0912 or dropped off at the Athens Banner-Herald. No announcements will be accepted by telephone. Photos may be picked up at the News Building after publication or will be mailed if a self-addressed, stamped envelope is included with the announcement form. The deadline for receiving announcements is no less than 10 days prior to the desired publication date. Free wedding announcements are published as space allows. For further information, contact (706) 208-2286.
- 5** **Or a birthday?** Orders must be received at least 10 days prior to birthday. Contact the Athens Banner-Herald Celebrations staff at (706) 208-2286.
- 6** **Or a birth announcement?** We get the information about births directly from the local hospitals and run the information on Sunday in the Classic Living section. To submit a birth from another hospital, please call (706) 208-2212 for information.

How To Get Up On The Marquee

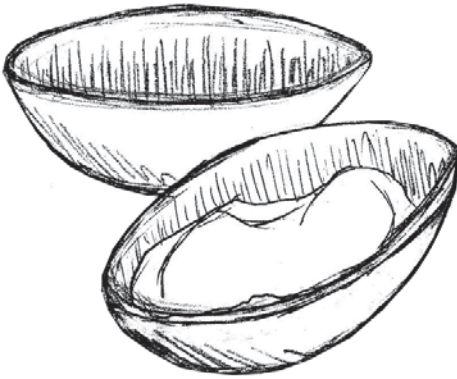
Published weekly, our MARQUEE section gives you everything you need to know about music, arts and all things entertainment in the Classic City. Send event information (including who, what, when, where, cost, how to purchase tickets and contact information for the public) to marquee@onlineathens.com.

Be aware, announcements are published on a space-available basis, so receipt of an announcement by the deadline is not necessarily a guarantee of publication. Send early.

How to make a cartoon putty impression

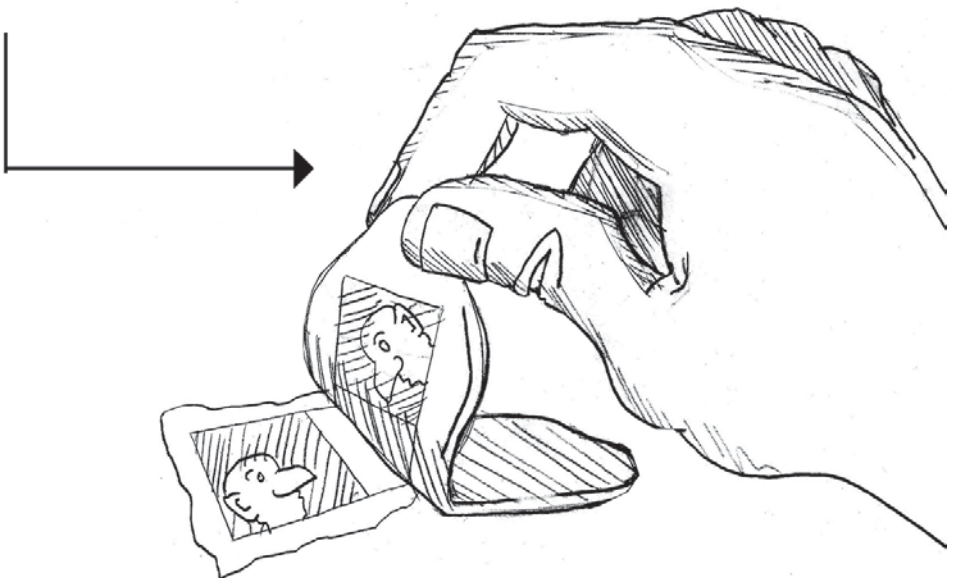
The highlight of any of today's hippest parties is the cartoon putty imprint. No self-respecting host would consider skipping this festive fave!

Fig 1A
Split halves
Putty is supple.



In step two, you want to mash the putty between both palms. Proper pressure and hand heat will allow ample adaptability.

Fig 1B
Putty is applied
Cartoon is transfered.



How To Make The News

Every day, our team of editors and reporters let you know what's NEWS in your community. However, sometimes news slips through the cracks. That's where your help comes into play.

- 1 I have a news tip. Do you want it?** We sure do. Simply call your tip into our TipLine, (706) 208-2211. The line is open 24-hours a day and the message center is checked often.
- 2 News is breaking.** There's a fire, a bad car crash, a strange protest, going on right now. Who do I call? Dial up our Tip Line, (706) 208-2211. The line is open 24 hours a day and the message center is checked often.
- 3 An article in today's paper contains an error.** Just call (706) 208-2212 and mention where the error occurred. You will then be directed to the appropriate editor.
- 4 I have an announcement I want published in the Banner-Herald.** OK, go ahead and e-mail it to news@onlineathens.com
- 5 Well, it's more than an announcement. I have a story idea.** Even better. Call the metro editor at (706) 208-2225 or the assistant metro editor at (706) 208-2227 to discuss it.
- 6 There's a story you aren't covering.** The county commission in my community is considering an important piece of business. A local inventor is getting famous from a one-of-a-kind creation. A major employer is leaving town. The news isn't pressing, and it's too detailed to leave in a phone message. OK, e-mail your info to news@onlineathens.com and we'll get right on it.

7 **How do I get obituary into the newspaper?** The Athens Banner-Herald will publish, free of charge, obituaries with the following information: name, place of residence at time of death, age, date of death, place of death, service information and immediate survivors. This information should not exceed 10 lines of type. For more information, call 706-208-2281.

8 **Can I reprint that story I read in my publication?** For permission to reprint or reuse an Athens Banner-Herald story, call (706) 208-2212 or e-mail news@onlineathens.com.

How To Express Your Opinion

Want an OPINION? Well, we're full of them. Every day we publish not only what's on our minds about the local issues of the day, but what happens to be on your minds as well. Here are some tips to help you express your opinion.

1 **Who said that?** Opinions expressed under the heading "Editorials" are those of the publisher and editorial board. Opinions expressed in personal columns or letters to the editor are those of the individual and do not necessarily reflect the thinking of the newspaper. We welcome and encourage your participation in writing for the editorial pages.

2 **How do I submit a letter to the editor?** Letters must be kept to 250 words or less and be signed by the author with an address and telephone number. Send your letter or commentary to news@onlineathens.com or to Letter to the Editor, PO. Box 912, Athens, GA 30603

3 **I need more than 250 words. Any hope for me?** You may submit a guest column for publication. However, each of these must be cleared through the editorial page editor before submission. You may contact the Editorial Page Editor at (706) 208-2222.

How best to flip your tip to the town crier

Who is more deserving of gratuity than the paper boy?

"It's all in the wrist!"

Fig 1A
A perfect flip consists of exactly 23 rotations, the proper arc, trajectory and force.

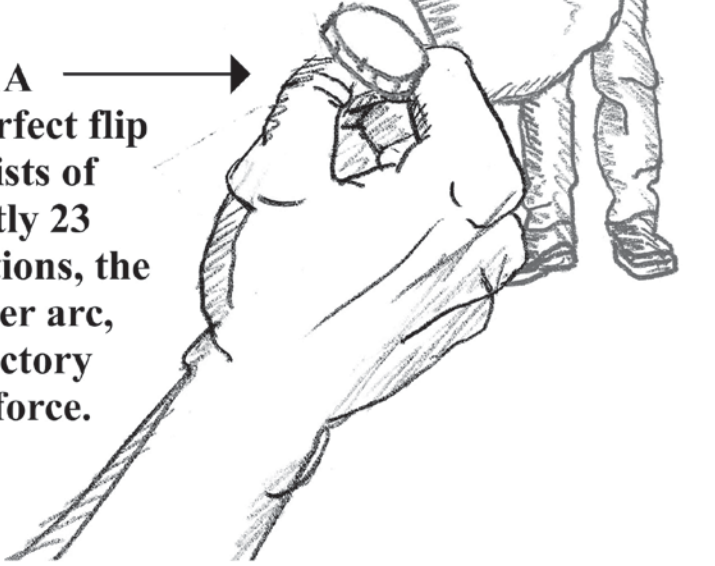
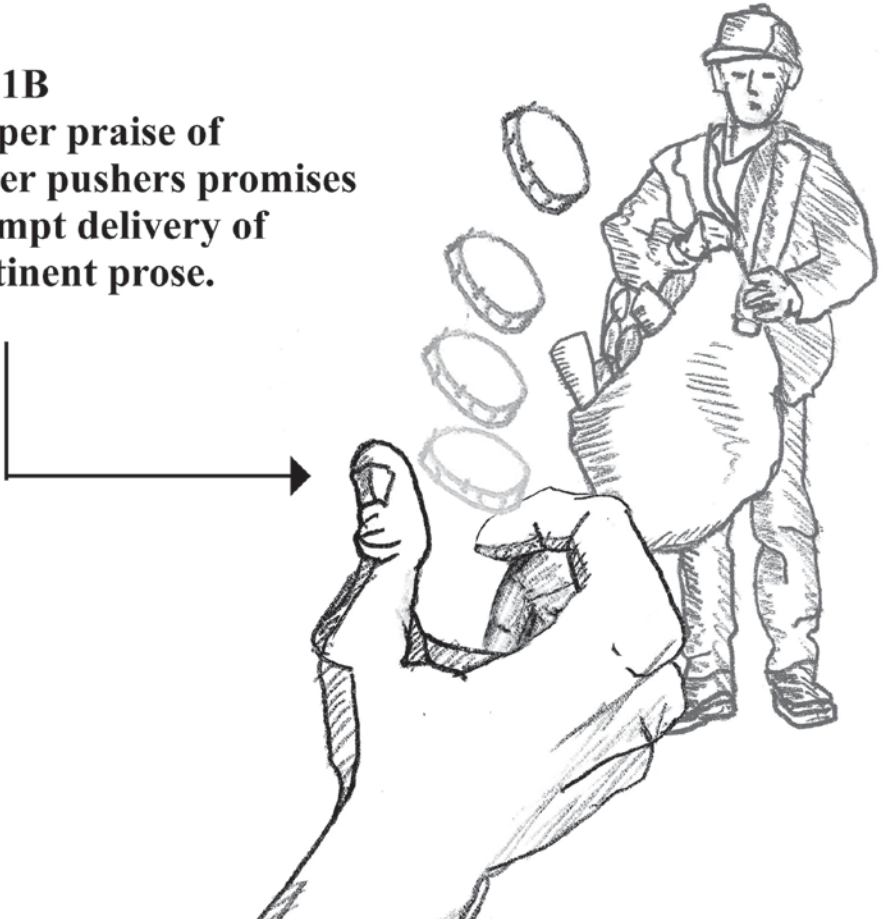


Fig 1B
Proper praise of paper pushers promises prompt delivery of pertinent prose.



How To Picture Your World

If a picture is worth a thousand words, then our PHOTO staff provides you with volumes and volumes about the community in which you live. Here are some hints on how to help us picture your world:

- 1** **I want you to shoot a photo of my event.** We want your picture in the newspaper. Our photography staff, with adequate notice, can take the photograph. Such photos are arranged through the various editors. Please do not make a request directly of the photo staff. If you do so, you will be referred to the appropriate editor.
- 2** **OK, then can I shoot my own photo?** When we cannot take the photo ourselves, we encourage you to send your photograph of the activity or person to us. We can publish photos if you provide us with a digital file, or a black and white or color print. The photo must be in focus. It cannot be too light or too dark.

Our editors are instructed to reject photos not meeting quality guidelines. So send us only your good stuff. None of the submitted photos will be returned, so make a copy before you send it to us.

- 3** **I want that picture I saw in the newspaper.** To order a print of a staff photograph that ran in the Athens Banner-Herald for personal use, go to onlineathens.com and click on the desired photograph. Prices are \$15 for a 5x7 or \$25 for 8x10. Please allow four weeks for delivery.

How To Make The Sport Of It

We know the SPORTS you play aren't all fun and games. That's why we want your help.

1 **I have scores I would like to see in the newspaper.** Call (706) 208-2213, 208-2234 or 208-2240, direct lines to the sports desk. (800) 533-4252 is a Georgia toll-free number for out-of-town calls; ask for sports or hit extension numbers 2213, 2234 or 2240.

2 **OK, so if I'm calling in my scores, do you have any hints for me?** We sure do. Please have this info:

- The final score, the two teams involved in the game, where and when it was played and correct spellings on all names involved.
- Advance notice is critical. Because most sports events are scheduled far in advance, planning is possible. Mail or fax all schedules. On schedules, include date, opponent, location (be specific) and time (be specific). Call days or weeks ahead regarding photo opportunities. When talking with someone, please make a note of his or her name so that if there is a problem or question, it is easier to resolve the difficulty.
- Deadlines are critical. The earlier in the day you contact us, the better. In the evening, for next day publication, reports should be made by 10:15 p.m. If you are out of town, don't wait to return home. Call our toll-free number. Call when you win and when you lose. Consistency improves your chances of appropriate coverage.

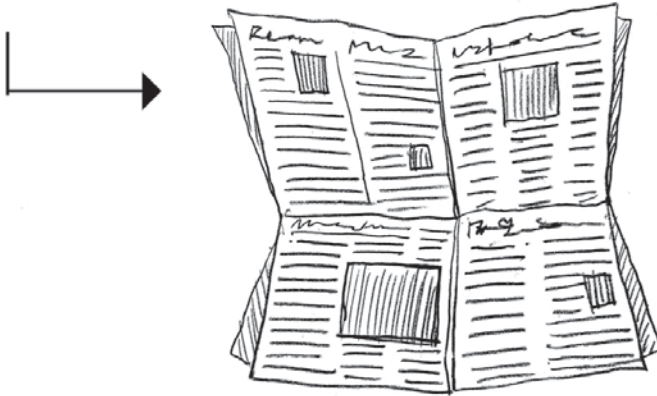
3 **I have an item for Hometown Sports or our local golf notebook.** You can send your item to sports@onlineathens.com.

4 **Who do I talk to if I have a possible story idea?** Feel free to call the sports editor at (706) 208-2239 or e-mail him at sports@onlineathens.com.

How to make a pressman's newspaper hat

Ever popular and always all the rage, the paper pressman's hat is the hottest fashion since polyester pants!

Fig 1A
An ordinary newspaper.

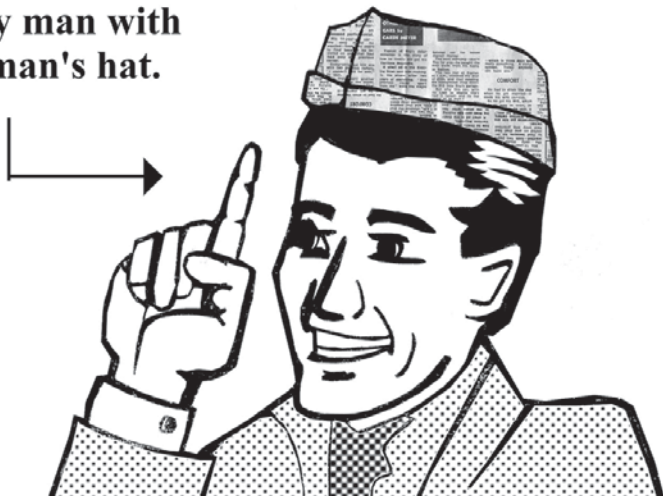


Through a series of elaborate and painstakingly complicated steps which will test your mental strength, physical dexterity and moral fortitude, it is actually possible to create a pressman's hat out of an ordinary newspaper.

Isn't it great to know that if you actually wanted to, you could do just that? We hope that the knowledge of the possibility is sufficient enough to placate any desires you might have to actually attempt it.

If not, we suggest a thorough and exhaustive search of the internet for more elaborate instructions.

Fig 1B
Happy man with pressman's hat.



How Can I Give You The Business?

Our BUSINESS sections cover the trends in the business sector; how national policies or trends affect local businesses; local issues involving area businesses; new techniques for improving business services, etc. But if you want to give us the business, then here's how:

- 1** **I have a new business. How can I let people know about it?** New businesses to the Athens area are regularly featured on our business pages. As a general rule, a new business is considered one that has not been open for more than six months, though most of the featured stories deal with those which have not yet opened or have just opened.
- 2** **I have business news. Do you want it?** We sure do. In fact, we have two free ways of publishing your business news:
 - Business Whirl — This one is all about your people. It deals with the people in local businesses including advancements / promotions; annual recognition by professional organizations; new corporate board members and officers; retirements; service awards; new employees; and seminars attended / educational credentials earned. Primarily, we want information about the accomplishment and the person's career background.
 - Business Briefs — This one is about the company. Highlights business developments including expansions, acquisitions, special meetings, professional recognitions and business closings.
- 3** **I have a suggestion. Do you accept business story ideas?** We're always open to suggestions for business story ideas as well as for general ideas about the Sunday Business section. Please feel free to contact us with your ideas. If you have an item to submit, please send it to thebiz@onlineathens.com; mail it to Business Editor, Athens Newspapers Inc., P.O. Box 912, Athens, GA 30603; fax it to 208-2246.

Will You Sponsor My Event?

As the leading news outlet in Northeast Georgia, each year the Athens Banner-Herald receives hundreds of requests to participate as a sponsor for charitable events. Whenever possible, we are very happy to help the people in our coverage area. For example, during the 12-month period that ended in August 2005, we assisted in more than 30 events. As proud of this as we are, there are events that we are unable to sponsor. If you would like the Athens Banner-Herald to consider your event for sponsorship, here are a few simple steps you should take:

1 **Make your request in writing to the Public Relations Coordinator.** This will ensure that your request is presented to the right department. If you would like to call, that's fine, but a written request that explains the event's objectives, what group(s) will benefit and what will be required from the Banner-Herald will be necessary. Remember to include the name, position and phone number of the person making the request as well as the contact person for the event. You don't want to waste any time in securing sponsors for your event. Which brings us to the second step.

2 **Make your request at least six months in advance of the event.** If we are able to help you with your event, we want to do the best job possible to ensure its success. Six months allows time for us to consider your request, build your ads, return them to you for proof and schedule them. It's always a shame to have to turn down a request simply because there's not enough time for us to do the things we need to do. Please give us both enough time between the request and the date of the event.

If you follow these two steps you and your event may very well enjoy the success that many others have had with a sponsorship from the Athens Banner-Herald. Best of luck with your next event.



One Press Place • Athens, GA 30606