

# Publicity Opportunities

## A guide to getting your news published in the Times-News

### ■ Letters to the Editor

We welcome your letters to the editor. Send your letters to: Letters, Times-News, P.O. Box 481, Burlington, NC 27216 or fax to (336)229-2463 or e-mail to [Madison\\_Taylor@link.freedom.com](mailto:Madison_Taylor@link.freedom.com). Include your name, address and phone number along with your signed letter. The Times-News will verify the authenticity of each letter. Questions? Call (336)506-3030.

### ■ News Tips

The Times-News welcomes your news tips. Call anyone in the newsroom or drop by our office to speak with an editor or reporter or send tips online at [www.TheTimesNews.com](http://www.TheTimesNews.com) and use the “You” drop down menu.

### ■ Business News

News about business and people in business appears every Sunday in the Times-News. Items for publication may be submitted any time. Photos are welcome. Information may be dropped off at our office or mailed to Business News, Times-News, P.O. Box 481, Burlington, NC 27216 or fax to 229-2463. Information may also be sent by e-mail to [Brent\\_Lancaster@link.freedom.com](mailto:Brent_Lancaster@link.freedom.com). Questions? Call (336)506-3040.

### ■ Alamance Scene

Alamance Scene is published daily on Page A2 in the Times-News. Items published are for non-profit groups only and are published as space allows. Information should be submitted in writing 48 hours before the desired publication date. Information may be dropped off at our office or mailed to Alamance Scene, Times-News, P.O. Box 481, Burlington, NC 27216 or fax to (336)229-2463. Information may also be sent by e-mail to [Frances\\_Woody@link.freedom.com](mailto:Frances_Woody@link.freedom.com). Questions? Call (336)506-3033.

### ■ Good News

Good News is published each Monday. It includes president’s lists, dean’s lists, 12th grade A-honor rolls, military news, Scout news, new club officers, school activities on a case-by-case basis and scholarships. To submit information or photos, drop them by our office or mail to Good News, Times-News, P.O. Box 481, Burlington, NC 27216 or fax to (336)229-2463. Questions? Call (336)506-3033.

### ■ Entertainment Calendar

The Times-News publishes an entertainment calendar each Friday. The calendar includes concerts, exhibits, events, theater and more. To submit information, drop it by our office or mail to Entertainment Calendar, Times-News Accent Dept., P.O. Box 481, Burlington, NC 27216 or fax to (336)229-2463 or e-mail [Charity\\_Apple@link.freedom.com](mailto:Charity_Apple@link.freedom.com). A contact name and phone number should be included. Information is due Wednesday before Friday publication. Questions? Call (336)506-3057.

### ■ Community Calendar

The Times-News publishes a community calendar each Monday. The calendar includes meetings and events of civic clubs and organizations; senior clubs and services; recreation and leisure groups; and other clubs' meetings. To submit information, drop it by our office; or mail it to: Community Calendar, Times-News Accent Dept., P.O. Box 481, Burlington, NC 27216; or fax to (336)229-2463; or e-mail to: [Charity\\_Apple@link.freedom.com](mailto:Charity_Apple@link.freedom.com). Information is due Thursday for Monday publication.

### ■ Online Events Calendar

The Times-News also publishes an online events calendar. This calendar allows the public to post events of interest to the community. To post an event, go to [TheTimesNews.com](http://TheTimesNews.com) and click on "Submit an Event" in the calendar section. Follow the step-by-step, online instructions to enter your event. Need help? Call 336-506-3089.

### ■ Health Calendar

The Times-News publishes an events calendar each Tuesday. The calendar includes support group meetings and health and fitness classes. To submit information, drop it by our office or mail to Health Calendar, Times-News Accent Dept., P.O. Box 481, Burlington, NC 27216 or fax to (336)229-2463. Information is due Thursday before Monday publication. Questions? Call (336)506-3058.

### ■ You Can Do It

The Times-News publishes “You Can Do It,” a list of sports events, each Sunday in the Sports section. There is no charge to include your sporting event. To submit information for “You Can Do It,” drop it by our office, fax it to (336)229-2463 or mail it to the Times-News Sports Editor, P.O. Box 481, Burlington, NC 27216. Information is due Thursday before Sunday publication. Questions? Call (336)506-3050.

## Press Release Tips

- 1. Keep it simple**
- 2. Be complete**
- 3. Be accurate**
- 4. Be timely**
- 5. Be specific**
- 6. Keep a record**