

How to write a press release

Getting news and information into the newspaper often requires writing a press release. Here are some tips for doing that well:

Provide the basics:

Every press release should answer the Five W's – Who, What, When, Where and Why.

Be specific:

For events, tell exactly what is planned and who is invited. For announcements, tell what happened and when, to whom and why it is important.

Be complete:

Don't forget to include the time, date, place and directions, and cost, if applicable. Try to include everything the reader needs to know.

Be concise:

If possible, keep the press release to a single page or less.

Be factual:

Provide information, but don't embellish or offer opinions.

Be timely:

To publicize an event, send the press release to the newspaper at least two weeks in advance. For an announcement or similar type of news, send the press release when the news has just happened, not weeks or months later.

Provide contact information:

Include contact information, such as your phone number and e-mail address.

A sample press release:

PRESS RELEASE

Contact: Jane L. Doe at 508-555-5555.

Happy Mothers to Host Benefit Supper

WORCESTER — The Happy Mother's Club will host a ham and bean supper from 5 to 6:30 p.m. Sept. 9 at the United Church, 22 Walnut St. Proceeds will benefit the club's charitable program. The menu will include baked ham, homemade baked beans, potato salad, cole slaw, steamed brown bread and pudding. Tickets are \$7.50; \$4 for children 5 to 12; free for children 4 and younger. Tickets will be sold at the door. The hall is wheelchair-accessible.



20 Franklin Street
Worcester, MA 01608
Phone: 508-793-9100

Getting your news into the newspaper



The Telegram & Gazette covers Central Massachusetts from our newsroom in Worcester and bureaus in Clinton, Southbridge, Westboro, Whitinsville and the Statehouse in Boston. We welcome news tips, story ideas, photo suggestions, sports results and letters to the editor.

Use this brochure to learn how to get your news to the right person, office or department.



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Submitting news

When submitting news, information or photographs to the T&G, please include your name, address and phone number as well as the “who, what, when, where and why” of the story.

How to submit to the ...

News department

Story ideas, other news and coverage requests

Email: newstips@telegram.com

Phone: (508) 793-9245

Fax: (508) 793-9281

Sports department

Story or column ideas and requests for coverage

Email: sports@telegram.com

Phone: (508) 793-9350

Fax: (508) 793-9363

Submit game results by calling (508) 793-9350 the day of the event.

Money

Story ideas, business briefs and comments

Email: tgbiz@telegram.com

Phone: (508) 793-9245

Fax: (508) 793-9281

Letters to the Editor

Send in your letter, 250 words maximum

Email: letters@telegram.com

Mail to:

Telegram & Gazette

Attn: Letters to the Editor

PO Box 15012

Worcester, MA 01615-0012

GO!, Sunday Living, Entertainment

Story ideas and coverage requests

Email: people@telegram.com

Phone: (508) 793-9227

Fax: (508) 793-9281

Submissions

Calendar events, class reunion notices, medical memos, military notes and education notes:

Email: submissions@telegram.com

Mail to:

Telegram & Gazette

Attn: Submissions

PO Box 15012

Worcester, MA 01615-0012

Photos

Send your high-resolution photos of breaking news events

Email: tgphoto@telegram.com

and online@telegram.com

Submit photo ideas:

Phone: (508) 793-9310, (508) 767-9549

Fax: (508) 753-8356

Photo reprints:

(508) 793-9410

Local News

Submit your story ideas and news items to the appropriate bureau or call the office nearest to you.

Clinton: 156 Church St., 01510

Phone: (978) 365-2462

Fax: (978) 365-5915

Email: tgleom@telegram.com

Southbridge: 39 Elm St., 01550

Phone: (508) 764-2519

Fax: (508) 764-2774

Email: tgsouth@telegram.com

Westboro 10 South St., 01581

Phone: (508) 366-8093

Fax: (508) 836-3848

Email: tgwboro@telegram.com

Whitinsville: 110 Church St., 01588

Phone: (508) 234-5882

Fax: (508) 234-2936

Email: tgwhit@telegram.com

Boston/Statehouse

Phone: (617) 523-2514

Fax: (617) 722-2794

Email: newstips@telegram.com

TELEGRAM TOWNS

Telegram Towns

Your go-to publication for information about the people, places and events in your community. Telegram Towns is published every Thursday in these communities.

Information and photos for Telegram Towns can be sent to towns@telegram.com or mailed to Telegram Towns, P.O. Box 15012, Worcester, MA 01615. Please include a phone number so that we can contact you if we have questions.

■ Holden/Paxton/Princeton/
Rutland

■ Northboro/Shrewsbury/
Westboro

■ Fitchburg/Gardner/Leominster/
Lunenburg/Westminster

■ Auburn/Charlton/Dudley/
Oxford/Webster

■ The Brookfields/Leicester/
Southbridge/Spencer/ Sturbridge

■ Douglas/Grafton/Millbury/
Northbridge/Sutton/Uxbridge

