

THE OBSERVER NEWS

(813) 645-3111

www.ObserverNews.net
210 Woodland Estates Ave. SW
Ruskin, Florida 33570

How to write and submit an effective press release

The Observer News (SouthShore and Riverview) • The SCC Observer • Reaching over 50,000 homes in South Hillsborough County

Welcome to *The Observer News* family of newspapers. Our goal is to reach all of South Hillsborough County with your community news and events in a timely manner. As a community newspaper we welcome your input and offer the following information to help make the process smooth and problem-free.

Things you need to know:

- Press releases are **free**, however, they are used on a space availability basis. We make every effort to include each submitted news article, and nearly every week we accomplish this. **Paid advertising will always take precedence over free submissions.** Our method of selection includes: The **timeliness of the event** (*ie: if the event is a month away we may hold your article to make space for other events happening sooner*), and the **clarity of the submission.** If your news article includes all the necessary information it will reduce the time our editing staff must spend on readying it for press.
- **Deadlines:** The deadline to submit a free press release is every Thursday at 4 p.m. The deadline for a paid advertisement is every Monday at 11 a.m., with exceptions on holidays for both.
- **Methods of submitting your news:**
 1. The preferred method is **email** and preferably pasted in the body of the email itself rather than attached. Send the article to news@observernews.net, or,
 2. Fax your release to 813-645-4118, or,
 3. Mail to *The Observer News*, 210 Woodland Estates Ave., SW, Ruskin, FL 33570.
- If you want to provide a **photograph**, make sure it is of the highest quality possible. With today's digital cameras it's easy to send a photo via email. If you only have a printed photo, you can mail or bring in the photo and we will scan it. If you scan the photo yourself, don't try to edit or correct. Give us your instructions and we will make the adjustments for you.
- You may request that your article be published more than one time. Make this request clear and in writing, or re-submit the article each week. There is no guarantee it will run additional times.

Guidelines for writing a press release:

- Brevity is always appreciated. Your event has a better chance of being published right away if it is 150 words or less.
- Always remember to include the five Ws: **who, what, when, where and why.**
- Include a photo or illustration when available. (*See instructions above for submitting*).
- Start your article by announcing the event, date and time. This should all be declared within the first paragraph.
- If the event requires early reservations, make that clear to us so we don't just look at the date of the event and assume it should run that week.
- Include contact information so readers can ask questions, if needed. Include a phone number, web address or email.
- Is there a cost for the event? Should attendees bring anything with them? Is the event open to the public? Include everything that is pertinent.
- When you have finished, read the article as if you are new to the area and know nothing about your neighborhood. Does it tell you everything you need to know? Who, what, when, where, why, and sometimes how?

Example of a well-written press release:



Huntley Brown to perform at United Methodist Church

The United Methodist Church of Sun City Center is proud to present international performer and recording artist Huntley Brown in concert at 6:30 p.m. Friday, May 25, in the church sanctuary located at 1210 Del Webb W., Sun City Center.

Huntley's music ministry has taken him all over the world. In the United States, he has performed from coast to coast, with ministry opportunities at churches of every size and denomination.

For more information, call 634-2539, or visit www.sccumc.com.

You don't have to be a writer to submit a press release. If you don't feel confident about your writing skills, submit the information and we will piece the elements together for you.

DID YOU KNOW... we have an advertising rate to fit your budget? Call us for information on monthly specials.

Submit your press release to
news@observernews.net

For more information call **813-645-3111**