



News deadline: 4 p.m. Thursday prior to date of publication **Email to:** news@observernews.net

The Observer News publications are weekly community newspapers. We welcome press releases and news items that are of interest to our readers. Here are some simple guidelines explaining our submission policy and, when followed, for increasing your chance of publication.

What is a press release?

- In general, a good press release is a concise, complete description of an upcoming event; a timely report of an event that has just occurred; notification of important personnel or procedural changes in an organization; or other news or tips that benefit our readers.
- Press releases are published as a free service for our community. We receive dozens of news items every week, unfortunately, we cannot guarantee an item will run at a particular time, or that it will run at all.
- We reserve the right to edit any release for content, length, style, grammar, libel and good taste.

What is the best format?

- Keep releases short, typically 200 words or less.
- We prefer that you send your submission in plain text in the body of your email, rather than as an attached file. Send to **news@observernews.net**.
- Write clearly, addressing the 5 Ws: who, what, where, when and why in the first two paragraphs.
- Identify the organization or individual sending the release and include the name and contact information of someone we can contact if we have questions.
- Date the release and include whether it is for immediate use or for release at a later date.
- For fundraisers, indicate what or whom the proceeds benefit and whether the recipient is a legitimate 501(c)3. List the full, formal title of individuals referred to or quoted in the release.

Photos

- We prefer to receive digital photos attached to an email. We have the capability to scan a photo if it is received in our office.
- DO NOT submit photos that are printed on plain paper. The quality is too poor and only gets worse when reproduced on newsprint.
- Submitted photos should properly identify the photographer, if applicable, and all the individuals in the photo. Make sure you have permission from everyone in the photo to use their likeness and name.
- Send photos that are huge, preferably straight from your camera. The best digital format is jpg or psd at least 300 dpi or ppi.
- If you download photos from a website, they are likely too small for us to use. If the photo on screen is smaller than your hand, it's too small.
- Do not retouch or crop photos. Allow our staff to do this to our specifications.

Deadline

- Deadline for news submissions is Thursday at 4 p.m. the week prior to publication. Submissions made after deadline cannot be considered for publication in that issue.

Keep these things in mind

- Save space and time by leaving out unnecessary comments like "everyone had a fun time," or "the menu included..."
- To provide fair coverage of all news submitted, we may not be able to run your notice multiple times. Please let us know if that is your desire, but we do not promise it can happen.
- If you would like a return receipt to ensure we received your email, please indicate that at the beginning of your message.
- While we appreciate every submission from groups in the communities we serve, we do not byline submissions. In the interest of space, that privilege is reserved for paid writers and columnists.

Common mistakes

- Providing insufficient and inaccurate information. To be useful, releases must be complete, correct and specific.
- Omission of contact information in the event we have questions.
- Writing releases that are too long. Keep your submission to 150 maximum.
- Submitting a release after the deadline.

Copyright infringement

- Text and photos to which you do not own the copyright will not be published. You must submit express written permission from the copyright holder demonstrating you have their permission to use the material. You agree to indemnify and hold harmless *The Observer News* and M&M Printing from any claim resulting from publication or use of copyrighted photos or text.