

# 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 under. 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 72 cities and towns from our newsroom in Worcester, 10 local news bureaus throughout Central Massachusetts and our bureau at 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, bulletin board items, class reunion notices and other news

Email: [newstips@telegram.com](mailto: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](mailto:sports@telegram.com)

Phone: (508) 793-9350

Fax: (508) 793-9363

Send Bulletin Board items to:

Telegram & Gazette  
Sports Bulletin Board  
P.O. Box 15012  
Worcester, MA 01615-0012

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

### Business Department

Story ideas, business briefs and comments

Email: [rkievra@telegram.com](mailto:rkievra@telegram.com)

Phone: (508) 793-9125

Fax: (508) 793-9290

### Letters to the Editor

Send in your brief letter, 250 words maximum

Email: [letters@telegram.com](mailto:letters@telegram.com)

Mail to:

Telegram & Gazette  
Attn: Letters to the Editor  
PO Box 15012  
Worcester, MA 01615-0012

### Living

Story ideas and coverage requests

Email: [people@telegram.com](mailto:people@telegram.com)

Phone: (508) 793-9232

Fax: (508) 793-9281

Calendar events

Email: [etclistings@telegram.com](mailto:etclistings@telegram.com)

(Include the nature of the event, dates and times, location, admission price & contact number. Items should be submitted 20 days in advance.)

Mail to:

Telegram & Gazette  
Attn: Living Dept.  
PO Box 15012  
Worcester, MA 01615-0012

### Photos

Send your high-resolution photos of breaking news events

Email: [tgphoto@telegram.com](mailto:tgphoto@telegram.com)

Submit photo ideas:

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

Fax: (508) 753-8536

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.

### North Zone

Clinton: 156 Church St, 01510

Phone: (978) 365-2462

Fax (978) 365-5915

Email: [dgreenslit@telegram.com](mailto:dgreenslit@telegram.com)

Gardner: 306 Central St, 01440

Phone: (978) 632-1800

Fax: (978) 632-1256

Email: [dgreenslit@telegram.com](mailto:dgreenslit@telegram.com)

Leominster: 27 Monument Sq, 01453.

Phone: (978) 840-0071

Fax: (978) 840-0669

Email: [dgreenslit@telegram.com](mailto:dgreenslit@telegram.com)

### West/South Zone

Southbridge: 39 Elm St, 01550

Phone: (508) 764-2519

Fax: (508) 764-2774

Email: [tgsouth@telegram.com](mailto:tgsouth@telegram.com)

Webster: 269 Main St, 01570

Phone: (508) 943-5400

Fax: (508) 949-2186

Email: [tgweb@telegram.com](mailto:tgweb@telegram.com)

Spencer: 170 Main St, 01562

Phone: (508) 885-3900

Fax: (508) 885-7815

Email: [tgspen@telegram.com](mailto:tgspen@telegram.com)

### East/Valley Zone

Northboro: 16 Main St, 01532

Phone: (508) 393-7753

Fax: (508) 393-5381

Email: [csinacola@telegram.com](mailto:csinacola@telegram.com)

Westboro 10 South St, 01581

Phone: (508) 366-8093

Fax: (508) 836-3848

Email: [csinacola@telegram.com](mailto:csinacola@telegram.com)

Whitinsville: 110 Church St, 01588

Phone: (508) 234-5882

Fax: (508) 234-2936

Email: [csinacola@telegram.com](mailto:csinacola@telegram.com)

### Wachusett Zone

Holden: 1174 Main St, 01520

Phone: (508) 829-4185

Fax: (508) 829 7195

Email: [tghold@telegram.com](mailto:tghold@telegram.com)

### Boston/Statehouse

Phone: (617) 523-2514

Fax: (617) 722-2794

Email: [newstips@telegram.com](mailto:newstips@telegram.com)

## Telegram & Gazette zone

North East/Valley  
West/South Final

