

How to get into the news. . . without committing a crime.

What is news?

- **Meetings and programs.** The more interesting a meeting or program is to the community, the more news space it warrants. Notices of meetings and upcoming events are newsworthy, and if a special speaker or topic will be discussed, include that.
Less interesting is the program that already happened. Unless the speaker presented some words of general interest, the text of the talk is usually not news.
- **Elections.** Elections, appointments and installation of officers and functions that occur at least once a year in your organization are news because they involve members of the community, their activities and their achievements.
- **Fundraisers.** When you are offering merchandise, services or recreation to the public to raise money, that's news. Be sure to include your reasons for raising the money, how the money is being raised, and the identity of those working on the project.
- **Social functions.** All social functions are news, but their interest is usually limited to people who are eligible to attend.
- **Awards.** We're interested in hearing about any award or competition won by your group or its members.
- **Anniversaries.** This is a good time to tell us about your group's history, function and membership, in addition to details about the anniversary celebration.

Other options

- **Letters to the editor.** We will print any letter to the editor that is not obscene, libelous or clearly in bad taste. Letters must be legible (preferably typewritten or submitted by email), no longer than 250 words, and signed by the author. Sorry, anonymous letters cannot be printed. Please include your address and a daytime telephone number that we will use to contact you to verify your letter. You may email your letter to news editor, John Baker - JBaker@eaglenewspapers.com. Use letters to the editor to voice your opinion on a public issue or express thanks to the community for its support and cooperation. Endorse a candidate.
- **Photographs.** Our news staff can't make it to every event, so we welcome photographs from our readers. We welcome black and white or color prints, black and white or color negatives and slides, and digital pictures with a resolution of 170 dpi or higher.
Please be careful to make sure that your photographs are clearly in focus and that your subject is as close to the camera as possible.
- **Advertising.** Sometimes news coverage just isn't the best way to promote your event. Our advertising staff is happy to work with you to create a display or classified line advertising strategy that fits your budget. To learn more about advertising, [click here](#).

Some helpful tips

- Please submit press releases that are type-written and double-spaced, or submit press releases by email.
- Check to make sure that all names are spelled correctly. Use first and last names.
- News stories are written in order of importance. We call it the "inverted pyramid." Try to get the vital facts in the first paragraph and work down from there.
- Be objective. Don't say "Bob Smith gave an interesting speech," or "A good time was had by all." Explain what happened and let the readers decide for themselves.
- Use the five W's and an H.
 - **Who?** Get the name right. Include the person's hometown and any pertinent background information. (Bob Smith is the guest speaker. He is an expert on pruning roses.)
 - **What?** Be specific about what the group plans to do at its meeting or what's on the program.
 - **When?** Include time (8 p.m.) and the day and date (Tuesday, May 21).
 - **Where?** Never assume that everyone knows the meeting place or how to get there. If the meeting is at a person's home, remember to give the name and address.
 - **Why and how?** A better news story can always happen when you answer these two questions. For instance, why does your group have cultural programs and how are the programs presented? What will your group do with the money it collects during this activity?

Please don't be insulted if the wording is changed in your story. Material is edited so that the writing style is consistent throughout the newspaper. This makes it easier for the reader, and that's just part of our job.