

Cape Gazette

HOW TO WRITE A PRESS RELEASE

DO NOT



- **DO NOT** submit a release for an upcoming event more than six weeks early
- **DO NOT** submit a flier, list, poster, etc. All press releases must be in narrative (paragraph) text form
- **DO NOT** submit photos as files embedded in text documents
- **DO NOT** send PDF documents
- **DO NOT** write in all capital letters; please use sentence-case style
- **DO NOT** use double spacing between sentences or paragraphs
- **DO NOT** make web links by highlighting a name or "click here" as those website addresses won't transfer to print. Include a URL in a phrase instead, such as "For more information, go to www.capegazette.com."
- **DO NOT** format text documents: don't use boldface, italics, colors, more than one column, etc.
- **DO NOT** submit a photo via fax
- **DO NOT** submit multiple copies of the same release; any new releases sent must contain additional newsworthy information

DO



- **DO** limit submissions to 650-750 words.
- **DO** put the basic who, what, when and where information in the first paragraph
- **DO** follow up with why - give the reader a reason to attend your event or be interested in your organization
- **DO** send text files in Microsoft Word or copy and paste in the body of an email
- **DO** attach a high-quality .jpg photo to the email, 200 dpi or higher but with a file size no bigger than 10 MB
- **DO** include complete sentences for photo captions
- **DO** identify people in photos by first and last names in order from left to right, back row to front row; photos without proper ID will not be used
- **DO** conclude with cost, registration information and deadline, if applicable, and contact information such as a website, email or phone number
- **DO** write release in third person (don't use words like "I," "you," "our," "we," etc.)
- **DO** clearly mark any changes in a revised press release sent after first submission

Email press releases to
newsroom@capegazette.com

DEADLINES

For Tuesday edition > 2pm the previous Friday
For Friday edition > 2pm the previous Tuesday

If there is a deadline or a time-sensitive event in your submission, please note it in the subject line. We do not acknowledge receipt with a return email/phone call.

Submission by deadline DOES NOT guarantee inclusion in the next published edition.

