

# Cape Gazette HOW TO WRITE A PRESS RELEASE

## DO NOT



- Do not submit copy that is more than **750 words**
- 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; 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](http://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 no more than **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 .jpg photo to the email, preferably 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.)

Email press releases to  
[newsroom@capegazette.com](mailto: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.

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

