

East Wichita News

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Press Release Guidelines

What is a press release?

In general, a good press release is a concise, complete description of an upcoming news event; a timely report of an event that has just occurred; notification of important personnel, location, or procedural changes in an organization; or other news or feature tips.

What is the best format to use for your press release?

- Keep releases short, and be sure to proof read them, checking spelling and phone numbers.
- Double space
- Write clearly, addressing who, when, what, where, why, and how at the very beginning. **Listing this information at the top of the page is requested.** Don't hide your information; make it easy to find.
- Identify the organization or individual sending the release and include the name and daytime phone number (with area code) and e-mail address of someone we can contact if we have questions. If there is a different phone number/e-mail address for the public, make that clear.
- Date the release and include whether the material is for immediate use or for release at a later date.
- Try to keep your release to one page, but if it is longer, type "more" at the bottom of each page and identify following pages with either the subject of the release or the name of your organization.
- Type "end" or "30" at the bottom of the last page.

Deadlines

The general editorial deadline for East Wichita News is the 15th of the month prior to the month you would like your release printed. If you have an event to publicize, have your release to us by the 15th of the month prior to the date of the event. However, if your event is the 1st, 2nd, or 3rd day of a month, have the information to us by the 15th of the month two months prior to the event.

Photographs

Actual printed photos or high resolution electronic photos are required. Your electronic photo must be of at least 300 dots per inch. Photos downloaded from the internet are usually not high enough resolution. Send electronic photos in JPG or TIF format. If you have a questions about photo resolution, call our office. We try to return unsolicited printed photos; a self-addressed stamped envelope will help us to do that.

On what page will your release appear?

We cannot guarantee any particular placement or if the release will be used at all. It would be best for you to consult an issue of East Wichita News, especially our *People and Places*, *Dateline Wichita*, and *Wichita Performing Arts* sections. Reading those sections will give you an idea of how we use most releases.

Getting the release to us

If you have an electronic photo, e-mail it with the release to us. If you want to mail your electronic photo through the Postal Service, send it on a CD. A printed photo can also be mailed, along with the press release, to our office (see address above).