

Getting your news into The Post-Standard

The news published in The Post-Standard reflects what's happening in the communities around us. While reporters gather that information daily, we can't know everything that's happening everywhere. So we rely on information from the public about events that are important or of general interest to our readers. We want to make it easy for you to get your news releases into the newspaper. So we are offering these guidelines.

What we look for in a news release:

In general, editors look for stories and news items that appeal to a large number of readers. It is important to send your release at least two weeks in advance of events you want publicized. Notices of upcoming events may be published in a calendar or, if there is enough interest, may warrant coverage by a reporter or photographer.

Releases that tell what happened at a meeting or event are less likely to find their way into print. Some exceptions: notices of business promotions, elections of club officers, results of a civic project or fund drive.

When writing your release, be sure to:

- Keep the release short and to the point.
- Check spelling of all names and give titles.
- If possible, keep it to one page.
- Give a contact name and phone number.
- Check and re-check the release. A mistake you make could end up in the newspaper.

Photo submissions:

We prefer photos submitted with the release to be high-quality, color prints. Do not send your only copy of a photo, as it may not be returned. If submitting a digital image by email, leave the image as it is. Send the image as a **.jpg** file. Name photos with one short word, probably the event or the subject's last name and **.jpg** (**smith.jpg** or **carnival.jpg**).

In the subject field, write the person's first and last name or the full name of the event. Include details about the event in the e-mail.

Where to direct your release:

The Post-Standard offers the most extensive calendar of local events in Central New York. If your organization has a meeting, event or activity you would like announced in The Post-Standard, we offer the following options:

- **A local calendar of events** is printed in Thursday's Neighbors section, Thursday's Weekend section and in Sunday's Stars magazine. To have a notice appear in any of these calendars please send the details to: **Mail:** The Post-Standard, Calendar Desk, P.O. Box 4915, Syracuse, NY 13221-4915; **Fax:** 315-470-2141; E-mail: calendar@syracuse.com.
- **Sports events** run in Thursday's Neighbors section and in the daily Sports section when space allows. Send your sports announcements to: **Mail:** The Post-Standard, Sports Calendar, P.O. Box 4915, Syracuse, NY 13221-4915; **Fax:** 315-470-3019; E-mail: sports@syracuse.com.
- Upcoming **business events**, company news and news about people in your business are published in the daily Business section and in Monday's Money Wise section. Send your business announcements to: **Mail:** The Post-Standard, Business Desk, P.O. Box 4915, Syracuse, NY 13221-4915; **Fax:** 315-470-2142; E-mail: business@syracuse.com.
- **Letters to the Editor:** **Mail:** The Post-Standard, Letter to the Editor, P.O. Box 4915, Syracuse, NY 13221-4915; **Fax:** 315-470-3081; E-mail: letters@syracuse.com.
- **More Specific:** Please see the newsroom directory on this website.



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