

# A Guide to Requesting News Coverage and Writing Press Releases



[projo.com/aboutus/guide.htm](http://projo.com/aboutus/guide.htm)

# INTRODUCTION

The Providence Journal Company's history chronicles nearly two centuries of news coverage, of leadership in the communications industry and an unwavering commitment to the betterment of the communities it serves.

## LEADERSHIP IN NEWS COVERAGE

The Providence Journal is the oldest major daily newspaper of general circulation in continuous publication in the United States. Its history includes four Pulitzer Prizes, three George Polk Awards and hundreds of national and regional awards.



## ITS GREATEST STRENGTH — REGIONAL AND LOCAL NEWS COVERAGE

The Providence Journal publishes 5 local news sections — South County, West Bay, North, Metro and East Bay & Massachusetts. Each of these local sections is reported and edited by a local news team. And, each of the local news sections is like an independent newspaper tailored to the needs of its region, offering community listings, school news, municipal news and much more.

The Providence Journal newspaper plays a unique role in the daily lives of the people who live and work in southeastern New England. In fact, the paper was named New England Newspaper Association's New England Newspaper of the Year in 2006, 2005, 2004, 2002 and 1999.

## ATTENTION TO DETAIL

### SELECT YOUR TARGET AUDIENCE:

Take a few moments to review the following pages. By doing so, it will help you target your news to the appropriate newspaper sections or pages — as a result getting your news item its full worth. We'll also show you how to write a press release and what it should include.

### TIMING IS EVERYTHING:

A general rule to remember: try to get your press release or your request for news and/or photo coverage to us at least two weeks before you want the information to appear. Certain sections, columns, or monthly publications of The Providence Journal require more lead time — we've identified these for you.

### NEWS:

The Providence Journal welcomes news tips from readers.

If you have suggestions for stories, call the City Desk. If you prefer to write us with an idea, please be sure to include your name and day time telephone number so we can call if we have questions.

### Contact:

#### News Department

The Providence Journal  
75 Fountain St.  
Providence, RI 02902  
Telephone:  
401.277.7303  
Facsimile:  
401.277.7346  
e-mail:  
pjnews@projo.com



# A PROVIDENCE JOURNAL OFFICE IS IN YOUR NEIGHBORHOOD

**Four days a week, The Providence Journal  
prints 5 local sections:**

**North:**

Pawtucket, Central Falls, North Smithfield, Cumberland, Lincoln and Woonsocket, Burrillville, Gloucester, Foster, Scituate, Smithfield, Johnston, North Attleboro and Attleboro.

**Metro:**

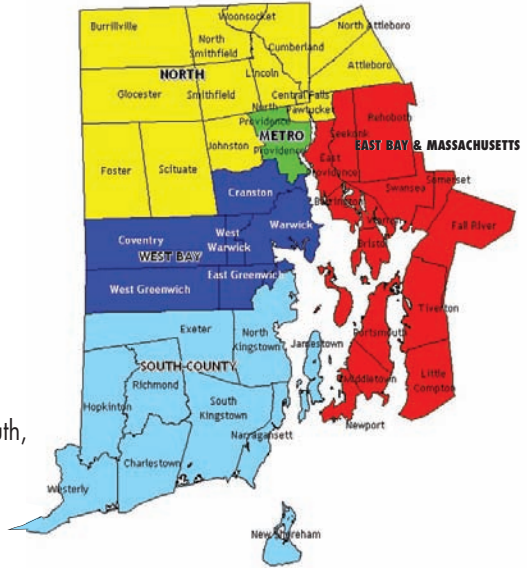
Providence and North Providence

**East Bay & Massachusetts**

Bristol, Warren, Barrington, Portsmouth, Middletown, Newport, Tiverton, Little Compton and East Providence, Seekonk, Dighton, Rehoboth, Swansea, Somerset and Fall River.

**West Bay:** Cranston, Warwick, West Warwick, Coventry, East Greenwich and West Greenwich

**South County:** Exeter, North Kingstown, South Kingstown, Jamestown, Narragansett, Richmond, Hopkinton, Charlestown, Westerly and New Shoreham



Each of these sections is reported and edited by a local staff. Each section is like an independent newspaper, tailored to the needs of its region. Each offers listings of community activities, police news, school news, obituaries, and municipal news.

## OUR LOCAL EDITORS WANT TO HEAR FROM YOU

### IF YOU WANT YOUR PRESS RELEASE OR NEWS TO REACH...

#### METRO OFFICE

(covering Providence and  
North Providence)

Contact: **Jack Khorey,**  
**Metro Editor**

Mailing Address:

The Providence Journal  
Metro Bureau  
75 Fountain St.  
Providence, RI 02902  
Telephone: 401.277.7303  
Facsimile: 401.277.7346  
e-mail: [pjmetro@projo.com](mailto:pjmetro@projo.com)  
online at: [projo.com/metro](http://projo.com/metro)



#### EAST BAY & MASSACHUSETTS OFFICE

(covering East Providence, Bristol, Warren, Barrington, Portsmouth, Middletown,  
Newport, Tiverton, Little Compton, Seekonk, Rehoboth, Swansea, Somerset and  
Fall River)

Contact: **Dave Reid,**  
**East Bay Editor**

Mailing Address:

The Providence Journal  
East Bay & Massachusetts Bureau  
14 Gooding Avenue  
Bristol, RI 02809  
Telephone:  
401.253.1200/508.674.8401  
Facsimile:  
401.254.6999/508.676.6140  
e-mail: [eastbay@projo.com](mailto:eastbay@projo.com)  
[massbureau@projo.com](mailto:massbureau@projo.com)  
online at: [projo.com/eastbayandmass](http://projo.com/eastbayandmass)



## **NORTH OFFICE**

(covering Pawtucket, Central Falls, North Smithfield, Cumberland, Lincoln, Woonsocket, Burrillville, Glocester, Foster, Scituate, Smithfield, Johnston, North Attleboro and Attleboro)

Contact: **Karen Maguire,**  
**North Editor**

### **Mailing Address:**

The Providence Journal  
North Bureau  
75 Fountain Street  
Providence, RI 02902  
Telephone: 401.277.7095  
Facsimile: 401.277.7263  
e-mail: north@projo.com  
online at: projo.com/north



## **WEST BAY OFFICE**

(covering Cranston, Warwick, West Warwick, Coventry, East Greenwich and West Greenwich)

Contact: **Jean Plunkett,**  
**West Bay Editor**

### **Mailing Address:**

The Providence Journal  
West Bay Bureau  
75 Fountain Street  
Providence, RI 02902  
Telephone: 401.277.7090  
Facsimile: 401.277.7227  
e-mail: wbnews@projo.com  
online at: projo.com/westbay



## **SOUTH COUNTY OFFICE**

*(covering Exeter, North Kingstown, South Kingstown, Jamestown, Narragansett, Richmond, Hopkington, Charlestown, Westerly and New Shoreham)*

Contact: **Alan Rosenberg,**  
**South County Editor**

### **Mailing Address:**

The Providence Journal  
South County Bureau  
32 Old Tower Hill Road  
Wakefield, R.I. 02879  
Telephone: 401.783.3301  
401.596.4911 (from Westerly)  
Facsimile: 401.783.5970  
e-mail: [scounty@projo.com](mailto:scounty@projo.com)  
online at: [projo.com/southcounty](http://projo.com/southcounty)



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## **RHODE ISLAND SECTION**

*(covering statewide news — news of general interest or news that affects the entire state)*

Contact: **Tim Murphy,**  
**City Editor**

### **Mailing Address:**

The Providence Journal  
75 Fountain St.  
Providence, RI 02902  
Telephone: 401.277.8067  
Facsimile: 401.277.7346  
e-mail: [pjnews@projo.com](mailto:pjnews@projo.com)  
online at: [projo.com/news](http://projo.com/news)



## YOU CAN TARGET YOUR PRESS RELEASE TO A SPECIFIC SECTION:

Sometimes your press release or news item should reach a specific audience. For instance, news about an upcoming college theatre production should be directed to the Lifebeat Weekend section or Sunday Arts/Travel.

## BUSINESS

From small businesses to larger corporations, the Business section gives readers the inside track on the movers and the shakers, new products and market shares.

### Business/More For Your Money/Money & Business

Contact: **John Kostrzewa,**  
**Business Editor**

#### Mailing Address:

The Providence Journal  
75 Fountain St.  
Providence, RI 02902  
Telephone: 401.277.7330  
e-mail: [jkostrze@projo.com](mailto:jkostrze@projo.com)  
Facsimile: 401.277.8250  
e-mail: [pjbiz@projo.com](mailto:pjbiz@projo.com)  
online at:  
[projo.com/business](http://projo.com/business)

#### MoneyLine

Call: 401.277.7484  
(an automated answering machine)





## FEATURES AND ENTERTAINMENT DEPARTMENT

Including the Monday Lifebeat/Kidsbeat section, the Wednesday Lifebeat/Food section, the Thursday Lifebeat/Weekend section, the Sunday Lifebeat section, the Sunday Home section, the Sunday Arts section, the Sunday Books page, the Sunday Travel section, Weddings, the Sunday TV Week section, and the Wednesday, Saturday and Sunday projoCars sections.

### Phil Kukielski

Managing Editor, Features  
Telephone: 401.277.7274  
e-mail: philk@projo.com

### GENERAL INQUIRIES

Michelle Catanzaro  
Departmental Assistant, Features  
Telephone: 401.277.7272

### GENERAL MAIL DROP

Features Department, Providence Journal,  
75 Fountain St. Providence 02902  
e-mail: pjfeat@projo.com  
Fax: 401.277.8175

### SECTION EDITORS

**MONDAY LIFEBEAT/KIDSBEAT, FRIDAY LIFEBEAT/MOVIES and SUNDAY TV WEEK**

### Lynne Chaput

Telephone: 401.277.7271  
e-mail: lchaput@projo.com

**TUESDAY LIFEBEAT, THURSDAY LIFEBEAT/WEEKEND and SATURDAY LIFEBEAT**

### Alexis Magner Miller

Telephone: 401.277.7495  
e-mail: amiller@projo.com

**SUNDAY LIFEBEAT and SUNDAY ARTS**

### Pam Thomas

401.277.8162  
e-mail: pthomas@projo.com



## FEATURES & ENTERTAINMENT

*continued*

### **WEDNESDAY, SATURDAY AND SUNDAY PROJO CARS and SUNDAY HOME**

**Paula Constantine**

Telephone: 401.277.7627

e-mail: pconstan@projo.com

### **SUNDAY TRAVEL AND SUNDAY BOOKS**

**Doug Riggs**

Telephone: 401.277.7626

e-mail: driggs@projo.com

### **WEDNESDAY LIFEBEAT/FOOD**

**Gail Ciampa**

e-mail: gciampa@projo.com

### **SATURDAY RELIGION PAGE**

**Jack Khorey**

Telephone: 401.277.7821

e-mail: jkhorey@projo.com

### **WRITERS**

### **CLASSICAL MUSIC AND THEATER**

**Channing Gray**

Telephone: 401.277.7492

e-mail: cgray@projo.com

### **FINE ARTS**

**Bill VanSiclen**

Telephone: 401.277.7421

e-mail: bvansicl@projo.com

### **POP MUSIC**

**Rick Massimo**

Telephone: 401.277.7206

e-mail: rmassimo@projo.com

### **MOVIES**

**Michael Janusonis**

Telephone: 401.277.7276

e-mail: mjanuson@projo.com

### **SOCIETY**

**Faye Zuckerman**

Telephone: 401.277.7333

e-mail: fzuckerm@projo.com

### **DANCE**

**Bryan Rourke**

Telephone: 401.277.7267

e-mail: brouрке@projo.com

### **AUTOS**

**Peter Elsworth**

Telephone: 401.277.7913

e-mail: pelswort@projo.com

### **LIFESTYLES**

**Laura Meade Kirk**

Telephone: 401.277.7379

e-mail: lkirk@projo.com

or

**Bryan Rourke**

Telephone: 401.277.7267

e-mail: brouрке@projo.com

### **RELIGION**

**Richard Dujardin**

Telephone: 401.277.7384

e-mail: rdujardi@projo.com

### **FOOD AND RESTAURANT REVIEWS**

**Gail Ciampa**

Telephone: 401.277.7266

e-mail: gciampa@projo.com

### **WEEKEND ACTIVITIES**

**Kate Imbrie**

Telephone: 401.277.7630

e-mail: kimbrie@projo.com

### **WEDDING ANNOUNCEMENTS**

**Janina Fera**

Telephone: 401.277.7261

e-mail: jfera@projo.com

### **EVENT LISTINGS**

**Jan Flanagan**

Telephone: 401.277.7264

e-mail: pjfeat@projo.com

## WEDDINGS

*The criteria for submitting information is as follows. . .*

Information for wedding announcements must be submitted by Wednesday (11 days before the Sunday on which you want your announcement to be published). Information received two months after the wedding has taken place will not be accepted. Photos may be submitted.

### How To Request A Wedding Form:

Forms are available at your local news office or you may request a form through the mail (include a stamped, self-addressed, business-size envelope) or, go online at [projo.com/weddings](http://projo.com/weddings)

Contact: **Janina Fera**

#### Mailing Address:

The Providence Journal  
75 Fountain St.  
Providence, RI 02902  
Telephone: 401.277.7261  
e-mail: [jfera@projo.com](mailto:jfera@projo.com)



## SPORTS

From high school sports, to the amateurs, to the pros, the Sports section gives readers a sideline seat to the action seven days a week.

Contact: **Art Martone,**  
**Sports Editor**

### Mailing Address:

The Providence Journal  
75 Fountain St.  
Providence, RI 02902  
Telephone: 401.277.7345  
or 401.277.7340  
Facsimile: 401.277.7444  
e-mail: [amartone@projo.com](mailto:amartone@projo.com)  
or  
e-mail: [pjsports@projo.com](mailto:pjsports@projo.com)  
online at: [projo.com/sports](http://projo.com/sports)



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## LOCAL NEWS SECTIONS

### incorporate sports coverage

*Each of our five local editions has its own local sports report.*

From bowling tournaments to YMCA swim meets, each of our local sections carry sports, too. Please label all submissions "Local Sports." Include a daytime phone number where the contact person can be reached for verification.

We accept photos. Photographs must be sent by e-mail; they should be in a JPEG format and sent, along with the news announcement, to [pjsports@projo.com](mailto:pjsports@projo.com). The image size should be 170 DPI. Be sure to provide the name of the team, and also the name and phone number of the photographer. All individuals in the photo must be identified, from left to right.

Contact: **Colleen Roy,**  
**Editorial Assistant, Sports**

### Mailing Address:

The Providence Journal  
75 Fountain Street  
Providence, RI 02902  
Telephone: 401.277.7340 (Monday to Thursday, between 9 a.m. and 5 p.m.)  
Facsimile: 401.277.7444  
e-mail: [pjsports@projo.com](mailto:pjsports@projo.com)  
online at: [projo.com/sports](http://projo.com/sports)

Contact: **John Kostrzewa,**  
**projoJobs, projoHomes Editor**

Mailing Address:  
 The Providence Journal  
 75 Fountain Street  
 Providence, RI 02902  
 Telephone: 401.277.7330

e-mail: jkostrze@projo.com  
 Facsimile: 401.277.8250  
 online at: projoJobs.com  
 projoHomes.com



(In-paper Sundays)



(In-paper Saturdays & Sundays)

Contact: **Phil Kukielski,**  
**projoCars Editor**

Mailing Address:  
 The Providence Journal  
 75 Fountain Street  
 Providence, RI 02902  
 Telephone: 401.277.7274  
 e-mail: pkukiels@projo.com ;  
 projocars@projo.com

Facsimile: 401.277.8175  
 online at: projoCars.com



(In-paper Wednesdays, Saturdays & Sundays)

## LETTERS TO THE EDITOR

We invite readers to send us letters to the editor.

Of the thousands of letters we receive each year, we can only print a minority, but consider each submission carefully. The selection of letters for publication is based on several factors, including a need to have a wide range of topics — local, national and international — and opinions, as well as layout considerations.

Letters are edited for accuracy and clarity, and libelous statements are deleted.

### How to Submit Letters

We favor letters 250 words or less, printed out and doubled-spaced. Letters must carry the writer's name, address and phone number. But only the name of the writer and his or her community are published in The Providence Journal and online at [projo.com/opinion](http://projo.com/opinion).

Contact: **Letters to the Editor**

#### Mailing Address:

The Providence Journal  
75 Fountain Street  
Providence, RI 02902

e-mail: [letters@projo.com](mailto:letters@projo.com)

We cannot accept faxed letters.

If your letter involves a purely local issue, then it may be sent to the appropriate local edition(s) of The Journal — be it Metro, East Bay and Massachusetts, North, West Bay or South County. See the breakdown of local edition contact person and mailing address on the preceding pages.

## OBITUARIES

The Providence Journal publishes paid obituaries placed through The Providence Journal Classified Advertising Department. The Providence Journal accepts information placed through funeral directors.

### Contact:

Obituaries may be faxed or e-mailed.

Telephone: 401.277.7700

Facsimile: 401.277.7930

e-mail: [obits@projo.com](mailto:obits@projo.com)

### Hours

Deadlines for submitting an obituary:

<u>Publication Day</u>	<u>Due Day</u>
Tuesday – Friday 6 p.m.	Day Prior
Saturday 4:30 p.m.	Friday
Sunday 6 p.m.	Saturday
Monday 4 p.m.	Sunday

online at: [projo.com/obits](http://projo.com/obits)

## PHOTOS

Most local photos in The Providence Journal are taken by our staff, but we sometimes use photos provided to us. The pictures most likely to be used are those that accompany press releases about events or people in the news.

Color prints are preferred, but The Providence Journal can use black and white prints, slides or digital photos on disk. For pictures of events, we prefer active photos of a few people rather than static or large group photos.

### Requesting Photo Coverage:

If you wish to get photo coverage of your event, you can submit a "Photo Opportunity Release" to the photo assignment desk.

Contact: **Photo Assignment Editor**

#### Mailing Address:

The Providence Journal  
75 Fountain St., Providence, RI 02902  
Telephone: 401.277.7372  
Facsimile: 401.277.7808

Often, it is preferable to submit the request to a specific section, such as the West Bay or South County sections, Lifebeat, Business, etc. (See listings and addresses on previous pages.)



## **THE PROVIDENCE JOURNAL ON MICROFILM**

The Providence Journal's entire microfilm library (dating back to 1820) is available to the general public at major public libraries as well as at the libraries of some of the state's colleges and universities. (There is a three month delay between the time the newspaper is transferred to microfilm.)

## **THE PROVIDENCE JOURNAL ARCHIVES**

### **On [projo.com](http://projo.com), the Web site of The Providence Journal**

This library contains articles published in The Providence Journal since 1983. When the search engine finds information that is relevant to your search entry, it displays a results list of articles. Each result that is displayed includes a brief abstract of the article. The abstract contains the headline, date, author and a few lines of the opening text. There is no charge to search the archive and no account needs to be established for you to perform a search. However, a user must establish an account to retrieve an article, since there is a fee for this service. Articles are accessible in the archive approximately 72 hours after publication. The archive does not include photos or graphics.

e-mail: [archives@projo.com](mailto:archives@projo.com) or click on <http://archives.projo.com>

## **REPRINT PERMISSION**

All written material in The Providence Journal and its publications is protected by the United States Copyright Laws and should NOT be copied in any manner without advance written approval. Written requests for permission to reprint any news, feature or other editorial material should be sent to:

### **Patricia Welker, Managing Editor/Administration**

The Providence Journal, 75 Fountain St., Providence RI 02902

Telephone: 401.277.7326

Facsimile: 401.277.7002

For information about using a Providence Journal photo, graphic or illustration in another publication or for public display, call or write to:

### **Michael Delaney, Managing Editor/Visuals**

The Providence Journal, 75 Fountain St., Providence RI 02902

Telephone: 401.277.7220

Facsimile: 401.277.7808

## HOW TO WRITE A PRESS RELEASE

**PRESS RELEASE**

The Northern Rhode Island Fife & Drum Corps  
P.O. Box 111  
Lincoln, R.I. 02865

CONTACT: Ruddy Smith  
(401) 555-6262 (days)  
(401) 555-2626 (evenings)

FOR IMMEDIATE RELEASE:

Fife and drum corps from throughout New England will converge at the Lincoln Campus of the Community College of Rhode Island, Friday, June 24th for the annual New England Fife and Drum Corps competition.

The competition, the largest in the nation, will feature 36 corps. The event will get underway at 4 p.m. and close with an awards ceremony at 10 p.m. The Northern Rhode Island Fife & Drum Corps of Lincoln will serve as the host of this year's contest. Other Rhode Island corps competing this year include the Warwick Royal Columbian Corps, the West Greenwich Fifers, and the Newport Blue Berets.

Admission to the event is \$5 for adults and \$4 for senior citizens and children under 16. The proceeds from the event will go to the New England Fife and Drum Corps Scholarship Fund.

- 30 -

- 1 - Use your company or organization's letterhead.
- 2 - Include the name and phone number of a contact (or most informed) person.
- 3 - When appropriate, indicate the timeliness of the release (i.e., For Immediate Release; or, For Release After March 1, 2006; or, For release Before June 24, 2006).
- 4 - Include the basic information.  
**Who, What, Where, When, Why (and if necessary, How)**
- 5 - If a release is more than one page, indicate — MORE — at the bottom of Page 1; the second page should be identified in the top righthand corner with Page 2 of 2.
- 6 - The end of your release is identified by — 30 —.

**Basic Tips. . .**Type and double space your copy; include all of the important information up front; use people's complete names (not nicknames) and addresses; use (c) after an unusual spelling to indicate it is correct; use addresses only when significant to the event.

## HOW TO WRITE A PHOTO RELEASE

**PHOTO OPPORTUNITY**

The Northern Rhode Island Fife & Drum Corps  
P.O. Box 111  
Lincoln, R.I. 02865

CONTACT: Ruddy Smith  
(401) 555-6262 (days)  
(401) 555-2626 (evenings)

WHO →

PHOTO OPPORTUNITY/JUNE 24, 2006

WHERE →

WHAT →

THIRTY-SIX (36) fife and drum corps from throughout New England will converge at the Lincoln Campus of the Community College of Rhode Island for the annual New England Fife and Drum Corps competition -- the largest in the nation -- on Friday, June 24th from 4 p.m. to 10 p.m.

WHEN →

The Northern Rhode Island Fife & Drum Corps of Lincoln will serve as the host of this year's competition. Other Rhode Island corps competing this year include the Warwick Royal Columbian Corps, the West Greenwich Filers, and the Newport Blue Berets.

– 30 –

**Basic Tips. . .** Use the same guidelines for a general press release except replace “For Immediate Release” or “For Release After. . .” with — Photo Opportunity/ (date of event). This release usually is brief — giving just the basic facts (who, what, where and when). It is in advance of the event. Please include information on the location of the event and directions. The request should be forwarded to the appropriate editor or to the photo assignment editor. (Names and addresses on previous pages.)

## **OTHER DEPARTMENTS**

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### **Providence Journal Switchboard**

For individual departments or other non-news related inquiries, call: 401.277.7000

### **Subscriber Services/Home Delivery**

Subscribe online at [projo.com/myprojo](http://projo.com/myprojo)

Starts, Stops, Complaints, Billing: 401.277.7600

**Telephone Service for the deaf:** 401.277.7696

### **Classified Advertising:**

Telephone: 401.277.7730

Toll Free: 1.800.540.7730

Facsimile: 401.331.7361

online at: [projo.com/classifieds](http://projo.com/classifieds)

### **Display Advertising:**

Facsimile: 401.277.7802

Telephone: 401.277.8000

online at: [projo.com/adv](http://projo.com/adv)