

The 2014 P.R. Bazaar

Meet the Annapolis-Area Press: Mixed Media

Monday, April 7 & 14, 2014

6:15 p.m.

Unitarian Universalist Church of Annapolis

333 Dubois Road, Annapolis, MD 21401

www.uuannapolis.org

Hosted by: Wendi Winters

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Panelists

April 7

Marc Apter	Image Power, Inc.
Haley Gable Bowerman	Severna Park/Pasadena/Arundel Voice
Joy Bramble	The Annapolis/Baltimore Times
Diane Burr	Chesapeake Current
Barbara Smith-Cox	WNAV
Jimmy DeButts	The Capital & Capital Style
John Frenaye	Eye On Annapolis
Cynthia Giorgio	South River Source
Jim Goetz	AA 1 st Alert
Elyzabeth Marcussen	The Capital & Maryland Gazette
Cheryl Michi	The Capital
Susan Reimer	The Baltimore Sun
Maj. Stephen Short	DINFOS
Betsy Stein	Chesapeake Family
Carolyn Sullivan	PR People
KyMBERly Taylor	Annapolis Home

Emcee & Organizer

Wendi Winters

Panelists

April 14

Marc Apter	Image Power, Inc.
Capt. Kathleen Atanasoff	DINFOS
Joy Bramble	The Baltimore/Annapolis Times
Barbara Smith-Cox	WNAV
John Frenaye	Eye On Annapolis
Crickett Gibbons	Chesapeake Inspired
Cynthia Giorgio	South River Source
Steve Gunn	The Capital & Maryland Gazette
Michael Hughes	WRNR
Sandra Olivetti Martin	Bay Weekly
Jake Russell	What's Up? Media
Mitchell Stephenson	South River Source

Emcee & Organizer

Wendi Winters

Special Thanks

Unitarian Universalist Church of Annapolis

Location

UUCA Staff

Patience & Printing

Pete Peterson

Sound

Carolyn Sullivan
Annapolis High NJROTC
Chesapeake Children's Museum

Volunteers

Tod Geimer, Winters Geimer & Summerleigh Geimer

Volunteers

Montana Winters Geimer

Cover Design, Booklet fine tuning and
Online Registration Form

Tod Geimer

E-Mailing

Ledo Pizza and Wings



Tote Bags

Anybody I Forgot

Panelists' Bios

Marc L. Apter, APR, President of Image Power, Inc.- Public Relations & Marketing

Marca1030@gmail.com 301-904-3690

Marc Apter has lived in Arundel on the Bay (AOTB) in Annapolis since 1988. He loves the water and has a collection of small sailboats and a runabout. He races on larger sailboats on weekends and Wednesday nights. He currently serves on the AOTB Board of Directors. Apter is also on the board of the Annapolis and Baltimore Chapters of the Public Relations Society of America.

Marc is an experienced communicator with award-winning public relations and marketing experience. He currently heads a PR firm, Image Power Inc. whose clients include; The Maryland Historical Society, Maryland House and Garden Pilgrimage, Chesapeake & Washington Heart Care, concert pianist Brian Ganz, Ann Arrundell County Historical Society, DC Sail, the National Philharmonic at Strathmore in Bethesda and the Chesapeake Orchestra based in St. Mary's County. He has created and promoted regional media events that dramatically exceeded attendance and media coverage expectations utilizing traditional PR techniques as well as social media outreach.

He is the publisher of the Media Directory of Maryland, Washington, Northern Virginia and Delaware (www.mediamaryland.com). The directory is published in digital and print versions and contains over 400 media outlets. This year a number of online news sites were added.

Apter has provided PR counsel to St. Mary's College of Maryland as well as trade associations, government agencies and corporate clients. Some of his clients have included CVS Pharmacies, Omni Hotels, FEMA, Mexican Avocado Growers Association, Maryland 2000 (the state millennium commission) and the Maryland Comptroller's Office. He also has extensive crisis communications experience for such clients as the American Association of Retired Persons (AARP) and the West African Republic of Togo.

For more than ten years, Marc served as President of David Apter & Associates, one of Washington's oldest and most honored public relations firms whose clients included Best Western Hotels, publisher Harper Collins and Bill Clinton's 1992 Presidential campaign. Other clients include: DC Statehood Commission, State Farm Insurance and the Automotive Dismantlers and Recyclers Association. For World Airways, a Washington Dulles based charter airline with over \$300 million in annual sales, Marc was responsible for all corporate advertising, direct marketing and public relations. He won national awards for this work.

An accredited member (APR) of the Counselors' Section of the Public Relations Society of America and an active member of the National Press Club, Marc is an associate member of the Society of American Travel Writers.

He was awarded the Silver Dome Award by the Public Relations Society of America for his successful marketing campaign on behalf of CVS/pharmacy in the mid-Atlantic region. He won the same award for his campaign to clone America's last Liberty Tree for William Donald Schaefer's Maryland 2000 Commission

He has worked on a variety of civil rights projects over the years. In 2014 he was awarded the Martin Luther King, Jr. Drum major Award by the Anne Arundel MLK Jr. Committee for his PR campaign to successfully promote the new Civil Rights Foot Soldiers Memorial in Annapolis on Calvert Street. On the 50th anniversary of the March on Washington this monument celebrates the 250,000 “foot soldiers” of the original 1963 march who risked personal harm to attend and make history.

He also ran the PR for the 20th and 30th Anniversary Marches on Washington. His father ran the PR for the original 1963 March on Washington. He initiated the MLK Jr. Prayer Breakfast at St. Mary’s College of Maryland and operated a series of race relations study circles that won awards from the International Association of Business Communicator

Marc holds a BA in Government from Lake Forest College in Illinois and an MA in educational administration from McDaniel College.

Kathleen Atanasoff: Captain Kathleen Atanasoff presently serves as a Public Affairs Qualification Course instructor in the Public Affairs Leadership Department at the Defense Information School. As an instructor, Captain Atanasoff is responsible for educating officers, senior NCOs and civilians from all branches of service to become public affairs experts in their respective units.

Prior to her arrival at DINFOS she served as the Chief of Public Affairs for the 97th Air Mobility Wing at Altus Air Force Base, Okla., highlighting the wing's mission to train C-17 Globemaster III and KC-135 Stratotanker aircrews. Captain Atanasoff deployed to Camp Lemonnier, Djibouti, as the Deputy Director of Public Affairs for Combined Joint Task Force - Horn of Africa. She also served as the Deputy Chief of Public Affairs for the 52nd Fighter Wing at Spangdahlem Air Base, Germany, managing dozens of media events focusing on the F-16 Fighting Falcon and A-10 Thunderbolt II flying squadrons. Additionally, she was the Public Affairs officer for Operation Dacian Thunder, a cooperative flying event between the 81st Fighter Squadron and Romanian Air Forces in Campia Turzii, Romania.

Captain Atanasoff has a Bachelor of Arts in Journalism from Michigan State University and a Masters in Public Relations from Webster University.

Hayley Gable Bowerman is a lifelong resident of Pasadena and the editor of the three *Voice* publications – Severna Park Voice, Arundel Voice and Pasadena Voice. She started her journalism career in high school, interning at *Girls’ Life* magazine in Baltimore. In college, she wrote for *The Villager* – Villa Julie College’s (now Stevenson University) student newspaper, and interned in the promotions department at Clear Channel Communications (93.1 WPOC). After graduating with a degree in Business Communication, she wanted to find a way to combine her passions for writing, local business and Anne Arundel County. It just so happened at that time there was an opportunity to join the staff of a brand new community publication - the *Pasadena Voice*. She began as a freelancer, covering everything from turtle derbies to council meetings, before coming on board full-time in 2010. In 2012, she and the editorial team launched the *Arundel Voice*, the company’s third publication that focuses on the communities, schools, businesses and arts in West County. Today she oversees the *Voice*’s editorial department to ensure quality content in each and every issue.

She is active with the local business chambers and enjoys attending signature events around town such as the Pasadena Business Association's annual crab feast, the Severna Park 4th of July Parade, the West County Community Awards Banquet and the Taste of Crofton. When not busy putting together an issue of the Voice, she enjoys spending time with her husband and infant son. She can be reached by emailing Hayley@pasadenavoice.com.

Joy Bramble – Perhaps Joy Bramble is best known as the publisher of *The Baltimore Times*, but she is also a wife, mother, entrepreneur, educator and philanthropist who has successfully balanced the demands of work and family for more than 35 years.

Her Baltimore Times Newspaper Group began with a simple, yet extraordinary goal: counter the negative images often portrayed of African Americans in the media by highlighting and celebrating the positive contributions made by blacks to their community, their workplace, their churches and in their families.

With little more than a dream and the support of her young family, Mrs. Bramble began printing “*positive stories about positive people*” in 1986 and has watched her company grow from a one-computer operation in her kitchen to become a well-recognized Maryland institution.

Under her leadership, *The Baltimore Times* and its sister newspaper have become one of the leading news voices in the competitive Baltimore market and is credited with helping shape public opinion on a variety of social and political issues.

Hard work and determination began early for Joy. She grew up on the Caribbean island of Montserrat. At 13-years-old she hosted one of the islands' most popular radio programs. She went on to graduate from Queens University in Ontario, Canada and the University of Calgary in Canada.

Joy came to the United States when her husband returned to Yale University for further studies. While in Connecticut she worked as the principal of a Head Start program in Middletown. She continued her education and worked in the field of childcare for more than four years before coming to Baltimore with her husband Baltimore, Maryland where he served as rector of St. Katherine's Episcopal Church.

After teaching in private schools for several years, Mrs. Bramble turned to the private sector and opened her first small business, two neighborhood grocery stores in West Baltimore. Soon thereafter she founded *The Baltimore Times* newspaper.

She concluded that blacks needed to involve themselves in the establishment and building of their own institutions through which services, goods and jobs could be delivered to their community. That is her philosophy in business and she practices the same philosophy in life by giving of her time and financial resources in order to uplift and empower the community.

Joy sits on several boards and commissions including The University of Maryland School of Medicine Board of Trustees, the Baltimore Area Health Education Center, Goodwill of the Chesapeake, Maryland, Delaware

DC Press Association and the Mid-Atlantic Community Papers Association. Among her proudest accomplishments is the founding of Times Community Services, Inc., the philanthropic foundation of *The Baltimore Times* newspapers, where she is currently chair of the Board of Directors. She is listed in *Who's Who Among Women Businesspersons* and has received countless awards from community organizations, and business associations, including the City of Baltimore and the State of Maryland, for her contributions to the community. She also was a founding member of the Montserrat Historical Trust, the island's first museum.

The Brambles have two children, Jocelyn and David, and four grandchildren.

Diane Burr is the Owner and Executive Editor of *Chesapeake Current*. She spent more than 20 years in management and on-air positions in global media organizations including The Associated Press (AP) and United Press International (UPI). She was also a news anchor at ABC and CBS Radio Networks in New York. Diane has earned a Master's Degree in Management, a Bachelor's degree in Management and a second, post-graduate bachelor's in Psychology from the University of Maryland (UMUC).

Since first coming to the area in 2001, her dream continues to be developing a truly different hyper-local news resource to fill the void in Calvert and Anne Arundel Counties.

The full-color Chesapeake Current is "priceless," meaning we're free and supported by advertising. It was launched in May 2010 and has been receiving accolades ever since. We're pro-buy local, and encourage our readers to support locally-owned businesses rather than huge, impersonal corporations or travel out of the area to spend your money.

In 2011, we launched the Chesapeake Bay Tripper, a tourist magazine drawing people into our area from DC, Northern Virginia and elsewhere in Maryland. There's so much to enjoy on the Western Shore!

In 2012, Chesapeake Current Cuisine was launched to showcase fine dining, gracious living, and local restaurants.

And in 2013, we began publishing Calvert's Best to showcase favorite businesses as selected by local consumers.

Through all of our publications, we provide targeted advertising, so local businesses can reach their realistic customers at very affordable rates.

Barbara Smith-Cox is the News Director at your hometown station 1430 WNAV. In 2011 she was diagnosed with breast cancer. As devastating as it can be she says her future looks good.

After the diagnosis Barbara became certified as a Life Coach then started her business Fit n Fab as an Independent Distributor with It Works! Global. She says by introducing people to "that crazy wrap thing" she is changing people's lives everyday.

Barbara comes to the Capital City by way of Tampa Bay, Florida where she started her career in radio in 1980 as a part-time news anchor. Barbara soon became the station's overnight voice when it went 24 hours. In her thirty plus years in the industry Barbara has held many titles such as Promotions Director,

Public Service Administrator, Assistant Program Director and Producer of the nationally syndicated Tom Joyner Morning Show.

Barbara moved to the area in 2002 after marrying E. Lucien Cox, Jr. of Silver Spring. She spent seven years working in the Baltimore radio market for Radio One as a weekend personality on WWIN-FM Magic 95.9.

Barbara's career with 1430 WNAV began in 2004 as a part-time news anchor. She says the station had a table set-up at a job fair at Anne Arundel Community College and the rest is history.

Barbara is very active in her community and her church. She's in her second term as President of the Mago Vista Area Civic Association and often volunteers at the Wellness House.

Jimmy DeButts is city editor at The Capital. He oversees the government coverage and prepares the story budget for each day's paper.

Jimmy spent more than five years as a reporter and editor with business publications in Alabama and Baltimore. He began his journalism career covering sports for nine years in the Deep South with stops in Danville, Va. and Augusta, Ga. He is the father of fourth grader, Olivia. Jimmy loves sweet tea and Southeastern Conference football about equally.

Jimmy DeButts

The Capital
City Editor

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John Frenaye is an Annapolis resident and publisher of Eye On Annapolis—a blog established in 2009 which covers all aspects of life and living in Anne Arundel County (despite the name).

Frenaye has an extensive background in travel and owned several agencies from 1996 through 2005. From 2004 through 2007, Frenaye penned a syndicated travel column for MSNBC and his work has appeared in local, regional and national publications, both online and in print. He has been regularly called upon to offer commentary on travel related matters to many different new sources. During this period, new/social media (blogs, forums, social networking, podcasting, vlogs, etc.) was beginning to mature and Frenaye was on the forefront of this movement.

By working with MSNBC, as well as several other travel related entities, Frenaye was able to work on the leading edge of technology and help to develop best practices for new/social media, content production and SEO. This experience has translated into the success now being seen in Eye On Annapolis and several other blogs where Frenaye is a regular contributor. In addition to his sites, Frenaye has consulting agreements with several local companies for their new/social media initiatives.

Crickett Gibbons, Content Director for Jefferson Communications, has worked in both publishing and public relations/marketing. When she first moved to Maryland, more than 15 years ago, she worked in the Anne Arundel Community College public relations department, picking up her then-public relations career.

As the mother of a toddler, she noticed a publication called Chesapeake Family and contacted the publisher to see if she could help with this local resource for parents. Crickett started compiling the monthly calendar of events before later becoming the editor.

When Crickett and her family moved from the area, she continued to work as an editor and writer for local parenting publishing groups in Arizona and North Carolina.

Crickett recently rejoined Jefferson Communications, where she is now the content director for Chesapeake Family and Chesapeake Inspired, a digital magazine and website also published by Jefferson Communications.

Crickett is enjoying getting reacquainted with the area, although it has meant investing in warmer socks, waterproof boots and thicker gloves this winter. You can reach Crickett at Crickett@jecoannapolis.com

Cynthia Giorgio has spent most of her professional life crafting stories whether it for a business, non-profit, product or individual.

She began her career in [Washington, D.C.](#), where she developed community relations and grassroots outreach programs for non-profits. Cynthia's work helped increase awareness for health and environmental issues.

She then moved to [New York City](#) where she worked for Hunter PR, a boutique PR firm specializing in consumer outreach. After numerous years in the Big Apple, Cynthia headed back south, relocating in the Washington, D.C. area. There, she worked for Dittus Communications where she continued to develop outreach campaigns for businesses and non-profits.

In 2011, Cynthia made the leap from publicist to journalist, writing the Davidsonville column for the *Edgewater-Davidsonville Patch.com*. In February 2012, she launched *South River Source* with former Patch editor and Michelle Stephenson.

Cynthia lives in Davidsonville with her husband, two children and horses. She is an active member of the community serving on numerous boards and committees including:

- South County Pre-Kindergarten Co-op, board member
- Davidsonville Elementary PTO, board member
- Isabel's Gift, a non-profit organization dedicated to providing services to families with sick children in the NICU, board member
- Anne Arundel County Public School's 2011-2012 Parenting Redistricting Committee.

In her spare time, Cynthia enjoys watching her daughters ride horses and play field hockey for the Davidsonville Athletic Association. Go Gators!

Jim Goetz has worked as a Firefighter/Paramedic for the past 32 years.

He started with the Anne Arundel County Fire Department, retiring after 20 years. Then worked at Fort Meade as a Paramedic, promoting up through the ranks to EMS Chief in 2009 where he remains today.

In between, part time, Mr. Goetz worked at WJZ-13 in Baltimore, first as the Friday night producer of the Maryland Lottery show, then as an editor and videographer in the ENG (Electronic News Gathering) department.

In 1995, he started the Maryland Fire Network (MFN) and Maryland News Network (MNN) which supplied breaking news to subscribers via alphanumeric pagers and video/audio to local media. The Maryland Fire Network was sold to Belsito Communications, New York, in 2005 as Mr. Goetz took a position as the Executive Editor for the 1st Responder Newspaper. He immediately changed the name to the 1st Responder Broadcast Network (1RBN) producing podcast's and radio shows for the public safety community.

His video has appeared on WBAL, WJZ, WMAR, Fox 45, Fox 5, CNN, MSNBC, CBS and NBC. During an incident in Baltimore his video appeared on America's Most Wanted. On September 12, 2001, he went to Ground Zero in NY and assisted with recovery operations. While there he shot video while resting in between shifts. That video appeared on many TV Networks, including the movie "7 Days in September," a documentary produced by Camera Planet about 27 filmmakers and the footage they shot.

In 2004, Jim created the first fire department podcast called "Firehouse Radio" which was the lead show on the Firehouse Magazine web site. Later he moved the show to 1st Responder (1RBN) changing the name of the show to the "Fire Guys."

Today, Mr. Goetz is the owner and founder of Anne Arundel 1st Alert which is the "cyber" newsroom to the Arundel News Network (ANN) which are both subsidiaries of NewsCast One. These services provide breaking news to subscribers, as well as providing video and sound bytes on the ANN web site. His love for the fire service as well as his professional experience in video and audio provides a healthy mix for their subscribers.

Steve Gunn is editor of Capital Gazette Communications. A veteran journalist, he has worked at newspapers in Dallas, New York and most recently before coming to Annapolis, Charlotte, NC. He grew up in Prince George's County and has degrees from Northwestern University and Columbia University.

James Houck serves as Editorial Director for What's Up? Media, the umbrella publishing company of *What's Up? Annapolis*, *What's Up? Eastern Shore*, *What's Up? West County*, *What's Up? Weddings*, and several ancillary magazines. He has previously served in numerous editorial roles for What's Up? Media during the past 13 years. The lifelong Anne Arundel County resident graduated from Guilford College in Greensboro, North Carolina (his only stint out-of-state). He now resides in Crownsville with his wife, two

daughters, and two dogs. Personal interests include the outdoors, particularly fishing, live music, exploring new locales, and, of course, writing.

Michael Hughes is currently President/General Manager of WRNR radio in Annapolis and WYRE in St. Augustine, Fl.

Michael is a 29 year broadcast veteran having started out as an overnight disk-jockey in Ohio, progressing into Programming positions, as a Director of Programming in various markets, and more recently, programming oversight for AMFM Inc. radio stations in such markets as New York, Washington D.C., Dallas, & Denver. He also served as General Manager of WZGC in Atlanta for CBS Radio before transferring with CBS to Washington D.C. in early 2003, overseeing the company's five radio stations there.

Community service has been a personal and professional priority for Michael since he started in radio. He has served as a spokesperson for Mothers Against Drunk Driving, served on advisory boards for Gleaner's Food Bank, The Atlanta Community Food Bank, March of Dimes, Capital Area Food Bank, and volunteered with Habitat for Humanity & Project Open Hand. Michael is currently an Executive Board Member of the Clean Energy Partnership, a D.C. based consortium dedicated to promoting environmentally responsible practices to our area's business community. He is also a former board member of the Washington Redskins Charitable Foundation, the Washington, D.C. Archdiocese Latin Education Center, The Washington Area Broadcaster's Association, the Executive Advisory Board of the American Heart Association's START: Walking Program. Michael currently sits on the boards of The Maryland Theater for the Performing Arts, YMCA Camp Letts, Annapolis Recreation and Parks, and The Annapolis Maritime Museum. He is a recipient of the MAPAVI Award as Humanitarian of the Year for the Hispanic Community of Washington, D.C., twice a finalist as General Manager of the Year for the Medalles de Cortez Award in Hispanic Media, and the 2009 winner of the Fairfax Ambassador Award for Business and Economic Development.

Michael attended Bowling Green State University in Ohio. His wife Mary Beth, and four daughters live in Eastport/Annapolis, MD.

Elyzabeth Marcussen is the community news editor and online editor for Capital-Gazette Newspapers. She began with the company as the Pasadena correspondent, then signed on as an editorial assistant. Through the magic of attrition common to the print media, she became the Community News Editor for the Maryland Gazette. In January of 2014, she took on the position for the newspaper group.

She'd like to say that her hobbies are gardening, traveling through Europe and attending the symphony, but the truth is she is a TV junkie with a weed-ridden garden and just enough money to get her family to the Cheesecake Factory on birthdays.

In the summer of 2002, she moved with her husband Kurt and daughters Haley and Gretchen from New Hampshire to Pasadena. It didn't take long for her to be swept into Pasadena's active community. She has been Vice President of Magothy Cooperative Preschool and Kindergarten, a Girl Scout troop leader and vice president of the Women of Saint Andrew's. She regularly performs volunteer work with Abundant Life Church in Glen Burnie.

She always wanted to write, ever since she first formed letters with crayons. This love for the craft has resulted in an eclectic background, including writing radio and newspaper advertising, commemorative letters for a United States senator and press releases for a sundry of charitable organizations.

Sandra Olivetti Martin, Bay Weekly Editor and Publisher:

Begun in 1993, Bay Weekly is as a free, award-winning family-owned and -operated newspaper in the Annapolis capital region of Chesapeake Bay, reaching more than 50,000 readers each week.

Martin maintains the paper's editorial standards and guidelines • plans and delivers the editorial content for each weekly issue • manages a diverse group of staff writers, freelancers and columnists, and • guides and inspires a business with more than 12 years of double-digit growth.

Before creating Bay Weekly, Martin taught college writing and editing for more than 35 years, most recently at University of Maryland University College as an adjunct professor, and also at St. Louis University, University of Illinois at Springfield, Purdue University and in community colleges, for which she has special affection.

Martin has written for national, regional, state and local magazines and newspapers, including The Washington Post and Baltimore Sun.

Beyond periodicals, Martin has edited many books, including four (two nonfiction; two fiction) by husband Bill Lambrecht, former D.C. Bureau chief of the St. Louis-Post Dispatch, now an investigative reporter with Hearst newspapers.

*

M.A., St. Louis University, 1967 B.A., St. Louis University, 1964

*

MEMBERSHIPS

Albin Owners Association • Annapolis Maritime Museum • Annmarie Garden • Brainchild Women's Poetry Collective • Fairhaven Cliffs Civic Association • Gridiron Club (spouse) • Herrington Harbour Marinas • Historic London Town and Gardens • Maryland, Delaware, D.C. Press Association • Maryland Hall for the Creative Arts

Cheryl Michi has worked for seven years in Community News at *The Capital*. She is currently an editorial assistant, handling community announcements, calendars and clubs.

Over the years Cheryl has worked in advertising, publishing, public and commercial television and even the dental industry. She has a Bachelor of Arts degree in Radio, TV and Film from the University of Maryland, College Park and also studied Journalism there.

Cheryl grew up in Southern Prince George's County and has also lived in Philadelphia and Southern Maryland. She currently lives in Dunkirk, Calvert County with her husband and son, a college student.

Susan Reimer has been a columnist for The Baltimore Sun since July 1993 when, after 14 years covering sports, she was asked to write about life as a wife and the working mother of school-aged children. Today, she writes about national affairs and her column appears on Mondays and Thursdays on the op-ed page of The Sun.

A collection of work, titled “Motherhood is a Contact sport” was published by The Sun.

Susan was born and raised in Pittsburgh, Pa., and attended Ohio University where she earned a degree in journalism.

Before being hired by The Sun as one of the first full-time women sportswriters in the country, Susan worked for the Associated Press wire service, the Pittsburgh Press and the Pittsburgh Post-Gazette.

Susan was winner of the prestigious National Headliner Award for her column and has also won the Vivian Castleberry Award for her writing about the lives of women and the MD-DC Press Association and the A. D. Emmart Memorial Prize for writing in the humanities for a story about the nature of forgiveness.

She lives in Annapolis with her husband, Gary Mihoces, a sportswriter for USA Today. Her son Joseph is a graduate of the U.S. Naval Academy, a Captain in the Marine Corps and he has flown three combat tours in Afghanistan. Her daughter Jessica is a graduate Penn State University’s Smeal School of Business and works in marketing in Owings Mills.

Stephen Short - Major Stephen Short commissioned in the Army as a military police second lieutenant. He served as a platoon leader, provost marshal operations officer and executive officer while serving at Fort Bliss, Texas. Major Short served as the rear area security officer for U.S. Army South at Fort Sam Houston, Texas, before attending the Captain’s Career Course. Major Short served as the provost marshal and detachment commander of U.S. Army Garrison Ansbach, Germany, before attending the Defense Information School. Upon graduation from the Public Affairs Qualification Course, he returned to Germany where he deployed with the 172nd Infantry Brigade to Iraq as the brigade public affairs officer. Major Short’s previous assignment was as the deputy chief of public affairs at U.S. Army North, Fort Sam Houston, Texas. He presently serves as an instructor in the Public Affairs Leadership Department at the Defense Information School.

Betsy Stein, Chesapeake Family editor, has been in journalism for 25 years first as a reporter and then an editor for Patuxent Publishing (now known as Baltimore Sun Media Group). For 10 years she was editor of Maryland Family magazine before joining Jefferson Communications in February 2012 as editor of Chesapeake Family magazine. She also helps to maintain ChesapeakeFamily.com, coordinates Chesapeake Family’s social media and writes a parenting blog called FranklyStein for ChesapeakeFamily.com.

Betsy lives in Catonsville with her husband and four kids, who range in age from 9 to 15 with 13-year-old twins in the middle. When she’s not shuttling to kids sporting events, she runs, swims and bikes to maintain her sanity. You can reach Betsy at Editor@ChesapeakeFamily.com.

Mitchelle Stephenson started in the newspaper business in advertising at the Jupiter (FL) Courier. From there she moved to the DC Metro area where she worked at the Washington Business Journal, Roll Call, The Hill, Capital Style and Roll Call Online. Eventually, Mitchelle landed a writing gig at The Capital. From

there she became the Local Editor of Edgewater-Davidsonville Patch.com, a subsidiary of AOL.com. That about covers her professionally from 1985 to 2012.

She left Patch in January of 2012. In February 2012, together with “Direct from Davidsonville” correspondent Cynthia Giorgio, the two launched the South River Source.

Both are moms with children in public schools. They coach recreation-league sports. They dine out with their husbands. They’re active volunteers. Also, they are kind of nosy, which makes them great correspondents for local news, events and features.

Although South River Source is a start-up now, the duo’s long-term goal is to make this site a not-for-profit business so that they can take any would-be profits (after expenses) and turn them into community grants. It is important to Michelle’s personal life philosophy to keep the business focus local and the money local.

Mitchelle lives in Edgewater with her husband, two daughters, one dog and one hamster. The family enjoys a lot of outdoor activities, especially in the summer.

She’s grateful to have this opportunity to serve the community in this capacity. And whether Michelle’s working at The Capital or Patch or the Source, there has always been a common thread to doing this kind of work: **She really loves this job!** Here is a snapshot of a few of her community service activities:

- Committee Chair, Central, Davidsonville and Mayo Elementary Redistricting Committee, Anne Arundel Co. Public Schools Annapolis (2011)
- Vice President, Southdown Shores Swim Club Board of Directors, Edgewater (2008-2010)
- Vice President for Legislation, Anne Arundel County Council of PTAs, Annapolis (June 2008-July 2010)
- Judge, Reflections, Anne Arundel County Council of PTAs (2008-2009)
- Central Elementary School Parent Teacher Association, Edgewater—President (2006-2008); Editor (2002-2006) Member (2001-present)
 - ° Distinguished Local Award for largest increase in PTA Membership (2007)
- South County Redistricting Committee, Anne Arundel Co. Public Schools, Annapolis (2008)
- Page Selection Committee, Anne Arundel Co. Public Schools, Annapolis (2009 Maryland General Assembly Session)
- Judge, “We the People” Mock Congressional Hearing, Edgewater (2008)
- President, Withernsea Property Owners Association, Edgewater (2002-2005)
- Board member, South County Preschool Cooperative, (2004-2006)
- Star Actress, Gone with the Wind, Hollywood, CA (GOTCHA!! This one is a total fake. She wasn’t alive in 1939.)

Carolyn Sullivan is the Owner of PR People, a PR and marketing consultancy in Annapolis. She works mainly with non-profit and small business clients to develop and implement marketing campaigns that inform, educate and improve visibility. Tools might include print and collateral pieces, media pitches, press releases, feature articles, social marketing, special events, and much more.

Just a week after the amazing event, she is a recovering Annapolis Film Festival volunteer but expects to be fully immersed again next year! She is also on the board of the Anne Arundel Conflict Resolution Center.

Kymerly Taylor began her career as an unpaid intern living on a boat in Washington, D.C. while working on Capitol Hill for United Press International. Needless to say, things have improved. She is currently Editor-in-Chief of *Annapolis Home Magazine*. Prior to founding *Annapolis Home*, she has worked as an editor at *Solutions Home Magazine*, *What's Up Annapolis? Magazine*, *Chesapeake Home Magazine*, *Notre Dame Magazine*, and *Columbia Magazine, Journal of Poetry and Prose*. She has a degree in journalism from Boston University and a master's degree in creative writing, received from Columbia University.

Wendi Winters is a writer, reporter, columnist and photographer - and a former NYC public relations executive.

A good portion of her career has been in public relations – backed by solid experience in fashion retailing, wholesaling, textiles, marketing, advertising, design and promotion. She created and directed campaigns for two “Top 5” international public relations firms. With one firm, she won the New York City Chapter of PRSA’s Golden Apple Award for a successful campaign she orchestrated for The Polyester Council of America. She also had her own successful fashion public relations/advertising/special events/runway show production firm for seven years. Earlier, she was a well-paid intern at Time Inc. in its Circulation Department.

As a journalist, she was the first freelancer to bring a journalism award home to *The Capital* – and then earned two more awards.

Since May 2013, Ms. Winters has been a full time staff member at Capital Gazette Communications. Prior to that, she freelanced for the company for twelve years. She writes three weekly columns for *The Capital*: Around Broadneck, Teen of the Week, and Home of the Week. Her byline has appeared on feature articles in Arundel Report, Neighborhood, Business, Entertainment, Health, Garden and Lifestyle sections. Her articles appear in other Capital-Gazette Communications papers including *The Maryland Gazette*, *Crofton-West County Gazette*, *Bowie Blade-News* and *Capital Style Magazine*. Her writing byline has appeared in *Details Magazine*, *What's Up? Annapolis Magazine*, *Waterfront Living*, *USNA's Shipmate* (Class of '40), *Wash Trends Magazine*, *Chesapeake Taste Magazine*, *Inside Annapolis Magazine* and numerous others.

She's been a feature writer for Associated Press Special Features and for Copley News Service. For years, her fashion critic columns ran in the NYC weeklies *Manhattan Spirit* and *Our Town*, plus she parsed apparel trends for *The World & I*, a *Washington Times* publication. When the late Philip Merrill launched the short-lived *East Side Express* in Manhattan, Wendi was recruited to write its fashion section. As a D.C./Baltimore-area theatre critic, her reviews appeared in *Theatre Spotlight* and *The Review*. She was a Helen Hayes Awards nominator for two terms.

Active as a Girl Scout leader and a regional church youth advisor, she can make a mean S'More.

Ms. Winters and her husband Tod Geimer share a household with 2 ½ of their four children, the occasional midshipman or foreign exchange student, plus a cat and a dog. Their oldest child is a Navy petty officer and is an adjunct instructor at the U.S. Naval Academy; the second oldest graduated from USNA in 2012 and he and his wife are living in Jacksonville while he attends flight school; No. 3 is a Youngster at USNA; and No. 4 attends the IB and NJRTOC Magnet Programs at Annapolis High School.

Wendi can be contacted at 443-482-3149 or wwinters@capgaznews.com.

Suggested Questions for the Panelists

Tell us about your media and its audience. What are the demographics?

What kind of story are you looking for?

What kinds of stories can you never get enough of? What do you avoid like the plague?

What is your idea of a good “pitch?”

Are you interested in receiving news from my (organization/group/club/business/etc.)?

What was the most memorable media release you ever received? What made it a good one? What was the most effective publicity “stunt” ever? Why did it work?

Now, let’s talk about the worst one: What made it a disaster? What can we learn from it?

What is a common mistake people make when trying to entice you with a story idea?

What do you wish people would keep in mind when contacting you with a story idea?

How could people do a better job of getting their story into your hands?

Do people really need to read your publication or blog/listen to your broadcast to understand what you are all about?

Does an organization, non-profit, business or individual need a public relations agency to get their story into the media?

What do you love about your job?

Can you tell us about the most unforgettable news story in which you were involved?

Why did YOU get into this business? What keeps you in this business?

Who is your competition now?

How often do you use Twitter and other social media? Which is most effective for you? Explain.

Do I really need to learn how to conduct a campaign via social media?

What will your job look like in five or ten years?

What will your media look like in five or ten years?

Is this business a good career path for a person just out of college? Or, mid-career?



Annapolis Home

What is the circulation or audience size of your publication/broadcast/site?

22,000 direct mail

How many “visits” does your website receive each month?

2,000

What is your lead time for a soft news story pitch or calendar item?

Three months or more.

What is the phone number, fax number and email you use for press contacts?

Just Kymberly@annapolishomemag.com or Robert@annapolishomemag.com .

How do you prefer to be contacted?

Email.

When is the absolute best time to speak with you on the phone?

Try e-mail first! or, after 4 p.m.

Absolute worst time?

The morning.

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

No written guidelines, just a brief description and photos, if applicable.

Do you have a Facebook business page?

Yes. See below.

Can people follow you on Twitter?

No.

How about LinkedIn?

Yes.

Do you have an internship program?

No. We don't have an internship program.

Do you work with freelance writers?

Yes, we work with free-lance writers with degrees in Journalism, preferably, and published work.

Can we pick your brains over a cup of coffee (on us, of course!)?

Sure.

Is there any additional information you wish to share?

Our advice: When pitching a story, ask yourself "Why is this story important to Annapolis Home Magazine?"

Annapolis Home Magazine

Garden Dock Garage

Click like and join us on  [Facebook](#)

Visit our on-line issue

<http://annapolishomemag.com/new/>



Anne Arundel 1st Alert

What is the Circulation or audience size of your site?

Facebook circulation: Close to 50,000 subscribers

How many visits does your media's web site receive each month?

www.ArundelNewsNet.com Web Site: 150,000 visits per month LIVE 365 Audio and Vimeo Video: 5k combined daily.

What is the number, fax number and email for your press contacts?

Studio Line: 410-437-1353

Fax Line: 410-437-1381

Cell Phone: 410-645-0169

E-Mail: Jim@Newscastone.com

How do you prefer to be contacted?

Cell Phone #410-645-0169

When is the absolute best time to speak with you on the phone?

After 9 a.m. If I am not available, leave a message.

Absolute worst time?

Early morning, before 9am.

Do you have written guidelines for how people can get a story placed with your site?

No written guidelines. Write a brief story pitch and email it to me.

Do you have a Facebook business page?

Yes - www.Facebook.com/AA1stAlert

Can people follow you on Twitter?

Yes - @AA1stAlert

How about LinkedIn? Or other social/business networks?

We are not on LinkedIn at this time.

Do you have an internship program? If yes, details please?

We don't have an official intern program but our plan was to have a group of interns assist with a daily news program.

Do you work with freelance writers? If yes, details please?

We use freelance writers exclusively. If a writer is interested in pitching a story, email a brief description of the idea to me.

Can we pick your brains over a cup of coffee (on us, of course!)?

Absolutely.

Is there any additional information you wish to share?

I've been on both sides of the of the fire line "Do Not Cross" tape.

I can be used as an expert for information regarding Fire and EMS situations as well as producing news shows for Radio and TV.



The Annapolis/Baltimore Times

Baltimore Times celebrated its 25th year in 2011.

What is the circulation or audience size of your publication?

Baltimore Times: 20,000. Annapolis Times: 4,000.

What is your lead time for a soft news story pitch or calendar item?

We ask that you contact us at least two weeks in advance.

What is the phone number, fax number and email you use for press contacts?

410-366-3900 x3031 Kathy Reevie

My cell number for urgent messages is [443-831-8215](tel:443-831-8215). Email is really the best way to work with us. We check email frequently and respond. You can also follow up with a call if you have a pressing matter. We don't mind being bugged once in a while. We welcome story ideas that are not promoting a product, sale or a company. Those messages should be sent to the advertising department.

Office [410-366-3900 x 3013](tel:410-366-3900), cell [443-831-8215](tel:443-831-8215), email jbramble@btimes.com .

Our FAX number is [410-243-1627](tel:410-243-1627). We don't recommend FAXing a story.

The best way to get our attention is email followed, if necessary, by a phone call.

Our physical address is 2513 North Charles Street, Baltimore, MD 21218

How do you prefer to be contacted? If not you, who? Or who else?

Email works best for us. Our general email is btimes@btimes.com. my email is bramble@btimes.com my number [410-366-3900 x3013](tel:410-366-3900).

Please contact **Kathy Reevie** at kreevie@btimes.com [410-366-3900](tel:410-366-3900) x 3031 or

Dena Wane at dwane@btimes.com [410-366-3900 x 3022](tel:410-366-3900).

When is the absolute best time to speak with you on the phone?

I am usually available in the morning but, apart from the times I have given below as worst, I take everyone's phone call. If I am busy, I return all phone calls as soon as I get a chance. My best days are usually Mondays, Tuesdays and Fridays.

Absolute worst time?

Never on a Wednesday after 12 noon or Thursday before 2 p.m. These times are the absolute worse because we are on deadline for our publications.

Do you have written guidelines for how people can get a story placed with your publication/website?

No written guidelines. Email ideas, press release, photos (We love photos).

We ask that stories be no more than 500 words, preferably with photos, and are sent no later than Tuesday at 4 p.m.

Publication Information: our submission deadline is Tuesday at 4 p.m. for Run Day on Friday. Story ideas are welcome. We are always looking for stories about:

- Health - events with free screenings and/or health awareness in the community;
- Community and youth groups - groups that are making a difference in their peers and the community at large;
- Feel good and good news - individuals who have overcome adversity, encouraging events the community would not hear about otherwise;
- Church events - events local churches are holding that are open to the community;
- Community events - listings to appear in the “Around and About Annapolis” section.

We do not have investigative reporters and want stories that allow the community to shine.

Do you have a Facebook business page?

Yes. We are on Facebook as Baltimore Times, Inc.

We have a great website, too. www.Baltimoretimes-online.com .

Can people follow you on Twitter? If yes, what is your Twitter address?

I have a twitter handle but very rarely use it. However, I have great plans to really start tweeting – it’s @jbramble

How about LinkedIn? Or other social/business networks?

I am on LinkedIn, but I don’t faithfully check it. We are now ramping up our social media. We will soon have an app for the iphone and ipad as well.

Do you have an internship program? If yes, details please?

Students can apply. At the moment we have no paid internships. However we have hired permanently many who walked through our doors as an intern.

Do you work with freelance writers? We work with many freelance writers.

Can we pick your brains over a cup of coffee (on us, of course!)? Yes!



The Baltimore Sun

What is the circulation or audience size of your publication?

Now in publication for 176 years, more than 1.1 million people read the Baltimore Sun in print or online at www.baltimoresun.com, and Baltimore Sun Media Group publications each week. The Sunday special section for Anne Arundel County has about 57,000 readers.

The material below has been updated using material from the website for this year's booklet. The Baltimore Sun closed the Annapolis bureau several years ago.

What is your lead time for a soft news story pitch or a calendar item?

Please pitch stories 1-2 weeks in advance.

What is the phone number, fax number and email you use for press contacts?

Here are the Baltimore Sun staff members who cover Anne Arundel County:

- The Suburban editor is Jim Joyner jjoyner@tribune.com 410-332-6410
- Pam Wood (Howard and Anne Arundel County Courts/Police), pam.wood@baltsun.com, 410-332-6717
- Arthur Hirsch (General) Arthur.hirsch@baltsun.com 410-332-6073
- Joe Burris (Howard and Anne Arundel County Schools), joseph.burris@baltsun.com, 410-332-6750.
- Jonathan Pitts (General), jonathan.pitts@baltsun.com, 410-332-6990.
- Nathan Pitts (Editorial assistant), nathan.pitts@baltsun.com.

You should pitch stories to them first.

Send calendar items to arundel.calendar@baltsun.com.

Editor Laura Smitherman is the head of Maryland News. Her email is laura.smitherman@baltsun.com.

Dave Rosenthal is the Maryland editor. His email is dave.rosenthal@baltsun.com.

For more editorial contacts, the masthead link is:

<http://www.baltimoresun.com/about/bal-about-directory,0,1733934.htmlstory>

When is the absolute best time to get a hold of you?

It is best to reach reporters in the morning when they are not on deadline.

Absolute worst time?

Avoid calling the reporters between 3-5 p.m. which is deadline time.

What is your website address?

www.Baltimoresun.com and www.baltimoresun.com/annearundel

How many visits does your website receive each month?

Baltimoresun.com gets 40 million page views per month.

Are your archives free?

The Baltimore Sun archives are digitized and available through public libraries. To purchase a photo or reprints, go to www.Baltimoresunstore.com

How long does an article stay online?

It varies. Stories remain on the web site from one-three months. Coverage of certain hot issues (e.g. slots) may remain longer.

Can we pick your brains over a cup of coffee (on us, of course!)?

Sure. But we're not allowed to accept gifts, so it would have to be Dutch treat. 😊



Bay Weekly

Your go-to-guide for entertainment, arts and services in Maryland's capital region — plus good stories, fresh ideas and smart reporting focused on environment, quality of life, culture and lore in Chesapeake Country.

Bringing you the best of the Bay each week since 1993, we are the independent weekly newspaper of the Annapolis capital region, reporting the stories of Chesapeake Country for 50,000 readers from Pasadena to Solomons, **Chesapeake Bay to Bowie.**

What is the circulation or audience size of your publication?

20,000 papers weekly in AA and Calvert counties, for 50,000 weekly readers

Do you have a website? If yes, what is its address?

www.bayweekly.com - since 1998; newly updated and a work of constant improvement

How many visits does your website receive each month?

We're a billboard catching many eyes.

What is your lead time for a soft news story pitch or a calendar item?

10 days for calendar. Talk to me well in advance about stories.

What is the phone number, fax number and email you use for press contacts?

410.626.9888; editor@bayweekly.com

Calendar events and photos must also be sent to calendar@bayweekly.com

Fax is my least preferred means of communication; avoid it.

How do you prefer to be contacted?

Email for routine info, but if you want to pitch me, you have to reach me by phone. That's often tough and best later in the week after deadline (ends early afternoon each Wednesday)

If not you, who? Or who else?

Also try staff writer and calendar editor Michelle Steel. Call our main number, 410.626.9888, or email her at calendar@bayweekly.com, and ask her to open the door. However, I still make the assignments. Michelle (not available by phone on Fridays) is also the person to speak to about all calendar business.

When is the absolute best time to get in touch with you? The secret is persistence.

Absolute worst time? Mondays and Tuesdays!

Do you have written guidelines for how people can get a story placed with your publication?

I have some tips on the next page. We don't "place" stories; we evaluate ideas for how they work for us and our readers. So the way to get considered is to know Bay Weekly and tell me why you've come to us with this particular idea, making its appeal irresistible.

Calendar, on the other hand, places all events open to and of interest to the general (not a specialized) public, with a priority on entertainment, as space allows.

Our guidelines for calendar are:

- Preferably by email;
- Release pasted (may also be attached) with a specific subject line
- At least 10 days in advance;
- Ideally with attached photos;
- to calendar@bayweekly.com

Do you have an internship program? If yes, details please?

Often we do accept interns, typically part time, for general assignment work from A to Z at the paper. Terms and conditions vary.

I also work mentoring new writers (aka contributing writers) who are able and eager to learn. Commitment is by the story, which ideally becomes plural

After teaching writing in colleges and universities for many years, I run Bay Weekly as a teaching newspaper, so writers can expect to labor to learn the craft, story by story.

The best approach on both scores is to make a good case for yourself as a person eager to learn the skills of the trade.

Do you work with freelance writers? If yes, details please?

Bay Weekly thrives on the contributions of freelance writers. Like all editors, I appreciate your knowing my paper before you write. Then please introduce yourself by email, describing your journalistic interests and activities and attaching a couple of clips and your resume. I'll reply and from there we can begin a story conversation. If you don't hear back from me, please write again; missives do get lost.

Writers who bring me ideas, energy, reliability and stories I want will find me a hands-on editor, working intimately on stories from conception to publication.

Do you have a Facebook business page?

www.facebook.com/bayweekly

Can we pick your brains over a cup of coffee (on us, of course!)?

If you're eager to talk to me and willing to keep trying till we find a workable time, certainly.

Bay Weekly's Top 10 Ways to Get Your News in Print

1. SAY PLEASE.

2. WRITE BY NAME TO A PERSON.

Address your request to Michelle Steel and/or to me, Sandra Olivetti Martin.

3. PUT IT IN PRINT.

Paste rather than attach everything but photos. With hundreds of emails coming every day, each one gets only seconds of my time of evaluation. If I can't see in that second what you've got going, it falls to the bottom of the mailbox, hence likely to the trash. I don't have the minutes it takes to translate what you want me to know.

4. EMAIL WELL BEFORE YOUR EVENT.

For calendar, "well ahead" is three weeks. Much longer and it might get lost. Nearer, and you're rushing our deadlines. If you're hoping for more, approach sooner. See No. 8.

5. ANSWER ALL OUR QUESTIONS.

Note the five Ws (plus How) in clear format above body of your copy.

6. MAKE IT EASY FOR US TO GET IT RIGHT.

Highlight response dates, deadlines, early special needs.

7. MAKE US WANT TO HELP YOU.

Many fish bite if you've got good bait. We love good stories; we despise boiler plate and clichés. Bait your hook with the best you've got going for you. Put yourself in our shoes, and shape your appeal to our needs. That, of course, means you've got to know our paper.

8. IF YOU WANT EXTRAORDINARY ATTENTION, GO TO EXTRAORDINARY LENGTHS.

Court us, undemandingly but creatively, persistently and personally.

9. USE OUR TIME CAREFULLY.

When you call, we're likely to be busy. If you get us, ask if we've got a minute before leaping in. If you don't keep trying until we're not. When we finally hook up, have your thoughts organized so that any time we waste will be social time we both choose and enjoy.

10. SAY THANK YOU.

The Capital

The Capital

What is the circulation or audience size of your publication?

The Capital print newspaper circulation is over 37,000 daily on Monday through Saturday and around 41,000 on Sunday.

What is your lead time for a soft news story pitch or a calendar item?

Two weeks prior to the date of the event or the date of any registration deadlines.

What is the phone number, fax number and email you use for press contacts?

410-268-5000 and ask for the person by name or dial their extension. Do not fax. It is a black hole for paper. Send community news to communitynews@capitalgazette.com.

How do you prefer to be contacted?

Email is best, but happy to help in any way - except for fax. Send community news to communitynews@capitalgazette.com.

If not you, who? Or who else?

I'll set you up with the appropriate contact. Just send community news to communitynews@capitalgazette.com.

When is the absolute best time to speak with you on the phone?

11 a.m. to 5 p.m.

Absolute worst time?

Deadline: 8:30 a.m. to 10:30 a.m.

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

Yes - find it online at http://www.capitalgazette.com/how-to-get-your-news-published/pdf_956b07a0-5170-5e41-afbe-7687a5ea59f6.html. And if all else fails, send community news to communitynews@capitalgazette.com.

Do you have a Facebook business page?

Yes <https://www.facebook.com/capitalgazette>; <https://www.facebook.com/MDGazette>; <https://www.facebook.com/croftonwestcountygazette>; <https://www.facebook.com/BowieBlade>; and <https://www.facebook.com/guideannearundel>

Can people follow you on Twitter?

The Capital has many twitter accounts; search to find them

How about LinkedIn? Or other social/business networks?

Many Capital staff have these accounts.

Do you have an internship program? If yes, details please?

Contact Brian Henley at BHenley@capgaznews.com

Do you work with freelance writers? If yes, details please?

Yes, most of the correspondents who write our community columns are freelancers, as is our sports and entertainment staff.

Can we pick your brains over a cup of coffee (on us, of course!)?

Folks at the Capital are fond of hot caffeinated drinks.

Is there any additional information you wish to share?

Keep Calm and Send It To CommunityNews@CapitalGazette.com.

Guidelines for Photo Submissions

The Capital

Photos should be properly exposed, nicely composed and tightly cropped to adequately show subject matter. Photos containing excessive motion, or that are “soft” (blurry and out of focus), cannot be used. Please avoid backs of heads, photos from far away and poorly composed pictures. Avoid crowding too many people into one photograph --- no more than four or five people per photo at the most.

Submit your best 4 or so photographs of the subject.

Photos must be submitted in the following size and format.

Do not embed a photo within a document. Each photo must be a .jpg attachment:

Minimum size: 5” x 7”

Resolution: Minimum of 180 dpi (dots per inch or pixels per inch), 300 dpi preferred

.jpg (.JPEG) file format

Caption information must be in this format:

(Date photo was taken) 04/04/2014: Include where the photograph was taken; try to limit the number of people appearing in the photo to four or less. Always identify subjects from Left to Right (L to R) as you view the picture. Include ages, if under 16 years of age, and the community where the subject lives (or school and grade attending, if students). Photo by: Joe Smith for The Capital.

(Or: Courtesy photo or: Photo courtesy Sue Smith.)

Caption Format Example:

04/04/2014: (L to R) Jim Smith, 15 (Annapolis), Joe Thomas, 12 (Severna Park) and Kate Jones, 13 (Severna Park) enjoy the warm spring day at a picnic table in Quiet Waters Park in Hillsmere. Photo by: Joe Smith for The Capital

Each photo submission should include a caption like the above example. Please try to include as much relevant information as possible.

Also, mention who at The Capital requested the photograph, or to the person or department awaiting the photo.

Photos that do not include complete caption information or do not meet the size and resolution requirements may not be used.

Thank you,

Photo Department

The Capital

Tips for Submitting Photos for Possible Inclusion In the "Capital Camera" Section

The Capital

Dear Community Group,

You may submit your own photographs for possible publication. All photos are subject to approval of the Community News and Photo departments. Any hard copies can be returned by providing a self-addressed, self-stamped envelope. Digital .jpg attached photos are the preferred method. Compact discs cannot be accepted.

When submitting your own courtesy photographs, please take the following into consideration:

- One vertical shot, with 2 to 3 subjects, three horizontal shots, with 3 to 4 subjects. No repeating subjects in subsequent shots.
- Close-ups, preferably from the waist up, are desirable. No profiles or partially hidden faces.
- Backgrounds should be as plain as possible so as not to detract from the people.
- Identify subjects from left to right, by name, hometown and age, if under 18. Keep in mind, we do prefer to highlight county residents.

Accompanying the photographs should be several short paragraphs describing the event and organization with the old familiar, who, what, where, when, why and how. For example, if you raised money, how much did you raise and for what purpose? How many people attended the event? Is this an annual activity? How many volunteers coordinated the event? What activities were available? Describe as much as you can to make it interesting to readers of *The Capital*. All copy is subject to editing.

When submitting photos, please include your contact information (phone and e-mail) so you can be reached for questions.

Submitting Community News & Story Tips:

E-mail your community news and story tips to Cheryl Michi at the Community News Desk at The Capital newspaper at: commnews@capgaznews.com.

To submit your event for publication via U.S. Mail to:

Community News, The Capital, P.O. Box 911, Annapolis, MD 21404;

or drop it off at our offices at 2000 Capital Drive, Annapolis.

Capital Gazette Communications, a division of Landmark Media Enterprises, LLC, includes The Capital newspaper, the Maryland Gazette, the Bowie Blade-News, the Crofton-West County Gazette, and Capital Style Magazine. Visit online at www.capitalgazette.com .

capital style

Capital Style

Capital Style magazine: a Capital Gazette Communications lifestyle magazine designed for women

In every issue:

- Profiles
- Health
- Beauty
- Food
- Fashion
- Fitness
- Home Improvement & Decor

Remainder of 2013 publication dates:

- | | | |
|--------------------|--------------|--------------------------------|
| • Spring Issue | April 27 | Be Bold! |
| • Summer Issue: | May 25 | Travel & Fun |
| • September Issue: | September 21 | Health & Education |
| • October Issue: | October 19 | Breast Cancer Awareness & Pets |
| • November Issue: | November 16 | Holiday & Shopping |
| • December Issue: | December 28 | Looking Back & Looking Forward |

What is the circulation or audience size of your publication?

Capital Style is inserted in over 35,000 home-delivered Capital newspapers.

What is your lead time for a story pitch or profile?

At least six weeks ahead of the publication date.

What is the phone number and email you use for press contacts?

Shannon Miller – Editor & Designer

Email: smiller@capgaznews.com

Phone: 443-482-5914

Elizabeth L. Piccirillo - Special Publications Manager
Email: elizabethp@capgaznews.com
Phone: 443-482-3158

How do you prefer to be contacted?

E-mail, please.

When is the absolute best time to get in touch with you?

Late morning (after 10 a.m.) or early afternoon, Monday through Friday.

When is the absolute worst time to call you?

On deadline: mornings and late afternoons.

What is the magazine's online website address?

www.capitalstylemag.com

www.facebook.com/CapitalStyleMagazine

<https://twitter.com/capitalstylemag>



Chesapeake Current

The Chesapeake Current showcases the people, places, businesses and events that are intriguing to residents of Calvert and Anne Arundel Counties. We're not Annapolis, Washington DC, or St. Mary's County. We're all about you and we support local businesses.

We're more like a news magazine than a traditional newspaper, and printed in a reader-friendly, tabloid size.

All our content is local. Nothing is syndicated. Our unique columns include: View From South County (Anne Arundel County news by Bea Poulin), On the Water, Pride & Joy, and Taking Care of Business, among others. Pick up the Chesapeake Current and see how we offer news and information unlike any other. We have full-color, full-length obituaries in our Remembering Family & Friends section to celebrate the lives of our relatives, neighbors and friends. One of our most popular sections is Current Events, which lists fun, family-friendly things to do at little or no cost.

We've built a very loyal local readership base, with many people saying they read us from cover to cover and keep every issue. We've constantly expanded our circulation numbers as well, and will do so again this year.

We have launched a breaking news web site, ChesapeakeCurrent.com. And, our actual newspapers are also archived online in a format friendly to computers, i-Pads, Kindle, and Nook readers. And, new technologies are always being tested, such as Current Codes, which are QR (quick response) codes that deliver multimedia content when scanned with a smart phone.

Chesapeake Current
Serving Calvert and Anne Arundel Counties
 P.O. Box 295
 North Beach, MD 20714
 (410) 231-0140
editor@chesapeakecurrent.com
www.chesapeakecurrent.com

What is the circulation or audience size of your publication/broadcast?

We're a hyper-local publication targeting high-income customers in Calvert and Anne Arundel Counties and visitors to the Western shore of the Chesapeake Bay through our Chesapeake Bay Tripper.

How many "visits" does your website receive each month?

We have a growing online following through our web sites, www.ChesapeakeCurrent.com and ChesapeakeBayTripper.com. We also have a growing following for all our publications on Facebook and Twitter.

What is your lead time for a soft news story pitch or calendar item?

Minimum three weeks in advance, please.

What is the phone number, fax number and email you use for press contacts?

Phone: 410-231-0140. Email: editor@chesapeakecurrent.com. We no longer accept faxes. Please email us digital files.

How do you prefer to be contacted?

Email is preferred. editor@chesapeakecurrent.com or ads@chesapeakecurrent.com.

If not you, who? Or who else?

Please send all inquiries to editor@chesapeakecurrent.com.

When is the absolute best time to speak with you on the phone?

Mondays and Fridays are the best days to get me on the phone in person.

Absolute worst time?

Tuesdays I schedule outside meetings. Please email and I'll get back to you!

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

Please contact editor@chesapeakecurrent.com for more information.

Do you have a Facebook business page?

Yes. Please search for Chesapeake Current and Chesapeake Bay Tripper and 'friend' us. You can also read us online on both Facebook sites as well.

Can people follow you on Twitter?

Yes, we Tweet!

How about LinkedIn? Or other social/business networks?

Yes, please connect with owner/executive editor Diane Burr on LinkedIn. I'm also personally on Facebook and Twitter.

Do you have an internship program? If yes, details please?

Yes, we encourage interns to send resumes. Email me at editor@chesapeakecurrent.com and let me know why you'd like to work with us!

Do you work with freelance writers? If yes, details please?

Yes, please email editor@chesapeakecurrent.com for more information.

Can we pick your brains over a cup of coffee (on us, of course!)?

Sure! Please call me at [\(410\) 231-0140](tel:4102310140) or email editor@chesapeakecurrent.com.

Is there any additional information you wish to share?

The Chesapeake Current is not your grandpa's stodgy old newspaper! We are a full-color community publication that is growing by leaps and bounds because we truly are different.

We are the first in the area to offer QR Codes for multi-media in print. We believe this is the next big thing to revitalize the print industry and will happily give you a demo!



Chesapeake Family

What is the circulation or audience size of your publication?

Chesapeake Family is published 12 times per year and available in Anne Arundel, Calvert, Howard, Prince George's and Queen Anne's counties. We reach an audience of more than 125,000 per month through the print issue and ChesapeakeFamily.com. We also deliver news and information directly to our audience through e-newsletters.

How many "visits" does your website receive each month?

We average 32,000 visits per month, and we're growing every day.

What is your lead time for a soft news story pitch or calendar item?

The lead time for a soft news story pitch is a minimum of 3 months.

Calendar deadlines are as follows:

Print: The 15th of the month, two months prior to your event. For example, have the press release or calendar announcement about your December event to us by Oct. 15.

Online: At least three weeks prior to your event. Events can be entered into our online calendar by clicking FUN in the top bar and hovering over Calendar and clicking on Add and Event. They are reviewed by staff before going live. For consideration for inclusion in our seasonal/holiday print and online event roundups, e-mail your press release to editor@ChesapeakeFamily.com. Seasonal roundup features are posted well in advance so the earlier the better.

*Note: Inclusion in the print magazine and online calendar is at the discretion of our editorial team. To guarantee placement in the magazine, on ChesapeakeFamily.com or in the weekly e-newsletter, please contact Dawn Sweeney 410-263-1641 x201 or DawnS@JeCoAnnapolis.com to purchase an advertisement.

What is the phone number, fax number and email you use for press contacts?

Phone: 410-263-1641 Ext. 225; Fax 410-280-0255; e-mail editor@chesapeakefamily.com

How do you prefer to be contacted?

E-mail

If not you, who? Or who else?

Calendar information goes to calendar@chesapeakefamily.com.

When is the absolute best time to speak with you on the phone?

10 a.m. - 2:30 p.m. weekdays. E-mail me and I will call you back. I work from home three days a week

Absolute worst time?

Between 2:30 and 5 p.m.

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

There are no written guidelines but email story ideas to editor@ChesapeakeFamily.com.

Do you have a Facebook business page?

Yes, we do! And, we give away lots of family goodies like tickets to Disney on Ice, Naptown barBAYq, Annapolis Irish Festival as well as Gaylord National Getaways and more. We'd love to have you like us and win some prizes. Visit us at [Facebook.com/ChesapeakeFamilyMagazine](https://www.facebook.com/ChesapeakeFamilyMagazine)

Can people follow you on Twitter?

Absolutely and we'll follow them back as well. [Twitter.com/ChesFamily](https://twitter.com/ChesFamily)

How about LinkedIn? Or other social/business networks?

Link with us on LinkedIn at [Chesapeakefamily.com](https://www.linkedin.com/company/Chesapeakefamily.com)

We're on Pinterest too: [Pinterest.com/ChesFamily](https://www.pinterest.com/ChesFamily) – Feel free to add your favorite pins.

You can also find us on Google+ and Instagram.

Do you have an internship program? If yes, details please?

Yes. We will work with student interns, preferably for school credit. We ask that they have some communications writing/multimedia experience and/or coursework. Send resumes and samples to editor@chesapeakefamily.com

Do you work with freelance writers? If yes, details please?

Experienced writers send resume and clips to editor@chesapeakefamily.com

Can we pick your brains over a cup of coffee (on us, of course!)?

Yes.

Is there any additional information you wish to share?

Since 1990, Chesapeake Family magazine and [ChesapeakeFamily.com](https://www.ChesapeakeFamily.com) have been a trusted resource for families in the Bay area providing local and timely information about home, health, living and the best events through a monthly magazine, annual publications, an interactive website, e-newsletters and events. Published by Jefferson Communications, the company and its employees are actively involved in the community through various not-for-profit organizations, educational foundations and business programs. It is this commitment to improving the industries and communities it serves that forms the foundation of the company's culture and operating philosophy. Owner Donna Jefferson was recognized in 2007 as owning one of Maryland's Top 100 Minority Business Enterprises.

Jefferson Communications also publishes Chesapeake Inspired, a weekly digital magazine delivered through email subscriptions and available on its website, [ChesapeakeInspired.com](https://www.ChesapeakeInspired.com).

Both Chesapeake Family magazine and [ChesapeakeFamily.com](https://www.ChesapeakeFamily.com) have won more than 40 national awards for Design and Editorial.



Chesapeake Inspired

Weekly Digital Magazine

What is the circulation or audience size of your publication/broadcast/site?

Chesapeake Inspired is a weekly digital magazine delivered via email and also available at ChesapeakeInspired.com. Our subscription list is 8,500 email addresses. Others may access it directly online.

How many “visits” does your website receive each month?

Approximately 7,000 visits/month — and growing.

What is your lead time for a soft news story pitch or calendar item?

Two to three months in advance for story ideas and three weeks prior for calendar items. We also add calendar items online received after that date.

What is the phone number, fax number and email you use for press contacts?

Phone: 410-363-1641 ext. 226 email: editor@jecoannapolis.com; also send calendar/event information for Chesapeake Inspired to: calendar@chesapeakefamily.com

How do you prefer to be contacted?

Email

If not you, who? Or who else? (This is a good spot to publish your staff contacts.)

Event information should also go to calendar@chesapeakefamily.com, which is used for both Chesapeake Family and Chesapeake Inspired event/calendar collection.

Calendar items can also be added free of charge directly online at www.ChesapeakeInspired.com (Select Out & About, Calendar/Add Event)

Advertising information requests: Dawn Sweeney at 410-263-1641 ext. 201 or DawnS@JeCoAnnapolis.com.

Sponsorship requests: Jeanne Slaughter at 410-263-1641 ext. 204, JeanneS@JeCoAnnapolis.com

When is the absolute best time to speak with you on the phone?

10 a.m.-noon; 2-4 p.m. (except Wednesdays)

Absolute worst time?

Before 9:30 a.m., Wednesday noon-4 p.m.

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

No written guidelines, and there is no guarantee of “placement” for editorial.

We include stories about community groups, people and organizations, and look for something unique, special, timely or otherwise newsworthy. Best is to first email (editor@JeCoAnnapolis.com) with a clear pitch about why the story is applicable to our audience and an angle or idea or something new or different or different rather than just basic information. Feel free to follow up with a second email and then a phone call.

Do you have a Facebook business page?

Facebook.com/ChesInspired

Can people follow you on Twitter?

Twitter.com/ChesInspired; @ChesInspired

Or other social/business networks?

Pinterest.com/ChesInspired

You can also find us at Google+.

Do you have an internship program? If yes, details please?

We do work with student interns, preferably for school credit. We ask that they have some communications writing/multimedia experience and/or coursework. Send resumes and samples to editor@jecoannapolis.com.

Do you work with freelance writers? If yes, details please?

We work almost exclusively with outside content creators. A handful of regular contributors provide short, local briefs for the digital magazine and website (usually weekly). A slightly longer piece included each week is also provided by freelance writers. We welcome inquiries to write for Chesapeake Inspired and look for creative, enthusiastic content creators who

We ask all writers, or content creators, to provide photos and prefer short video as well.

Can we pick your brains over a cup of coffee (on us, of course!)?

Yes, although we can go “Dutch.”

Is there any additional information you wish to share?

Chesapeake Inspired is a weekly interactive digital magazine published by Jefferson Communications that is delivered through email and available online at ChesapeakeInspired.com.

Jefferson Communications also publishes the award-winning Chesapeake Family magazine, annual publications, e-newsletters, and website and produces special events. The company and its employees are actively involved in the community through various not-for-profit organizations, educational foundations and business programs.



Eye On Annapolis

Site: Eye On Annapolis <http://www.eyeonannapolis.net>

Publisher: John Frenaye

Phone: [410-280-0231](tel:410-280-0231)

Email: info@eyeonannapolis.net

Address: PO Box 4875, Annapolis, MD 21403

Facebook #1: <http://www.facebook.com/naptown>

Facebook#2: <http://www.facebook.com/eyeonannapolis>

Twitter: <http://www.twitter.com/eyeonannapolis>

Foursquare: <http://www.foursquare.com/eyeonannapolis>

LinkedIn: <http://www.linkedin.com/in/frenaye>

Media Kit: <http://www.eyeonannapolis.net/advertise>

What is the circulation or audience size of your site?

Currently we are seeing approx 140,000 unique visitors per month and growing. We also publish a monthly electronic newsletter which reaches more than 6,000 very engaged locals. Since it is a double opt-in newsletter, our delivery and click through rates are exceptionally high. Average open rates are in the high 40% range and the click-thru average is in the low 20% range. Our main Facebook page has approximately 65K "likes, and we have about 20K following us on Twitter. Accounting for overlap, we can likely reach 70K engaged readers within minutes.

How many visits does your website receive each month?

We see about 140,000 unique visitors each reading 3.69 pages for more than 500,000 page views per month.

What is your lead time for a soft news story pitch or calendar item?

We are very reactive so we can push something in a few minutes if needed, but the longer the better as it enables us to schedule it and offer it the longest exposure at the highest trafficked times of the day/week. Calendar items can now be self- submitted right from the site! There is a big link at the top.

What is the phone number, fax number and email you use for press contacts?

[410-280-0231](tel:410-280-0231)-Office, [443-221-1184](tel:443-221-1184)-Cell, or info@eyeonannapolis.net

How do you prefer to be contacted?

Email is absolutely the best.

If not you, who? Or who else?

For now, I am the best contact.

When is the absolute best time to speak with you on the phone?

Mid to late mornings.

Absolute worst time?

Early mornings (before 9am) or mid afternoon. Mondays in general stink!

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

Yes, and there is a link on the site (<http://www.eyeonannapolis.net/about/submission-guidelines/>).

Essentially, PDFs are a pain; and, if possible, send any info inline in an email or attached as some sort of text editable document. Be sure to include any images.

We now have a community calendar where people can submit events on their own. It is not designed to submit a larger story; but is perfect for smaller less newsworthy events—meetings, etc.

(<http://www.eyeonannapolis.net/about/submission-guidelines/>) of course, feel free to submit to both.

Do you have a Facebook business page?

Absolutely, several-- [facebook.com/naptown](https://www.facebook.com/naptown) has more than 65,000 likes.

Can people follow you on Twitter?

Absolutely @eyeonannapolis is our feed with over 20,000 followers.

How about LinkedIn? Or other social/business networks?

We are on Foursquare (foursquare.com/eyeonannapolis) and LinkedIn ([linkedin.com/in/frenaye](https://www.linkedin.com/in/frenaye)).

Do you have an internship program?

Nope.

Do you work with freelance writers?

Sure! We are always on the hunt for good content, but at this point, we are unable to offer anything in terms of payment other than exposure and free advertising.

Can we pick your brains over a cup of coffee (on us, of course!)?

Yes.



The Maryland Gazette

What is the circulation or audience size of your publication?

Twice weekly newspaper, with a 22,000 circulation in north and west Anne Arundel County.

What is your website address?

www.capitalgazette.com/maryland_gazette

What is your lead time for a soft news story pitch or calendar item?

Two weeks.

What is the phone number, fax number and email you use for press contacts?

We prefer emails to faxes.

[410-280-5938](tel:410-280-5938), rhutzell@capgaznews.com

How do you prefer to be contacted?

Email or phone.

If not you, who? Or who else?

- Community News Editor Elyzabeth Marcussen, [410-280-5964](tel:410-280-5964), emarcussen@mdgazette.com
- Staff Writer: Kate Yoon: Glen Burnie/Severn/Harmans/Jessup/Ft. Meade, [443-482-3136](tel:443-482-3136), sblumberg@capgaznews.com
- Staff Writer Zoe Read: Pasadena/Linthicum/Brooklyn Park/Millersville/Arundel Mills/BWI - 410-280-5920, zread@capgaznews.com
- News: gazstaff@capgaznews.com
- Letters: gazletters@capgaznews.com
- Sports: gazsports@capgaznews.com

When is the absolute best time to speak with you on the phone?

Mornings.

Absolute worst time?

Tuesday or Friday afternoon.

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

Yes ... http://www.capitalgazette.com/how-to-get-your-news-published/pdf_956b07a0-5170-5e41-afbe-7687a5ea59f6.html

Do you have a Facebook business page?

Yes, it is www.Facebook.com/MDGazette .

Can people follow you on Twitter?

Yes, @MDGazette.

How about LinkedIn?

Yes, Rick Hutzell is on LinkedIn.

Do you have an internship program? No.

Do you work with freelance writers? No.

Can we pick your brains over a cup of coffee (on us, of course!)?

Yes on the coffee. But let's go Dutch.



MPT – Maryland Public Television

What is the circulation or audience size of your publication/broadcast?

As of March 1, 2013, In the average month, 1,901,000 persons (1,567,820 households) view MPT.

How many “visits” does your website receive each month?

MPT’s three major websites had 33.4 million page views during FY12. Our primary site (www.mpt.org) posted the following stats for the month of January 2013: 61,319 unique visitors and 634,461 page views. (The other two sites we maintain are our education portal, *Thinkport.org*, with 19 million page views in FY12, and *MotorWeek.org*, with 4.1 million page views in FY12.)

What is your lead time for a soft news story pitch or calendar item?

MPT no longer sponsors a calendar to which publicists can contribute items.

For story pitches, fax the pitch to the attention of Jay Parikh at 410-581-4006. Allow at least 2 weeks’ advance notice if the pitch relates to an event.

What is the phone number, fax number and email you use for press contacts?

Reporters/editors working on stories can access the MPT Press Room by visiting our website (www.mpt.org) and clicking on the “About” tab. Reporters can also reach a media relations representative by sending an email to press@mpt.org or by phoning (410) 581-4031. These contact methods are for media who are working on stories. Publicists should refer to the information in (3), above.

How do you prefer to be contacted?

Jay Parikh, Managing Director, Content Enterprises, jparikh@mpt.org

When is the absolute best time to speak with you on the phone?

Prefer email but phone contact is possible weekdays, 9 a.m. – 5 p.m. at 410-581-4006

Absolute worst time?

After 5 p.m.

Do you have written guidelines for how people can get a story placed with your broadcast and/or website?

Be familiar with the format, host, editorial coverage, and airtimes of the specific MPT program to which you are pitching (*Direct Connection, Outdoors Maryland, Your Money & Business, Artworks, State Circle*) Offer your idea, explaining its relevance to the viewers of that particular program rather than to the general public at large

Your pitch is most effective when presented as bullet items, detailing who, what, when, where, why with particular emphasis on why your idea relates to the program's audience

Do you have a Facebook business page?

MPT has a general Facebook page as well as individual Facebook sites for a number of its local productions and major activities.

Can people follow you on Twitter?

@marylandpubtv

How about LinkedIn? Or other social/business networks?

MPT YouTube Channel, Google+, Pinterest, LinkedIn

Do you have an internship program?

Available internships are listed on the website (www.mpt.org) in the "About" section under the tab "Careers." Full- and part-time internships are available to students of colleges, universities, and trade schools.

Do you work with freelance writers?

On occasion, in the creation of an MPT production, a freelance writer might be hired, but there are no regular ongoing opportunities for freelancers.

Can we pick your brains over a cup of coffee (on us, of course!)?

Rarely.



Severna Park Voice, Pasadena Voice & Arundel Voice

What is the circulation or audience size of your publication?

Total circulation:

Severna Park Voice: 25,430

Pasadena Voice: 26,670

Arundel Voice: 32,100

What is your lead time for a soft news story pitch or calendar item?

The Severna Park Voice is mailed the first Thursday of the month, the Arundel Voice is mailed the second Thursday, and the Pasadena Voice is mailed the third Thursday of the month. Generally it is a good idea to give us at least a two- to three-week notice for story ideas.

What is the phone number, fax number and email you use for press contacts?

Severna Park Voice: 410-647-9400, or SPVNews@severnaparkvoice.com

Pasadena Voice: 410-255-5888, or PVNews@pasadenavoiced.com

Arundel Voice: 410-672-0003, or AVNews@arundelvoiced.com

To contact Editor Hayley Bowerman directly, her email is hayley@pasadenavoiced.com.

Other Contacts:

Publishers: Dianna and Lonnie Lancione. dianna@severnaparkvoice.com ; lsl@severnaparkvoice.com

Vice President: Brian Lancione; brianl@severnaparkvoice.com

Editor: Hayley Bowerman, hayley@pasadenavoice.com

Vice President of Sales & Development: Larry@severnaparkvoice.com

When is the absolute best time to get in touch with you?

Tuesdays, Wednesdays or Thursdays - 9am to 5pm

Do you have a Facebook business page?

We sure do!

<http://www.facebook.com/pages/Severna-Park-Voice>

<http://www.facebook.com/PasadenaVoice>

<http://www.facebook.com/TheArundelVoice>

Do you have an internship program? Do you work with freelance writers?

We do have internship and freelance programs. Please contact Hayley Bowerman directly for details.

Can we pick your brains over a cup of coffee (on us, of course!)?

Absolutely, we love coffee!



South River Source

What is the circulation or audience size of your publication/broadcast/site?

South River Source (www.southriversource.com) has been “live” for two years. The monthly average page view is 55,000.

How many “visits” does your website receive each month?

See previous answer.

What is your lead time for a soft news story pitch or calendar item?

South River Source does not have a lead time, per say. Being an online news site, we can post news and calendar items immediately either on our site or Facebook page.

What is the phone number, fax number and email you use for press contacts?

Mitchelle Stephenson, editor, co-founder

410-353-4706 (cell)

mitchelle@southriversource.com

Cynthia Giorgio, editor, co-founder

301-906-4767 (cell)

cynthia@southriversource.com

How do you prefer to be contacted?

Mitchelle prefers to be contacted by email mitchelle@southriversource.com

Cynthia prefers to be contacted by phone 301-906-4767 (cell) then email cynthia@southriversource.com.

If not you, who? Or who else? (This is a good spot to publish your staff contacts.) -N/A

When is the absolute best time to speak with you on the phone?

Contact us during regular business hours (9 a.m. to 5 p.m.). If it’s breaking news, call and email us at anytime.

Absolute worst time?

While we are sleeping – which is pretty much never.

Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

Our guidelines are geographically driven. We cover all of southern [Anne Arundel County](#) right on down to the [Calvert County](#) line including: Davidsonville, Deale, Edgewater, Galesville, Harwood, Lothian, Mayo, Owensville, Riva, Shady Side, Tracys Landing and West River (and all the places in between).

Check out our web site www.southriversource.com and our Facebook page prior to pitching a story to get a feel for our site and the news we cover.

Do you have a Facebook business page?

Key word: South River Source

Can people follow you on Twitter?

Key word: SRiverSource

How about LinkedIn? Or other social/business networks?

Yes, you may reach Michelle via LinkedIn.

Do you have an internship program? If yes, details please?

South River Source offers an internship program. Contact either Michelle Stephenson or Cynthia Giorgio for current opportunities.

Do you work with freelance writers? If yes, details please?

As the *South River Source* continues to grow, we are always looking for voices from the community. If you are a writer; photographer; blogger; cartoonist or just an inquisitive person, contact us about opportunities to join our team.

Can we pick your brains over a cup of coffee (on us, of course!)?

Absolutely. We never turn down a free cup of coffee and we love to talk.

Is there any additional information you wish to share?

South River Source is a woman-owned, small business venture. As founders, both Michelle Stephenson and Cynthia Giorgio share a respect for readers and a love for honest reporting. We believe that accurate, timely information reported by individuals that live and work in the area is the glue that holds a community together.

The Washington Post

The Washington Post

How to contact the Post newsroom

For the full 10-page guide, visit:

http://www.washingtonpost.com/r/WashingtonPost/Production/Digital/Pages-Web/community-relations/_module-content/What's%20Your%20Story.pdf

Main phone numbers: 202.334.6000 or 800.627.1150.

Address: The Washington Post, 1150 15th Street NW, Washington DC 20071

Every day The Washington Post receives hundreds of news tips from community and business leaders, government workers, parents, cab drivers, students and people from all over the metropolitan area. Many tips become items on washingtonpost.com/local or in the next day's paper. Some even provide the first break in a major story that has a profound impact on affairs in the capital, the nation and the world.

Unfortunately, there is never enough space in any single edition to print everything that is written in our newsroom that day. Only about 180,000 words — a fraction of the more than 2 million words written each day by more than 500 Post reporters, editors, web producers and foreign correspondents -- is printed in the newspaper. Far more is included on our Web site, but there is much cut in the editing process.

Here are some hints on how to give your story idea the best chance of being used

- Decide which section of the newspaper would be most interested in your story. If it is in connection with high school sports, contact the sports editors; local business, the business editors; local news, the metro editors. E-mail is the best way to make an initial contact, but you may also call or write a letter.
 - If your story is in connection with something you read in The Post, contact the reporter whose byline is on the article. The e-mail address of Post reporters is printed at the bottom of every story in the newspaper. On-line, you may click on the reporter's byline and receive biographical information about the author, a selection of recent stories written by that author and a form for submitting a comment. Use that form to submit your story idea.
 - Include as many names and facts as you can. And remember, even if you don't include the other side of the story, The Post will cover both sides in the interest of fairness.
 - Do not expect to be paid. As a matter of policy, The Post neither accepts gifts or payments from people who offer news or information, nor does it pay for news tips it receives. Do not be discouraged to discover your story has already been covered or that somebody else has submitted the information before you.
- Instead, continue to keep The Post in mind and call again.

The Metro section is not the only place for local news

Many local stories are published both in the daily Metro section and on the local news home page (washingtonpost.com/local). But not all Metro news is published in the newspaper. Some items are published only on-line. Other stories and event listings are published only for residents of one particular county or area. To accommodate these reports, The Post publishes community news as part of Thursday's Local Living section. These sections target areas including Arlington-Alexandria, Prince George's, Prince William, Montgomery, the District, Fairfax, Loudoun and Southern Maryland.

How do I contact Washington Post writers or editors?

Clicking the byline of any piece on washingtonpost.com will take you to that writer's archive page, where you should see an e-mail link.

To reach a particular news department, you can use the e-mails and phone numbers at the bottom of this post.

How do I send a news release?

News releases should be e-mailed to the appropriate department listed below. Please include the full name and address of your organization; the name, phone number and e-mail address for the person to contact for more information; today's date and the date the story may be printed. And please be prepared to provide additional information if a reporter calls.

Annapolis Bureau: 410-263-8040

Local: metro@washpost.com or 202.334.7300

National: national@washpost.com or 202.334.7410

Business: business@washpost.com or 202.334.7320

Sports: sports@washpost.com or 202.334.7350

Foreign: foreign@washpost.com or 202.334.7400

Lifestyle: style@washpost.com or 202.334.7535

Obituaries: newsobits@washpost.com or 202.334.7389

Books: bookworld@washpost.com or 202.334.7882

Food: food@washpost.com or 202.334.7575

Health: health-science@washpost.com or 202.334.5031

Travel: travel@washpost.com or 202.334.7750

Photo/video: 202.334.7380

What is your circulation size?

528,797 Weekdays and Saturdays, 738,962 on Sunday, according to the 2013 *Washington Post* advertising rate card.

According to its Online Media Kit, the website received an average of 6.0 million monthly users in 2013.

What is your lead time for a soft news story pitch or a calendar item?

At least 14 days before the event but the more time the better--a month would be ideal.

Do you have written guidelines for how people can get a story placed with your publication? If yes, can you please provide a copy?

No official guidelines, but the best way is to send a clear and concise email with all the pertinent information, including date, time, event details, location, price, contact phone number and web site, if you have one.

High-resolution photographs related to arts/entertainment events can also be considered for publication, but caption information (including the date, location and names of people in the photo) and photo credit are required.

How long does a story/calendar item stay online?

Articles are free online for 60 days, but after that a fee is required.

The Washington Post online archive contains articles dating back to 1/1/1987, and earlier select historical pages are available for purchase.

Does the content online differ from your print version?

No.

Are your archives free?

Articles from the past 60 days are available for free at washingtonpost.com. Beyond 60 days, a fee applies.

Do you have an internship program? Paid or Unpaid?

The Washington Post has competitive paid journalism and business internship programs. For details, visit: <http://careers.washingtonpost.com/?q=content/student-internships> .

WHAT'S UP? MEDIA

Magazines • Online • Video • Events

What's Up? Media

What is the circulation or audience size of your publication/broadcast?

Our total print circulation for *What's Up? Annapolis* averages 60,000 with 56,000 directly mailed to households in Annapolis and throughout Anne Arundel County. The balance is sold on newsstands. Estimated readership 224,000. *What's Up? Eastern Shore* print circulation averages 28,000, with 23,500 directly mailed to households in Queen Anne's, Talbot, Kent, Dorchester, and Caroline counties. The balance is sold on newsstands. Estimated readership 88,500. *What's Up? West County* print circulation averages 20,250, with 18,870 directly mailed to households in western Anne Arundel County. Estimated readership is 70,875.

How many visits does your website receive each month?

Whatsupmag.com averages 30,000 unique visitors a month.

We also publish two separate E- newsletters: Food Flash and Limelight E-vents. Both eNewsletters are being delivered to approx 11,500 opt-in emails. (The list has been optimized to reduce the number of incorrect and abandoned email addresses.)

What is your lead time for a soft news story pitch or calendar item?

Feature articles are scheduled one year in advance. Columns and departments request 6 months of advance notice for consideration. Calendar items must be received 45 days in advance of the month in which an event occurs to appear in print. All notices can be given consideration on our website, regardless of when received.

What is the phone number, fax number, and email you use for press contacts?

410-267-9390

Editor@whatsupmag.com

Events@whatsupmag.com for event items

How do you prefer to be contacted?

Email.

If not you, who? Or who else?

James Houck is Editorial Director: editor@whatsupmag.com

Sarah Hagerty is Health & Special Projects Editor: shagerty@whatsupmag.com

Jake Russell is Calendar Editor: jrussell@whatsupmag.com

When is the absolute best time to speak with you on the phone?

Call anytime and please leave a message. Someone will return your call.

Absolute worst time?

Monday and Wednesday a.m.

Do you have a Facebook business page?

Yes. Facebook.com/WhatsUpMag

Can people follow you on Twitter?

Yes. @What's Up? Magazines

How about LinkedIn?

Staff members are on LinkedIn, you can search by name.

Do you have an internship program?

Yes, we do have a formal internship program geared toward college and high school students. We typically fill upwards of 5 positions per season/semester. We encourage students to apply by sending a cover letter and three writing samples to Editor@whatsupmag.com. We then vet applications and conduct follow-up interviews with select candidates. Interns are required to contribute between 8 and 15 hours per week of in-office work during the course of their internship. We also work directly with school programs for which credit is received by student.

Do you work with freelance writers?

Yes. We ask for writing samples and prefer you be very familiar with our publications before pitching us stories.

Can we pick your brains over a cup of coffee (on us, of course!)?

If you have important information to share, we are happy to meet with you and invite you to make an appointment to stop by, particularly if you are launching a new organization that we may not be familiar with.

Is there any additional information you wish to share?

Photography is important to us. You will advance your cause if you are able to provide high resolution photographs that illustrate well what you are trying to promote.

KEEP IN MIND:

Events submitted after the deadline will appear online only.

Events submitted by the print deadline do not guarantee they will make it into print. While we try our best to include every event submitted, our page count varies from month to month, and sometimes cuts are unavoidable.

Do not CAPITALIZE every letter of a word - our database will not recognize it. (Obvious exceptions are made for acronyms)

Complete information must be submitted:

Example:

Title of Event: 12th Annual Fish Fry

Date(s): July 1, 2012

Location: St. Paul's Church

Address: 123 Any Street, Smalltown, MD

Time: Noon-4 p.m.

Cost: \$12 per person

Contact number: 800-555-9878

Email address: example@website.com

Brief Description of event: The 12th Annual Fish Fry features over ten different types of fish prepared by area restaurants. Festivities include a live music, dancing, and a raffle.

Contact: Jake Russell

Calendar Editor

Events@whatsupmag.com

410-267-9390 x129 (p)

929 West St., Ste. 208A

Annapolis, MD 21401



1430 WNAV

What is the audience size of your broadcast?

Our listening area encompasses the City of Annapolis, Anne Arundel and Queen Anne's County's

How many “visits” does your website receive each month?

Currently we're averaging about 9,000 visits a week.

What is your lead time for a soft news story pitch or calendar item?

Two weeks at least for a public service announcement

What is the phone number, fax number and email you use for press contacts?

Phone: 410-263-1430, Fax: 410-268-5360, Email: news@wnav.com

How do you prefer to be contacted?

Phone first, followed by email.

When is the absolute best time to speak with you on the phone?

9 a.m. to 3 p.m.

Absolute worst time?

Between 7- 9 a.m.


Do you have written guidelines for how people can get a story placed with your publication/broadcast/website?

For PSA's (Public Service Announcements) who, what, when, where.

Do you have a Facebook business page?

Yes, 1430 WNAV

Can people follow you on Twitter?

Yes, @1430WNAV

How about LinkedIn? Or other social/business networks? No

Do you have an internship program?

Yes, we work with students currently or previously enrolled at BIM (Broadcasting Institute of Maryland) as well as Howard University. We look forward to working with students enrolled at other colleges as well.

Do you work with freelance writers?

Yes we do and are always looking to form new partnerships.

Can we pick your brains over a cup of coffee (on us, of course!)? Yes.

Mailing Address
WNAV Radio
P.O. Box 6726
Annapolis, MD 21401

Street Address
WNAV Radio
236 Admiral Drive
Annapolis, MD 21401

Telephone

Annapolis: 410-263-1430

Baltimore: 410-269-0730

Washington D.C.: 301-261-2452

Request Line: 410-267-7777

or Toll-Free Request Line: 888-345-WNAV

Fax: 410-268-5360

On-Air Staff:

Morning Show: Bill Lusby - billlusby@wnav.com

Middays: Bob Duckman - bduckman@wnav.com

Afternoons: Terry Alley - terryalley@wnav.com

Music Requests: studio@wnav.com

News Staff:

News Director: Barbara Cox – Barbara@wnav.com

Anchor/Reporter: Barbara Cox- news@wnav.com

Reporter: Jessica Stroh - news@wnav.com

Reporter: Anna Hoffman - news@wnav.com



WRNR Radio

What is the circulation or audience size of WRNR?

Average Weekly listeners of 95,000 people, another 85,000 on-line

How many “visits” does your website receive each month? 102,000 uniques

What is your lead time for a soft news story pitch or calendar item? One week.

What is the phone number, fax number and email you use for press contacts? 410-626-0103

How do you prefer to be contacted? Please contact Kevin Sullivan.

When is the absolute best time to speak with you on the phone? 8:30 a.m. to 5 p.m.

Absolute worst time? Mondays and Fridays.

Do you have written guidelines for how people can get a story placed with WRNR on air/website?

We do not.

Do you have a Facebook business page?

Yes. www.facebook.com/103WRNR

Can people follow you on Twitter?

Yes. @103WRNR .

How about LinkedIn? Or other social/business networks? No.

Do you have an internship program?

Yes, non-paid available for high school or college credit only.

Do you work with freelance writers?

Typically not.

Can we pick your brains over a cup of coffee (on us, of course!)?

Sure.



DINFOS

Tips for PA Types

By COL Jeremy Martin, USA, Commandant, Defense Information School
<http://www.usmcca.org/archives/6447>

Getting off to a Good Start in Your Initial Public Affairs Assignment

Recently during an ice breaker for our Public Affairs Qualification Course (PAQC) here at the Defense Information School (DINFOS), I was approached by a Captain who seemed to display a bit of anxiety regarding his first assignment as a Public Affairs Officer. He expressed concern about his initial meeting with his new boss. He was concerned with making a good impression during the meeting, and he also wanted to set the right tone for becoming a valued member of the staff going forward. I remember his precise words to me, “sir, I just want to make an impact and ensure that my new boss listens to me and appreciates what Public Affairs can do for the mission.”

This young officer looked me squarely in the eye, and anxiously awaited my response. This was not a question I’d entertained before, however I reflected upon my previous experiences, and offered him some tips to consider:

1. Do your homework and speak with confidence during your initial meeting with your new boss.

As a graduate of the Defense Information School, you’ll have received all the Service directed training and skill sets necessary to hit the ground running and be effective as you begin your Public Affairs career. One should approach the initial meeting with the new boss with confidence. As soon as you know your follow-on assignment, take the time to read all you can about your new unit. Google the commander, find out about his/her military and civilian background. Do the same for your units and sub-units, learn about current operations, demographics, recent and future deployments, the history of the unit, etc.

Talk to the outgoing PAO, pick his or her brain regarding the communications environment; their relationship with the commander, relationship with the staff, and relationships with the local and regional media. Ask them what worked well in terms of working with the commander and the staff, and what areas they wish they could have experienced more success in.

Seek out the advice and counsel of the senior NCOs in the PA office. They are seasoned professionals who will provide invaluable counsel regarding command relationships and the communications environment. It’s also important to engage early and develop a good working relationship with the commander’s Sergeant Major or Senior Enlisted Advisor. He or she will have their finger on the pulse of the troops and will have information on the command’s critical issues.

Engage early with the commander's immediate staff. Prior to meeting with the commander, meet with the staff (Ops, Exec, Plans, SJA, etc.) and have an initial discussion regarding how PA is currently integrated into operations. Developing solid relationships with the staff based on trust and competence will also ensure PA is brought into the conversation early regarding the units operations and communication opportunities. Know this going into any new assignment. There is going to be a period of testing of you and your advice to the commander and staff. You are the unknown quantity coming into a staff that has at least some time together. It is normal for them to initially observe closely what you have to say and what actions you take. Remember, first impressions are important and they are lasting.

2. Organize your thoughts before going into the meeting.

It's important to organize your thoughts before going into the meeting. You don't need to memorize a script, but have a keen understanding for what you want to convey and accomplish during the meeting. In doing so you'll significantly reduce any stress or nervousness which might affect your ability to articulate clearly and make a good initial impression.

After the initial introductions, but early in the conversation, ensure you address with your new boss what his or her expectations are regarding Public Affairs. Ask the commander what his/her priorities are. If a PAO is working on something that doesn't directly tie back to or support one of the commander's priorities, it might not be worth doing. Understanding the boss' priorities and making sure all communication efforts are tied to those priorities is critical.

You should convey that you are excited to be a member of the unit, with its storied history, and you are committed to working with the staff to tell the stories about the great men and women in uniform, the outstanding civilians and contractors, and the great work they do on behalf of the American people. Don't forget to listen carefully to what the commander is saying. There can be subtle nuances to what is being said and how the boss wants to operate. Listen to the tone when speaking of the media, community outreach and internal information. Those can be key indicators of where your focus will be and how the commander will interact with you and your staff.

3. Get buy in from your boss during the initial meeting regarding the evolution of your command relationship.

Convey to your boss you want to be a highly valued member of the staff. You're going to work hard to effectively communicate to various audiences regarding unit operations and the outstanding personnel who conduct them.

Part of getting buy in from the boss is to know your craft stemming from your basic branch to public affairs. If this is your first assignment as a public affairs officer, the commander knows that you are in your initial entry position and you are not coming to him or her with vast amounts of experience. That will come with time, but in that time, ensure the commander knows that you have done your research, talked to other Public Affairs Officers/NCOs and sought out a current or past senior public affairs officer as a mentor to help guide you through the rough waters of the career field and your new profession.

During his frequent visits to talk with DINFOS students attending PAQC, the Chief of Naval Information, Admiral John Kirby, speaks about the process of PAOs becoming trusted advisors to their commanders. One should seek to be involved in decisions that go beyond PA, and seek to provide input and counsel across the spectrum.

In my initial Public Affairs assignment, I told my boss I would work hard to become a trusted member of his staff. I told him there might be a time when I'd need to come to him on a breaking news issue and provide counsel on how to communicate in the midst of a crisis. I also told him in that initial meeting I would work hard in the interim to ensure I developed the trust and confidence of himself and his immediate staff. He welcomed my comments, and I believe the seeds of a fruitful relationship were sown in the initial meeting.

4. Be Yourself.

In one's quest to be a great PAO, and have a smooth transition onto a seasoned staff, it's vitally important to remember to be yourself. This concept feeds into the idea of being a trusted advisor. The commander might be a dynamic personality that unknowingly drives the staff toward group think. The pressure of being the most junior person on the staff may drive the PAO toward sacrificing his/her personal beliefs for the opinion of the boss. The PAO – almost more than anyone – needs to be rock solid entrenched in his/her beliefs. The PAO should stay committed to those beliefs and don't be afraid to push back and provide advice and counsel which might question assumptions and decisions. The commander needs a stable of confident advisors, and will appreciate your steadfast professionalism.

The vast majority of Commanders from all Services not only have experience with the media, but have also served on staffs with seasoned Public Affairs officers. Commanders understand the value of effective communications, and will welcome the addition of Public Affairs professionals onto their staffs. They will be more than willing to work with aggressive and dedicated PA professionals to ensure that their units communication plans and strategies are dynamic and successful in engaging various audiences.

Never forget that in the end you are a staff officer that can be a huge multiplier whether in combat, training or back at home station. The commander will set the tone, provide the intent and guidance, and will set your left and right limits. It will be up to the PAO to effectively operate within those limits providing the best advice and counsel one can.

Note: The following members of the DINFOS Staff contributed to this article: Lt Col Will Manley, Deputy Commandant, LTC Rod Cunningham, Director of Training, Commander John Schofield, Instructor in Public Affairs Leadership Department, and Navy Element Commander, Jim Gilbert (CSM Ret.), Deputy Director of Training, Major Brus Vidal, Director of Advanced Studies, Public Affairs Leadership Department, and Steven Boylan (COL Ret.), Assistant Professor, Department of Command & Leadership, Ft. Leavenworth, KS.

Image Power, Inc.

How to Get Your Event Covered by Local Media

Produce a Good Press Release & Promote It

Marc Apter- Image Power Inc.
Marca1030@gmail.com 301-904-3690

Write a press release the way journalists write a story. Use their style. It's called the pyramid style (Google Inverted Pyramid for more details). Use the example below as a model for your release.

- Come up with an attention getting lead for your press release. News is by its nature something that is not usual (A plane taking off and flying uneventfully to its destination is not news. A crash is news. A first, a 5th anniversary, largest, fastest etc. is also potentially news.) In the release on the next page the "Rock Stars", "Largest and Most Comprehensive" and "Top 10 list" are efforts to create news.
- First paragraph should have all the essential information in it (who, when, where, why, and how).
- That first paragraph should be able to stand alone as a calendar item including contact phone, web site and email for further information. Many media outlets will not run your information without it. You want the media outlet to run an advance feature story but in many cases they will only use a brief summary (calendar item). Make it easy for them to use your copy.
- All superlatives (best, largest, most beautiful etc.) need to be said by someone. They need to be a quote. See second paragraph on next page. If the narrative copy uses those phrases the editor will cut them out or throw your release away as requiring too much rewriting.
- The last paragraph should be your "Evergreen" blurb about your organization. Don't assume the editor knows about your organization.
- Try to include a related attention getting photo with the release. If it is published your story will get a lot more space and recognition.
- Generate a list of all local media emails relevant to your event either by doing your own research, using a media directory available in some local libraries, or purchasing a regional media directory (mediamaryland.com).
- Email your release about a month before your event to TV, radio, on line news outlets and daily and weekly print media. Send it to monthly publications about 3 months before the event.
- Follow up by phone to the relevant editors or reporters to suggest an advance story on your event or an expanded calendar listing.
- Resend the release with any additional details about 2 weeks before the event and make another round of calls.
- Good luck in making your event really successful!

For Immediate Release Contact: Marc Apter, 301-904-3690,
mapter@mdhs.org

MEET THE ROCK STARS OF THE WAR OF 1812

**War of 1812 Bicentennial Exhibit opens June 10 at the
 Maryland Historical Society**

The Largest and Most Comprehensive 1812 Exhibit in Maryland

What are the Top Ten Objects in the Exhibition?

Baltimore, MD- (May 8, 2012) - Thanks to some great leaders, Baltimore's "Rock Stars" of the War of 1812, the U.S. repelled the mighty British. The formidable Baltimore defenses met the challenge and the Star Spangled Banner was born. During this anniversary year, two centuries removed from the War of 1812, America's Second War of Independence, the Maryland Historical Society (MdHS) is retelling a dramatic story. With five thousand square feet of displays and more than a hundred historic artifacts, the largest bicentennial exhibit in Maryland, *In Full Glory Reflected, Maryland During the War of 1812*, will be unveiled on June 10th. For more information on the many MdHS exhibits and programs, 201 W. Monument Street, in Baltimore's historic Mt. Vernon neighborhood, go to www.mdhs.org or call 410-685-3750.

Burt Kummerow, MDHS President, talks about the top 10 objects in the exhibition. The number one object is the original manuscript of the Star Spangled Banner. Others are just as fascinating. "Everything in this exhibition tells a compelling story," said Kummerow. "The paintings by an immigrant house painter captured the Battle of North Point as no one else could. Then there's the private at Ft. McHenry who had a bomb land at his feet. He took the unexploded bomb home and it's now its here. We even have a 100 year musket that saw service in the Revolutionary War, War of 1812 and Civil War."

In four separate galleries filling an entire floor of the museum, visitors will explore the growth of Baltimore as a boomtown, built on shipbuilding and worldwide trade. Next, they can visit a tavern, the information nerve center of the young republic. Following the drift into a war over issues of trade, the conflict with Britain goes from the high seas to the shores of the Chesapeake. An 1814 invasion puts all of Maryland to the test but culminates with victory in Baltimore. The iconic MdHS artifact, the original Star Spangled Banner manuscript, penned by Francis Scott Key soon after the battle that immortalized Ft. Mc Henry and its garrison flag, will be featured along with a gallery devoted to the defenders of Baltimore.

The exhibition will be featured for the three years of the 1812 Bicentennial. It will be open to the public Wednesday through Saturday from 10am to 5 pm and Sundays, 12-5. *In Full Glory Reflected* was made possible by generous support from the Middendorf, Harley Howell and Helen Clay Frick Foundations as well as the Maryland Heritage Area Authority.

The Maryland Historical Society was founded in 1844 and is the world's largest museum and library dedicated to the history of Maryland. Occupying an entire city block in Baltimore's historic Mount Vernon District, the MdHS mission is "to collect, preserve and interpret the objects and documents that reflect Maryland's diverse cultural heritage." Home to the original manuscript of the Star Spangled Banner, the MdHS has been publishing a quarterly, the "Maryland Historical Magazine" for more than a century. More information about MdHS can be found online at <http://www.mdhs.org>

(30)

Photo Cut Line: The painting, *Battle of North Point*, by Thomas Coke Ruckle, illustrates the War of 1812 preparations for the battle that saved Baltimore from destruction by the English. Ruckle fought in the battle and was a sign painter who served as a corporal in Maryland's 5th Regiment.

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The Media Directory of Maryland - Washington, D.C. - Northern Virginia - Delaware

2014 Edition

This media directory has been published as a resource manual since 1984. The 26th edition (2014) contains about 450 listings of newspapers, magazines, radio stations, television stations, online news media and cable companies serving the state of Maryland, Washington, D.C., Northern Virginia area (Alexandria City and counties of Arlington, Fairfax, Loudoun and Prince William), and Delaware. Seven geographical indices facilitate quick reference checks. Each listing contains the name, address, phone numbers, fax numbers, Email addresses and web sites, key contacts, (**We added Sports Editors, Business Editors and Calendar editors**); approximate circulation figures and other pertinent information. Most listings have specified how they prefer to receive press releases and community news. Also, there is a special State House Media section which lists the media covering Maryland State Government activity in Annapolis.

The Media Directory is published yearly. We hope it will continue to serve as a useful guide to our subscribers and we welcome your comments and suggestions to better meet your future needs. Many thanks to our loyal subscribers for your support through the years.

To order **print copies** send a check for \$60 per copy to THE MEDIA DIRECTORY, P.O. Box 2200, Annapolis, MD 21404 or go to our website at www.mediamaryland.com to purchase online with a credit card. A **digital version as an excel spread sheet** is also available for \$106. As a set, both are \$145.

THE MEDIA DIRECTORY of Maryland - Washington, DC - Northern Virginia - Delaware

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Annapolis, Maryland 21404
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www.mediamaryland.com
January 2014
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PR PEOPLE

17 SOUTH STREET
ANNAPOLIS, MD 21401

PR People

Fourteen Tips for Better Publicity

1. Meet deadlines. You might have the world's most interesting story but if you miss the deadline, it's a non-starter.
2. Know your audience. A 50 year old artist reading *The Smithsonian* may not process information the same way as a 30 year old engineer reading *People Mag*. They will both 'read' very differently from the 20 year old checking Facebook. Think about who you want your message to reach.
3. Vary the media in your tool box. Once upon a time, you could target print, TV and radio and know you had covered all your markets. Now you have to weigh many more options. The good news is that all this media needs content.
4. Content is king! Be honest about how well you write and consider hiring someone else to do it. A skilled writer will make your business or organization sound fresh and interesting and will look at different angles that appeal to different audiences.
5. If you're not online, you don't exist! Just ten years ago, people got 80% of their information from traditional media and 20% from online. That is now reversed and you ignore online at your peril!
6. Don't treat all online channels the same. Facebook, Twitter, Linked in, Pinterest, Instagram, Snap Chat, they all attract very different audiences. Your message need to vary to reach each.
7. Create customized email groups of relevant media in your address book so you can quickly choose who gets which message. You will build credibility if your media contacts know you always send them material they can use. BCC the media. They may know they are one of a group receiving your message but it doesn't have to be obvious.
8. One size does not fit all. Write the basic information and then adapt/rewrite for each medium. A newspaper column is different from a magazine feature which is different from a blog which is different from a tweet, you get the picture.
9. No more snail mail. A mailed press release is, like, so eight years ago. Email your releases to editors but make sure they are going to the right person. Most media websites contain contact information.
10. No attachments. Cut and paste the press release copy into the body of the email so that editors don't have to open attachments.

11. Except for photos. If you have a photo, send it in a separate email as a jpeg attachment. Be sure to note that it goes with the release you have just sent! Include a caption showing clearly who is in the photo (from left to right) with full names and any titles that are relevant to the story. Don't past the photo into the body of the email. And, if you know the photographer, be sure to credit him or her.
12. Headlines are still key. Some things don't change and snappy headlines still catch an editor's attention. They should relay the essence of your information in a handful of words.
13. Think about how many emails you get every day. Think about how you open the ones that sound most interesting first. You choose based only on the subject line. Make it compelling and the news editor may open yours first before the 200 other emails he or she has received that day!
14. Include your contact information. Where you can be reached now! Journalists and editors have deadlines to meet and they may need to talk to you now not tomorrow. Give them your mobile number and call or text them back ASAP.

Carolyn is happy to have her brains picked over a cup of coffee so long as there is time on her schedule!

Carolyn Sullivan

PR People

17 South Street, Annapolis, MD 21401
410-570-2441

prpeople@comcast.net



NOTES & QUOTES compiled by Wendi Winters

Anonymous Local Editor's How To: Public Relations 101

"Story Pitching" in the Real World

DON'T pick up the phone and call a journalist without all the facts you need at your fingertips to discuss the topic succinctly and intelligently. Newsroom deadlines happen minute-by-minute. Respect that a journalist's time is precious. Every minute counts on deadlines, gathering, and writing a story.

***DO email** a detailed News Release (2 pages or less) first, before ever calling a journalist or editor. In the News Release, provide community localization so the journalist knows what coverage areas may apply. List community of residency, group or career title, and/ or school and grade level for people in the story. List contact phone, email, name and spelling with correctly spelled titles and addresses.

DON'T call a journalist who is gathering information during the interview and ask: "Are you typing what I say?" - and then refuse to be quoted. In a newsroom, writers gather information. Some tips become news, some don't. Background information may be needed.

DO think and write like a journalist. Read as much news as you can – provide details succinctly. Complete storytelling supplies the 5 Ws and 1 H of Journalism: Who, What, Where, Why, When, and How.

DON'T call a journalist, demanding "I need you to get an AD in this week." What you are really asking is for polite "consideration for story coverage as a possible feature or a news brief of a public service or a community calendar entry." **DON'T** insist: "You need to do this story." Editors are trained to detect news. Editors make editorial decisions of story worthiness. Some tips become stories, some don't. It's business, nothing personal.

DO keep the newsroom on your email news distribution list with your next tip. Do learn the difference that News is a newsworthy story that advances the public good or shares information your neighbors need and want to learn about. Advertising in print, online, or broadcasting is a paid service promoting businesses.

DON'T call and say "(a very small event involving only a small group that is not open to the public) is happening right now and you need to get a photographer there right now."

DON'T ask for a coverage of an event that is NOT open to the public. Unless highly unique, it offers less compelling case for coverage and reader call-to-action.

DO provide at least 2 weeks notice in advance of the event or story to give a newsroom time and resources to cover the story, if warranted.

DON'T submit incomplete information or fail to provide contact information for yourself and the people in the story. The newsroom needs names, titles, community of residence, telephone, email, website information, and event locations and addresses.

DO offer colorful descriptions of the cast of characters. News coverage involves “story-telling.” Colorful characters, controversy, cute, cuddly, (puppies or children) or unique story ideas jump out for consideration over routine, annual events. Provide the “wow” factor and “aww coool” responses that make me shout it out loud to my neighbors.

DON'T assume every journalist knows what your annual event is and what your acronyms and group letters stand for.

DO spell-out and explain acronyms provide details in each News Release explaining groups and abbreviations on first reference, as news writers do. (PTA = Parent Teacher Association, BOE = Board of Education, etc.)

DON'T demand coverage and a story run date. **DON'T** monopolize journalists' time with repeated calls about the same story. A story idea might proceed through a chain of editorial decisions. If it becomes a story it needs time for research, gathering information and interviews, to be written, gathering art and photography, and planning for publication space.

DO reveal if you are already working with a journalist at the same newsroom on the same story. Do ask if the journalist has everything they need to “decide on coverage.” Email the journalist you're working with story updates as events unfold. Stay in touch with additions / changes to a story. Be an honest, useful source to the reporter. It's OK to email the writer later to check on story status or a heads up notice if they know when it might run. News space is not guaranteed: it is based on space available and other breaking news.

DON'T send embedded photos buried inside emails.

DO offer 5 – 6 of your best photos as .jpg digital email attachments. Show different scenes of the story, each with small groups of people. (Show less than 4 people in each frame.)

DON'T send photos without descriptions: photo cutlines / captions and photographer credit.

DON'T submit “yearbook” style photos of an entire 100-member club.

DO offer candid, behind the scenes photos. Close-ups reveal emotions best. Think like a photographer - be a fly on the wall: observe and capture the action as it naturally unfolds.

How to Get Quoted in the Press: Nine PR Tips to Help You with the Media

By Dorothy Crenshaw, June 21, 2011

One of the mysteries of PR and media relations is the process whereby an interview becomes a feature story. The more quality time spent, the higher the chances of being quoted, right?

Not always. What goes in does not always come out in the story. And there are few things more frustrating than offering up your best insights, quotes, and experience, only to be cut out of the piece or damned with a minor mention. As every PR professional knows, there is never a guarantee of being featured in what we call a “round-up.” Yet there are some guidelines which will maximize your chances of owning the story.

First, know the goals and direction of the interview. Is it for the reporter’s background or on the record? Even if it’s a background interview, it can still be a good use of time since journalists and bloggers tend to return to good sources. If it’s for attribution, assume you aren’t the only one being interviewed. Get your competitive juices flowing.

Be prompt. Sometimes even great interviews don’t make it into the story because they blow the editorial deadline. Make sure you know what that deadline is, and build in extra time. Journalists and bloggers work in a very dynamic environment, so being included in a story can come down to being the first to return a reporter’s call.

Be accessible. Don’t speak in buzzwords, acronyms, or technical jargon unless it’s necessary, and explain key terms succinctly as you go. If you’re being recorded for radio or TV, speak in brief sound bites and “headline” your responses by leading with the important information first, then adding details or supporting points.

Be contrarian. If it comes naturally, that is. If you feel 80 percent of the reporter’s sources will zig, consider a zag in your responses. Carve out what makes you different and deliver your point of view in a bold and confident way.

Coin a phrase. Catch phrases and analogies, on the other hand, can break through and ensure a successful quote. If you can be the first to call derivatives “[financial weapons of mass destruction](#)” (Warren Buffet) or dub a self-imposed Twitter crisis a “[Twimmolation](#)” (*Time*’s James Poniewozik) then you’ll probably own the pull-out quote.

Be colorful. As with the above, consider pop culture references or visual metaphors to make your point. Instead of saying your product launch is successful, maybe say it’s a hit of “Lady Gaga’ proportions.” A training program isn’t just the best, it’s the “Navy Seals Team 6” of the category. A competitor’s mission isn’t merely difficult, it’s “changing tires while driving on two wheels.” You get the idea.

Use statistics. A single, compelling statistic, piece of research, or factoid can make a big difference in an interview, because it adds credibility. Pull out your big guns, but use them sparingly.

Go deeper. Spend an extra 10 minutes thinking a level beyond your most logical comment to a topical question or issue. If you can be prepared to share the reasons behind a development, an emerging trend, or a prediction for the future, your quote will likely stand out.

Reference your own authority. Because your remarks are often subject to editing, it’s a good idea to reference your credentials occasionally and to mention your company at least once during the first three responses. But don’t overdo it, or you will be cut.

20 things PR clients should know

By Elizabeth Friedland

<http://www.prdaily.com/Main/Articles/10369.aspx>

Refill the cup of coffee, take a deep breath, and know you're not alone.

1. No, we don't know every journalist everywhere across the universe—not that it matters. Even journalists whose weddings we were in will turn down our pitches occasionally.
2. A good publicist doesn't have to be based in New York or Los Angeles to be effective. Ever heard of this crazy thing called email?
3. Few things actually warrant a press release ...
4. ... And a creative PR professional can still brainstorm ways to achieve your goals without one.
5. Stop insisting we call the media. Most of them hate this and specifically request we contact them exclusively via email.
6. PR is not free advertising. PR is not free (or cheap), period.
7. Don't ask us to pitch an idea and then not be available for an interview. If you want the press, we need you to be ready to talk to the media at a moment's notice.
8. What matters most to you may be totally irrelevant to a journalist. Remember that it's what *they*—not you—think is important that matters in the end.
9. Publicists cannot control the end product. It is unethical for us to ask, to see, or to proof a copy of the story beforehand, or to dictate what the reporter can and can't say. Doing so will backfire—trust me.
10. Social media is more than Facebook and Twitter.
11. If you insist on running all tweets and posts past your legal department, don't expect results from your social media strategy.
12. If a journalist says he or she is not interested in a story, that person means it. Reaching out again will further annoy the reporter and guarantee you'll be ignored the next time.
13. Don't measure your PR results in ad equivalency rates. Do you want to know you had \$500,000 of ad equivalent value in negative press, or would you rather know 80 percent of the press you received was positive in tone and accurate in its messages?
14. No, we're not writing any more "...pleased to announce..." ledes.
15. Ditto for "We're so excited/thrilled/happy" CEO quotes. Pretend you're explaining the story to a friend over drinks, and then give us *that* quote.
16. There's no need for a logo and boilerplate for anyone who so much as breathed in a room where the project was discussed.
17. PR is a process. You know who hits it big overnight with a story on the "Today" show? Criminals, naughty celebrities, and shark-attack victims. Do you want to be one of them?
18. You can't "make" something go viral. That's why it's called "going viral."
19. An ethical PR pro is not a spin doctor. Do not ask us to lie, spin the truth, evade the press, or hide your dirty laundry.
20. We love you. You're our favorite client. You're the only one we work on all day.

Elizabeth Friedland is a senior public relations manager at Bandy Carroll Hellige in Indianapolis. She also blogs for Talent Zoo Media, where a version of this story first appeared.

Creating a PR Plan

By Yvonne Aileen

Portland, Oregon

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The public relations plan is the basis for your public relations program. Public relations plans can either be company-wide (improving the identity of a company) or they may focus on a specific product line, product or service. Below is a template of what a typical public relation plan would look like.

Executive Summary

Here you put a brief synopsis of what the plan is trying to address, and the timeframe involved in carrying out the plan.

Situation Analysis

Here you describe the situation in context of what the plan is trying to address. What is the current public opinion of the subject of the plan? How does it compare in the public's eye to its closest competitors?

Goal

Here, put the single goal that would directly address the problem or opportunity identified in your situation analysis.

Objectives

Three or more objectives will probably underlie the goal. These should be specific, measurable and attainable and have a specific deadline for completion.

[Objective 1]

[Objective 2]

[Objective 3]

Target Audience

List who your primary audiences are that you want to impact through this plan.

[Target Audience 1]

[Target Audience 2]

[Target Audience 3]

Key Messages

List no more than three key messages you want to impress upon your target audience. Too many messages create "noise" and confusion, reducing the possibility that your most important messages will get through.

[Key Message 1]

[Key Message 2]

[Key Message 3]

Strategies

What methods will you use to get your message across? Strategies should include the broad who, how and what of accomplishing your objectives.

[Strategy 1]

[Strategy 2]

[Strategy 3]

Tactics

Tactics are the specific action items you will take to support your strategies and meet your objectives. Each should include a deadline and cost estimate.

[Tactic 1] Deadline: Budget:

[Tactic 2] Deadline: Budget:

[Tactic 3] Deadline: Budget:

[Tactic 4] Deadline: Budget:

[Tactic 5] Deadline: Budget:

[Tactic 6] Deadline: Budget:

Budget

The total budget will be a single line item; individual expenses will be noted in the Tactics section above.

Measurement

Once your PR plan is completed, evaluate whether your objectives have been met. If not, determine why. Add these to the measurement section and make it part of your completed PR plan for historical reference. For now, leave the heading in so you don't forget to add the information later.

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12 ways to say 'thanks' to a blogger or journalist

5/24/2011

By [Joan](#) Stewart the Publicity Hound
<http://thepublicityhound.net>

- The blogger whose audience you've been dying to get in front of publishes your guest blog post, letting you strut your stuff to a new crop of potential customers and clients.
- A journalist who works for your local business journal writes a flattering, error-free feature story on your new business, and it makes the front page of the paper, complete with a photo and sidebar.
- The editorial page editor of a national newspaper contacts you to write an opposing viewpoint to a column on a controversial topic that another expert submitted.

Each of those is every Publicity Hound's dream!

But don't stop there. It's time to say thanks—not with flowers or flashy gifts, but with thoughtful gestures they will remember.

Here are 12 ways to say thanks to bloggers and journalists:

1. Send a handwritten thank-you note. **Almost nobody does this anymore.**
2. Send a handwritten note of appreciation to the journalist's or blogger's boss, explaining how gratifying it was to work with them, and why.
3. Return to the blogger's blog periodically to comment on posts.
4. Tweet about his blog content, and link to it.
Does he have a Facebook page? Like it, share his content, and **be sure to tag him.** (See [12 More Ways to Avoid Missed Opportunities on the New & Improved Facebook.](#))
5. Email the blogger and suggest ideas you'd like to see him write about. Bloggers love it when readers give them ideas for content.
6. Ask the journalist, "How can I help you?" This is one of [10 magic phrases that bloggers and journalists love.](#)
7. To say thanks to the staff of a newspaper or magazine, or a TV or radio station, make a contribution to the media outlet's favorite charity.
8. Give a journalist a scoop.
9. Write a recommendation on LinkedIn.
10. Share flattering information about the blogger or journalist in a LinkedIn group. (See Your [LinkedIn Power Formula 2: Advanced Strategies for Writing a Killer Profile, Cashing in on Groups and Creating Company Pages.](#))
11. Offer a story idea about someone else, or another company, that has no relation to you.

I can't say this too many times: **Do NOT send gifts**, particularly to newspapers and magazines that might have [ethics policies](#) prohibiting gifts.

TOP 10 “BONEHEAD” PR MISTAKES

TV Reporter Reveals Top 10 “Bonehead” PR Mistakes – And How To Avoid Them
(Courtesy of Bulldog Reporter)

In the spirit of recycling, Wendi Winters is reprinting this online advice. She found this list cross-posted on a LinkedIn.com listserv for PR Professionals. It is a classic, providing strong, timely advice, served up with a helping of humor.

Wonder why your pitches aren’t getting any play? Or why your company news generates little more than lukewarm response from the media? Emmy Award-winning reporter and Dallas-based FOX 4 anchor Jeff Crilley believes he has the answer – ten of them, in fact. His take is that PR practitioners and their story pitches fall victim to the same faux pas again and again – mistakes he calls “bonehead” PR mistakes.

“These are among the top ten reasons your story pitch to a reporter or producer fails,” explains the author of *Free Publicity: A TV Reporter Shares the Secrets for Getting Covered on the News*. “If you don’t find them funny, chances are you’re guilty of one or more of these PR blunders,” says Crilley, who was recently named the “Best TV Reporter in the State” by the Texas Associated Press.

10. You begin your phone conversation with a reporter by saying, “Now, are you the guy who is on the camera, or are you behind the scenes?” “We reporters have egos,” admits Crilley. “TV reporters like to believe you tape their stories and show them to the kids. Newspaper reporters like to believe you cut out their articles and hang them on the fridge.”

His advice: Make them believe it. Don’t pick up the phone until you know who you’re going to be talking to.

9. The headline on your news release reads, “Media Advisory.” “I don’t know what PR books people are reading, but they certainly aren’t written by people who have ever worked in a newsroom,” Crilley believes. “Far too often the only phrase in big, bold letters is ‘Press Release.’ We know it’s a press release – you sent it to a newsroom! That’s like going to the grocery store, looking for toilet paper and seeing on the package ‘Toilet Paper’ instead of ‘Charmin.’”

His advice: Since most folks in the newsroom are only going to read your headline and the first sentence of your news release, don’t waste the space by emphasizing something that’s already obvious.

8. You begin a pitch with the phrase, “We’d like you to give us some publicity.” “We’re not interested in giving publicity to people. We’re interested in good news stories,” says Crilley. “If that story happens to cast positive publicity on an organization or company, so be it. But reporters bristle when they hear that and think, ‘My job is to find news, not do your PR!’”
7. A reporter calls you for a story and you say, “Can I call you back next Tuesday?” “When someone says that to me, I say to myself, ‘Next Tuesday? I won’t even remember your name next Tuesday.’ News moves so fast these days that opportunities don’t knock,” he says. “They just wave at you as they are passing by.”

6. You send your news release to some one who hasn't worked in the newsroom since Carter was president. Don't laugh, Crilley warns. "You'd be surprised at how many groups and organizations never update their mailing list. We routinely get mail for people who are long gone. And in many newsrooms that's an excuse to make another three-point attempt at the trash-can with your crumpled-up press release," he says.
5. You send a news release on your ribbon-cutting the day after war breaks out. "If there is a major news story going on, postpone your event," advises Crilley. "It amazed me that in the days after the start of the war how many PR firms continued to send us news releases on stuff that had nothing to do with the war. When it's 'All war all the time,' it's senseless to try to compete.
4. You call a TV reporter minutes before airtime and ask if she has time to talk. "Most of us would hang up on our own mother if she called just before airtime," according to Crilley. "Nuff said?"
3. You oversell a story. "Don't tell us there are going to be 300 people there when you know you'll be lucky to get 30," Crilley advises. "Working with reporters for the first time is like setting up a blind date," he explains. "You wouldn't tell your best friend that the person you're setting them up with looks like Tom Cruise when you know he looks like Tom Arnold, would you?"
2. You say the two ugliest words ever uttered to a reporter: "No comment." "Most people think that when a negative news story is happening, the words 'no comment' will kill the story," says Crilley. "The truth is, the story just goes on without you," he warns. "Trust me. It's better with your input than without."
1. You lie to, or mislead, the media. "The truth always comes out," Crilley concludes. "Just ask Bill Clinton. He spent two years dodging the Monica Lewinsky scandal and then finally had to admit that he actually did have sexual relations with 'that woman, Ms. Lewinsky.' If you mess up, fess up," he advises. "Tell the truth and get it over with."

How to Avoid the Worst Mistakes in Writing a Press Release

By PR News Staff

Journalists are notorious for having little to no patience for poorly written press releases. It's a solid bet that most reporters and editors won't even bother to open the e-mail if they sense it's the slightest bit marginal to their beat. They can't wait to nuke your e-mail.

For PR pros, writing a juicy e-mail headline may be half the battle in grabbing a reporter's attention. It also helps to know whom you're targeting and are not just trying to "spray and pray." However, it may be all for a naught if the press release is poorly written and—in what is fast becoming verboten in the social-media age—too self-serving.

Here are a few tips for avoiding some of the worst mistakes in writing press releases:

- Press releases that are written in salesy, flowery tones will turn off a reporter and the release will immediately be tossed into the circular file. Don't get bogged down by industry jargon and superlatives, "leading" being the leading culprit.
- Reporters love language. Don't be afraid to use it, rather than taking a cookie-cutter approach to writing press releases. This entails a celebratory lead, followed by a paragraph describing the product/service/event, along with a quote from a CEO or VP that tends to take up a lot of real estate, but says very little about how the product/service will improve customer relations or help to position the brand against competitors (red meat for journalists).
- Put all of your contact information (including social feeds) in a prominent place in the e-mail, namely above the proverbial fold. It seems like they're too many press releases sans any contact information or the information provided is a generic phone number or press-related e-mail address for the company. Even if it is a beautifully written press release, if you force journalists to take a few extra steps to reach you when they want to discuss the story, it decreases your chances that you'll get some bites.

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December 11, 2012

From Wendi ...

Five “Ws” and Two “Hs” – Does your release have these important elements?

- Who?
- What?
- Where?
- When?
- Why?
- How? – or
- How Much Does It Cost?

“Why?” is the most important “W.”

Why would a reader/listener/viewer be interested? Why are you doing it? Why is this newsworthy? Is it sexy? Will it grab your reader from “Hello?”

Does the release have your contact information?

- Your name
- Your 24/7 phone number
- Your mobile number
- Your email address
- Your website or your organization’s website
- Your social media links

Eastport-based, freelance writer-columnist **Jessica Pachler** adds: “Make sure you tell them to **PASTE** their press release into the body of the email. I get 60 press releases a week. With all those computer viruses floating about, I do not like opening attachments. Nor do I have the time. The easier you make it for the reporter, the more likely your information will be read.”

You’ve been told.

What else?

Afterwards, a **simple, honest thank you note** – whether handwritten on fine stationery or via email – goes a long way. It often makes a reporter's day when a nice note arrives in the mail. And, send a copy to his/her boss, too. They usually only hear the complaints.

Social Media Explained Through Donuts



Inspired by a posting on Facebook, I did a selfie and had some fun. Enjoy!

- **Twitter:** I am eating a donut.
- **Vine:** I'm eating a donut in six seconds.
- **Facebook:** I like donuts.
- **Foursquare:** This is where I eat donuts.
- **MySpace:** A place I used to eat donuts.
- **Flickr:** This is a picture of my donut.
- **Instagram:** This is a filtered photo of my donut.
- **YouTube:** Watch me eat my donut.
- **LinkedIn:** My skills include eating donuts.
- **Pinterest:** Here's a recipe for donuts – and lots of donut pix.
- **Yelp:** Let me tell you what I think about this donut.
- **Google+:** I am a Google employee who eats donuts.
- **SnapChat:** In 10 seconds, the photo of me and this donut will disappear.

And, worth repeating ...


Google Alerts: A useful, **free** online “press clipping” tool

To follow a topic, a person in the news, your group or area of interest, or to find out if your story/idea/interview is in print, “Google Alerts” does a decent job of bringing you notice of what’s online within the parameters you set. It’s not as effective as it used to be, but it’s a free service.

Go to www.google.com. At the prompt, type in “google alerts.” You will be taken to Google Alerts where you can set up as many free accounts as you wish.

If you put a google alert on the name Jane Q. Smith of Annapolis, you will receive any article that appears with Jane, Q., Smith, and Annapolis within the text. The story could be about **Jane** Jones, John **Smith** and Ralph **Q.** Simms. Type the name in, instead, like this - “Jane Q. Smith” Annapolis – and you will receive **ONLY** text that contains “Jane Q. Smith” in that sequence and includes the word “Annapolis” in the story.

This is what a typical “Google News Alert” looks like:



"Wendi Winters"




As-it-happens update · February 9, 2014

NEWS

[Yours, Mine, Ours: Newlyweds work together to make their house a home](#)

CapitalGazette.com

Print: Create a hardcopy of this page; Font Size: Default font size: Larger font size. Previous Next. Rob Beall and Jeff Helfrick. By **Wendi Winters** ...




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