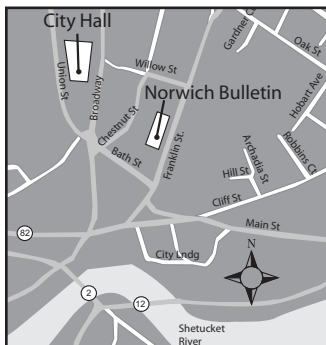


PREPARING YOUR PRESS RELEASE

ABOUT THE BULLETIN

66 Franklin St.
Norwich, Conn. 06360
Newsroom: (860) 425-4200, news@norwichbulletin.com
Newsroom fax: (860) 887-9666
Danielson bureau: (860) 779-1374
Danielson bureau fax: (860) 779-9453
Placing a classified ad: (800) 404-9211
Delivery/customer service: (860) 887-5582



The first issue of the Weekly Register was published Nov. 29, 1791. The Weekly Register went on to have several incarnations and names before becoming the Norwich Bulletin. The Bulletin has been continuously published since 1796. In 1860, the Courier merged with the Norwich Morning Bulletin, and readers received the Norwich Morning Bulletin daily and the Norwich Weekly Courier on Saturday. In 1873, The Bulletin was formed and the paper's name was changed to the Norwich Bulletin. A competitor, The Norwich Evening Record, was begun in 1888.

In 1904, The Bulletin moved to its home, a building of Roman brick and plate glass on Franklin Street in downtown Norwich. The Evening Record was absorbed by the Norwich Bulletin in 1927 and continued publication until 1952.

The Bulletin issued its first Sunday edition, the Norwich Sunday Record, in 1930. The name was changed to the Norwich Bulletin Sunday Edition in 1960, and then to the Sunday Bulletin in 1981. In November 1981, Gannett Co., Inc. purchased the Norwich Bulletin and NorwichBulletin.com debuted in 2001. In May 2007, the Bulletin became part of GateHouse Media New England and relaunched the new NorwichBulletin.com Sept. 5, 2007.



Norwich Bulletin office



“Sell” the event: What's unique? What makes your event stand out? This is the hook that will catch an editor's eye.

Keep the reader in mind: What does he/she need to know? Then use that theme in the narrative. It might be about saving money, for instance.

Put it in writing: Typed or typeset, please, double-spaced. E-mail is preferred – never submit a handwritten release. Always use your organization's letterhead. Write the release so it's clear in the first paragraph what's happening. Give information about the five Ws — who, what, where, when and why — by the third paragraph. Do not exceed one page. Use upper- and lower-case letters. Explain all acronyms. Be succinct: The shorter your release is, the more likely it is to be printed.

Detail, detail, detail: Provide backup material. For a speaker, provide a resume. Give directions to the event. Don't forget rain-date information. Double-check all facts in your release: spellings, dates, times, numbers, etc.

Be professional: If a release is riddled with errors in spelling, grammar, punctuation, etc., it won't run. Errors can cast doubt on the credibility of the event.

Think like an editor or reader: Always include a contact person's name and day and evening phone numbers and e-mail. Also give a phone number at the event. A phone ringing in a closed office does no one any good. Even a beeper number helps. This information is critically important for evening, weekend or holiday events.

Get the reader involved: Is the phone number for the editor the same one readers can call? If not, please provide it. Also helpful is an appropriate Web page and e-mail address. Consider who will get the calls; will the contact person expect them?

SENDING IT IN...

Where does it go: Address your mail, e-mail or fax to the appropriate staff member. Hundreds of faxes and pieces of mail arrive every week. Don't just address it to "Newsroom."

Who gets it: Maximize your potential; send your release to all appropriate departments. If the event may appeal to local-news section readers and features section readers, send your release to both.

Meet deadlines: Releases must reach editors two weeks prior to requested publication. For calendar listings, at least three weeks' notice is preferred.

SUBMITTING PHOTOS...

How to take the image: Facial photos have the best chance of being published. Group photos, check-passing and hand-shaking images are not visually interesting. Be sure to accurately identify folks in photos; double-check the spelling. To take the image, fill the lens by just shooting the head and shoulders of the subject. Avoid having something above someone. The object will look like it's coming out of the subject's head.

E-mail it: Send photos to photos@norwichbulletin.com. In the email's subject field, give a brief description about the image, such as the event. Include all caption information, including a call-back number and name.

Technical details: Images should be at least 200dpi resolution and compressed in a .jpg file. Send as an attachment.

AVOID THESE PITFALLS...

- Don't expect your release to be printed as submitted. We will edit for clarity, grammar, punctuation, spelling, libel, style and brevity.
- We are unable to cover events with little or no warning.
- Don't be upset if we can't cover the event. We have compiled a list of readers' top interests that helps us prioritize. We particularly look for events that reflect diversity and that connect to readers' lives. Please let us know about your next event.
- Don't forget to keep a copy of the release for your records.

AFTER PUBLICATION...

If an error is published, immediately notify the appropriate editor.

WHO TO CONTACT

NEWSROOM MANAGEMENT

James Konrad, executive editor
(860) 425-4201
jkonrad@norwichbulletin.com
Responsible for overall news coverage and newsroom strategies.

OPEN, managing editor
(860) 425-4202
Manages day-to-day newsroom operations.

CITY DESK

Adam Bowles, city editor
(860) 425-4230
abowles@norwichbulletin.com
news@norwichbulletin.com (for submitting press releases)
The City Desk is the heart of the news operation, focusing on providing content relevant to readers' lives. This includes breaking news, events, positive news and emotion-evoking stories.

NORTHEASTERN CONN. BUREAU

John Penney, bureau chief
(860) 774-1093
jppenney@norwichbulletin.com

VOLUNTEERS LISTINGS

Emily Perkins, confidential news assistant
(860) 425-4200
eperkins@norwichbulletin.com
The Volunteers listings links Eastern Connecticut organizations needing assistance or services with donors of goods or time. It appears Sundays in the Eastern Connecticut section. It's dedicated to helping civic and charitable organizations meet their public service missions.

SPORTS

Marc Allard, sports editor
(860) 425-4212
mallard@norwichbulletin.com
sports@norwichbulletin.com (for submitting press releases)
The Sports section offers complete high school, collegiate and national sports team coverage daily, as well as news about sports you participate in.

OPINION PAGE

Ray Hackett, community conversations editor
(860) 425-4225
rhackett@norwichbulletin.com
letters@norwichbulletin.com (for sending letters to the editor)
The Opinion page is your gateway to share your thoughts and help shape Eastern Connecticut's agenda via letters and columns.

LIVING

Tim Malcolm, custom publishing editor
(860) 425-4242
tmalcolm@norwichbulletin.com
living@norwichbulletin.com (for submitting press releases)
Your lifestyles and the moments of life that matter are at the root of the daily and Sunday features sections. The sections are chock-full of important advice for living better, having fun and optimizing family time. Check out the advice columns, comics, puzzles and horoscopes.

GO! MAGAZINE

Tim Malcolm, custom publishing editor
(860) 425-4242
tmalcolm@norwichbulletin.com
living@norwichbulletin.com (for submitting press releases)
Thursday's Go! is your weekend entertainment guide, with more movies, a handy grid to concerts, restaurant reviews, things to do calendars, profiles and so much more.

MULTIMEDIA

Aaron Flaum, multimedia editor
(860) 425-4215
aflaum@norwichbulletin.com
photos@norwichbulletin.com (for sending photos)
Submit a photo, purchase a photo reprint or ask to have your event photographed.

WIRE NEWS DESK

Marc Cook, news editor
(860) 425-4256
mcook@norwichbulletin.com
The News Desk culls stories from around the region, state, nation and world that are relevant to Eastern Connecticut readers.