A Guide to Requesting News Coverage and Writing Press Releases

The Providence Journal projo.com

projo.com/aboutus/guide.htm

INTRODUCTION

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

PROVIDENCE DAILY JOURNAL,
AND GENERAL ADVERTISER.

LEADERSHIP IN NEWS COVERAGE

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

ITS GREATEST STRENGTH — REGIONAL AND LOCAL NEWS COVERAGE

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

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

ATTENTION TO DETAIL

SELECT YOUR TARGET AUDIENCE:

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

TIMING IS EVERYTHING:

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

NEWS:

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

Contact:

News Department

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

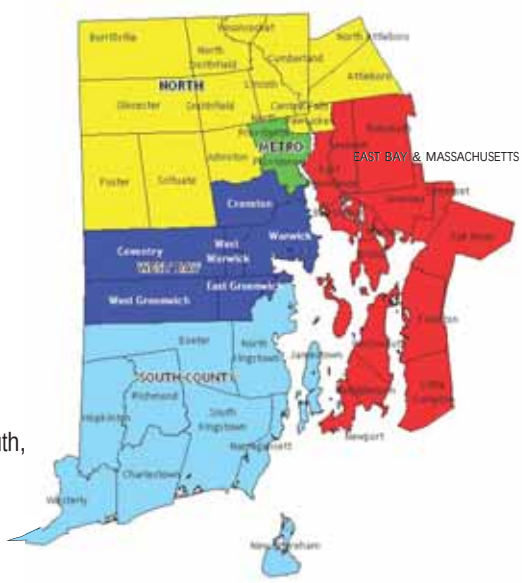
A PROVIDENCE JOURNAL OFFICE IS IN YOUR NEIGHBORHOOD

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

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

Metro:
Providence and North Providence

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



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

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

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

OUR LOCAL EDITORS WANT TO HEAR FROM YOU

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

METRO OFFICE

(covering Providence and North Providence)

Contact: **Jack Khorey, Metro Editor**

Mailing Address:
The Providence Journal
Metro Bureau
75 Fountain St.
Providence, RI 02902
Telephone: 401.277.7303
Facsimile: 401.277.7346
e-mail: pjmetro@projo.com
online at: projo.com/metro

METRO EDITION
CHEF'S SPECIAL
Audit finds schools short $1 million

EAST BAY & MASSACHUSETTS OFFICE

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

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

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

EAST BAY
& MASSACHUSETTS
RELICS OF WAR
Educators seek 2 or 3 new schools
Marquis joins race to replace Travis

NORTH OFFICE

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

Contact: **Karen Maguire, North Editor**

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

NORTH
Mobster-related police recruit pulled from academy
Public alerted after flurry of rabies cases
New Ponaganset middle school taking shape from ground up

WEST BAY OFFICE

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

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

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

WEST BAY
Deering students to stage *The King and I*
2 lawsuits against Chief Mruk dismissed

SOUTH COUNTY OFFICE

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

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

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

SOUTH COUNTY

Budget approved; additions rejected

Red tape helps lead to a delay in cleanup

A 1-OF-A-KIND EDUCATION

Graduates of Exeter's single-room schools share fond memories

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RHODE ISLAND SECTION

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

Contact: **Tim Murphy, City Editor**

Mailing Address:
The Providence Journal
75 Fountain St.
Providence, RI 02902
Telephone: 401.277.8067
Facsimile: 401.277.7346
e-mail: pjnews@projo.com
online at: projo.com/news

RHODE ISLAND

Providence businesses bear heavy burden

AT THE ASSEMBLY

Elections board appeals ruling

YOU CAN TARGET YOUR PRESS RELEASE TO A SPECIFIC SECTION:

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

BUSINESS

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

Business/More For Your Money/Money & Business

Contact: **John Kostrzewa,**
Business Editor

Mailing Address:
The Providence Journal
75 Fountain St.
Providence, RI 02902
Telephone: 401.277.7330
e-mail: jkostrze@projo.com
Facsimile: 401.277.8250
e-mail: pjbiz@projo.com
online at:
projo.com/business

MoneyLine

Call: 401.277.7484
(an automated answering machine)

FEATURES AND ENTERTAINMENT DEPARTMENT

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

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

GENERAL INQUIRIES

Michelle Catanzaro
Departmental Assistant, Features
Telephone: 401.277.7272

GENERAL MAIL DROP

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

SECTION EDITORS

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

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

TUESDAY LIFEBEAT, THURSDAY LIFEBEAT/WEEKEND and SATURDAY LIFEBEAT

Alexis Magner Miller
Telephone: 401.277.7495
e-mail: amiller@projo.com

SUNDAY LIFEBEAT and SUNDAY ARTS

Pam Thomas
401.277.8162
e-mail: pthomas@projo.com

FEATURES & ENTERTAINMENT

continued

WEDNESDAY, SATURDAY AND SUNDAY PROJO CARS and SUNDAY HOME

Paula Constantine
Telephone: 401.277.7627
e-mail: pconstan@projo.com

SUNDAY TRAVEL AND SUNDAY BOOKS

Doug Riggs
Telephone: 401.277.7626
e-mail: driggs@projo.com

WEDNESDAY LIFEBEAT/FOOD

Gail Ciampa
e-mail: gciampa@projo.com

SATURDAY RELIGION PAGE

Jack Khorey
Telephone: 401.277.7821
e-mail: jkhorey@projo.com

WRITERS

CLASSICAL MUSIC AND THEATER
Channing Gray
Telephone: 401.277.7492
e-mail: cgray@projo.com

FINE ARTS
Bill VanSiclen
Telephone: 401.277.7421
e-mail: bvansicl@projo.com

POP MUSIC
Rick Massimo
Telephone: 401.277.7206
e-mail: rmassimo@projo.com

MOVIES
Michael Janusonis
Telephone: 401.277.7276
e-mail: mjanuson@projo.com

SOCIETY
Faye Zuckerman
Telephone: 401.277.7333
e-mail: fzuckerm@projo.com

DANCE
Bryan Rourke
Telephone: 401.277.7267
e-mail: brourke@projo.com

AUTOS
Peter Elsworth
Telephone: 401.277.7913
e-mail: pelswort@projo.com

LIFESTYLES
Laura Meade Kirk
Telephone: 401.277.7379
e-mail: lkirk@projo.com
or
Bryan Rourke
Telephone: 401.277.7267
e-mail: brourke@projo.com

RELIGION
Richard Dujardin
Telephone: 401.277.7384
e-mail: rdujardi@projo.com

FOOD AND RESTAURANT REVIEWS
Gail Ciampa
Telephone: 401.277.7266
e-mail: gciampa@projo.com

WEEKEND ACTIVITIES
Kate Imbrie
Telephone: 401.277.7630
e-mail: kimbrie@projo.com

WEDDING ANNOUNCEMENTS
Janina Fera
Telephone: 401.277.7261
e-mail: jfera@projo.com

EVENT LISTINGS
Jan Flanagan
Telephone: 401.277.7264
e-mail: pjfeat@projo.com

WEDDINGS

The criteria for submitting information is as follows. . .

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

How To Request A Wedding Form:

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

Contact: **Janina Fera**

Mailing Address:
The Providence Journal
75 Fountain St.
Providence, RI 02902
Telephone: 401.277.7261
e-mail: jfera@projo.com

SPORTS

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

Contact: **Art Martone, Sports Editor**

Mailing Address:
The Providence Journal
75 Fountain St.
Providence, RI 02902
Telephone: 401.277.7345
or 401.277.7340
Facsimile: 401.277.7444
e-mail: amartone@projo.com
or
e-mail: pjsports@projo.com
online at: projo.com/sports

SPORTS
He's prepared for launch
Papelbon looks like next Rocket

LOCAL NEWS SECTIONS

incorporate sports coverage

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

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

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

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

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

projoJOBS projoHOMES projoCARS

Partnering with cars.com

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

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

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

(In-paper Sundays)

(In-paper Saturdays & Sundays)

Contact: **Phil Kukielski, projoCars Editor**

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

Facsimile: 401.277.8175
online at: projoCars.com

(In-paper Wednesdays, Saturdays & Sundays)

LETTERS TO THE EDITOR

We invite readers to send us letters to the editor.

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

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

How to Submit Letters

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

Contact: **Letters to the Editor**

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

e-mail: letters@projo.com
We cannot accept faxed letters.

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

OBITUARIES

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

Contact:

Obituaries may be faxed or e-mailed.
Telephone: 401.277.7700
Facsimile: 401.277.7930
e-mail: obits@projo.com

Hours

Deadlines for submitting an obituary:

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

online at: projo.com/obits

PHOTOS

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

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

Requesting Photo Coverage:

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

Contact: **Photo Assignment Editor**

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

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

Photo Reprints:

All staff photos published in The Providence Journal are available for sale. Staff photos carry a credit line with the photographer's name preceeded by "Providence Journal Photo" and typically are available for two years after publication. We cannot sell wire service photos (AP, KRT, etc.) or unpublished staff photos. For more information on how to buy a photo for personal use, recorded information is available by calling 401.277.7007.

Back Issues:

You can purchase back issues of The Providence Journal (within 60 days of the current date of publication or while supplies last). Send a written request with a check or money order made payable to The Providence Journal Back Issues, c/o Cash Application, 75 Fountain Street, Providence, RI 02902, Be sure to specify the date(s), edition(s) and number of issues you are requesting. No phone orders will be accepted. Daily newspapers are $2.50 per copy and Sunday newspapers are $4.50 per copy. Prices include handling and postage.

Order forms can be obtained online at projo.com/myprojo/back_issue.pdf

THE PROVIDENCE JOURNAL ON MICROFILM

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

THE PROVIDENCE JOURNAL ARCHIVES

On projo.com, the Web site of The Providence Journal

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

REPRINT PERMISSION

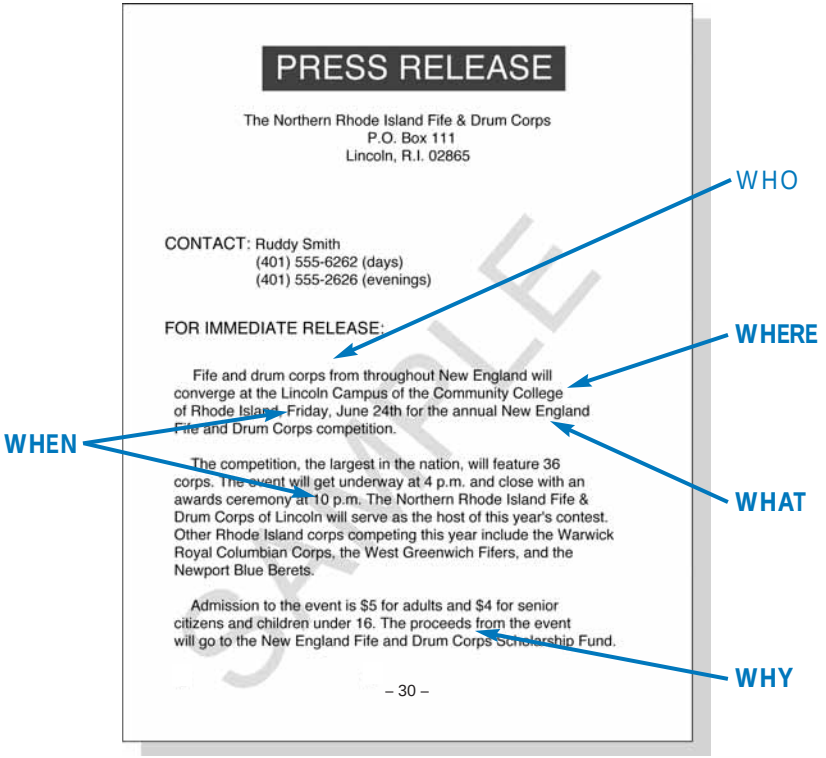
All written material in The Providence Journal and its publications is protected by the United States Copyright Laws and should NOT be copied in any manner without advance written approval. Written requests for permission to reprint any news, feature or other editorial material should be sent to:

Patricia Welker, Managing Editor/Administration
The Providence Journal, 75 Fountain St., Providence RI 02902
Telephone: 401.277.7326
Facsimile: 401.277.7002

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

Michael Delaney, Managing Editor/Visuals
The Providence Journal, 75 Fountain St., Providence RI 02902
Telephone: 401.277.7220
Facsimile: 401.277.7808

HOW TO WRITE A PRESS RELEASE



1 – Use your company or organization's letterhead.

2 – Include the name and phone number of a contact (or most informed) person.

3 – When appropriate, indicate the timeliness of the release (i.e., For Immediate Release; or, For Release After March 1, 2006; or, For release Before June 24, 2006).

4 – Include the basic information.

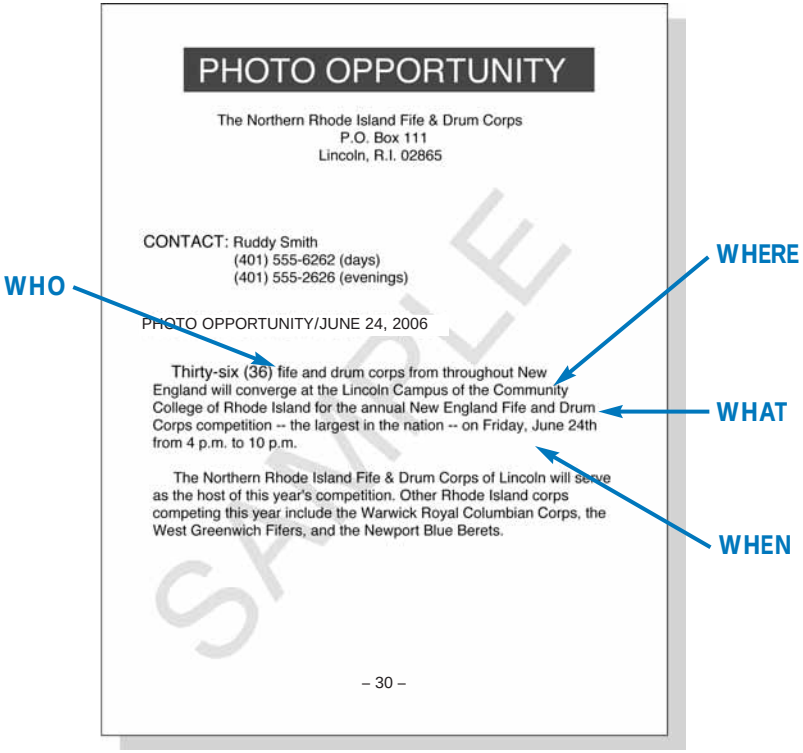
Who, What, Where, When, Why (and if necessary, How)

5 – If a release is more than one page, indicate — MORE — at the bottom of Page 1; the second page should be identified in the top righthand corner with Page 2 of 2.

6 – The end of your release is identified by — 30 —.

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

HOW TO WRITE A PHOTO RELEASE



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

OTHER DEPARTMENTS

Providence Journal Switchboard

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

Subscriber Services/Home Delivery

Subscribe online at projo.com/myprojo
Starts, Stops, Complaints, Billing: 401.277.7600

Telephone Service for the deaf: 401.277.7696

Classified Advertising:

Telephone: 401.277.7730
Toll Free: 1.800.540.7730
Facsimile: 401.331.7361
online at: projo.com/classifieds

Display Advertising:

Facsimile: 401.277.7802
Telephone: 401.277.8000
online at: projo.com/adv