

DO-IT-YOURSELF PRESS RELEASE KIT



**ANNOUNCE
YOUR
COMPANY**

THE VALUE OF A PRESS RELEASE

WRITING AND FORMATTING GUIDELINES

SAMPLE PRESS RELEASES

TIPS AND TRICKS OF THE TRADE

MEDIA CONTACTS

TRACKING MEDIA COVERAGE

TOP NEWSPAPERS NATIONWIDE

www.marketingsource.com

Introduction to “Writing Effective Press Releases”

A Press Release is a powerful communication piece that can be more effective than advertising. Companies, individuals, authors, non-profits and government agencies engage public relations and advertising firms to write and distribute media releases on their behalf. By following some basic guidelines using an accepted industry format, and writing content simply and concisely, you can write your own Press Release.

“Writing Effective Press Releases” will show you how to write, format and distribute your own “attention grabbing” releases. It includes a template for producing press releases, examples of the various types of releases and formats, tips and tricks of the trade, comprehensive listings of media outlets, and how to track your media coverage.

By using the comprehensive information provided in “Writing Effective Press Releases”, you will be able to write your own press releases quickly, effectively and, more importantly, one that will grab the media’s attention.

Table of Contents

Chapter 1: The Value of the Press Release	3
1.1 Write press releases that get noticed; publicity is priceless!	3
1.2 Is it Newsworthy?	4
1.3 Are you looking at it from a journalist's perspective?	5
1.4 It's about credibility	5
Chapter 2 Guidelines for Writing	6
2.1 Key Components: Who, What, When, Where, and Why	6
Chapter 3	9
3.0 Press Release Format Notes	9
3.2 Guidelines for Writing Releases for TV and Radio Stations	10
Chapter 4: Samples of Press Releases	11
4.1 Sample 1 Newspapers, Magazines TV and Radio	11
4.2 Sample for Community Calendar Announcements	12
4.3 Sample for Public Service Announcements	14
4.4 Sample for Business Releases	15
4.5 Sample for Book Authors	16
4.6 Sample for Non-Profit Organizations	19
Chapter 5: Tips and Tricks of the Trade	20
5.1 Stick to the Facts and Only the Facts	20
5.2 Check for Accuracy	21
5.3 Quotes Give Credibility	21
5.4 When to Use Photographs	21
5.5 Should I Use a Cover Letter?	22
5.6 Ordering Information	22
5.7 Offering Free Samples or Gifts.	22
5.8 Why News Releases are Rejected	22
Chapter 6 Media Contacts	24
6.1 How will you distribute the release once it is written?	24
6.2 Who do you contact?	24
6.3 Media Timelines	24
6.4 Should I call the media to see if they've received my press release?	25
6.5 Top Newspapers Nationwide	26
6.6 Media Newspaper Associations	31
Chapter 7: Tracking Media Coverage	50
7.1 Clipping Services	50
7.2 Media Search Engines	50
Chapter 8: Reference Books	51

Chapter 1: The Value of the Press Release

1.1 Write press releases that get noticed; publicity is priceless!

How would you like to gain name recognition, enhance your company's visibility and increase your profits? Press releases, written in the proper format and containing newsworthy information, will produce more for your business than any paid advertisement. Proven time and again, an excellent example of a press release that will produce more results than paid advertising is Microsoft's announcement of the latest version of one of their games using only a press release. The press release was picked up by newspapers, television and radio stations nationwide. Stores began ordering the product months before it was ready to be shipped to stores. Microsoft has NOT done any paid advertising, yet they created a demand for their product and increased their sales dramatically.

While there's no guarantee that a press release will be published, taking a professional and newsworthy viewpoint with editors will most likely get you exposure. If the media is interested in your story, they may run your press release in their publication or, in some instances, call you for an interview.

Written properly, a press release that is targeted to the proper audience and distributed to the proper media can yield astounding results. They work for individuals as well as large corporations. Press releases can be a powerful tool in your marketing plan.

What is the key to a successful press release - newsworthy information that has a value to the media.

1.2 Is it Newsworthy?

Not every news release contains newsworthy information; there are thousands of releases that never make the press. Press releases written about a person, new product announcements, personnel changes or new services can put a company's name in front of a vast audience. Below are some newsworthy topics:

- Create brand recognition
- Announce the hiring of a key executive
- Recent speech in front of a newsworthy audience.
- Business award, contest or ISO 9000 certification.
- Company, or personal recognition, in a recent book or article.
- A unique product or service.
- Free consulting or low-cost service to the public.
- Opening of a new physical building location or a new branch office.
- Launching or re-design of a web site.
- Involvement in legislation.
- Workshops or seminars.
- Expanding a business.
- Changing a company name.
- Fundraisers.
- Testimony as an expert witness at a trial.
- Running for office for a civic or business organization (i.e. local Chamber of Commerce, an association board member, governor or state representative).
- Corporate hiring, promotions, or retirements.
- Technology trends.
- New business partnerships or strategic business alliances.
- Acquisition of a "key" new customer.

Always ask yourself: "Is this information something I would be interested in reading about?"
If so, you have the foundation for a release.

1.3 Are you looking at it from a journalist's perspective?

In today's world, everyone is inundated with e-mails, faxes and phone calls on a daily basis. Journalists receive hundreds of press releases each day by people who want to have news written about their products or services. The business person usually has their company at the front of their mind when considering a news release. On the other hand, journalists will have the interests of their audience at the top of their considerations. If you want to grab the attention of the journalists and get your press release noticed, ask yourself the following questions from a journalist's perspective:

- 1) Is the release newsworthy to the public?
- 2) If you were the journalist, would you see a value to your readers?
- 3) Will the readers be interested in this topic?
- 4) In a stack of press releases, will your release catch the attention of the journalist?
- 5) Can the key points of your release be found by quickly skimming the headline and body?

1.4 It's about credibility

Credibility will gain the customers confidence and can very easily convince them to purchase your product and/or service at the same time. A well-written press release that is picked up by the media will build credibility for your business.

Traditional advertising manages the message while press releases are, typically, reviews. Readers see an advertisement and know that what they are reading is overstated publicity. Readers, in many instances, trust reviewers, columnists, reporters or broadcasters and value their opinions. These very same authorities are, unequivocally, influenced by good public relations and, more distinctively, a well-written press release.

A well-written release can dramatically increase your sales, expose your company to the masses, and greatly enhance the image of your business or products.

Chapter 2 Guidelines for Writing

2.1 Key Components: Who, What, When, Where, and Why

A well-written press release, which answers all of the readers questions about your company services, can increase sales opportunities and give you brand name exposure. Editors want press releases written in an easy-to-read format with key information. In addition, they don't want to have to search through the release to find the major points. More importantly, it must contain the "who, what, when, where and why" for the story.

If you are writing about a product be sure to include information on the features and benefits, various uses for the product, and what makes it stand out from the competition. Tell what your product does, how much does it cost, what are the shipping costs, and why should the consumer buy your product. You want to create a picture in the reader's mind and entice them to want to learn more about it. Include information on where or how the product can be purchased (i.e. stores, mail order, Internet, etc.). If you're trying to get exposure on a service you offer, be sure to include information on the type of service, a detailed description and the benefits of using your service. Always include contact information: contact person, address, phone, fax, e-mail address and web site address.

Standard Press Release Template

FOR IMMEDIATE RELEASE:

For Immediate Release

This piece of information informs the editor that you are submitting a press release, and the information is to be made available immediately. There is no time sensitive data.

For Release On

This is used when sending a news release in advance of the date you want the information distributed. Examples would be: 1) the opening of a new location of your company 2) a speaking engagement 3) the release of a new book. Keep in mind that there are many papers that have set days for running specific sections of their newspaper (i.e. business section, city section); you'll want to make sure to give them enough advance notice.

Release at Will

Use this when time is not a factor in the release of the information. Examples would be: 1) a printing company who is advertising their standard services 2) a manufacturer of parts that have been made for years and will continue to be produced in the foreseeable future 3) an educational facility who is trying to get the word out about their campus and increase enrollment.

CONTACT:

Contact Person

Company Name

Voice Phone Number

FAX Number

Email Address

Web Site Address

<HEADLINE> A news release headline is one of the most critical components of a press release. It must be written in a creative and captivating way to capture the attention of the reader and entice them to read the remainder of the release. Your headline and first paragraph should convey the story. The remainder of your press release should provide the detail. Its function is to grab the attention of the editor to read on... it is a key element in generating interest in the release.

It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.

<City>, <State>, <Date> - Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs to contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Answer the questions "who", "what", "when", "where", "why" and "how". Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other pertinent information. You should include a quote from someone that is a credible source of information; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 300 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit www.yourwebsite.com. If you offer a sample, copy or demo, put the information in here. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.

ABOUT <COMPANY> - End with a brief paragraph describing your company, products, service along with a short company history. If you are filing a joint press release with another company, include information on both companies.

Chapter 3

3.0 Press Release Format Notes

There is a standard format for submitting press releases that all journalists require; presentation is key to having your release read. Use the following format:

- Use one-inch margins on each side of the page.
- Left-align, double space, and vertically center the text body
- Use block formatting – double space between paragraphs and do not indent.
- Try to keep your release to one page, two pages maximum.
- Don't split a paragraph between two pages; finish it on one page.
- Make sure your contact information is at the top of the press release.
- Always include the city, state and date of the release.
- Use acronyms when making a reference to a company to keep it short.
- Speak plainly with ordinary language.
- Avoid first person perspective and the passive voice.
- Don't abbreviate words or use industry jargon.
- The exclamation point is your enemy – avoid it at all costs.
- Proofread, proofread, and proofread!
- Use upper and lower case characters; never use upper case lettering only.
- Always use proper grammar; errors will compromise your credibility.
- Use multiple paragraphs to get your point across and allow easy skimming.
- Never imbed hyperlinks in your release or use bold, italic, or colored type.
- Always include a summary paragraph about your company at the end of release.
- If the release is two pages in length, use two separate pieces of paper.
- Type “ --MORE-- ” at the bottom of the first page if it is a two page release.
- Type “ --END-- ” after the last paragraph to indicate the release has ended.

3.1 Guidelines for Writing a Press Release for Newspapers and Magazines

Use the Standard Press Release template for Newspapers and Magazines with the following enhancement:

Contact Person

You must include the name and telephone number of the contact person. It should be located on the opposite side of the page from the release information in CLEAR VIEW. The media will not “hunt” for this information in the release; make sure it is in the proper

location. An editor may want to do a feature story on you or your company; they'll need your contact information to set up an appointment.

3.2 Guidelines for Writing Releases for TV and Radio Stations

The same basic components are used for television and radio station coverage; however, you need to keep in mind that television and radio stations must have time to schedule. They also need to make sure that it will be of interest to their viewers or listeners. Your release needs to convince the media that your product, services, event, etc. is going to benefit their audience. You also need to address the issue of what type of media coverage you're looking for:

Public Service/Community Calendar Announcement –

There is no charge for this service. It is usually read by the show's host and can be up to sixty seconds in length. You must put "PUBLIC SERVICE ANNOUNCEMENT" at the top of the release in place of "FOR IMMEDIATE RELEASE" and the date your announcement should air. Allow a minimum of four weeks notice to the station so they can place this in their schedule – it is, typically, on a first-come-first-serve basis. Include any pertinent information on dates, times, location and always include a contact person and phone number so they can call if they need additional information. Write out what you want announced in the exact words you want it to be broadcast.

Request for a Reporter to Attend an Event –

Timeliness is of the utmost importance - television stations must have plenty of advance notice of your event. Give at least 4 weeks notice of your event. You must realize that due to the need for "current and breaking" news, the reporter may not show up if there is a late-breaking story that needs attention. If this happens, DO NOT call and complain or the next time you need publicity, they won't pay attention to you.

Talk Show Appearance –

This type of request should be sent to the producer of the show and include a cover letter. You may want to send a photograph as producers like to identify a "name" with a "face". Send your press release at least 4-6 weeks prior to the time you are requesting to appear. Your release should have the topic in bold letters at the top of the release; this will save the reader time in figuring out what your subject matter is and they can read on if they are interested. Keep the release simple and to the point – don't use "fluff" and make the reader filter through paragraphs of information – if they get frustrated, it will end up in the trash.

Chapter 4: Samples of Press Releases

4:01 Sample 1 Newspapers, Magazines TV and Radio

For Immediate Release

Concept Marketing Group Inc.
8655 E. Via de Ventura, Suite G200
Scottsdale, AZ 85258

FOR MORE INFORMATION, CONTACT:

Barbara Spagnola
E-mail: concept@marketingsource.com
Phone: 800-575-5369 Fax: 866-858-7488

Flexible Online Solutions For Businesses of all Sizes Marketing to Non-Profits High Quality Data that Focus' on a "Quality not Quantity" Approach

Scottsdale, AZ -- April 12, 2006 -- Concept Marketing Group Inc., publishers of the Directory of Associations, is now offering their database of over 35,000 associations to the entire spectrum of businesses looking for high quality non-profit data with access to fresh and verified information. Contact information changes on a daily basis, and this marketing firm has established relationships with the associations to gather updated information when it happens – not months later. Taking it one step farther, the company offers consulting and marketing services to market successfully to this business sector.

The directory offers complete and verified information for successful targeted "one-to-one" communications and contains the information companies need for a qualified lead: organization name, address, phone, fax, key contact person and title, e-mail, web site address, conventions, publications, member size, staff size, SIC code, non-profit or for-profit status and more. The comprehensive information is obtained by going directly to the source; each association is contacted on a quarterly basis to update their organization's information. The data is updated on a daily basis in giving subscribers the most accurate information available – it's called "The Personal Approach".

The database is offered in three on-line versions and gives users the ability to identify and target organizations that need their products and/or services. The Directory of Associations is designed for businesses that want to import the database into their own software and have multiple users in an office environment. This feature allows companies to market and track prospects within their existing contact management software, and is ideal for professionals who travel. The service provides an intuitive search interface, data downloads, and daily updates for all new records created.

-- MORE --

*Concept Marketing Group, Inc - Flexible Online Solutions For Businesses of all Sizes
Marketing to Non-Profits High Quality Data that Focus' on a "Quality not Quantity" Approach
- Page 2*

The online subscription gives full access to the entire database and is offered on a monthly or annual basis. Subscribers can search the data by choosing multiple criteria then download their search results in a text database format. This gives users the ability to have unlimited use of the information. The monthly access requires no contract; subscribers can cancel after the first 30 days – the only limitation is the daily and monthly download limits. It is a perfect solution for companies who need a small amount of targeted data or companies on a limited budget. The annual online subscription is offered in two formats: 1) Annual Account which offers a 500 record daily download limit with no monthly limit and allows subscribers to search by choosing multiple criteria. 2) Unlimited Annual is ideal for large search downloading, direct mail, and large offices; it offers a one user license with unlimited downloading/viewing with the option of adding additional site licenses. 3) The By-the-Slice Online Annual account offers businesses the flexibility to purchase the data by individual states or regions and have access to any updated or new information for one year.

About Concept Marketing Group Inc. - With over 29 years of experience, Concept Marketing Group Inc. assists in developing and implementing effective sales and marketing strategies for businesses through targeted, managed, strategic marketing campaigns. CMG understands that each client has individual needs and works with them, on a personal basis, in developing marketing strategies with a growth plan tailored to their specific industries. Custom marketing solutions direct marketing lists, printing/mailhouse services, and press release/media services. For more information, visit <http://www.marketingsource.com/associations> or call 800-575-5369.

- END -

4:02 Sample for Community Calendar Announcements

(Use Company Letterhead)

January 15, 2006

Attn: Public Service Director

Community Calendar Announcement Air: February 12 through February 14th

The annual "VALENTINES DAY DINNER AND DANCE" will be held on February 14th, from 6:00 p.m. through 12 midnight, at the XYZ Hotel located at 1234 North Street, XYZ, CA. There will be a "no host" cocktail hour from 6:00 p.m. to 7:00 p.m. with dinner following. Dancing will start at 8:00 p.m. Tickets are available for \$90 per couple through the hotel.

We appreciate your assistance in letting the public know about this event. If you have additional questions or need more information, please contact me at your convenience.

Jane Jones, Publicity Manager

(888) 888-8888 Phone

Jane@youremail.com

4: 03 Sample for Public Service Announcements

(Use Company Letterhead)

CONTACT: Mark Smith

Phone: 847-234-3498

Fax: 855-495-4048

January 15, 2006

PUBLIC SERVICE ANNOUNCEMENT Air: April 12th through April 15th

The annual XYZ SPRING ARTS AND CRAFTS FESTIVAL, April 12 through April 15th, is sponsored by the XYZ Chamber of Commerce. The various booths will host a wide variety of interests to the public including artist drawings, jewelry, kitchen accessories, gourmet and ethnic food products, and woodworking pieces.

The town of XYZ is located 110 miles north of XYZ city with a host of state parks, lakes and historic museums.

4: 04 Sample for Business Releases

FOR IMMEDIATE RELEASE:

LD Products /4inkjets.com
7725 Somerset Blvd
Paramount, CA, 90723

CONTACT: Ben
Phone: 888.321.2552
FAX: 562-529-3569
Email: ben@ldproducts.com
Website: www.ldproducts.com

4inkjets Announces New Headquarter Facility Expansion

Paramount, CA March 8, 2006 – LD Products Inc, dba 4inkjets.com announces the purchase of a 26,000 square foot warehouse located in Long Beach, California. The facility will accommodate an expanding online inventory, order fulfillment and shipping functions for the company's successful web site www.4inkjets.com. The new building offers 21,000 square feet of warehouse space and 5,000 square feet of office space which is nearly three times the size in which 4inkjets.com currently operates. The company attributes the phenomenal growth to its large selection of inkjet cartridges for consumers and laser toner cartridges for small business and corporations along with its stellar customer service.

The new larger facility will feature state of the art warehouse technology that will increase the amount of orders 4inkjets can ship per day, order accuracy, decrease back orders, and increase the speed at which orders are shipped. 4inkjets.com will now be able to ship orders out the same day they are placed with a late 4pm PST cut off time. The increase in office space will allow 4inkjets.com to increase customer service reps which will in turn lead to shorter on-hold times, faster email responses and quicker returns and exchanges.

"Printer manufacturers are coming out with new cartridges for virtually every new printer. The new warehouse space not only means that we'll be able to keep up and stock additional products, we'll also be able to deliver great products at the best price with unparalleled service and continue to achieve our goal of becoming a true one stop shop," says Aaron Leon, CEO.

4inkjets.com will relocate to new facility at 2500 Grand Avenue, Long Beach, California effective April 1, 2006. For more information, contact Ben Chafetz at ben@ldproducts.com or visit the web site at www.ldproducts.com.

About LD Products, Inc dba 4inkjets.com – LD Products Inc, dba 4inkjets.com was founded by Aaron Leon in 1999 while at the University of Southern California. Since that time, it has grown to employ over 30 people with offices in Paramount, CA and Spring Valley, NY and now Long Beach, CA. 4inkjets.com ships over 30,000 printer supply orders per month and has over 500,000 customers.

4: 05 Sample for Book Authors

FOR IMMEDIATE RELEASE:

Book Review

Addiu, Bedda Sicilia: Goodbye, Beautiful Sicily

CONTACT: Geraldine D Villalba

Phone: 916-941-8574

Fax: 916-941-8574

Email: geraldinedvillalba@sbcglobal.net

"Addiu, Bedda Sicilia: Goodbye, Beautiful Sicily"

A Fascinating, Touching and Emotional Story written by Geraldine D. Villalba

El Dorado Hills, CA March 7, 2006 – Set on the enchanting island of Sicily in the 1900's, emerging author Geraldine D. Villalba gives us her first captivating novel, "*Addiu, Bedda Sicilia: Goodbye, Beautiful Sicily*". In an era when husbands shoot the offenders, and the townspeople turn their heads, Gino flees his own country when an outraged husband, Vittorio, finds his wife, Carmela, and Gino together – and plots to kill him. Through her provocative writing, you will live the triumphs and tragedies of this Sicilian immigrant as he re-builds his life in America. Based on a true story, Ms. Villalba gives us a compelling tale of love, loss and survival using well-developed characters and a captivating storyline.

"You can't help but fall in love with the main character, Gino, and feel his passions, his heartbreaks, his joys. Everything in this book is obviously written from the heart and the descriptions of everything from the scenery to the food, to the people, bring the story alive. The fact that this story is based on true occurrences, and real people, make it all the more provocative and heart-rendering." says D. McCord of Mountain View, California in her review of the book on Amazon.com. An excerpt from the book is attached.

"*Addiu, Bedda Sicilia: Goodbye, Beautiful Sicily*" may be purchased at Amazon.com, BarnesandNoble.com, Waldenbooks.com and more. Ms. Villalba is available for interviews and can be reached at geraldinedvillalba@sbcglobal.net.

About Geraldine D Villalba – Geraldine D. Villalba was born in the beautiful "City By The Bay" San Francisco, California. Attending the Sacred Heart Grammar School on Fell Street and Lowell High School on Hayes Street, Geraldine met her future husband when her family moved to a suburb of San Francisco and attended Sequoia High School in Redwood City, California. Geraldine resides in El Dorado Hills, California with her husband and has 4 daughters, 7 grandchildren and 2 great-grandchildren. Although the names have been changed, her first book "*Addiu, Bedda Sicilia; Goodbye, Beautify Sicily*" is based upon a true story about her grandparents who came to America from Sicily in 1900.

"Addiu, Bedda Sicilia: Goodbye, Beautiful Sicily"

By Geraldine D Villalba

Book Excerpt: CHAPTER ONE NAPLES, ITALY, SUMMER 1900..... Gino Catania leaned over the rail of the Archimedes, and watched the beautiful, warm, sunny land of Napoli (Naples) disappear from view as the ship slowly left the dock. "I never thought that I would leave this way," he muttered with tears in his eyes. Angrily, he brushed them away, hunched his shoulders, and thrust his hands hard into the pockets of his trousers as he walked along the deck of the ship leaving for New York. In anguish, he wished that his passions had not overruled his good judgment, for as a result, the carefree life he once knew would never again be his. He paced back and forth in frustration, trying to avoid the many bodies that mulled about the deck and half-heartedly watched the seagulls as they swirled overhead making a terrible commotion. Gino looked for a quiet place where he could sit and ponder the events of the past weeks, even though he knew that he could not go back and change a thing. He was still in shock as he recalled how close he had come to losing his life, and with regret, admitted that the pain and misery he felt was his own doing. Sitting down in a sunny spot, he leaned against the side of the ship and felt the cool spray of seawater against his face. His thoughts traveled back to the lovely little town of *Trabia, Sicily*, where he was born. One by one, the faces of his loving family marched by in his mind's eye. As his throat tightened with emotion, he whispered "*Addiu, Bedda Sicilia, goodbye, beautiful Sicily*". With a heavy heart, he closed his eyes and sadly thought about the day when his gaze settled upon the beauty of Carmela, a married woman--an event that changed his life forever.....

TRABIA, SICILY, LATE SPRING, 1900..... The hot Sicilian sun danced along Gino's back. It was almost a half-mile to Carmela's house and as he walked, beads of perspiration formed on his forehead. Occasionally a capricious breeze tossed his hair. Ruts, rocks and pebbles lined the steep, dusty road, but he did not notice the sun or the pebbles; his thoughts were elsewhere. Thinking about Carmela sent shivers down his spine as he recalled when he first saw her in the village church. Not for one moment did he take his eyes away from her. Carmela, caught up in the moment of the intense homily about "hell and damnation" the priest was giving became distracted as she sensed someone behind her. She turned and found Gino watching her with a smile and a look that made her heart leap, so she smiled in acknowledgment, wondering whom this handsome man could be. Surely, this was not Gino Catania's son. Everyone in the village knew and liked Gino Catania and his large family, but it had been a while since she had seen any of his family members. She could not recall ever seeing him in church, as he had not been faithful about attending services. Later, by asking questions of the other women in the village, Carmela learned more about young Gino. The

women eagerly shared the gossip that he was an attentive and tender lover. One or two women winked knowingly and excitement welled up within her as she hoped to see him again at the village church or in the town. Gino wondered why he had not noticed her before. How could anyone so beautiful go unnoticed? Especially by him. He grinned to himself. Perhaps, if he had gone to church more often, he might have found her sooner. Now, he thought of nothing else but her as he walked briskly along, eager to participate in the rendezvous she had arranged for them.

-End-

4: 06 Sample for Non-Profit Organizations

(Use Company Letterhead)

Press Release for XYZ Gala

Date: January 2, 2006

Time: 7:00 PM No Host Cocktails

8:00 PM Dinner

9:00 PM Silent Auction

Place: Hyatt Hotel, 1234 Street, City, State Zip

2006 Chairman James Jones

Honoree: Bill Johnson

XYZ Association will hold its annual XYZ Gala on January 2, 2006 at the Hyatt Hotel. The Gala is the largest fundraising event for the association with an annual dinner and Silent Auction. Proceeds of this year's event will go to the XYZ Children's Hospital.

A "no host cocktail" party will begin at 7:00 p.m. with a five course dinner to be served at 8:00 p.m.

The annual Silent Auction will immediately follow dinner. Items include Hawaiian cruise for two people, dinner for two at the Four Seasons Restaurant, and One Year Gym Membership at Gold's Gym.

Tickets may be purchased through the XYZ Association for \$150 per couple. For further information, please call Bee Sommers (222-2222) or Bob Brown (333-3333).

Chapter 5: Tips and Tricks of the Trade

5:01 Stick to the Facts and Only the Facts

Providing detailed information with facts and statistics will give your release credibility and grab the attention of the editor. The more specific you can be – the better it is for getting picked up by the media. Provide as many facts and figures as possible that will substantiate your claims on what a product or service will do for the consumer or business person. Use real life examples to effectively communicate the benefits of using your product or service. Give examples of how your service or product satisfies the need. What are the features and benefits? If you are reporting on a corporate achievement, back up your success with one or more events. If your company has experienced significant growth, give a brief synopsis on how you accomplished it. Show the cause and

Write to be Published

Put the most important information at the beginning of your release. Remember, with journalists receiving hundreds of releases each day they will skim through the first few sentences, or paragraphs, to see if there is an interest. You must “pack your punch” in the first paragraph to give your release a “fair chance”.

You don't have to be a professional writer to have your release picked up; although you'll want to make sure you use proper grammar and spelling. The editor is looking for newsworthy information that is factual and accurate. In most cases, journalists will use your press release as a catalyst for a feature story. Write your release as you want to have it told. Focus on aspects of your product or service that set you apart from your competitors. Everyone offers “great customer service” and “low prices”. Focus on the aspects of your product or service that distinguish you from your competition.

Choose Your Words Carefully

Avoid the first person perspective; always write in the third person. News organizations never use nouns like “I”, “we”, or “us” when relaying news stories and neither should your press release, except within quoted text. Always write the release as if someone else is talking about your company, service, product, etc.

Use Strong Verbs

For example, "The committee exhibited severe hostility over the incident." reads better if changed to "The committee was enraged over the incident." Writing in this manner, helps guarantee that your press release will be read. Verbs in the active voice bring your press release to life. Rather than writing "entered into a partnership" use "partnered" instead.

Make Each Word Count

Keep it concise and to the point. Avoid using unnecessary adjectives, flowery language, or redundant expressions such as "added bonus" or "first time ever". If you can tell your story with fewer words, do it.

5:02 Check for Accuracy

The media assumes that the information you supply is accurate. Don't exaggerate or enhance the details of your products or services; if you do, it may come back to haunt you. Editors will get complaints from readers on inaccurate data or product claims, and future releases will be ignored. ALWAYS spell-check your document and correct any punctuation errors- do this two or three times to make sure that the document is perfect!

5:03 Quotes Give Credibility

The media uses quotes to add a trustworthy tone to their information; it will substantiate the information that you're conveying in your release. If the press release contains a quote that is credible, chances are high that it will be incorporated in its entirety in the published article. Use quotes from customers and executives in your company. Always make sure you have permission to include the quote by the person that said it.

5:04 When to Use Photographs

Use photographs when sending a release to a television station; it is appropriate when requesting an interview or would like to be featured a talk show. This is especially true if you have written a book or are submitting a news release on a recent hiring or promotion in your business. Never send the original copy of your photograph as, more than likely, you will not receive it back in the mail.

5:05 Should I Use a Cover Letter?

A cover letter is appropriate if you need to include additional information that is not covered in the press release. If you need to give directions to an event or are requesting that a reporter cover your event, it is good to put this information into a cover letter rather than in the body of your release. Do address the cover letter to the appropriate person.

5:06 Ordering Information

When promoting a product, always include ordering information. This should include your company name, address, telephone number and the price of the item. If you have a web site, make sure to include the web site address. This is especially true for a press release on a book. The media will decide if they want to include it in the article, and if they do, it might offer insight into what media featured your release information.

5:07 Offering Free Samples or Gifts

People love to receive something free! Be cautious in what you offer as you must be prepared to deliver the sample or gift to everyone who makes a request – this can get costly if you have a good response. The sample or gift can be offered by mail order or the reader can be required to visit your store location to receive it. Either way, the media will most likely publish this in the article.

5:08 Why News Releases are Rejected

Timeliness – If there is a time sensitive announcement, you must distribute this to the media weeks prior to the event. Don't wait until days before as chances are it will not be published. Remember, they must have room to publish the information and many papers plan weeks ahead for this type of information.

Poor Writing – All writers make spelling and grammar errors. After writing the initial draft, go back and re-read the information - do this about 3 times before sending your press release. Make sure you read the release as spell checking won't find double word entries or spelling errors which are actually the correct spelling of another word.

Too lengthy – A press release should be 300 - 400 words. Keep your sentences short, concise and to the point; don't use run on sentences. Break long sentences into two short sentences. Try to keep your press release to one page, two pages at the most.

Sales Pitch – Your press release should never be an advertisement for your company. Your release should be informative and contain factual information on your company, its products and services. Never “hype” your products; it will challenge the credibility of your release.

Lack of Content – You must answer the “Who, What, When, Where, and Why” questions. Simply stating that you have a company and offer “xyz” product is not enough. Include information that will make the reader want to inquire about the topic of the release (i.e. factual content, features and benefits of the products and/or services).

Chapter 6 Media Contacts

6:01 How will you distribute the release once it is written?

You will have invested a lot of time and research into writing your press release. You need to have a solid media distribution list, and you need to make sure you are sending to the media that would have a genuine interest in your release. Don't distribute your release to every newspaper and industry journal nationwide if the release is targeted to a local or regional audience. If your product and/or service is specific to certain industries or areas, only target the magazines and journals that have an audience targeted to your niche market.

6:02 Who do you contact?

It's important to distribute your release to the proper journalists. Choose the industry journals and magazines that pertain to your product and/or service. Only send to television and radio stations if you are looking for a public service announcement, placement on the community calendar or are looking for an interview.

6:03 Media Timelines

You must work within the media guidelines for submission; if your press release story is picked up, don't assume it will be in the next edition of the newspaper, magazine or industry journal. Editors and journalists need advance notice and must have room within their media to run the story. Here are some basic timelines to follow when submitting your releases to the media:

Daily and Weekly Newspapers

Business Editors and Journalists: 48 hour Turnaround

Feature Writers: 3 - 4 Weeks Turnaround

Events: 3 - 4 Weeks Advance Notice

Monthly Newspapers

Two to four months in advance of the issue date.

Radio and Television

Radio or television stations may contact you within hours of their show as many of them will

do a telephone interview on the air. You must be ready for this type of interview; ask them to provide you with a list of questions so you can have time to prepare your answers.

6:04 Should I call the media to see if they've received my press release?

Journalists receive hundreds of press releases daily; they don't have the time to speak with every person who submits a news release. In some cases, a phone call can do more harm than good. Going down to the newspaper to speak to the editor will not accomplish anything unless you have an appointment with the editor. Be patient; if you have a release with time sensitive information that needs to be put on a public service announcement or community calendar, send a second fax confirming the information.

6:05 Top Newspapers Nationwide

Here is the list of top newspapers nationwide. Fax or email your press release to these entities if it's an appropriate media source.

Alabama

Birmingham Post-Herald
PO Box 2553
Birmingham, AL 35202-2553
Fax: 205-325-2410
Email: mailbox@postherald.com

Arizona

Arizona Republic
PO Box 1950
Phoenix, AZ 85001-1950
Fax: 602-444-8044
Email: newstips@arizonarepublic.com

Arkansas

Arkansas Democrat-Gazette
PO Box 2221
Little Rock, AR 72203-2221
Fax: 501-372-4765
Email: Ray_Hobbs@adg.ardemgaz.com

California

Los Angeles Times
202 W 1st St
Los Angeles, CA 90012-4164
Fax: 213-237-4712

Sacramento Bee

PO Box 15779
Sacramento, CA 95852-0779
Fax: 916-321-1109
Email: pdinsmore@sacbee.com

San Diego Union-Tribune

PO Box 120191
San Diego, CA 92112-0191
Fax: 619-293-1896
Email: ron.james@uniontrib.com

San Francisco Chronicle

901 Mission St
San Francisco, CA 94103-2988
Fax: 415-896-1107
Email: chronfeedback@sfchronicle.com

San Francisco Examiner

988 Market St
San Francisco, CA 94102-4002
Fax: 415-359-2766
Email: news@sfxaminer.com

San Jose Mercury-News

750 Ridder Park Dr
San Jose, CA 95190-0001
Fax: 408-288-8060
Email: readerrep@sjmercury.com

Colorado

Denver Post
1560 Broadway

Denver, CO 80202-6000
Fax: 303-820-1369
Email: newsroom@denverpost.com

Rocky Mountain News

400 W Colfax Ave
Denver, CO 80204-2694
Fax: 303-892-2841
Email: editor@RockyMountainNews.com

Connecticut

Hartford Courant
285 Broad St
Hartford, CT 06115-3785
Fax: 860-241-3865
Email: news@ctnow.com

DC

Washington Post
1150 15th St NW
Washington, DC 20071-0001
Fax: 202-334-5587
Email: webnews@washingtonpost.com

Florida

Florida Times-Union
PO Box 1949
Jacksonville, FL 32231-0053
Fax: 904-359-4478
Email: richey@jacksonville.com

The Miami Herald

1 Herald Plaza
Miami, FL 33132-1693
305-350-2111
305-376-5287
business@herald.com

Orlando Sentinel

PO Box 2833
Orlando, FL 32802-2833
Fax: 407-420-5350
Email: ekramer@orlandosentinel.com

St. Petersburg Times

490 1st Ave S
St. Petersburg, FL 33701-4223
Fax: 727-893-8675
Email: biznews@sptimes.com

Tampa Tribune/Sunday Tribune & Times

PO Box 191
Tampa, FL 33601-0191
Fax: 813-259-7676
Email: dreed@tampatrib.com

Georgia

Atlanta Journal-Constitution
PO Box 4689
Atlanta, GA 30302-4689
Fax: 404-526-5509

Email: hpost@ajc.com

Illinois

Chicago Sun-Times

401 N Wabash Ave
Chicago, IL 60611-3546
Fax: 312-321-3084
Email: metro@suntimes.com

Chicago Tribune

435 N Michigan Ave
Chicago, IL 60611-4066
Fax: 312-222-0236
Email: alipinski@tribune.com

Indiana

Indianapolis Star

PO Box 145
Indianapolis, IN 46206-0145
Fax: 317-444-6800
Email: startips@indystar.com

Iowa

Des Moines Register

PO Box 957
Des Moines, IA 50304-0957
Fax: 515-286-2504
Email: rtapscott@dmreg.com

Kansas

Kansas City Star

1729 Grand Blvd
Kansas City, MO 64108-1458
Fax: 816-234-4926
Email: starinfo@kcstar.com

Hutchinson News

PO Box 190
Hutchinson, KS 67504-0190
620-694-5700
newsclerk@hutchnews.com

The Wichita Eagle

PO Box 820
Wichita, KS 67201-0820
316-268-6000
316-268-6627
wenews@wichitaeagle.com

Kentucky

Courier-Journal

PO Box 740031
Louisville, KY 40201-7431
Fax: 502-582-4200
Email: cjtech@louisvil.gannett.com

Lexington Herald-Leader

100 Midland Ave
Lexington, KY 40508-1999
Fax: 859-254-9738
Email: teblen@herald-leader.com

Louisiana

Times-Picayune

3800 Howard Ave
New Orleans, LA 70125-1429
Fax: 504-826-3007
Email: jdonley@nolalive.com

Maryland

The Sun

501 N Calvert St
Baltimore, MD 21202-3604
410-332-6000
410-332-6977
jgibbons@sunspot.net

Massachusetts

Boston Globe

PO Box 2378
Boston, MA 02107-2378
Fax: 617-929-3186
Email: localnews@globe.com

Boston Herald

PO Box 2096
Boston, MA 02106-2096
Fax: 617-542-1315
Email: mperigard@bostonherald.com

The Recorder

PO Box 1367
Greenfield, MA 01302-1367
Fax: 413-774-5020
Email: news@recorder.com

Telegram & Gazette/Sunday Telegram

PO Box 15012
Worcester, MA 01615-0012
Fax: 508-793-9281
Email: newstips@telegram.com

Michigan

Detroit Free Press

600 W Fort St
Detroit, MI 48226-3198
Fax: 313-222-5981
Email: business@freepress.com

Detroit News/Sunday News & Free Press

615 W Lafayette Blvd
Detroit, MI 48226-3142
Fax: 313-222-2335
Email: msilverman@detnews.com

Grand Rapids Press

155 Michigan St NW
Grand Rapids, MI 49503-2353
Fax: 616-222-5409
Email: pulse@gr-press.com

Minnesota

St. Paul Pioneer Press

345 Cedar St
St. Paul, MN 55101-1019
Fax: 651-228-5500

Email: vgowler@pioneerpress.com

Star Tribune

425 Portland Ave
Minneapolis, MN 55488-1511
Fax: 612-673-4359
Email: business@startribune.com

Missouri

St. Louis Post-Dispatch

900 N Tucker Blvd
St. Louis, MO 63101-1099
Fax: 314-340-3080
Email: SiteEditor@stltoday.com

Nebraska

Omaha World-Herald

World Herald Sq
Omaha, NE 68102-1138
Fax: 402-345-0183
Email: news@owh.com

Nevada

Las Vegas Review-Journal

1111 W Bonanza Rd
Las Vegas, NV 89106-3597
Fax: 702-383-4676
Email: Mary_Greeley@lasvegas.com

New Jersey

Asbury Park Press

PO Box 1550
Neptune, NJ 07754-1550
Fax: 732-643-4014
Email: editors@app.com

New Mexico

Albuquerque Journal

PO Box J
Albuquerque, NM 87103-1136
Fax: 505-823-3994
Email: cmoore@abqjournal.com

New York

Buffalo News

PO Box 100
Buffalo, NY 14240-0100
Fax: 716-856-5150
Email: webmaster@buffnews.com

New York Daily News

450 W 33rd St
New York, NY 10001-2603
Fax: 212-210-2203
Email: webmaster@web.nydailynews.com

New York Post

1211 Avenue Of The Americas
New York, NY 10036-8703
Fax: 212-930-8540
Email: cshaw@nypost.com

New York Times

229 W 43rd St
New York, NY 10036-3959
Fax: 212-556-3690
Email: news-tips@nytimes.com

Journal News

1 Gannett Dr
White Plains, NY 10604-3496
Fax: 914-694-5018
Email: mjones@thejournalnews.gannett.com

Newsday

235 Pinelawn Rd
Melville, NY 11747-4226
Fax: 631-843-2953
Email: chall@newsday.com

Wall Street Journal

200 Liberty St.
New York, NY 10281-1003
Fax: 212-416-2653

North Carolina

Charlotte Observer

PO Box 30308
Charlotte, NC 28230-0308
Fax: 704-358-5036
Email: localnews@charlotteobserver.com

Daily Herald

PO Box 520
Roanoke Rapids, NC 27870-0520
Fax: 252-537-2384
Email: johnmoeur@charter.net

Ohio

Akron Beacon Journal

PO Box 640
Akron, OH 44309-0640
Fax: 330-376-9235
Email: dhertz@thebeaconjournal.com

The Toledo Blade Company

541 N. Superior St.
Toledo, OH 43660
Email: kfranck@theblade.com

Cincinnati Enquirer

312 Elm St
Cincinnati, OH 45202-2793
Fax: 513-768-8340
Email: g noble@enquirer.com

Columbus Dispatch

34 S 3rd St
Columbus, OH 43215-4241
Fax: 614-461-7580
Email: bmarrison@dispatch.com

Dayton Daily News

45 S Ludlow St
Dayton, OH 45402-1858
Fax: 937-225-2489

Email: jeff_bruce@coxohio.com

News & Observer

PO Box 191
Raleigh, NC 27602-9150
Fax: 919-829-4529

Plain Dealer

1801 Superior Ave NE
Cleveland, OH 44114-2107
Fax: 216-999-6354
Email: dclifton@plained.com

Oklahoma

Daily Oklahoman

PO Box 25125
Oklahoma City, OK 73125-0125
Fax: 405-475-3183
Email: mshannon@oklahoman.com

Tulsa World

PO Box 1770
Tulsa, OK 74102-1770
Fax: 918-581-8353
Email: tulsaworld@tulsaworld.com

Oregon

The Oregonian

1320 SW Broadway
Portland, OR 97201-3411
Fax: 503-227-5306
Email: kcosgrove@oregonlive.com

Pennsylvania

Morning Call

PO Box 1260
Allentown, PA 18105-1260
Fax: 610-820-6693
Email: news@mcall.com

Philadelphia Daily News

PO Box 7788
Philadelphia, PA 19101-7788
Fax: 215-854-5910
Email: heinek@phillynews.com

Philadelphia Inquirer

PO Box 8263
Philadelphia, PA 19101-8263
Fax: 215-854-5099
Email: cmccoy@phillynews.com

Pittsburgh Post-Gazette

34 Blvd Of The Allies
Pittsburgh, PA 15222-1204
Fax: 412-263-2014
Email: localnews@post-gazette.com

Rhode Island

The Providence Journal

75 Fountain St
Providence RI 02902-0050
401-277-7000

401-277-7346
jbnews@projo.com

South Carolina

Post & Courier

134 Columbus St
Charleston, SC 29403-4800
Fax: 843-937-5545
Email: dconover@postandcourier.com

Tennessee

Commercial Appeal

495 Union Ave
Memphis, TN 38103-3221
Fax: 901-529-2522
Email: stokes@gomemphis.com

Knoxville News-Sentinel

PO Box 59038
Knoxville, TN 37950-9038
Fax: 865-342-6400
Email: letters@knews.com

The Tennessean

1100 Broadway
Nashville, TN 37203-3134
Fax: 615-259-8093
Email: newstips@tennessean.com

Texas

Austin American-Statesman

PO Box 670
Austin, TX 78767-0670
Fax: 512-445-1736
Email: news@statesman.com

Dallas Morning News

PO Box 65237
Dallas, TX 75265-5237
Fax: 214-977-8319
Email: sgallier@dallasnews.com

Fort Worth Star-Telegram

PO Box 1870
Ft. Worth, TX 76101-1870
Fax: 817-390-7789
Email: newsroom@star-telegram.com

Houston Chronicle

PO Box 4260
Houston, TX 77210-4260
Fax: 713-362-6806
Email: hci@chron.com

San Antonio Express-News

PO Box 2171
San Antonio, TX 78297-2171
Fax: 210-250-3105
Email: citydesk@express-news.net

Utah

Salt Lake Tribune

PO Box 867

Salt Lake City, UT 84110-0867
Fax: 801-257-8525
Email: editor@sltrib.com

Vermont

The Burlington Free Press

PO Box 10
Burlington VT 05402-0010
802-863-3441
ggevalt@bfp.burlingtonfreepress.com

Virginia

Richmond Times-Dispatch

PO Box 85333
Richmond, VA 23293-5333
Fax: 804-775-8059
Email: news@timesdispatch.com

Virginian-Pilot

150 W. Brambleton Ave.
Norfolk, VA 23510-2075
Fax: 757-446-2414
Email: biz@pilotonline.com

USA Today
7950 Jones Branch Dr.
Mclean, VA 22108-0001
Fax: 703-854-2080

Washington

The News Tribune

P.O. Box 11000
Tacoma, WA 98411
Email: letters@thenewstribune.com

Seattle Times

PO Box 70
Seattle, WA 98111-0070
Fax: 206-382-6760
Email: business@seattletimes.com

Spokesman-Review

PO Box 2160
Spokane, WA 99210-2160
Fax: 509-459-5482
Email: kevingr@spokesman.com

Wisconsin

Milwaukee Journal-Sentinel

PO Box 371
Milwaukee, WI 53201-0371
Fax: 414-224-2047
Email: jsmetro@onwis.com

6:06 Media Newspaper Associations

Association of American Publishers, Inc.

MR. Pat Schroeder, President
71 5TH AVE FL 2
NEW YORK, NY 10003-3004
Phone: (212) 255-0200 **Fax:** (212) 255-7007
Website: www.publishers.org

Description: The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP's approximately 300 members include most of the major commercial book publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies. AAP members publish hardcover and paperback books in every field and a range of educational materials for the elementary, secondary, post-secondary and professional markets. Members of the Association also produce computer software and electronic products and services, such as online databases and CD-ROM. Along with the protection of intellectual property rights and the defense of free expression, the Association considers the promotion of reading and literacy, especially among the young, to be essential mandates.

International Food, Wine and Travel Writers Association

MRS. Patricia Anis, Administrative Director
1142 S DIAMOND BAR BLVD # 177
DIAMOND BAR, CA 91765-2203
Phone: (909) 860-6914 **Fax:** (909) 396-0014
Website: www.ifwtwa.org

Description: Professional food, wine, and travel journalists in 28 countries; broadcasters; associate members are organizations in the travel and hospitality industries. Seeks to bring recognition to those in the food, wine, and travel industry who have met the association's criteria. Offers scholarships in culinary arts and sciences journalism.

International Press Institute, American Committee

Gene Giancarlo, Treasurer
819 N KIOWA ST
ALLENTOWN, PA 18109-1906
Phone: (610) 432-6700

National Magazine, Book and Film Carriers

MR. Clem D'alessandro, Manager
100 DAINGERFIELD RD
ALEXANDRIA, VA 22314-6302
Phone: (703) 837-1070 **Fax:** (703) 837-1072
Website: www.idealliance.org/nmbfc

Description: The National Magazine, Book & Film Carriers (NMBFC), an affiliate of IDEAlliance, is a network of more than 20 companies who handle the delivery of printed products for publishers and printers. The organization was founded nearly 70 years ago. Their commitment is building their businesses in the expedited delivery of printed products to the marketplace. If you were going to assign a label to the services the NMBFC provides for the printing and publishing industry, they would be called the specialized expedited regional LTL carrier.

Alternative Press Center

MR. Charles D'adamo, Co-Editor
PO BOX 33109
BALTIMORE, MD 21218-0401
Phone: (410) 243-2471 **Fax:** (410) 235-5325
Website: www.altpress.org

Description: The Alternative Press Center (APC) is a non-profit collective dedicated to providing access to and increasing public awareness of the alternative press. Founded in 1969, it remains one of the oldest self-sustaining alternative media institutions in the United States. For more than a quarter of a century, the Alternative Press Index has been recognized as a leading guide to the alternative press in the United States and around the world.

American Amateur Press Association

MR. Kenneth Rystrom, Secretary/Treasurer
PO BOX 3464
FLORENCE, OR 97439-0087

Phone: (281) 497-8493

Website: members.aol.com/aapa96

Description: The American Amateur Press Association is a nation-wide non-profit organization of amateur journalists founded in 1936. The purpose of the association is the promotion of amateur journalism and fellowship of amateur writers, editors, printers, and publishers; and the circulation of their work among the membership.

American Auto Racing Writers and Broadcasters Association

MR. Dusty Brandel, President
922 N PASS AVE

BURBANK, CA 91505-2703

Phone: (818) 842-7005 **Fax:** (818) 842-7020

Website: www.aarwba.org

Description: The American Auto Racing Writers & Broadcasters Association is the oldest and largest organization of its kind. Founded in 1955 in Indianapolis, AARWBA has reached the stature of the football and baseball press associations. Because so many support the aims and programs of AARWBA, it has grown to more than 400 members throughout the United States, Canada and Europe.

American Book Producers Association

MR. David Katz, Administration
160 5TH AVE STE 622

NEW YORK, NY 10010-7057

Phone: (212) 645-2368 **Fax:** (212) 242-6799

Website: www.ABPAonline.org

Description: We are a trade association representing book producing organizations. Book producers develop ideas for books and sell them to publishers.

American Copy Editors Society

MR. Chris Wienandt, President
2339 MISTLETOE AVE

FORT WORTH, TX 76110-1148

Phone: (214) 977-2932 **Fax:** (214) 977-8776

Website: www.copydesk.org

Description: The American Copy Editors Society, a professional organization of copy editors, is dedicated to improving the quality of journalism and the working lives of journalists. Our main purpose is to educate our members--and others in the news business--in ways of improving the standards of copy editing and increasing the value the news industry places on our craft.

American Horse Publications Association

MS. Christine Brune, Executive Director
49 SPINNAKER CIR

SOUTH DAYTONA, FL 32119-8552

Phone: (386) 760-7743 **Fax:** (386) 760-7728

Website: www.americanhorsepubs.org

Description: American Horse Publications (AHP) is a non-profit association established in 1970 to promote better understanding and communications within the equine publishing industry. Its over 400 members include equine-related publications, professionals, students and businesses.

American Medical Publishers Association

MS. Jill Rudansky, Executive Director
14 FORT HILL RD

HUNTINGTON, NY 11743-2202

Phone: (516) 423-0075 **Fax:** (516) 423-0075

Description: The mission of AMPA is to advance health science publishing and scientific communication worldwide.

American Society of Business Publication Editors

MS. Janet Svazas, Executive Director
214 NORTH HALE ST
WHEATON, IL 60187

Phone: (630) 510-4588 **Fax:** (630) 510-4501

Website: www.asbpe.org

Description: Founded in 1964, the American Society of Business Publication Editors (ASBPE) is the professional association for full-time and freelance editors and writers employed in the business, trade, and association magazines and their related Internet publications.

Arizona Newspapers Association

MR. John Fearing, Executive Director
1001 N CENTRAL AVE STE 670
PHOENIX, AZ 85004-1947

Phone: (602) 261-7655 **Fax:** (602) 261-7525

Website: www.ananews.com

Description: The Foundation focuses on education, especially on the high school level through its alliance with the Arizona Interscholastic Press Association. The Foundation has made donations to the AIPA Summer Journalism Workshop at Northern Arizona University and the Minority Students Workshop.

Associated Church Press

MS. Mary Lynn Hendrickson, Executive Director
1410 VERNON ST
STOUGHTON, WI 53589-2248

Phone: (608) 877-0011 **Fax:** (608) 877-0062

Website: www.theacp.org

Description: The Associated Church Press, founded in 1916, is a community of communication professionals brought together by faithfulness to their craft and by a common task of reflecting, describing, and supporting the life of faith and the Christian community.

Associated Construction Publications

MR. Greg Sitek, National Editorial Director
30 TECHNOLOGY PKWY S STE 100
NORCROSS, GA 30092-2925

Phone: (770) 417-4000 **Fax:** (770) 417-4138

Website: www.acppubs.com

Description: Associated Construction Publications (ACP) national network of 14 regional publications has been dedicated to heavy, highway and non-residential construction for more than 100 years.

Association for Education in Journalism and Mass Communication

MS. Jennifer McGill, Executive Director
234 OUTLET POINTE BLVD
COLUMBIA, SC 29210-5667

Phone: (803) 798-0271 **Fax:** (803) 772-3509

Website: www.aejmc.org

Description: The AEJMC exists to promote the highest possible standards for education in journalism and mass communication, to encourage the widest possible range of communication research, to encourage the implementation of a multi-cultural society in the classroom and curriculum, and to defend and maintain freedom of expression in day-to-day living.

Association for The Communication Administration

MR. Don Boileau, Executive Director
1765 N ST NW
WASHINGTON, DC 20036-2801

Phone: (202) 464-4622 **Fax:** (202) 464-4600

Website: www.aca.iupui.edu/cq-i/aca-info.html

Description: Chairpersons of schools, divisions, or departments of communication, radio-T.V., journalism, theatre, humanities, or English; administrators in higher education. Objectives are to serve as a forum for the discussion of issues relating to speech as a discipline in higher education; to facilitate communication between departmental and higher administrative personnel; to collect and disseminate information. Encourages the development of policies relating to staff, departmental, school, and college management, curriculum, assistantship, and fellowships. Compiles statistics

Association of Art Editors

MR. Phil Freshman, President
3912 NATCHEZ AVE S
ST LOUIS PARK, MN 55416-5054

Phone: (952) 922-1374 **Fax:** (952) 922-1374

Website: www.artedit.org

Description: To advance and set standards for the profession of art editors; to provide a forum for the exchange of information among art editors and others involved in art-related publications; to provide authors with information about editing and publication procedures; and to exchange information about available editing positions, both freelance and institutional.

Association of Directory Publishers

MR. R. Angove, President
PO BOX 1929
TRAVERSE CITY, MI 49685-1929

Phone: (800) 267-9002 **Fax:** (231) 486-2182

Website: www.adp.org

Description: The Association of Directory Publishers (ADP) is the international trade association founded in 1898 to promote the establishment and maintenance of the highest standard of quality and service in directory publishing. It provides to its members industry-relevant communications, content-rich meetings and conventions, research, legal and legislative support, and various other programs and services.

Association of Food Journalists

MR. Carol Masters, Executive Director
38309 GENESEE LAKE RD
OCONOMOWOC, WI 53066-8614

Phone: (262) 965-3251

Website: www.afjonline.com

Description: The Association of Food Journalists, Inc., is a networking organization especially created for journalists who devote most of their working time to planning and writing food copy for news media worldwide. AFJ's primary goal is to encourage communication among food journalists. In addition, AFJ tries to increase members' knowledge of food and to sharpen their writing, design and broadcast skills. The group also strives to foster professional standards among its members and other members of the media.

Association of Free Community Papers

MR. Craig McMullin, Executive Director
PO BOX 1989
IDAHO SPRINGS, CO 80452-1989

Phone: (877) 203-2327 **Fax:** (781) 459-7770

Website: www.afcp.org

Description: The Association of Free Community Papers (AFCP) represents publishers of nearly 3,000 free-circulation community papers, reaching nearly 40 million homes weekly. If you are an advertiser or an advertising agency, this site contains tools to help you identify the AFCP publications best suited to reach your target audiences, whether locally, regionally or nationally.

Association of Publication Production Managers

MR. Michael Arpino, President
PO BOX 5106
NEW YORK, NY 10163-5106
Phone: (212) 941-2831 **Fax:** (212) 522-0800
Website: www.penrose-press.com

Association of Writers and Writing Programs

MR. David Fenza, Executive Director
MAIL STOP 1E3 GEORGE MASON UNIVERSITY
FAIRFAX, VA 22030-4444
Phone: (703) 993-4301 **Fax:** (703) 993-4302
Website: awpwriter.org

Description: Since 1967, AWP has supported writers and writing programs around the world. The mission of The Association of Writers & Writing Programs is to foster literary talent & achievement, to advance the art of writing as essential to a good education, & to serve the makers, teachers, students, & readers of contemporary writing.

Audio Publishers Association

MS. Amanda Perl, Managing Director
8405 GREENSBORO DR STE 800
MCLEAN, VA 22102-5120
Phone: (703) 556-7172 **Fax:** (703) 506-3266
Website: www.audiopub.org

Description: In 1986 the Audio Publishers Association (APA), a not-for-profit trade association, was created to: - Advocate high production value and advise on industry-specific technical standards; - Serve as a networking, educational and information forum for its members; - Deliver programs and services that serve the common business interests for its members; and - Promote policies and activities that accelerate audio book industry growth. APA and its members work to bring all audio publishers together to create increased public awareness for the audio book industry through joint publicity efforts, national consumer surveys, trade show exhibits, an association newsletter, and the annual APA conference APAC. To learn more about the audio publishing industry, please visit www.audiopub.org.

Binding Industries Association

MS. Beth Parrott, Program Manager
200 DEER RUN RD
SEWICKLEY, PA 15143-2324
Phone: (703) 519-8137 **Fax:** (703) 519-6481
Website: www.bindingindustries.org

Description: The Binding Industries Association represents Graphic Finishers, Loose-Leaf Manufacturers, and suppliers to these industries throughout the United States, Canada, and Europe. Founded in 1955, BIA functions as a Special Industry Group of PIA/GATF. BIA helps its members with technical problems, offer information and evaluation on manufacturing equipment, credit & collection information, and assist with personnel problems, among other services.

Black Women in Publishing

MS. Valerie Dixon, President
PO BOX 6275
NEW YORK, NY 10150-6275
Phone: (212) 772-5951
Website: aalbc.com/writers/black2.htm

Description: Professional association of women and men of color who work in the print media including editors, writers, designers, photographers, publicists, financial analysts, production managers, personnel directors and freelancers.

Boating Writers International

MR. Greg Proteau, Executive Director
108 9TH ST
WILMETTE, IL 60091-3314
Phone: (847) 736-4142

Website: www.bwi.org

Description: BWI is a non-profit professional organization consisting of writers broadcasters editors photographers public relations specialists and others in the communications profession associated with the boating industry Members include active marine journalists across the US in Canada and Europe supporting marine manufacturers and service entities and associates in communication roles.

California Newspaper Publishers Association

MR. Jack Bates, Executive Director
1225 8TH ST STE 260
SACRAMENTO, CA 95814-4879
Phone: (916) 288-6000 **Fax:** (916) 288-6002

Website: www.cnpa.com

Description: The California Newspaper Publishers Association (CNPA) is a nonprofit trade association representing the daily and weekly newspapers of California. The Association is governed by a 35-member Board of Directors elected by Active Member newspapers.

Catholic Press Association

MR. Rose Palazzolo, Office Supervisor
3555 VETERANS MEMORIAL HWY UNIT 0
RONKONKOMA, NY 11779-7651
Phone: (631) 471-4730 **Fax:** (631) 471-4804

Website: www.catholicpress.org

Description: Trade organization for people involved in all aspects of Catholic publishing; newspapers, books, magazines and newsletters.

City and Regional Magazine Association

MR. James Dowden, Executive Director
4929 WILSHIRE BLVD STE 428
LOS ANGELES, CA 90010-3817
Phone: (323) 937-5514 **Fax:** (323) 937-0959

Website: www.citymag.org

Description: Serve as the source for information, education, conferences and other services for the General interest consumer magazines published on a city and regional basis.

Community College Journalism Association

DR. John Neal, President
3376 HILL CANYON AVE
THOUSAND OAKS, CA 91360-1119
Phone: (805) 492-4440 **Fax:** (805) 492-9800

Website: www.ccjaonline.org

Description: Encouraged by the rapid growth and rising influence of community college education nationally, inspired by community colleges' increasing responsibility for the first two years of higher education generally, and dedicated to the precept that community college journalism education must seek the high standards that have characterized four-year colleges' preparation of men and women for effective careers in the mass media.

Computer Press Association

MR. Ronald Boisvert, Chairperson
1 ASTOR PL
NEW YORK, NY 10003-6930
Phone: (212) 869-7440 **Fax:** (212) 944-1318
Website: www.acm.org

Description: ACM delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its members and the computing profession with leading-edge publications, conferences, and career resources.

Council of Literary Magazines and Presses

MR. Jeffrey Lependorf, Executive Director
154 CHRISTOPHER ST STE 3C
NEW YORK, NY 10014-2840
Phone: (212) 741-9110 **Fax:** (212) 741-9112
Website: www.clmp.org

Description: The Council of Literary Magazines and Presses serves one of the most active segments of American arts and culture: the independent publishers of exceptional fiction, poetry and prose. Literary magazines and presses accomplish the backstage work of American literature: discovering new writers; supporting mid-career writers; publishing the creative voices of communities underrepresented in the mainstream commercial culture; and preserving literature for future readers by keeping books in print.

Dog Writers Association of America

MS. Pat Santi, Curator
173 UNION RD
COATESVILLE, PA 19320-1326
Phone: (610) 384-2436 **Fax:** (610) 384-2471
Website: www.dwaa.org

Description: Persons who write professionally about dogs for magazines, newspapers, or other publications; editors and publishers of magazines devoted to dogs. Promotes interests of dog owners; provides medium for the exchange of ideas, methods, and professional courtesies among members; maintains high standard of ethics in the collection and dissemination of dog news. Sponsors the Dog Writers' Educational Trust.

Friends of The New York State Newspaper Project

MS. Vicki Weiss
PO BOX 2402
ALBANY, NY 12220-0402
Phone: (518) 474-7491
Website: www.nysl.nysed.gov/nysnp

Description: The Friends of the New York State Newspaper Project was formed to increase public awareness of the Project. The Friends sponsor activities to keep the public aware of the many uses of the content of newspapers and the need for their preservation and for easy access to them.

Garden Writers Association

MR. Robert Lagasse, Executive Director
10210 LEATHERLEAF CT
MANASSAS, VA 20111-4245
Phone: (703) 257-1032 **Fax:** (703) 257-0213
Website: www.gardenwriters.org

Description: GWA is the nonprofit association which provides leadership and opportunities for education, recognition, career development, and a forum for diverse interactions for professionals in the field of garden communication.

Idaho Newspaper Association

MR. Bob Hall, Executive Director
PO BOX 203
BOISE, ID 83701-0203
Phone: (208) 375-0733 **Fax:** (208) 375-0914
Website: www.idahopapers.com

Description: Interactive Online Resource for the Idaho Newspaper Industry

Independent Association of Publishers Employees

MR. Virgil Hollender, President
14 WASHINGTON RD STE 521
PRINCETON JCT, NJ 08550-1028
Phone: (609) 799-1520 **Fax:** (609) 716-0626
Website: www.iape1096.org

Description: Membership is open to all employees of Dow Jones & Company, & Factiva, Inc. Members working in production are covered by individual contracts in IAPE organized sites. Represents Dow Jones employees regarding terms and conditions of employment including collective bargaining and grievances.

International Newspaper Financial Executives

MR. Robert Kasabian, Vice President/Executive Director
21525 RIDGETOP CIR STE 200
STERLING, VA 20166-6510
Phone: (703) 421-4060 **Fax:** (703) 421-4068
Website: www.infe.org

Description: INFE serves the newspaper financial professional through conferences, workshops, publishing and internet products, services and support.

International Publishing Management Association

MS. Carma Goin, Financial Coordinator
710 REGENCY DR STE 6
KEARNEY, MO 64060-8782
Phone: (816) 902-4762 **Fax:** (816) 902-4766
Website: www.ipma.org

Description: Managers of in-house corporate publishing or distribution activities. Offers continuing education courses and certification programs. Conducts research, surveys, and studies on industrial and technological trends.

International Society of Weekly Newspaper Editors

MR. Chad Stebbins, Executive Director
3950 NEWMAN RD
JOPLIN, MO 64801-1512
Phone: (417) 625-9736 **Fax:** (417) 659-4445
Website: www.iswne.org

Description: The object of this organization shall be to encourage and promote wise and independent editorial comment, news content and leadership in community newspapers throughout the world; to facilitate the exchange of ideas and viewpoints of community editors in order that they and their readers may become better informed; to help in the development of the community newspaper press as an instrument of mutual understanding and world peace; and to foster freedom of the press in all nations.

Investigative Reporters and Editors

MR. Brant Houston, Executive Director
138 NEFF ANNEX MISSOURI SCHOOL OF JOURNALISM
COLUMBIA, MO 65211-0001
Phone: (573) 882-2042 **Fax:** (573) 882-5431
Website: www.ire.org

Description: The mission of Investigative Reporters and Editors is to foster excellence in investigative journalism, which is essential to a free society.

Livestock Publications Council

MS. Diane Johnson, Executive Director
910 CURRIE ST
FORT WORTH, TX 76107-2912

Phone: (817) 336-1130 **Fax:** (817) 232-4820

Website: www.livestockpublications.com

Description: Livestock industry magazines, newspapers, and newsletters in the United States and Canada. Service members are allied firms and individuals. Promotes improvement of the editorial and advertising content, visual appeal, industry impact, and financial well-being of livestock publications; enhances productivity of allied individuals and of the livestock industry. Sponsors workshops, panel discussions, and tours to publishing enterprises.

Magazine Publishers of America

MS. Nina Link, President
810 7TH AVE FL 24
NEW YORK, NY 10019-5873

Phone: (212) 872-3700 **Fax:** (212) 888-4217

Website: www.magazine.org

Description: The MPA is the industry association for consumer magazines. Established in 1919, the MPA represents more than 200 US-based publishing companies with more than 1,200 titles; more than 75 international companies; and more than 90 associate members providing services to the industry.

Massachusetts Newspaper Publishers Association

Kay Berenson, President
70 WASHINGTON ST
SALEM, MA 1970

Phone: (978) 546-3400

Website: www.masspublishers.org

Description: Through the years, MNPA has focused on two general areas of vital interests: matters relating to the business of publishing and editorial interests, particularly as they related to constitutional issues. For more than three decades, we have successfully confronted initiatives impacting on newspaper publishing, and those which would erode public access to information and personnel related to town, city and state government activities.

Minnesota Magazine Publishers Association

MR. David Ewald, Executive Director
1000 WESTGATE DR STE 252
SAINT PAUL, MN 55114-8679

Phone: (651) 290-6281 **Fax:** (651) 290-2266

Website: www.mmpa.net

Description: The Minnesota Magazine and Publications Association (MMPA) is a vital organization providing a great forum for education, networking and communication within Minnesota's publishing community. As a non-profit trade association, the MMPA's role is to help companies and individuals in Minnesota magazine publishing to succeed.

Minnesota Newspaper Association

MS. Linda Falkman, Executive Director
12 S 6TH ST STE 1120
MINNEAPOLIS, MN 55402-1515

Phone: (612) 332-8844 **Fax:** (612) 342-2958

Website: www.mnnewspaper.net

Description: The Minnesota Newspaper Association, a voluntary association of all general-interest newspapers in the state of Minnesota, acts on behalf of the newspaper press of the state. It represents its newspapers in the legislature and in court, sells advertising for newspapers, maintains a legal and advertising research library, operates a mailing service (press releases), sponsors a large annual convention in the Twin Cities, and engages in a vigorous program of training persons for newspaper work.

Montana Newspaper Association

MS. Linda Fromm, Office Manager
825 GREAT NORTHERN BLVD STE 202
HELENA, MT 59601-3340
Phone: (406) 443-2850 **Fax:** (406) 443-2860
Website: www.mtnewspapers.com

Description: A primary function of the MNA is to serve its member newspapers by providing information and educational opportunities so they can better serve their communities and successfully compete in the marketplace.

Music Publishers Association of The United States

243 5TH AVE STE 236
NEW YORK, NY 10016-8703
Phone: (212) 327-4044 **Fax:** (212) 327-4044
Website: www.mpa.org

Description: Founded in 1895, the Music Publishers' Association of the United States is the oldest music trade organization in the United States, fostering communication among publishers, dealers, music educators, and all ultimate users of music. This non-profit association addresses itself to issues pertaining to every area of music publishing with an emphasis on the issues relevant to the publishers of print music for concert and educational purposes.

National Agricultural Communicators of Tomorrow

MS. Julie Wetmore, President
435 AG HALL/ OKLAHOMA STATE UNIVERSITY
STILLWATER, OK 74078-0001
Phone: (405) 744-3690 **Fax:** (405) 744-5739
Website: nact.okstate.edu

Description: National Agricultural Communicators of Tomorrow (ACT) is the only student organization of its kind within the agricultural communications field. It is designed for college students who have a professional interest in the field of communications related to agriculture.

National Amateur Press Association

MR. Troy McQueen, President
6507 WESTLAND DR
KNOXVILLE, TN 37919-8224
Website: www.amateurpress.org

Description: The National Amateur Press Association is the oldest Amateur Press group in the world. From the first convention in 1876 (Philadelphia) to 2006 (New Orleans, La.), this organization has been dedicated to the furtherance of Amateur Journalism as a hobby. Although deeply rooted in the Black Art of letterpress printing, all of the associated arts of writing, editing, publishing, and illustration are equally important to NAPA members. Each month's bundle of papers, mailed to all members, will contain the work of printers, some who do not write, and writers and poets, some who also print. Some edit and publish the work of others, leaving the craft of printing to yet others.

National Association of Black Journalists

MS. Tangie Bracey, Deputy Executive Director
8701A ADELPHI RD
ADELPHI, MD 20783-1716
Phone: (301) 445-7100 **Fax:** (301) 445-7101
Website: www.nabj.org

Description: Persons employed in the production, dissemination, and distribution of news by newspapers, magazines, and radio and television stations. Aims are to: strengthen the ties between blacks in the black media and blacks in the white media; sensitize the white media to the institutional racism in its coverage; expand the white media's coverage and balanced reporting of the black community; become an exemplary group of professionals that honors excellence and outstanding achievement among black journalists. Works with high schools to identify potential journalists; awards scholarships to journalism programs that especially support minorities. Acts as a national clearinghouse for job information.

National Association of Hispanic Journalists

MR. Ivan Roman, Executive Director
529 14TH ST NW STE 1000
WASHINGTON, DC 20045-2003
Phone: (202) 662-7145 **Fax:** (202) 662-7144
Website: www.nahj.org

Description: The National Association of Hispanic Journalists (NAHJ) is dedicated to the recognition and professional advancement of Hispanics in the news industry. Established in April 1984, NAHJ created a national voice and unified vision for all Hispanic journalists.

National Association of Hispanic Publications

MR. Alfred Ramirez, Interim Executive Director
529 14TH ST NW STE 1085
WASHINGTON, DC 20045-2004
Phone: (202) 662-7250 **Fax:** (202) 662-7251
Website: www.nahp.org

Description: The National Association of Hispanic Publications (NAHP) was founded in 1982. The mission of NAHP is to promote Hispanic print, the most effective medium to reach the Hispanic Population. NAHP strives to continually inform and educate the Hispanic community on social issues, educate the readership of its member publications, provide technical assistance and to improve the quality of Hispanic publication nation wide.

National Association of Independent Publishers Representatives

MR. Paul Williams, Executive Director
111 E 14TH ST
NEW YORK, NY 10003-4103
Phone: (646) 414-2993 **Fax:** (212) 217-0242
Website: www.naipr.org

Description: The purpose of NAIPR is to promote the welfare and interests of its members; to educate publishers to the advantages of independent sales representation; to foster closer relationships among publishers, wholesalers, sales representatives, and booksellers; to exchange information, ideas, plans, and programs helpful to the members; and to educate the publishing community at large about sales issues and practices related to field sales promotion and independent bookselling.

National Association of Publishers Representatives

MR. Eric Miller, President
111 E 14TH ST
NEW YORK, NY 10003-4103
Phone: (888) 624-7779 **Fax:** (800) 416-2586
Website: www.naipr.org

Description: NAIPR is the trade association of 350 commission sales reps and 500 publishers and other Associate Members.

National Association of Real Estate Editors

MS. Mary Doyle-Kimball, Executive Director
1003 NW 6TH TER
BOCA RATON, FL 33486-3455
Phone: (561) 391-3599 **Fax:** (561) 391-0099
Website: www.naree.org

Description: Print, Internet, and broadcast journalists, and associated publicists specializing in real estate, building design, mortgage finance, and commercial real estate. Sponsors conferences and contests to study common problems and exchange ideas. Reviews prize-winning real estate and home news sections. annual Contest awards more than \$6000. annual Fellowship awards a \$3,500 stipend.

National Conference of Editorial Writers

MR. Sherid Virnig, Director Of Administration
3899 N FRONT ST
HARRISBURG, PA 17110-1583
Phone: (717) 703-3015 **Fax:** (717) 703-3014
Website: www.ncew.org

Description: Founded in 1947, The National Conference of Editorial Writers is a nonprofit professional organization that exists to improve the quality of editorial pages and broadcast editorials, and to promote high standards among opinion writers and editors.

National News Bureau

MR. Harry Katz, President
PO BOX 43039
PHILADELPHIA, PA 19129-3039
Phone: (215) 849-9016 **Fax:** (215) 893-5394
Website: www.NationalNewsBureau.com

Description: We are a national features syndicate serving in excess of 300 publications.

National Newspaper Association

MR. Brian Steffens, Executive Director
PO BOX 7540
COLUMBIA, MO 65205-7540
Phone: (573) 882-5800 **Fax:** (573) 884-5490
Website: www.nna.org

Description: The mission of the National Newspaper Association is to protect, promote and enhance American's community newspapers.

National Newspaper Publishers Association

MR. John Smith, Chairperson
3200 13TH ST NW
WASHINGTON, DC 20010-2410
Phone: (202) 588-8764 **Fax:** (202) 588-5029
Website: www.nnpa.org

Description: The National Newspaper Publishers Association, also known as the Black Press of America, is a 62-year-old federation of more than 200 Black community newspapers from across the United States. Since World War II, it has also served as the industry's news service, a position that it has held without peer or competitor since the Associated Negro Press dissolved by 1970.

National Scholastic Press Association

MR. Tom Rolnicki, Executive Director
2221 UNIVERSITY AVE SE STE 121
MINNEAPOLIS, MN 55414-3074
Phone: (612) 625-8335 **Fax:** (612) 626-0720
Website: www.studentpress.org

Description: The Associated Collegiate Press is a division of the National Scholastic Press Association. Although it had college members since its inception in 1921, ACP was first established as a distinct division in 1933. Today it is the largest and oldest national membership organization for college student media in the United States.

National Society of Newspaper Columnists

MR. Luenna Kim, Executive Director
1345 FILLMORE ST APT 507
SAN FRANCISCO, CA 94115-5262
Phone: (415) 563-5403 **Fax:** (415) 563-5403
Website: www.columnists.com

Description: The Society is organized to develop, educate and promote newspaper columnists; and to provide the general public with better professional newspaper columnists through education and example.

National State Publishing Association

MS. Deborah Messina, President
207 3RD AVE
HATTIESBURG, MS 39401-3868
Phone: (601) 582-3330 **Fax:** (601) 582-3354
Website: www.govpublishing.org

Description: Universities and foreign governments are associate members. Brings members together to improve printing program management and to attain greater efficiency and economy in state government. Aids members in procuring printing products and services. Facilitates the exchange of information on printing. Compiles statistics

National Writers Union

Gerard Colby, President
113 UNIVERSITY PL FL 6
NEW YORK, NY 10003-4527
Phone: (212) 254-0279 **Fax:** (212) 254-0673
Website: www.nwu.org

Description: The National Writers Union (NWU) is the trade union for freelance writers of all genres who work for American publishers or employers. We are committed to improving the economic and working conditions of freelance writers through the collective strength of our members in 17 local chapters throughout the country and through genre-based, grievance and contract, and special interest divisions.

New England Newspaper Association

MR. Morley Piper, Executive Director
70 WASHINGTON ST STE 214
SALEM, MA 01970-3510
Phone: (978) 744-8940 **Fax:** (978) 744-0333
Website: www.nenews.org

Description: New England Newspaper Association is the regional professional organization for the newspapers in the six New England states: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

New York Newspaper Publishers Association

MS. Diane Kennedy, President
291 HUDSON AVE STE A
ALBANY, NY 12210-1828
Phone: (518) 449-1667 **Fax:** (518) 499-5053
Website: www.nynpa.com

Description: NYNPA is the non-profit trade association representing the daily newspapers of New York State. This site includes information on legislative affairs, conferences, Newspaper in Education, and New York Newspaper Advertising and Marketing Executives.

New York Press Association

MS. Michelle Rea, Executive Director
1681 WESTERN AVE
ALBANY, NY 12203-4305
Phone: (518) 464-6483 **Fax:** (518) 464-6489
Website: www.nynewspapers.com

Description: Established in 1853, the New York Press Association is the trade organization representing the weekly community newspapers of New York State. Covering events of their rural farming communities to big-city neighborhoods, our members are as unique and different as newspapers can be - Yet they all profit from the common benefits of membership in NYPA. We're always working to be the most effective resource available to New York's community newspapers.

Newsletter and Electronic Publishers Association

MS. Patricia Wysocki, Executive Director
1501 WILSON BLVD STE 509
ARLINGTON, VA 22209-2403
Phone: (703) 627-2333 **Fax:** (703) 841-0629
Website: www.newsletters.org

Description: The Newsletter & Electronic Publishers Association is the international trade association dedicated to advancing the interests of for-profit subscription newsletter publishers and specialized-information services. The mission of the Newsletter & Electronic Publishers Association is to serve its member newsletter and other specialized-information publishers worldwide through education, training, networking and advocacy to foster growth, profitability and professional excellence.

Newspaper Association Managers

MR. Morley Piper, Executive Director
70 WASHINGTON ST
SALEM, MA 01970-3518
Phone: (978) 744-8940 **Fax:** (978) 744-0333
Website: www.nammanagers.com

Description: NENA was founded in 1981, the result of a merger between two old-line associations, the New England Daily Newspaper Association and the New England Newspapers Advertising Bureau. Its principal mission is to provide education and information to the New England newspaper industry.

Newspaper Guild

MS. Linda Foley, President
501 3RD ST NW STE 250
WASHINGTON, DC 20001-2760
Phone: (202) 434-7177 **Fax:** (202) 434-1472
Website: www.nammanagers.com

Description: NENA was founded in 1981, the result of a merger between two old-line associations, the New England Daily Newspaper Association and the New England Newspapers Advertising Bureau. Its principal mission is to provide education and information to the New England newspaper industry.

Newspaper Purchasing Management Association

MR. Bob Steinmetz, President
THE NEW YORK TIMES COMPANY
NORFOLK, VA 92112
Phone: (757) 628-2079 **Fax:** (757) 628-1919
Website: www.npma.net

Description: Education of sourcing professionals involved in procurement for publishing related companies.

North Carolina Press Association

MS. Teri Saylor, Executive Director
5171 GLENWOOD AVE STE 364
RALEIGH, NC 27612-3266
Phone: (919) 787-7443 **Fax:** (919) 787-5302
Website: www.ncpress.com

Description: To protect First Amendment Freedoms To keep public meetings and public records open To keep the entire state government process accessible to the public To promote thorough communications among association members and to encourage membership growth and activity To maintain high industry standards To represent the business interests of newspapers To promote literacy.

North Dakota Newspaper Association

MR. Roger Bailey, Executive Director
1435 INTERSTATE LOOP
BISMARCK, ND 58503-0567
Phone: (701) 223-6397 **Fax:** (701) 223-8185
Website: www.ndna.com

Description: The North Dakota Newspaper Association was founded in 1885 and acts on behalf of all of North Dakota's 80 weekly and 10 daily newspapers. NDNA represents its members and the public in legislative affairs -- protecting the public's right-to-know through open public meetings and open public records.

Ohio Newspaper Association

MR. Frank Deaner, Executive Director
1335 DUBLIN RD STE 216B
COLUMBUS, OH 43215-1000
Phone: (614) 486-6677 **Fax:** (614) 486-4940
Website: www.ohionews.org

Description: Established in 1933, The Ohio Newspaper Association formally consolidated the activities of two loosely-knit groups of publishers which had existed since the late 1800 s -- The Buckeye Press Association for weekly newspapers and The Associated Ohio Dailies. These forerunner organizations banded together to share trade information.

Oregon Newspaper Publishers Association

MR. Leroy Yorgason, Executive Director
7150 SW HAMPTON ST STE 111
PORTLAND, OR 97223-8365
Phone: (503) 624-6397 **Fax:** (503) 624-9811
Website: www.orenews.com

Description: The Oregon Newspaper Publishers Association (ONPA), established in 1887, is organized as a trade association to advance the common interests of Oregon newspapers and to further the public's understanding that strong newspapers are the cornerstone of a democratic society.

Outdoor Writers Association of America

MR. Kevin Rhoades, Executive Director
121 HICKORY ST STE 1
MISSOULA, MT 59801-1896
Phone: (406) 728-7434 **Fax:** (406) 728-7445
Website: www.owaa.com

Description: OWAA is a nonprofit, international organization that represents a diverse group of professional communicators dedicated to sharing the outdoor experience. They inform the public about outdoor activities, issues and the responsible use of our natural resources.

Pacific Northwest Newspaper Association

MR. Jack Bates, Executive Director
1225 8TH ST STE 260
SACRAMENTO, CA 95814
Phone: (888) 344-7662 **Fax:** (916) 288-6002
Website: www.pnna.com

Description: A trade association of daily newspapers in Alaska, Idaho, Montana, Oregon, Utah, Washington & British Columbia advancing the newspaper industry through information, education and service.

Pacific Press Publishing Association

MR. Dale Galusha, President
PO BOX 5353
NAMPA, ID 83653-5353
Phone: (800) 765-6955 **Fax:** (208) 465-2531
Website: www.pacificpress.com

Description: Pacific Press exists to provide light and inspiration through the books and magazines that come from our presses as well as through the Christian music and multimedia we distribute. Browse our site to learn more about our products and our company.

Pennsylvania Newspaper Association

MS. Kathryn Sosbe, Foundation Director
3899 NORTH FRONT ST
HARRISBURG, PA 17110
Phone: (717) 703-3000 **Fax:** (717) 703-3001
Website: www.pa-newspaper.org

Description: Our mission is to advance the interests of Pennsylvania newspapers, promote the importance of a free and independent press and provide a forum for critical and innovative thinking about the future of journalism and the newspaper industry. PNA is the official trade organization for all Pennsylvania newspapers and provides representation in the legislature and for educational services, and acts as an information clearinghouse.

Pennsylvania Society of Newspaper Editors

MR. Timothy Williams, Executive Director
3899 N FRONT ST
HARRISBURG, PA 17110-1583
Phone: (717) 703-3000 **Fax:** (717) 703-3001
Website: www.pnpa.com

Description: The Association's mission is to serve Pennsylvania's daily and weekly newspapers, providing for an exchange of information and ideas which will further the overall excellence and profitability of the state's newspapers. The Pennsylvania Newspaper Association is the official trade organization for all Pennsylvania newspapers and provides representation in the legislature and educational services, and acts as an information clearinghouse. As the parent company, it also operates Mid-Atlantic Newspaper Services, Inc. and the Pennsylvania Newspaper Association Foundation.

People's News Agency

MR. Clark Forden, Curator
PO BOX 56466
WASHINGTON, DC 20040-6466
Phone: (202) 829-2278 **Fax:** (202) 829-0462

Periodical and Book Association of America

MS. Lisa Scott, Executive Director
481 8TH AVE STE 826
NEW YORK, NY 10001-1809
Phone: (212) 563-6502 **Fax:** (212) 563-4098
Website: www.pbaa.net

Description: Founded in 1965, PBAA is a not-for-profit organization for publishers, distributors, wholesalers, retailers, consultants, and industry service providers. Our mission is to build awareness, identify trends, educate, and bring positive reinforcement to the issues at hand while bringing the publishing community closer together.

Professional Association of Comics Entertainment

MR. Randy Lander, Executive Director
407 WILMES DR
AUSTIN, TX 78752-4136

Protestant Church-Owned Publishers Association

MR. Gary Mulder, Executive Director
2850 KALAMAZOO AVE SE
GRAND RAPIDS, MI 49560-0001
Phone: (314) 505-7237 **Fax:** (314) 505-7760
Website: www.pcpnews.org

Description: The Protestant Church-Owned Publishers Association is an association of publishers directly connected to their respective Christian denominations. It is the goal of PCPA to support its members as they strive to resource congregations within their denominations. PCPA is devoted to the welfare of official church- owned publishing houses in fulfilling thier functions.

Radio-Television News Directors Association

MS. Barbara Cochran, President
1600 K ST NW STE 700
WASHINGTON, DC 20006-2806
Phone: (202) 659-6510 **Fax:** (202) 223-4007
Website: www.rtnda.org

Description: The Radio-Television News Directors Association is the world's largest professional organization devoted exclusively to electronic journalism. RTNDA represents local and network news executives in broadcasting, cable and other electronic media in more than 30 countries.

Red Tag News Publications Association

MR. Jim Franklin, Executive Director
1415 N DAYTON ST
CHICAGO, IL 60622-2643
Phone: (312) 274-2000 **Fax:** (312) 266-3363
Website: www.redtag.org

Description: Red Tag News Publications is a not-for-profit association of consumer and business magazines who have a common interest in improving the delivery of their publications in the mail. In order to do this, Red Tag has developed a network of individuals around the country who receive free magazine subscriptions in return for reporting (by phone or the internet) the day the magazines arrive.

Romance Writers of America

MS. Allison Kelley, Executive Director
16000 STUEBNER AIRLINE RD STE 140
SPRING, TX 77379-7389
Phone: (832) 717-5200 **Fax:** (832) 717-5201
Website: www.rwanational.org

Description: To advance the professional interests of career-focused romance writers through networking and advocacy: means for such advancement include, but are not limited to, professional education, publications, contests and awards and an annual conference.

Small Publishers Association of North America

MR. Scott Flora, Executive Director
1618 W COLORADO AVE
COLORADO SPRINGS, CO 80904-4029
Phone: (719) 475-1726 **Fax:** (719) 471-2182
Website: www.SPANnet.org

Description: SPAN is a nonprofit professional trade association dedicated to enhancing the image and profits of authors and independent presses in the U.S. and Canada.

Society for News Design

MS. Elise Burroughs, Executive Director
1130 TEN ROD RD STE D202
NORTH KINGSTOWN, RI 02852-4180
Phone: (401) 294-5233 **Fax:** (401) 294-5238
Website: www.snd.org

Description: SND has more than 2,500 members in more than 54 countries: publishers, editors, designers, artists, photographers, managers, students and faculty who design newspapers, magazines and Web pages. SND is dedicated to improving journalism and news presentation and design in all media.

Society for Scholarly Publishing

MS. Francine Butler, Executive Director
10200 W 44TH AVE STE 304
WHEAT RIDGE, CO 80033-2840
Phone: (303) 422-3914 **Fax:** (303) 422-8894
Website: www.sspnet.org

Description: The mission of SSP is to advance scholarly publishing and communication, and the professional development of its members through education, collaboration, and networking among individuals in this field. SSP provides the opportunity for interaction among members in all aspects of scholarly publishing, including journal and book publishers, librarians, manufacturers, and web editors.

Society of National Association Publications

MS. Erin Tanner, Administration
8405 GREENSBORO DR STE 800
MCLEAN, VA 22102-5120
Phone: (703) 506-3285 **Fax:** (703) 506-3266
Website: www.snaponline.org

Description: SNAP is the one non-profit, professional society serving the needs of association publishers and communications professionals.

Society of Professional Journalists

MS. Terrence Harper, Executive Director
3909 N MERIDIAN ST
INDIANAPOLIS, IN 46208-4011
Phone: (317) 927-8000 **Fax:** (317) 920-4789
Website: www.spj.org

Description: The Society of Professional Journalists is dedicated to the perpetuation of a free press as the cornerstone of our nation and our liberty. To ensure that the concept of self-government outlined by the U.S. Constitution remains a reality into future centuries, the American people must be well informed in order to make decisions regarding their lives, and their local and national communities.

South Dakota Newspaper Association

MR. David Bordewyk, General Manager
PO BOX 8100
BROOKINGS, SD 57006-8100
Phone: (605) 692-4300 **Fax:** (605) 692-6388
Website: www.sdna.com

Description: South Dakota Newspaper Association is a full-service trade association representing all of the weekly and daily newspapers in South Dakota. Among our services offered to the public: advertising placement in South Dakota newspapers, a newspaper clipping bureau and a press release distribution service.

Southern Newspaper Publishers Association

MR. Edward Vanhorn, Executive Director
PO BOX 28875

ATLANTA, GA 30358-0875

Phone: (404) 256-0444 **Fax:** (404) 252-9135

Website: www.snpa.org

Description: The mission of the Southern Newspaper Publishers Association is to advance the welfare of its member newspapers so that, as a strong, free and responsible press, they may best serve their communities, the nation and all people.

Texas Community Newspaper Association

MR. Corey Hewitt

4310 TEJASCO

SAN ANTONIO, TX 78218-5240

Phone: (800) 324-4402 **Fax:** (210) 590-2945

Website: www.txcommunitynewspapers.com

Description: Texas Community Newspaper Association is a network of free distribution newspapers or shoppers throughout Texas.

Texas Daily Newspaper Association

MR. Ken Whalen, Executive Vp

718 W 5TH ST STE 200

AUSTIN, TX 78701-2796

Phone: (512) 476-4351 **Fax:** (512) 476-0515

Website: www.tdna.org

Description: A membership service organization representing newspaper publishers and editors of Texas daily newspapers.

Washington Newspaper Publishers Association

MR. Stephen McFadden, President

1434 ELLIOTT AVE W FL 3

SEATTLE, WA 98119-3112

Phone: (206) 634-3838 **Fax:** (206) 634-3842

Website: www.wnpa.com

Description: The purpose of this organization shall be to preserve and promote the freedom, reputation, effectiveness, quality, marketability and advertising sales of the community press in Washington state.

Western Publications Association

MS. Jane Silbering, Executive Director

823 RIM CREST DR

WESTLAKE VILLAGE, CA 91361-2046

Phone: (805) 495-1863 **Fax:** (805) 497-1849

Website: www.wpa-online.org

Description: The Western Publications Association has represented magazine publishers and companies who interact with the magazine publishing industry for over 50 years. Serving those publications west of the Mississippi River, we are committed to responding to the challenges and opportunities facing our ever-changing industry, today and in the future. We invite you to join the hundreds of magazine publishers who use the services of WPA.

Yellow Pages Association

MR. Dennis Payne, Ceo

2 CONNELL DR FL 1

BERKELEY HEIGHTS, NJ 07922-2749

Phone: (908) 286-2380 **Fax:** (908) 286-0620

Chapter 7: Tracking Media Coverage

7:01 Clipping Services

Listed below are online clipping services. You can monitor coverage of your company through these fee based services.

Luce Online, www.luceonline.com

Offers a clipping service tracking what is published in more than 5000 print publications and wire services. Luce offers a choice of e-mail or web delivery.

Luce Press Clippings, www.burrellesluce.com

Monitors thousands of U.S. and International print publications, as well as broadcast news, electronic media, blogs and other Internet sources – then delivers them to you in full-text, as they appeared in the media, complete with photos and graphics.

Northern Light Search. www.northernlight.com

Offers a news engine that lets you stay on top of the news affecting your company with comprehensive reporting from 70 newswires covering every business event around the world with a full-text index updated every two minutes.

LEXIS-NEXIS, www.lexisnexis.com

Provides access to 5,000+ regional, U.S. and international news sources including newspapers, magazines, newswires, broadcast transcripts, and industry newsletters. An electronic clipping service is also available.

7:02 Media Search Engines

Google News, news.google.com

Search and browse 4,500 worldwide news sources; updated continuously.

Associated Press, www.ap.org

Serves more than 1,500 newspapers and 5,000 broadcast outlets in the US. AP Newswire services are printed and broadcast in over 100 countries.

U.S. News Online, news.aol.com

Worldwide news stories including local business news to the latest political and international news.

PR Newswire, www.prnewswire.com

Access breaking news from tens of thousands of organizations around the globe.

Chapter 8: Reference Books

Gebbie Press All-In-One Media Directory

<https://secure.marketingsource.com/mediadirectory/>

Concept Marketing Group Inc. has teamed up with Gebbie Press, a leader in quality media data, to offer the 2006 The All-In-One Directory, available in print or CD-ROM, and PR PRO CD with over 24,000 media listings.

Oxbridge Directory of Newsletters 2006 June 1, 2006 - Pub ID: OX1293849

<http://www.oxbridge.com/ODNCluster/theODN.asp>

It lists over 13,000 U.S. and Canadian newsletters. It also gives you: the publishing company address; phone number; names of the editor, publisher, and circulation manager; price; ad rates; mailing list rental rates; and more.

The Standard Periodical Directory

<http://www.oxbridge.com/SPDCluster/theSPD.asp>

The Standard Periodical Directory is a 2,000 page hardbound book with over 56,000 listings for US and Canadian magazines, directory of US and Canadian newsletters, largest directory of US and Canadian journals, and the largest directory of US and Canadian college-student press.

Directory of Associations

www.marketingsource.com/associations

The Directory of Associations is a comprehensive source of information on professional, business, and trade associations, 501c non-profit organizations, and other charity and community institutions. Available online, cd-rom, print, by state or region.

Ulrich's Periodicals Directory™

<http://www.bowker.com/catalog/000055.htm>

Ulrich's contains international bibliographic information on journals, magazines and newspapers. With over 186,100 regularly and irregularly issued serials classified under 897 subject headings, Ulrich's is the most comprehensive directory available worldwide. Included are more than 9,600 new serials as well as 3,320 titles which have ceased publication. A four-volume set contains 6,000 serials on CD-ROM, over 36,000 online journals and over 5,000 daily and weekly newspapers.

US Radio and TV Directory

When sending a release to television and radio stations, it should be faxed or e-mailed. Make sure it's directed to the newsroom or specific program director you are trying to reach at their station.

<http://www.10000watts.com/>

1791 TV stations, 1682 digital TV stations, 9871 FM stations, 5035 AM stations, 4994 low power TV and FMs

The Media UK Internet Directory

<http://www.mediauk.com/>

The critically-acclaimed independent media directory for the UK. Listing websites, addresses, telephone numbers, live links and more for all areas of the online media, it's your one-stop media portal. Continually updated they currently list 756 radio stations, 485 television channels, 1517 newspapers, and 1759 magazines.

In today's corporate world every business is presented with challenges and gaining a competitive edge can be difficult. Concept Marketing Group Inc. assists companies in developing and implementing effective sales and marketing strategies through targeted, managed, strategic marketing campaigns. We believe collaborating with Concept Marketing Group Inc. on your marketing efforts will deliver noteworthy results to your organization that will include:

- Increased visibility of your company
- Generating new customers
- Enhanced product offerings
- Improved customer retention

We would like to explore the wide array of marketing possibilities with you; there are a number of services we offer including:

- Direct Mail Lists/Data Appending/Cleansing
- Postcard Printing and Mailing Services
- Corporate Identity/Branding Packages
- Press Release Writing and Distribution Services
- Directory of Associations
- Chambers of Commerce Directory

We understand that each client has individual needs. Keeping that in mind, we work with you, on a personal basis, in developing marketing strategies with a growth plan tailored to your specific industry. Taking it one step further, we show you how to implement these strategies, adjust the marketing program, as needed, and most importantly, stay on track to achieve your business goals. With over 29 years of experience, we can show you how to maximize your marketing dollars and assist you in creating a corporate identity that will open doors to greater business opportunities.

For more information, e-mail concept@marketingsource.com or call 800-575-5369. I look forward to hearing from you.

Regards,



Barbara A. Spagnola
CEO