

So you want to get news into the Lancaster Newspapers. Getting publicity is easy — even if you've never done it before. It's all a matter of learning how the newspapers operate, who to contact, where and when to mail, fax or e-mail your news releases. You may even find yourself making new(s) friends.

WHO WE ARE

Within the Lancaster Newspapers, Inc., (LNP) family, there are three newspapers — two daily and one Sunday, and our internet website at LancasterOnline.com

- **Intelligencer Journal**, the morning newspaper (3:30 p.m. to 1:00 a.m., Sunday through Friday).
- **Lancaster New Era**, the afternoon newspaper (7:00 a.m. to 2:30 p.m., Monday through Friday).
- **Sunday News** (8:00 a.m. to 5 p.m. Tuesday through Friday, and 10:00 a.m. to 11:00 p.m. Saturday).
- **LancasterOnline.com** (24/7)

The address for each newspaper is the same: PO Box 1328, Lancaster, PA 17608-1328. That is where the similarities end. Despite being owned by the same corporation, the three newspapers are independent of one another, actively compete with each other, and are produced by three separate staffs.

News releases are not passed between the newspapers. Your news releases must be mailed to each individual publication you want to cover your news. LancasterOnline currently does not accept press releases.

LOCAL COVERAGE

In addition to daily coverage of local events, Wednesday editions of the **Intelligencer Journal** and **Lancaster New Era** specialize in expanded local news coverage in four areas of Lancaster County: South, East, West and Metropolitan.

The geographical zone editions include borough, township and school news, features, sports and photos.

Readers get comprehensive news coverage of their area at a glance. Businesses with sale notices, coupons or promotions can target their advertising customers in specific zones.

Zoned Pages by Geographic Areas :

West

Columbia, Elizabethtown, Lititz, Manheim, Marietta, Mount Joy, Mountville, Rothsville

East

Adamstown, Akron, Denver, Ephrata, New Holland, Terre Hill

Metropolitan

East Petersburg, Lancaster, Landisville, Millersville, Neffsville

South

Buck, Christiana, Conestoga, Gap, New Danville, Quarryville, Strasburg, Willow Street

LA VOZ HISPANA

La Voz Hispana is a tabloid-size newspaper published and distributed bimonthly on Wednesdays throughout Lancaster's Hispanic and Latino communities.

Written in Spanish and English with news, current events and other items of interest at a national, state and local level, La Voz Hispana is distributed free of charge on news racks at more than 75 stores, restaurants and other outlets in Lancaster City and County.

The La Voz staff welcomes community calendar information and sports story ideas. Deadline for both news and advertising is the Wednesday prior to publication.

WHAT IS NEWS?

What is news? What is advertising? It's a fine line, and one that is often subject to different interpretations. For the most part, announcements of upcoming meetings, special events and other planned activities from groups and organizations that perform service to the public fall under the news area. Announcements that are designed to bring a company or individual personal gain tend to be advertising. News is published free. There are fees for advertising.

THE BASICS

Your club is planning a chicken barbecue at the community park on May 7 from 10 a.m. to 6 p.m. Carryouts are available and the cost is \$6.50 for the boxed meal. The proceeds will help purchase new playground equipment. Your group needs volunteers to help and they can sign up by calling Mary Smith at 555-5555 by Monday, April 16.

So, how do you go about putting that into words? You just did.

The best way to get your event published is to send it to the newspaper in the simplest, most direct form. Tell us about your event. Don't embellish. Don't elaborate. Don't write four paragraphs when one will do. If stuck for wording, remember, "Keep it simple." If your press release answers WHO, WHAT, WHEN, WHERE and WHY, you've succeeded.

We prefer items typed, but handwritten notes, if neat, are acceptable. Faxing and e-mails are also acceptable. Be sure to include your name and telephone number, so we can contact you if more information is needed.

All three newspapers will run telephone numbers if you wish, but they should carry a name or an organization. Don't just write, "call 555-5555." Instead, "call Mary Smith at 555-5555." And make sure Mary doesn't mind having her name and number in the paper.

Be accurate! Don't guess at the spelling of names or the listing of phone numbers. Smith isn't always spelled S-m-i-t-h. A wrong phone number is a problem for all involved. **Remember: Accuracy, accuracy, accuracy.**

Another suggestion: Read the papers and look for items like the one you want to submit. Note the form, how long the news item was, and in what section of the paper it appeared. That will be a good indicator.

CHANGES

Will the wording of your announcement be changed? Maybe. The meaning will not be changed, but most releases are tightened and edited to conform to newspaper style. You may not be happy to see your press release shortened, but remember that many other events are competing for the same space.

PHOTOGRAPHS

Photos (headshots) are welcome, especially when new presidents of clubs and other organizations are elected. They should be in sharp focus. Professional photos are the best, but if you snap your own, make sure the person's face on the picture isn't too small. Use a school photo as a guide.

ALWAYS write the name on the back of the photos.

Photographs will be returned at your request. On the back of the photo, please print the address to which you want the photo returned.

BUSINESS

All three newspapers welcome announcements of promotions, managerial hirings and awards (those presented by professional groups), along with photos. These should be sent in care of the business section of the individual newspaper's editorial department.

SPORTS

The three sports staffs run announcements of public meetings and events. The **Intelligencer Journal** (Sunday through Friday) and the **Sunday News** (Saturday) also accept recreational sports scores that are called in. Deadline is 11 p.m., and scores must be called in the day of the event. The staff for zone pages welcomes story ideas from 5:30 to 11 p.m. on weeknights. The deadline is the Monday prior to publication.

CALENDARS

Get to know deadlines for various news sections that run calendars or columns announcing events. Editors, on most days, are an understanding lot and will bend often to help you. However, there is a limit to what they can do. Parts of the **Sunday News** (Living and Real Estate sections) are printed on Friday. Items must be submitted by noon on Tuesday. Deadline for letters to the editor

is Thursday at noon. Both the **Intelligencer Journal** and the **Lancaster New Era** have weekend entertainment sections. The **Lancaster New Era** Weekend is printed on Thursday and the deadline is noon the previous Thursday. **Intelligencer Journal** Happenings is published on Friday with a Wednesday noon deadline.

The zoned pages staff welcomes story ideas from 5:30 to 11 p.m. on weeknights. The deadline is the Monday prior to publication.

RELIGIOUS NEWS

The **Lancaster New Era** and **Intelligencer Journal** publish a combined religion section called "Faith and Values" on Saturdays. Religious news should be sent to the "Religion Editor" by noon on Tuesdays. The **Sunday News** runs church items on a space-available basis, but does not repeat what has appeared in the daily newspapers.

LETTERS TO THE EDITOR

We like to hear from our readers on a variety of subjects. Each paper carries a printed policy on its editorial pages. You may also submit a letter at LancasterOnline.com.

NEWS TIPS

If you see news happening, we want to hear from you, whether it's a bad accident, a zoning dispute or someone's 100th birthday. We have reporters and correspondents covering Lancaster County, but tips are a great source of news. Freelance photographs of breaking news are also sought. Call the news desks.

TRIPLE PLAY

Can you get your item into all three newspapers? Not always.

Charity events, calendar listings and entertainment announcements often will wind up in all three. Because of an overlap in readers, the **Sunday News** prefers not to duplicate what the daily newspapers have run,

nor do the daily newspapers want to repeat what has been in the Sunday newspaper. The decision is up to you, but the timing of an event will often make up your mind for you.

CELEBRATIONS

Something to Celebrate? The Celebrations Department at Lancaster Newspapers can help you announce the happy news of your wedding, engagement or anniversary.

You can find forms – with prices, policies and deadlines – by clicking the Celebrations tab at LancasterOnline.com. Or, receive the form in the mail by calling the Celebrations Department at 717-295-5060. You may also pick up forms from 8:30 a.m. to 5:30 p.m. weekdays, in the lobby of Lancaster Newspapers, Inc., 8 W. King St.

OBITUARIES

Obituary notices are provided as an advertising service by the Classified Advertising Department. Lancaster Newspapers does not accept obituaries from individuals. All obituary information must be provided by the funeral home or crematoria. Please call 717-295-7875 for further information.

BIRTHS

Birth notices are usually received from local hospitals or midwives, but out-of-town births for former residents are accepted from family or friends. The newspapers generally will list the grandparents for out-of-town births. For example: Maternal grandparents are Mr. and Mrs. James Smith, Main Street, New Holland. Adoptions are publicized with proper certificate proof. There is no charge for birth announcements. Call the news desk of the paper.

Intelligencer Journal
LANCASTER NEW ERA
SUNDAY NEWS
Lancaster
ONLINE.COM

CONFUSED?

Still confused after all this? Don't worry. Pick up the phone and call a news desk at any of the newspapers. Someone there should be able to help you or direct your call.

The news desk handles local news. The person in charge is the news editor, who has an assistant.

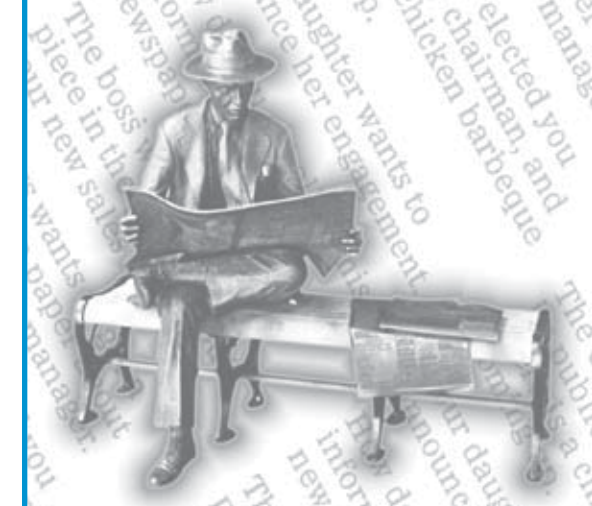
Remember, we're here to help. Your news is valuable to you and to us. If deadlines are approaching, we may not be able to help immediately, but we'll get back to you.

CONTACTS

Area code (717)

- **Intelligencer Journal**
(3:30 p.m. to 1 a.m., Sunday - Friday)
News Desk - 291-8622
Business News - 481-6147
Lifestyle - 291-8644 (noon - 8 p.m.)
Sports - 291-8666 (5:30 - 11 p.m.)
Happenings - 481-6120
Fax - 399-6507
E-mail - intell@lnpnews.com
- **Lancaster New Era**
(7 a.m. to 2:30 p.m., Monday - Friday)
News Desk - 291-8733
Business News - 481-6030
Your Life - 291-8755
Sports - 291-8777
This Weekend - 481-6005
Fax - 399-6506
E-mail - newera@lnpnews.com
- **Sunday News**
(8 a.m. to 5 p.m., Tuesday - Friday and 10 a.m. to 11 p.m. Saturday)
News Desk - 291-8788
Business News - 291-8621
Living - 291-8690
Sports - 291-8699
Entertainment - 291-8687
Fax - 291-4950
E-mail - sunnews@lnpnews.com
- **La Voz Hispana**
(1 to 9:30 p.m., Monday - Friday)
News Desk - 399-6610
Fax - 399-6507
- **Zoned Pages**
(5:30 to 11 p.m., Monday - Friday)
News Desk - 481-6125
Sports - 291-8666
Fax - 399-6507

PUBLICITY GUIDE



LANCASTER NEWSPAPERS, INC.
PO Box 1328
LANCASTER, PA 17608-1328