

Getting Your News Into the News

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Provided as a public service by The New York Chapter of
the Asian Americans Journalists Association (AAJA)

ACKNOWLEDGEMENTS

This booklet was originally written and edited by Bill Sing of the Los Angeles Times and Karen Lee.

Contributing editors for the 1997 New York edition were Maureen Fan and David Ng of the Daily News. Thanks to Cindy Hsu of WCBS-TV, freelance photographer Stan Honda, David Li of the New York Post, Somini Sengupta of the New York Times, and Jerry Schmetterer of Dan Klores Associates. Typesetting provided with the generous assistance of Will Chang of The Associated Press and Andrew LaVallee. Printing by Corky Lee at Expedi Printing, Inc.

Contributing editors for the San Francisco Bay Area edition were Jeannie Look and Lorain Wong of KPIX-TV, Bill Wong of the Oakland Tribune, Ginny Park Li of KNBR-Radio, L.A. Chung of the San Francisco Chronicle and Julia Matisoo of the Hokubei Mainichi.

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AAJA is a non-profit organization formed in 1981 to increase employment of Asian American print journalists, assist high school and college students in pursuing journalism careers, encourage fair and accurate news coverage of Asian American issues and provide support for Asian American journalists. For more information, see www.aja.org

STARTING YOUR MEDIA CAMPAIGN

This booklet is designed to help you or your community organization get your story told in the news media. The public is better served and the media do a better job when newsmakers have the tools and know-how to convey a story to a news organization. All too often, useful and important information is not brought to the public's attention because the source of that information hasn't made the media aware of it.

Getting your story in the news should not be a mystifying or frightening experience. You don't need an expensive public relations team or "contacts" in high places. You do need creativity, energy and hard work, because you are competing against hundreds of other groups who also want coverage in the limited pages of newspapers and limited airtime of radio and television stations. In a metropolitan area like New York, editors and reporters are swamped with requests for coverage. They must make a decision based on what you tell them the news value of your story is.

To increase the chances that your story gets covered, follow these steps:

STEP 1 Decide What Kind of Coverage You Want

If you simply want to inform the public about an upcoming event, all you probably need to do is send out a simple, one-page press release to news organizations which routinely list upcoming events in "community calendar" format. (See "Community Calendars," page 10)

But if you want to see public action on a community issue—say, poor housing conditions—then you need a more sophisticated approach. Besides sending out a news release, hold a news conference at a dilapidated housing project and show reporters the conditions there. Collect statistics on fire code violations or crime.

STEP 2 Find a News Angle to Your Story

Don't ever assume that just because you think your story is interesting, others will too. Make sure what you are pitching has some news value. That is, describe it so it connects to something that is making news or will make news. It could be as common as a battle over a zoning change or a fundraising drive for a homeless family. It will help if you can say the zoning battle promises to result in a landmark decision. Or it may be the first time a community wins over a certain developer, or perhaps the two sides are trying an unusual compromise. The fundraising story could be pitched around the way the homeless family's struggle to survive and the way a community has come to their aid. That would be newsworthy because the

perception that most communities would rather turn their back than be helpful.

A word of caution. Never lie to a reporter or editor. Don't let them find out the zoning battle has no news value or that the homeless family is a fraud. If you greatly exaggerate, no one will take you seriously again.

To be newsworthy, a story should be either:

1. New, fresh, different, trendy.
2. Timely. If you win an important lawsuit, call today, not tomorrow.
3. Unusual.
4. Able to arouse deep human emotions—love, hate, fear, anger—that people can identify with. The closing of a synagogue. The racial beating of an elderly immigrant.
5. Of broad usefulness to consumers, investors, workers.

If you are stuck, or if your story is complex, try boiling it down to three sentences. What is the single most important thing you have to say? Daily reporters sometimes have only a few minutes to pitch a story idea to an editor. That editor sometimes has to then sell the story quickly to other editors at a news meeting.

STEP 3 Determine Which News Outlets to Approach and How to Approach

Most people want their stories covered by major metropolitan dailies and network television. Don't ignore smaller community papers or broadcast outlets. Bigger news organizations often look here for ideas.

Read, watch and study as many news organizations as you can. Know which organizations are more likely to do complex issue pieces and which ones are more likely to champion the underdog in a case where someone got a raw deal. Notice the different sections of a newspaper such as a profile box or a metro digest.

If you don't call the right person, you're wasting your time. If the story only affects a certain neighborhood, call a reporter who covers that geographical beat and not a city or metro reporter who is responsible for a larger area. **Do not** ask the city desk to cover a sports-related story or something that belongs in the features department. Don't forget columnists, who are paid for their opinions and can advocate your cause. That is, if they agree with you. You could protest a planned group home for at-risk youth and wind up looking ignorant or intolerant in the press.

Don't try to spin the story. Reporters don't appreciate being told what to write. Good reporters will try to get the opposing view for most stories and if you try to hide that angle, they will seek it out with even more determination.

Never ask a reporter to read back the story to you. You are not his or her editor. You may ask for your quote to be read back to you for accuracy, but don't expect to be able to change it just because you don't like the way it sounds.

When pitching an idea to a television station, make sure there is something to take pictures of. If there are no "visuals" and the story is not compelling enough, television stations probably won't cover it. Same goes for a community story in which the principal players do not want to be interviewed. A tip: television stations often need news on weekends and holidays. Your event has a better chance of coverage if it's held on a three-day weekend.

Even for newspapers, it helps to have "**real people**" lined up to illustrate the point you're trying to make. At least some of those people, if not all, should speak on the record, give their full names and be willing to be photographed. If children are involved, make sure they have their parent's permission to be interviewed and photographed.

Consider giving your story on an exclusive basis to one newspaper or television station. You will get better play.

Give assignment editors as much advance notice as possible. A week is good. Send a fax or call first and then follow up. Get your item on the wire service daybooks the day of your event and call newsrooms that morning. Do not bother an editor for the organization's address or fax.

You don't always have to go through a news department. If your group is providing a valuable public service such as free health care for the elderly, a public service announcement on local radio and television may be best. Or you may want to write a guest editorial piece for the Op-Ed pages.

STEP 4 Be Prepared for Coverage and Its Consequences

Before alerting the media, be prepared to handle reporters. If your event requires a pass or ticket for admission, have them ready. If you have invited a lot of press, make sure there is enough room. If your event is a speech, have a text of it ready to give to reporters. Have the right spokesperson available to answer questions. If you are publicizing your group's service, be prepared for a possible flood of demands for it. Make sure your spokesperson is available after hours. A beeper number is especially handy.

THE NEWS RELEASE

News releases are the quickest, cheapest and most widely used technique to initiate media coverage. You can send them to several news outlets at once, increasing your chances of coverage.

Editors can tell quickly from reading a news release whether an event is newsworthy. By writing them effectively you are more likely to convince an editor to cover your story. Update your mailing list: many organizations, including not-for-profit groups, continue to send releases to reporters who no longer cover the beat.

An effective release must be clear, concise, accurate, complete and to the point.

1. Type on standard 8-1/2-by-11-inch paper, one side only, double or triple spaced, with a one-inch margin on either side. Use your organization's letterhead if possible.
2. At the top of the page, put the date. Then put "For Immediate Release" or specify a later date if you want different organizations to use a release simultaneously. If you are including a picture, type "With Art."
3. Also at the top, include the name and phone numbers of a spokesperson reporters can reach for further information. Provide day, evening and cell phone numbers or use more than one spokesperson. Reporters may have to call at night or on weekends to check a fact.
4. Include a brief four-to-six-word headline summarizing your main point.
5. Begin the text of your release with the most important or interesting information. Your first sentence should be able to stand alone as a summary of your story. You must catch the attention of a busy editor or reporter quickly. Try to answer all of the following in the first few sentences.

WHO: full and correct name of your organization.
WHAT: meeting installation, special event, resolution, speech, etc.
WHEN: date and hour
WHERE: name of place and address
WHY: purpose of activity

6. Don't assume others know anything about your topic. If you use names of people, identify them by occupation. Say who you are and what you do. If the event is featuring an important leader or speaker, you may want to

- include a short biography of the speaker somewhere in the release (be sure to keep this bio to 100 words or less).
7. Be accurate and double check facts. An editor is more likely to discard your release—and your group’s credibility—if there are misspellings or incorrect identifications.
 8. Don’t exaggerate. Avoid superlatives such as “this exciting event” or “this is something you won’t want to miss.” Let the facts speak for themselves. If you state opinions, attribute them to somebody or use direct quotes.
 9. Keep the release as short as possible. Releases for most events, such as fairs or rallies, can be told in one page. Major stories or issues may take more space. If the release is more than one page, type “more” at the bottom of the first page, and put 2-2-2 at the top of the second page (and 3-3-3 and so on). At the end, type “-30-“ or “#####”

PUTTING TOGETHER A NEWS PACKET

Sometimes you may want to include more information without making the release too long.

A news packet can save reporters time in gathering background information about your event. A packet can include fact sheets or pamphlets on your organization; biographies of key people in your story; photographs; texts of speeches; reproduced copies of previous press reports on your topic.

Put the materials in a folder or simply paperclip them together, but make sure the release is on top.

GUIDELINES FOR PHOTOGRAPHS

It’s often a waste to provide a photograph with a press release, since only the smaller papers will use them. It’s best to think of a photogenic event, with many visual items that will attract the still and television photographers.

If you do include photos, use clear, sharp black and white glossies measuring 5-by-7-inches or larger. Color photos do not reproduce as well. Don’t expect photos to be returned. Sandwich them with cardboard or thick paper to prevent mutilation.

Be creative. Use natural-looking action shots rather than group photos or pictures of people shaking hands (although small community papers still routinely publish these). Keep photos simple and uncluttered.

Type the full names of people photographed, left to right, on a sheet of paper and paste it on the back of each photo. Note when and where the picture was taken and any special circumstances. Include the name of the photographer if he or she wants credit.

The Associated Press wire service has a public relations photo service called AP PR Wire. Many companies pay to get photos of some event or product on that service and nearly all US papers subscribe to the service. Many of these photos wind up on the business pages of newspapers.

SENDING THE RELEASE

Send it at least two weeks in advance of events that are open to the general public, such as fairs and rallies. This will also increase the likelihood that your event may be listed in the “community calendar” section.

Send it at least 48 hours in advance of events for reporters only, such as a news conference.

Send it as soon as possible for breaking news, by messenger or fax.

Whenever possible, address your release to an individual. If you don't know the name of an editor reporter, send the release to the **city editor** at major daily newspapers; the **news editor** at community newspapers or weeklies; the **assignment editor** at television stations; and the **news director** at radio stations.

If you send it to several reporters, editors or departments at a single news organization, you may want to state on the release that you have done so. This will help prevent more than one reporter from the same outlet covering the same story.

THE ASSOCIATED PRESS DAYBOOK

By alerting the Associated Press wire service about your event, you can alert dozens of other local news outlets at the same time. It's not a substitute for contacting media outlets personally, but it is an effective way of encouraging blanket coverage. The daybook reaches radio and television stations and all large and small daily newspapers that subscribe to the AP. To get an item put on the AP daybook in New York City, which is read by assignment editors and city editors throughout the region, contact:

Associated Press Daybook Editor
450 West 33rd Street
New York, NY 10001
Phone: 212-621-1500
Fax: 212-621-1679
E-mail: info@ap.org

Ask to put an item on the daybook, and have a fax prepared to send immediately. The AP does regional coverage of news and features, and they also have other daybooks for Long Island, Westchester, Connecticut and New Jersey. Keep the release you send to the AP Daybook SHORT -- the AP daybook only lists the time, date, place, topic and media contact for events. Be sure to provide the name AND phone number of someone at the organization to contact—otherwise the listing will not be included.

Here is a sample AP Daybook listing:

April 25, 11 am-11:30 am -- Rally for Asian American education -- Group XYZ holds news conference asking Board of Education Office to increase funding for Asian American studies; students from more than 20 schools will be on hand. Address: Group XYZ Offices, 500 Fourth Ave., Manhattan. Contact: John Doe, phone: 212-555-1212.

NOTE: The Associated Press has hundreds of bureaus around the country; if you have an event outside of New York City—including New Jersey—be sure to find the right phone number and fax number of that AP bureau; don't expect the New York office to forward it to the right place. You can find the contact phones for other bureaus at:

http://www.ap.org/pages/contact/contact_pr.html

COMMUNITY CALENDARS

Tips on Getting Your Event Listed

Most news outlets **WILL** be interested in listing:

1. Fund-raising events held by non-profit groups for charities and other worthwhile causes
2. Fairs, lectures, films, seminars, workshops, dances, concerts and meetings of general interest to the outlet's audience which ARE OPEN TO THE PUBLIC. In most cases, the event must also be free, or of minimal cost.

Most news outlets **WILL NOT** be interested in listing:

3. Notices of regular organizational meetings
4. Meetings or socials for members only and CLOSED TO THE PUBLIC
5. Events that involve a large admission cost.

THE IMPORTANCE OF TIMING

To maximize coverage, select a good time and day for your event. General suggestions include:

1. Avoid scheduling your event on a day when some other major event is happening, such as an election. Instead, consider scheduling it on a weekend or holiday when radio and television stations are starved for news. If it's a press conference, keep this on a weekday.
2. Schedule your event in the morning, so that reporters have plenty of time to meet deadline.
3. However, if your event is visual, such as a large demonstration, consider scheduling it during the evening hours when local television news is airing so that the event can be covered live. Live coverage gives stories an immediacy that is lacking in taped or filmed coverage. If you opt for such coverage, make sure your event takes place when the news is on the air, not before or after. Also, make sure your spokesperson is ARTICULATE and SUCCINCT. Time allotted for live interviews is limited usually to less than two minutes and there is no chance to do it over again.

NEWS CONFERENCES

Sometimes you will have a very important or pressing story that will require more than just a news release.

HOW AND WHEN TO HOLD A NEWS CONFERENCE

News conferences let you talk to all the media at once. This can be especially useful for breaking news stories when your spokesperson doesn't have the time to answer individual calls from reporters throughout the day.

Another advantage is that news conferences sometimes force news outlets to cover your story for fear that their competition will get the story. Also, news conferences are often visual and therefore useful to television stations.

But overuse creates bad media relations. Reporters will be less likely to cover your news conferences in the future if the earlier ones were unnecessary.

TIPS:

1. When possible, send a release announcing the news conference to the Associated Press at least 48 hours in advance. State your topic clearly and concisely.
2. Schedule your conference for the morning or early afternoon. Between 10 a.m. and 2 p.m. is best.
3. Select a place large enough to accommodate about 30 to 50 people. Make sure it has outlets for electronic equipment. A simple, uncluttered room is sufficient.
4. Pick one or two spokespersons to make the official statements. They should be well versed in the specifics of the story in order to field questions competently. It helps to have other people available to relate their personal experiences or provide a human-interest angle to your story. If you're protesting cutbacks in social programs for the elderly, for example, have some senior citizens present who can describe how the cuts will affect them.
5. Have someone act as the press liaison. This person should make sure the news media have all the correct names, dates, etc. He or she should hand out news releases and other information.
6. Start on time. Limit your presentation to 10 minutes. Allow 20 minutes for questions. The conference should not last more than 30 minutes.

7. Prepare a written statement for your presentation and try not to deviate from it. That statement—or a synopsis—should be handed out with a news release.
8. See “Tips on Talking to Reporters and Editors” on page 14.

PUBLIC DEMONSTRATIONS

Public demonstrations—rallies, picket lines, sit-ins, etc.—are essentially more dramatic forms of news conferences. Because they are direct and visual, they are more likely to be covered, especially by television outlets. The same guidelines apply: avoid overuse, have a spokesperson, give advance notice, etc.

TELLING IT YOURSELF

USING LETTERS, EDITORIAL AND PUBLIC AFFAIRS SHOWS

Letters to the editor, freelance articles, talk shows and other public-affairs programming, and television and radio guest editorials are a good way of getting your groups message in your own words.

Letters to the editor are often the quickest, easiest and most widely used method for ordinary citizens to get their ideas published. Most newspapers, including the large metropolitan dailies, are eager to publish letters because surveys indicate they are popular with readers.

TIPS

1. Type on 8-1/2- by-11-inch paper, preferably double-spaced. Include your name, address and phone number. Each paper has its own guidelines, but few will print anonymous letters.
2. When in doubt, keep your letter short and to the point. Study the letters section of the paper you are writing to.
3. Make your letter as newsworthy as your press release. The letter does not have to be in response to a published story; it can be about any topic of interest to readers.

4. Be creative. A catchy, humorous letter is often more effective than a dry, straightforward note.
5. Arm yourself with facts and stick the issues. Avoid personal attacks, diatribes and resist the temptation to educate.
6. If you are writing in response to a published story, send it promptly.
7. Avoid sending the same letter to more than one publication.

FREELANCING

Some publications accept full articles by readers. Often, they appear in guest editorial or “Readers Forum” sections, particularly in smaller, community publications.

Guest editorials are often called “Op-Ed” columns, where scholars, community groups, politicians and other leaders write pieces explaining an issue or controversy and suggest solutions to the problem. Most op-eds are 500-1,000 words, depending on the newspaper’s format. Ask your group’s chairman, president or executive director or other leader to author the column.

Be sure to list the author’s credentials at the top or at the bottom of the piece. *Example:* John Doe, chairman of Group XYZ, has been involved with education issues for 20 years. He is author of the book “Asian Americans in Education.”

Be sure to write, e-mail or call the op-ed of the paper you’re targeting to determine if they’re interested and to find out what their policies are in accepting op-ed pieces. You may also want to read over a few published op-eds of that paper to see what format they tend to prefer.

TALK SHOWS AND OTHER PUBLIC AFFAIRS PROGRAMMING

You or your group may wish to seek a guest appearance on a local talk show, news or feature magazine show or on-location public-affairs show.

Watch and listen to various shows to determine which ones are more likely to have you. Write a letter to the show’s producer (not the host) preferably a month in advance of when you want to appear. State why your story would interest that show’s audience. You must “sell” your story the same way you would sell it to editors in a news release.

Call the producer a few days after he or she will have received your letter.

RADIO AND TELEVISION EDITORIALS

Just as print publications publish letters to the editor, broadcast outlets air guest editorials by responsible individuals, usually in response to a station editorial. Many stations encourage rebuttal viewpoints.

In most cases, you can try to get on air by calling the editorial director or producer. Prepare what you want to say in advance. Be coherent, accurate and concise. Stick to the issues, avoid personal attacks and be creative.

If selected, be prepared to go to the station for the taping. Most stations tend to favor editorials from spokespersons representing established and reputable organizations.

PRODUCING YOUR OWN PROGRAMMING

Some broadcast outlets, including cable television franchises, allow citizens to produce their own shows with or without assistance from professional producers. Contact the local cable access stations for more information on how to apply for such programming.

SAYING IT STRAIGHT

TIPS ON TALKING TO REPORTERS AND EDITORS:

Most likely, you will talk directly with a reporter or editor when you call in an idea for a major story or when you are being interviewed for a story.

BEFORE YOU CALL:

1. Make sure your story is one of major importance or interest that absolutely can't be handled through a news release alone. Reporters and editors get dozens of calls daily and are annoyed by calls concerning minor things. There are no hard and fast rules for what is considered major; one of the best ways to judge is by looking at what types of stories get major coverage in the outlet you plan to call. If you are still not sure where your story is of major importance, ask a friend.
2. Do your homework on the story. Be prepared to demonstrate why it is newsworthy.
3. Find out which reporter or editor is responsible for that type of story. Call him or her. If the reporter or editor thinks it is a good idea but can't cover it, ask them who you should pass the story idea onto. Also, know when the

outlet's deadlines are. Don't call them on deadline. Plan to call when things aren't so busy and they will have time to hear your pitch.

4. If your story is not "breaking"—that is not happening within hours of your call—then write a letter or an e-mail to the reporter or editor first. It is much easier to sell an idea if it's on paper; likewise, a reporter or editor can better evaluate an idea in writing. Another advantage of writing is that a letter/e-mail can be filed for later reference. Like any effective correspondence, the letter should get to the point right away. Sell your idea but don't be pushy. Let the facts speak for themselves. Don't ever tell a reporter or editor they should or how to cover a story. Never ask to read or see it before it appears; providing others with a copy of the story in advance is considered a huge conflict of interest and a breach of ethics at most mainstream media outlets.

WHEN YOU CALL:

5. Immediately state who you are and why you are calling. Refer to your letter if you sent one.
6. Get right to the point. Be prepared to be interviewed on the spot if a reporter wants to ask you questions (see tips below on being interviewed).
7. Be prepared to offer the reporter or editor "exclusive." Reporters are more likely to give more in-depth treatment to a story when it is likely their competitors won't have it.

TIPS ON BEING INTERVIEWED

BEFORE THE INTERVIEW:

1. If the interview is scheduled for several hours or days later, ask the reporter what this story is about and what questions he/she plans to ask you. That will help you prepare what to say.
2. Do your homework. Prepare any evidence and examples. Be prepared for any and all possible questions. Be ready that the reporter may take the interview in a different direction from the one you planned. If possible, run through a mock interview.

DURING THE INTERVIEW

3. State your key points first. Be concise and get to the point.
4. To increase your chances of being quoted, talk in colorful language. Keep it simple. Use bold, short, catchy statements. Cite human-interest examples.
5. Honesty is the best policy. Be candid. If you don't know an answer, say so but offer to find out more for the reporter. Evasive, dishonest or flowery responses will make the reporter suspicious.
6. Don't assume the reporter knows anything about the topic. Restate key points for emphasis.
7. Volunteer important information. You don't have to wait for the reporter to ask the right questions. Reporters appreciate volunteered information that adds to the story and leads to further questions.
8. If the interview is on TV, look at the reporter, not at the camera.

UNFAIR OR INACCURATE COVERAGE

HOW TO LODGE YOUR COMPLAINT

News organizations generally adhere to the principles of fair and accurate news coverage. But sometimes reporters, editors and producers make mistakes. Those mistakes could be factual inaccuracies or unfair or incomplete reporting. If you believe a story involving you or someone else has been mishandled, you should contact the news organization involved immediately, even if the problems appear to be minor. Bringing it to the attention of a news organization may prevent the same mistake from occurring again.

Here are some suggestions on how to lodge your complaint:

1. Determine exactly what is wrong with the story. Is it accurate, is it biased, or incomplete? Prepare evidence to back your argument. You might even want to suggest other stories, or sources who would give the story a more complete or accurate presentation.
2. Call the reporter first. State your problem but don't assume it was the reporter's fault. It could have been the fault of a number of editors who handled the story in the long and lengthy process before it appears. See "Tips on Talking to Reporters and Editors" on page 14.
3. If you believe the story was seriously misleading or inaccurate, ask for a retraction, correction or clarification. News and broadcast outlets are willing to use these when there is a mistake. Some even have appointed news "ombudsmen," public editors or reader's advocates whose jobs are to receive and assess complaints and make changes if appropriate.
4. For newspapers write a letter to the editor or a guest editorial. (See "Freelancing" on page 13).
5. If these methods fail or you believe your problem is recurrent or institutionalized, arm yourself with evidence and write or call a member of the news outlet's management. At newspapers, try the city or other supervising editor, the managing or executive editor or the publisher. At broadcast outlets, try the news or public affairs directors or the station managers.

IN THE MEANTIME

BUILDING AND KEEPING GOOD MEDIA RELATIONS

Building good relations with news media involves much more than good news releases or appearing on talk shows. Here are some DOs and DON'Ts to help you.

DO take opportunities to help reporters and editors in ways that are not self-serving. Call in tips or story ideas on topics not involving your group. Reporters and editors appreciate this, and that can increase the chances your own stories will get covered.

DON'T be pushy and insist your story is God's gift to the news business. If news outlets reject your story idea, you probably need a better news angle.

DO be honest. Trust is one of your most vulnerable assets with the news media. Lose it and you will invite suspicion and negative coverage.

DON'T neglect other ways to publicize your story. Posters, flyers, balloons, brochures, billboards, etc. are still useful ways to tell others about your activities.

DO plan ahead. Avoid the last-minute rush of deadlines.

DON'T get discouraged if the media don't cover your event. Only a small fraction of story ideas ever make it into print or onto the air. That is not a reflection of the worth of your event or organization but the reality of competing to get your story heard in the most competitive media market in the country.

DO follow-up. Reporters and editors do like to know what happened to the people and topics they covered. By following up, you will probably enhance your relationships with these journalists.

DON'T forget to look for ways to sell your story as a feature—one that will require in-depth coverage—and not just as a hard news story that will cover the details of a particular event. Often stories have an element that is ongoing, which lends itself to a feature story; (Example: growing community efforts to stop crime). Good news outlets are always looking for these angles, and your ability to find them will help you build solid relationships as a source for journalists.

NEW YORK-AREA MEDIA CONTACT LIST

(To add a NY/CT/NJ news outlet to this list, please e-mail your contact information to aajanyc@hotmail.com and type 'media contact' in subject line)

Television:

NY1 News
75 9th Ave. 6th floor
New York, NY 10022
212-379-3456
fax 212-379-3757

WCBS-TV
524 W. 57th Street
New York, NY 10019
212-975-5867
fax 212-975-9387

WNBC-TV
30 Rockefeller Plaza
New York, NY 10112
212-664-2731
fax 212-667-2994

WNYW-TV
205 East 67th Street
New York, NY 10021
212-452-3808
fax 212-249-1182

WABC-TV
7 Lincoln Square
New York, NY 10023
212-456-3173
fax 212-456-2381

WWOR-TV
9 Broadcast Plaza
Secaucus, NJ 07096
201-348-0009
Fax 201-330-3844

WPIX-TV
220 E 42nd Street
New York, NY 10017
212-210-2411
fax 212-210-2591

CNN
5 Penn Plaza
New York, NY
212-714-7800
fax 212-714-7935

Wires:

Associated Press
Daybook: 212-621-1670
Fax: 212-621-1679
(Daybook is a key news outlet)
info@ap.org

Bloomberg LP
TV:212-318-2642
Radio: 212-893-5544
Print: 609-750-4500
Multimedia: 609-750-4455
New York Headquarters:
499 Park Avenue
New York, NY 10022

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