

Press Release Guidelines



Getting your news into The News – some guidelines:

Send a press release three to four weeks before the event. (The event must be open to the public.) Press releases are accepted via regular mail, fax and e-mail.

Keep your press release to one page, double-spaced (not hand-written) and answer these questions:

- WHO** (is sponsoring the event)
- WHAT** (is taking place)
- WHEN** (date and time of the event)
- WHERE** (the specific location – street number, street name, city/town)
- WHY** (reason or purpose for the event)
- HOW** (much will it cost; admission fees, donations, registration requirements)

- Include the name and phone number (daytime and evening numbers) of the person who can answer a reporter's additional questions about the event.
- Make sure all information is accurate and that names and titles are spelled correctly.
- Send your press release first, then follow up by phone or e-mail with the appropriate editor a week before the event takes place.

To ensure that your press release gets to the correct person in a timely manner, do not send it to the main newspaper address; instead direct it to a specific editor or department:

City Desk (local news): Bill Flynn, city editor; citydesk@buffnews.com; 849-4444

Business: Grove Potter, business editor; gpotter@buffnews.com; 849-3492

Features (Life & Arts, entertainment): Liz Kahn, assistant managing editor; ekahn@buffnews.com, 849-5576

Sports: Steve Jones, executive sports editor, sjones@buffnews.com; 849-4465

Opinion: Mike Vogel, editorial page editor, mvogel@buffnews.com, 849-4411

Northtowns, Southtowns News: Bruce Andriatch, suburban news editor, bandriatch@buffnews.com, 849-4444

Niagara County News: Scott Scanlon, Niagara editor, sscanlon@buffnews.com, 849-4601

Buffalo News Address:

Specific Editor (see names above)
The Buffalo News
One News Plaza
P.O. Box 100
Buffalo, NY 14240

Fax numbers:

City Desk: 856-5150
Features: 849-3445
Business: 849-4587
Sports: 849-4587
Niagara News: 856-5150

Note: The Editorial staff decides what information will be published in the newspaper and where it will appear. Press releases are rewritten by the Editorial staff.