

How to get us to publish your press release

Why didn't Cedar Street Times publish my press release?

Each week we receive dozens of press releases by email, mail and fax. We endeavor to publish as many as we can in the interest of keeping our readers informed, but there are reasons why some are rejected outright.

1. **Timeliness.** We're a weekly newspaper. We finish the calendar on Wednesday and we go to press on Thursday. We begin distribution Thursday afternoon with our email version, and continue Friday and Saturday. If your press release arrived too late for our press time, or if your event is that same week, we may not print it. We have put many items up on the web because we felt they were important, but that may not apply to everything.
2. **Interest.** Cedar Street Times is for Pacific Grove, Carmel, Carmel Valley and sometimes Monterey. While you may believe that your press release is of interest to our readers, you need to know that we concentrate on events in this area. We go farther afield if there's space. We rarely deal with statewide events, much less national.
3. We probably won't publish it if it would be better as an advertisement. Please, don't send us items about your dinner specials or trunk sales. These are advertising items. We might consider performances at clubs and restaurants on a space available basis. Have you thought of advertising your event with us? We have excellent rates and we reach an active, engaged readership.

What format would you prefer?

Basically, anything that makes it easier for the copy editor, whether here or at any other publication, increases the chances that your press release will be published.

- **Send it by email.** In the computer age, we've gotten picky – and lazy. If you don't have email, then fax, snail mail and typed up and delivered in person are fine, and in that order. Don't call on the phone and expect us to take down the information.
- **SEND IT AS .RTF OR .TXT OR .DOC. No formatting necessary.** Please, don't send a PDF or a fancy flyer. If we're going to do it as a news item we won't be using pretty borders and clip art.
- Include high resolution (at least 200 DPI), color photos if possible but don't be disappointed if we don't have room for them. If you're sending a "Peeps" item about an achievement, we especially like photos.
- **Don't use "all caps."** Most publications don't use all caps, even in a headline, and if you do, we'll have to retype it. **Key word: l-a-z-y.**
- **Don't bother with a dateline.** That was old school and was used with wire services (and still is) but it's superfluous for us. We'll just have to delete it.
- Give a short version for calendar items (Event name, date, time, place, contact information for the public, cost) and then follow up with a longer version. But please, those "WHO: WHAT: WHY: WHERE: WHEN" formats are very troublesome for us. Remember the key word.
- Keep the long version short and sweet.
- Don't forget a contact number. Sometimes we may have questions. Sometimes we believe it warrants a larger story.
- Double check your information.

Call us if you have questions, or email: 831-324-4742 or editor@cedarstreettimes.com.

The best advice for the content of a press release we'd like to see is at Wikihow. Ignore the part about the date and city. We're not going to use it. <http://www.wikihow.com/Write-a-Press-Release>.