

INTERMOUNTAINJEWISHNEWS®

**PUBLICITY DIRECTORS
SURVIVAL GUIDE**

Fall 2006

INTERMOUNTAIN JEWISH NEWS SEMINAR

1177 Grant St. • Suite 200 • Denver, CO 80203-2362

(303) 861-2234 • FAX (303) 832-6942 • E-MAIL email@ijn.com

JEWISH NEWS[®]

INTERMOUNTAIN

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Welcome Publicity Directors!

The INTERMOUNTAIN JEWISH NEWS[®] is pleased to have you at our seminar for publicity directors.

We appreciate the importance of your position. Often it is not the easiest or most rewarding, but it is critical.

The **IJN** is the most effective means for Jewish organizations to reach their widest, most interested audience. We can best serve your organization if press releases and stories reach the **IJN** office on time and in **IJN** form.

Stories requiring extensive editing are candidates for severe shortening. We hope that the following **IJN** guidelines will streamline your task.

The **IJN** has an “open door” policy. We always stand ready to answer your questions and help you with your efforts. Just call us at (303) 861-2234.

MIRIAM GOLDBERG – editor and publisher

RABBI HILLEL GOLDBERG, PH.D. – executive editor

LARRY HANKIN – associate editor

P.S. The **IJN** “Bible” for good writing is William Zinsser’s *On Writing Well*. Also the *AP Stylebook*, which the **IJN** follows on most questions of style.

I. Deadlines

ARTICLES

- ❑ Copy must be in the **IJN** office no later than **1 PM, THURSDAY, 8 DAYS BEFORE PUBLICATION**. Copy may be emailed to larry@ijn.com or faxed to (303) 832-6942, or delivered or mailed to 1177 Grant St., Suite 200, Denver, CO 80203-2362. If mailed, copy must reach the **IJN** office at the regular deadline, 8 days before publication. The **IJN** *never* takes stories over the phone.
- ❑ Deadline for pictures is the same as for copy. Pictures may be emailed to larry@ijn.com or judy@ijn.com.
- ❑ Deadlines are almost always earlier during the holiday season of Rosh Hashanah, Yom Kippur, Sukkot, Passover and Shavuot. Watch the **IJN** on page 2 for announcements of “Early Deadlines.” Deadlines are printed each week in the **IJN** on Page 2.

ADVERTISING

- ❑ Copy and artwork must be in the **IJN** office by noon, Thursday, 8 days before publication.
- ❑ PDF advertising must be in the **IJN** office by noon, Tuesday before publication.
- ❑ Picture coverage of dinners and other events is paid advertising.

II. What is news?

- ❑ The **IJN** prefers press releases before events rather than reports after the fact.
- ❑ Virtually any event or program by your organization is news, but the amount of coverage it will receive in the **IJN** is up to the discretion of the editors based on:
 - space availability,
 - size or scope of the event,
 - previous coverage of the same event. (We do not run stories repeating the same information.)
- ❑ The **IJN** does not run stories exclusively on honorary chairs of events. They may be included in an article announcing the working chair(s) or honoree(s).
- ❑ Information about charitable gifts, grants, sponsorship, ticket prices, donations or other monetary exchanges will not typically appear in the news columns of the **IJN**. This amounts to a public thank you, which is advertising.
- ❑ To plan publicity for a major event, which includes both news stories and advertising, please contact the **IJN** to work out a schedule 6-8 weeks in advance of the event.

III. Technical requirements

ARTICLES

- ❑ Articles should be computer-generated, double-spaced, with liberal margins and pages numbered. We do not work from fact sheets, fliers, brochures, or pamphlets.
- ❑ Articles should have a “slugline,” not a headline. A slugline briefly describes the content of the story.

This: “CAJE speaker”

Not this: “CAJE to feature special education expert”

Note: IJN writes headlines according to space and placement — these are not predictable. Often, publicity writers put what should be the lead paragraph in the headline. When the headline is eliminated, that important information is lost. To avoid this, stick to a slugline.

- ❑ Articles should include the “five Ws”: *who, what, where, when, why, but not as a fact sheet.*

“**Who**” includes name of honoree, chairperson, president, etc.

“**What**” includes type of event: dinner, lecture, prayer service, etc., as well as the sponsoring organization.

“**Where**” includes name of place; if not well known, also the address.

“**When**” includes the time and date.

“**Why**” includes the purpose of the event.

- ❑ Sentences should be short, limited to one thought, and in **THIRD PERSON**. An organization is an “it,” not a “they,” even if the name of the organization refers to a group of people, i.e., “Child Survivors of the Holocaust.”

- ❑ Indent each paragraph. No subtitles between paragraphs.

- ❑ Do not type in upper case throughout. (*This is a real killer.*)

This: “The BMH-BJ annual picnic . . . ”

Not this: “THE BMH-BJ ANNUAL PICNIC . . . ”

- ❑ Articles should be factual, not editorializing.

A report on an upcoming exhibit (program, lecture, etc.) should not include the view that it is “wonderful” or “unique.” Readers prefer facts. If editorializing is included, it must be attributed.

This: “The campaign kick-off will be the largest we have ever hosted,” stated Mark Sidell, chair of the Allied Jewish Federation of Colorado.

Not this: “This exciting campaign kick-off party will be the best of the Denver-Boulder Jewish social season this year.”

In facing space pressures, the **IJN** deletes editorializing. In any event, it is usually not run unless it is essential to a press release, or genuinely colorful.

- ❑ Do not begin articles with the date. This is awkward. The date is not the most important fact — identifying the event is.

This: “Hadassah will host its annual gala Sunday, April 3.”

Not this: “On Sunday, April 3rd, Hadassah will hold its annual donor dinner.”

- ❑ Do not take the spelling of any name for granted. People hate to have their names misspelled.

- ❑ Refer to people by first and last name on the first reference only. Use last name only for subsequent references. **Exception:** Use professional titles of Rabbi and Dr. with subsequent references.

- ❑ Articles and picture captions should not include names of corporate sponsors, costs of events, caterers, florists or other vendors. These may be included in advertising.

- ❑ Always include name and telephone of person to be contacted in case of a question.

- ❑ Publication is always subject to space availability.

PHOTOGRAPHS

- ❑ **IJN** does not have a staff photographer. Photographs are the responsibility of the organization. Photos must be professional glossies — no polaroids, negatives, slides or half-tones. Color, black-and-white or professional quality color photos are preferred. Artistic renderings are sometimes effective. Computer-transmitted photos are acceptable. They can be emailed to email@ijn.com. The best format is TIFF or JPEG. We *cannot* use bitmap (BMP) photos.
- ❑ **IJN** returns photos only if accompanied by a self-addressed stamped envelope. Remaining, quality photos will be filed in our “morgue.”
- ❑ There is a small charge for photo reproduction: \$17 per column, regardless of depth. One-column picture charge is \$17; two-column, \$34; 3-column, \$51; 4-column, \$68; 5-column, \$85. **IJN** determines the size of photos according to space availability, appropriateness for the story, and technical considerations.
- ❑ Always write name of subject on the bottom of the back of photographs. Take care to write lightly, lest pen marks ruin the picture. If there is more than one subject, *each one must be identified*, left to right. **IJN** does not run general cutlines.
This: Each person in photo identified by first and last name.
Not this: “The art auction committee”; “The honorees at the dinner.”
Hint: Take down the names of people in photographs when the photographs are taken, not when they are printed. Even better: To ensure proper spelling, ask the people themselves to print their own names on paper at the time the pictures are taken.

IV. Courtesy copies of the IJN

- ❑ Upon request, the **IJN** will send a courtesy copy of the edition in which your organization’s announcement appears to anyone mentioned in the story or picture, provided you supply a computer-generated or typewritten list with each person’s name and address, including zip code, by deadline.

V. Style Sheet

- ❑ **ORGANIZATIONS: UPPER CASE, LOWER CASE**
Names of organizations are upper and lower case. Names of organizations’ committees, campaigns, dinners, departments, task forces, subcommittees, interns, institutes, initiatives, programs, chairs, etc., are lower case only. **IJN** preference: lower case format whenever possible.
This: “The Anti-Defamation League civil rights committee”
“The Allied Jewish Federation 2005 campaign”
“The Temple Sinai annual dinner”
“The Loup JCC early childhood development department”
“The Denver Academy of Torah fundraising committee”
Not this: “The Anti-Defamation League Civil Rights Committee”
“The Allied Jewish Federation 2005 Campaign ”
“The Temple Sinai Annual Dinner”
“The Loup JCC Early Childhood Development Department”
“The Denver Academy of Torah Fundraising Committee”

❑ **TITLES: UPPER CASE, LOWER CASE**

Titles of people are capitalized *only* when they precede names, not when they succeed names. **IJN** preference: lower case format whenever possible.

This: CAJE Director Daniel Bennett.

Or this: Daniel Bennett, director of CAJE.

Not this: Daniel Bennett, Director of CAJE.

❑ **NUMBERS**

Spell out numbers one through nine. Numbers over 10, use numerals; same with first through ninth, and 10th through zillionth. Also: Spell out any number that is the first word of a sentence.

❑ **DATES**

Never use th, rd, or nd:

This: July 3, 1968.

Not this: July 3rd, 1968.

Spell out days of the week:

This: Tuesday.

Not this: Tue.

Abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec. when part of a date:

This: Jan. 10, 1946.

Not this: January 10th, 1946.

Spell out names of months when they are not part of a date. Do not include the year when the event is within the same calendar year as the **IJN** publication date.

❑ **TIMES**

Do not use Zeroes (:00) or “o’clock.” Do use a.m. and p.m.

This: The Yeshiva banquet begins at 7 p.m.

Not this: The Yeshiva banquet begins at 7 o’clock.

Nor this: The Yeshiva banquet begins at 7:00 p.m.

Use “noon” or “midnight,” not 12 p.m. or 12 a.m.

❑ **TELEPHONE NUMBERS**

Always include the area code.

❑ **PRICES**

The **IJN** does not run the specific price of events in news stories, only in advertisements. A news story can contain, “there is a small fee” (if it is indeed small).

❑ **CONCLUSION OF ARTICLES**

If there is more than one phone number, list both. Avoid listing special times to call; it discourages people from phoning. Be certain your phone or voice mails is up and running before submitting in either article or advertisement.

This: “Information: (303) 777-2773.” Or, if necessary: “Information: Nicole Drusinsky, (303) 777-2773.”

Not this: “For information and reservations, please call Nicole Drusinsky at (303) 777-2773.”

You may include a phone number or e-mail address or website for information.

❑ **NAMES**

First reference: First and last name. Rabbis and physicians should have titles before their names. Subsequent reference: Last name only (including title).

This: Cohen said.

Not this: Millie said.

First mention of a woman should include her own first name.

This: Della Levy

Not this: Mrs. Jeffrey Levy

❑ **BOOKS, NEWSPAPERS, MAGAZINES, ARTICLES AND LECTURES**

Books are italicized. (*Jewish Literacy*, by Rabbi Joseph Telushkin)

Newspapers and magazines are boldface. (**Time**, **New York Times**, **L’Chaim**[®],

Intermountain Jewish News[®])

“Articles and lectures are in quotation marks.” (“The Peace Process: Redemption or Doom?”)

❑ **QUOTATION MARKS**

Single and double quotation marks are *outside* periods, commas, question marks, and exclamation points; but *inside* semicolons. (There are tricky exceptions here; the **IJN** will take care of them.)

This: “I’m paying my pledge!” “Did he really pay?”

This: “The rabbi shouted, ‘He’s paying his pledge!’”

This: “He really paid”; the treasurer said the same thing.

VI. We are here for you.

- ❑ Anyone on the IJN staff is eager to help you. We have an “open door” policy and are always available to answer questions — do not hesitate to ask. Here are your contact persons at the IJN.
- **Editorial policy:** Miriam Goldberg, Rabbi Hillel Goldberg, Larry Hankin, Chris Leppek.
 - **Local publicity, press releases, publicity campaigns:** Larry Hankin, Andrea Jacobs.
 - **Advertising:** Miriam Goldberg, Rabbi Hillel Goldberg, Larry Hankin, Bernie Papper, Lori Aron, Daniel Lifshen.
 - **Technical requirements for photographs and advertisements:** Judy Waldren.
 - **Shmoos Column, Births, Obituaries:** Andrea Jacobs
 - **Classified advertising and subscriptions:** Carol Endres
 - **Billing:** Dave Fetscher
 - **Legal notices:** Sherri Bell
 - **IJN Doris Sky Chanukah Coloring Contest and IJN Book Program:** Larry Hankin
 - **IJN Summer Internship:** Rabbi Hillel Goldberg, Larry Hankin.

How to reach us:
Intermountain Jewish News
1177 Grant St.
Suite 200
Denver, CO 80203-2362

Phone: (303) 861-2234
Fax: (303) 832-6942
General e-mail address: email@ijn.com
Website: www.ijn.com

Here are staff email addresses and phone extensions for after-hours voice mail:

Miriam Goldberg, editor and publisher, ext. 23,
Rabbi Hillel Goldberg, executive editor, ext. 18, hillel@ijn.com
Larry Hankin, associate editor, ext. 22, larry@ijn.com
Chris Leppek, assistant editor, ext 20, denvjewnew@aol.com
Andrea Jacobs, staff writer, ext. 12, andrea@ijn.com
Judy Waldren, office manager, ext. 17, judy@ijn.com
Carol Endres, receptionist, ext. 10, carol@ijn.com
Lori Aron, account executive, ext. 11, lori@ijn.com
Bernie Papper, account executive, ext. 13, bernie@ijn.com
Dave Fetscher, bookkeeper, ext. 16, dave@ijn.com
Sherri Bell, legal secretary, ext. 14, sherri@ijn.com

Our office is open 8 a.m. to 5 p.m. daily, except during Mountain Standard Time, when the hours are 8 a.m. to 6 p.m., on Monday; and 8 a.m to 4 p.m., Friday.