



10 Tips for Submitting a News Article to the Local Newspaper

The local newspaper is an excellent way to connect your congregation with the local community. Here are some tips that will assist you in getting the articles you submit published:

- 1. Submit the article to the proper person.**
Some newspapers have large staffs. Just as you would not submit an obituary to the sports editor, make sure that you submit your church news to the correct editor. If you are unsure as to whom your article should go, check with the newspaper.
- 2. Respect deadlines.**
In order to insure getting things published, please submit materials well in advance of publication dates (in some cases, 2-3 weeks is acceptable). If in doubt, call the newspaper office and ask.
- 3. Contact Information**
Put the name, address and telephone number of your congregation at the top of each page. Be sure to include the name and number/e-mail address of the contact person should the newspaper desire more information.
- 4. Clearly indicate a release date**
For example "For Immediate Release" or "For use after 5 p.m., Thursday, August 22".
- 5. Keep things "short, simple and to the point"**
If submitting more than one page, put the word "MORE" at the bottom of the first page. This tells the editor to look for another page.
- 6. Include some identifying word/phrase at the top of succeeding pages.**
For example, "Trinity Church, page 2". At the end of the story put either "30" or "# # #". These are traditional symbols that signify the end of the article.
- 7. Avoid using jargon, slang or insider words.**
You may know that the YGA for FLY means the "Youth Group Advisor" for "First Lutheran Youth", but those outside of the church will not understand what you mean unless you explain it to them.
- 8. Explain acronyms before using them.**
For example, write the "Evangelical Lutheran Church in America (ELCA)" before using the initials "ELCA" or "Central/Southern Illinois Synod (CSIS)" before using "CSIS".
- 9. Always double-check spelling and other pertinent information**
(e.g. names, addresses, dates, times, etc.). The last thing you want to do is submit incorrect information.
- 10. Thank the newspaper staff person for his/her consideration.**
Newspaper personnel are people too. They have work to do and deadlines to meet. A small word of thanks will help them to remember you the next time you submit something for publication.

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