

Your press release

Submitting a press release and photos for use by DelawareBusinessDaily.com is easy.

After writing your your information on personnel moves, new products, new locations etc., send the file and photos to drainey@DelawareBusinessDaily.com.

A few tips for submitting press releases to this publication and others:

- Keep personnel items under 200 words for each promotion, retirement or other announcement. Promotions can be group into one story. For example, three promotions would amount to 600 words.
- On other releases, it is better to have too much information, rather than too little. Photos are a great idea. Consider using a professional or someone who knows the ins and outs of photography.
- Avoid too many adjectives and adverbs. You may have the greatest business in the world, but journalistic style calls for “just the facts.” The risk is that an editor may simply put aside the piece if it requires too much editing. If you make claims, cite a source.
- If you want to praise or make a statement about the person or company, use a direct quote, or attribute the statement to someone at the organization.
- Submit larger photo files, preferably in JPG or TIF formats. Reproduction is poor when it comes to small photos, particularly in print.
- Include a contact number of email address and make sure the person is available at the time the release is submitted. Over the years, we have seen writers crank out a number of press releases and take the day off. Phone numbers still work, although most editors prefer email.
- Don't be afraid to send information on donations to nonprofits and related activities in the community. We run group photos and check presentations.
- If you don't see your news published, feel free to call and check via email – at least when it comes to us. Sometimes, items can get lost at the bottom of an email “In” box.
- Attachments are OK, but be sure to copy and paste the text on the body of the email. From time to time, files simply can't be read for any number of reasons.
- Adobe PDF files are OK. Make sure the text can be copied and pasted. Editors don't like to scan copy and then edit the text and most don't have time to do a full rewrite.
- Repurpose the information. Post it on your website and through social media such as Facebook, Twitter and LinkedIn.
- Copy doesn't have to be perfect, but make sure at least one other person has read and/or approved the release before submission.
- Don't send an image file with some text and call it a press release. Such files are difficult to handle by editors and can also be mistaken for advertising.

If you have any other questions and need help (we know resources are limited) feel free to email Doug at the address above or call 302-753-0691.