How to Submit News

The *Columbus Messenger* welcomes the news about your school, church, scouting or other community organization.

Community news items are is printed as a free service as space is available. The exception is sports sign-ups, which are paid advertising.

Deadlines

The following are the deadlines for the *Columbus Messenger*:
- *Eastside Messenger* news deadline is 5 p.m. Tuesday.
- *Madison Messenger* news deadline is 5 p.m. Tuesday.
- *Southeast Messenger* news deadline is noon Wednesday.
- *Southwest Messenger* news deadline is 5 p.m. Tuesday.
- *Westside Messenger* news deadline is noon Wednesday.

Writing a news release

When writing a news release, remember to keep it brief and state your facts in descending order of importance. Put the five W's (Who, What, When, Where and Why) in the first paragraph.

People featured in the release should have their names and addresses, including ZIP code, typed at the bottom of the release and marked "for information only" to target the right edition.

Type the press release and proofread for typos.

Remember, deadlines are not flexible, and they change before holidays.

Send your news item 2-4 weeks prior to your event.

Submitting photos

Use a 35-mm or digital camera. Polaroids or blurry prints are not acceptable. Either color or black-and-white prints will do.

Digital photos should be e-mailed to the newspaper as a jpeg file. If e-mailing, just send your one, best photo and include information for the caption.

Tips for better picture taking for newspapers:
- When taking a photo, get as close as possible to the subject.
- Avoid large group shots, as faces will be too small to distinguish.
- Don't put your subject's back against a window. You'll get a bright window and a dark face.
- If taking pictures outdoors, make sure your back is to the sun and your subjects are facing the light.

- Look at the background before you snap the picture. The background should always be simple and light in color. Make sure that people in the back row, particularly if they are dark-skinned and photographed against a dark background, are sufficiently lighted by the camera's flash.
- Avoid bulletin boards or cluttered walls as backgrounds. Be careful that it does not appear as if there is something in the background "growing" out of the subject's head.
- Hold your camera steady as you squeeze the shutter. To prevent jiggling and fuzzy pictures, keep your elbows tight against your body and hold your breath. Make sure your fingers do not block part of the lens.
- If in doubt of whether there is sufficient natural light, use a flash.
- Take "action" pictures whenever possible. Avoid the "grip and grin" photo of two people shaking hands or passing a check. Instead of a stiff photo of the PTA president passing a check to the principal for new playground equipment, arrange to take a picture of the PTA president and principal helping a child up a slide or pushing a child on the swing that was purchased with the money.
- Write the "cutline," the text that appears underneath photographs in the newspaper. Identify everyone in the picture by first and last names. Make it very clear which person belongs to which name—identify left to right, first row, second row, etc.
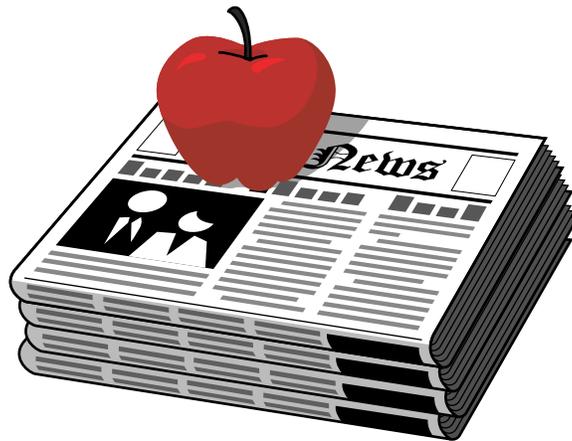
Getting us the news

News items can be mailed to the Columbus Messenger newspapers, 3500 Sullivant Ave., Columbus, OH 43204, Attn: Editorial Dept. They can also be faxed to (614) 272-0684.

News can also be e-mailed directly to the individual papers:
- *Eastside Messenger:* eastside@columbusmessenger.com
- *Madison Messenger :* madison@columbusmessenger.com
- *Southeast Messenger:* southeast@columbusmessenger.com
- *Southwest Messenger:* southwest@columbusmessenger.com
- *Westside Messenger:* westside@columbusmessenger.com

Don't forget

Don't forget to include your name and telephone numbers with any news submissions.